

# Collaborative Actions for Sustainable Tourism (COAST) Project

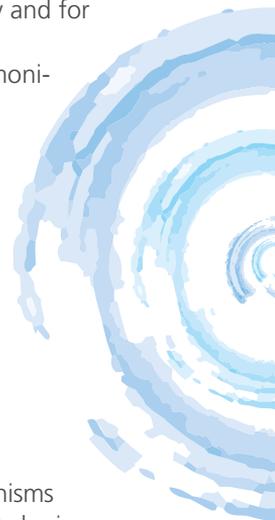
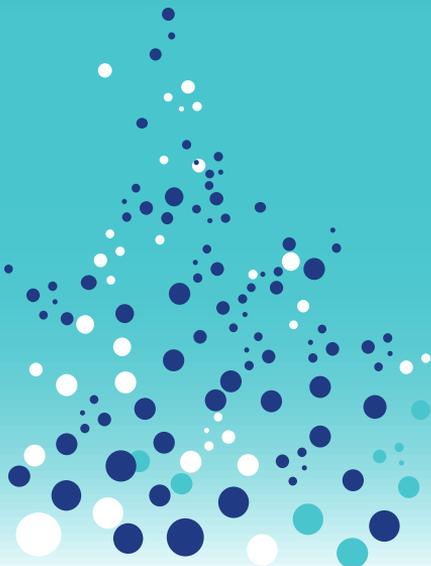


“To support and enhance the conservation of globally significant coastal and marine ecosystems and associated biodiversity in sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism”

The marine and coastal resources along the 48,000 km of sub-Saharan African coastline are under threat to a varying degree from the impacts of development-related activities. In particular, coastal tourism contributes to the threats to the coastal and marine ecosystems through tourism-related pollution, contamination and degradation. Based on the identified issues and proposals at the Ministerial and Heads of State meeting in Johannesburg at the World Summit on Sustainable Development (2002) and the thematic group on coastal, marine and freshwater ecosystems of the New Partnership for Africa's Development (NEPAD), this project has been developed to; demonstrate best practices & strategies to reduce the degradation of marine and coastal environments of transboundary significance, and to; enhance sustainable tourism practices. There are nine countries involved in the project including; Cameroon, Gambia, Ghana, Nigeria and Senegal (in West Africa), and Kenya, Tanzania, Mozambique and Seychelles (in East Africa). The project includes countries from four out of the five Large Marine Ecosystems (LMEs) in Africa. Coastal tourism in sub-Saharan African countries already contributes a significant portion of export services and GDP in some countries, and yet there is still immense scope for further sustainable growth.

To reduce the impacts of tourism related activities, the project has four main objectives:

- To capture Best Available Practices and Technologies (BAPs and BATs) for contaminant reduction & sustainable collaborative tourism investments. This objective has three sub themes: to be explored through demonstration projects
  - Establish and implement Environmental Management Systems and Voluntary Eco-certification and Labelling Schemes.
  - Develop eco-tourism initiatives to alleviate poverty through sustainable alternative livelihoods, and generate revenues for conservation of biodiversity and for the benefit of local communities.
  - Improve reef recreation, management and monitoring mechanisms and strategies.
- To develop and implement mechanisms for sustainable governance and management that measurably reduce degradation of coastal ecosystems from land-based tourism sources of pollution and contamination.
- To assess and deliver training and capacity support requirements emphasising an integrated approach to sustainable reduction in coastal ecosystem and environmental degradation within the tourism sector.
- To develop and implement information capture, information processing and management mechanisms to promote information dissemination, learning & sharing.



## Country Partners:

**Cameroon** offers a surprising diversity of landscapes on the basis of which the Ministry of Tourism sells the destination with the slogan, "the whole of Africa in one country". The demonstration project is called; **Ecotourism developments in the Kribi beach area** (Londji beach, Lobe falls, Grand Batanga), and aims to alleviate poverty, through sustainable alternative livelihoods focusing on eco-tourism and generate revenues for conservation of biodiversity and the benefit of the local community.

In **The Gambia**, tourism was introduced more than 40 years ago and there is increased pressure exerted on coastal beaches as a result of rapid expansion and intensification of the tourist industry along the coastal areas. The demonstration project is called; **Strengthening community-based ecotourism and joint-venture partnerships**, and aims to promote poverty alleviation through the development of more diverse ecotourism opportunities for rural communities, and by promoting linkages between different stakeholder groups while building their capacity in, marketing environmentally and socio-economically sustainable ecotourism.

In **Ghana**, tourism is an emergent key source of national income and is currently the fourth largest foreign exchange earner in the country. Its peaceful atmosphere and stable political climate make it a good choice for investors. The demonstration project is called; **Integrated Eco-tourism Destination Planning and Management for the Ada Estuary**, and aims to strengthen existing environmental policy, legislation and institutional arrangements for encouraging and achieving better environmental management in Ghana's smaller hotel sector through a combination of both regulatory and voluntary initiatives. It is expected that the demonstration project will also help to create markets in the supply of environmental products and services as well as support the growth of eco-tourism.

In **Kenya**, tourism has been steadily growing both in terms of numbers and revenue





generated since independence and it continues to be one of the most important economic sectors in the country. Tourism contributes 12.5% of the GDP to the country. The demonstration project is called; **Integrated Planning and Management of Sustainable Tourism at the Coastal Area of Watamu**, and aims to, promote best practices in mitigating environmental impacts of tourism and conserve globally significant biodiversity through; the introduction of environmental management systems, strengthening eco-tourism, and improved reef recreation management.



The tourism potential of **Mozambique** speaks for itself, with 2,700 km of tropical coastline, abundant nature and a rich cultural heritage. Tourism accounted for 16% of total investment applications in Mozambique over the five year period (1998 – 2002). The demonstration project is called;

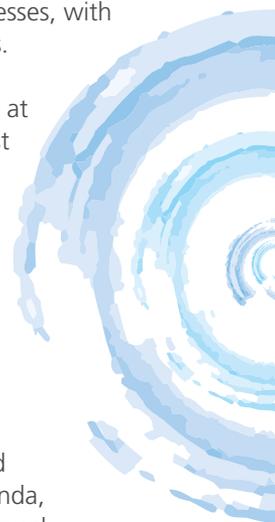
**Community-based ecotourism, reef management and environmental management systems, Inhambane district coastline**, and aims to; promote local involvement in commercially viable tourism, with improved coordination and cooperation between both local and national stakeholders.



**Nigeria** has a coastline that is rich in natural resources which stretches for over 700 kilometres, yet less than 4% of GDP comes from tourism and up to 2000 only 80,000 tourists visited the country annually. The demonstration project is called; **Heritage and cultural eco-tourism along the Badagry peninsular**, and aims to mainstream environmental considerations into conventional tourism master planning processes, with an emphasis on cultural and heritage assets.

The tourism industry in **Senegal** has grown at an annual rate of around 10% over the past 3 decades and now ranks as the second industry in terms of foreign exchange earnings. There are two demonstration projects in Senegal, both placed along the Petite Cote beach area of the country. One project is called; **Environmental Management Systems for hotels in the Saly Portudal area on the Petite Cote**,

and aims to have hotels implement Environmental Management Systems (EMS) and incorporate environmental management criteria into new developments. The second project is called; **Petite Cote Eco-tourism Destination Planning** (Mbour, Malicounda, Ngueniene, Joal), and aims to generate revenues for environmental conservation through



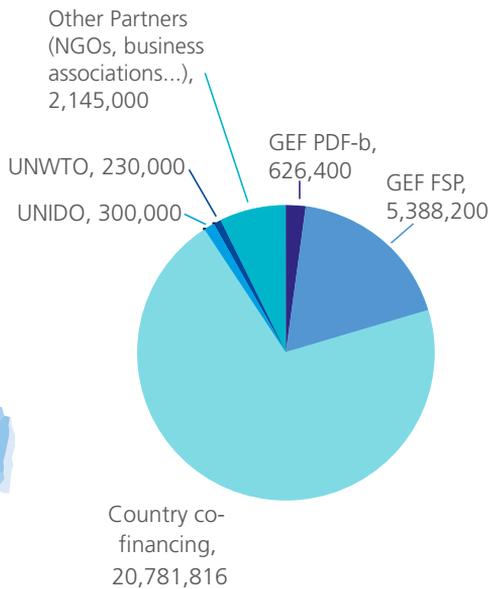
eco-tourism which will be encouraged as part of the holistic approach to coastal tourism planning and management.

Tourism is the most important pillar of the Seychelles economy through direct and indirect contributions to the domestic economy (GDP), and through inflows of foreign currency, including tourism receipts and foreign direct investment. The COAST project works through a sister GEF project called; **Mainstreaming Biodiversity in Production Sectors Project**, which has a sub component focusing on tourism sustainability and environmental management.

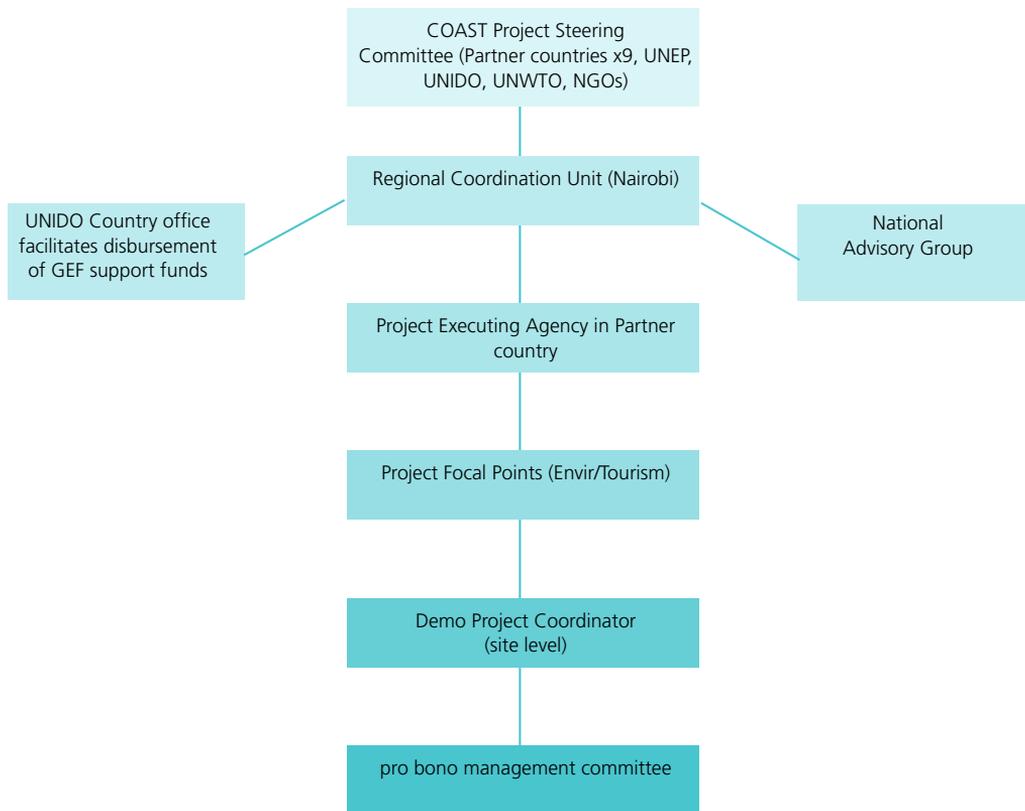
In Tanzania, tourism is one of the fastest growing sectors of the economy. The coastline is over 1,424 km long, and includes the islands of; Zanzibar, Pemba and Mafia, which offer a wide array of natural, cultural, historical and archaeological attractions. The demonstration project is called; **Integrated Sustainable Tourism Destination Planning**, and aims to; reduce environmental impacts of the tourism industry, encourage markets and product development for ecotourism enterprises, and streamline environmental regulation to ensure it is efficient and cost-effective.



### Amount of funds involved:



## Project Structure:



## Contact Information:

UNIDO HQ, Vienna, Austria  
Project Manager: [l.bernaudat@unido.org](mailto:l.bernaudat@unido.org)

Project Coordination Unit, Nairobi, Kenya  
Technical Coordinator: [h.gibbon@unido.org](mailto:h.gibbon@unido.org)

UNWTO, Madrid, Spain  
Department of Sustainable Development of Tourism: [s.gutierrez@unwto.org](mailto:s.gutierrez@unwto.org)

COAST Project Website: <http://coast.iwlearn.org>

The COAST Project is implemented by UNEP and executed by UNIDO.

