

**Demonstrating the adoption and linkages of global best available practices and technologies (BAPs/ BATs) to coast projects in the thematic areas of ecotourism, environmental management systems (EMS) and reef and marine recreation management (RMRM) in Kenya, Mozambique and Tanzania**

• GARCIA, H.J.D. • M.M.PINTO-RODRIGUES • H.GIBBON • L.BERNAUDAT • G.OMEDO. 2012. United Nations Industrial Development Organization.



## ABSTRACT

The Collaborative Actions for Sustainable Tourism (COAST) Project is a five-year project in its fourth year of implementation. It is a Global Environment Facility (GEF) funded project with the United Nations Environment Programme (UNEP) as the implementing agency and the United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the United Nations World Tourism Organization (UNWTO). Its main objective is to demonstrate and support the adoption of best practice approaches for sustainable tourism that reduce the degradation of marine and coastal environments of trans-boundary significance. In order to do this, the COAST project has been divided into three themes, Ecotourism, Environmental Management System (EMS) and Reef and Marine Recreation Management (R&MRM). The project has partnered with nine sub-Saharan countries and is implementing demonstration projects that supports sustainable development of the tourism industry in eight of these countries.

A global review of BAPs/BATs was conducted and assisted in refining the COAST definition of a BAPs/BATs whose primary criteria include: positive impact, partnership and sustainability. The review also identified activity options and indicators that can be adopted for the COAST demonstration projects.

Analysis of the global practices showed that Small and Medium Enterprises (SMEs) stemming from local communities, informal business and the civil society are vital in promoting Ecotourism activities. While robust quantitative and scientific baseline data are important factors in implementing EMS and RMRM activities. Also, linkages to local knowledge, private sector and the government are as equally important for successful adoption and replication of BAPs/BATs. The global review and the current implementation of demonstration projects identified cross-cutting linkages that contributed to favorable outcomes of the thematic areas. These include a process based approach, utilization of science-based tools such as formulation of biodiversity conservation indicators, spatial mapping, prioritization of conservation management tools; and participatory resource assessments including basic environmental monitoring systems done by local stakeholders.

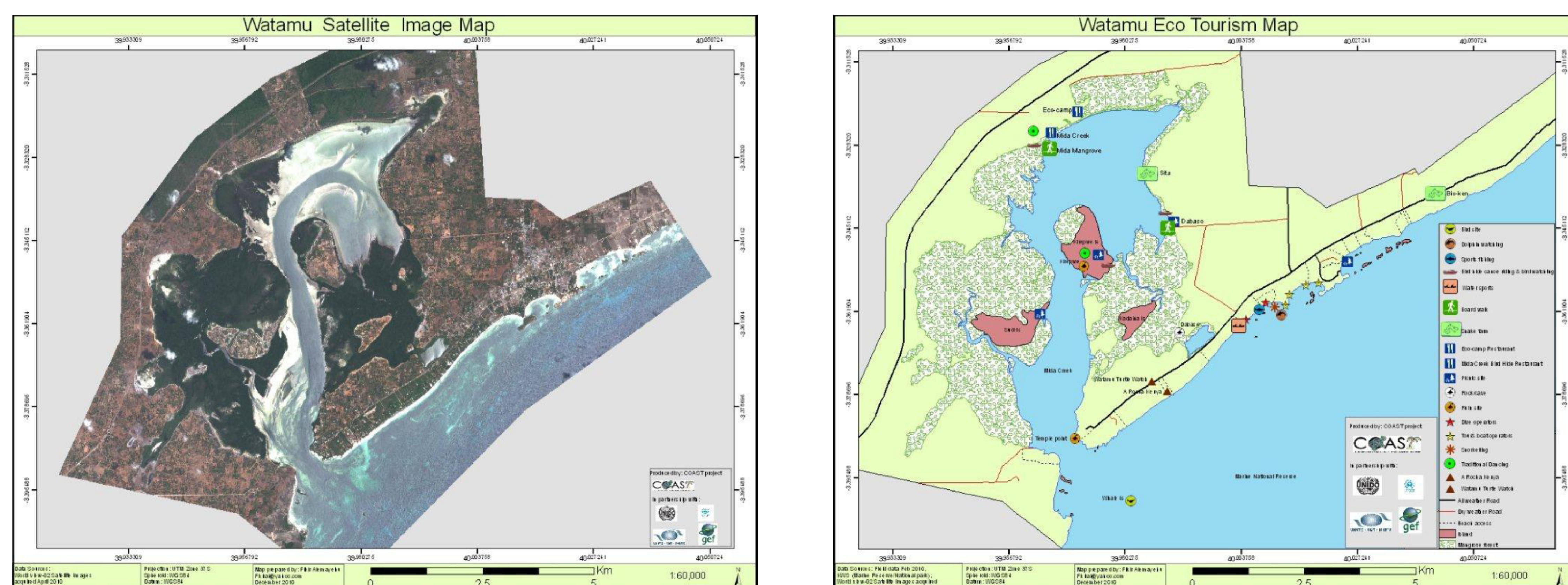
The project seeks to produce BAPs/BATs adoption models that can be replicated at a national or regional scale. This adoption process is initially being targeted through the preparation and implementation of thematic project briefs for each of the demonstration sites. These project briefs are designed in a results-based framework that emphasizes and require the importance of baseline data, cross-cutting linkages, institutional partnerships, capacity building, knowledge sharing and monitoring and evaluation exercises.

## 1. “ST-EP” A BAP FOR ECOTOURISM

## THE SEVEN SUSTAINABLE TOURISM – ELIMINATING POVERTY MECHANISMS:

- Employment of the poor in tourism enterprises
- Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor
- Direct sales of goods and services to visitors by the poor (informal economy)
- Establishment and running of small, micro or community-based tourism enterprises or joint ventures by the poor (formal economy)
- Redistribution of proceeds from tax or charge on tourists or tourism enterprises Voluntary giving and support by tourists or tourism enterprises
- Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors

### 3. MAPPING AND “HOTSPOT IDENTIFICATION” FOR RMRM



## 4. REPLICATION

The global review identified the following as a common trend among the global BAPs/BATs: Strength of process from the project inception onwards; strong governance and institutional mechanisms; the importance of “champions” and leaders in the projects and; cost-benefit analysis to support the environment-economy linkage.

It is also important to note that a long term focus for the case studies were evident to create positive impact. Partnerships across the civil society, private and the government are vital in creating new systems and enterprises that would foster support for the environment. Sustainability in case studies with SMEs and private enterprises was increased by linkages to markets and strong scientific baseline data.

This is synonymous to the current experiences of the COAST project. Induction of BAPs/BATs through practical examples is important in facilitating consultative collation of potential activities for implementation. Visualization and defining the possible impacts, partnerships and sustainability within local perspectives have been vital in engaging stakeholders to participate in the COAST Project.

## 5. SOURCES AND FURTHER READING

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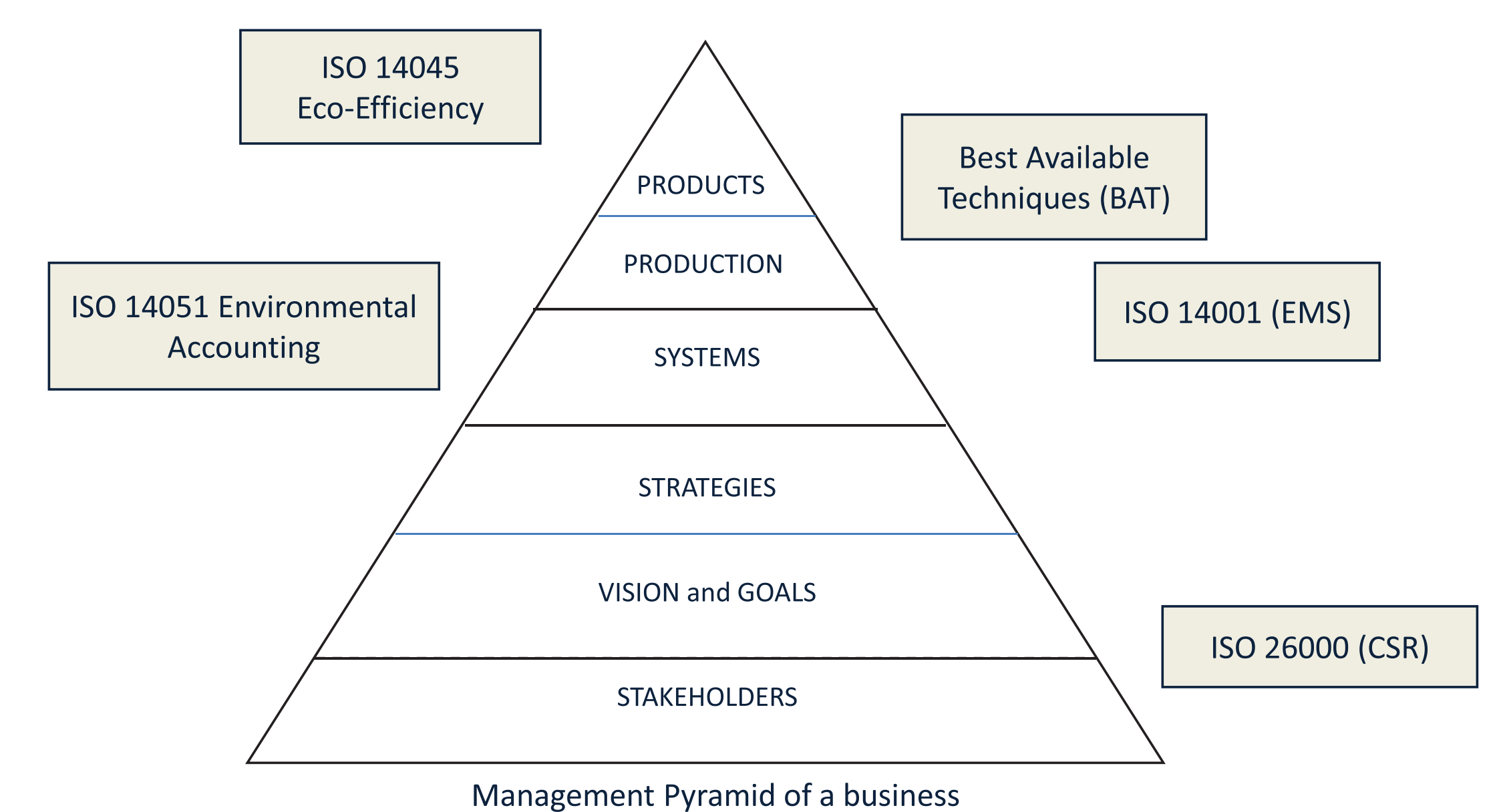
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## 2. “TEST” A BAP/BAT FOR EMS

**FIGURE 1.**  
Five Transfer of Sound Technology (TEST) Tools in relationship  
with international standards



**FIGURE 2.**  
TEST implementation road map with individual tools used at each stage of implementation

