

# **Demonstrating and Capturing Best Practices and Technologies for the Reduction of Land Sourced Impacts Resulting from Coastal Tourism**

## **Case Studies on Best Available Practices and Best Available Technologies**

### **Executive Summary**

#### **Background**

The objective of the case studies is to document Best Available Practices (BAPS) and Best Available Technologies (BATS) from the tropics and sub tropics for reducing land based pollutants, environmental contamination, and social stress effects on coastal and marine biodiversity “hotspots” and prime tourism locations.

The case studies draw out potentially viable processes, models and incentives in three specific thematic areas of the COAST project:

- Environmental management systems and voluntary eco-certification and labelling schemes;
- Ecotourism initiatives that alleviate poverty through supporting alternative livelihoods, which have proven successful in generating revenues for conservation of biodiversity and for the benefit of local communities; and
- Reef recreation, management and monitoring mechanisms and strategies.

This summary provides an overview of the case studies together with general points arising from the studies to enable the COAST project to draw upon the lessons learned in developing practical solutions specifically for coastal regions in East and West Africa.

#### **Overview of the Case Studies**

The tables below provide an overview of the case studies. They were selected bearing in mind the following:

- 1) All case studies were built by internet and desk based research, hence using information that is publicly available.
- 2) Geographical scope was limited to the tropics and sub-tropics.
- 3) Some case studies have been developed using information from projects that have had a much broader scope than the specific theme than that of the case study. Hence they have been developed using a variety of information sources.
- 4) The case studies are focussed towards providing a comprehensive case study that demonstrates useful points for the COAST project. The case studies were not chosen on the basis of any of the COAST partner countries and the fact that some of them may be from these countries is incidental.

## **Common Themes from the Case Studies**

The case studies present some interesting commonalities. First, in themselves, the BAPS and BATS described can be considered as successes. They do work to varying degrees, but it is interesting that there are other “ingredients” to what has made for successful outcomes:

- Strength of process, right from project inception
- Strong governance and institutional mechanisms
- The importance of “champions” and leaders in the projects
- Monetary investment versus the value of volunteer effort and commitment (in some cases the latter exceeds the former)
- In it for the long-term: ups and downs have been faced, but all maintain a long-term focus and presence
- Going the last mile: ensuring that the projects create linkages to the market

### **A. Environmental Management Systems and Voluntary Eco-certification and Labelling Schemes**

The breadth of information and resources available presented in the case studies is extensive. One question that COAST project managers may ask is to what extent it makes sense going for eco-certification versus focusing on a specific range of issues such as energy or erosion.

An interesting finding from the Fair Trade in Tourism South Africa eco-label was that they had commenced their scheme on the assumption that there was an existing base of knowledge of sustainability within the tourism industry and that there would be enough demand for the label. In fact this was not the case, so FTTSA has not only had to create the value proposition for the label but also put in place industry education and awareness raising, finding that certification follows these rather than the other way round. This is likely to be the case for most COAST participating countries.

One possible direction is that rather than plunging into an eco-label, the priority should be to address industry education and awareness and raise the level to the extent that hotels would be in a position to either voluntarily subscribe to an existing eco-label in the marketplace, or that hotel associations create the demand for a scheme to be developed or adapted for the local market. In parallel, most of the eco-labels in today’s marketplace, are working towards trying to achieve better market recognition of the labels as these have been disappointingly low.

Blue Flag is the only exception to this, because Blue Flag targets an entire beach destination, requires the involvement of many stakeholders, and has significant recognition globally. As a process towards achieving industry awareness in combination with addressing a multitude of environmental issues at a beach destination, Blue Flag may well be interesting to test in COAST countries. A key requirement would be to partner with a strong institution at a beach destination that has credible local presence amongst hotels, conservation

organisations and municipalities, and to encourage the institution to champion the initiative. It is likely that such an institution would already have taken the lead on smaller scale projects, such as tackling beach littering, that require the involvement and support of many players.

Where a destination is considering a specific issue to test, such as erosion or energy efficiency, it is interesting to note from the case studies that the successful initiatives are all process based and long term in their scope. Technologies work – they have been tested and utilised in many parts of the world. The issue rather is how to achieve the transition towards hotels or municipalities using the particular technologies, creating the levels of awareness and demand, using a mix of incentives, innovating, learning from experiences and building upon those experiences. These are not specific to the case studies mentioned in this section, but are the sorts of success factors that are common to most projects that have achieved good results.

Finally, there are an almost overwhelming amount of resources available to hotel managers, for example, on how to improve their environmental operations. There is no need to re-invent the wheel on these, but certainly perhaps a need to test their appropriateness and simplify, such that they are suitable for hotels and SMEs in COAST country contexts, bearing in mind issues such as the state of development of green supply chains within the countries. Is it worth, for example, considering a fewer number of more standardised solutions implemented across a larger number of hotels? Further, it would be useful for project managers to review the toolkits available at the inception of all demonstration projects because they provide links to important technical information necessary. They should also be considered together with the capacity building and governance components of the overall UNIDO/COAST project.

Case Study	Brief Description
Blue Flag  <b>Priority</b>	An international certification scheme targeted at entire beach destinations. The main focus is on water quality, and a Blue Flag on a beach gives a strong visual signal of the environmental quality at a beach. More recently the scope of Blue Flag has extended to overall sustainable development at a destination and to a broader geographical scope, including countries in Africa and the Caribbean.
The Ecotourism Kenya Ecorating Scheme	A “home grown” voluntary eco-labelling scheme adapted to the needs of the Kenyan tourism industry. When the scheme started, the industry was at a relatively nascent stage of environmental awareness. The home grown elements and experiences may lend

Case Study	Brief Description
	themselves to possible modification and expansion elsewhere on the continent.
Fair Trade in Tourism South Africa (FTTSA)	FTTSA is a South African eco-label that targets a specific niche. It strongly emphasises social criteria and is more suited to independently run establishments, such as such as tourism SMEs and community based cultural and ecotourism tourism products, rather than larger hotel groups.
The Caribbean Hotel Energy Efficiency Action Programme  <b>Priority</b>	A two year project, currently underway, to help the hotel sector implement energy efficient practices and increase use of renewable energy technologies and micro-generation.
Beach Protection and Management in Australia's Gold Coast  <b>Priority</b>	Demonstrates the successful long term application of coastal protection techniques in a holistic manner in order to defend the tourism industry along a particular coastline.
Information Resources on Environmental Management Systems for Hotels  <b>To be consulted at inception of projects</b>	Categorises useful resources available to hotel and tourism managers (manuals, guides, articles/newsletters and websites). There are also some specific "issue" resources that are relevant, such as waste management (solid and liquid); design and building; climate change and disaster management.
Information Resources on Voluntary Ecotourism Certification  <b>To be consulted at inception of projects</b>	Provides a summary of known schemes currently in operation on the African continent along with useful resources on eco-certification. There is also a brief overview on the debate about eco-certification and some of the critiques.

## **B. Ecotourism Initiatives to Alleviate Poverty Through Supporting Alternative Livelihoods, Which Have Proven Successful in Generating Revenues for Conservation of Biodiversity and for the Benefit of Local Communities**

The case studies presented in Part B fall into two broad categories: 1) Process, planning and guidelines relating to livelihoods and 2) enterprises involving communities. We see case studies in category 1 as priorities: they have broad applications, and all have elements that should be streamlined into project planning and implementation. They are also relatively easy to implement, inexpensive relative to the other projects, and are of short duration. They will, however, likely contribute to the overall success of the demonstration projects.

The second category is made up of examples that will be more complex in their implementation and will be dependent on local circumstances (so not applicable in all cases), but will have more direct benefits to communities and livelihoods. If successful, they are more likely to be viewed positively by local people and therefore have a greater impact at the local level.

We have graded one of the projects (Nature Seekers) in category 2 as a priority, because it deals directly with and endangered taxa, and has resulted in conservation as well as economic benefits for the community.

It is important to emphasize that the projects listed here are not mutually exclusive, but should be applied in combinations where necessary. Therefore, mapping of terrestrial fishery resources should be included in the EIA process at the inception of demonstration projects (or in environmental audits where these apply) in any and all areas where there are local fishing communities.

The toolkits and manuals should be reviewed by the project coordinators and made available to participants of the strategic planning and visioning exercises. They should also be linked to the capacity building and training component of the larger UNIDO/COAST project.

Case Study	Brief Description
<b>Participatory Mapping of Terrestrial Fishery Resources (Kenya)</b> <b>Priority</b>	Some Marine Reserves allow traditional fishing methods (using traditional gear), in the belief that they are more environmentally benign. Local communities are familiar with these low cost methods, they frequently make the gear themselves. Unfortunately, little attention has been paid to the resources they need to make the implements, and these are often threatened by tourism development. The exercise described in this case study should be prioritized in any EIA exercise around Marine Protected Areas.
<b>Nature Seekers, Matura Beach Trinidad</b> <b>Priority</b>	An integrated project formed through collaboration between the Wildlife Section of the Forestry Division, and the Matura Community. Nature Seekers (NS) was formed with the objectives of reducing negative impacts on sea turtles, realizing the economic potential of tourism and other projects in the community, using community tourism to conserve resources, creating jobs and linking to other local services. This project was highly successful in its impact on

Case Study	Brief Description
	turtles. It is characterised by a successful monitoring scheme that adapts tourist activities to the results of the monitoring.
<p><b>Good Practice Guidelines: Tourism Sector and the Local Economy</b>  <b>Applying the analysis of tourism value chains in The Gambia</b></p> <p><b>Priority</b></p>	<p>Tourism is a major contributor to national economies, but revenues often bypass local economies, unless an effort is made to understand revenue streams and how to direct them to local communities. The guidelines included here will help hotels and tour operators to link up with local communities so that they can benefit. This is critical to achieving wider acceptance of tourism and especially conservation initiatives in coastal areas.</p>
<p><b>Bird Guiding: an enterprise and a tool for conservation</b>  <b>Nature Kenya (The East Africa Natural History Society)</b></p>	<p>This project pulls together local people's knowledge of birds with an ecotourism product to access an international market of birding tourism. At the same time, Important Bird Areas begin to generate income, and this promotes conservation. Developing bird tourism involving local communities can be achieved if the proper steps are taken. Nature Kenya has developed a process for this that has proved to be successful.</p>
<p><b>Anse La Raye Seafood Friday, Saint Lucia</b></p>	<p>The project brings tourists and locals together every Friday to sample local cuisine and entertainment. It was adapted from similar initiatives elsewhere as part of St. Lucia's Heritage Tourism plan. For communities that have an established culture of seafood preparation, a regular event of this type can generate income for many types of providers, especially women. Regulations are needed for health and sanitation. It is also necessary to monitor catches, and populations of marine species consumed in these events.</p>
<p><b>Market Place for Nature-based enterprises in the Arabuko Sokoke Forest, Kenya (Nature Kenya and ICIPE)</b></p>	<p>The goal of this project was to scale up production of local enterprises in and around a coastal forest in Kenya. The strategy was to create an institution around the community of nature based entrepreneurs and get the producers involved in the business cycle from capacity building and training through production to</p>

Case Study	Brief Description
	marketing and benefit sharing. Currently the market place is self supporting, but there have been a number of problems along the way. This project provides important lessons and teaching points for projects that are geared to helping local enterprises become successful.
<b>Visioning and Strategic Planning for Community-based tourism in the Caribbean</b> <b>Priority</b>	Getting the stakeholders to work together to plan tourism activities can ensure that goals are harmonised, and the activities are appropriate. The case study provides examples of how this can be done, and the background documentation provides useable materials for use in similar exercises. This should be done at the start of any proposed tourism activity.
<b>TOOLKITS and Manuals for Community Enterprises</b> <b>To be consulted at inception of projects</b>	There are many resources available online to help plan and implement tourism activities in conjunction with local communities. Often, it is necessary to carry out socioeconomic assessments, resolve conflicts, or help set up micro enterprises. This 'case study' introduces some of the key toolkits and guidelines that can inform the process, and provides link to access them online.

### C. Reef Recreation, Management and Monitoring Mechanisms and Strategies

The case studies in Part C also fall into two major categories: 1) scientific and technical tools to measure, monitor and protect coral reefs; and 2) local community involvement in scientific and technical measurement of marine resources, as well as their participation in development of management plans and guidelines. All but one of Part C case studies are priorities because they describe measures that are 1) absolutely necessary (and in some cases legal requirements) for the protection of coral reefs and 2) vital to the inclusion of local communities in the protection of these resources. In most cases, the best practices described in the case studies will be widely applicable to demonstration project areas.

The toolkits and manuals should be reviewed at the inception of all demonstration projects because they provide links to important technical information necessary for reef protection. They should also be considered together with the capacity building and governance components of the overall UNIDO/COAST project.

The Scuba Tourism for the Environment project was not listed as a priority for all demonstration sites because at this juncture, it requires a high level involvement from credible diving organisations and academic institutions. This would be easier to initiate in some sites (e.g. Seychelles, Kenya), than in others. However, the techniques described, and the lessons to be learned from the project are important. In those areas where scuba diving becomes popular, similar projects could be introduced early on to begin gathering information which will help to monitor the impacts of various tourism activities as they multiply.

Case Study	Brief Description
<b>Baseline Data for Monitoring and Assessing Effectiveness of Mooring Buoy Programmes to Control Anchor Damage at Diving Sites in Egypt</b>  <b>Priority</b>	Much coastal tourism involves visits to coral reefs. Recreation areas on coral reefs must be managed carefully, they may be subject to anchor damage from boats. This case study explains methods for establishing baseline conditions of anchor sites so that any damage can be monitored. It suggests a number of ways to manage dive sites.
<b>Mooring Buoys Toolkits and Examples</b>  <b>Priority</b>	It is preferable to avoid dropping anchors on coral reefs. The installation of mooring buoys is one of the most important ways that anchor damage can be avoided at dive or snorkeling sites. The case study describes the steps involved in installing mooring buoys, provides diagrams and contacts of organisations that can provide material and do the installation, or train others to do it.
<b>Using Local Knowledge for Monitoring, Protection and Management of Reef Fish Spawning Aggregations, Fisheries and Marine Protected Areas</b> <b>Papua New Guinea, Kenya and Madagascar</b>  <b>Priority</b>	Local communities, especially fishing communities must be included in any coastal tourism planning, monitoring and management. Therefore, it is important to understand communities' knowledge of the resources, and how they visualize their environment. Collaborating with local people can save money and time, prevent or mitigate conflicts, and promote compliance with management regulations, especially if these do not conflict with local cultural norms. Three different studies from three countries explore the possibilities of using local knowledge in reef management.
<b>A Management Plan for Snorkel-Based Tourism as a Form of Alternative Livelihood: Sian Ka'an, Mexico</b>  <b>Priority</b>	A local community in Mexico decided to expand livelihood options by introducing eco-tourism based on snorkeling into their lagoon. However, in order to avoid damage

Case Study	Brief Description
	to the lagoon, they decided to come up with a management plan for the snorkeling sites. The case study shows how communities, state conservation organisations, local and international NGOs can collaborate to improve small enterprises and control environmental damage.
<b>Community-Based Management of Whale Shark Tourism in Mexico</b>  <b>Priority</b>	On the other side of Mexico, another group of local entrepreneurs use whale shark tourism to expand their livelihood options. Very protective of the whale sharks and the opportunities they present, this group has worked hard to get recognition and conservation status for their area and the whale sharks, as well as working out guidelines for tour operators and a revenue generation plan. They now participate in scientific monitoring of the whale sharks as well as water quality. This is an excellent example of how community driven eco-tourism and conservation can be a success.
<b>The Mediterranean <i>Hippocampus</i> Mission: Scuba Tourism for the Environment</b>	It is expected that by 2010, there will be 16 million PADI certified recreational scuba divers. Many divers are aware of and concerned about threats to marine life and the environment. In addition, divers are used to noting underwater conditions and recording information after every dive. This project encourages diver to collect information during recreational dives, which can be used to monitor species abundance and diversity in different marine environments. The cost effectiveness and reliability of using recreational divers for monitoring are examined.
<b>TOOLKITS and MANUALS for Reef Recreation and Management</b>  <b>To be consulted at inception of projects</b>	The case studies listed above refer to monitoring methodologies, guidelines and good practices to monitor and maintain health of coral reefs and their flora and fauna. This section describes and provides links to some of the key technologies, monitoring and management protocols that should be put into any coastal tourism plans. These resources are free online, and should be consulted in the planning phase of

Case Study	Brief Description
	projects.