



## COAST: Synthesis of Training Needs

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## TNA Approach

- The approach to be taken was based in part upon the opportunities and gaps identified in the initial work undertaken in 2005 and 2006 for the definition of this project.
- The initial country reports and the project documentation from the earlier phase, as well as the inception reports were used as a point of departure.





- A common questionnaire **was used as a** guideline in all countries to ensure that all key points were covered in the discussions. The focal point and /or coordinator helped to arrange meetings with any active organizations such as those of guides or persons marketing services to tourists



- The general approach used was based on rapid assessment and participatory techniques as a cost and time effective method is to generate results in a relatively short period of time. Given the short time frame and limited budget this approach proved effective in the needs assessment. This approach generated good quality fieldwork results making the most of local knowledge and understanding, and involving and possibly as well motivating key stakeholders.





- Our common experience with the TNA has shown that the real goal needs to be sustainable tourism on the coast, involving all stakeholders. The meetings have shown that the most important needs lie in holistic approaches to coastal development, involving all actors at all scales.



- Formal **EMS** is not yet in place in nearly all areas, and the challenge is to introduce awareness of environmental management, benefits and opportunities on the road to more formal systems and eventually certification. This may involve large properties in relatively sophisticated environmental management; for many smaller properties it will involve just initial steps towards energy, wastewater, or garbage management.





- The **ecotourism** objective needs to be clarified to include overall coastal planning, community planning, integrated approaches to sustainable tourism (including the traditional definition of ecotourism as pertaining to small lodges, green attractions and community based tourism)



- **Reef** conservation could also be clarified to include broader approaches to coastal conservation and protection – focused on the integrated conservation of coastal resources including beaches and mangroves.







- there is little general awareness of the concepts of sustainable development, sustainable tourism, environmental management, small enterprise management for tourism, or best practices to achieve more sustainable coastal communities and tourism



- The project is very new to the key stakeholders. As a consequence, the most critical initial training need in nearly all demonstration sites is general awareness
  - likely in the form of a simple set of modules on tourism and the environment, how beaches, mangroves and reefs work and how community welfare is dependent on them, how to deal with visitors, how to benefit from tourism, how to work together to get the community and the tourism you want, the concepts of ecotourism, visitor management, limits of what is acceptable to them.





- Coastal Zone Management is lacking in nearly all jurisdictions and those few who have training in this subject have received it abroad. Sufficient capacity is lacking in all countries and all have noted the need for focused training for professionals to fill this gap which is central to the objectives of the project.




#### EAST AFRICA PRIORITY TRAINING NEEDS SUMMARY

TRAINING NEEDS	KENYA	MOZAMBIQUE	SEYCHELLES	TANZANIA
EMS				
Awareness	Awareness for Hoteliers and Officials (short course)	General environmental education		Awareness for Hoteliers and Officials (short course)
Best Practice	Best Practice in water and energy (for specialists, hotel engineers) short course		Training for hotel staff in EMS (energy, water, food, community, waste)	Best Practice in water and energy (for specialists, hotel engineers) short course
EMS and certification	EMS concept, implementation, certification, enforcement (TOT)	EMS (including TOT)	ISO14000 at lead assessor and internal auditor level. Basic awareness of certification and EMS.	EMS concept, implementation, certification, enforcement (incl. TOT)
Inform investors	Investors briefing on laws and environmental regulations/expectations			Investors briefing on laws and environmental regulations/expectations
CZM and Coastal Planning	Coastal Zone planning and management (none available locally)			Coastal zone planning and management (none available locally)
EIA and planning		EIA – review and enforcement		
Waste		Waste management/ recycling		



### EAST AFRICA PRIORITY TRAINING NEEDS /cont

TRAINING NEEDS	KENYA	MOZAMBIQUE	SEYCHELLES	TANZANIA
<b>ECO-TOURISM</b>				
Official and stakeholder awareness	Awareness for local officials and stakeholders (tourism, environment, visitor management, community benefits)	General environmental awareness How communities can benefit from tourism (e.g. supplying goods and services).	Training of trainers for lecturers on ecotourism and coastal management.	Awareness for local officials and stakeholders (tourism, environment, visitor management, community benefits)
Local Community Awareness	Awareness for local residents – environment and tourism – incl reefs, mangroves, beaches	BAP in CSR (corporate social responsibility)		Awareness for local residents – environment and tourism – incl reefs, mangroves, beaches
Small business management	How to establish and manage a small ecotourism or tourism enterprise	How to establish and manage a small ecotourism or tourism enterprise	Training for local tour guides and private sector on principles.	How to establish and manage a small ecotourism or tourism enterprise
Visitor management	Visitor management for local enterprises		Visitor management	Visitor management for local enterprises
Community involvement	For officials – how to mobilize community to help	Benefits for community		Retaining benefits from tourism in community
Waste	Waste management			
CZM	See also Coastal planning above			Beach management - BAP See also coastal planning above
Heritage				Heritage conservation

### EAST AFRICA PRIORITY TRAINING NEEDS /cont

TRAINING NEEDS	KENYA	MOZAMBIQUE	SEYCHELLES	TANZANIA
<b>REEFS</b>				
Local Awareness	Basic awareness for boaters, guides and fishermen	Knowledge of the law. How to treat tourists. Scuba diving. Reef conservation management and environmental impacts. Economic and ecological value of reefs	Basic reef biology and conservation monitoring. Reefs and ecosystem approaches. How reefs function. Ecology and management	Basic awareness for boaters guides and fishermen
Guide Training	Guide training – including reef monitoring and visitor management	Reef capacity for use (i.e. diving, fishing). Alternative fishing techniques. Reef-check training.	See general ecotourism guides above	Guide training – including reef monitoring and visitor management
Enforcement				Reef management and enforcement
Restoration	Reef restoration			
CZM	See also Coastal planning above			See also Coastal planning above



WEST AFRICA PRIORITY TRAINING NEEDS SUMMARY					
EMS TRAINING NEEDS	CAMEROON	GAMBIA	GHANA	NIGERIA	SENEGAL
CZM		Coastal zone planning and management, land planning with regulation, zoning, waste management		Coastal zone planning and management	CZM planning and zoning
Awareness	Basic awareness	Basic awareness for community officials and hotels	General awareness for officials and hoteliers incl. Certification systems	Awareness of environment and tourism	Global awareness program for managers and officials
Best Practice re hotels and management	Short courses for hotels in Kribi	Environmental education, and principles of coastal zone management linked to tourism;.		Environmental education, and principles of coastal zone management linked to tourism. Best practice in environmentally friendly technologies for waste and energy	Best practice in environmentally friendly technologies for waste and energy
Beach management		Hotel site and beach management		Hotel site and beach management	
Waste	Sanitation and waste disposal for communities	Best waste management practice access to best technologies and practices.	Sanitation and waste disposal (community and hoteliers)	Waste disposal. Best waste management practice access to best technologies and practices.	Best waste management technologies
Community Impact		Private sector need to understand how their actions impact resources and community; how to reduce risk to own interests		Tourism and the community	



WEST AFRICA PRIORITY TRAINING NEEDS /cont					
ECOTOURISM	CAMEROON	GAMBIA	GHANA	NIGERIA	SENEGAL
Awareness	Awareness of tourism and environment	Broad environmental awareness for Community Basic awareness for leaders	General awareness: ecotourism, value chain, legislation, poverty alleviation, environment	Basic awareness of sustainable tourism	Awareness of tourism and environment for leaders; public and schools
CZM and coastal planning	Coastal zone planning and management	Coastal zone planning and management	Short modules adapted from existing courses (tourism and environment)	Coastal zone planning and management	CZM planning and zoning – including beaches and Waste control, beach management
Visitor management		Tourism, Hospitality services and operations. Customer care.	Visitor management and customer care	Tourism, Hospitality services and operations. Customer care.	
EIA and evaluation	EIA and evaluation	Environmental preservation/ conservation , regulation		EIA and evaluation	
Heritage				Heritage conservation	
Community benefit from tourism	Project management for ecotourism projects	Obtaining and retaining benefits.	Community training on tourism and environment	Capturing benefits for community	
Small tourism business	Small business management	Small business management, value chain development:– best practice in small Ecotourism enterprises,		Small business management	Small ecotourism management (how to create, run manage ecologically sound accommodation and restaurants);
Product development		Tourism Product development. Local food and craft production for tourism sector	Product development and improvement (local crafts)	Tourism Product development including local food and craft production	
Guiding	Eco-guiding	Tour operations and		Tour guide training.	Visitor management in





## RECOMMENDATIONS..

- **Regional Course:** There is a clear need for an African course on coastal planning – including CZM, beach management, integrated planning and management of tourism destinations. This could be a common curriculum developed based on an existing international one and given in one or more of East and West Africa. Some universities have similar offerings and could likely house such an offering (e.g., University of Dar es Salaam, University of the Gambia, Lagos State University, ESTHI, University of Seychelles)
- **Training of Trainers and Shared Curricula:** Have a central Train the Trainers program for some of the shared priorities. These include general awareness courses at community, official and entrepreneur levels. The specific country reports identify the key components which will be needed in each – and the next step may be to create an agreed integrated curriculum and delivery method for each of these.
- **Local Specialized Courses:** A number of specific needs have been identified, although there are shared elements which could be included. The key is that each course will need to be customized for the local conditions and delivered in the local language – specifically those aimed at local stakeholders and at awareness and protection of unique environments or species.



## RECOMMENDATIONS../cont

- **Capacity building** for the different administrations (Ministries of Tourism and Environment at least) and of the Focal Points and Demonstration Site Coordinators, as they are new in their positions and may not have had thorough exposure to key topics.
- **Housing the course(s).** One of the key challenges identified in all countries is the need to find a suitable continuing home for each course – ideally an institution which is prepared to make a commitment to sustain the capacity after the program is ended.



Thank You!

