ANNEX A 4: KENYA - NATIONAL DEMONSTRATIONS FOR TESTING BEST AVAILABLE PRACTICES AND BEST AVAILABLE TECHNOLOGIES FOR SUSTAINABLE TOURISM

Integrated Sustainable Tourism Planning and Management at Watamu on the Kenya Coast (Relevant Sub Theme(s) 1a), 1b), 1c): with elements of Environmental Systems Management and Eco-labelling; Eco-tourism and Reef recreation management).

Tourism Context in Kenya:
The coastal economy of Kenya is heavily dependent on maritime and harbour activities, fisheries, commerce and tourism. In Kenya, tourism has been steadily growing both in terms of numbers and revenue generated since independence and it continues to be one of the most important economic sectors in the country. Tourism contributes 12.5% of the GDP to the country, of which, coastal tourism accounts for 60%. Even though safari tourism has been for years the main tourist product for East Africa, the coastal region is currently the main tourist destination for both national and international tourists (visitors). Immediately after independence, tourism was the fastest growing sector of the Kenyan economy. Only coffee and tea production brought in more foreign exchange. Income from tourism first exceeded that from coffee in 1989. Between 1990 and 1993, 3.23 million foreign visitors came to Kenya, representing about 5% of the tourist trade in Africa and about 28% of that of Eastern Africa. However, besides the positive gains from tourism, the sector also impacts negatively on the coastal and marine environment. The first hotels in the northern part of Diani were built in the late 1960s/early 1970s, and over time it has grown to become Kenya's most developed beach resorts. Beach front property that was priced at thousands of Kenya shillings an acre 30 years ago, are now sold in the range tens of millions. The result has been exclusion of fishing and other local communities from prime land with beachfront access, and the northern part of Diani has already lost three traditional fishery landing sites. In the past, intense competition has existed between fishing and tourism and other development interests, with the latter succeeding in taking over beach-front land and conversion of many public access routes to private property.

Mass tourism is at the origin of many of the key development issues in coastal areas of the country. In Malindi, resorts are constructed without any serious feasibility study. Cases of encroachment on fishing landing sites, marine parks and privatization of beaches are numerous. Lack of physical planning in the coastal zone has two main consequences: a) the development of resorts at the sea front resulting in the acceleration of beach erosion (e.g. Mombasa area) ; b) occupation of sensitive habitats by local communities with it's effects on biodiversity loss.

Tourism activities in the coral reefs (Diani – Chale coral reef, Malindi coral reef, etc) cause direct pressure on these ecologies e.g. boating and reef walking, whereas collection of ornaments including shells and ornamental fish for the tourist market add indirect pressure on the coral ecosystem. Generally, with the exception of protected areas, most coral reef areas along the coast are under pressure from over-exploitation.

Land development activities including urbanization and agriculture sector developments are also major sources of contaminants in the coastal zone. Coastal urban centres, including Mombasa, experience poor waste management because of inadequate or non-existent waste disposal facilities and infrastructure, such as sewage treatment and/or sewerage facilities. Regulations are generally framed but there is a critical problem in enforcement, related to poor institutional governance. This is surprising in a country where private sector seems to be well empowered and organized. Nevertheless, lack of an institutional framework that can facilitate public-private partnerships in undertaking activities that would minimize the negative impacts of tourism remains is a serious challenge. On the other hand, there is lack of coordination with neighbouring countries in respect of developing tourist facilities and promoting regional tourism, despite the fact that the country depends on and often share the same ecosystems as it's coastal neighbours. Despite these problems, there is a growing awareness on the issue of responsible tourism. Success stories generally come from the community based ecotourism projects (e.g. Wasini, Watamu, Mida creek). Some key National and Regional institutions however have recently been developing capacity to address these constraints. Thus the NEPAD Coastal and Marine (COSMAR) sub-theme of the NEPAD Environmental Initiative has been established within the Ministry of Environment and Natural Resources and is hosted through NEMA at a Secretariat based in Nairobi. With the support from Global Environmental Facility COSMAR has the responsibility to develop and protect the marine and coastal environment. Another positive aspect is the experience of the Kenya Eco-rating Scheme which is a voluntary initiative by the Kenya tourism industry designed to further the goals of sustainable tourism by recognizing the efforts aimed at preserving environmental, social and cultural values. The Ecotourism Society of Kenya launched the Scheme in October 2003. Nevertheless, the country is yet to succeed in minimizing the environmental and the socio cultural negative impacts of mass tourism. Tanzania claims their sustainable tourism strategy aims to avoid the difficulties Kenya is facing to sustain this sector.

The Demonstration Project in a Nutshell:

Country:	Kenya
Title:	**Integrated Planning and Management of Sustainable Tourism at the Coastal Area of Watamu**

Executing body: National Environmental Management Authority and the Ministry of Tourism and Wildlife

Cost of Project: US$876,000   GEF US$351,000   Co-financing: US$525,000

Linkage to Project Priority Themes:

Integrated Sustainable Tourism Destination Planning addressing all three priorities, namely:

- 1 a) Establishment and Implementation of Environmental Management Systems and Voluntary Eco-certification and Labelling Schemes
- 1 b) Development of eco-tourism to alleviate poverty, through sustainable & supporting livelihoods and, generate revenues for conservation of biodiversity and the benefit of the local community.
- 1 c) Promote best practices in mitigating environmental impacts of tourism and conserve globally significant biodiversity through improved reef recreation management

Linkage to National Priorities and Programmes:
Tourism is a major economic sector in Kenya and tourism activities concentrate in the inland wildlife-

reserves and at the Indian Ocean Coast. For example tourism accounts for 45 per cent of all the economic activities and employs directly around 40,000 workers in Mombasa District. It also earns much-needed foreign exchange for the country. Various sites of this coastal area (e.g. Malindi, Watamu and Wasini) were identified as sensitive and 'hot spot' areas during the African Process.

In 1995 a National Tourism Master Plan was adopted that had at its core the sustainable use of tourism resources and the protection of the conservation of the natural and cultural heritage. A National Tourism Policy Framework was developed in 2003, and this project will contribute to the specification of the policy to coastal areas and its effective implementation. District Development Plans were established for the period of 2002-2008 with the theme "Effective Management for Sustainable Economic Growth and Poverty Reduction" and these are expected to be built upon during the next planning period. These plans have an obvious tourism focus in the Coastal Districts.

There are various legal frameworks and instruments in Kenya that support conservation of the environment and this project can reinforce their application in coastal areas (e.g. the Environmental Management and Coordination Act (EMCA), the Wildlife Conservation and Management Act (WCMA), and the Environmental Impact Assessment and Audit regulation).

Global and Regional Benefits:
- Reduction of pollution from coastal tourism, by improving sanitation and waste management, and implementing a water quality monitoring programme.
- Protection of threatened habitats / ecosystems, through management planning and enforcement (especially in MPAs), providing incentives to apply EMS to reduce impacts from existing tourism activities.
- Conservation of globally significant biodiversity, by integrating biodiversity criteria into tourism planning and providing incentives to apply EMS.
- Strengthening of institutional capacities, in enforcement of existing and new legislation, provision of clear guidelines, and incentives for EMS, generate revenues for conservation management.
- Restoration of the productivity and health of ecosystems, by raising awareness, capacity and providing training to minimise the impact of existing tourism activities.
- Sustainable coastal resource use by making the tourism industry more sustainable at a community and destination level by reducing threats to the key resources.

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Project Objectives and Activities:

Background: The Kenya coastline stretches for about 300 kms from Shimoni in the south to Lamu in the north. The approximately 30 km coastal zone between Watamu and Malindi is the principal destination for beach tourism in Kenya with high concentration of tourism operations (around 100 resorts and hotels). The coast region boasts 5 Marine Parks and Reserves that are prime sites for diving, snorkelling, fishing and boating. The coastal zone includes highly populated areas, such as the beaches at Mombassa city, where tourism is the principal livelihood for a large group of local boat and beach operators organized in associations. The zone also hosts important mangrove and other coastal ecosystems (e.g. at Watamu and Wasini), where community-based initiatives intend to make a sustainable use through ecotourism, and agricultural activities (e.g. apiculture, controlled harvesting and re-planting of mangroves).

This project will primarily focus on the Watamu area, but also contribute lessons and experience sharing to stakeholders in the Wasini area.

Key issues:
- Pollution of coastal waters from hotels and industrial waste with inadequate solid and liquid waste disposal

- Natural habitat loss as a result of unplanned industrial development,
- Loss of biodiversity due to tourist impact (trampling on corals and illegal collection of marine trophies)
- Coastal erosion due to inappropriate construction of sea walls that alters the physical processes.
- Lack of coordination between public and private sector and community organizations
- Lack of meaningful participation of coastal communities in policy formulation and inadequate regulation to ensure community access to market ecotourism products
- Limited institutional and organizational capacity among coastal communities for effective participation in the tourism sector
- Resource use conflict between stakeholders (Hoteliers/ Beach operators/conservators of MPAs)
- Inadequate capacity of community groups/CBOs to run their ecotourism projects.
- Marginalization of communities and limitations in access to beach areas, due to tourism infrastructure development
- Lack of a national policy on Disaster Management, that largely affect vulnerable coastal zones and their tourism sector

Main objective:
The tourism sector along the Kenyan coast is well developed and concentrated to specific areas, while rapidly expanding to new zones of high biodiversity and sensitivity. MPAs are vital to the tourism sector but also come under much pressure as a result of tourist interest and potential revenues. The following activities, while dealing with tourism in this locale as a whole, will give a particular priority to reefs and MPAs. The long-term sustainability of the tourism sector can be only ensured if the priority project components are dealt with together in an integrated way through a sub-national regional approach. Therefore, the main objective of this demo is to provide a model for integrated development and management of coastal tourism at an extended coastal zone level, which shares common environmental and geographical features and corresponds to the jurisdictional area of institutions along the coast. The project will especially seek to demonstrate the function of institutional structures and coordination mechanisms as a basis to address complex environmental and socio-economic issues. The Demonstration will also be linked to the GEF WIO-Lab Project (Addressing Land-based Activities in the Western Indian Ocean) and will coordinate closely with any activities or initiatives related to the concepts of watershed management and eco-hydrology (e.g. UNESCO- IHP) as they impact on the coastal zone.

Project Activities:

Focus on policies, regulations and capacity building:
- Specify and test which of the existing guidelines, strategies and regulations within the framework of the National Tourism Policy, are relevant for coastal tourism and ecotourism
- Support the development of a Sustainable Coastal Tourism Research, Resource and Training Capacity by working through appropriate locally based education/research organisations
- Extend the sensitivity maps (using GIS) on tourism use and MPAs to the entire project area
- Establish a monitoring programme for tourist sites using appropriate indicators (UNWTO methodology)
- Review and strengthen coordination mechanisms re tourism development at different levels
- Support the review of a pricing policy for user fees in the Marine Parks and Reserves (following the recently developed policy for terrestrial parks)
- Develop a policy for Disaster Preparedness and Management, within which the tourism sector is fully integrated within the demo project area.

EMS and eco-certification:
- Develop and deliver EMS training modules for hotels at the demo site
- Create financial incentives for the application of EMS techniques and technology
- Conduct a feasibility study for the application of the Blue Flag certification for beaches and support local stakeholders to begin to implement the results
- Apply supply-chain management in EMS, with the involvement of tour operators and local

- producers
- Review current EIA and Auditing processes
- Establish coastal water quality monitoring mechanisms and facilities for the project area
- Review standards, policies, regulations and legislation on infrastructure and building on coastal areas

Alternative livelihoods, poverty alleviation and revenue generation for conservation (ecotourism):
- Develop and implement demos in order to develop models for:
  - ➢ Institutional structures and mechanisms for destination level coordination, planning and management of tourism development and operations
  - ➢ Conflict resolution and beach use with the objective of reducing negative environmental impacts of tourism operations, and ensure a more balanced distribution of tourism benefits through strengthening cooperation between local SMEs, resorts and local government offices
  - ➢ Establish monitoring system for destinations, coastal zones and ecotourism sites (e.g. reefs, mangrove habitats), through the application of sustainability indicators (UNWTO methodology)
- Develop and implement a tourism product development and marketing strategy for community-based tourism and ecotourism activities (e.g. products that are based on traditional livelihood activities, cluster-marketing, combining hotel offer with tourism activities in protected and community areas, production and sale of local handicrafts and agricultural products)
- Revise licensing and pricing schemes for user fees to benefit locals
- Review purchasing practices of hotels to increase the share of locally sourced products and services
- Deliver training and education on tourism management, business planning, improvement, and reinvestment; reef ecology and conservation; sustainable fishing practices
- Develop guidelines for ensuring gender equity in tourism development and public awareness on HIV/AIDS
- Apply participatory planning and design techniques for tourism infrastructure in protected areas and community projects (e.g. boardwalks, mooring buoys)
- Deliver community guide training: language and interpretation skills, pricing and marketing of tours
- Establish and strengthen of community-managed protected areas and reserves, through integrating tourism use within them.

Mitigation of impacts on reefs:
- Provide education on reef ecology and conservation and minimising impacts for boat and dive operators, as well as park managers and rangers
- Develop codes of conduct for reef users through participatory processes, and encourage operators and park managers to implement them
- Provide access to training in sustainable fishing practices and provision of environmentally sensitive fishing equipment for community members
- Provide information for tourists on reef status and conservation activities, including conservation activities that they can participate in
- Provide training on tourism management, and regulations of marine reserve and MPA laws (especially with regard to fishing, diving, snorkelling and development)
- Environmental education and interpretation for tourists: visitor centre, materials, signs
- Survey the coral reefs with GPS, including sensitive areas, threatened species and damaged sites. Map reef locations used by different stakeholders (e.g. fishermen / tourism operators) at different times. Use local participation in survey process, to promote local education and reef awareness
- Develop and support monitoring programs for reefs and turtle nesting, where local stakeholders participate. Market reef and turtle monitoring as an educational tourism experience, where tourists subsidise the monitoring activity
- Review zoning, boat operator rules and regulations in protected areas.

End-of Project Landscape (Outputs):
- National Tourism Policy tested and revised for sustainable coastal tourism and resolution of conflicts between tourism and MPAs
- Regulations and voluntary mechanisms (e.g. codes of conduct) are established
- Training modules are developed and delivered on EMS, ecotourism and reef management
- Coordination mechanisms are functioning at the pilot destinations
- Monitoring system is in place at destinations, at sensitive ecotourism areas (coastal and reef zones), as well as for water quality
- Community-based ecotourism activities are integrated and linked with mainstream beach-tourism activities
- Beach management model is developed and functioning in areas of conflicting user-interests
- Zoning for tourism use is developed and adjusted in MPAs.

Project Management Structure and Accountability:
The demo areas will be managed by NEMA, jointly with the Ministry of Tourism and Wildlife, through their district and local level offices, and through consultation with other stakeholder groups at the national and local coastal zone level. Figure 1 provides an overview of the implementation structure in more detail:

6. Director of NEMA (project executing agency)
7. National advisory group consisting of various stakeholders
8. NEMA and Min of Tourism as the National focal points
9. Demo project coordinator (recruited for the project period on an annual renewable contract basis with a specific TOR and set of duties)
10. Pro bono Stakeholder committee from the Watamu demo site (with some linkage for lesson learning to stakeholders in Wasini)

In order to support smooth implementation of the demo project, the UNIDO Kenya country office will operate an account for the COAST project and will disburse funds through NEMA based upon the specific work plan period (set of activities) for which funds are being requested. All expenditure must be receipted and returned to this UNIDO office, before any further tranche of funds can be authorised. Financial reporting will follow UNIDO rules

Involvement of Stakeholders and Beneficiaries in design preparation:
A national workshop was held during the planning phase (PDF-B) and a national multi-stakeholder project committee was set up involving stakeholders from different sectors. Consultations were held with the involvement of the project expert team at the local destinations of the coastal zone during the planning. Multi-stakeholder coordination mechanisms are planned to be set up during implementation and are likely to include the following principal stakeholder groups:
- District level Offices of the Tourism and Environmental Ministries
- Kenya Wildlife Service (KWS)
- Tourism industry umbrella organisations (Kenya Tourism Federation, Kenya Tourism Board, Kenya Association of Tour Operators, Kenya Association of Tour Guides)
- Hoteliers and their associations (Kenya Association of Hotel Keepers and Caterers, Mombasa Coast and Tourism Association)
- Ecotourism Society of Kenya
- Local boat operators and curio seller associations
- Tour operators and their associations (Kenya Association of Tour Operators)
- Local Authorities
- Beach Management Units (Fishermen)
- Local residents associations and NGOs
- Education and research institutions dealing with tourism issues

Sustainability:
- i)   Financial sustainability: The activities principally aim at introducing policies and institutional structures, as well as building capacity that ensure viable community-based and ecotourism businesses in the long-term. A principal element of the EMS component is to provide financial incentives for hoteliers to implement adequate techniques and technologies through creating the adequate investment conditions, acquiring the necessary know-how and staff capacity, to produce savings due to reduction and rationalization of resource use. The policy changes and capacity building activities will establish the necessary structures to maintain conservation activities in the long term (e.g. strengthening KWS, creating adequate pricing policies for user fees in marine parks that can support maintenance and conservation work in a continuous basis)
- ii)   Evidence of political will and commitment
- iii)   Evidence of local authority, community and private sector support.

Co-Financing:
This needs to be clearly agreed during the inception phase/first year with commitments at each activity level within the demo site areas agreed for each year's work plan.

Key sources of co-financing to the project include:
- ➢ Government agencies – hosting meetings, office space and facilities, personnel, in-country transportation
- ➢ The Kenya Association of Tour Operators and other tourism representative organisations – hosting meetings, mobilising members to provide meeting venues, accommodation, (in kind or at subsidised rates)
- ➢ Other donor agencies / NGOs with programmes that can link with this project – part financing of training and awareness activities, policy development activities, community mobilisation, meeting facilitation.

Replicability:
A programme to streamline the implementation of tourism planning, management and enforcement in a coherent manner within the Watamu bay area, which could be used as a model for other coastal areas and countries in the region at different stages of development.

Monitoring & Evaluation Process:

During the first six months of the implementation phase, project partners will need to develop a responsibility matrix for M& E data collection. Some of the suggested criteria and indicators which may be selected for inclusion in this matrix are listed below:

Tourism policies and regulations:
Indicators will evaluate the status of achievement of the regulatory and policy elements listed in the activities, in a comprehensive policy framework specified for the Kenya coastal zone:
- • % of coastal area with tourism development which has comprehensive integrated planning
- • Status of the a Sustainable Coastal Tourism Training & Research body (existence of arrangements with other research and educational institutions, curricula developed, facilities installed, staffing, etc.)
- • % of the coastal area and its tourism sites covered by use sensitivity maps.
- • % of the coastal area and its tourism sites with systematic monitoring processes in place
- • Number of Marine parks and reserves applying differentiated user fees, as a result of the revised pricing policy.
- • Extent of coastal zone and its tourist beaches covered by Disaster Preparedness and Management Plans

EMS and eco-certification:
- • Number of training and environmental awareness events held, level of participation of target hotels

and their managers
- Number/% of hotels applying EMS, or introducing new EMS techniques and technologies (specified for waste, sewage, energy and water management)
- % of beach area under waste management
- Number of hotels and community groups participating in an environmental award scheme
- Number of beaches (and their stakeholder groups) participating in the process of Blue Flag feasibility study and certification application.
- % of hotels (subdivided by existing hotels and new developments) complying with EIA and auditing processes
- % of coastal zone covered by the water quality monitoring system
- % of reduction in pollutants (e.g. faecal colliforms)
- % of coastal ecosystem (in tourist zones) considered to be in good condition or in degraded status (re: erosion, maintenance, contamination, garbage)

Alternative livelihoods, poverty alleviation and revenue generation for conservation:
- Existence of coordination mechanisms at the coastal zone level, at destinations and at specific sites.
- Number of coordination meetings and workshops, level of participation by the different stakeholder groups (inclusiveness of coordination and planning processes)
- Number of hotels and local operators signed up for conflict-resolution agreements
- Number of destinations, ecotourism sites with systematic monitoring processes.
- Number of training and awareness raising events held, and level of community participation
- Number of hotels offering tourism programmes in communities, cooperating with CBO and local SMEs. Number of CBOs and SMEs involved.
- % of hotels with purchasing policies and practices favouring locally sourced products, % of locally purchased supplies
- Statistics on ecotourism-related SMEs (number of ventures, number of employees, revenues generated, etc.) , by different categories (e.g. boat operators, guides) , existence of SME associations and level of participation
- Number and extent of ecotourism sites, community-based tourism and community reserves with adequate visitor infrastructure (e.g. boardwalk, signage, interpretation)
- Number and extent of community conservation areas with tourism management plans,
- Volume of revenue generated by tourism at community reserves, % re-invested for conservation purposes.
- % of ecosystem in community-areas considered in good or degraded conditions. % of areas rehabilitated (e.g. mangroves)

Mitigation of impacts on reefs:
- Number of training and awareness raising events held and level of participation in them, by the different stakeholder groups (e.g. park managers, boat and dive operators, local communities, hoteliers, etc.)
- Number of boat and dive operators, as well as park management offices applying codes of conduct for tourist use
- Number of parks and reserves providing information and interpretation material and programmes for tourists (e.g. brochures, panels, interpretation centres) on reef ecology and conservation provided by park offices and operators.
- Number of dive operators incorporating conservation and environmental issues in dive briefings
- Number of operators offering diving programmes with conservation purposes, or incorporating turtle conservation activities. Level of coordination between park management and operators on conservation activities.
- Number and % of marine parks and reserve areas with tourism use zoning, licensing policies and regulations
- % of marine parks and reserve areas covered by sensitivity mapping (GIS)
- Number/% of local boat operators collaborating in conservation and monitoring activities
- % of turtle nesting beaches with co-management practices (between park management, operators,

local community) for turtle conservation. % of operators participating in these activities.
- % of reef areas (in tourism use zones) considered to be in good condition or in degraded status (% of corals degraded, variety of marine species – species count)
- Volume of revenue generated at marine parks (from different sources, like user and licensing fees), % of revenue retained at the park management and used for maintenance and conservation.

Broad tourism data is available from the Ministry of Tourism and Wildlife. Environmental data on coastal ecosystems is available from NEMA. Information on EMS in hotels is available through the EIA and Auditing processes, although it is a relatively new mechanism that needs revision and adjusting, as inefficiencies have been detected. Sensitivity mapping and user impact evaluations through GIS has been initiated and completed for some beach areas (e.g. Diani beach), but its application is relatively limited and the project aims at extending it to Watamu. The monitoring capacity is very limited at these destinations, especially at local communities, authorities and marine park management. The national demo has among its main objectives the development and strengthening of monitoring capacities as an essential support tool for integrated destination planning and management, including marine parks. Baseline data is not available or inconsistent in many aspects.

Kenya Demo Project: Watamu (with capacity building linkage to Wasini) – Revised Logical Framework

Overall Goal: Supporting the conservation of globally significant coastal and marine ecosystems and associated biodiversity in sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism

Narrative	Objectively Verifiable Indicators (OVI)	Means of Verification (MoV)	Assumptions/Risks
1. Main Result 1 (Component 1) Developed and tested BAPs and BATs for reducing land-sourced pollution and degradation resulting from tourism	The number of BAPs and BATs tested and developed namely; one on water recycling and efficiency, one on eco-tourism partnerships and one on EMS, eco-labelling and certification	Project publications and website resources Stakeholder views and perspectives from participatory surveys	BATs and BAPs can be developed and tested with significant results within a 3-4 year time period
Activities contributing towards Result 1:			
1.1 Establish a monitoring baseline and process indicators to assess progress during demo project implementation	Regular collection, collation and analysis of demo project data	Project publications and website resources Stakeholder views and perspectives from participatory surveys Consultancy reports	
1.2 Work with selected hotels to demonstrate an investment rationale for EMS, eco-certification and labelling	Evidence demonstrating the investment rationale based upon real facts and figures from demo hotels and operators involved in the project		
1.3 Identify actions required by hotels and partners in order to obtain Green Key and Blue Flag certification	Evidence in the form of a vision statement and action plan pathway for hoteliers to work towards		
1.4 Test and evaluate the uptake of EMS within supply chain relationships	Evidence of data on EMS supply chain relationship and targets based upon selected demo project hoteliers		
1.5 Build upon WIO-LAB BAT to demonstrate how improved	Physical development of a demo waste water facility		

waste water quality can improve the environment in Watamu town	Baseline and follow up monitoring environmental data		
1.6 Develop and test a model for reducing stakeholder conflicts and improved benefit sharing mechanisms	Evidence of a practical conflict management mechanism being used		
1.7 Develop and test improved marketing for community-based eco-tourism initiatives	The number and type of community-based initiatives being marketed through local hoteliers and operators compared with the baseline year		
1.8 Support participatory planning and design of investments within the marine park area	Evidence of diverse stakeholder involvement in KWS marine park planning mechanisms		
1.9 Identify and map community protected areas and obtain legal recognition of the same	KWS recognition of the value of such sites Agreed process for legal recognition in place		
2. Main Result 2 (Component 2) Developed mechanisms for sustainable tourism governance and management	A coastal zone task force or committee with diverse representation of stakeholders is meeting on a regular and effective basis, and is able to influence government and private sector initiatives within the same zone	Project reports Coastal zone committee meetings and reports Stakeholder views and perspectives from participatory surveys	The existing CZM committee will welcome the COAST project and be willing to take on and promote the recommendations arising from the demo sites, thereby providing a mechanism for influencing governance and future policy
Activities contributing towards Result 2:			
2.1 Test and evaluate the draft Tourism policy within the demo project area, and provide feedback to the CZM committee	Evidence of the feedback and results provided to the CZM committee and evidence of policy revisions	Project publications and website resources Stakeholder views and	
2.2 Review the Tourism planning	Evidence of feedback on the	perspectives from participatory	

mechanisms and provide feedback to the CZM committee	mechanisms and the debates and decisions made as a result by the CZM committee	surveys	
2.3 Monitor, review and provide recommendations on the pricing policy and benefit sharing mechanisms within the marine national parks	Changes in pricing and benefit sharing mechanisms and policy within KWS		
2.4 Develop a disaster preparedness plan which is integrated across all relevant sectors	The existence of a disaster preparedness plan and awareness and clarity on the various roles across the relevant stakeholders		
2.5 Provide advice and support to enhance the environmental award scheme for hotels, community groups and schools	Increased community and private sector interest in the awards. Increased sponsorship		
2.6 Review current EIA and auditing processes within NEMA and modify so as to make specific to the tourism sector	Evidence of modification of the NEMA EIA process in relation to the tourism sector		
2.7 Review standards, policies, and regulations on infrastructure planning and development in line with the draft tourism policy	Number of recommendations on changes in policy, regulation and standards made, and the number approved within the draft policy		
2.8 Develop a coordination model for sustainable tourism at Watamu as an example of destination planning	Evidence of a sustainable coordination mechanism for destination planning at the demo site		
2.9 Commission a consultancy to examine options for sustainable financing approaches for community tourism	Completed consultancy and its recommendations		
2.10 Develop and test a code of conduct for reef users	Existence of the code of conduct and the number of operators and		

2.11 Review zoning, use and boat operator rules and regulations	hotels promoting its use Changes in the use zoning and operator rules and regulations as a direct result of project activity		
3. Main Result 3 (Component 3) Delivered training and capacity building in sustainable tourism using an integrated approach	Evidence of consistency between the training needs assessment and training design and delivery Evidence of locally available training courses on the topics originally designed and promoted by the demo project	Project publications and website resources Stakeholder views and perspectives from participatory surveys	Suitable locally based research, education or training organisation is interested to partner with the project to develop local stakeholder capacity in sustainable tourism management
Activities contributing towards Result 3:			
3.1 Identify and establish an MoU with a locally based training and/or research institute in order to build sustainable tourism management capacity along the Kenya coast 3.2 Design and deliver EMS training for selected hotels in the demo site area 3.3 Commission a consultancy to undertake a training needs assessment for stakeholder and community level training and design and deliver training in one or more of the following (water sports, languages, sustainable fishing, business planning, tourism management) 3.4 Design and deliver reef ecology, recreation and	Nature and effectiveness of the MoU as measured by the number and diversity of trainings held Number and type of hotels and tour operators who have benefited Training needs assessment report and the number of trainings design and delivered during the demo project period Number of stakeholders benefiting from the training and	Project publications and website resources Stakeholder views and perspectives from participatory surveys Consultancy reports	

conservation management training	changes in visitor practice and/or management of the reef areas within the demo site		
4. Main Result 4 (Component 4) Captured, managed and disseminated information to assist in replication and uptake of best practices and lessons	Number and type of the BAPs and BATs documented and disseminated Number and type of media used to disseminate the project results	Project publications and website resources Stakeholder views and perspectives from participatory surveys	Stakeholders within the demo project area are willing to share their experiences with other areas and organisations beyond the demo project site
Activities contributing towards Result 4:			
4.1 Extend the existing sensitivity mapping using GIS to cover tourism use and local livelihood use for both marine and land-based activities	Number, type and use of maps produced and uptake by stakeholders	Project publications and website resources Stakeholder views and perspectives from participatory surveys	
4.2 Develop and test an enhanced monitoring mechanism for destination planning using UNWTO indicators and experiences	Monitoring data and results of analysis exist		
4.3 Design and disseminate HIV/AIDS and gender awareness materials widely within the demo project area in order to address equity concerns among stakeholders	Number and type of materials produced and the extent of their dissemination		
4.4 Design and deliver information on reef conservation and management activities to tourists and hotels	Number and type of information materials produced and the extent of their dissemination		
4.5 Map reef areas, and marine use and link with existing KEMFRI data	Number, type and use of the maps produced and uptake by stakeholders		

4.6 Market reef and turtle monitoring and conservation work as a tourist experience within the demo site area	Availability of such information in hotels and tour operator offices, and their visitor packages		