ANNEX 9: TANZANIA - NATIONAL DEMONSTRATIONS FOR BEST AVAILABLE PRACTICES AND BEST AVAILABLE TECHNOLOGIES FOR SUSTAINABLE TOURISM

Sub Component – Integrated Sustainable Tourism Destination Planning

Tourism Context in Tanzania:

In Tanzania, tourism is one of the fastest growing sectors of the economy. The sector has shown a positive growth and contributes significantly in economic development and the reduction of poverty. The coastline is over 1,424 km long, and includes the islands of Zanzibar, Pemba and Mafia, which offer a wide array of natural, cultural, historical and archaeological attractions. During the first three decades following independence, tourism was given a very low profile, but the industry has been much more actively promoted since the promulgation of the National Tourism Policy in 1991. This explains the growth in visitor arrivals, from 153,00 in 1990 to 564,000 in 1999, before decreasing to 459,000 in 2000 and increasing again to 576,198 in 2003. The industry accounted for around 16% of the GDP in 2001/ 2002 with earnings of US$ 730 million in 2003. For years Tanzania used to rely mostly on wildlife tourism, but now with increasing demand for cultural and coastal tourism, the coastal zone potential is likely to be exploited intensively. This coastal zone offers diversified but rich ecosystems that can serve as potential tourism attractions: natural sand beaches found at various places along the coast (e.g. Bagamoyo, Mafia) ;the great variety of flora and fauna of the coastal zone; an extensive coral reef; marine parks; forest reserves and national parks (e.g. Saadani).

While it is generally felt that so far there have been only limited impacts from tourism on the coast, the recent construction of large coastal resort hotels coupled with urbanization has resulted in greater pressure on resources such as safe drinking water and clean bathing beaches. Garbage is accumulating on beaches because of inadequate waste disposal systems. Ocean disposal of sewage from hotels threatens to undermine the very resources tourists have come to enjoy, and has also resulted in contamination of seafood. This situation is really critical in Dar Es Salaam where tourism has become a victim of pollution from the municipality. Thus, a resort project cannot have much impact due to severe environmental problems related to liquid and solid waste from the city. In Dar Es Salaam, for instance, sewers serve only 20% of the area with 80% being discharged untreated into coastal waters. The rapid growth of coastal tourism in Tanzania has put a tremendous pressure on existing services and amenities. Poor land use planning has created the above existing problems especially in Dar es Salaam and Bagamoyo. For coastal tourism, the Minister in charge of environment is responsible for approving/disapproving environmental impact statements on projects that might have impact on coastal environment. (new Environmental Management Act, 2004). The Tourism Division is responsible for the formulation, the enhancement and regulation of the policy of this sector. The Tourism Master Plan (TMP) was validated by the Government in 1996 and revised in 2002. The TMP identifies the coastal zone as one of the priority areas for tourism development. It provides a roadmap for future tourism development in Tanzania. The plan focuses on the following areas: Expanding the tourism product; maximizing

linkages and minimizing leakages, provision of training; and the regulatory environment surrounding tourism development.

However, lack of a shared vision on how coastal tourism should be developed acts as an obstacle to the coordination and the implementation of these policies. Recently, the government in collaboration with donor agencies through the Tanzania Coastal Management Partnership (TCMP) has assessed the current status of Coastal Tourism in Tanzania and has identified priority actions needed to develop sustainable coastal tourism. They are now looking forward to prepare the implementation of some of the proposed actions. TCMP targets coastal governance and sustainable development of the coastal area. Among other activities, it is mandated for the preparation of an Integrated Coastal Management Strategy (including; livelihoods of coastal communities, environmental planning for key economic opportunities including tourism, management of coastal habitats, and building institutions and human capacity for effective coastal management). Currently, the Marine Park and Reserve Unit (MPRU) is assisting the local residents living in or within the vicinity of Marine Parks or close to Marine Reserves to play a big role in sustainable coastal tourism as well as conserving the fragile marine and coastal ecosystems.

The Mangrove Management Project, financed jointly by the Forestry Division (MNRT) and NORAD is among a number of other projects along the coast that is mandated to oversee the management of one the forest reserves. This Project is assessing the possibility of developing eco-tourism facilities in selected mangrove reserves. Nevertheless the level of participation by local communities in Ecotourism development is still low. Specific policies and plans for eco-tourism development in coastal areas are yet to be formulated. With the anticipated further growth of coastal tourism, it is important that the future development of coastal tourism infrastructure is well-planned and regulated.

This project will contribute towards addressing some of the most critical issues, and in particular; the need for environmental planning in and around tourism facilities (EMS - including impact assessments prior to development); controlling and limiting development in certain sensitive areas (e.g. Mafia island and marine reserve), and the involvement of coastal communities in the tourism sector through the establishment of community level eco-tourism developments.

Country:	Tanzania
Title:	Integrated Sustainable Tourism Destination Planning
Executing body:	Office of the Vice President (under the Director of Environment)
Cost of Project:	US$ 3,398,651 GEF US$ 332,067 Co-financing: 3,066,584

Linkage to Project Priority Themes:

Integrated Sustainable Tourism Destination Planning:

1a) Establishment and Implementation of Environmental Management Systems and Voluntary Eco-certification and Labelling Schemes

1b) Development of eco-tourism to alleviate poverty, through sustainable alternative livelihoods and generate revenues for conservation of biodiversity and the benefit of the local community

1c) 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:

The demonstration project will strengthen existing coastal tourism planning mechanisms, including policy and regulatory aspects, institutional co-ordination mechanisms and capacities of stakeholders for achieving better environmental management in Tanzania's coastal tourism sector.

The demonstration project is aligned with national priorities and programmes. Coastal tourism development is mentioned as a key priority under Tanzania's Tourism Master Plan. The Government in collaboration with donor agencies through the Tanzania Coastal Management Partnership (TCMP) has assessed the current status of Coastal Tourism in Tanzania, identified priority actions needed to develop sustainable coastal tourism and now are looking for ways to start implementing the proposed actions. Additional concerns relate to the low levels of community participation in tourism planning and management processes, and in tourism related enterprises that provide additional livelihood opportunities, in line with national poverty reduction strategies.

By strengthening and mainstreaming environmental planning within the tourism industry, it is expected that the demonstration project will: reduce environmental impacts of the tourism industry; encourage markets and product development for ecotourism enterprises; and streamline environmental regulation to ensure it is efficient and cost-effective. It is also expected that in addition to the environmental sustainability benefits, the demonstration project will help build capacities and create markets for the supply of environmental products and services.

Global and Regional Benefits:

The geographical position of Tanzania in between Kenya and Mozambique reinforce the interest of this pilot which will demonstrate resolutions to not only specific problems in the country, but cross boundary ones (biodiversity loss, pollution, destruction of natural habitats). The project will demonstrate strategies within the tourism sector for addressing land-based activities under the Global Programme of Action for Land-based Activities specifically related to: recreational / tourism facilities as point sources of degradation; the management of sewage and litter on beach areas; physical alteration and destruction of habitats; utilisation of scarce shared natural resources (e.g. freshwater); and establishing planning and other controls upon activities that otherwise might contribute contaminants and sources of degradation upon the marine environment (e.g. siting and construction of tourism infrastructure). These strategies include:

- Reduction of pollution from coastal tourism, by improving sanitation and liquid and solid waste management and establishing appropriate monitoring techniques for the sector (Bagamoyo bay area)
- Protection of threatened habitats / ecosystems, through minimising the impacts of hotel and resort development, improving waste management and establishing better visitor management systems (EMS in Bagamoyo and Kinondoni)
- Strengthening of institutional capacities, by increasing awareness, technical capacities to manage the environment through regulatory and voluntary mechanisms, and increasing participation in environmental planning (EMS in Bagamoyo, Kinondoni, Mafia island)
- Restoration of the productivity and health of ecosystems by minimising the impact of tourism and catalysing partnerships (e.g. conservation, community action, better purchasing practices, design of low impact tourism, relevant at all three sites)
- Sustainable coastal resource use by making the tourism industry more sustainable at a community and destination level by encouraging more efficient resource use and reducing pollution and other threats to the key resources / assets (community eco-tourism at all three sites)
- Conservation of globally significant biodiversity by integrating biodiversity criteria into

tourism planning and management (Chole bay, Mafia island).

Name and Post of Government Representative endorsing the Demonstration Activity:

Permanent Secretary
Vice President's Office
P.O. Box 5380
Dar es Salaam
Tanzania

For **Operational Purposes** the key contact people are:
Mr. E. K. Mugurusi, Director of Environment, VPO (ericmugurusi@yahoo.com)
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Mr. D. Mdamu, Assist Director Tourism, MNR&T (djmdamu@yahoo.com)

Project Objectives and Activities:

Background:
Tanzania has a coastline that is over 1,424 km long and is ripe for coastal tourism development. Key assets include attractive beaches; marine parks and reserves with excellent coral reef diving and snorkelling opportunities; mangrove and coastal forest reserves; and cultural and heritage sites along the Swahili Coast.

A critical concern is that the rapid growth of coastal tourism has put tremendous pressure on existing services and amenities. Poor land use planning has created significant environmental problems, and whilst Tanzania already has established frameworks and institutions for environmental regulation and management, integration, co-ordination, implementation and capacities are recognised as key areas that require strengthening. Key resulting issues include:

► Degradation of ecologically significant habitats (cutting of mangrove; damage to coral reef due to trampling and anchors, illegal collection of marine trophies)
► Unsustainable resource use to service the tourism industry (destructive fishing, coral and sand harvesting practices exist that are detrimental to Marine park and surrounding ecosystems);
► Conflicts as a result of unplanned development, restriction of public access, heavy demand on limited shared natural resources, conflicts between hoteliers and beach operators
► Coastal erosion from poorly sited hotels and inappropriate construction of sea walls that alter physical processes
► Pollution of coastal waters as a result of inadequate sewage treatment and waste management infrastructure to cope with expansion of tourism and/or practices by individual hotels
► Natural habitat loss as a result of unplanned development
► Limited institutional and organizational capacity among coastal communities for effective participation in the tourism sector and particularly in ecotourism as a potential alternative livelihood
► Lack of meaningful participation of coastal communities in policy formulation and inadequate legislation to safeguard community rights
► Lack of vertical institutional coordinating mechanisms resulting in the existence of a gap between the decision making sphere and the local level actors in charge of implementation

The three sites in Tanzania have been selected for their involvement in the demonstration activities, as between them they cover the spectrum of needs as described above.

Kinondoni is located north of Dar es Salaam, the capital and main port, a gateway to the southern wildlife tourism circuit and entry point for beach holidays, big game fishing in Mafia and trips to Zanzibar. The accommodation sector outside the city is relatively undeveloped, although there are a number of hotels and resorts scattered in a number of locations along the coast. The main issue in

Kinondoni is poor sited facilities and pollution from these. Here the project will have to build up a private-public partnership to address not only environmental impacts from coastal tourism but also, participative coastal zone planning on how to manage the threats (e.g. pollution from the municipalities) on further tourism development.

Bagamoyo is a village of historical importance with links to the era of trade among the Indian Ocean littoral states, including trade in slaves and ivory. Hotels range from small guesthouses to the large beach resorts, and attract both national and international clientele. Bagamoyo has been identified through an ICM approach under the Tanzania Coastal Management Partnership (TCMP) as an area with high potential for developing into a successful tourism destination. The area is currently experiencing an increasing number of investors constructing facilities in a context where no physical planning provides guidance, where local municipality is aware of the negative impacts of the poor sited facilities but does not have any appropriate institutional strategy to address the issues. An ICM exercise organised by the Bagamoyo District Council identified (after a prioritization process) the 4 following key issues:
  ➢ Conflict between shrimp trawlers and artisanal fishers
  ➢ Illegal and uncontrolled cutting of mangrove
  ➢ Conflict on the use of beach areas
  ➢ Destructive fishing practices

It should be noted that Saadani National Park (close to the north of Bagamoyo) has also been identified as a sensitive area through the TCMP process and is the focus of a separate initiative by the Coastal Resources Center, University of Rhode Island for sustainable tourism development and partnerships. The GEF demonstration will coordinate closely in the transfer of lessons and best practices between the two areas, and with other appropriate areas within the Regional Project. The project will work with hoteliers to establish Environmental Management Systems within the bay area, as well as with local communities to reduce conflicts over the use of beach areas.

Mafia Island and the Marine Park supports a complex of estuarine, mangrove, coral reef and marine ecosystems and has some of the best diving in the Western Indian Ocean. Other attractions include beaches, and species such as the Comoro fruit bats, dugongs and turtles. The local population are farmers and fishermen. There is one main upmarket accommodation facility, which has plans for expansion to provide accommodation for the middle market range. Activities include fishing, diving and snorkelling trips to the marine park. Mafia has been identified through an ICM approach under the TCMP as an area with high potential for further development into a successful tourism destination.
The project will work with the four established hoteliers within the Chole bay area to develop an eco-certification and eco-labelling marketing plan. Ecotourism development in all these areas is currently limited, and the project will work with local communities seeking to develop viable diversified and alternative income generating opportunities that will result in better management of the coastal natural resources.

Long term outlook:
The long-term sustainability of the tourism sector in Tanzania can be only ensured if the priority needs are dealt with together in an integrated way through a sub-national regional approach. Therefore, the main objective of this demonstration project is to provide a model for integrated development and management of coastal tourism, which can then be extended along the coastal zone (which shares common environmental and geographical features). 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. Work in these three key locations in Tanzania will demonstrate the benefits in particular of:

▸ Strengthening physical planning and institutional co-ordination mechanisms for coastal tourism

▸ Catalysing community involvement and partnerships for ecotourism ventures and environmental management
▸ Strengthening existing policy, legislation and institutional arrangements for better environmental regulation of the tourism industry
▸ Catalysing voluntary environmental regulation by the tourism industry.

The project will achieve this through the following activities:

Basic activities at the coastal area level on policies, regulations and capacity building:
• Specifically test the existing guidelines, strategies and regulations, in the framework of the National Tourism Policy, and Tourism Master Plan for coastal tourism and ecotourism
• Extend sensitivity maps (using GIS) on tourism & local livelihood uses to cover all three sites
• Establish a monitoring programme for all three tourist sites using appropriate indicators (UNWTO methodology)
• Review and strengthen coordination mechanisms for tourism development at different levels
• Review pricing policy for user fees in the Mafia Marine Park.

Alternative livelihoods, poverty alleviation and revenue generation for conservation (ecotourism):
• Develop and implement models for
  ➢ Institutional structures and mechanisms for destination level coordination, planning and management of tourism development and operations.
  ➢ Conflict resolution and beach use model 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
  ➢ 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)
▪ Implement awareness campaigns to teach stakeholders responsible natural resource practices
▪ Increase and target enforcement efforts against destructive, illegal fishing methods
• Review employment policies and practices of hotels and local operators, to create more favourable conditions for local communities (e.g. better labour conditions, more permanent jobs, training opportunities)
• 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.
• Develop guidelines for ensuring gender equity & HIV/AIDs awareness in tourism developments.
• Apply participatory planning and design techniques for tourism infrastructure in protected areas and community projects (e.g. boardwalks, mooring buoys)
• Deliver guide training: language and interpretation skills, pricing and marketing of tours
• Establish and strengthen community-managed protected areas and reserves, through integrating tourism use in them.

Mitigation of Impacts on Reefs:
• Provide education on reef ecology and conservation and thus minimise impacts from 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 facilitate the 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.
- Train marine parks officers on tourism management, and regulation of reserve and MPA laws (especially with regard to fishing, diving, snorkelling and new developments)
- Provide environmental education and interpretation for tourists: materials and 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.

EMS and eco-certification:
- Develop and test   Environmental Management System assessment procedures for coastal tourism at the demo sites, to include:
- Models for effective project level EIA for coastal tourism, including:
    o Rapid assessment processes
    o Class assessment procedures, guidelines and effective screening criteria (e.g. for different sized hotels, small infrastructure, community tourism enterprises etc)
    o Building effective public consultation processes
- Specific standards and guidelines for coastal tourism EIAs
- Appropriate environmental quality standards and monitoring methods
- Planning guidelines for areas to be developed as tourism zones (SEA)
- Planning guidelines for appropriate use of erosion defence measures by hotels
- Identification of appropriate regulatory / incentive measures to be developed to encourage better environmental management
- Identification of streamlined institutional and co-ordination arrangements for environmental management within the sector
- Development and testing of training modules on EMS, EIAs and environmental audits: for government and other agencies who manage and review EIAs; and for EIA practitioners to include:
    o Coastal specific requirements for EIA and environmental audits
    o EIA project management
    o EIA review and evaluation
    o EIA public consultation requirements
- Development of a template on best practice for provision of clear information for investors on process for developments: time and money needed for EIAs and other EMS planning processes.

End-of Project Landscape (Outputs):
- National Tourism Policy tested and revised for sustainable coastal tourism
- Regulations and voluntary mechanisms (e.g. codes of conduct) are established
- Coordination mechanisms are functioning at the demonstration destinations
- A monitoring system is in place at destinations, at sensitive ecotourism areas (coastal and reef zones), as well as for water quality testing
- Community-based ecotourism activities are integrated and linked with mainstream beach-tourism activities
- A Beach management model is developed and functioning in areas of formerly conflicting user-interests
- Zoning for tourism use is developed and adjusted in Mafia island MPA

- Model SEA process developed for coastal tourism demonstration sites
- Training modules are developed and delivered on ecotourism, reef management and EMS and environmental auditing

Project Management Structure and Accountability:

A comprehensive organisational structure for the project has been developed for project at the national level (see Figure 1 attached with critical comment note). It is constituted by the following institutions:

31. Director of Environment in the Office of the Vice-President (project executing agency)
32. National coordination committee consisting of various stakeholders
33. Ministry of Environment and Tourism as the National focal points
34. Demo project coordinator (recruited for the project period on an annual renewable contract basis with a specific TOR and set of duties)
35. A project manager at each site (varies for different sites: municipal directors and district executive directors).
36. Pro bono Stakeholder committees from the three demo sites (Bagamoyo, Kinondoni and Mafia)

In order to support smooth implementation of the demo project, the UNIDO Tanzania country office will operate an account for the COAST project and will disburse funds through the VPO 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:

The project relies upon building strong participation, particularly since this is a key aspect and requirement for integrated planning. Key stakeholders include:

► The tourism sector through the Tanzania Hotels Association and other tourism representative bodies
► Government (Ministries of Environment, Tourism, the Office of the Vice President)
► Local Government (Bagamoyo District Council, Kinondoni, Mafia Island)
► Other private sector associations such as professional institutes (architects, engineers, hoteliers)
► Environmental and tourism training institutions
► Civil society organisations involved in environmental and social issues as well as environmental advocacy and awareness
► Local community organisations
► Marine parks management bodies
► TCMP and other donor supported coastal projects

Sustainability:

The demonstration project addresses sustainability in the following ways:

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 (through the sectoral SEA) is to develop efficient yet cost-effective environmental regulation through a combination of voluntary and regulatory measures and identification of appropriate technologies and incentives for the tourism industry to invest in these. The policy changes and capacity building activities will establish the necessary structures to maintain conservation activities in the long term (e.g. strengthening the Marine Parks and Reserves Unit, creating adequate pricing policies for user fees

in marine parks that can support maintenance and conservation work in a continuous basis)

Tanzania has already conducted stakeholder consultations at a national level and has in place an organisational structure for the project to be directed by the already established National Co-ordination Committee. Local authorities in all the sites are represented on the project teams that will be established in the three locations, which also have local community involvement. Political will is demonstrated through the existing close collaboration between the two lead agencies as well as other agencies such as the TCMP.

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 Tanzania Hotels Association 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:
This demonstration project is widely replicable within other coastal areas in Tanzania and throughout the region. All the countries participating in the project have identified the gap between policy and regulation requirements versus actual implementation, particularly since Government resources for environmental protection are already stretched. The project provides a programme to streamline the implementation of tourism planning, management and enforcement in a coherent manner, which could be used as a model for other countries in the region at different stages of development. SEA is relatively new to the region, and has not been applied to the tourism sector. Therefore developing (and / or adapting) a model SEA process for the region will build experience in the use of this as a tool for achieving sector wide environmental management and ensuring environmental concerns are integrated at all levels of tourism development. The lessons learned from Tanzania will be highly relevant for replicating the model process in all the participating countries especially since many of the environmental issues faced are common to all countries (e.g. lack of appropriate sewage treatment, lack of environmental quality monitoring, coastal ecosystem degradation etc).

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:

General policies and regulations:
Indicators will evaluate the status of achievement of the regulatory and policy elements listed in the activities, as part of a comprehensive policy framework specified for the Tanzania coastal zone:
• % of coastal area with tourism development which has comprehensive integrated planning
• Status of the establishment and functioning of the Sustainable Coastal Tourism Research (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:
► No. of tourism industry specific environmental guidelines and standards developed
► No. of new tourism developments (ranging from large resorts to community based ecotourism enterprises) undergoing environmental assessments based upon proposed guidelines
► % of new development which meets review criteria
► No. of tourism industry organisations that have received training
► No. of regulatory agency and local authority staff who have received training
► No. of environmental quality monitoring activities in place
► % of hotels with waste (solid and liquid) management and monitoring systems
► % of coastal tourism development which has comprehensive integrated planning (measure by % of coast under planning control and/or % of resorts/hotels with comprehensive plans/strategies subject to effective review)
► No. (%) of destination / coastal zone stakeholders in the three sites participating in SEA process
► Social benefits provided by the tourism industry (number employed, measures of increased health, waste management, general environmental infrastructure, distribution of benefits)
► Sustainable tourism indicators – competitiveness, ecological footprint of tourist, level of voluntary environmental regulation
► Environmental benefits (specific measures of key ecological benefits such as areas rehabilitated, areas with visitor management plans in place)
► % of coastal ecosystems (particularly beaches, mangroves, reef areas targeted by tourism) considered to be in good condition and/or considered degraded (GIS based indicator)
► % of waste reduction from tourism industry
► Aggregate water consumption reductions
► Aggregate energy reductions / increase in the use of non-hydrocarbon & renewable energy sources
► Coliform counts on key coastal water bodies (% of water bodies with monitoring)
► Increased stakeholder awareness and documented stakeholder involvement

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 group (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
- Existence of financial support mechanisms for community operations (microcredits, grants), number of CBO, SMEs participating, and level of funds allocated
- 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 supply
- 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, % reinvested for conservation

purposes.
- % of ecosystem in community-areas considered in good or degraded conditions. % of areas rehabilitated (e.g. mangroves)
- Number of fishermen adopting improved fishing methods
- Number of conflicts of access to resources
- Number and reports of coordinating meetings linking decision making sphere with the local communities.

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 conducts 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

Considerable data already exists under the ICZM planning framework for Tanzania. The Tanzania Coastal Management Partnership, and in particular its Coastal Tourism Working Group will be key stakeholders and informants. Additional environmental data related to tourism is available from the environmental regulatory agency which is mandated with implementing environmental laws, in particular on environmental impact assessment and auditing. All these efforts will need to be documented, consolidated and built upon in order to provide a valuable baseline for the project as well as to develop meaningful monitoring parameters and the associated capacities of the institutions involved.

Annex A9: Tanzania Demo Project: – Revised Logical Framework

Overall Objective: Integrated Sustainable Tourism Destination Planning with a specific focus on eco-labelling, eco-certification and eco-tourism on Mafia Island. Environmental Management Systems and Eco-tourism in Kinondoni, and Eco-tourism and Environmental Management Systems in Bagamoyo.

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, and environmental and social stresses resulting from tourism	The number of BAPs and BATs tested and developed namely; on water recycling and efficiency, on eco-tourism partnerships, on EMS, and 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: | | | |
| 1.23   Establish a monitoring baseline and process indicators at each demo site to assess progress during demo project implementation
1.24   Work with selected hotels in the Chole Bay area on Mafia Island to develop an eco-certification and eco-labelling plan and provide TA to begin implementation

1.25   Work with DED and hotels in the Bagamoyo bay area to reduce environmental stress through improved solid | Regular collection, collation and analysis of demo project data

Evidence demonstrating the investment rationale based upon real facts and figures from demo hotels and operators involved in the project

Evidence in the form of an action plan pathway for hoteliers to work with the local council and progress against markers along | Project publications and website resources

Stakeholder views and perspectives from participatory surveys

Consultancy reports | Willingness of private hoteliers and investors to fund developments in technology and management processes that are an integral part of the eco-certification process |

waste management (plastics and other wastes) 1.26 Test and evaluate the uptake of EMS within hotels established along the Kinondoni beaches with particular reference to water recycling and re-use 1.27 Work with WASCOS members on Mafia Island to improve their marketing and expand their 'niche' eco-tourism portfolio 1.28 Work with one of the mainland mangrove eco-tourism community groups (either Mbudya or Mbweni) to market and strengthen their tourism products and reduce environmental degradation	this Case study evidence from the Golden Tulip hotel being used by other hoteliers to invest in improved water management facilities as part of an EMS approach Physical development of a demo waste water facility Baseline and follow up monitoring environmental data The number and type of community-based initiatives being marketed through local hoteliers and operators compared with the baseline year		
2. Main Result 2 (Component 2) Developed mechanisms for sustainable tourism governance and management	A coastal zone task force or eco-tourism task force 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	Government interest to establish an eco-tourism taskforce is realised and the COAST project is able to promote the recommendations arising from the demo sites through this, thereby providing a mechanism for influencing governance and future policy
Activities contributing towards Result 2:			
2.1 Assess implementation impacts of the EMA (2005) and	Evidence of the feedback and results provided to the taskforce/	Project publications and website resources	

associated regulations (9) within the tourism sector and make recommendations for improvement	committee and evidence of policy and/or regulatory revisions	Stakeholder views and perspectives from participatory surveys	
2.2 Ensure that feedback and results from the demo sites is also made available to the Zanzibar government	Evidence of joint sharing meetings and exchange visits	Project reports	
2.3 Support DED in progressing the draft eco-tourism strategy for Bagamoyo	Eco-tourism strategy finalised and being implemented	Partner reports Consultant reports	
2.4 Feed demonstration results into the National Strategy for Urgent Action on Coastal Environments	Evidence of modification of the strategy development and process of implementation in the tourism sector as a result of demo project activities		
2.5 Commission a consultancy to examine options for sustainable financing approaches for community tourism and eco-tourism	Completed consultancy and its recommendations		
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	Nature and effectiveness of the MoU as measured by the number	Project publications and website resources	

and/or research institute in order to build sustainable tourism management capacity along the Tanzanian coast and island communities	and diversity of trainings held	Stakeholder views and perspectives from participatory surveys	
3.2 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 (EMS, eco-labelling, eco- tourism , waste management, business marketing & management)	Training needs assessment report and the number of trainings designed and delivered during the demo project period	Project reports Consultancy reports	
3.3 Design and deliver Eco-labelling and eco-certification training for selected hotels on Mafia island	Number of stakeholders benefiting from the training and changes in visitor practice and/or management of the beach & reef areas within Chole Bay		
3.4 Work with BATREN and the Bagamoyo cultural tourism and training community organisation to build capacity & design and deliver locally relevant training (e.g. reef ecology, recreation and conservation management)	Number of stakeholders benefiting from the training and changes in visitor practice and/or management of the beach & reef areas within Bagamoyo area		
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 Develop the existing zonation and mapping base in Mafia island (using GIS) to cover tourism and local livelihood uses for both marine and land-based activities with the objective of enhancing both conservation work and eco-tourism services	Number, type and use of maps produced and uptake by stakeholders, marketing agents and visitors	Project publications and website resources Stakeholder views and perspectives from participatory surveys Project reports	
4.2 Develop and test an enhanced monitoring mechanism for destination planning building on baseline information, UNWTO indicators and experiences	Monitoring data and results of analysis exist	Consultant reports	
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 demo project activities to tourist hotels and outlets	Number and type of information materials produced and the extent of their dissemination		
4.6 Coordinate and share information with other ICZM initiatives (e.g. USAID ICZM, MACEMP (WB)) for awareness raising purposes and policy influence	Availability of COAST demo project information and lessons and BAPS/BATs among government officials and among private investors		