

ECO-TOURISM ACHIEVEMENTS IN BAGAMOYO

- 21 Community leaders were sensitized on beach cleaning;
- More than 15 acres of mangroves replanted;
- *Mto wa Mbu* Cultural Tourism Enterprise strengthened, creating income generation opportunities in various communities and demonstrating how income generated can contribute to development activities in the local schools;
- *Mlingotini* Cultural Tourism Enterprise registered and operational;
- 20 Kaole women were trained in micro tourism business development;
- 55 people trained in improved customer care;
- 40 people participated and helped to establish a Networking Forum on Tourism in Bagamoyo.

ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS/TEST) ACHIEVEMENTS IN BAGAMOYO

- Training of key management and staff of Bomani Beach Bungalows, Millennium Old Post Office and Millennium Sea Breeze, Oceanic Bay Hotel and Resort on best practices in environmental management systems leading to the adoption of environmental management plans at the hotels;
- Contracting the CPCT to provide technical support to the EMS-TEST participating institutions on the implementation of no cost, low cost and high cost recommendations needed to improve their revenues, while enhancing the quality of the environment around the facilities;
- Supporting Bagamoyo participating institutions with a relevant Environmentally Sound Technology (EST) i.e. solar street lighting within the historical centre of Bagamoyo town, as a cross cutting partnership between the local district council, local communities and a local Tanzanian company supplying green energy products.

REEF AND MARINE RECREATION MANAGEMENT (RMRM) ACHIEVEMENTS IN BAGAMOYO

- Assessment and survey of sensitive marine ecosystems;
- Training of boat operators on marine safety issues and the marine environment;
- Collaboration between Watamu Marine Association (Kenya Demo Site) and the Bagamoyo boat operators;
- Participatory mapping of sensitive and damaged sites done in collaboration with local guides resulting in maps showing biodiversity and tourism interest hot spots in Bagamoyo;
- Marine Sustainability Management Plan for Bagamoyo.



FOR MORE INFORMATION ON THE COAST PROJECT AND OTHER RELATED ACTIVITIES IN BAGAMOYO, TANZANIA, PLEASE CONTACT THE FOLLOWING:

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SUSTAINABLE COASTAL TOURISM IN TANZANIA

LESSONS FROM BAGAMOYO

Sustainable Eco-tourism enhancement for poverty alleviation and biodiversity conservation for the villages of Dunda, Kaole and Mlingotini in Bagamoyo District



ABOUT THE BAGAMOYO DEMO SITE

Tanzania’s coastal zone harbours a rich abundance of natural and cultural resources. Once a centre for the East African Slave Trade, Bagamoyo is the oldest town in Tanzania and a cultural historical ‘hot spot’. Bagamoyo District was recently nominated as Tanzania’s seventh World Heritage Site. The Bagamoyo coastline is characterised by important marine habitats including sandy or muddy tidal flats, mangroves, coral reefs, sea grass beds, and a productive estuarine system.

These ecosystems play a major role in supporting local people, providing a source of food, income and energy. Bagamoyo currently is a business-based tourism destination with the majority of visitors travelling from Dar es Salaam for meetings and conferences. The town also attracts short-term visitors from East Africa. The tourism industry is mainly land-based while marine recreation (snorkelling) is undertaken through largely ad-hoc arrangements with fisher people. SCUBA diving and safety equipment for marine tours is currently inaccessible. While infrequent visits reportedly sometimes take place to near shore reefs, the most popular snorkelling reef is Mwamba Kuni.


“...The COAST Project was developed with an aim of reducing the harmful impacts of tourism practices to the coastal ecosystems....”

OVERVIEW OF THE COAST PROJECT

The Collaborative Actions for Sustainable Tourism (COAST) Project was implemented over a five year period (January 2009– June 2014) in nine sub-Saharan African countries (Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania). The project was developed with an aim of reducing the harmful impacts of tourism practices to the coastal ecosystems. It was a Global Environment Facility (GEF) funded Project with the United Nations Environment Programme (UNEP) as the implementing agency and the United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the United Nations World Tourism Organization (UNWTO).

THE COAST PROJECT IN TANZANIA

The COAST Project implemented activities at the Bagamoyo Demo Site under the Eco-tourism, Environmental Management Systems (EMS) and Reef and Marine Recreation Management (RMRM) thematic areas. Eco-tourism is spearheaded by UNWTO, while EMS is executed by UNIDO. EcoAfrica, an African firm contracted by UNIDO, is executing the RMRM thematic area with broad oversight from the UNIDO COAST Project Management Team. The project activities were supported by a Demo Site Management Committee comprising of the private sector, civil society organizations and government representatives to ensure effective implementation of activities. A Government of Tanzania contracted employee was seconded to act as the Demo Project Coordinator.

ENVIRONMENT	TOURISM
<p>KEY FACTS</p> <ul style="list-style-type: none"> • Bagamoyo Coastline length: 45 km; • Demo site area: Land:187,96km² Mangrove: 28,83km² Marine (water & mangrove): 255,62km² Demo Site total: 416,51km² • Flagship species under threat include: several species of dolphins, including the rough-toothed dolphin (<i>Steno bredanensis</i>), bottlenose and spinner dolphins (<i>Stenella longirostris</i>) and Indo-Pacific humpback. <p>ENVIRONMENTAL CHALLENGES</p> <ul style="list-style-type: none"> • Marine and reef destruction; • Pollution and poor waste management practices; • Over-utilization of mangrove forest products; • Pervasive use of illegal and destructive fishing methods; • Coral bleaching due to fluctuating sea temperatures; • Rising human population on the fragile coastline area; • Policy overlaps and general enforcement failures; • Low awareness of policies by key local actors; • Poverty as a key driver for harmful livelihood practices; • Conflicts of interests in governance of the marine resources; • Water pollution due to non-existent sewerage facility network and discharge of raw sewage and run-off into the oceans. 	<p>KEY FACTS</p> <ul style="list-style-type: none"> • Number of tourists in demo site: 52 001 (2013) (domestic and foreign tourist). <p>MAJOR TOURISM FEATURES</p> <ul style="list-style-type: none"> • Clean sandy beaches; • Wide variety of marine life forms; • Coral reefs; • A number of good quality hotels and restaurants; • Cosmopolitan area with a rich ethnic mix of nationalities and local communities; • Arts and crafts market; • Increasing interest in conference tourism from Dar es Salaam; • Sites of historical interest. 

ECO-TOURISM

Eco-tourism work followed UNWTO’s ‘Sustainable Tourism–Eliminating Poverty’ (ST-EP) approach.

Key Activities implemented under the Eco-Tourism Thematic Area include:

- Awareness raising and education targeting: tour guides, women groups (food & home-stay providers), handicraft producers, seaweed farmers and environmental conservation groups;
- Tailor-made trainings for tourism stakeholder groups;
- Production of promotional materials (brochures, flyers, website) and promotion and marketing of Bagamoyo as a tourist destination;
- Establishment of a tourist information office;
- Promotion of environmental protection and conservation initiatives (beach cleaning, mangrove replanting);
- Facilitation of the establishment of a tourism stakeholder dialogue forum;
- Seminars on governing by-laws, regulations and guidelines for tourism stakeholders.

ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS/TEST)

UNIDO applied the ‘Transfer of Environmentally Sound Technology’ (TEST) Methodology as a tool for introducing green practices in the local hotel sector. The TEST methodology was implemented in four hotels at the Bagamoyo Demo Site (Bomani Beach Bungalows, Millennium Old Post Office and Millennium Sea Breeze, Oceanic Bay Hotel and Resort) to improve their environmental and economic performance in cooperation with the Cleaner Production Centre of Tanzania (CPCT).

Key Activities implemented under the EMS-TEST Thematic Area include:

- Training of private sector managers and staff on best environmental management practices;
- Production of Cleaner Production Assessment Reports with no cost, low cost and high cost management options to improve environmental and economic management efficiency;
- Establishing a partnership between public, private and community stakeholders to adopt an Environmental Sound Technology in Bagamoyo.



REEF AND MARINE RECREATION MANAGEMENT (RMRM)

EcoAfrica was the UNIDO sub-contracted thematic leader working at the Bagamoyo Demo Site (in addition to Mozambique and Kenya). The main goal of the RMRM thematic area was to ‘promote approaches that encourage the conservation of coastal and marine biodiversity, to test these approaches at selected sites and to document and disseminate the results’.

Key Activities implemented under the RMRM Thematic Area include:

- Baseline data collection on reef and marine recreation issues in the Bagamoyo Demo Site;
- Generating information for improved management of key marine and coastal ecosystems to support the reduction of pollution and environmental degradation;
- Survey and GIS Mapping of Sensitive Areas and Damaged Sites as a result of human activities including tourism;
- Demarcation of the reef as part of a Reef Management Strategy;
- Awareness and capacity building on reef conservation for all key stakeholders in Bagamoyo.

DSMC STAKEHOLDER MEMBERS IN BAGAMOYO	
Organization	Type of organization
Bagamoyo Development Organization	NGO
Bagamoyo Tour Guides Association	CBO
Central Coordinating Committee	Government
Maendeleo Fishing Group	CBO
Kondo Village Executive Officer	Government
BATREN	CBO
District Fisheries Bagamoyo	Government
District Tourism Officer	Government
Tanzania Coastal Management Partnership	Project
Tanza Diving	Private
Bagamoyo Country Club	Private
Tanzania Department of Antiquities	Government

