



**REEF AND MARINE RECREATION MANAGEMENT (RMRM)  
THEMATIC AREA**

**TANZANIA**

**Towards Sustainable Marine Tourism  
In Bagamoyo**

**VERSION 1**

**2014 - 2019**



**COLLABORATIVE ACTIONS FOR SUSTAINABLE  
TOURISM (COAST) PROJECT: REEF AND MARINE  
RECREATION MANAGEMENT (RMRM)  
THEMATIC AREA**

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**May 2014**

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## Preface

It gives us great pleasure to introduce to you the document: “Towards Sustainable Marine Tourism in Bagamoyo”, on behalf of the Collaborative Actions for Sustainable Tourism (COAST) Project, Third Thematic Area: Reef and Marine Recreation Management.

The marine and coastal environments of East Africa are renowned for their wealth of cultural heritage, natural beauty, and biological diversity. The sensitive ecosystems that provide a multitude of goods and services to support tourism and other economic sectors in coastal areas are however, under increasing pressure from threats such as rising pollution levels, degradation of sensitive habitats from poorly planned developments, and competition for natural resources. In addition, local communities continue to suffer from crippling poverty and decreasing resources. In recognition of these challenges, the COAST Project worked to apply, through a series of practical demonstration projects, a number of Best Available Practices and/or Best Available Technologies (BAPs/BATs) within nine coastal tourism destinations in Sub-Saharan Africa.

The Reef and Marine Recreation Management (RMRM) Thematic Area, was one of three main Thematic Areas through which COAST activities were categorised. The objective of the RMRM activities were to promote sustainable reef and marine recreation practices in three selected Demonstration Sites to reduce threats to sensitive marine and coastal ecosystems and prevent the further loss of biodiversity. This document is the key outcome of the RMRM project activities. The aim of this document is to ensure that sustainable marine tourism within the Bagamoyo Demonstration Site (hereafter referred to as Demo Site), is managed for the benefit of all users. This will assist in the longevity of the reefs and marine resource conservation, whilst generating economic revenue for the benefit of local people.

The Tanzania Bagamoyo Demo Site is situated on the Indian Ocean coast. Located within the Bagamoyo District, which is one of the six districts in the Pwani Region in Tanzania, this Demo Site covers an estimated extent of 9,847km<sup>2</sup> of the overall size of the District. The sensitive marine ecosystems within the Demo Site play a major role in supporting local people, providing a source of food, revenue and energy. The area is home to several low to high-end beach lodges, with snorkelling and diving activities, and authentic cultural and historical experiences on offer for the visitor. Marine tourism offers additional opportunities within the Bagamoyo Tourism sector and has some potential to increase alternative livelihoods, as opposed to primary dependence on fishing, and thus contribute towards poverty alleviation in the District. The approach identified by the COAST Project was to work with local stakeholders to identify the needs of the site and to work towards sustainable development and management of marine tourism in the area.

Project activities were coordinated through the Demonstration Site Management Committee (DSMC), comprising of Government institutions, Non-Government Organisations (NGOs), Community-Based Organisations (CBOs), researchers, the private sector and other local stakeholders. A participatory management planning process resulted in the identification of a Vision for the area and key priorities for strengthening management of marine tourism in the area. These are outlined in this document.



### ***Vision***

*The Bagamoyo area is a world-renowned tourist destination that provides visitors with a safe, unique and authentic experience of its rich cultural, historical and natural heritage. The marine and coastal environment is valued, protected, and sustainably used and contributes to the well-being of coastal communities. The marine tourism sector is developed and managed responsibly to ensure the health of the marine and coastal ecosystems and species and to support the economic growth of the area and the country as a whole.*

This document was developed in a participatory manner. The underlying philosophy is that in a complex context such as the Bagamoyo area with its multiple users, stakeholders and managers, management must be approached in a participative, collaborative and transparent manner. It is important to bear in mind that sustainably managing marine tourism in the Bagamoyo area is a process - it will not happen instantaneously, but will progress over time if driven collaboratively by the members of the DSMC and other key stakeholders.

It should be noted that this document is the first Version of the management plan and should reviewed on a regular basis. It should be recognised as a working document that will be modified and updated to reflect new insights and innovations and address emerging issues and opportunities in the years to come.

Finally, we would like to express our gratitude and appreciation to the many individuals and parties, who participated in the development of this document, including those who participated in workshops, generously supplied data and information, their time, or assisted our team in the field. The willingness of those who contributed will help to strengthen governance of the area and set a strong trajectory for collaboration and collective action.

Tanzania Demo Site Management Committee

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## Acronyms

BADO	Bagamoyo Development Organisation
BAPs	Best Available Practices
BATs	Best Available Technologies
BATOGA	Bagamoyo Tour Guides Association
BATREN	Bagamoyo Tourism Rehabilitation Network
BDC	Bagamoyo District Council
BDF	Bagamoyo District Fisheries
BIT	Bagamoyo Institute of Tourism
BMU	Beach Management Unit
CBO	Community-based Organisation
CCC	Central Coordinating Committee
CFMA	Collaborative Fishery Management Areas
COAST	Collaborative Actions for Sustainable Tourism
CoC	Code of Conduct
DSMC	Demo Site Management Committee
DPC	Demo Site Project Coordinator
EBM	Ecosystem-based management
EMS	Environmental Management Systems
GEF	Global Environment Fund
ICM	Integrated Coastal Management
IUCN	International Union for Conservation of Nature
LMMA	Locally Managed Marine Area
M&E	Monitoring and Evaluation
MLFD	Ministry of Livestock and Fisheries Development
MMA	Marine Managed Area
MNRT	Ministry of Natural Resources & Tourism
MPA	Marine Protected Area
MPRU	Marine Parks and Reserves Unit
NEMC	National Environment Management Council
NGO	Non-Governmental Organisation
NICEMS	National Integrated Coastal Environment Management Strategy
RMRM	Reef and Marine Recreation Management
RTT	Responsible Tourism Tanzania
SACCOS	Saving and Credit Cooperative Society
SIDA	Swiss Agency for Development and Cooperation
TaSuBa	Taasisi ya Sanaa na Utamaduni Bagamoyo (Bagamoyo College of Arts)
TBC	Tanzania Broadcasting Corporation
TCMP	Tanzania Coastal Management Partnership
TO	District Tourism Officer
TTB	Tanzania Tourism Board
UNEP	United Nations Environment Program
UNESCO	United Nations Education, Science and Cultural Organisation
UNIDO	United Nations Industrial Development Organisation
UNWTO	United Nations World Tourism Organisation
URI	University of Rhode Island
USAID	United State Agency for International Development
WIOMSA	Western Indian Ocean Marine Science Association
WWF	World Wildlife Fund

# **1 Introduction**

## **1.1 Tourism in Marine and Coastal Areas**

Coastal environments are complex, dynamic, highly sensitive and delicate ecosystems, comprising of significant habitats and rich biodiversity. Universally, the productive capacity and ecological integrity of the marine environment, which includes both estuaries and nearshore coastal waters, are being degraded, and in several of these places the degradation has intensified. In most cases, the main contributing driving factors to the degradation of these ecosystems are poor spatial planning, rapid growth and development-related activities in these coastal areas. These result from increasing population, urbanisation, industrialisation, tourism and maritime transport (UNWTO, 2013a).

Throughout history, coastal environments have held a charismatic lure for tourists. Tourism in coastal areas is one of the largest and fastest growing sectors of the industry that holds a promise of contributing to the economic and social wellbeing of the destination countries. In Sub-Saharan Africa, many of these coastal areas have been developed into flourishing tourism destinations. Countries are increasingly turning to tourism as a viable option to accelerate their economic growth, while the sector consistently demonstrates its ability to act as a key factor for growth in some of the poorest countries of the world (UNWTO, 2013a).

Coastal tourism is however a fragile sector, particularly within developing countries where governance systems and development structures are emerging. Here, the local residents are more likely to experience the negative side of the tourism trade than benefits. Negative impacts include for instance, rising pollution and degradation of sensitive marine and coastal areas from poorly planned developments, competition for fresh water, over-exploitation of scarce resources to feed the sector, rising real estate prices, displacement of local fishing and farming communities and irreversible damage to local culture. Simply stated, inappropriate tourism development destroys local natural and cultural resources and limits tourism business opportunity into the long-term. The good news is the growing recognition that not all forms of tourism are equally destructive and that tourism can be managed to deliver both quality visitor experiences and benefits to local economies and livelihoods, if planned and practised collaboratively and responsibly.

## **1.2 The Value of Healthy Marine Ecosystems for Tourism**

Coral reefs, seagrasses and mangroves provide a host of essential functions such as coastal protection, carbon sequestration, and nursery grounds and habitats for a great diversity of organisms including important commercial fish species. Coral reefs are among the most biologically diverse ecosystems on earth. The health of reefs, seagrass beds and mangrove forest ecosystems is closely interlinked due to a strong interconnectedness of species and natural processes. Some of the main recreational opportunities in the Demo Site provided by these marine ecosystems include swimming, snorkelling and SCUBA diving, recreational boat tours into the Lazy Lagoon area, kite-surfing, kayaking and recreational fishing.

The growth of coastal and marine tourism has however, often failed to meet the promises of greater benefits to poor coastal communities, while leading to a host of serious environmental and social problems. Tourism in coastal areas is one of the largest and fastest growing sectors of the industry



with a promise of contributing to the economic and social wellbeing of the destination countries. Yet tourism has become one of the most powerful, most influential and least-examined forces in the world to the extent that it is termed “the stealth industry of the 21<sup>st</sup> century” (Becker, 2013).

While a few different types of marine recreation occurring within the Demo Site is limited, the fact remains that the marine tourism sector relies directly upon healthy and productive marine and coastal ecosystems for long-term sustainability. The reality however, is that many pressures threaten the health of these ecosystems. Over-utilisation of marine and coastal resources, destructive activities in sensitive ecosystems, and poorly planned and unmanaged coastal development and use, are resulting in degradation of the resource base. The rampant poverty, increasing fishing pressures and rising conflicts between users, exacerbate the threats to the sensitive ecosystems. Weak governance and the limited collaboration among the stakeholders, as well as future coastal development plans of a large port in the lagoon of Mbegani Bay, further contribute to threats facing the marine biodiversity in this area.

Just as “The Goose that Lays the Golden Egg”, marine tourism depends directly on healthy, functioning ecosystems. If the natural environment of coastal and marine destinations is properly planned, maintained and utilised responsibly, the greater the opportunities will be for the tourism sector to grow and flourish over the long-term and the greater the support will be for ongoing economic development of the area.

### **1.3 The COAST Project in Bagamoyo**

The Collaborative Actions for Sustainable Tourism (COAST) Project, implemented by United Nations Industrial Development Organisation (UNIDO), worked to apply, through a series of practical demonstration projects, a number of Best Available Practices and/or Best Available Technologies (BAPs/BATs) within nine coastal tourism destinations in Sub-Saharan Africa. These are all aimed at the reduction of negative environmental impacts resulting from the coastal tourism sector actions and pollutants. The Reef and Marine Recreation Management (RMRM) Thematic Area is one of three main Thematic Areas through which COAST activities are categorised, the remaining two being the Ecotourism Thematic Area and the Environmental Management Systems Thematic Area.

The COAST Project selected the Bagamoyo area as one of the three East African Demonstration sites (hereafter Demo Sites) for the RMRM Thematic Area. The aim of the Demo Sites is to demonstrate and support adoption of best practice approaches to promote sustainable reef and marine recreation practices. This document draws from activities undertaken in the area as part of the COAST Project and provides an overview of recommendations for improving the governance of reef and marine recreation in the Bagamoyo area.

## 2 Context of the Bagamoyo Demo Site

### 2.1 Overview

The Bagamoyo District is one of the six Districts in the Pwani Region. The Bagamoyo District is located north of Kibaha District and Dar es Salaam and covers an area of 9,847km<sup>2</sup>. The historical Bagamoyo Town, which is the District headquarters, is located 65km north of Dar es Salaam City. The District has two preliminary Constituencies (Bagamoyo and Chalinze), six Divisions, sixteen Wards, eighty-two Villages and nine coastal Villages. In a 2002 census, Bagamoyo District had a population of 228,967 (GoT, 2005). The district population density is estimated to 24.6 people per km<sup>2</sup>. Based on the annual growth rate of 2%, current population is estimated to be 271,569 (GoT, 2013). Approximately 50% of the population of the villages in the Bagamoyo District relies on fishing and / or farming (coconuts, cashews, cowpeas and other non-cereal crops) for livelihood (Tobey et al, 2013). Secondary activities include salt making, firewood production, food and drink sales during high fishing season and other small business activities, such as mat and basket-making, visitor accommodation and drying and selling fish (Torell et al, 2006). Seaweed farming is another common livelihood activity in the villages.

Once a centre for the East African Slave Trade, Bagamoyo boasts one of East Africa's largest assemblies of 18th century architecture. The name Bagamoyo has different interpretations. One holds that it originated from the despair felt by those who had been captured inland and transported to Bagamoyo where they waited to be shipped off as slaves to Zanzibar and the Far East. This interpretation defines the meaning as "*lay down your heart*" (*Bwaga = lay and Moyo = heart*) in Kiswahili. The second theory contends that Bagamoyo was named by the caravan porters who felt they had reached the end of their long arduous journey from the interior and entered the port of "Bwagamoyo" meaning "*throw off your melancholy*".

Bagamoyo boasts a rich history, the remains of which offer much for the visitor. During the Arab dominance, settlers from Oman established several towns along the Tanzanian coastline and on nearby islands such as Pemba and Zanzibar. Coastal towns like Bagamoyo developed into independent economic units owing varying degrees of allegiance to the sultan. The Arab merchants conducted a profitable trade, exporting ivory, copper, gold and slaves from the interior. The Mosques and other structures from this period still remain in Bagamoyo today (Torell et al, 2006). In 1887, the first Christian Church on the mainland in East Africa was constructed. This small Anglican Church located in Bagamoyo, is where the body of Dr Livingstone was kept before being transported back to Europe.

In the mid-1880s East Africa was divided by the colonial powers of Great Britain and Germany. Germany ruled mainland Tanzania, or Tanganyika, until the end of World War I. During the German rule, Bagamoyo was the capital of Tanzania and the Germans built a number of colonial-headquarter buildings, which are still used by the District government. When the British took over in 1919, they moved the capital to Dar es Salaam and Bagamoyo changed into a small rural town. Today, Bagamoyo is growing once again, and the upgraded highway from Dar es Salaam has improved the commute and attracted both tourism investors and private homeowners (Torell et al, 2006).

Bagamoyo was recently recognised as a possible World Heritage Site, due to the historical and cultural significance of the area. According to the United Nations Education, Science and Cultural Organisation (UNESCO) it is a "place of memory" for human suffering and humiliation caused by

slavery and the slave trade and the imposition of European Colonialism (UNESCO, 2012). On 20<sup>th</sup> February 2006, the Department of Antiquities made a submission for the designation of Bagamoyo as a World Heritage Site. The site is currently on the UNESCO tentative list as a World Heritage Site on “The Central Slave and Ivory Trade Route”. A review of World Heritage Sites in Tanzania is underway by Government and all submissions are currently on hold. If the decision is made to proceed, and if accepted, Bagamoyo will be the seventh World Heritage Site in Tanzania.

Tanzania’s coastal zone hosts a high biodiversity and an abundance of natural resources (Ruitenbeek et al, 2005). The Bagamoyo coastline is characterised by sandy and rocky shores, muddy tidal flats, mangrove forests, coral reefs, and seagrass beds. The area also includes an ecological hotspot, Mbegani Bay, that covers a diversity of ecosystems and supports a rich marine life, and as a result a highly productive fishery. The Bay is located about 10km south of Bagamoyo Town and includes a shallow rectangular-shaped lagoon (commonly known as Lazy Lagoon) that is separated from the sea by a narrow raised fossil reef platform. This narrow peninsular of land provides a buffer against ocean surf, protecting the shore and coastal settlements. Within the lagoon, several other raised reef platforms occur, including Mapopo Island and Chaza Island. The lagoon covers about 15km<sup>2</sup> and extends between Kondo village in the south and the Ras Mbegani in the north.

The coral reefs around the Bagamoyo marine area are relatively poor compared to other reefs off mainland Tanzania and Zanzibar. High concentrations of coral reefs in Mbegani Bay are found in Mwamba Kuni and Mwamba Mshingwi, while patchy reefs that are sediment-stressed, are located at Mwamba Kati, Mwamba Mjini, Mwamba Poyogo, Mwamba Tekea and Mwamba Chuma (Tobey et al, 2013). Seagrass beds are common in the offshore area of Bagamoyo and are strongly linked to the health of the coral reefs in terms of energy flows. They are highly productive areas and support great species diversity and abundance. Seagrass beds can be seen on the side of the coral reefs that are protected from current action, e.g., at Mwamba Kuni and Mwamba Mshingwi. Large areas of seagrass also flourish along the lower end of sandy intertidal zones. Seagrass beds are the most important habitat in Mbegani Bay in terms of providing an essential fish nursery habitat for the fishery (Tobey et al, 2013).

In the Bagamoyo area, mangroves grow along the coastal fringe from Ras Mbegani to Mlingotini. Denser mangrove thickets occur on most of the raised reefs or islands inside the lagoon. Stands of mangroves also occur at Kaole, Kondo and further south, extending to Mbweni in Kinondoni District. Research indicates that 8 of the 10 mangrove species occurring in Tanzania occur in Mbegani Bay (Tobey et al, 2013). As with coral reefs and seagrass beds, mangroves provide essential habitat for a diversity of species and serve as nursery areas for juvenile fish. They also serve as a coastal buffer for severe weather events, help to maintain water quality and reduce siltation and erosion. The Bagamoyo area is fed by the Wami and Ruvu Rivers, which have their estuaries in the Bagamoyo District and provide breeding ground for shrimp and other economically significant species. The rivers are also a major supplier of nutrients to the Indian Ocean waters and are the source of water for human consumption, livestock and irrigation in the District.

Marine tourism is relatively underdeveloped in Bagamoyo compared to elsewhere in Tanzania, but marine and coastal resources play a critical role in supporting local people, providing a source of food, revenue and energy (Semesi et al, 1998). The Bagamoyo area hosts a wealth of biological diversity, which supports artisanal and small-scale commercial fisheries, boat building, agriculture, tourism and other industries along this stretch of coast. The mangroves of Bagamoyo form a more or less

continuous band along the coast from Saadani, southwards to the area near Kitame Salt works and from Ruvu River to Mpiji River. The abundance of seagrass is also high, although bottom trawling poses a significant threat (Francis et al, 2001; Francois et al, 2002). Commercial seaweed cultivation was initiated in Bagamoyo in 1998 and it is an important source of income for women in some villages such as Mlingotini, which is the largest lagoon system in the Bagamoyo area, (Torell et al., 2006). The health and productivity of the marine ecosystem is critical to the people in the Bagamoyo area who rely primarily on environmental goods and services for their livelihoods (Tobey et al, 2013).

## **2.2 Marine Tourism in the Bagamoyo Demo Site**

The Tanzania coastline is 800km long stretching from 4°49'S at the border with Kenya to the border with Mozambique at 10°28'S (Francis and Bryceson, 2001). The continental shelf is narrow with a 200m contour depth located about 4km offshore, except at the Zanzibar and Mafia Channels, where the shelf extends for up to 80km. The coast of Tanzania is characterised by a wide diversity of biomes and species and the people living there utilise a variety of its natural resources. The large offshore islands include Zanzibar (two islands of Unguja and Pemba) and Mafia Island further south. Many smaller islands, islets and reefs also occur along the coast. The Bagamoyo marine area is part of the Zanzibar channel. A number of reefs are located offshore of Bagamoyo, the largest and furthest away being Mwamba Kuni. The diverse coastal and marine ecosystems play a central role in supporting local people, providing a source of food, revenue and energy (Semesi et al, 1998).

Current trends in coastal tourism in East Africa represent both significant threats and opportunities for sustainable development and environmental management. The chief opportunity is that tourism can provide major economic incentives, both locally and nationally, for environmental stewardship of natural resources and biodiversity (Nelson, 2007). The Bagamoyo area is rich in cultural and historical sites, as well as in marine and coastal natural resources, factors that lend to the potential for strengthening the tourism sector. The tourism sector is growing in Bagamoyo due to improved road infrastructure and access. Since 2003, the number of hotels in the Bagamoyo area has expanded from four to eight. Bagamoyo is currently characterised as a business tourism destination with the majority of visitors coming for a few days from Dar es Salaam for meetings and conferences. The town also attracts short-term visitors from East Africa, but has yet to become a popular destination for long periods of stay by tourists. It is expected that city dwellers will increasingly make Bagamoyo a weekend destination. The tourism sector in the area focuses more on land-based activities and marine-related tours are currently not a mainstay of the sector.

Attempts have been made to develop marine tourism to benefit communities in the region. Four of the nearshore coral reefs in the Bagamoyo area (Mjini, Poyogo, Mshingwi, and Maduga) were closed to fishing by the Central Coordinating Committee (CCC) under a Collaborative Fisheries Management Plan adopted in 2006. These no-take zones are essentially community managed marine protected areas (MPAs) declared by the District / Village by-law. The CCC established user fees outlined in local by-laws (see Annex 1), for access to the zones and these reefs were identified as having the potential to snorkel or dive on (Gautum, 2009). A few challenges exist however, in popularising these reefs. A certain level of experience would be required for snorkelers to access the reefs, as they are located at a fair depth. Greater protection is however required to rehabilitate the reefs, if they are to be a viable destination for divers. The availability of the necessary equipment and infrastructure is also limited, yet required to develop this marine tourism product in a safe and sustainable way. While

villagers are reportedly anxious to reap the returns from this resource, they lack the necessary set-up capital to access it (Gautum, 2009).

One SCUBA diving operator has offered snorkelling and diving day trips from Bagamoyo since 2013. These tours extend somewhat far offshore at the distant reef of Mwamba Kuni and beyond. Local tour guides from the Bagamoyo Tour Guides Association (BATOGA), as well as the Bagamoyo Tourism Rehabilitation Network (BATREN) and other independent tour guides, are also undertaking snorkelling tours to Mwamba Kuni. These tours are under development and recent training for improving the tours through the COAST Project, has yielded positive results for the previously land-based guides. Other local marine tourism products include day trips around Lazy Lagoon and *ad hoc* tailor-made boat tours to meet visitor needs. Hoteliers and lodges also offer boat trips and hire of equipment, yet these are not always available. For the marine tourism sector to flourish into a fully-fledged marine recreation destination, better planning and responsible development of marine recreation products and services is needed.

Figure 1 shows the diversity of tourism activities currently underway in the Bagamoyo Demo Site. Secondary activities include safari tours, entertainment spots and other service trades. While the linkages between marine tourism and the local economy could be much improved in the Demo Site area, marine tourism enterprises are growing, with increasing interest by local tour guides in the opportunities of sustainable marine tourism activities.

### **2.3 Challenges to Sustainable Marine Tourism**

Oceans around the world are under pressure. Global change, exacerbated by destructive activities such as pollution, over-exploitation, destructive fishing, poor development, lack of governance and other human impacts is manifesting as a loss of biodiversity, degradation of critical marine and coastal ecosystems and a decline of essential marine resources. While tourism activities are seldom considered as drivers of these kinds of impacts, poor management of tourism and recreation activities can result in pollution of sensitive marine and coastal areas, disturbance of natural processes and species, destruction of habitats from poor coastal tourism development, competition for fresh water and other scarce resources to feed the sector, rising real estate prices, displacement of local communities and a host of indirect impacts, such as increasing populations.

Research over the years has shown that the root causes that contribute to the mismanagement of coastal and marine resources in Tanzania are: (i) Inadequate awareness of the vulnerability, importance and functioning of marine ecological systems, the state of the resources, the socioeconomic structure in the area and resource-use conflicts, and of guiding policies, legal and institutional frameworks; (ii) Inadequate knowledge and skills for sound management; (iii) Resource use conflict and a lack of mechanisms to resolve resource use conflicts; (iv) Weak institutional arrangements including a lack of clear policies and regulations, inadequate, overlapping legislation and jurisdiction and insufficient management capacity, (Semesi and Ngoile, 1993; Linden and Lundin, 1996; Semesi 1998; McLean and Odendaal 2012).

Coral reefs, seagrass beds and mangrove forests in the Bagamoyo area and particularly in Mbegani Bay are under constant pressure from both natural factors, such as coastal erosion, sedimentation, freshwater intrusion, and eutrophication, as well as human disturbances. The chief human disturbances are illegal and destructive fishing and removal of mangroves. Uncontrolled dynamite fishing has

remained a significant problem for many years and is still a major challenge for enforcement officials in the Bagamoyo area. Beach seine netting and the use of fine mesh nets are also highly destructive and are regularly used fishing methods in the area. Reef monitoring in Bagamoyo has shown that fisheries and fish stocks in the area are declining (Muhando, 2008). Reef surveys have also shown that the coral habitat continues to decline on the reefs off Bagamoyo. Community coral reef monitoring reveals that some reefs have as little as 3% live hard coral cover and as much as 80% rubble due to destructive dynamite fishing (TCMP, 2005).

One key additional challenge that will likely result in the transformation of Bagamoyo and could significantly affect both livelihoods and any further developments in marine tourism in the area, is the proposed development of a large modernised port at Ras Mbegani. The proposed port is designed to support increased trade in Tanzania and surrounding East African countries, and includes provisioning of Export Processing Zone (EPZ) industries. Port development activities would involve: 1) massive dredging of parts of Mbegani Bay, including the tidal channel connecting the Bay with the ocean; 2) land reclamation of selected intertidal areas, and 3) development of infrastructure that will require removal of mangroves and coastal vegetation on the backshore (Tobey et al, 2013).

It is important to note that both the local population and the tourism sector in Bagamoyo primarily rely on the natural integrity of marine and coastal ecosystems, as well as the cultural and historic features in this area. Management and responsible planning for the sustainable use of these unique and invaluable resources is essential.





## 2.4 Current Marine Tourism Management Measures

Tanzania's marine environment is highly diverse and productive, but is threatened by over-fishing and destructive fishing methods, coastal development and transformation of sensitive ecosystems and pollution (Mangora et al, 2012). Mainland Tanzania (not including Zanzibar) has currently demarcated three Marine Parks and a number of Marine Reserves (see Table 1 below).

**Table 1: Marine Parks and Reserves in Mainland Tanzania**

Marine Managed Area	Established	Area (km <sup>2</sup> )
Dar es Salaam Marine Reserves System (DMRs) (North: Mbudya, Bongoyo, Pangavini & Funguyasini) (South: Kendwa, Makatumbe, Sinda)	1975 2007	350 58
Maziwe Island Marine Reserve	1975	2.6
Mafia Island Marine Park (MIMP)	1996	822
Mnazi Bay-Ruvuma Estuary Marine Park (MBREMP)	2000	650
Mafia Island Marine Reserves System (Nyororo, Shungimbili and Mbarakuni)	2007	21
Tanga Coelacanth Marine Park (TACMP)	2009	552
Tanga Marine Reserves System (TMRs)	2010	

While the marine area around Bagamoyo does not fall into any of these marine managed areas, numerous government, civil society, research and donor project initiatives have been undertaken that relate to tourism development and management in Bagamoyo. Many of these initiatives have focused on conservation, integrated coastal management (ICM) and fisheries management. For instance ICM Action Plans, Collaborative Fisheries Management planning, and Mariculture Zoning have been done at the District level. Eco-tourism planning was done in Dunda and Mlingotini and seaweed farming planning and management was done in Mlingotini Bay by the Msichoke Seaweed Farmers Community-Based Organisation. A significant effort has been given to ICM, largely through programmes such as the Tanzania Coastal Management Partnership (TCMP) supported by USAID and involving the National Environment Management Council (NEMC) and University of Rhode Island. Through the ICM work, the Coastal Tourism Development Guidelines were developed.

In terms of tourism development and management, Bagamoyo District has a strategic plan to promote and market the area for tourism in line with national priority to alleviate poverty through developing sustainable tourism that is culturally acceptable, ecologically friendly, and economically viable (GoT, 2013). The Bagamoyo District Tourism Profile / Master Plan was drafted by the Bagamoyo District Council in 2013 to:

- Create better awareness of the tourism activities;
- Provide a clear indication of areas available for investment in the tourism sector;
- Promote market opportunities created through joint ventures;
- Expand tourism facilities and products;
- Maximise necessary service skills; and
- Establish necessary structures to underpin tourism (GoT, 2013).

Marine tourism products are not widely promoted or managed in any particular way by the District, due largely to the fact that tourism is mainly land-based in Bagamoyo. Marine recreation is organised by some of the beach resorts (i.e. diving, kite surfing and paddle-boarding is offered at New Bagamoyo Beach Resort and snorkelling and boat trips are offered by Bomani Beach Bungalows around Lazy Lagoon). Outside of the beach resorts, snorkelling and diving and other marine tours is undertaken on an *ad hoc* basis according to requests by visitors who arrange on a one-on-one basis with local tour guides or fishermen. Facilities and equipment to ensure the safety and security of tourists on these marine tours is somewhat sparse and prices for marine tours are not standardised.

In order to increase the benefits from tourism for local villagers and to promote more marine tourism products, the Bagamoyo District has developed a Collaborative Fisheries Management (CFM) plan for seven of the nine coastal villages with the goal to rebuild fish stocks and associated habitats to levels that allow for increased and sustainable fish catches by artisanal fishers, and that results in improved income for artisanal fishers in the Bagamoyo District (Torell et al, 2006). Following a rapid ecological assessment by a team of scientists and village fishermen, a selection was made of four CFM no-take areas or reef closures. A Central Coordinating Committee (CCC) comprised of twenty-eight members from seven coastal villages (four members per village) is responsible for coordinating issues associated with the Collaborative Fisheries Management Area (CFMA). The reef closure is reportedly formally still in place however, fishing is ongoing at these and other reefs in the area. The Bagamoyo CCC is currently not active and there is no patrolling or monitoring of the closed reefs. The main problem is the lack of resources for these activities (Mposo pers. comm. 2014).

Mwamba Kuni sand bank and reef is located approximately 10km offshore and is one of the most popular locations for snorkelling during low tide, due to the ability for visitors to disembark the boats and picnic on a sand bank. Mwamba Kuni is about one hour by a 25 hp boat engine from Bagamoyo town and is also utilised by many fishermen from Bagamoyo and elsewhere, who fish and collect sea cucumbers and shells. Unfortunately surveys in 1997 and 2008 suggest a severe decline in the condition of the coral at this popular destination. More than 30 % of reef area the landward protected side is now covered by loose rubble, which is progressively getting eroded (Tobey et al, 2013). This observation is corroborated by the rapid reef survey undertaken during the COAST Project.

It is important to note that there is an inadequate degree of protection, planning or management of the marine ecosystems to support the development of responsible marine tourism that will contribute to the economic development of the area. If marine tourism is to be promoted in the area as a viable product for the tourism sector of Bagamoyo, an integrated management plan including all resource users in the area is essentially needed, allowing for the designation of the sensitive ecosystems as an area requiring special protection and locally based management.

## **2.5 Stakeholder Consultations**

A diverse group of stakeholders are concerned with reef and marine recreation in the Bagamoyo Demo Site, including government representatives from different agencies, local villagers, fishermen, private sector tour operators and lodge owners, residents and property owners, research organisations, NGOs and CBOs. At the beginning of the COAST Project, a Demonstration Site Management Committee (DSMC) was established for the Bagamoyo Demo Site (see Annex 2 for the List of DSMC members).



The purpose of the DSMC was to support implementation of project activities and to promote sustainability of project outcomes. The DSMC was comprised of relevant representatives from most stakeholder groups in the area. The DSMC also served to link local stakeholders with national government, facilitated by a Demo Site Project Coordinator (DPC). This document was developed through ongoing consultations with members of the DSMC Team, as well as other stakeholders both within the Demo Site and in the broader Western Indian Ocean region. Annex 3 provides a list of stakeholders consulted.

### **3 Institutional and Regulatory Framework**

#### **3.1 Institutional Framework**

Administration of the Bagamoyo area is covered by two Divisions: Yombo and Mwambao. Since each Division administers two wards, there are a total of four Wards in the area including Zinga, Kerege, Magomeni and Dunda. Each village has a Village Government (Council) that is divided into five committees that focus on specific topics, one of which is responsible for Environment and Natural Resources Management issues. Leadership at the District level is provided by the District Commissioner, who represents the local arm of Central Government. Also at the District level is the District Executive Officer, who is an employee of the Local Government Authorities. The District Council is empowered to prepare by-laws, which must be approved by the Minister responsible for Local Government. At the District level in Bagamoyo, the District Fisheries (Local Government) are responsible for ensuring that no illegal fishing is practiced. A District Tourism Officer (TO) was appointed in 2013 for Bagamoyo to coordinate tourism development and management.

The lack of formal marine protected areas in Bagamoyo precludes the involvement of the Marine Parks and Reserves Unit (MPRU), who coordinate all marine managed areas for mainland Tanzania. As a result, management of the reef resources is done in collaboration among community members, NGOs and government. At the local level, Beach Management Units (BMUs) deal primarily with fishing resources. The BMUs are composed of stakeholders from a fishing village and work to collect fishing data at specific landing sites on allocated beaches. Collaborative Fishery Management Areas (CFMAs) are an extension of local fisheries management and comprise a grouping of BMUs mandated to monitor broader marine areas. While the CFMA arrangement is not fully legislated for, it is encouraged through national guidelines and through devolution of governance via village by-laws. CFM's have existed informally for almost 20 years and manage fish and other marine resources.

Each CFM is typically located in a single fishing village and multiple CFMs can use a single reef system. A Central Coordinating Committee (CCC) therefore coordinates all of the relevant CFMs who are users of the same reef system and serves as the decision-making structure for that particular marine area. The Bagamoyo Collaborative Fisheries Management planning process took place between 2005 and 2006 and resulted in the adoption of a CFM plan covering the seven coastal villages that use the reefs outside the Mbegani Bay. Within the Lower Bagamoyo District, the CCC is comprised of twenty-eight members from seven coastal villages (four members per village). The Bagamoyo CCC is currently not active and there is no patrolling of the closed reefs.

Other organisations that are working to strengthen governance of coastal and marine resources in Bagamoyo include Tanzania Coastal Management Partnership (TCMP), a collaboration between the

National Environment Management Council (NEMC), the University of Rhode Island (URI), and United State Agency for International Development (USAID); the University of Dar es Salaam and the Institute of Marine Science (IMS); and the Worldwide Fund for Nature (WWF). A recent NGO initiative known as the Responsible Tourism Tanzania (RTT) organisation is working to promote sustainable tourism policy development, responsible tourism certification and training. Private sector involvement in reef and marine management issues has been low.

### 3.2 Policy and Legislation

The Development Vision 2025 of the Government of Tanzania prioritises sustainable environmental management for poverty reduction. It recognises that poor Tanzanians are directly dependent on natural resources for their livelihood and emphasises mainstreaming environmental sustainability into poverty reduction efforts. Tanzania’s Vision 2025 and the MKUKUTA (National Strategy for Growth and Reduction of Poverty), sets the development agenda for Tanzania, including the Bagamoyo District. The overarching environmental legislation in Tanzania is the Environmental Management Act 2004, which provides a framework for sustainable management of the terrestrial environment.

Conservation and management initiatives of coastal and marine resources are governed by four main legislative mechanisms: the Fisheries Sector Policy and Strategy Statement of 1997, the National Integrated Coastal Management Strategy of 2003, the Fisheries Act of 2003, and the Marine Parks and Reserves (MPR) Act of 1994. Marine managed areas (MMAs) in mainland Tanzania are currently represented by two main forms namely; Marine Parks and Reserves, which are legally binding forms of protection, and Integrated Coastal Zone Management (ICZM) initiatives that include various forms of collaborative fisheries and mangroves management arrangements. The reefs in Bagamoyo fall under the latter form of MMA. Table 2 below summarises relevant policies and laws. Despite this, there remain weaknesses in the governance of the Mbegani Bay area. Plans do not always result in effective implementation and well-intentioned efforts are not always sustained. An integrated management plan for the Bay does not exist that would give the District and local stakeholders the legal authority to designate the Bay as an ecologically sensitive area under special protection from destructive development and uses. Nor does the District have its own spatial zoning plan that defines what local stakeholders would like to see in the future.

**Table 2: Key policies and laws relating to tourism and marine and coastal protection**

<b>Policy</b>	<b>Relevance</b>
National Environmental Policy 1997	Overarching national environmental policy focused on the conservation of the environment and effective use of resources.
National Integrated Coastal Management Strategy 2003	Outlines commitment to sustainable coastal governance and ICM.
National Wildlife Policy 1998	Provides for the hunting industry.
National Fisheries Policy 1997	Assists artisanal fishermen to improve fishing methods and gear.
National Tourism Policy Legislation 1999	Promotes eco-friendly tourism in Protected Areas and highlights conservation of wildlife parks, reserves and other important natural areas.

Environmental Management Act 2004	Overarching legal framework for management of Mainland Tanzania's environment.
Marine Parks and Reserves Act 1994	Provides for the establishment and management of MPAs.
Wildlife Conservation Act 1974	Governs National Parks.
Fisheries Act 2003	Regulates the fishing industry, especially in MPAs.
Forest Act 2002	Designates Mangrove Forest Reserves and encourages community-based management.

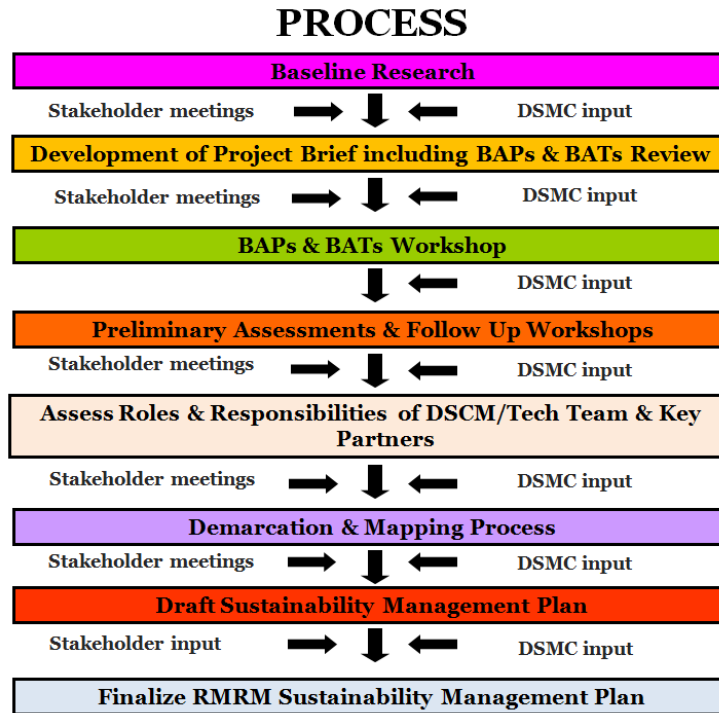
Development in the Bagamoyo District is guided by a Strategic Plan and a five year Development Plan. The District also has an Integrated Coastal Management Action Plan, which was first adopted in 2001 and provides a useful guide for responsible coastal development and use. The Integrated Coastal Management Action Plan is an essential tool for the implementation of the National Integrated Coastal Environment Management Strategy (NICEMS). The first strategy statement provides an important platform for this plan, namely: *Support environmental planning and integrated management of coastal resources and activities at the local level and provide mechanisms to harmonise the national interests with local needs.* The Bagamoyo District Tourism Profile / Master Plan guides tourism development and management in the District.

## **4 Development of the Sustainable Marine Tourism Management Plan for Bagamoyo**

### **4.1 Process of Developing the Document**

This document was developed through a participatory process involving DSMC members, relevant stakeholders, NGOs, CBOs and researchers within the Demo Site. The approach followed a bottom-up, top-down consultative approach, utilising a number of techniques including baseline research, identification of Best Available Practices and Technologies (BAPs & BATs), ecosystem assessments, participatory mapping, awareness raising, issues and needs identification and discussions to identify priority solutions (see Figure 3 below illustrating the process). This document aims to be simple, practical and user-friendly manual that can be used by all marine resource users of the Demo Site interested in the improved management of reef and marine recreation.





**Figure 2: Process of Developing the Sustainable Marine Tourism Management Plan**

## 4.2 Key Issues Identified by Stakeholders

As discussed in Section 2.3 above, a list of prioritised key issues were identified by stakeholders through the consultation process. These include:

- Lack of awareness of the importance of healthy marine and coastal environments by decision makers, users groups and visitors;
- Lack of planning and management of marine tourism;
- Inadequate protection of important sensitive reef and marine ecosystems and species;
- Unsustainable marine resource use practices; and
- Lack of collaboration, coordination and communication among all user groups.

Other issues identified in the District ICM Plan and through site visits that could relate to marine tourism include:

- Conflict on the use of beach areas (hoteliers and community);
- Lack of alternative income generating activities and heavy reliance on fishing;
- Destructive fishing practices;
- Illegal and uncontrolled cutting of mangroves;
- A lack of training and capacity for responsible marine tourism product development for alternative livelihoods;
- A lack of clarity and enforcement of the law prohibiting bad practice;
- A lack of systematic and regular monitoring or reef and marine resource use; and
- Poorly planned coastal development and inadequate waste management.

### 4.3 Rapid Ecosystem Assessment and Mapping Activities

The rapid ecosystem assessment and participatory mapping activities provided an indication of the key sensitive ecosystem areas and degraded or impacted sites. Reef surveys were conducted using rapid reef assessment approaches to obtain an understanding of the degree and type of reef usage, as well as the type of impacts from marine recreation. The rapid assessment approach using a combination of techniques such as: i) Photographic Profiling; ii) Fish and Coral Counts (hard and soft corals and other indicator species), iii) Photos along a Transect and iv) Video Transects. These techniques were also piloted to test options for future monitoring. The field assessments were supplemented with existing research findings and stakeholder consultations. The assessment supported the identification of the sensitive marine areas within the overall Demo Site and the identification of some of the key current human impacts from resource use and tourism on the marine system.

The participatory mapping exercise was undertaken through ongoing consultation with stakeholders and field visits to identify key features, impacts, areas of concern, and opportunities for improved management. GPS points were recorded for major features, as possible, relating to the reef and marine recreational use. Collection of additional information through the ecosystem assessments, ‘ground-truthing’, existing research and stakeholder participation, contributed to the mapping exercise. Mapping of some of the major sensitive ecosystems (reefs, seagrass beds and mangroves) was supplemented by information provided by TCMP, aerial photography and from existing literature.

The draft maps produced were discussed with the DSMC members, villagers in the Demo Site, researchers, lodge owners and other key users of the Bagamoyo Demo Site. Areas of specific use or concern identified by the stakeholders during the consultation meetings were also mapped. A second and final draft of the maps was presented to stakeholders for further feedback and input, which was incorporated into the final maps. The aim of the maps is to provide information to orientate management (sensitivities, degradation, threats, management arrangements and priorities, research and information gaps) of the site.

Figure 4 below illustrates the higher use zone and some of the key sensitive marine areas impacted by tourism including coral reefs, mangrove forests, seagrass beds and sandy beaches. The map provides a useful illustration of the location of sensitive ecosystems and their proximity to high tourism or marine resource use<sup>1</sup>. Given the current relative absence of marine tourism activities in the Bagamoyo area (except for snorkelling and diving activities at Mwamba Kuni), two different levels of impacted areas are identified on the map and are based on current and potential future impacts on the marine ecosystems from marine tourism activities. The establishment of protection and zoned management of the impacted and priority higher use areas indicated in the map, within an integrated management plan for the broader marine area, should be a top priority.

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<sup>1</sup> It should be noted that the impacts from fishing have not been mapped as it falls outside of the scope of work for this project. If indicated however, areas impacted by fisheries would cover all the reefs and almost the entire marine area shown on the map.





The marine areas under use from marine tourism include Mwamba Kuni coral reef, nearshore areas (for swimming and fishing), and the Mbegani Bay, an area that is used for the occasional day trip for visitors and hosts sensitive seagrass beds, soft corals and mangrove forests. While four of the nearshore coral reefs have been demarcated as no-take areas for fishing with the intention of allocating them as snorkelling reefs, these reefs are seldom visited and are still targeted by fishers. At the time of writing, Mwamba Kuni was the most popular reef for snorkelers despite the distance from Bagamoyo. New marine recreational activities are emerging such as kite-surfing, paddle-boarding and SCUBA diving (the latter is developing at Mwamba Kuni and beyond the boundaries of the Demo Site). The beach area of Bagamoyo are utilised extensively both for tourism, as well as by local residents for exercising, marketing of goods and as a transport thoroughfare for motorbikes. The potential exists for sustainable marine tourism to grow in the area however, management of the existing inappropriate uses, like destructive fishing practises, requires urgent attention.

#### **4.4 Results from the Research**

Some of the results emerging from the ecosystem assessment, mapping and stakeholder consultation are outlined below.

- Awareness of the value of the ecological goods and services provided by healthy and productive coastal and marine ecosystems is low, as is the value and potential for tourism development in the area. Problems include illegal and destructive fishing practices, sensitive ecosystem degradation, beach and mangrove pollution and poorly planned coastal development. Opportunities exists to boost awareness through local NGOs and learning institutions and to develop marine tourism to support alternative livelihoods, as opposed to the primary reliance on fishing.
- Coral reefs in the Demo site are under severe pressure from illegal and destructive fishing methods including dynamite fishing, beach seine netting and spear fishing. Protection of the 4 no-take reefs designated by the CCC is weak and fishing continues to occur on these reefs. The popular reef for snorkelling, Mwamba Kuni, that is located in the channel between Bagamoyo and Zanzibar, serves as the mother reef for fishers from Bagamoyo and elsewhere. This sensitive area is therefore under significant pressure and should be better managed and if possible, protected.
- Degradation of the sensitive marine ecosystems (coral reefs, mangroves, seagrasses and other marine environments) is mainly the result of illegal destructive resource use (dynamite and beach seine fishing, mangrove removal etc.) rather than from marine tourism and recreation. Poorly planned coastal tourism development and inadequate waste management, as well as careless boat mooring and poor marine recreation practices, have negative impacts.
- A lack of financial resources and institutional capacity prevents adequate management and enforcement of coastal development and marine resource use by the local authority. Ongoing degradation of the sensitive marine ecosystems will reduce the livelihood opportunities for the communities in the area and will threaten future opportunities for marine tourism development as a viable sustainable economic sector for Bagamoyo.
- Reef and marine recreation is currently not a major contributor of the tourism sector in Bagamoyo. The recent establishment of a dive operator at the New Bagamoyo Beach Resort and the discovery of viable dive sites further offshore from Bagamoyo have the potential to draw more visitors for

marine activities. In addition, some new marine recreation activities such as kite boarding and paddle boarding are contributing to the tourism products.

- In the light of Bagamoyo being identified as a tentative World Heritage Site, the link between the cultural and historical tourism sector and marine tourism has the potential to be further developed. The opportunity exists to link the slave heritage to the maritime history of the area and develop marine tourism products that are aligned with the heritage tourism products. The link between Bagamoyo and Stone Town in Zanzibar also provides opportunity for further tourism product development.
- Local tour guides are enthusiastic to build on existing cultural and historic tourism products, but lack capacity, resources and equipment to support a sustainable and top quality marine tourism sector. While some training was provided to improve the current products, more capacity building is needed and a greater amount of attention is needed to ensure adequate safety standards are met.
- Little collaboration exists among the government and private sector in matters of marine tourism or marine resource management. There is a lack of adequate regulations or procedures for safety of visitors partaking in marine tourism activities.
- The proposed development of a new port in Mbegani Bay will significantly affect the marine environment. While the cultural and historical heritage of Bagamoyo will likely continue to support tourism in the area, the port development will significantly impact the existing beach and marine tourism infrastructure and activities. While the port development may yield improved service delivery, access to health care services, education and other benefits, dedicated, responsible and targeted planning will be needed.

While the rapid assessments are not sufficient to quantify specific cause and effect relationships for the degradation, the combined pressures of a number of impacts is contributing to the degradation including: over-utilisation of resources, destructive fishing activities, poorly planned coastal development and poor waste management. As described in Section 4.3 above, although marine tourism currently does not have a major impact on the ecosystems due to the small scale of recreational activities in the marine area, the identification of the two different shaded areas in Figure 4 illustrates specific areas that could be zoned for proper management of marine tourism as it develops in the area. The development of a port in the Mbegani Bay area would however, create a much transformed environment.

## 5 Vision, Principles and Objectives

This management plan ‘*Towards Sustainable Marine Tourism Management in Bagamoyo*’ was developed through consultations with the DSMC, key stakeholders and users of the marine environment. This document serves to promote sustainable marine recreation and tourism within the Demo Site and to increase the social and economic value of the marine environment.

### 5.1 Vision

The identification of management strategies was guided by the development of a Vision statement that evolved during the process of crafting this document. Stakeholders identified the following set of aspirations for the area:

*“The Bagamoyo area is a world-renowned tourist destination that provides visitors with a safe, unique and authentic experience of its rich cultural, historical and natural heritage. The marine and coastal environment is valued, protected, and sustainably used and contributes to the well-being of coastal communities. The marine tourism sector is developed and managed responsibly to ensure the health of the marine and coastal ecosystems and species and to support the economic growth of the area and the country as a whole.”*

### 5.2 Guiding Principles

From the Vision, a set of guiding principles and objectives were generated to guide the development of this document.

The guiding principles that should underpin the implementation of this plan include:

- a. **Intergenerational equity** -To ensure viable populations of marine resources and biodiversity and their habitat are in state that is good or better e.g. conservation of rare and endangered species including sea turtles, dugongs etc.
- b. **Ecological sustainability** -To ensure sustainable utilisation of marine resources is achieved for both social and economic development. Key elements of management and planning for ecological sustainability include protection of critical habitats, use not to exceed maximum sustainable yield or carrying capacity, and conservation of biodiversity in general.
- c. **Ecosystem-based management approach (EBM)** for reef and marine recreation management that views marine resources as elements of complex systems, acknowledges complexity in management and seeks to protect ecosystem health, while maintaining the ecosystem services needed by people. An ecosystem-based approach to marine management incorporates science and balances the demands of user groups for sustainable resource use.
- d. **Integrated planning and management** - To ensure effective and well coordinated planning of many activities that threaten the marine environment. Consider all potential threats and develop a management protocol that addresses these threats. In order to do this, management will need to be integrated with management responsibilities of the other relevant agencies. It also refers to the integration of science-based approaches in reef and marine recreation management and monitoring.



- e. **Adaptive management** -To ensure integrated research, monitoring and information exchange is enhanced to promote effective and informed management. Continual monitoring, evaluation and intervention, when required, are essential.
- f. **Collaboration and participatory planning and management** through extensive multi-sector stakeholder engagement and community consultation are key. Managing complexity involves collaboration among a diverse set of organisations and individuals in making decisions.
- g. **Locally managed marine areas** (LMMAs) and the use of local knowledge and traditional practices, whereby areas of nearshore waters and coastal resources are largely or wholly managed at a local level by the coastal communities, partner organisations, and/or collaborative government bodies based in the immediate area.

### 5.3 Aims and Objectives

The aim of this document is to guide the strengthened management of marine tourism activities. It will also serve as a strategic tool for the decision makers and users alike to modify the marine tourism sector to respond to ever changing economic, environmental and cultural needs.

The objectives of this document are to:

- i. Raise awareness of the importance of healthy marine and coastal environments to all users and decision-makers;
- ii. Improve management towards sustainable marine tourism;
- iii. Protect important sensitive reef and marine ecosystems;
- iv. Promote sustainable marine tourism practices for the benefit of all stakeholders; and
- v. Improve coordination and communication among all user groups for improved management of the marine recreation.

### 5.4 Potential Partners, their Roles and Responsibilities

This document is based on the findings of the research undertaken at the Demo Site. It reflects broad-based stakeholder input that encourages action by all stakeholders for more efficient and effective outcomes for developing and managing reef and marine recreation in Bagamoyo, being a small piece of the broader tourism puzzle.

A great deal of work has been done in Bagamoyo in the past through previous integrated coastal management projects and tourism programmes and projects by research institutions and NGOs. This plan builds on these efforts and recognises the importance of involving partners in the implementation and monitoring of this plan. A number of different partners have a role in ensuring the success of the outcomes of the plan and are included in the Implementation Plan in Section 6 below. Most obvious are the members of the DSMC that represent key stakeholders and who have played a central role in developing this plan. Additional key partners who have provided input and who will also be central to Implementation Plan include:

**District Council:** The District Council (DC) has provided ongoing input into the COAST Project activities and feedback has been incorporated into this plan. The DC is central to governance in the area and has a strong role in coordinating planning processes underway in the District, such as the ICM action planning. Support is needed from the DC to ensure ongoing implementation of this plan.

**Tourism Office:** The recently established Bagamoyo Tourism Office (TO) is crucial to facilitating collaboration within the tourism sector, and communication and joint management efforts with other sectors, like the fisheries sector, for instance.

**BMUs and CCCs:** The BMUs and CCCs have a large responsibility to ensure sustainable marine resource use and to encourage compliance with laws and regulations. Since the natural integrity and productivity of marine ecosystems are essential for the livelihood, well-being and sustainable development of coastal communities, much effort is needed to raise awareness and promote responsible use.

**Private sector, NGOs, CBOs and development partners:** The Bagamoyo governance institutions at the local government and village levels suffer from a lack of adequate resources and capacity to fulfil their responsibilities. Greater collaboration and assistance is needed from the private sector, NGOs, CBOs and development partners to facilitate the Implementation Plan and to improve governance and the use of marine and coastal resources.

The Implementation Plan presented in Table 3 below outlines a range of different partners for ensuring the achievement of prioritised activities. It should be noted that the DSMC is identified as a key leading and collaborating body. It is therefore essential that the parties involved in the DSMC (and other interested organisations), further establish the structure to drive the implementation of activities following the end of the project. Recommendations for such a structure are included in the Implementation Plan.

## 5.5 Anchoring the Plan

Any plan is only as good as its implementation and this is typically guided by a coordinated implementing body. The plan should be nested within existing planning processes and development of this plan has drawn from the District ICM Action Plan, as well as the District Tourism Master Plan. The DSMC is the implementing body that will take the plan forward and drive implementation of the steps outlined in this Implementation Plan beyond the closure of the COAST Project in June 2014. The Implementation Plan, which is presented in the next section, looks at establishing a formal localised management body for the Bagamoyo Demo Site for the future continuation of management efforts.

## 6 Implementation Plan

The Implementation Plan provides the Bagamoyo Demo Site with a clear, simple template to roll out activities for strengthening management of marine tourism. The Implementation Plan has been developed so that individual elements can be easily taken up by different stakeholder groups into existing or future management programmes or plans. Development of the Implementation Plan was facilitated by the RMRM team, drawing from recommendations made by the DSMC, key stakeholders and other partners identified during the course of project.

The Implementation Plan is designed to address the main issues, concerns and aspirations identified by stakeholders. Table 3 below, outlines the key objectives and specific actions and steps for implementation. Indicators and performance measures are identified for ease of monitoring of the

implementation of the actions and steps. The table also suggests relevant implementing partners to lead or drive the activities and to collaborate on implementing the actions. These roles should not be cast in stone, but should be viewed as suggestions for further agreement among participating entities. Each action is ranked in terms of levels of priority to highlight the urgency of particular actions. It is important to note that implementation also dovetails with recommendations made by United Nations World Tourism Organisation (UNWTO) in the document that was developed through the COAST Project entitled: “Action Planning and Supporting Activity for Sustainable Tourism Governance and Management in Coastal Areas: Tanzania” (UNWTO, 2013b).

It should also be noted that the Implementation Plan should be seen as a “living” and iterative document that is easily updated following regular review and revision. To fully operationalise the Implementation Plan, it will be necessary for each Action to be further discussed, costed and agreed upon by the implementing party/parties and for adequate budget to be secured. This will require close cooperation between all parties identified in the Table and careful coordination by the body or agency that will continue to manage marine tourism in the area.

## **6.1 Monitoring and Evaluation for Adaptive Management**

In the absence of comprehensive scientific information to guide management, adaptive management provides an approach to “learn by doing” management. Monitoring and evaluation (M&E) measures that inform changes in management provide the only way to understand and to measure the impact of the management activities. Thus implementation of the actions outlined in this document must be carefully monitored and the findings considered in future management measures to ensure ongoing improvements based on the best available knowledge. It is proposed that the Implementation Plan be assessed on a regular (annual or biannual basis). Obstacles can then be discussed, solved and removed. The advantage of monitoring is that bottlenecks in management can also be easily identified and timely assistance can be provided to the respective and responsible parties.

Finally, an evaluation matrix that focuses on end results must also be part of the M&E system, whereby the impact of this document can be evaluated. Not everything in this plan may be as effective as originally anticipated. Certain approaches or actions may have to be modified and entirely new ones may need to be brought in to ensure that the desired effect is reached. This forms the basis of adaptive management. An added advantage is that a good M&E system can greatly assist in reporting to the relevant stakeholders and to raising awareness of important ideas, findings, opportunities and issues.

**Table 3: Implementation Plan for Improving Reef and Marine Recreation Management**

Action	Steps	Indicator	Performance measure	Responsibility	Priority
<p><b>Objective 1: Raise awareness of the importance of healthy marine &amp; coastal environments to all users and decision-makers</b></p> <p>1.1. Develop &amp; implement a targeted awareness campaign among coastal villages and schools on the value of healthy coastal &amp; marine ecosystems for tourism development &amp; livelihoods and the importance of sustainable resource use</p>	<p>1.1.a. Develop a comprehensive awareness raising campaign on the value of healthy coastal &amp; marine ecosystems for tourism development and sustainable resource use suitable for all local stakeholders</p>	<ul style="list-style-type: none"> <li>At least 1 annual agreed-upon awareness raising campaign with roles for all user groups</li> </ul>	<p>Improved understanding among local users of the need for more sustainable use of marine and coastal resources</p> <p>Changes in behaviour of user groups to reduce their negative impacts on the resource base</p> <p>Greater involvement of citizens in management activities</p> <p>Reduced conflicts among users concerning marine resources</p>	<p><b>Lead: BDC</b> TCMP, NEMC, TO, BDF, CCC, BMU, BATOGA, BADO, BATREN, BIT, UDSM / IMS, TaSuBa, TAFIRI, MLFD</p>	High
	<p>1.1.b. Undertake awareness raising village meetings / talks on a regular basis as needed</p>	<ul style="list-style-type: none"> <li>At least 2 talks per village per year on marine tourism and environmental conservation and management</li> <li>Each talk presented to at least 15 participants</li> </ul>	<p>Improved understanding among local users of the need for more sustainable use of marine and coastal resources</p> <p>Changes in behaviour of user groups to reduce their negative impacts on the resource base</p> <p>Greater involvement of citizens in management activities</p> <p>Reduced conflicts among users concerning marine resources</p>	<p><b>Lead: BDC</b> TCMP, BATOGA, BADO, TO, IMS, TAFIRI</p>	High
	<p>1.1.c. Work with schools to include relevant marine resource content in school curriculum</p>	<ul style="list-style-type: none"> <li>3 School environmental clubs incorporate marine educational content</li> </ul>	<p>Improved understanding among local users of the need for more sustainable use of marine and coastal resources</p> <p>Changes in behaviour of user groups to reduce their negative impacts on the resource base</p> <p>Greater involvement of citizens in management activities</p> <p>Reduced conflicts among users concerning marine resources</p>	<p><b>Lead: BDC</b> NEMC, MLFD</p>	High
	<p>1.1.d. Use theatre, film events, radio and other media to communicate marine management and tourism issues to villages</p>	<ul style="list-style-type: none"> <li>At least 1 annual film event disseminated on marine management</li> <li>At least 2 annual radio events disseminated on marine management</li> </ul>	<p>Improved understanding among local users of the need for more sustainable use of marine and coastal resources</p> <p>Changes in behaviour of user groups to reduce their negative impacts on the resource base</p> <p>Greater involvement of citizens in management activities</p> <p>Reduced conflicts among users concerning marine resources</p>	<p><b>Lead: BDC, District Education Officer</b> TaSuBa, TCMP, BATOGA, TBC</p>	Medium
	<p>1.1.e. Facilitate local projects (mangrove &amp; reef protection, beach clean-ups, environmental youth groups, community monitoring of ecosystem / species recycling etc.)</p>	<ul style="list-style-type: none"> <li>At least 3 groups engaged in beach cleaning activities</li> <li>At least 4 local projects focussing on citizen action for improved marine health implemented</li> </ul>	<p>Improved understanding among local users of the need for more sustainable use of marine and coastal resources</p> <p>Changes in behaviour of user groups to reduce their negative impacts on the resource base</p> <p>Greater involvement of citizens in management activities</p> <p>Reduced conflicts among users concerning marine resources</p>	<p><b>Lead: BDC, BMU</b> BATOGA, BATREN, BDF, BADO, TCMP, Dive &amp; tour operators, Lodges, TAFIRI, BIT</p>	High

Action	Steps	Indicator	Performance measure	Responsibility	Priority
1.2. Increase awareness of the visitors of the existence and sensitivity of the marine and coastal resources in the area	1.1.f. Develop & install signage and information about the value of healthy marine & coastal ecosystems & responsible tourism	<ul style="list-style-type: none"> <li>• Sign on value / importance of ocean environments &amp; species installed</li> </ul>		<b>Lead: BDC, TO</b> TTB, Lodges, Tour operators	Medium
	1.2.a. Develop & disseminate codes of conduct (CoC) for all relevant marine recreation activities	<ul style="list-style-type: none"> <li>• A set of CoCs developed for marine recreation (diving, snorkelling &amp; dolphin watching) &amp; communicated to all visitors;</li> </ul>	Visitors aware of how to conduct themselves to reduce their impacts on marine and coastal ecosystems & species.	<b>Lead: BDC, TO, Village Councils</b> BATOGA, Lodges & hotels	High
	1.2.b. Develop & disseminate awareness information through visitor gateways (posters, leaflets, etc.)	<ul style="list-style-type: none"> <li>• Materials promoting responsible tourist behaviour displayed</li> <li>• Information disseminated on the 4 closed reefs and necessary permissions for visitation from CCC</li> </ul>	Authentic eco-tourism experiences for visitors.  Greater demand by visitors for safe & responsible marine tourism products	<b>Lead: TO</b> NEMC, BATOGA, TTB	High
1.3. Increase awareness of tour operators and lodges / hotels of the existence and sensitivity of the	1.2.c. Implement awareness events on ocean & coastal environment / issues for visitors	<ul style="list-style-type: none"> <li>• Awareness talks &amp; events for visitors held regularly</li> </ul>		<b>Lead: TO</b> BATOGA, Dive & tour operators, lodges	Medium
	1.3.a. Communicate impacts of tourism on sensitive ecosystems to tour operators and hospitality establishments	<ul style="list-style-type: none"> <li>• CoC information for marine tourism activities developed &amp; displayed by operators &amp; lodges</li> </ul>	Improved understanding among tour operators and lodge owners of the impacts of tourism on marine	<b>Lead: TO</b> TTB, TCMP, BATOGA, BATREN, Dive & tour operators, lodges	High

Action	Steps	Indicator	Performance measure	Responsibility	Priority
marine and coastal biodiversity of the area	1.3.b. Highlight options for hotels and operators to reduce their impact on the coastal & marine environment through measures such as observing tourism and environmental by-laws and regulations, monitoring visitor numbers to sensitive sites, minimising disturbance to nesting, breeding areas etc. species, following the CoC.	<ul style="list-style-type: none"> <li>CoC provided to all operators and lodges includes basic information on causes of impacts on marine environment and options &amp; steps to prevent the impacts</li> <li>Information disseminated on the closed reefs and necessary permissions for visitation from CCC</li> </ul>	<p>and coastal ecosystems &amp; species</p> <p>Greater effort by tour operators and lodge owners to promote responsible coastal tourism</p> <p>Fewer conflicts among user groups</p>	<p><b>Lead: TO</b></p> <p>NEMC, TCMP, CCC, MLFD, Dive &amp; tour operators, lodges</p>	High
<b>Objective 2: Improved management towards sustainable marine tourism</b>					
2.1. Alternative sources of livelihood developed for communities using natural resources from sensitive marine & coastal ecosystems are identified and supported	2.1.a. Determine, in collaboration with the CCC and BMU, the current type and level of use of vulnerable species (turtles, sharks, reef fish, etc.) and products from sensitive marine & coastal ecosystems (reefs, mangroves, seagrasses, sandy shores) to understand driving forces of resource extraction and value of the protection for eco-tourism	<ul style="list-style-type: none"> <li>Report on the use of marine and coastal natural resources in the Bagamoyo District including types and levels of use, drivers of use, alternative use value for eco-tourism and recommendations for management and further research and monitoring</li> </ul>	<p>Improved wellbeing of communities who are more resilient to environmental change due to diversification of livelihood</p> <p>Greater understanding of the status of the health of sensitive marine &amp; coastal ecosystems &amp; species</p> <p>Stronger collaboration among residents, decision-makers and users of the marine resources</p> <p>Ongoing provision of</p>	<p><b>Lead: BDC, Local Government</b></p> <p>MLFD, BDF, CCC, BMU, TAFIRI, BADO, TCMP, UDSM / IMS</p>	High
	2.1.b. Work with fishers to identify and implement best practices and sustainable methods including preventing illegal fishing i.e. using dynamite fishing, beach seine and spear fishing	<ul style="list-style-type: none"> <li>Training with BMU, CCC and other fishing associations on sustainable fishing practices and enforcement of regulations</li> </ul>		<p><b>Lead: BDC</b></p> <p>MLFD, BDF, TCMP, TAFIRI, BADO</p>	High
	2.1.c. Identify options with communities and support development of alternative livelihood initiatives	<ul style="list-style-type: none"> <li>List of community needs and aspirations for alternative livelihoods</li> </ul>		<p><b>Lead: BDC</b></p> <p>CCC, BMU, BADO, SACCOS, TCMP,</p>	High

Action	Steps	Indicator	Performance measure	Responsibility &	Priority
	(including funding options) to reduce pressure from extractive use on natural resources from sensitive marine ecosystems	<ul style="list-style-type: none"> <li>• Appropriate project proposals developed for support of specific project ideas</li> <li>• Application to government, the private sector and development partners for support</li> </ul>	essential ecosystem goods and services that provide the platform for the local economy and therefore greater sustainability of the tourism sector	Lodges & tour operators, development partners	
	2.1.d. Implement local level projects with communities to reduce dependence on natural resources i.e. aqua / mariculture, waste management, tree nurseries, tour guiding, etc.	<ul style="list-style-type: none"> <li>• Local alternative livelihood projects implemented. Projects should link with existing initiatives such as the District ICM plan implementation</li> <li>• Reduced pressure on sensitive ecosystems and vulnerable species from extractive use</li> </ul>		<b>Lead: BDC, Development partner</b> <b>NGOs</b> CCC, BMU, SACCOS, TCMP, BADO, Lodges & tour operators	High
2.2. More integrated & management of marine and coastal environment based on the EBM approach	2.2.a. Support considerations of sensitive marine and coastal ecosystems and the linkages between them in implementation of planning and development documents & guidelines (i.e. into the District ICM Action Plan, the Bagamoyo District Tourism Profile / Master Plan and other relevant documents)	<ul style="list-style-type: none"> <li>• Recommendations for EBM of marine ecosystems and best practices guidelines for marine recreation included into District ICM Action Plan, District Tourism Profile / Master Plan and other land use planning, tourism development planning</li> <li>• Review of additional zoning of areas for different uses in the waters around Bagamoyo</li> </ul>	More sustainable land use and development that does not degrade the marine and coastal natural resource base  Greater sectoral synergy among planning and development sectors  Less conflict among user groups	<b>Lead: BDC</b> MNRT, NEMC, BDF, CCC, BMU, BADO, TCMP, USAID	High
2.3. Strengthen enforcement of laws, regulations and by-laws preventing marine & coastal environmental	2.3.a. Raise general awareness of all user groups existing laws, by-laws and guidelines that serve to prevent environmental degradation i.e. the by-laws protecting the closed reefs, laws against destructive fishing,	<ul style="list-style-type: none"> <li>• Review of updated legal and regulatory provisions (i.e. by-laws of no-take reef areas, removal of species, environmental assessment regulations etc.)</li> </ul>	Awareness of applicable laws and regulations is increased, providing a strong platform for enforcement.	<b>Lead: BDC, TO</b> MNRT, NEMC, BDF, CCC, BMU, TTB, TCMP, BATGOA, BATREN, BADO Dive & tour	High

Action	Steps	Indicator	Performance measure	Responsibility	Priority
degradation and supporting locally managed areas	cutting of mangroves and removal of sensitive or protected species, environmental plans and authorisations for coastal development, etc.	<ul style="list-style-type: none"> <li>List of relevant by-laws, laws, regulations and guidelines relating to marine and coastal tourism is developed and broadly available</li> <li>Specific laws &amp; regulations applicable to marine tourism disseminated to relevant decision-makers and managers, tour operators and hoteliers</li> <li>Joint sectoral regulatory activities undertaken</li> </ul>	Citizens and user groups are more respectful of the legal framework and understand the impacts of non-compliance.  Resources for enforcement are shared	operators, lodges	High
2.3.b. Improve coordination among various ministries at the District, Ward and village level, for enforcement of tourism regulations and resource use			and capacities built through cooperation	<b>Lead: TO</b> MLFD, MNRT, NEMC, BDC, BDF, CCC, BMU, TTB	High
2.3.c. Strengthen regular enforcement of relevant laws through partnerships with fishermen and the private sector (i.e. in the absence of resources for enforcement, the private sector could provide support)		<ul style="list-style-type: none"> <li>Coordination arrangements exist between government &amp; private sector for law enforcement</li> <li>Agreements between government, private sector and resource users (fishers, resource harvesters) to avoid or sustainably use sensitive marine and coastal areas</li> </ul>	Greater stewardship by citizens of their marine environment	<b>Lead: TO, Fisheries Officer, Forestry Officer</b> BDC, BDF, CCC, BMU, private sector (lodges, dive operators)	High
2.3.d. Develop effective mechanisms for identifying and reporting on illegal activities that degrade the marine environment		<ul style="list-style-type: none"> <li>Reporting hotline (or similar) is established by December 2014 to which anyone can report an infringement of the laws relating to marine recreation</li> <li>Enforcement response by relevant government agency to</li> </ul>		<b>Lead: Fisheries Officer, Forestry Officer</b> BDC, BDF, CCC, BMU, TO, NEMC	Medium



Action	Steps	Indicator	Performance measure	Responsibility	Priority
2.4. Strengthen research and monitoring for improved management of marine recreation	<p>2.4.a. Identify specific research needs for improved management of sensitive marine and coastal resources within the Bagamoyo District area and nearby protected areas (i.e. Saadani, Dar es Salaam Marine Reserves and Zanzibar MPAs) including (but not limited to) research on:</p> <ul style="list-style-type: none"> <li>• The status &amp; use of: <ul style="list-style-type: none"> <li>○ Coral reefs</li> <li>○ Sandy and rocky shores</li> <li>○ Mangrove forests</li> <li>○ Seagrass beds</li> </ul> </li> <li>• Linkages and processes among marine and coastal ecosystems in the broader area (including Zanzibar)</li> </ul> <p>2.4.b. In the context of the broader marine region develop a targeted research &amp; monitoring strategy that fits into Tanzania's system of marine managed areas (MMAs) and promotes locally managed area, local capacity development and regional cooperation</p> <p>2.4.c. Undertake targeted research activities that involves user groups and supports strengthened citizen science and regional and global cooperation (i.e. recording &amp; mapping of species occurrence and</p>	<p>reported crimes</p> <ul style="list-style-type: none"> <li>• Research needs identified and ranked in order of priority through a collaborative process between government, researchers and user groups</li> </ul>	<p>Greater understanding of the uses of and changes in marine and coastal ecosystems to guide management actions</p> <p>Existing local capacity for monitoring and managing marine and coastal ecosystem use and management is strengthened and supplemented</p> <p>Research is used to inform decision-making and prevent further degradation of marine and coastal ecosystems</p> <p>Greater stewardship among citizens for marine management and responsible tourism</p>	<p><b>Lead: NEMC</b> IMS, TCMP, TO, BDF, BIT, UDSM, TAFIRI, WWF, MPRU, WIOMSA, SeaSense,</p> <p><b>Lead: Fisheries Officer</b> TCMP, NEMC, TO, BDF, BIT, UDSM / IMS, TAFIRI, WWF, MPRU, WIOMSA, SeaSense</p> <p><b>Lead: TAFARI</b> TCMP, NEMC, TO, BDF, BIT, UDSM / IMS, WWF, MPRU, WIOMSA, SeaSense</p>	<p>High</p> <p>High</p> <p>Medium</p>

Action	Steps	Indicator	Performance measure	Responsibility	Priority
	resource use)	monitoring & protection of key ecosystems (coral reefs, mangroves, seagrasses) and species (dolphins, turtles humpback whales, sharks, coral diseases, etc.)			
	2.4.d. Establish a system for communication and use of research results to government & user groups for improved management (i.e. annual reports, meeting with stakeholders to share findings etc.)	<ul style="list-style-type: none"> <li>Regular system of information provision and reporting on research activities and findings</li> </ul>		<b>Lead: TAFARI, UDSM</b> TCMP, IMS, NEMC, WWF, MPRU, WIOMSA, SeaSense	High
2.5. Build structured collaboration among marine recreation operators and hotels to guide activities to reduce their impact on sensitive marine	2.5.a. Establish a marine tourism action group with guiding principles and self-governing arrangements to drive development and management of marine tourism products. This could be within the existing tourism stakeholder group	<ul style="list-style-type: none"> <li>Establishment of a marine tourism action group with guiding principles and self governing arrangements to drive management among operators</li> </ul>	Improved stewardship of the environment by the private sector (tour operators and lodge owners etc.) to reduce the negative impacts of their marine tourism	<b>Lead: TO</b> MNRT, NEMC, BDC, BDF, CCC, BMU, TTB, TCMP, BATGOA, BATREN, Dive & tour operators, lodges	High

Action	Steps	Indicator	Performance measure	Responsibility	Priority
areas through cooperative management of their tourism activities	2.5.b. Develop and implement through a collaborative process, actions for reducing impacts on marine species and habitats by tourism (i.e. tourism to closed reefs, limits to numbers of snorkelers on reefs like Mwamba Kuni, beach activities in turtle nesting areas, etc.)	<ul style="list-style-type: none"> <li>• Actions for reducing impacts on marine ecosystems &amp; species developed and implemented collaboratively. The immediate focus should be on: <ul style="list-style-type: none"> <li>○ Compliance with existing CoCs and development and implementation of additional marine recreation CoCs</li> <li>○ Controlled access to sensitive areas</li> <li>○ Proper planning following environmental assessment of development of additional infrastructure in or near marine habitats (i.e. coastal development, mangrove boardwalks etc.)</li> </ul> </li> </ul>	<p>activities.</p> <p>A sustainable marine tourism sector that manages impacts from marine recreation activities</p>	<p><b>Lead: TO</b></p> <p>MNRT, NEMC, BDC, BDF, CCC, BMU, TTB, TCMP, BATGOA, BATREN, Dive &amp; tour operators, lodges</p>	High
2.6. Strengthen the tourism information centre for Bagamoyo to promote responsible marine tourism information and informed decision-making for sustainable development of the area	<p>2.6.a. Build on existing arrangements for development of an information facility that will host and use relevant planning and research information and equipment for marine tourism and can coordinate training for tour operators</p> <p>2.6.b. Populate the facility with relevant information i.e. marketing materials, the mapping data developed through the RMRM activities of the COAST Project;</p>	<ul style="list-style-type: none"> <li>• A tourism information facility exists that serves as a repository of information about tourism in Bagamoyo, including on marine tourism</li> <li>• The facility coordinates training and capacity building for marine tourism operators</li> <li>• The tourism facility includes information on marine recreation</li> </ul>	<p>Information on marine tourism is widely available</p> <p>Data collected during the COAST Project RMRM activities is accessible for use by relevant stakeholders</p>	<p><b>Lead: TO</b></p> <p>BDC, TTB, BIT, TCMP, BATGOA, BATREN, BADO Dive &amp; tour operators, lodges</p> <p><b>Lead: TO</b></p> <p>BDC, TTB, BIT, TCMP, BATGOA, BATREN, BADO Dive &amp; tour operators, lodges</p>	Medium

Action	Steps	Indicator	Performance measure	Responsibility	Priority
2.7. Identify options for responsible marine tourism development that provides benefits to local inhabitants	<p>relevant planning documents and research findings</p> <p>2.7.a. Identify initiatives for promoting alternative livelihoods for fishing communities including marine tourism-related alternatives that could link to the existing cultural and historical heritage value of the area (see 2.1 above)</p>	<p>Options for projects to support alternative livelihoods for villagers are identified and developed collaboratively into proposals</p> <ul style="list-style-type: none"> <li>Options examined to link marine tourism with the existing historical and cultural nature of Bagamoyo Tourism (i.e. potential for dhow tours, links with the slave history and maritime use etc.)</li> <li>Options for responsible marine tourism development included in the proposed Tourism Strategy for Bagamoyo that builds on 2009 Tourism plan</li> </ul>	<p>Villagers in the Bagamoyo Demo Site area benefit from marine tourism and have an increased understanding of the importance of environmental management for the sector</p>	<p>operators, lodges</p> <p><b>Lead: TO</b> MNRT, NEMC, BDC, BDF, CCC, BMU, TTB, TCMP, BATGOA, BATREN, BADO Dive &amp; tour operators, lodges</p>	High
	<p>2.7.b. Support training opportunities for building capacity of local residents for work in the marine tourism sector</p>	<ul style="list-style-type: none"> <li>Training given to local tour operators and other interested residents in marine tourism-related activities. Training should link with existing initiatives</li> </ul>		<p><b>Lead: TO</b> MNRT, NEMC, BDC, BDF, CCC, BMU, TTB, TCMP, BATGOA, BATREN, Dive &amp; tour operators, lodges</p>	High

Action	Steps	Indicator	Performance measure	Responsibility	Priority
<b>Objective 3: Protect important sensitive reef and marine ecosystems</b>					
3.1. Improve knowledge and understanding of the marine and coastal environments and their use	3.1.a. Additional targeted research to understand the functioning and use of the marine and coastal environments and resources (See 2.4 above).	<ul style="list-style-type: none"> <li>See 2.4 above</li> </ul>	See 2.4 above	<b>Lead:</b> <b>Facilitator</b> TCMP, NEMC, TO, BDF, BIT, UDSM / IMS, TAFIRI, WWF, MPRU, WIOMSA, SeaSense	High
3.2. Investigate options for stronger protection and management of the sensitive marine environments of Bagamoyo and the broader region	3.2.a. Determine the value of the area and need for protection. Includes socio-economic research to determine value of resources within the World Heritage context as well as for local livelihoods and identify options for reduced dependence on natural marine resources	<ul style="list-style-type: none"> <li>The 2011 TCMP fisheries value chain analysis is supplemented with other direct and indirect use values of the marine area</li> <li>The most appropriate options for sustainable use, development and protection are identified</li> </ul>	Greater understanding of the value of the marine and coastal resources and informed decision-making management options.  More sustainable use and effective local management of marine resources by user groups.	<b>Lead:</b> <b>BDC</b> TCMP, NEMC, TO, BDF, BIT, UDSM / IMS, TAFIRI, WWF, MPRU, WIOMSA, BADO, SeaSense, Antiquities, UNESCO	High
	3.2.b. Determine options for strengthening the CCC locally managed reef areas and Mwamba Kuni within a broader network of marine managed areas for Tanzania and the region	<ul style="list-style-type: none"> <li>A participatory process is conducted among villagers, users, researchers and other relevant stakeholders and decision-makers over the next 2 years to outline options for protection of marine areas and establish steps for achieving it</li> </ul>	Greater protection of essential marine ecosystems, processes & species that support the local economy and livelihood of the Bagamoyo area and beyond.	<b>Lead:</b> <b>ICM</b> <b>Facilitator</b> MLFD, BDF, BDC, MPRU, CCC, BMU, Antiquities, UNESCO	High
	3.2.c. Outline a process with a clear workplan to move towards protection of the marine area within the Tanzania's system of MMAs and the broader regional context	<ul style="list-style-type: none"> <li>A workplan is agreed upon, from 2014-2019 through a collaborative process with stakeholders, to design and develop marine management for the Bagamoyo area</li> </ul>		<b>BDC, MLFD, BDF, MPRU, CCC, BMU, Antiquities, UNESCO</b>	Medium

Action	Steps	Indicator	Performance measure	Responsibility	Priority
	3.2.d. Strengthen enforcement of marine resource use laws and regulations, particularly to combat destructive fishing	<ul style="list-style-type: none"> <li>Review of the adequacy and enforcement of laws, regulations and penalties affecting fisheries and other marine activities</li> <li>Options identified, developed, funded and implemented for strengthening enforcement</li> <li>Regular fishing patrols conducted</li> <li>Coordination and level of patrols is improved</li> </ul>	<p>More sustainable use and management of marine resources</p> <p>Greater livelihood security for local coastal communities</p>	<p><b>Lead: BDC, Fisheries Officer</b></p> <p>MLFD, BDF, TAFIRI, NEMC, Development partners</p>	High
3.3. Identify options for voluntary compliance initiatives for user groups to reduce the pressure on the marine ecosystems	<p>3.3.a. Promote compliance with the marine tourism codes of conduct through awareness raising and collaborative management (see 1.2 and 1.3 above)</p> <p>3.3.b. Assess the options for developing responsible tourism certification options to promote sustainable marine recreation. This should consider feedback from the Responsible Tourism Tanzania (RTT) initiative and from the COAST Project EMS / TEST methodology, which highlighted challenges working with small and medium sized hotels / lodges.</p>	<ul style="list-style-type: none"> <li>See 1.2 and 1.3 above</li> <li>The viability of developing certification initiatives developed for coastal &amp; marine tourism is examined and recommendations made</li> </ul>	<p>See 1.2 and 1.3 above</p>	<p><b>Lead: BDC</b></p> <p>TO, BIT, BATOGA, TTB, BATREN, Dive and tour operators, Hotels &amp; lodges</p> <p><b>Lead: BDC</b></p> <p>TO, BIT, BATOGA, TTB, BATREN, Dive and tour operators, Hotels &amp; lodges, RTT</p>	<p>High</p> <p>Medium</p>

Action	Steps	Indicator	Performance measure	Responsibility	Priority
<b>Objective 4: Promote sustainable marine tourism practices for the benefit of all stakeholders</b>					
4.1. Improve marine tourism products and ensure development of responsible tourism into the future	4.1.a. Hold a meeting with the marine tourism operators including marine tour guide groups to agree on a programme on quality and safety standards, training needs and promotion	<ul style="list-style-type: none"> <li>Meeting held with the marine tourism action group and / or tour guide groups</li> <li>Agreement reached on programme on quality and safety standards, training needs and promotion</li> </ul>	More visitors travelling to Bagamoyo for the marine tourism products	<b>Lead: TO</b> BDC, BIT, BATOGA, TTB, BATREN, Dive and tour operators	High
	4.1.b. Establish and implement the programme, leading to training, licensing and implementation of the CoC	<ul style="list-style-type: none"> <li>Programme on quality and safety standards, training needs and promotion is established</li> </ul>	Marine tourism is developed in a safe, responsible and sustainable way in Bagamoyo	<b>Lead: BDC</b> TO, BIT, BATOGA, TTB, BATREN, Dive and tour operators	
	4.1.c. Implement training of tour guides in specific courses, including swimming training and First Aid, for instance, as well as other aspects identified in 4.1.b above	<ul style="list-style-type: none"> <li>Completed training courses for marine tour guides</li> </ul>		<b>Lead: BDC</b> TO, BATOGA, BATREN, Dive and tour operators	High
	4.1.d. Identify appropriate recreation practices and specific areas (marine zonation) that comply with the reviewed Coastal Tourism Development Guidelines to reduce conflicts among users and increase benefits from marine tourism	<ul style="list-style-type: none"> <li>A participatory process is undertaken with user groups to identify appropriate recreation and uses for sensitive marine areas (including Mwamba Kuni)</li> <li>Zonation of specific marine areas is strengthened as part of a locally management marine area network and in line with the reviewed Coastal Tourism Development Guidelines</li> </ul>	Marine and coastal areas are used sustainably and managed more collaboratively	<b>Lead: BDC, Local Government, ICM Facilitator</b> TCMP, NEMC, TO, BDF, CCC, BMU, BATOGA, BATREN, BIT, UDSM / IMS, TaSuBa, TAFIRI, MLFD, Dive and tour operators and hoteliers, BADO	High
4.2. Reduce the conflicts among different user groups					

Action	Steps	Indicator	Performance measure	Responsibility	Priority
<b>Objective 5: Improve coordination &amp; communication among all user groups for improved management of the marine recreation</b>					
5.1. Improve coordination among tour operators and strengthen their capacity to improve marine recreation safety and prevent pressure on marine ecosystems and fauna from tourism	5.1.a. Establish a marine recreation forum consisting of tour operators and hoteliers and other interested people to drive development and management of responsible, coordinated marine tourism in the area	<ul style="list-style-type: none"> <li>Links established between hotels and local tour operators and goods and service providers</li> <li>See 2.5 and 2.6 above</li> </ul>	<p>Marine and coastal areas are sustainably managed collaboratively</p> <p>Greater benefits from tourism to local communities</p>	<p><b>Lead: TO</b> BDC, TCMP, NEMC, BDF, CCC, BMU, BATOGA, BATREN, BIT, UDMSM / IMS, TaSuBa, TAFIRI, MLFD, Dive and tour operators and hoteliers, BADO</p>	High
5.2. Improve consultation with communities by government on tourism and environmental issues	5.2.a. Establish a mechanism whereby communities can communicate issues to decision-makers. See 2.1, 2.2, 3.2 and 3.3 above	<ul style="list-style-type: none"> <li>Meeting held with MLFD, NEMC, BDC BDF, CCC, BMU, TO and other CBOs to identify the most appropriate and effective consultation mechanism for regular communication between communities and decision-makers</li> </ul>	<p>Marine and coastal areas are sustainably managed collaboratively</p>	<p><b>Lead: BDC, TO</b> MLFD, NEMC, BDF, CCCs BMU, TCMP, BADO</p>	High



## **7 Conclusion and Recommendations**

### **7.1 General Conclusion**

The marine environment of the Bagamoyo Demo Site represents a cultural area of global significance. The sensitive marine and coastal ecosystems of the area are under significant pressure from unsustainable resource use however, a lack of resources hinders effective governance by the government and local decision-making structures. Good potential exists to develop responsible marine tourism and strengthen management in the area through greater cooperation and collaboration among user groups, decision makers, researchers, NGOs and CBOs. This collaboration could go a long way to addressing the current lack of technical and financial resources experienced by authorities. To achieve this, particularly in the marine tourism sector, more effort is needed by stakeholders to ensure that management of their activities is improved.

The results presented in this document shed some light on the threats, priorities and opportunities inherent in the marine tourism sector in the Bagamoyo Demo Site. While the issues of fisheries management and land-based tourism lie beyond the scope of this plan, it is clear that urgent, serious and collaborative action is needed among all sectors and user groups to prevent further degradation of the marine and coastal resource base and to improve sustainability of activities within the Demo Site. This document supports the improved management of marine tourism to benefit user groups, reduce conflicts and support sustainable growth of the local economy.

### **7.2 Challenges**

The main challenges in implementation of the actions outlined in this document relate to institutional strengthening, resource availability, and stakeholder collaboration and coordination. The continuation and extension of the stakeholder collaboration established through the DSMC or the establishment of a similar multi-stakeholder forum that can drive and guide improved marine tourism management is a significant challenge in the implementation of priority actions. Suggestions are made in Table 3 for strengthening the institutional framework. This challenge should be addressed as a matter of urgency in implementation of this document. Additional stakeholders need to be brought in to the discourse about sustainable marine tourism, including local inhabitants and user groups (fishers, villagers), as well as additional research groups, private sector entities and government authorities such as antiquities and planning authorities.

Resource availability remains a key issue in implementing the priority actions – both in terms of financial resources and human resources and capacities. The actions outlined in Table 3 will need to be costed and further planned as project activities and funding identified for implementation. Human resources and capacities for managing and monitoring the implementation will also be required. Challenges related to stakeholder collaboration and coordination needs to be strengthened in the Bagamoyo area among all stakeholders. If implemented, the options suggested for strengthening the institutional framework will go a long way to addressing this issue, but extra effort will still be necessary to build collaboration and ensure ongoing engagement among stakeholders for responsible marine tourism.

### **7.3 Risks**

Some key risks to the implementation of the actions outlined within this document are related to the challenges mentioned above and involve the continued political will and resources to implement the priority activities, stakeholder collaboration, adequate safety and security protocols and the health of the marine ecosystems. A lack of political will to support ongoing efforts to improve marine tourism management will hinder the implementation of the priority actions and pose a risk to the likelihood of obtaining financial support for the Implementation Plan. A lack of collaboration among all stakeholders and continuation of the marine tourism sector as is, presents a great risk to the health of the marine environment. Lack of engagement of villagers and fishers in the implementation of priority activities poses a further risk to the success of management efforts. Additional issues that pose a risk to the marine tourism sector and the tourism industry as a whole, include the lack of adequate safety and security protocols to govern the marine recreation activities, the lack of responsible tourism development, as well as ongoing degradation of the marine environment and over-exploitation of marine and coastal resources. Given the reliance of the tourism industry on healthy marine and coastal areas and cultural heritage, the degradation or disappearance of these presents a risk to the tourism industry as a whole. Other risks that may affect the local tourism economy in the Bagamoyo area include natural disasters, worsening poverty, conflicting extractive activities that negatively impact on the natural resource base through degradation or pollution (i.e. fishing, mining and mineral extraction), and the development of coastal area as an industrial site or port.

### **7.4 Timeframe**

The timeframe for the implementation of the actions outlined in this document is 5 years, between mid-2014 and mid-2019. While ongoing monitoring and adjustment of the content of the document may be necessary according to emerging issues, changing legal and institutional frameworks (i.e. implementation of the Tourism Strategy and Action Plan) and opportunities, it is recommended that an extensive review be done of the recommended actions after 5 years to keep the content relevant.

### **7.5 Recommendations**

In addition to the recommendations incorporated into the Implementation Plan of this document, the opportunity is now ripe for improving management of the Bagamoyo area and examining the opportunity to expand protection of the area within a broader governance landscape. Support for the strengthening of the locally managed marine areas and greater awareness among all stakeholders of the value of health marine ecosystems, would greatly improve the opportunities for marine tourism development in the area.

The proposed port development presents a large unknown in the development of the District. The port would no doubt significantly transform the area and would introduce some high-level challenges for marine tourism and recreation. If the port development goes ahead, the opportunity exists for biodiversity offset against the environmental costs. This could contribute to improved marine biodiversity protection, such as the establishment and management of a marine park or reserve, funded by the port itself. The related environmental and socio-economic impacts would however, have to be carefully assessed through debate with local stakeholders. The current value of the area as a World Heritage Site also needs careful consideration and forward-thinking in terms of planning, management and long-term local benefits.

One of the options that could be investigated as tools for marine management of the immediate Bagamoyo area has been suggested by Tobey et al who recommend the development of a plan for sustainable use and conservation of the Mbegani Bay. The plan should clearly identify marine, coastal and land use protection and best use priorities to assist developers to include such requirements in their project proposals (Tobey et al, 2013).

The protection and sustainable use of the marine and coastal ecosystems, processes and species in Bagamoyo is of critical importance for the future economy of the area. Protection of the resource base through stronger planning, governance and sustainable use should be the number one priority to ensure ongoing benefits to the country, the region as a whole and the local coastal communities.

## **7.6 Future of Version 1 Document**

This document, Version 1, must be recognised as a working document in progress. In addition to ongoing M&E of the actions outlined in the Implementation Plan, it is proposed that this document should be reviewed comprehensively after five years so that new data, information, statistics, etc. are incorporated. The review of this Version 1 should be done by the management entity that will take responsibility for continuing activities emerging from the COAST Project following the closure of the project in June 2014.

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# Annex 1: Village By-Laws

## LOCAL VILLAGE BYLAWS IN 1982

(No. 7 of 1982)

Established Under Section 120 (1) of Section 163

Bylaws to Manage Natural Resources and Conserve the Marine Environment

Coral Reefs and Sea Grass in Magomeni Village 2005

*NB: (Magomeni is just the name of the Village among the seven villages in the Coastal belt of Bagamoyo. The contents are the same as in the remained six villages which are: Dunda, Pande, Mlingotini, Kaole, Kondo and Mapinga thus the name can change accordingly to the intended village)*

<b>SECTION 1: NAME OF TRANSLATE</b>	
<b>Name</b>	1. These bylaws should be called: Bylaws to Manage Natural Resources and Conserve the Marine Environment (Coral Reefs and Sea Grass) in Magomeni Village.
<b>Date</b>	2. This bylaw was enforced on 7 September 2006.
<b>Definitions</b>	3. This bylaws has:
	<b>Executive Officer:</b> Means the executive officer of the village employed by the council in accordance with the law.
	<b>Ocean:</b> Means The whole body of salt water that covers nearly three fourths of the surface of the earth.
	<b>Reserve Area:</b> Means the area has been reserved as a breeding ground of fish and other sea creatures.
	<b>Environmental Committee:</b> Means a committee established to conserve natural resources and environment in Magomeni Village.
	<b>Secretary of the Committee:</b> Means someone who is chosen to hold the position of the Secretary of the Environmental Committee and the general meeting in the village.
	<b>Permit:</b> Means special permission, which is provided by relevant authorities for fishing or any other activity associated with the use of marine resources.
	<b>Village:</b> Magomeni Village lies in Bagamoyo District.
	<b>Outskirts:</b> Means part of a village.
	<b>Village Areas:</b> Means sea areas and land owned by Magomeni Village.
	<b>Resources of the Village:</b> Means all parts of these are fish, corals with other types of living and non-living resources and their importance in social or economic activities.
	<b>Coral Reefs (Rock of the Sea):</b> Means a sea area of coral, rocks, algae, sponges, or natural resources and fish breeding areas.
	<b>Village Member:</b> Resident who has been registered with the Village Government.
	<b>Chairman:</b> Chairman of the Village Council of Magomeni.
	<b>Chairman of the Committee:</b> A person who is chosen to hold the position of the chair of the Environmental Committee.
	<b>Chairman of the Neighbourhood:</b> A person who is chosen to hold the position in the neighbourhood.
	<b>Village Government:</b> Village government elected by village council and village assembly.



	<p><b>Fishing:</b> Any activity that is carried out to catch marine fish using any fishing gear accepted by fishing laws in the United Republic.</p> <p><b>Fishing Gear:</b> Equipment or other legitimate items used in the harvesting of marine resources in accordance with the rules and regulations of fishing or other related activities.</p>
<p><b>SECTION 2: RESERVE AREAS</b></p>	
<p><b>Reserve Areas</b></p>	<p>The following areas have been preserved in two phases</p> <ol style="list-style-type: none"> <li>1. From the 7<sup>th</sup> September 2006 to September 2007 and</li> <li>2. From 26<sup>th</sup> September 2009 to 25<sup>th</sup> September 2012</li> </ol>
	A:
	<b>Name of the coral reef EN</b>
	Mshingwi    502371.0000                      9287423.0000
	Mjini            490412.0000                      9290155.0000
	Madunga       511436.0000                      9281367.0000
	Poyogo         495598.0000                      9288757.0000
B:	
	<p>Any other area where the village assembly will suggest that the area is a reserve from the views of the village government proposals.</p>
<p><b>Prohibition of Economic Activities in Areas Protected by Penalty</b></p>	<p>3. Is prohibited for anyone to engage in fishing activities of any kind in protected areas except for tourism activities.</p> <p>Whoever violates this section shall be guilty of a criminal act and must pay fifty thousand cash fine or must pay a fine and have the fishing gear used to commit an offense under the laws confiscated.</p>
<p><b>SECTION 3: OPEN AREAS AND METHOD OF HARVESTING ACTIVITIES OF NATURAL SEA</b></p>	
<p><b>Open Areas</b></p>	<p>4. All other areas except the four mentioned in the passage of these laws, shall be open areas for fishing and other economic activities and social development according to the law.</p> <p>A villager is allowed to undertake different activities in these areas without damaging the environment by ensuring that illegal fishing through the use of small nets, spear guns, dynamite and case net is not carried out in any manner.</p>
<p><b>Prohibition of fishing without a permit or license</b></p>	<p>5. Is prohibited for any fisherman to engage in fishing activities without a fishing permit issued by the District Resource Officer in accordance with the rules of fishing.</p>
<p><b>Fishing Permits</b></p>	<p>6. All permits and license shall be issued by the village government through the Natural Resource and Environment Committee. Approval must explain where fishing activities have been authorised, for how long and the permit returned to the village if the villager stops fishing activities or has broken the regulations.</p>

<b>SECTION 4: TOURISM AND OTHER ACTIVITIES RELATED TO MARINE RESOURCES EXPLOITATION</b>	
<b>Coordination of activities of harvesting marine resources</b>	7. Following the advice of the relevant department, the Magomeni village will ensure its ability to coordinate marine resource harvesting activities in all areas of the village to ensure that fishing activities and harvesting of marine resources for economic and social benefits, abide by the law of the land.
<b>Prohibition of tourism activities without a permit/authorisation</b>	8. It is prohibited for any tourist or Tourist Company to camp in the village without the permission of the village. Permission from the Environmental Committee should state the location of the camping area and the time period. The Village government may claim camping fees including fees for tourists to stay in the village. The penalty for snorkelling and diving in a reserve area without permission is five thousand shillings (Tsh5000).
<b>Extraction or harvesting of marine resources such as seaweed, sea grass etc.</b>	9. It is prohibited for anyone to remove or harvest marine resources or to undertake any similar activity for the hidden purpose of business, tourism or other uses, without permission of the village.  10. Any beneficial effects such extraction or harvesting of marine resources such as natural algae, sea grasses should be divided to the whole village. These benefits should not be below one-third of the value of money or other benefits that will be found.
<b>SECTION 5: OFFENSES AND PENALTIES</b>	
<b>Various offenses and penalties</b>	11. Any person who commits an offense according to the following rules, shall be fined fifty thousand shillings: <ol style="list-style-type: none"> <li>1. Any person that neglects or refuses to pay for the allocated period; any person that refuses to surrender equipment or property that is confiscated; or any repeat offenders will be taken to court first.</li> <li>2. Any person who is given the responsibility by the village government and fails to perform the duties according to these laws, will face fine of five thousand shillings (5000Tsh) for each offence brought before the Environmental Committee and the Village Government.</li> <li>3. . It is the duty of every villager to report violations of these laws to the Environmental Management committee or the Village Government.</li> </ol>
<b>SECTION 6: PROCEDURE AND IMPLEMENTATION</b>	
<b>Procedure and Implementation</b>	12. The following procedure should guide the activities of marine resource use: <ol style="list-style-type: none"> <li>1. It shall be the responsibility of each village to levy fines, approval and decision-making for all activities related to these laws. The village council can however, delegate some or all of these responsibilities to the Environmental Committee on to person(s) or any committee member or commissioned person that is accountable to the village general assembly.</li> <li>2. The Environmental Committee will be appointed and replaced by the village council and approved by the village assembly.</li> </ol>

	<ol style="list-style-type: none"> <li>3. The Environmental Committee can claim a fee for issuing of permits and all revenues collected will be deposited into the bank account of then natural resources and expenditures proposed by the mainstream Environmental Committee and approved by the village assembly.</li> <li>4. All confiscated properties will be declared property of the village.</li> <li>5. Revenues from fines must be allocated as follows: <ol style="list-style-type: none"> <li>a. 60% of fines imposed shall be the property of the village;</li> <li>b. 30% of fines imposed shall be the property of the Environmental Committee; and</li> <li>c. 10% of fines imposed shall be provided to the Environmental Committee member or villager who realises an offence has been committed.</li> </ol> </li> <li>6. Any village leader or villager of Magomeni has the authority to arrest any person breaking the laws of the village and punishment will be levied by the Village Government or Environmental Committee.</li> <li>7. The Natural Resources officer will be supervised and facilitated by the Environmental Committee.</li> </ol>
<b>SECTION 7:PROTECTION OF RESERVE AREAS</b>	
<b>Protection of Reserve Areas</b>	<ol style="list-style-type: none"> <li>13. The reserve area will be protected in a participatory way among the following villages: Magomeni, Pande, Dunda, Mlingotini, Kaole, Kondo and Mapinga. Magomeni Village will protect and patrol in Poyogo and Mjini coral reef in collaboration with Dunda and Kaole Village. The Environmental Committee will provide surveillance for other activities.</li> </ol>
<b>SECTION 8 CONVERSION OF LAWS</b>	
<b>Conversion of Laws</b>	<ol style="list-style-type: none"> <li>14. The Environmental Committee, in partnership with the village government through resolutions of the general assembly of the village, may accept or modify or correct these rules in order to increase efficiency where necessary.</li> </ol>

Compiled by Magomeni Village Government and Approved by the Village Assembly on this Day:  
21<sup>st</sup> July 2006

Signature of the Chairman of the Village of Magomeni  
Signature of the Executive Officer of the Village of Magomeni  
Signature of the Chairman of the District Council  
Signature of Executive Director of the District

Compiled and approved by the District Council of Bagamoyo on this day of:  
7<sup>th</sup> September 2006

## Annex 2: List of DSMC Members

<b>Title</b>	<b>Name</b>	<b>Organisation</b>	<b>Acronym</b>	<b>Type</b>	<b>Contact</b>
Ms	Fatuma Mapanga (Chairperson)	Bagamoyo Development Organisation	BADO	CBO	762860735
Mr	Aloys E. Malekela (Secretary)	Bagamoyo Tour Guides Association	BATOGA	CBO	784408110
Mr	Muhusini O. Kihemela	Central Coordinating Committee	CCC	CBO	784253825
Mr	Hemedi Mafiga Fambo	Maendeleo Fishing Group	MFG	CBO	654347977
Mr	Shekha Omari	Maendeleo Fishing Group	MFG	CBO	719843759
Mr	Juma Athuman	Maendeleo Fishing Group	MFG	CBO	716655270
Ms	Rehema Salleh	Kondo Village Executive Officer	MFG	CBO	655137385
Mr	Dotto Haidery	BATREN	BATREN	CBO	714050278
Mr	Abubakar Mposo	District Fisheries Bagamoyo	BDF	Gov.	754440461
Mr	Abdallah Ulimwengu	Bagamoyo Tour Guides Association	BATOGA	CBO	754863203
Mr	Obed Chaula	District Tourism Officer	TO	Gov	714151526
Mr	Patrick Kajubiri	Tanzania Coastal Management Partnership	TCMP	Research	754076865

### Annex 3: List of Stakeholders Consulted

Tanzania DPC/FPC				
Dr.	J.K	Ningu	Environment Focal Point	Director Environment Division
Mr.	Deograsias	Mdamu	Tourism Focal point	Ministry of Tourism
Mr.	Thomas	Chali	Previous Project Coordinator	Vice President's Office
Ms.	Emelda	Teikwa	Project Coordinator	
Mr.	Obed	Chaula	Tourism Officer	Bagamoyo District Tourism Office
Tanzania DSMC Team				
Ms.	Fatuma	Mapanga	Chairperson	Bagamoyo Development Organisation
Mr.	Aloys E.	Malekela	Secretary	Bagamoyo Tour Guides Association
Mr.	Muhusini O.	Kihemela		Central Coordinating Committee
Mr.	Hemedi	Mafiga Fambo		Maendeleo Fishing Group
Mr.	Shekha	Omari		Maendeleo Fishing Group
Mr.	Juma	Athuman		Maendeleo Fishing Group
Ms.	Rehema	Salleh		Kondo Village Executive Officer
Mr.	Dotto	Haidery		BATREN
Mr.	Abubakar	Mposo		District Fisheries Bagamoyo
Mr.	Abdallah	Ulimwengu		Bagamoyo Tour Guides Association
Mr.	Patrick	Kajimbiri		Tanzania Coastal Management Partnership
Tanzania Dive Operators				
Mr.	Xavier	Gerniers	Managing Director	New Bagamoyo Resort/Dive centre
Tanzania Hotel/Lodges/Accommodation				
Mr.	Nick	Walter		Bagamoyo country Club
Ms.	Nora	Ningereza		Travellers Lodge Resort
Mr.	Pontas	Manko		Bomani Bungalow Beach Hotel
Mr.	Mangale	Mwachilungo		Oceanic Bay Hotel
Mr.	Ridhwan	Rajabu		Sea Breeze Millennium beach hotel
Mr.	Subira	Chambo		Palm Tree beach Hotel
Ms.	Isabella	Sehlers		Living Stone Hotel
Mr.	Oswald	Joseph		Stella Maries Hotel
Tanzania - Bagamoyo Tour Guides				
Mr.	Rajabu	Vuai		Bagamoyo Tour Guide
Mr.	Adam	Mponda		Bagamoyo Tour Guide
Mr.	Samual	Peter		Bagamoyo Tour Guide
Mr.	Michael	Shija		Bagamoyo Tour Guide
Mr.	Hassani	Ramadhani		Bagamoyo Tour Guide
Mr.	Mbaraka	Sultani		Bagamoyo Marine Tour Guide
Mr.	Mbarook	Hanisi		Bagamoyo Marine Tour Guide
Mr.	Ngisereiyoy	Ngisse		Bagamoyo Tour Guide
Mr.	Freedom	Nyerere		Bagamoyo Tour Guide

Mr.	Fort	Mollel		Bagamoyo Tour Guide
Mr.	Wahabi	Kassim		Bagamoyo Tour Guide
Mr.	Matindija			Bagamoyo Tour Guide
<b>Tanzania - Bagamoyo BMUs</b>				
Mr.	Seiph M.	Selfu		Beach Management Unit (BMU)
Mr.	Mrishom	Cham		Mlkitiwa BMU
Mr.	Selemani	Mshima		Mlkitiwa BMU
Mr.	Ata	Ramadhani		Katibu BMU
Mr.	Mohamed	Munyil		Mlkitiwa BMU
Mr.	Jhabani	Saidi		BMU
Mr.	Salam	Iddi		Mlkitiwa BMU
<b>Tanzania Other Contacts</b>				
Dr.	Christopher	Muhando	GIS Expert	Institute of Marine Science
Dr.	Nsajigwa	Mbije	GIS Expert	University of Morogoro
Ms.	Mwanahija	Shalli	Consultant	Institute of Marine Science
Mr.	Vedast	Makota	GIS Expert	National Environment Management Council
Mr.	Jairos Joel	Mahenge	Consultant	Tanzania Coastal Management Partnership
Mr.	Baraka	Kalangahe	Pwani Project Director	Tanzania Coastal Management Partnership
Mr.	Jeremiah	Daffa	Director	Tanzania Coastal Management Partnership
Prof.	Desiderius	Masalu	Director	Institute of Marine Science
Mr.	Jumane	Mohamed	GIS consultant	TCMP
Ms.	Rose	Salema		National Environment Management Council
Ms.	Magdalena	Mchome		Marine Park Reserve Unit
Mr.	Samahani	Kajeri		Ancient Ost Africa Limited
Mr.	Romaus	Haulet		Bagamoyo Tourist Information Centre
Ms.	Rachael	Simoni		Antiquities Department
Mr.		Mahika		AquaCulture, Tanzania
Mr.		Msumi		Marine Parks & Reserves Unit

## **Annex 4: Marine Tour Guide Code of Conduct**

### **We the Marine Tour Guides of Bagamoyo undertake to:**

- Respect local traditions and cultures and value healthy marine and coastal ecosystems;
- Provide a professional service to visitors that ensures their safety and well-being at all times;
- Share the beauty and uniqueness of the fragile marine and coastal areas of Bagamoyo; and
- Promote quality marine tourism in Bagamoyo that contributes to the sustainable development and poverty reduction of our communities.

### **Guidelines**

1. Do not touch, break, step on or remove the fragile corals.
2. Do not collect or remove shells, starfish or any other marine plant or animal life.
3. Do not feed, touch, chase or disturb any marine life.
4. Ensure that snorkelers avoid standing on the corals or other marine life and that they keep their feet off the coral reef at all times, especially when using fins.
5. Ensure that the marine tour boats carry rubbish containers to collect and remove all waste generated on the tour.
6. Ensure that all marine tour boats are carrying a red flag to signal to snorkelers when the activity is over.
7. Create awareness among other people using the snorkelling sites of the importance of using the marine areas sustainably and the value of healthy coral reefs.
8. Do not allow anchors to harm the coral reef, and rather place the anchor on sand or where there is no coral.
9. Ensure that all marine tour boats are properly maintained and carry adequate safety equipment that is in good working order, including life jackets for each visitor and crew member and a first aid kit.
10. Ensure that each tourist knows how to use goggles and snorkels properly in order to enjoy the snorkelling experience.
11. Each tour guide is responsible for a maximum of 5 tourists during a snorkelling trip.
12. All marine tour guides taking visitors are registered with the Bagamoyo Tourism Office.
13. All marine tours observe safe tourism procedures including:
  - Lodging the names of all visitors with the Bagamoyo Tourism Office prior to departing on the tour;
  - Carrying a reliable means of communication on the boat to signal for assistance, if required; and
  - Registering the safe return of all visitors to the Bagamoyo Tourism Office.



## Annex 5: Marine Tour Guide Equipment Use and Maintenance Agreement

The Marine Tour Guides of Bagamoyo have agreed in the use and maintenance of the tour guiding equipment supplied by the COAST project, as per following points:

1. The Bagamoyo Tourism Office will assist the marine tour guides in the use and maintenance of the equipment, as far as is possible, as well as settling any related disagreements.
2. All marine tour guides registered with the Bagamoyo Tourism Office may have access to the equipment.
3. Bagamoyo Tour Guide Association (BATOGA) will be responsible for the safe storage of the equipment.
4. The equipment will be washed in clean fresh water and dried in the shade after use, and returned in a state that is 'ready for use' by the next operator.
5. BATOGA will be responsible for the maintenance of the equipment. It is the responsibility of the tour operator using the equipment to repair and/or replace any damaged equipment.
6. BATOGA will be responsible for the replacement of the equipment over time, by securing a small fee for the use of the equipment.

The equipment supplied includes:

- 10 x life-jackets
- 10 x goggles
- 10 x snorkels

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