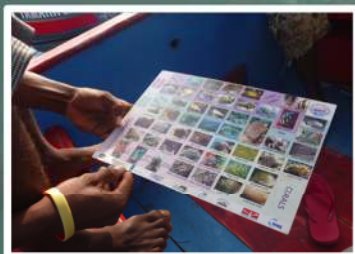# REEF AND MARINE RECREATION MANAGEMENT (RMRM) THEMATIC AREA

**Training, Awareness Raising and Capacity Building Report
Watamu Demo Site – Kenya**

May 2014

COAST Project
Reef and Marine Recreation Management (RMRM)
Thematic Area
Training, Awareness Raising and Capacity Building Report
Watamu Demo Site – Kenya

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By:
Bernice Mclean[*]
Jonathan Kingwill[*]
Jayshree Govender[*]
Violet Njambi Ogega[*]

In collaboration with the COAST Demo Site Management Committee and other stakeholders

* EcoAfrica Environmental Consultants

Contents

Acronyms

BAP	Best Available Practice
BAT	Best Available Technology
COAST	Collaborative Actions for Sustainable Tourism
COBEC	Community Based Environmental Conservation
CORDIO	Coastal Ocean Research and Development in the Indian Ocean
DSMC	Demo Site Management Committee
EcoAfrica	EcoAfrica Environmental Consultants
GEF	Global Environment Facility
GIS	Geographical Information Systems
GPS	Geographical Positioning System
KEMFRI	Kenya Marine Fisheries Research Institute
KFS	Kenya Forest Service
KWS	Kenya Wildlife Service
MCCC	Mida Creek Conservation Committee
MPA	Marine Protected Areas
NEMA	National Environment Management Authority
NGO	Non-Governmental Organisation
RMRM	Reef and Marine Recreation Management
TARCB	Training, Awareness Raising and Capacity Building
Tech Team	DSMC Technical Team
TNA	Training Needs Assessment
UNEP	United Nations Environment Programme
UNIDO	United Nation Industrial Development Organisation
UNWTO	United Nation World Tourism Organisation
WMA	Watamu Marine Association
WWF	World Wildlife Fund

1. Introduction

The Collaborative Actions for Sustainable Tourism (COAST) Project supported eight coastal tourism demonstration sites in eight African countries. The Seychelles participated as a ninth partner country and shared lessons and experiences from demonstration projects that form part of the 'sister' Mainstreaming Biodiversity Project, funded by the Global Environment Facility (GEF), which included support to coastal tourism. The COAST Project focussed on three Thematic Areas, including Reef and Marine Recreation Management (RMRM), Ecotourism, and Environmental Management Systems. The overall goal of the COAST Project was:

"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."

The COAST Project selected three East African Demonstration Sites (hereafter Demo Sites) for the Reef and Marine Recreation Management (RMRM) Thematic Area of the project. The aim of the RMRM Thematic Area was to demonstrate and support the adoption of best practice approaches to promote sustainable reef and marine recreation practices within the Demo Sites. The RMRM activities were initiated in 2011, two and a half years after the commencement of the COAST Project. This document draws from training, awareness raising and capacity building activities undertaken in the Demo Sites and provides recommendations for the future improvement of governance in reef and marine recreation management in East Africa. The objectives for the Reef and Marine Recreation Management Thematic Area of the COAST Project were:

- To raise awareness on the long term conservation values and issues facing the sustainable management of East African marine and reef assets including mangroves, among all users groups including: local communities, local NGOs and civil society groups, local & national government bodies responsible for oversight of such areas, and private sector entrepreneurs and business people;
- To work with local stakeholders from across the three above targeted sectors (community, private, public) to design and develop conservation and sustainable tourism practices, which will measurably show best practice and/or best technological solutions to managing at least one current over-exploited or degraded natural resource within each of the COAST Demo Sites;
- To provide capacity building and skill enhancement in the priority areas already identified by the COAST Project's Training Needs Assessment (TNA) study. Specifically this should include: local awareness raising among local boaters, guides and fisher-people; guide training in reef use and visitor management; Marine Protected Area (MPA) enforcement methods and tools; and coastal zone management and reef and marine restoration, including mangroves and sea grasses;
- To study and test on a micro scale, the possibilities of livelihood diversification for resident coastal communities through exploiting tourism and service sector related business opportunities as a supplement to existing livelihoods; and
- To base all of the above micro scale interventions upon scientific and up-to-date knowledge of the natural resource asset base, with particular reference to marine and coastal habitat cross linkages (e.g. sea grass beds, mangroves, speciation, climate change, and local fishing history and socio-economic practices).

This Training, Awareness Raising and Capacity Building (TARCB) Report details activities conducted in the Demo Site, in conjunction with the Demonstration Site Management Committee (DSMC).

2. Purpose of this Report

The purpose of this Training, Awareness Raising and Capacity Building (TARCB) Report is to document the training, awareness raising and capacity building activities conducted through the RMRM Thematic Area of the COAST Project for the duration of the EcoAfrica commission between the dates May 2011 and May 2014. The report also serves to highlight future capacity development needs that emerged during project implementation.

The breadth and depth of TARCB activities extended beyond structured training courses for stakeholders at each Demonstration Site (hereafter referred to as Demo Site). It also included supporting and facilitating collaboration amongst the local stakeholders in the Demo Site. This report has as its point of departure, the Training Needs Assessment (TNA) Report developed for each county to map local needs in terms of improving negative impacts resulting from tourism in each Demo Site. The needs assessment was conducted by the COAST Project in 2010, the results of which were captured in the TNA Reports. UNIDO subsequently asked EcoAfrica to revise the RMRM content of the TNA Reports and to identify specific needs for building marine recreation management capacity in each Demo Site.

Working with all local stakeholders remains an ongoing need in the management of coastal areas and marine tourism in East Africa. A broad, integrated and adaptable approach to addressing local TARCB needs, as originally identified in the TNA Reports in 2010, remains a top priority to mitigate the continual degradation of coastal and marine resources. The differentiation between the three specific spheres of training, awareness raising and capacity building are described in Section 3 of this report.

3. Background

Marine and coastal ecosystems in East Africa provide essential goods and services to citizens living along the coast. Many of the region's most impoverished citizens living along the coast depend directly on these resources for their survival and income. Resources along the East African coastline are under varying degrees of threat from the impacts of development-related activities. Coastal tourism in particular, contributes to the threats to the coastal and marine ecosystems through tourism-related pollution and contamination and other negative effects. Awareness of the value of healthy marine ecosystems and of the need to address these threats has grown over the last few years and momentum has gathered in the region to identify opportunities for increasing protection and sustainably managing the ocean and coastlines.

Research over the years has shown that some of the root causes contributing to the degradation of coastal and marine resources are[1]:

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[1] Research conducted in Tanzania shows issues that contribute towards the mismanagement of coastal and marine resources (Semesi and Ngoile, 1993; Linden and Lundin, 1996; Semesi, 1998; McLean and Odendaal, 2012), and these common issues can be applied across other countries in East Africa.

- Inadequate awareness of the vulnerability, importance and functioning of marine ecological systems, the state of the resources, the socioeconomic structure in the area and within resource-use conflict dynamics, and of guiding policies, legal and institutional frameworks;
- Inadequate knowledge and skills for sound management;
- Resource use conflict and a lack of mechanisms to resolve resource use conflicts; and
- Weak institutional arrangements including a lack of clear policies and regulations, inadequate, overlapping legislation and jurisdiction, and insufficient management capacity.

The Training Needs Assessment (TNA) undertaken by the COAST Project in early 2010 highlighted the need for specific work in the Reef and Marine Recreation Management thematic area including:

- Awareness raising for all key stakeholders in each of the Demo Sites;
- Development of opportunities in more advanced courses in waste management, coastal conservation, certification and enforcement;
- Technical assistance in best practices and technologies;
- Attention to specific capacity needs in guiding, enforcement and restoration work; and
- Broadening out of reef conservation to integrated coastal conservation and protection.

United Nation Industrial Development Organisation (UNIDO) invited international bids for the technical work in support of Reef and Marine Conservation, Monitoring and Management along the East African Coastline focusing on the three Demonstration Sites and in collaboration with the project in the Seychelles. EcoAfrica Environmental Consultants (Pty) Ltd. (EcoAfrica) was commissioned to implement the Reef and Marine Recreation Management Thematic Area tasks identified by the COAST Project between May 2011 and May 2014. EcoAfrica implemented training, awareness raising and capacity building activities based on the outcomes of the TNA, as well as needs identified together with local stakeholders in the Demo Sites.

Training, awareness raising and capacity building (TARCB) activities are clearly required to improve the use and management of marine resources in East Africa. Although drawing strongly on the discipline of environmental education, it is clear that stakeholders in the region have varying needs and require specific hands-on support that goes well beyond the reach of formal education. The terms training, awareness raising, and capacity building are often used interchangeably and although they are closely linked, they require different approaches, as described below (DEA, 2012).

Training is the process of imparting 'how to' knowledge through a formal and structured course in the form of practice and memorisation. It is a particular form of study, which focuses on the development of specific skills for particular tasks. For instance, skills are needed to implement a coastal management project or to assess the health of fish stocks, or to engage with stakeholders to monitor changes in a sensitive coastal ecosystem. Experience has shown that it is important for people to understand the reasons underlying certain tasks for them to commit to developing the skills to implement them.

Awareness raising is often achieved through education, training, or sharing life experience. Awareness raising tries to connect people to the consequences of their actions, to cause a shift in thinking and behaving. Individuals gain an understanding in their own context, and can be guided and supported with targeted materials and training. Awareness raising efforts most often involve communication campaigns designed to reach different audiences, through development of messages and appropriate media and resources.

Capacity building often refers to strengthening the skills, competencies and abilities of people and communities in developing societies to overcome the causes of their exclusion and suffering. It is strategic in nature and involves broad-based learning extending beyond formal education and is relevant to every individual at any life stage. Capacity building includes the acquisition of knowledge on the biophysical environment of oceans and coasts, as well as socio-economic, cultural, and political aspects. In addition, capacity building also includes the strengthening of skills and experience in applying existing and acquired knowledge in the workplace. Useful methods in capacity building include:

- Developing the ability to change from existing s to more sustainable practices;
- Encouraging problem solving, critical thinking and informed decision-making;
- Supporting interactive and collaborative learning;
- Engaging with social and cultural values; and
- Building the capacity to act with understanding and responsibility.

4. Limitations

The Terms of Reference on which EcoAfrica was commissioned lists five aims and objectives for the Reef and Marine Recreation Management Thematic Area of the COAST Project, as detailed in Section 1 of this report. Post Mid-Term Evaluation the scope of the RMRM Thematic Area was revised, essentially changing the focus from Reef Conservation Management to Reef and Marine Recreation Management. As such the scope of work to be conducted, yet EcoAfrica was limited to dealing with marine tourism, rather than the broader field of marine conservation that would have included more extensive work within the fisheries sector. As such EcoAfrica excluded dealing primarily with fishermen and fisheries issues, an overall shortfall in the COAST Project.

5. Approach and Methodology

The approach to identifying training, awareness raising and capacity building needs was participative, collaborative and iterative, involving local stakeholders within the Demo Site. This approach was also based on the outcomes of the Training Needs Assessment (TNA) conducted by the COAST Project. Marine and coastal areas and resources provide a vast array of goods and services and host many different activities and users. An inclusive approach to examining training, awareness raising and capacity building needs is thus required to reflect the multi-disciplinary nature of coastal management and to identify specific needs for strengthening the knowledge and ability of coastal users and managers to address the broad spectrum of challenges and opportunities at hand (McLean, Kingwill, Mograbi, Odendaal, 2013). Discussions were held with local stakeholders and workshop sessions conducted with the Demo Site Management Committee (DSMC) and the DSMC Technical Team (Tech Team) to identify priority needs and test the outcomes of the TNA conducted in 2010. Discussions with stakeholders throughout the project period assisted in keeping training, awareness raising and capacity building relevant and adapting to changing local needs.

Training, awareness raising and capacity building applied in the three Demo Sites included the following four primary methods:

- Conducting participatory planning exercises with specific stakeholder groups;
- Compilation and implementation of tailor-made training courses;
- Awareness raising efforts amongst specific user groups; and
- Developing and distributing of a marine tourism short film and other locally relevant information.

6. Training Needs Assessment

The Training Needs Assessment (TNA) conducted for the COAST Project in 2010 identified training needs for the coast of Kenya specific to reefs, as detailed in Table 1. These identified training needs have been summarised from the TNA Report as relevant to the Watamu Demo Site. The TNA Report provides an overview that provides a useful description of the context for intervention, as below (Manning 2010):

'There are commonalities among the three areas, generally relating to the lack of awareness of environmental issues and opportunities, the links between community benefits and sustainability, and how to deal with tourism as a key element in the sustainable development of the community. There are many unrealized opportunities associated with the socially and environmentally positive tourism. As well, there is a general lack of local understanding of how tourism works, how to best deal with tourists and the tourism industry, and how to optimize benefits to the community. For that reason, awareness modules are seen as the essential initial training combined with customer care training. This applies to beach operators, boat operators, ecotour guides and Kenya Wildlife Service staff, showcasing best practice and the potential benefits associated with sustainable approaches. As well, there is a general need to buttress understanding of best planning approaches for coastal zones, tourism in fragile environments, and means to integrate local development, environmental conservation and tourism.'

The specific training needs are listed in Table 1, together with the identified target groups.
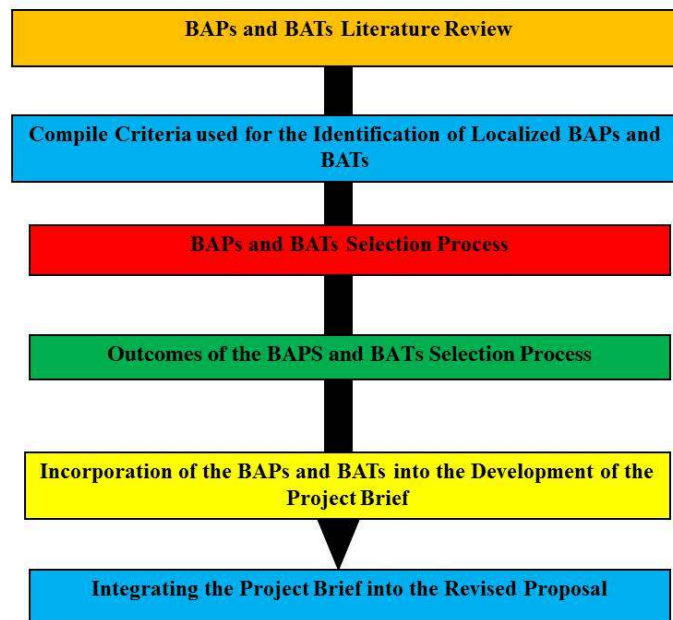
Table 1: Training Needs specific to Reefs (Summary as identified in TNA Report (Manning 2010)).

	Training Needs	Target Group/s
1	Reef conservation management training including training on respective roles and responsibilities.	All stakeholders.
2	Skills courses in reef monitoring systems and reef reconstructions.	KWS staff based at the Watamu Marine Park.
3	General awareness on reef issues, sustainable reef tourism, visitor management, boating safety, reef interpretation and reporting damage and poor practice.	Guides and boaters.
4	General awareness on reef and beach issues, sustainable reef tourism, visitor management and protection of key assets.	Local officials from Tourism, NEMA, local municipality, as well as hoteliers.
5	Environmental education including waste management, fishing methods, alternative livelihoods, beach management and dealing with visitors.	Community through schools.
6	General awareness on reef issues, linked to livelihoods and long term community viability.	Fisherman a key target to be trained in Kiswahili.
7	Knowledge of the law, including what is protected, what is edible, the education on the value of the MPA, the natural and financial benefits provided and the MPA boundaries.	Fishermen, divers, boaters.
8	General awareness on the coastal environment including what is happening in the coastal zone and climate change trends, keeping beaches healthy (litter, erosion, etc.), information signs and safe bathing areas.	Fishermen, divers, boaters.
9	General awareness of how to treat tourists and the benefits of tourism.	Community members.
10	Best practice in managing reef tourism, including visitor management and training of reef capacity, overuse and monitoring.	Dive operators, guides and boaters.
11	Information on the environmental impact of communities and tourism activities on reefs and marine ecology (e.g. use of mangroves as a wood source for construction).	Unspecified.
12	Reef ecology, management and visitor management.	Dive operators.
13	Integrated planning for reef areas.	Unspecified.
14	Community mobilisation and capacity building.	Unspecified.
15	Science for the public, whereby scientists make their information available to the broader public.	Active scientists in the area.
16	Success stories, including reef management, public participation through using examples and running workshops.	Unspecified.
18	GIS/GPS training for monitoring.	Unspecified.
19	Sensitisation of tourists to good snorkelling practice and behaviours in the marine park and coral areas through hotel's information packages.	Tourists and also in Italian.

The training needs summarised in Table 1 provide for extensive work in training, awareness raising and capacity building relevant to the RMRM Thematic Area. The COAST Project identified the Best Available Practice (BAP) and Best Available Technology (BAT) approach to direct the project after the Mid-Term Evaluation. BATs and BAPs were addressed in a workshop with the DSMC to identify training, awareness raising and capacity building needs more specifically, as described in the following section of this report. Several consultative meetings held with local stakeholders indicated that the TNA Report compiled were comprehensive and proposed to continue with the training identified in the TNA Report, once prioritised.

7. BAPs and BATs Process: Prioritising Needs

The recommendations from the Mid-Term Evaluation processes introduced a greater focus on the identification and implementation of Best Available Practice (BAPs) and/or Best Available Technology (BATs) at the local level. Following the COAST Steering Committee Meeting, the EcoAfrica team was requested by UNIDO to undertake a process (see the process flow diagram in Figure 1 below) to research and engage with key country partners and stakeholders to identify and select BATs and BAPS at each demonstration site.

BAPs and BATs Literature Review
Compile Criteria used for the Identification of Localized BAPs and BATs
BAPs and BATs Selection Process
Outcomes of the BAPS and BATs Selection Process
Incorporation of the BAPs and BATs into the Development of the Project Brief
Integrating the Project Brief into the Revised Proposal

Figure 1: Process of identification of BAPs/BATs

A BAPs and BATs workshop was held with the DSMC Tech Team in June 2012 that also facilitated in identifying priority TARCB needs within the Demo Site. Emerging from the workshop process of identifying issues and needs, the need for training and capacity building was strongly supported by participants. From this workshop and in follow up meetings held with the DSMC, the following training was prioritised and is further detailed in Tables 2 and 3:

- 'Sea through the Looking Glass Boat' Training, specifically for boat operators;
- Geographical Information System (GIS) Training, specifically for DSMC members; and
- Reef Monitoring and Adaptive Management Training, specifically for Kenya Wildlife Service (KWS) rangers.

Awareness raising was seen to be active in the area through the project implementation process and through various institutions, including KWS, Kenya Forestry Service (KFS) and Watamu Marine Association (WMA), to name but a few. Consultative meetings with the DSMC and Tech Team itself constituted awareness raising in the RMRM Thematic Area. A short film was developed focussing on reef and marine tourism, including footage and dialogue from people on the ground in all three Demo Sites. The different site film clips were shown to each Demo Site, thus providing a cross linkage between the Demo Sites. The existing capacity of the Tech Team and DSMC in the Watamu Demo

Site, although in need of continual strengthening, when compared to the Demo Sites in Tanzania and Mozambique, was seen to be comparatively better. Participatory management planning and participatory mapping was therefore restricted to working with the DSMC members.

Table 2: Catalogue of RMRM TARCB Activities in Watamu Demo Site.

	Activity Detail	Description
1	'Sea through the Looking Glass Boat' Training.	
	Period	*3 days between 22 to 24 July 2013.*
	Aim	*Ensure sustainable and pro-environmental practices by the glass boat operators and their clientele.*
	Objective/s	• *To develop a Code of Conduct for glass boat operators;* • *To enhance the educative value of the glass boat excursions for clients; and* • *To enhance clientele satisfaction by creating further value in the tourism product.*
	Participants	*56 including from Bagamoyo Demo Site, Watamu Tourism Office, KWS, WMA, A Rocha, Watamu Safari Sellers Association, Hotel Boat Operators, Community Boat Operators, Beach Management Units and Tour Operators.*
	Methodology	*Structured course. Presentations, group work and role-play.*
	Content	*Environmental impacts and conservation, Pro-environmental techniques, Watamu Marine Park, Code of Conduct, Lagoon Ecosystem, Reef Ecosystem, Training materials, Snorkel techniques, Hospitality, Sales and Marketing.*
	Outcomes	*Code of Conduct for Boat Operators, Tour Guide Materials, Information Signs.*
2	GIS Training.	
	Period	*3 days between 17 to 19 March 2014*
	Aim	*Basic introduction to concepts of GIS and its application as relevant to Reef and Marine Recreation Management.*
	Objective/s	*To obtain a basic understanding of GIS software and be able to use rudimentary GIS tools, including a hand held GPS device.*
	Participants	*11 including KFS, WMA, Watamu BMU, Watamu Safari Sellers Association, A Rocha, COBEC, MCCC, Turtle Bay, NEMA, Kilifi County Government.*
	Methodology	*Structured course. Presentations, individual computer-based work, group work and field work.*
	Content	*Concepts of GIS, Geographic Data Management Practices, Basic Analyses, Basic Mapping, Digitisation and using a GPS Device.*
	Outcomes	*Improved knowledge of the value of GIS and improved skill in using GIS and GPS.*
3	Reef Monitoring and Adaptive Management Training.	
		(To be completed)
4	Participatory Mapping.	
	Period	*12 months between April 2013 to April 2014.*
	Aim	*To collect and compile RMRM maps together with local stakeholders.*
	Objective/s	• *To ensure local ownership of the mapping process and product, thus supporting participatory planning and stimulating local management; and* • *Distribution of mapping to local stakeholders throughout Demo Site.*
	Participants	*DSMC and Tech Team Members and Dive Operators.*
	Methodology	*Participatory mapping, group work and fieldwork.*
	Content	*Mapping data relevant to the RMRM Thematic Area.*
	Outcomes	*Marine Tourism Elements Map. Marine Tourism Areas Map.*
5	Development of Codes of Conduct.	
	Outcome	*Boat Operators Code of Conduct (developed through the 'Sea through the Looking Glass Boat' Training above).*

	Activity Detail	Description
6	Strengthening of Partnerships.	
	Period	*3 years between May 2011 to April 2014*
	Aim	*Facilitate working partnerships between multiple stakeholders.*
	Objective/s	*To work with local, regional and national stakeholders across the three Demo Sites and facilitate working partnerships.*
	Participants	*Various stakeholders across the three Demo Sites.*
	Methodology	*Dialogue with stakeholders, meetings and participatory group work.*
	Content	*Identification of issues, assessment and prioritisation of needs, participatory planning and implementation of tasks.*
	Outcome	*Strengthening partnerships across local institutions, COAST Thematic Areas, Demo Sites and region.*
7	Sustainability Management Planning.	
	Period	*6 months between September 2013 to March 2014.*
	Aim	*Compile a RMRM Sustainability Management Plan.*
	Objective/s	*To work with DSMC and Tech Team members to plan and compile iteratively and in a participative manner, over a number of workshops, a management plan.*
	Participants	*DSMC and Tech Team Members.*
	Methodology	*Participatory planning.*
	Content	*Vision, Objectives, Tasks, Priorities and Responsibilities.*
	Outcome	*Watamu Marine Tourism Management Operational Strategy.*
8	Reef and Marine Tourism Short Film.	
	Period	*9 months between July 2013 to April 2014.*
	Aim	*Compile a short film that reflected the voices and views of people on the ground.*
	Objective/s	*Provide local stakeholders the opportunity to raise local issues on film and share these views across the three Demo Sites.*
	Participants	*Various local stakeholders across the three Demo Sites.*
	Methodology	*Filming of live interviews.*
	Content	*Local issues related to reef and marine tourism.*
	Outcome	*Reef and Marine Tourism Short Film in English, Portuguese and Kiswahili.*

The BAPs that emerged from the RMRM Thematic Area that are relevant across all three Demo Sites include:

- Participatory mapping amongst stakeholders;
- Development of Codes of Conduct for tourism operators;
- Strengthening of partnerships between local stakeholders; and
- Sustainability management planning by local stakeholders.

TARCB activities within the Watamu Demo Site, including the three identified priority training activities, were conducted in support of the BAPs. Further specifics on the TARCB activities conducted under the RMRM Thematic Area within the Watamu Demo Site are catalogued in Table 2 and assessed in Table 3.

8. RMRM Training, Awareness Raising and Capacity Building Activities

The TARCB activities conducted in the Watamu Demo Site are assessed in Table 3.

Table 3: TARCB Activity Results for the Watamu Demo Site.

	Task	Result	Deliverable	Benchmark
3.1	Specific follow-up up on TNA country report reef recommendations	*DSMC confirmed acceptance of TNA report and needs identified. Priority training, awareness raising and capacity building activities identified and agreed with DSMC.*	*Training prioritised included a) 'Sea through the Looking Glass Boat' Training, b) GIS Training, and c) Reef Monitoring and Adaptive Management Training.*	*Identified training, awareness raising and capacity building activities included into follow-up DSMC meetings, as well as quarterly, six-monthly and annual reports to UNIDO.*
3.2	Agreement on local, national and regional training events to be organised with local training providers.	*Local training providers identified by DSMC. DSMC agreed that all training would be local, with exception of a) 'Sea through the Looking Glass Boat' Training, which would include participants from the Bagamoyo Demo Site as a regional event.*	*Terms of Reference with clear specifications, roles and responsibilities and budgets drawn up with a) WMA, b) GeoMaestroAfrica GeoInformation, and c) CORDIO.*	*Progress on training, awareness raising and capacity building activities included into follow-up DSMC meetings, as well as quarterly, six-monthly and annual reports to UNIDO.*
3.3	Scheduling and event planning.	*Training events planned and scheduled with the DSMC Tech Team.*	*Scope of training defined and based on needs identified through working with DSMC Tech Team.*	*Training activities content included into follow-up DSMC meetings, as well as quarterly, six-monthly and annual reports to UNIDO.*
3.4	Activation of training, awareness raising and capacity building activities.	*Target groups identified with DSMC and individuals requiring skills invited to training.*	*Three training events implemented, with outcome reports submitted to UNIDO.*	*Training activities content included into follow-up DSMC meetings, as well as quarterly, six-monthly and annual reports to UNIDO.*
3.5	Post-training follow-up actions.	*Lessons from training discussed with DSMC Tech Team and informed further training events.*	*Training, Awareness Raising and Capacity Building Report, and training outcome reports submitted to DSMC.*	*Final reports submitted to DSMC Tech Team and UNIDO.*

The above TARCB activities, although seemingly successful based on the outcome of the Participatory Results Reporting workshops conducted by the UNIDO team, represent a start of the work required along the coastline of East Africa to stem the degradation of coastal and marine ecosystems.

9. Conclusions

Tourism in the Watamu Demo Site needs to be better managed to reduce impacts on the reef and marine ecosystems and one must ask the question: why? There is clearly a need for improved governance on the part of all stakeholders, although the Watamu Demo Site does show between levels of management than the Bagamoyo Demo Site or the TBT Demo Site. Despite the comparatively better state of management in the Watamu Demo Site, government authorities remain under-resourced and under-capacitated, resulting in limits in the ability to fulfil their duties effectively. Local people need to be more involved in managing the area and the existing management of the protected areas is perceived to limit their opportunity and exclude them. Private sector with predominantly foreign interests, have established themselves, taking full advantage of local resources for their own benefit. Researchers and NGOs are doing necessary work in the area, yet are not well coordinated. As a result, information, knowledge and efforts are lost and/or duplicated, and coordination is required focussing research onto local management needs. Further cooperation amongst stakeholders will lead to improved governance of coastal and marine resources.

Private sector with predominantly foreign interests, have established themselves and develop their own opportunities, taking full advantage of local resources to their own benefit. Watamu has been long established as a coastal tourism town in Kenya. The marine ecosystem is showing signs of distress and tourism operators are realising the need for change. Researchers and NGOs are doing necessary work in the area, yet are fairly well coordinated and show results from of working with local government and tourism operators. As a result, information, knowledge and efforts are better utilized and coordination can further focus research onto local management needs.

Despite the fact that the RMRM efforts seem to have been successful, these fall far short of the requirement within the Demo Site, in many respects. Further efforts need to be well integrated across all sectors and need to include the fisheries sector and the stark reality it faces in basic food security. Efforts need to be sustaining to support institutional capacity and respond to ever-changing local needs. The organisational capacity and coordination of the local stakeholders, as a group is severely lacking and requires active and careful support in the participatory training to improve local skills in managing coastal resources.

10. Recommendations

The results presented in the Watamu Marine Tourism Management Operational Strategy shed some light on the threats, priorities and opportunities inherent in the marine tourism industry in the Watamu Demo Site. While the issues of fisheries management and integrated coastal zone management lie beyond the scope of the RMRM Thematic Area in the COAST Project, it is clear that collaborative action is needed among all sectors and user groups to recognise the complexities inherent in managing multiple user groups in a dynamic and diverse area and to prevent further degradation of the marine and coastal resource base. Fishers should definitely be involved in tourism projects, since the local economy and natural resource base are integrally linked. The local economic development needs to be the primary consideration in terms of the future management intervention.

The Watamu Marine Tourism Management Operational Strategy supports the improved management of marine tourism to the benefit all user groups, aims to reduce conflicts and support sustainable growth of the local economy. Reference is made to the Implementation Plan within the Operational Strategy, which details numerous further training, awareness raising and capacity building activities required. It is thus recommended that the Implementation Plan be rolled out by the various stakeholders identified. Further support and funding will need to be sought to support local stakeholders, individually and as a group.

The following specific recommendations are made for the Watamu Demo Site:

1. The Kenya Wildlife Service requires further support and training in reef and marine tourism monitoring and adaptive management.

2. Continual awareness raising activities by hotels and tourism operators in strengthening client's awareness in terms of the sensitive marine ecology in the Watamu area and how to ensure responsible recreational use.

3. Continual and expanded awareness raising activities to be conducted amongst the multitude of users of this sensitive marine and coastal area, in responsible marine tourism management.

4. Efforts be strengthened to support local economic development (LED), placing local community needs and food security central to any marine tourism planning and management activities, and to actively develop alternative livelihood options.

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Appendix: List Supporting Reports and Materials

1. 'Sea through the Looking Glass Boast' Training Report (MWA).
2. 'Sea through the Looking Glass Boast' Training Presentations (WMA).
3. GIS Training Report (GeoMaticsAfrica GeoInformation).
4. Reef Monitoring and Adaptive Management Training Report (CORDIO).
5. Reef and Marine Tourism Mapping for Watamu (Local stakeholders).