

# COAS

COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

4TH QUARTERLY NEWSLETTER

NOVEMBER 2013 / EDITION



**INTEGRATING  
REEF AND MARINE RECREATION  
MANAGEMENT PRINCIPLES IN EAST AFRICA  
... AND OTHER STORIES**

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Materials and photos sent to us will be treated as unconditionally assigned for publication. Articles submitted for publication will however be subjected to the magazine's editorial policy.



# MESSAGE FROM UNIDO REGIONAL TECHNICAL COORDINATOR

Dear Readers,

**W**elcome to our fourth COAST Project E-newsletter!

Our teams have been busy both at the regional as well as the national level over the recent months and we expect this heightened level of activity to continue up to the end of the project implementation phase, 31st March 2014! Thereafter, we will have a short but intensive period for documenting results, experiences and lessons for sharing widely with our audiences at the local, national and international levels before the COAST Project's final closure on 30th June 2014.

As we upscale project implementation, we are faced by the critical challenge of identifying and proposing good policy practices that will support sustainable coastal tourism in Africa. This is a hall mark of our work in all 9 participating countries. In this regard, I would like to draw your attention particularly to the article in this newsletter edition showcasing our work in the Reef and Marine Recreation Management (RMRM) thematic area on page 4. This article provides all the key information and news on initial results of our partnership with EcoAfrica in the three RMRM countries (Kenya, Mozambique and Tanzania).

We also share information and news from the Seychelles on how their unique Sustainable Tourism Label (SSTL) has been operationalized, and how it is contributing to improved sustainable coastal tourism in that country. This article has some important lessons on how other countries can effectively institutionalize eco-labeling as an



## DR. HUGH GIBBON

incentive to their hospitality industry to improve sustainability in their entire operations.

In the current phase of project implementation, our partnership with the UNWTO in the Sustainable Tourism Governance and Management (STG&M) component will culminate in 3 STG&M Workshops covering all the regions. All partner countries will benefit from

these events and we expect a high level of cross sharing of ideas and learning across all the project thematic areas to result from these events. We will also continue to reach out and network with other related projects to ensure mainstreaming of our results and identification of replication potential.

Finally, I am happy to say that the project's 5th Steering Committee Meeting, hosted by the Tanzania Country Partner team in the Bagamoyo Demo Site, north of Dar-es-Salaam was successfully held from 23 to 28 September 2013. The 5th SCM was attended by 38 project participants from all 9 Partner Countries and also included representation from; UNEP, Nairobi Convention, UNIDO, UNWTO and regional EcoAfrica consultants. The meeting agreed that significant progress had been made in 2013 across all three thematic areas in the Project, and that Partner Country Demo sites were now better placed than at any previous time in the project lifecycle to deliver interesting and useful coastal environment and sustainable tourism management practices and technologies for future up scaling, replication and long term impact.

Hence this is a most exciting time for all our Project teams and Partners, and I wish to encourage you to not only read this, and the next series of e-newsletters, but to also regularly 'click' onto our Project website and social media handles to view our most recent work.

Happy Reading!

DR. HUGH GIBBON



# THE COAST PROJECT WORKING TO INTEGRATE REEF AND MARINE RECREATION MANAGEMENT PRINCIPLES IN EAST AFRICA: CASE STUDIES FROM KENYA, MOZAMBIQUE AND TANZANIA

*“.....The COAST Project is delivering practical solutions that support the conservation of globally significant coastal and marine ecosystems and associated biodiversity in the member countries, through the reduction of the negative environmental impacts which they receive largely as a result of coastal tourism.....”*

## UNDERSTANDING THE PROMISE OF TOURISM IN AFRICA

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. Yet, the local residents of most popular destinations are more likely to experience the uglier side of tourism trade than any real promise of tantalising riches. In essence, communities have to contend with negative impacts such as rising pollution and

degradation of sensitive marine and coastal areas from poorly planned developments, competition for fresh water and over-exploitation of scarce resources to feed the tourism industry, rising real estate prices, displacement of local fishing and farming communities, and irreversible damage to local culture. The good news is that there is a growing recognition that not all forms of tourism are equal and that tourism can be managed to deliver both quality visitor experiences and benefits to local environment and biodiversity, economies and livelihoods rather than simply draw in large volumes of visitors.

## THE COAST PROJECT WORKING TO MAXIMIZE THE VALUE OF MARINE ECOSYSTEMS

In recognition of these challenges, the COAST Project is working to apply, through a series of practical demonstration projects in different thematic areas, a number of Best Available Practices and/or Best Available Technologies (BAPs/BATs) within selected coastal tourism destinations in Sub Saharan



Plate coral from Bagamoyo Demo Site  
(Photo: COAST Project)

Africa. These demonstration projects are all aimed to contribute to the reduction of negative environmental impacts resulting from land based, tourism sector actions and pollutants. To achieve this in the Reef and Marine Recreation Management Thematic Area, EcoAfrica are the UNIDO sub-contracted leader working across three countries (Kenya, Mozambique and Tanzania). The RMRM work focuses on reef surveys and GIS mapping of sensitive areas and damaged sites within the demonstration sites and includes management planning, awareness creation and capacity building on reef management and conservation to reduce pollution, loss of biodiversity and other negative impacts to the reef and marine areas.

All this is in recognition to the fact that sensitive marine and Mozambique coastal ecosystems, specifically coral reefs, sea grasses and mangroves, are highly

*“.....Studies have estimated the total value of ecosystem goods and services provided by all the coastal ecosystems around the world to be over \$25 billion per year...” (Conservation International).*



Tube Sponge from Bagamoyo Demo Site  
(Photo: COAST Project)



RMRM Team interviewing a local stakeholder,  
Watamu Demo Site (Photo: COAST Project)

productive and provide significant economic goods and services. These include coastal storm protection, carbon sequestration, and feeding and breeding habitats for a great diversity of marine organisms including commercially important fish species.

They also host a growing number of visitors and recreational activities with some of the main recreational attractions provided by marine ecosystems including glass-bottom-boat viewing, snorkelling, recreational and sport fishing and SCUBA diving. Assessments of the economic benefits generated from such activities are estimated at over \$9 billion globally. The question remains as to how much of this value translates into direct benefits to local communities, whose livelihood depends on these resources.

#### WHAT DOES THE REEF AND MARINE RECREATION MANAGEMENT THEMATIC AREA SEEK TO ACHIEVE?

Within the broader COAST Project implementation framework, the objective of the Reef and Marine Thematic Area is to develop and test responsible management of reef and marine recreation through the promotion and testing of sustainable tourism (BAPs/BATs) at selected sites. This includes the documentation and dissemination of the results achieved.

#### THIS IS DONE THROUGH:

1. Raising awareness on the conservation values and issues facing the sustainable management of East African marine and reef assets among all users groups;
2. Working with local stakeholders to design and develop sustainable marine recreation and conservation practices and technologies;
3. Supporting capacity building and skills enhancement relating to marine recreation management in the priority areas;
4. Studying and testing on a micro scale, the possibilities of livelihood diversification for local coastal residents through participatory tourism planning; and
5. Basing all of the above micro scale interventions on the best available scientific knowledge of the natural resource asset base.

The COAST Project is focusing its RMRM work in three demonstration sites in the East African region: Tofo, Barra and Tofinho (Mozambique), Bagamoyo (Tanzania) and Watamu (Kenya). All these areas have since project inception been taken through intensive reef assessments, GIS and

participatory mapping activities, capacity building and awareness creation. While all these sites are in the Western Indian Ocean region, it is important to note each site experiences different tourism-related realities and issues, as summarised below;

#### TBT DEMO SITE IN INHAMBANE, MOZAMBIQUE

The Demo site of Tofo, Barra and Tofinho (TBT), is located about 15 KMs from the historic town of Inhambane. Tofo has grown from a small coastal fishing village into a significant tourism destination. The wide sandy beaches, coral reefs, mangroves and extensive lagoon system provide a strong draw card and sustenance for growing local communities. Marine tourist attractions are largely based on the accessibility of large charismatic marine species (or mega fauna) and include; whale watching, SCUBA diving with manta rays over diverse coral communities and snorkelling with whale sharks and dolphins on ocean safaris.

Large coastal sand dunes lining the coast provide a storm protection to inland areas. Mangrove forests and sea grass beds flourish at the Ponta da Barra and inside Inhambane Bay. Recent research in the Inhambane Bay confirms it to be an essential feeding and breeding habitat for a great diversity of species ranging from sea grasses to seahorses and the endangered dugongs. Apart from tourism, the main livelihood of people in the area is artisanal fishing and subsistence agriculture.

Despite this natural wealth, approximately 80% of the population lives in extreme poverty. With an extensive tropical coastline that is abundant with a rich natural and cultural heritage, Mozambique displays significant tourism development potential. The marine environment in the TBT area is however, highly sensitive and is threatened by destructive and excessive fishing, unplanned coastal development, pollution and unmanaged tourism activities. The tourism industry is one of the major employers for the local people and threats to its long-term sustainability are a serious concern to the locals, the private sector and government alike.



Video development for awareness-raising at TBT Demo Site

## BAGAMOYO DEMO SITE, TANZANIA

Tanzania's coastal zone harbours a rich abundance of natural and cultural resources. Once a centre for the East African Slave Trade, Bagamoyo is the oldest town in Tanzania and a cultural historical 'hot spot'. Bagamoyo District was recently nominated as Tanzania's seventh World Heritage Site. The Bagamoyo coastline is characterised by important marine habitats including sandy or muddy tidal flats, mangroves, coral reefs, sea grass beds, and a productive estuarine system. These ecosystems play a major role in supporting local people, providing a source of food, income and energy in the form of firewood.

The Bagamoyo marine area falls within the Zanzibar channel. A number of reefs are located offshore of Bagamoyo, the largest and furthest away being Mwamba Kuni located 10 km offshore. Four of the near shore reefs were closed to fishing through a collaborative Fisheries Management Plan adopted by the surrounding villages and the District in 2006. Constant pressure on the reefs from destructive fishing practices has however, led to declining fisheries in the area.

Bagamoyo currently provides a business-based tourism destination with the majority of visitors travelling from Dar es Salaam for meetings and conferences. The town also attracts short-term visitors from East Africa. The tourism industry is mainly land-based while marine recreation (snorkelling) is undertaken through largely ad-hoc arrangements with fishers and more recently with local tour guides. SCUBA diving is a recent activity and is currently offered by one operator in Bagamoyo. While the Lazy Lagoon attracts visitors for boating trips and snorkeling at some of the near shore reefs, the most popular snorkelling reef is Mwamba Kuni.



Reef assessment in Bagamoyo Demo Site (Photo: COAST Project)

## Fish survey in Watamu Demo Site, Kenya (Photo: COAST Project)



## WATAMU DEMO SITE, KENYA

Watamu, an acknowledged biosphere reserve, is located North of Mombasa within the Kilifi County of Kenya. Notable physical features of this demo site are rock platforms, cliffs and sandy beaches, coral reefs and sea-grass beds. Mida Creek, an enclosed Bay area that comprises tidal mud flats with fringing mangrove swamps provides an important habitat and location for recreation and fishing. This region is one of the main marine recreational centres of Kenya. Major attractions in the area are; boat trips, water sports, SCUBA diving, sport fishing and snorkelling. The Demo Site falls within a complex of protected areas known as the Malindi Watamu Marine Conservation Area (MWMCA). Here, the Malindi and Watamu Marine National Parks are encompassed within the Watamu Malindi Marine National Reserve.

The key socio-economic activity within Watamu is tourism and is dependent on the beach and marine resource attractions. Tourism numbers are relatively high compared to the other two Demo Sites and the numerous hotels, guesthouses and lodges feed the associated beach trade and marine recreation activities. The majority of tourists come from Europe and Italy in particular. Artisanal fishing is another important economic activity of some residents in the area. Controlled fishing is permitted in the MWMCA Reserve but prohibited in the Marine National Parks, which are no-take zones.

The high-density tourism development has led to increasingly restricted public access to recreational beaches. Other threats relating to marine recreation include the heavy exploitation of corals and shells for souvenirs, coral damage from trampling, boat anchorage and pollution. Coral conditions in some reef areas in Watamu are considered poor due to a high cover of turf and micro-algae. Erosion and increasing nutrients in the reef area from the neighbouring Mida Creek due to deforestation of the mangrove forests is also evident.

### EMERGING RESULTS AND LESSONS: OPPORTUNITIES FOR POSITIVE CHANGE THROUGH THE COAST PROJECT WORK

As a result of COAST Project interventions in the three countries, a number of opportunities have emerged through the RMRM activities for practical improvement of management of reef and marine recreation in each of the Demo Sites. Some of these include:

- Stronger collaboration among decision-makers, and between government, local communities, researchers, the private sector and other user groups, to ensure more informed decision-making and improved enforcement of regulations governing coastal development and marine use.
- Stronger community involvement in planning and management of marine areas and resources to ensure that their voices are heard and that pressure on the marine environment is reduced through strengthening local benefits from the tourism sector.
- Greater awareness of the uniqueness, value and sensitivity of the ecosystems upon which the tourism industry is based through greater access to information within the Demo Site, particularly to visitors, decision makers and other user groups.
- Improved networking and collaboration among the private sector operators to self-regulate activities and assume more responsibility for ensuring that visitors behave responsibly.
- Enhanced support to the local fishing communities to undertake sustainable fishing methods and enhance benefits more directly from tourism. This includes linking more with the private sector to improve conservation and management of marine and coastal resources.
- Improved capacity building of tour guides on aspects of marine recreation to ensure safe and sustainable marine recreation activities.
- Enhanced sensitization and awareness creation of existing policies and legislation governing the coastal and marine resource targeting the key resource users.

- Harmonization of institutional roles and responsibilities to clarify roles and responsibilities in terms of governance of the marine resources.

- Improved monitoring of ecosystems at the most popular/ most heavily used tourist sites and use of the information to address the threats facing these sensitive areas.

### THE BIGGER PICTURE: TOWARDS IMPROVED REEF MANAGEMENT AND RECREATION FOR SUSTAINABLE COASTAL TOURISM IN AFRICA

While one could argue that the inherent value of marine natural ecosystems and organisms should be enough to justify their protection, the reality, especially on the coastlines of East Africa, is that there are many competing and sometimes conflicting uses of marine resources and ecosystems. This continues to pose numerous challenges to managers who need to balance the competing uses and the needs of the different user groups within natural parameters required for healthy functioning ecosystems. Consideration of the values of sensitive marine ecosystems in

management decisions also helps to ensure that some of the benefits from tourism contribute to the economic well-being of impoverished coastal communities.

For a highly extractive industry such as tourism to be socially, economically and environmentally sustainable, the industry needs to respond to the needs and aspirations and sensitivities of the local realities. The placement of local coastal communities central to future planning and management is critical to any efforts to improve the management of marine resources. It is absolutely clear that if tourism in coastal areas in the region is to be sustainable over the long-term, maintaining healthy marine ecosystems is critical and a change of mind-set amongst tourism operators and approach towards greater collaboration and sharing of benefits with local residents is essential. Increased responsibility by the tourism industry players through self-regulation and collaboration is key, especially in areas with a weak legal framework, a lack of adequate information for decision-making or weak monitoring and compliance of existing laws.



COAST Project guide training in Bagamoyo, Tanzania (Photo: COAST Project)

#### FURTHER READING

- 1) <http://www.ecoafrika.co.za/>
- 2) Conservation International. 2008. Economic Values of Coral Reefs, Mangroves, and Seagrasses: A Global Compilation. Center for Applied Biodiversity Science, Conservation International, Arlington, VA, USA.
- 3) O'Malley MP, Lee-Brooks K, Medd HB (2013) The Global Economic Impact of Manta Ray Watching Tourism. PLoS ONE 8(5): e65051. doi:10.1371/journal.pone.0065051
- 4) INE, 2009. National Institute of Statistics. Internet material: Accessed APRIL 2013.



Seychelles Sustainable Tourism Label  
Safeguarding Seychelles for Tomorrow

#### AN OVERVIEW OF THE TOURISM INDUSTRY IN SEYCHELLES

**T**ourism is one of the main pillars of the Seychelles economy. The sector contributes at least 25% to the Gross Domestic Product and provides approximately 15% of direct employment. During the past decade, the industry has grown substantially with new tourism products coming online and achieving record numbers in terms of tourist arrivals. Over the recent years, the sector has increasingly recorded the highest number of visitors. For instance, statistics for 2012 shows a record with just over 208,000 visitors, the majority from France, Germany, Italy and Russia which account for 60% of the total visitors to the country.

#### BALANCING SEYCHELLES' TOURISM GROWTH AND PRESERVING ITS FRAGILE BIODIVERSITY

The growth in tourism during the past ten years has also resulted in more pressure on the local resources of the country. As a result of this, the Seychelles Government has had to balance between needs of economic development and the ever rising need to lessen and mitigate the negative impacts of such developments on the environment and its natural resources. This has led the country to shift its focus to market Seychelles as an eco-tourism destination. As a result of this initiative, the tourism industry in Seychelles has become more conscious of sustainability principles and practices resulting in the



# THE COAST PROJECT SHARING RESULTS ON THE SEYCHELLES SUSTAINABLE TOURISM LABEL (SSTL)

#### INTRODUCTION

Seychelles is one of the partner countries of the Collaborative Actions for Sustainable Tourism (COAST) Project. The COAST Project is a Global Environment Facility (GEF) funded project with the United Nations Environment Programme (UNEP) as the implementing agency; The United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the World Tourism Organization (UNWTO). The project aims 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.

discovery of more nature-based attractions, products and services within the tourism attractions.

As a fragile ecosystem, the Seychelles archipelago belongs to one of the major biodiversity hotspots in the world. Approximately 47% of the country's landmass, and some 228km<sup>2</sup> of its ocean territory, are under some form of protected status. However, Seychelles' biodiversity remains at risk from a variety of human induced pressures; making the conservation and sustainable use of biodiversity to be of vital importance for the country's sustainable development. In this regard,

*.....Examples include staff turning out lights and guests choosing not to have their towels laundered so frequently. There is also a range of practices that require investment in appliances, insulation, heating, or other energy-efficient technology. These investments often pay for themselves within a few years....*

the Seychelles Government's decision to adopt the Seychelles Sustainable Tourism Label (SSTL) sought to ensure continuous sustainability of the country's most vital sectors; tourism and the natural resources it depends on, the environment.

#### THE USE OF SSTL LABEL TO SUPPORT A SHIFT TO SUSTAINABILITY IN THE TOURISM INDUSTRY IN SEYCHELLES

So far, five hotels have been certified with the SSTL label, they are the Constance Ephelia Resort and Spa; the Berjaya Beau Vallon Bay Resort and Casino; the Hanneman Holliday Apartment. Two other hotels, the Kempinski Seychelles Resort and the Banyan Tree Seychelles successfully assessed and received their certification on 21st September, 2013. There are also a number of hotels that have expressed interest in the label and are at various stages of preparation of accessing the label. Getting hotels to apply for the label involves various correspondence, meetings, and explaining the criteria and their benefits. As a form of encouragement, the smaller establishments are provided with free technical assistance

by the Government. The concept behind the development of the Seychelles Sustainable Tourism Label (SSTL) originated from the Tourism Department, Ministry of Tourism and Transport work in the preparation of Vision 21, a national blueprint, which entailed a comprehensive Tourism Master Plan 2001-2010 and the Seychelles Eco-Tourism Strategy for the 21st Century (SETS-21). The Seychelles Ministry of Tourism and

Transport adopted the SSTL project in 2004 (and later the Seychelles Tourism Board in 2007) and conducted preparatory research on sustainable tourism Labels. As a follow up, a committee of key stakeholders was established and a set of preliminary criteria developed. The draft criteria were piloted by the STB but the SSTL award scheme could not be implemented due to lack of financial resources. After some 5 year lull, the SSTL project gathered steam towards the end of 2009 through a UNDP-GEF supported initiative to mainstream biodiversity management into production sector activities.

## THE SEYCHELLES SUSTAINABLE TOURISM LABEL – HOW IT WORKS

The SSTL aims to have participating hotels operate under the following basic principles:

- a. Develop and implement a sustainability policy;
- b. Monitor energy, water, and waste over time;
- c. Take steps to conserve resources;
- d. Promote local and small-scale businesses;
- e. Treat staff fairly and be in compliance with all laws and regulations;
- f. Contribute to community development and conservation activities;

### Expected benefits for Participating Hotels

#### 1. Marketing Related benefits

- Certification provides operators with a competitive advantage over other uncertified enterprises for marketing purposes;
- Certified properties are highlighted in the Seychelles Tourist Board stay guide;
- Certified properties have the right to use the Label on their website and marketing materials;
- Responsible hotels are promoted at periodic trade fairs;
- Certified properties are listed on the SSTL website;
- Guest satisfaction is likely to increase with the communication of sustainability achievements of the enterprise;

#### 2. Cost savings Related benefits

- Utility costs are likely to decrease due to increase awareness, monitoring and use of improved technology;
- Staff replacement costs are likely to decrease as research shows sustainability initiatives build staff motivation and increase retention rates;

## THE SSTL LABEL PROCESS

### STEP 1: COMMUNICATION

The first step towards uptake of the SSTL is to communicate the label Message and its benefits of the certification process to accommodation managers and owners. This involves communication, stakeholder engagement, and awareness-raising. This process Started in September 2011 with the launching of the logo and branding is ongoing.



### STEP 2: APPLICATION

The interested hotels should apply to SSTL by way of letter or email, and attach a copy of Their internal audit results. This self-assessment form is the same form used by assessors only Instead of points, the hotel notes Yes/No for each criterion. An application fee applies. Small Hotels (1-24rooms):400€, Medium size hotels (25-50 room) 800€ and large hotels (51+rooms) 1000€ The SSTL will officially opened applications on 1st of June 2012.



### STEP 3: ASSESSMENT

The application and statement of compliance from the hotel is reviewed and if It is deemed complete, an assessor identified and an assessment date is set with the hotel.



### STEP 4: VERIFICATION

Assessment forms are verified for completeness and scoring of each section is reviewed. Once satisfied that the hotel has scored the required number of points the hotel is recommended for an award with an "approved" status. Should the hotel not score the minimum required points, it will be recommended for re-assessment within six months with a "pending" status.



### STEP 5: AWARD

An award panel meets at least every two months to review the recommendations made by SSTL. The panel confirms the award recommendation unless some irregularity is identified or further information is required. A written appeal may be made to the SSTL and will be reviewed by Awards panel. If an irregularity is identified, the hotel will be reassessed by a different assessor.

## MAIN ENVIRONMENTAL ISSUES UNDER THE SSTL

### 1. MANAGEMENT

This section includes policy, monitoring, health and safety. It requires some sustainability documentation that will ensure the hotel's sustainability initiatives are undertaken systematically.

### 2. WASTE

Waste has a number of potentially serious environmental impacts including posing risks to the health of guests, staff and local communities. Waste reduction is therefore a widely understood and visible form of sustainable practice and presents a good opportunity to foster support from all the stakeholders. Reducing, Reusing and Recycling are effective ways of cutting business costs.

### 3. WATER

The broad aim of good practices in water use is to reduce the amount of fresh water used by hotels. This reduces the impact on fresh water supplies as well as the potential for water pollution. As with waste, the first step is to reduce water use through conservation and rainwater collection, and then to explore options for water reuse and recycling.

### 4. ENERGY

Energy typically comprises up to 50% of a hotel's utility operating costs. Reducing energy use is the area that is likely to have the most significant financial benefits to an enterprise. Energy reduction practices can consist of 'management' practices that change staff and/or guest behavior in order to reduce energy use.

### 5. CONSERVATION

Most sustainability practices focus on reducing the negative impact of a business on the environment or the community in which they operate. The community and conservation criteria reflect the fact that an important part of sustainable tourism is to make a positive contribution toward the local community and toward local conservation activities.

### 6. STAFF

Staff and guest-related practices are of significant importance to the sustainability of a hotel enterprise and of tourism in the Seychelles. The Staff criteria aim to recognize fair treatment of staff and staffing opportunities given to local people to reduce staff turnover and encourage loyalty.

### 7. COMMUNITY

A hotel can get recognition for its community participation and conservation practices, only if it keeps all the record of such activities. This may include receipts or letters of gratitude from community groups, photos of conservation work, or testimonials from community members.

### 8. GUESTS

The guest criteria recognize the importance of guest satisfaction to the sustainability of the business. Satisfied guests go home and recommend Seychelles to their friends. Word of mouth is one of the most effective forms of tourism marketing.

### INCENTIVISING SUSTAINABILITY IN TOURISM: LESSONS FROM THE SEYCHELLES ON THE SSTL SCHEME

Clearly, adopting a green label is not without its challenges. Although the Government of Seychelles is even offering financial concession by waiving taxes on the importation of energy efficient appliances for instance, this is still not a significant enough as an incentive to encourage all the hotels to work to get certification under the label. Some of the smaller hotel operators still feel that they should not have to pay an application fee to participate in the scheme, and need more concessions from the Government.

In addition, for such sustainability schemes to succeed, it is important for the country to lay in place proper supporting policies, facilities and infrastructure, in line with the requirements of such a label. A good example on this issue is the requirement by the SSTL that all participating hotels should separate their waste into various components (organic and inorganic). This criterion is proving to be a problem to execute since the country lacks adequate waste recycling facilities locally which would have benefited immensely from the readily sorted raw materials. However, the government is aware of this and is working to address it.

Finally, to ensure the effectiveness of such a label, various things have to be taken into consideration. Like the SSTL, which was developed in line with the Global Sustainable Tourism Council criteria, the label should be aligned to such a widely recognized and respected framework, making it easier for such a label to be recognized and adding to its global credibility. It is important to also set in place an independent Awards Panel to endorse the certifications and to assure transparency for the programme. The label also requires a strong awareness creation and capacity building programme at the initial stage of the project to generate more interest and buy-in. The COAST Project is indeed proud to be associated with the Seychelles Sustainable Tourism Label, and acknowledges the label as a useful Best Available Practice that can be easily replicated within tourist destinations in Africa and beyond.

#### Further Reading

The SSTL Website: <http://www.seychelles.travel/sstl/index.php/certified-hotels>



#### AN OVERVIEW OF WATER AND THE MILLENNIUM DEVELOPMENT GOALS (MDGS)

There is an important Swahili saying in East Africa that goes 'Maji ni maisha' which is loosely translated to "water is life" in English. Indeed, while this is a fact, the global truths remain that many communities in the world, particularly in the developing nations, have to manage stressful conditions due to acute water stress. The UN Water Assessment Programme suggests that each person needs 20-50 litres of water a day to ensure their basic needs for drinking, cooking and cleaning. Recent statistics released by the WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation (JMP), state: "11% of the global population, or 783 million people, are still without access to improved sources of drinking water". The JMP reports every two years on progress towards the drinking-water and sanitation target under Millennium Development Goal 7, with a specific target number 10 which seeks to; "Halve, by 2015, the proportion of people without sustainable access to safe drinking water" between 1990 and 2015.

The result is that water borne diseases such as diarrhea, which is the global leading cause of illness and death, continues to plague communities. This explains why, as a result of the Millennium Development Goals commitment, the world has witnessed sustained partnerships between key stakeholders, governments, development partners, donors and water practitioners aimed at tackling the problem of water stress. UNIDO is playing its role in ensuring that this global partnership succeeds to deliver positive results, even as 2015, the envisaged year when the MDG's need to have been fully achieved, approaches.

# UNIDO UNVEILS THE CHIPANDE WATER PROJECT

## IN KILIFI COUNTY, WATAMU DEMO SITE AREA



The UNIDO UR, Dr. Mpoko Bokanga and the Kilifi County Director of Water Services, Mr. Thomas M. Makanga at the commissioning of the Water Project (Photo: COAST Project)

#### FROM GLOBAL TO LOCAL ACTIONS: LAUNCHING THE UNIDO CHIPANDE WATER PROJECT

In transforming global policies to local tangible actions, UNIDO through a partnership with the Government of Slovenia supported the acquisition and installation of a water purification unit in Chipande - Matsangoni area, Kilifi County. The water project was designed in 2010 with the principal objective of contributing to an increase in the proportion of the population of the Watamu-Mida community

with a clean and reliable supply of drinking water. UNIDO attracted support from the Slovenia Government, which donated water treatment equipment for water purification. This equipment comprises of a standalone mobile unit for water filtration, which uses reverse osmosis. In addition, this treatment plant can effectively operate in an area that is not connected to the electricity grid, since it is embedded with solar and wind energy technologies that can provide required power for the plant. The water purification plant has since been installed, and was formally launched on 5th September, 2013.

The plant is currently operational and is producing approximately 130 litres per hour of pure drinking water.

The formal launch of the Chipande Water Project was graced by the UNIDO Representative for Kenya and Eritrea, Dr. Mpoko Bokanga and the Kilifi County – Director of Water Services, Mr. Thomas M. Makanga. The launch was attended by a large number of people including; local authority representatives (one Chief and three Sub-Chiefs) two local schools (Chipande Primary School and Soyosoyo Primary School), as well as a number of headmasters and teachers from neighboring schools. Local community households were also strongly represented at the function.

In his formal launch address, Dr. Mpoko Bokanga reiterated the importance of water to the community, and encouraged all the stakeholders, including the new County Government of Kilifi, to ensure this project was sustainable and beneficial in both the short and long run. Dr. Bokanga further emphasized the need for the local community to “take full ownership of the project” and ensure that the project was a model of success. In his statement, the Kilifi County Representative, Mr. Thomas M. Makanga appreciated the good stewardship exhibited by UNIDO in this project, and committed further support from the Government to ensure the project was beneficial to the local community. He expressed Kilifi County’s interest in replication of such projects as useful models to enhance access of clean pure water for local use, especially for



The UNIDO supported Water purification plant utilizes wind and solar energy (Photo: COAST Project)

public schools, and as an avenue for creating sustainable employment opportunities to the unemployed locals.

#### WAY FORWARD: SUSTAINABLE MODELS FOR PROVISION OF CLEAN WATER

It is important to reiterate here that the launch of the UNIDO supported Chipande

Water Project in Kilifi County in September this year, was not an end in itself, but just the beginning of a journey. As the Chipande Community Water Project Committee, led by Mr. Haroon Papu – a hotelier in the area – sets out to manage the facility and ensure it is productive and beneficial, it is clear that this water purification project is a useful best practice pilot that can demonstrate how a water community project can be sustainably managed. It is with this in mind that the local Committee is sourcing for partnerships with private sector players in the tourism rich belt of Watamu Mida Creek for the purified water to be packaged and sold to these establishments at an affordable rate. In this way, the project will generate sufficient revenues that will be injected back to the project, and thereby evolve into a sustainable model.

*....The water project was begun in 2010 with the principal objective of contributing to an increasing population of the Watamu - Mida community with a clean and reliable supply of drinking water. The project is going to benefit the local school, the pupils, neighboring community and the private sector players in the area....*

For more information visit <http://www.micro-water.org/5001.html>



The key beneficiaries at the main water collection point in Chipande (Photo: COAST Project)



WED awareness raising event Kribi, Cameroon (Photo: COAST Project)

# COAST PROJECT PARTNER COUNTRIES MARKING THE WORLD ENVIRONMENT DAY 2013

## OVERVIEW ON THE WORLD ENVIRONMENT DAY 2013

On June 5th, 2013, the COAST Project joined the global community in marking the World Environment Day (WED) 2013. The WED is an annual event aimed at being the biggest and most widely celebrated global day for positive environmental action. World Environment Day activities take place all year round and climax on this day every year, involving 'everyone from everywhere'. The theme for this year's World Environment Day celebrations was "Think.Eat.Save". This

theme is an anti-food waste and food loss campaign that encourages the proactive reduction of an individual's carbon food print.

According to the UN Food and Agriculture Organization (FAO), every year 1.3 billion tonnes of food is wasted. This is equivalent to the same amount produced in the whole of sub-Saharan Africa. At the same time, 1 in every 7 people in the world go to bed hungry and more than 20,000 children under the age of 5 die daily from hunger (<http://www.fao.org/news/story/en/item/196220/icode/>). This year's campaign rallied for

action from the home level with an aim of demonstrating the power of collective decisions made to reduce food waste, save money, minimize the environmental impact of food production and force food production processes to become more efficient.

To mark this day, five COAST Project partner countries (Cameroon, Ghana, Nigeria, Mozambique and Senegal) organized on their own accord and participated in a number of awareness creation events ranging from environmental awareness workshops, public lectures, beach cleaning activities, and public walks.

SOME OF THESE ACTIVITIES HAVE NOW BEEN FEATURED BELOW IN PICTORIAL NARRATIVE:



Crafts and eco-tourism products Badagry, Nigeria (Photo: COAST Project)

## WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN BADAGRY, NIGERIA

To mark the WED, the COAST project team in the Badagry Demo Site in Nigeria organized a public lecture on the impacts of Tourism on the Environment. The lecture attracted various participants ranging from students, government officials, local community based organizations and tourism operators operating in the area. This was then followed up by a well-attended public clean up activity during which the locals cleaned up the streets of Badagry and the lagoon area. Resulting from this clean up, and WED activities, there is increased understanding within the Demo Site on the importance of clean environments as drivers for sustainable tourism.

WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN **KRIBI, CAMEROON**

To mark the WED, the COAST project partners in the Kribi Demo Site in Cameroon held three activities namely, an awareness creation activity in Londji Beach, a beach cleaning exercise with the involvement of local households and children; and an educational talk for local school children. Specifically, the goal of these three activities was to raise awareness about the problems related to the inappropriate management of plastic waste within the area. These activities were organized in close cooperation with the divisional delegation of the Ministry of the Environment and Nature Protection and the local eco-tourism association “Londji Eco-tourisme”.

To facilitate the beach cleaning activity at Londji, the COAST project provided



Children with their WED awards Kribi, Cameroon (Photo: COAST Project)

waste bins which were used to collect the waste from the area. To make the exercise more attractive, the project created some incentives by providing some small awards and refreshments to participants who collected the largest amount of plastic bags. The waste bins used in the beach cleaning were donated to the community and will be used during the periodic beach cleaning activities. The COAST project partners in Kribi also participated in the Environment Rally, a public gathering where environmental



Educational talk with children on WED Kribi in Cameroon (Photo: COAST Project)



Children displaying their WED awards in Kribi, Cameroon (Photo: COAST Project)

speeches were delivered by invited speakers, organized by the Kribi 1st urban council on World Environment Day. This rally was well attended by the local communities and the key government institutions in Kribi.

WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN **INHAMBANE, MOZAMBIQUE**

This year, Mozambique celebrated the WED under the theme “Let us plan/put our neighborhoods in order to improve our Lives”, which was aimed at sensitizing the entire country on the social advantages of sound environmental practices and planning. In Inhambane Province, a number of activities independently organized by the Provincial Government officials were marked in commemoration of this day.

The activities included:

- Tree planting: A total of 2,567 trees were planted in the whole of Inhambane Province, of which 120 were fruit trees, and 2,447 native varieties. It is important to mention here that in the Tofo, Barra and Tofinho area where the COAST project is being implemented, a total of 56 native trees were planted in the Siquiriva community forest;
- Environmental talks in schools and communities: A total of 23 environmental

talks were held in the whole province, which saw the participation of approximately 6,297 people. Among the topics tackled in these talks were climate change, territorial planning, environmental sanitation, wild fires, and the ecological importance of the tree and forest conservation among others;

- Composition and drawing competitions in schools: This was done with the objective of increasing the interest among students on environmental conservation issues in Mahalamba primary school. The best students were awarded with school materials.



WED exhibition Inhambane, Mozambique (Photo: COAST Project)



Public meetings on WED Inhambane, Mozambique (Photo: COAST Project)

## WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN ADA, GHANA

The WED was marked at the project Demo Site in Ada, Ghana through organizing a number of activities aimed at demonstrating that proper management of the environment and natural resources could sustain food production from unpolluted sources. In the long term, fertile lands and well preserved natural resources and ecosystems could be left for posterity.

The activities included:

1. Community participation in collection of plastics, rubber and other wastes along major roads that lead to the beach and beach front resorts in two coastal communities; Otokpe and Totimekpe;
2. Sensitization on simple but effective disposable methods for wastes to stimulate awareness on responsible waste disposal and proactive community participation;
3. Purchase of sanitation materials and their distribution;

4. A public forum led by the District Coordinating Director for Environment to encourage the local residents to sustain such beach cleanup activities for the long term benefit of the community.

During the beach cleanup activities, the COAST Project provided long brooms, wheel barrows, hand gloves and litter bins to the local community members who partnered with Zoomlion, one of the leading private company in Ghana specializing in waste management, who partnered in the event. This is in recognition of the fact that public private partnerships for waste management are a COAST Project supported Best Available Practice in managing land based pollution. These items will remain in the area afterwards to facilitate the periodic cleanup activities that will be held at the Ada Demo Site. The District supervisor of Zoomlion, Mr. Bryan Abakan, promised to allocate refuse containers to some of the cleared dump sites to minimize indiscriminate waste disposal in the area. In this regard, more efforts will continue in the area to sensitize the population and that the partners committed to ensuring that more permanent waste collection infrastructure such as waste bins would be installed in the area in due course.



Beach clean-up Ada, Ghana (Photo: COAST Project)



Street clean ups Ada, Ghana (Photo: COAST Project)

## WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN SALY, SENEGAL

In support of this year's WED theme of "Think.Eat.Save", the COAST Project partners working closely with the Office of the Mayor in Saly, Senegal, supported the organization of a public lecture titled "World Environment Day: Do Eat Preserve". This lecture focused on the local indigenous produce found in the city of Saly. The key speaker, Mr. Mansour Ndiaye, Executive Director of the APAF (Association Promotion of Agro forestry and Forestry) hosted a lively debate on the issues of agro-forestry to ensure food self-sufficiency in Senegal. This event was attended by 40 participants including representatives of Water and Forest managers, Green Senegal NGO and experts from the agricultural field.

In addition, one of the project partners in Saly, SAPCO, collaborated with the Sports and Cultural Associations, with support from a number of private sector players in a number of useful activities to mark the

WED. The highlight of these activities was a public walk organized by the COAST team in partnership with the Mayor of Saly and the SAPCO (Société d'Aménagement et de Promotion de la Petite Côte) to raise the awareness of the local communities on the importance of the WED. The walking event started at the entrance to the city and attracted over a hundred participants wearing T-shirts emblazoned with this message "Saly Ville Propre = Station Durable" "Saly Clean City for a Sustainable Resort".

In addition to these, the following independent activities were undertaken during this year's celebration of World Environment Day in Saly, Senegal:

- The hotels in Saly were all mobilized to inform their clients on the importance and significance of the WED by encouraging their guests to participate in the WED activities;

- A public waste collection exercise supported by the Office of the Mayor and comprising of the local schools in the area;

- A hike that started from the entrance of Saly to the center of the city was followed by cleaning streets in the seaside resort of Saly, on the occasion of the National Day of Clean Up;

- A public outdoor screening of a documentary film, titled "The Curse of Plastics", a film that shows the harmful impacts of plastics to the environment.



WED clean-ups Saly, Senegal (Photo: COAST Project)



Clean up activities in Kribi, Cameroon (Photo: COAST Project)

## 1. CAMEROON

### NEWS FROM THE KRIBI DEMO SITE

During the June to October 2013 period, the COAST Project continued implementing activities aimed at demonstrating and supporting adoption of best practice approaches for sustainable tourism in three coastal villages in Kribi (Lobé Falls, Grand Batanga and Londji) with the involvement of local administrations, private sector and communities.

#### Eco-tourism News:

- The Demo Site area in Kribi hosted a two day seminar which provided some basic skills in computing to local tour guides and hospitality industry players. This training targeted 15 representatives of the local youth groups, 20 tour guides and 29 staff from local hotel. All these received information and skills on web-raising and how to enhance the marketing of their destination using social media and free web based tools such as Wikipedia, YouTube, Lonely Planet, Trip Advisor among many others.
- The Demo Site also conducted four eco-tourism training seminars covering design and creation of touristic products, home technology, kitchen and food hygiene and health and tourism in the three villages within the Kribi area (Villages Lobé Mbeka'a, Bongahélé and Londji). After the training, a tourism hand book was developed with 81 local guides being identified as local tourist guides in the area.

#### Activities planned for the next few months include:

1. The COAST project team in Kribi is finalizing the process of selecting an expert who will generate maps showing sustainable tourist areas in the Kribi Demo Site.

## 2. THE GAMBIA

### NEWS FROM THE KARTONG DEMO SITE

Gambia is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO at the Kartong Demo Site. As a COAST Project Demo Site, Kartong is inundated with fresh water bodies natural and manmade. Over the years, reeds, fish and other water birds used it as their habitat. This ecosystem has since been declared a Ramsar site ( Ramsar sites result from the Convention on Wetlands of International importance, where each member country is allowed to designate at least one wetland site for inclusion in the List of Wetlands of International Importance), which has led to an increase in the flow of bird watchers. Due to the rich natural habitat, developing eco-tourism activities around the Kartong wetlands and old quarries into a bird watching trail and an observation point is very feasible.

The COAST Project continues to implement a number of activities geared at making the site sensitive to sustainability issues as highlighted in the following news updates.

#### Eco-tourism News:

- Demo Site maps, showing all the key touristic sites in Kartong, have been produced and validated at the National Project Steering Committee level as well as at the community level. These maps will be available locally at the tourism office and within tourism establishments to help the tourists have a complete graphic view of the area.
- A number of stakeholder awareness meetings have been organized in Kartong to ensure the local communities appreciate the importance of environmental conservation as a catalyst for sustainable touristic activities.
- A training on recycling waste to produce crafts and manure was held from the 8th to the 10th of July 2013 in Kartong. This training sought to train women and youth from the area on how to produce manure from degradable waste and crafts for sale from non-degradable waste (plastic, bottle tops and cans).
- To enhance the sustainability of the operations of the Kartong Association of Responsible Tourism's (KART)'s office which acts as a Tourist Information Centre in the Demo Site, a computer, printer and photocopier were purchased and installed at their offices. Since Kartong does not yet have access to electricity, a solar system was also acquired and installed for the success of the tourist information centre.

#### Activities planned for the next few months include:

1. The team is embarking on mangrove plantation in selected lowlands along the river Bolong banks within Kartong with a target of planting approximately 10,000 mangrove propagates (seedlings). This exercise is to be conducted by the Try-Oyster Association in the month of September, 2013 with the mobilization of at least twenty community members.



Public clean up even at Folonko in Kartong, Gambia (Photo: COAST Project)



Community engagement workshops in Kartong, Gambia (Photo: COAST Project)



Local gin production in Ada, Ghana (Photo: COAST Project)



Coastal regeneration efforts in Ada, Ghana (Photo: COAST Project)

### 3. GHANA NEWS FROM THE ADA DEMO SITE

Ghana is one of the COAST Project participating countries that is executing activities in the Eco-tourism thematic area through collaboration with UNWTO at the Ada Demo Site. The COAST team in Ada has delivered on a number of activities in the period covering June to October 2013 that have greatly empowered the local stakeholders to benefit from the tourism industry.

**Eco-tourism News:**

- The COAST Project team in Ada has undertaken a number of awareness raising events on the importance of conservation of critical species and their habitat, and basic waste disposal in the schools in the area (24 basic schools, 3 secondary schools and 1 tertiary institution).
- To ensure the local communities support the efforts of enhancing Ada's emerging role as a sustainable tourism hub, 15 members of the local community have been educated on natural resources conservation for sustainable living and tourism promotion.
- For outreach and advocacy purposes, over 5,000 posters, brochures and flyers on sustainability issues within the tourism industry produced with support from the

COAST Project in close partnership with the Wildlife Division and the Environmental Protection Agency have been distributed in schools and communities in the area.

- Hosting the 2nd Sustainable Tourism Governance and Management Workshop which included the participation of Nigeria and the Gambia from 22nd to 24th October, 2013. During the workshop, all the three countries agreed on priority action plans for sustainable tourism governance, which will be reported on quarterly. Side meetings with each Partner Country were also held to discuss the collection of data for the documentation of key results to be sharing in 2014 prior to final project closure. The workshop also afforded the participating countries a good platform for knowledge sharing and included a field visit within the Demo site and interaction with some of the local stakeholders who have already benefitted from the COAST Project.

**Activities planned for the next few months include:**

1. The COAST project team in Ada is finalizing the process of selecting an expert who will generate maps showing sustainable tourist areas in the Demo Site.

## 4. KENYA

### NEWS FROM THE WATAMU DEMO SITE



Participants from Kenya after a participatory stakeholder assessment training workshop in Watamu (Photo: COAST Project)

Kenya is executing COAST Project activities under the three thematic areas Eco-tourism, Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/TEST) and Reef and Marine Recreation Management (RMRM).

In September 2013, a participatory stakeholder assessment was conducted to evaluate the progress in COAST Project activities at the site.

#### Eco-tourism News:

- The Eco-tourism activities in Watamu are spear headed by the Watamu Marine Association (WMA) in collaboration with local stakeholders and with technical support from UNWTO. Most of the project activities have so far been successfully implemented. Currently, revised activity includes the provision of 10 bicycles for 2 community groups, supporting agriculture and farm tourism and support to the Mida Creek Snake Farm.

#### Environmental Management Systems (EMS/TEST) News:

- To support the EMS/TEST implementation at the Watamu Demo Site, the Kenya National Cleaner Production Centre (KNPC) was subcontracted to implement three of the 5 TEST Management tools, namely Cleaner Production Assessment (CPA),

Environmental Management Systems (EMS) and Corporate Social Responsibility (CSR).

- Kenya's National Environment Management Authority (NEMA) transferred resources to KNPC for the execution of the EMS/TEST activities. The 1st mission of KNPC to carry out CPA, EMS and CSR analysis for the COAST Project's two main partner hotel namely Hemmingways Resort and Turtle Bay Beach Club transpired on the 11th - 16th of July 2013. Results of the mission included: Detailed assessment of the hotels' resource efficiency; Detailed No cost, Low cost and high cost recommendations; and Plans for implementation of the recommendations.

- Under the Environmentally Sound Technology (EST) component of the TEST methodology NEMA has started

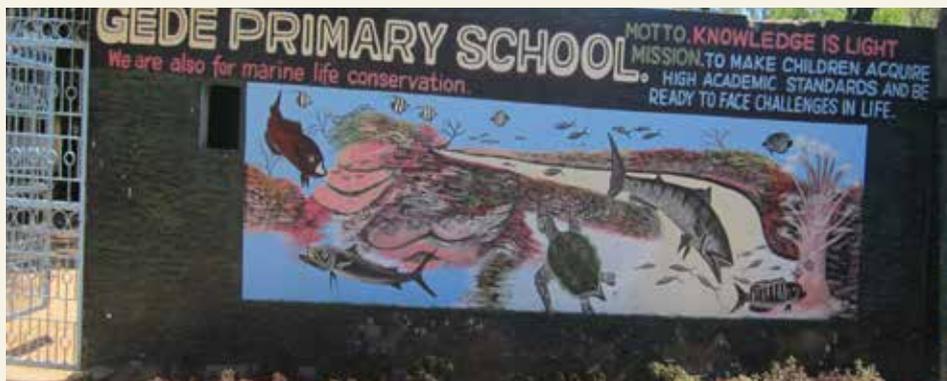
the procurement process for the Rocket Composter technology to be placed in Turtle Bay Beach Club and to be used to help farming activities of local communities. This will be the first ever installation in Kenya. Also, procurement of three bio-digesters to be distributed to Hemingways Hotel, Watamu Marine Association (WMA) and Local Ocean Trust (LOT) are in process as well.

#### Reef and Marine Recreation Management (RMRM) News:

- Through facilitation of the COAST Project team, the Demo Site Management Committee members were enlightened on some of the existing opportunities where they can access grants when the senior management of the Kenya Coast Development Project (KCDP) and the GEF Small Grants Programme (SGP) held a briefing session on fund access modalities in support of integrated community projects.

- A short film was produced on the Watamu Demo Site to share experiences and lessons on marine tourism.

- Through the COAST Project partner EcoAfrica, a community training aimed at enhancing good practices in reef and marine tour guiding activities, the "Sea through the Looking Glass Boat" training was conducted. During the training, 57 participants from 11 organizations; including boat operators, government officials and DSMC representatives from Tanzania were trained from 22nd -24th July 2013.



Environmental awareness in schools Watamu, Kenya (Photo: COAST Project)



Transect during reef assessment in Inhambane, Mozambique (Photo: COAST Project)



Tree planting activities in Inhambane, Mozambique (Photo: COAST Project)



Beacons for the Pomene land use planning exercise in Inhambane, Mozambique (Photo: COAST Project)



WED trophy winners Inhambane, Mozambique (Photo: COAST Project)

## 5. MOZAMBIQUE

### NEWS FROM THE INHAMBANE DEMO SITE

**M**ozambique is implementing COAST Project activities under all the three thematic areas i.e. Eco-tourism, Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/TEST) and Reef and Marine Recreation Management (RMRM). During the period under review, a number of activities were conducted by the COAST Project at the Inhambane Demo Site:

#### Environmental Management Systems/ Transfer of Environmentally Sound Technology (EMS/TEST) News:

- In Inhambane, the EMS/TEST participating institutions (Bay View Lodge and Dino's Bar) hosted the 1st mission from the Mozambique National Cleaner Production Center (MNCPC). Resulting from this mission are Cleaner Production Assessment reports with no-cost, low-cost and high cost recommendation for the hotel and enterprise partners to implement.

#### Reef and Marine Recreation Management (RMRM) News:

- Carried out a seafood survey in collaboration with All Out Africa and Eyes on the Horizon among restaurants and hotels to determine what marine species are being bought and consumed in the TBT area.

- Carried out participatory mapping with stakeholders to identify key marine sensitive areas and options for improved management.

- A short film was produced on the TBT Demo Site to share experiences and lessons on marine tourism.

#### Activities planned for the next few months include:

1. Continued organization of stake holder awareness raising workshops with plans for the production of 9 sign boards for environmental sensitization for the TBT area.



The members of the Inhambane Demo Site Management Committee posing for a photo (Photo: COAST Project)



An ancient slave market in Badagry, Nigeria (Photo: COAST Project)



Clean beaches in Badagry, Nigeria  
(Photo: COAST Project)



The Tourism Focal Point awarding a tour guide trainee  
Badagry, Nigeria (Photo: COAST Project)

## 6. NIGERIA

### NEWS FROM THE BADAGRY DEMO SITE

Nigeria is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO. During the period between June and October 2013, the COAST team at the Badagry Demo Site undertook a number of activities.

#### Eco-tourism News:

- The COAST team in Badagry facilitated a number of capacity building trainings aimed at enhancing their capacity to generate revenue from eco-tourism activities through skills such as making and selling crafts and curios in the Demo Site. These trainings covered coconut crafts, bamboo crafts, beads and textiles. They benefitted a total of 136 participants mainly from the local community members.

The process of mapping out the Demo Site commenced, with the identification of a mapping expert, who will generate detailed maps of Badagry, showing all the key touristic attraction sites (Hotels, Heritage sites, Government establishments, markets and other landmarks).

**As a result of the COAST Project capacity building activities, the following have been achieved for the local communities:**

1. Through working to ensure that communities are involved in, and benefit from, tourism, improved local economic benefits to the communities in Badagry.
2. Through souvenirs creation and marketing, a significant number of local employment opportunities have been created.
3. The diversification of livelihoods by creating additional and alternative sources of income in the tourism sector.

## 7. SENEGAL

### NEWS FROM THE SALY DEMO SITE

Senegal is executing COAST Project activities under the Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/TEST) thematic area. This particular thematic area, similar to the other three EMS thematic countries, utilizes UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology through working with five hotels at the Saly Demo Site (Les Filaos Hotels, Lamentin Hotels, Bougainvillees Hotels, Palm Beach Hotels and Teranga Hotels) to implement the 5 TEST tools.

#### Environmental Management Systems (EMS/TEST) News:

- Within the EMS/TEST thematic area, all the five hotels under this collaboration signed commitment letters to work with UNIDO to apply the 5 tools of the TEST Methodology. They also participated in the first phase of the audit missions of the energy efficiency resulting in a number of key recommendations for the hoteliers to implement to bring about environmental and economic benefits.

- Under the Environmentally Sound Technology (EST) component of the TEST methodology, the COAST Project will be acquiring a bio-waste mini-composter to be managed by SAPCO for support to the hotels in managing the biodegradable wastes such as food waste, green waste, paper sludge and wood.

- The COAST team in Saly has also concluded the analysis of all regulatory issues for EMS/TEST as applicable to hotel installations. The analysis covered issues such as water, waste, air, noise, health and safety, risk technology, chemicals and pressure vessels. These issues will be tackled in a series of trainings with the hotels to ensure environmental protection issues are mainstreamed within their operations.

#### Sustainable Tourism Governance and Management (STG&M) News:

- The COAST team in Saly also finalized the process of developing an action plan for governance and sustainable management of tourism in the coastal zone of Senegal.

- The community support component of the COAST Project in Saly includes actions to support the EMS through provision of technical assistance in the city of Saly and the craft village. In this regard, hotels in the area continue to receive support especially on how to design and implement the Corporate Social Responsibility (CSR) initiatives, through which they can connect more with local communities.

#### Activities planned for the next few months include:

1. Commencement of the mapping of the demonstration site with the recruitment of a local mapping expert to generate maps of the demo site to show all the key touristic and geographical landmarks of the site.



'Think.Eat.Preserve' food campaign Saly, Senegal (Photo: COAST Project)



Public environmental activities Saly, Senegal (Photo: COAST Project)



Lecture on food preservation in Saly, Senegal (Photo: COAST Project)



Traditional dhows in Bagamoyo, Tanzania (Photo: COAST Project)

## 8. TANZANIA

### NEWS FROM THE BAGAMOYO DEMO SITE

Tanzania is one of the three countries that are implementing COAST Project activities under all the three thematic areas i.e. Eco-tourism, Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/TEST), and Reef and Marine Recreation Management (RMRM). In the period under review, Tanzania successfully hosted the 5th COAST Project Steering Committee that brought together 38 project participants from all the nine partner countries including representatives from UNEP, UNIDO, UNWTO, EcoAfrica and representative from the Nairobi Convention.

#### Eco-tourism News:

- The project is implementing activities under the Eco-tourism thematic area in Dunda, Kaole and Mlingotini villages in Bagamoyo District. These activities are aimed at increasing community awareness on the potential of tourism and biodiversity conservation, increasing income generation from activities and enhanced local entrepreneurship, improving services delivery, and improving beach and marine environment.

#### Environmental Management Systems (EMS/TEST) News:

- The Hotels that have committed to implement the UNIDO TEST Methodology include the Millennium Hotels (Millennium Old Post Office and Millennium Sea Breeze), Oceanic Hotel and Resort, Bomani Beach Bungalows and the Bagamoyo Beach and

Country Club.

- The Cleaner Production Center of Tanzania (CPCT) conducted their first mission on the first week of October, which was concentrated on an initial “Walk-through”, to be followed by an in depth Cleaner Production Assessment and necessary trainings that will be identified.

- Under the Environmentally Sound Technology (EST) component of the TEST methodology, the Bagamoyo District Council, in partnership with private sector partners involved in the EMS/TEST implementation and the Tanzania Vice President’s Office (VPO) are working on the procurement of 20 solar street lamps to be installed in Bagamoyo to demonstrate a best available practice for lighting, that is not detrimental to the environment and natural resources and that in turn can help improve the tourism industry and local community.

#### Reef and Marine Recreation Management (RMRM) News:

- A beach cleanup involving DSMC members, local community organizations and private sector and government agencies was held on the 20th September as part of International Coastal Clean-up.

- A local tour guide training aimed at enhancing good practices in reef and marine tour guiding activities, was conducted on the September 2013 to raise awareness and develop capacity among local tour guides in Bagamoyo.

- A short film was produced on the Bagamoyo Demo Site to share experiences and lessons on marine tourism.



Community engagement in mangrove re-planting in Bagamoyo, Tanzania (Photo: COAST Project)

# GALLERY



Group photo of the 5th Steering Committee Meeting held in Bagamoyo, Tanzania from 23rd to 28th September 2013 with participation of 38 partners (UNEP, UNWTO, UNIDO, EcoAfrica and representatives from nine participating countries) (Photo: COAST Project)



Recycling waste. Saly, Senegal (Photo: COAST Project)



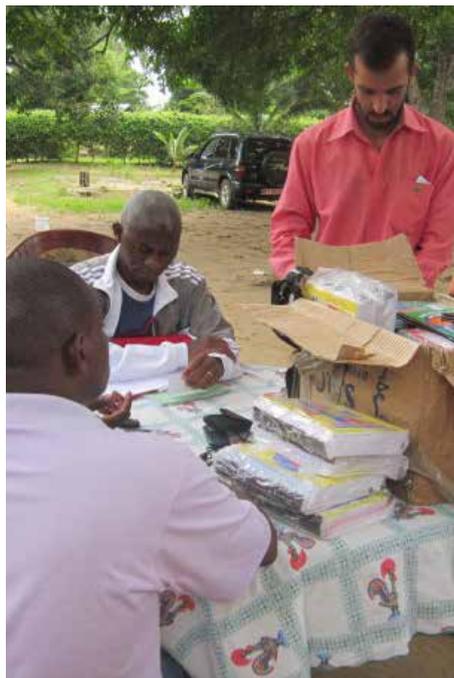
Stakeholder meeting. Kartong, Gambia (Photo: COAST Project)



Waste collection. Saly, Senegal (Photo: COAST Project)



Coral reefs. Bagamoyo, Tanzania (Photo: COAST Project)



Publicity materials. Kribi, Cameroon (Photo: COAST Project)



Seahorse Inhambane, Mozambique (Photo: Tibe Hamman)



Aerial view of Seychelles (Photo: COAST Project)



Historic slave museum. Badagry, Nigeria (Photo: COAST Project)



# GALLERY



Collected waste. Kribi, Cameroon (Photo: COAST Project)



Waste collection efforts. Ada, Ghana (Photo: COAST Project)



Land use planning. Pomene, Mozambique (Photo: COAST Project)



Waste collection. Ada, Ghana (Photo: COAST Project)



Mangrove re-generation. Bagamoyo, Tanzania (Photo: COAST Project)



Water project beneficiaries. Watamu, Kenya. (Photo: COAST Project)



Crafts training workshop. Badagry, Nigeria. (Photo: COAST Project)



Mr. Haroon Papu Chair of Chipande Water Project. Watamu, Kenya. (Photo: COAST Project)



Mangrove re-planting. Bagamoyo, Tanzania. (Photo: COAST Project)



Fishing in Kartong, Gambia. (Photo: COAST Project)



Land use planning. Pomene, Mozambique. (Photo: COAST Project)





# REEF AND MARINE RECREATION MANAGEMENT

INTERVIEW WITH  
**DR. FRANCOIS ODENDAAL**  
CEO ECOAFRICA

**D**r. Francois Odendaal is the Chief Executive Officer of EcoAfrica, the UNIDO sub-contracted thematic leader for the Reef and Marine Recreation Management (RMRM) thematic area across three countries (Kenya, Mozambique and Tanzania). Based in Pretoria, South Africa, Prof. Odendaal leads a team of experts providing RMRM support to the three COAST Project countries.

In this interview Dr. Odendaal shares with us the progress in implementation of the RMRM Thematic area of the COAST Project and how it contributes to the future of sustainable Coastal Tourism in Africa.

**1** Please explain to our readers about EcoAfrica and its particular role in the implementation of the COAST Project in East Africa.

EcoAfrica is an interdisciplinary team of highly skilled professionals that focuses on environmental and social issues and processes. The consulting team is supported by a group of full-time administrators, researchers, IT specialists and financial managers. EcoAfrica has independently registered companies in Southern and Eastern Africa. Since 1988, EcoAfrica has accumulated vast experience in environmental management, integrated conservation and development, and related fields. We try our best to assist people and projects that are in pursuit of sustainable and equitable outcomes.

EcoAfrica has a long history of close collaboration with many of the UN agencies on a wide variety of projects and initiatives that goes back to the previous century, so to speak. The company has facilitated the development of projects and has also worked to implement numerous GEF-funded initiatives throughout Africa. EcoAfrica was sub-contracted by UNIDO to implement the

Reef and Marine Recreation Management (RMRM) Thematic Area of the COAST project in May 2011. We are working in three of the partner countries: Mozambique, Tanzania and Kenya.

At the inception of the RMRM activities of the project, our first task was to understand the existing COAST project arrangements and how the company could best implement the RMRM activities within the already-established project framework that was created at the start of the COAST project in 2009. It's not always easy to fit into a project that is already up and running and use structures that were established before you entered the scene. However, we tackled the project with great enthusiasm and found much support for the project in the Demo Site Management Committees. Then the mid-term evaluation of the broader COAST project was carried out in December 2011. The project was then realigned to meet its intended objective of reducing the harmful impacts of sustainable tourism practices to the coastal ecosystems, and a process was introduced to identify and integrate Best Available Practices and Best Available Technologies (BAPS/BATs) into the project. EcoAfrica aligned the original project

activities to this process and put in place additional project management measures to assist implementation. These extra steps included identification of further staff capacity within EcoAfrica and establishing clear actions for implementation. We continue to streamline our activities and work in coordination with the Environmental Management Systems (EMS) and Eco-tourism thematic areas.

**2 This is the final year of project implementation. What are some of the results that are emerging from the implementation of EcoAfrica’s work in the RMRM thematic area of the COAST Project?**

In retrospect, I wish EcoAfrica had been brought earlier into the project. It is not easy to make things happen on the ground in a short period of time (three years now). Nonetheless, some results that are emerging from project implementation at the regional level include:

- Identification of some sound BAPs/BATS, identification and mapping of key sensitive marine areas and capacity building of local

stakeholders in boat-based tourism that included Tanzanian and Kenyan participants. This served to facilitate dialogue and information sharing between the two demo sites, raise awareness of the importance of maintaining healthy marine and coastal ecosystems and promote sustainability within the industry.

- EcoAfrica is also developing a video for the RMRM thematic area that can be used to highlight some of the issues and opportunities related to coastal tourism and marine recreation and to support sustainable tourism development in the region. Footage has already been collected at all three of the Demo Sites, including footage of reef assessments and of some of the positive and negative aspects of marine recreation. Once completed, this will provide a useful tool for management of the industry into the future. EcoAfrica has worked to identify additional local partners to assist with issues faced by decision-makers both within and beyond the Demo Sites. The team has also provided input into the sustainable seafood event held by the Marine Stewardship Council (MSC) in Zanzibar earlier this year. Efforts are now becoming geared toward the

development of sustainability plans that will target the demo site areas. These plans must be as simple as possible, realistic in terms of them being implemented and must fit into the specific context of each demo site. If they cannot be implemented, they will not be worth the paper they are written on.

At the three Demo Sites, we have completed the baseline research, which was done to provide an insight into each of the demo site contexts to identify key issues and opportunities. Preliminary reef assessments have also been done in each of the Demo sites to pilot potential assessment techniques for future management and monitoring of the sensitive sites and also to gain an insight into some of the sensitive areas. Mapping of the extent of demo site was done to indicate the area within which the RMRM activities are taking place. Participatory mapping has also been done in collaboration with a wide range of stakeholders at each Demo Site to identify areas of use and concern. This will also provide a basis for the mapping of the sensitive marine ecosystems identify options for improved management of marine tourism in the Demo Sites.



Red Spine Starfish off the coast of Bagamoyo Demo Site in Tanzania (Photo: COAST Project)

**3 What are some of the challenges affecting project implementation and how can they be addressed effectively?**

Challenges include lack of cooperation among the players working at the local level, such that the number and diversity of development initiatives, research efforts and actors does not always result in harmonious partnerships. Another problem results from the uncertainty of the tourism industry following the global economic decline which makes planning efforts a little difficult to manage. The context of the project activities within the three very different East African Demo Sites has highlighted the importance of understanding each unique context and identifying locally relevant and viable innovations and solutions.

Some of the main challenges to the project are inherent to the pressures of large donor-supported initiatives including coordination among the different thematic areas, high reporting requirements and meeting the needs of the project while still trying to ensure relevant implementation at the local level. By adopting a collaborative approach and focusing on achieving priorities identified by the DSMC, the RMRM team has hopefully overcome most of these challenges.

Some logistical challenges were encountered in the surveying and mapping exercises, including poor weather conditions, a lack of availability of necessary equipment in Bagamoyo and delays in obtaining and verifying data that is provided through different sources. The team has continued to address these challenges and strives to identify alternatives and creative solutions where possible.

**4 The main impetus of the COAST Project is identifying local Best Available Practices/Technologies in managing the impacts of land-based pollution emanating from tourism activities. From your work in the RMRM thematic area, how can this be achieved in East Africa, and even beyond the geographic scope of this project?**

We all know that healthy marine ecosystems are central to the lives of the local coastal

inhabitants in the Demo Site areas. Fishing is a key subsistence activity for many families while the growing tourism industry brings opportunities for improved livelihood but also brings negative impacts to the socio-cultural traditions and to the natural marine and coastal environments. Some of these negative impacts include ecosystem degradation and transformation from poorly planned coastal development or unmanaged tourism activities in sensitive areas, over-utilisation of limited natural resources, an increase in land-based sources of pollution from increased waste generation, and disturbance of marine wildlife by increased number of visitors and poorly managed behaviour. There may also be potential for conflicts between local resources users and visitors if tourism is not developed and managed sustainably.

Attempts have been made to understand these negative impacts through targeted research and monitoring, and to mitigate some of the impacts from tourism activities in the project areas through the use of Best Available Practices and Best Available Technologies (BAPs/BATs). For instance, advances have been made in the development of Codes of Conduct in both Watamu and the Mozambique (TBT) Demo Site for ensuring that tour operators observe responsible practices that will reduce their impact on marine ecosystems and species. Some private operators are also recognizing the importance of self-regulation within the industry to try to reduce the impacts of destructive recreational activities.

There are also efforts to support local management and conservation of sensitive reef ecosystems through establishment of locally managed marine areas. Targeted research on the sensitive marine ecosystems in the areas could provide a useful basis for informed decision-making. All these advances need to continue within a well-planned and coordinated framework. To ensure that the double-edged sword of coastal tourism in East Africa is properly managed to reduce the potential negative impacts, and that it serves rather to provide benefits to the local economy, it is essential that there is meaningful collaboration among authorities, local residents and resource users, and the tourism industry.

**5 Sustainability Plan: From your experience working in this sector, how would you like the COAST Project activities to continue beyond the scope of the COAST Project life?**

Here we need to get as close to the ground as possible, and always remember that implementation of plans closely relate to local realities. Eco Africa's approach has always been one of collaboration and participation so all activities that are undertaken are done in the most participatory way possible. During our engagement with the COAST project, we have worked hand-in-hand with members of the DSMC and local stakeholders from each Demo Site in all activities to ensure that knowledge and information is shared. For instance, In Bagamoyo, Muhisini Malekela, a member of the DSMC participated in the preliminary reef surveys.

We are also working very closely with local NGOs and CBOs to implement capacity building activities. For instance for the preliminary reef surveys at the TBT Demo Site in Mozambique, we were assisted by Kudzi Guicome, a very capable young member of the local SCUBA Diving association, Bitonga Divers. In Kenya, Watamu Marine Association (WMA) was sub-contracted to carry out training of tour guides promoting best practices in glass-bottom boat tours.

For the development of the Sustainability Management Plan, the RMRM team will endeavour to have a high degree of consultation with local stakeholders and to ensure that the plan is locally entrenched within the existing planning framework for each site. We will also highlight the priority needs for implementation of the activities within the plans once the COAST project has closed and attempt to identify potential partners for support. Here the big lesson is that short-term projects will fall short of achieving the sustainability that is so sought-after. Five years is too short. One needs projects that are much longer, and where transfer to local entities can be illustrated over a ten-year period at least.

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# SHOWCASING LESSONS AND EXPERIENCES

## FROM THE BENGUELA CURRENT COMMISSION

By Claire Attwood

### OVERVIEW

The COAST Project is working to showcase some of the emerging best practices and examples that seek to demonstrate the fact that sustainable coastal tourism in Africa can indeed be achieved. In this Newsletter Edition, we showcase the work of the Benguela Current Commission (BCC), a multi-sectoral inter-governmental initiative of Angola, Namibia and South Africa. In June, 2013 the COAST Project and the BCC held a twinning event supported by the GEF where closer ties and agreements for mutual cooperation in knowledge sharing were designed and adopted.

### OVERVIEW ON THE BENGUELA CURRENT COMMISSION

The Benguela Current Commission (BCC) is a multi-sectoral inter-governmental initiative of Angola, Namibia and South Africa to promote the sustainable management and protection of the Benguela Current Large Marine Ecosystem (BCLME). It provides a vehicle for the aforementioned three countries to introduce an 'ecosystem approach to ocean governance' to jointly work together to tackle issues that affect the surrounding marine environment. The BCC is the first commission in the world to deal with the Large Marine Ecosystem (LME) management approach to ocean governance. The commission is focused on the management of shared fish stocks; environmental monitoring; biodiversity and ecosystem health; the mitigation of pollution; and minimizing the impacts of offshore mining and oil and gas production. Sound environmental governance and training and capacity building are at the forefront of its agenda.

The BCC provides a vehicle for Angola, Namibia and South Africa to introduce an "ecosystem approach to ocean governance".

This means that, instead of managing living and non-living resources at the national level, the three countries work together to tackle problems that affect the marine environment.

### INSTITUTIONALIZING OCEAN GOVERNANCE IN A REGIONAL SETTING: THE BENGUELA CURRENT CONVENTION CONCEPT

The Benguela Current Commission was established in January 2007 via an Interim Agreement that was signed by the three aforementioned countries. On 18 March 2013, the governments met again to sign the Benguela Current Convention, a groundbreaking environmental treaty that entrenches the Benguela Current Commission as a permanent inter-governmental organization.

All three participating governments have agreed to ratify the Convention by the end of 2013. During the process of ratification, each country will review the text of the Convention, making sure its contents are consistent with national laws and policies. The Convention's text captures the countries' intention to conserve and manage the BCLME jointly, for the benefit of present and future generations. The countries will

then present the Convention to their heads of state for signature. The Benguela Current Convention will come into force 30 days after it is ratified by each Party.

### GLOBAL PARTNERSHIPS FOR BALANCING INDUSTRY AND SOUND ENVIRONMENTAL MANAGEMENT

This is no easy task given the fact that the Benguela is richly endowed with both living and non-living resources, including important commercial fisheries, substantial reserves of oil, gas and other minerals, like phosphates. The challenge facing the Benguela Current Commission is to balance the benefits of economic activities like oil and gas extraction with sound environmental management practices. One of the ways in which the BCC is confronting this challenge is by funding and supporting comprehensive science, training and capacity building programmes.

### SOME STRATEGIC APPROACHES OF THE BCC INCLUDE:

- Research Projects on Marine and Coastal Resources: Generous funding for the BCC Science Programme has been secured from the government of Norway and a number



The Benguela Current Large Marine Ecosystem, or BCLME, is an area of ocean space stretching from Port Elizabeth in South Africa to the province of Cabinda in the north of Angola. The BCLME is regarded as one of the richest ecosystems on earth, with ecosystem goods and services estimated to be worth at least USD269 billion per year. Offshore oil and gas production, marine mining, coastal tourism, commercial fishing and shipping are some of the most important industrial activities that take place in the region.

*.....“The challenge facing the Benguela Current Commission is to balance the benefits of economic activities like oil and gas extraction with sound environmental management practices.”.....*

of research projects that are designed to improve understanding of the marine and coastal resources of the Benguela, are underway.

- **Capacity Building and Trainings:** The Icelandic development agency, ICEIDA, supports the implementation of the BCC’s Training and Capacity Building Strategy and the European Union has provided a grant to fund the ECOFISH project which is expected to modernize and improve the management of key marine fisheries in Angola, Namibia and South Africa. Other supporters include the Food and Agriculture Organization of the United Nations, through its EAF-Nansen project, and the global conservation organization WWF.

The BCC Institutional Capacity Development: In tandem with the Science, Training and Capacity Building programmes, the BCC is implementing a project to test and strengthen the structure and efficiencies of the Commission. Formally titled “Implementation of the BCLME Strategic Action Programme for restoring depleted fisheries and reducing coastal resources degradation”, the four-year initiative is usually referred to as the “SAP-IMP project”. Its objective is to implement the BCLME Strategic Action Programme (SAP) for the development and adoption of an effective trans-boundary LME management structure. The SAP Imp project is funded by the Global Environment Facility which, together with United Nations Development Programme (UNDP), has played a key role in building the

BCC as an institution.

- **Improved Trans-boundary Governance through Policy Support:** The SAP-IMP project is working towards this goal by assisting the three countries to review and harmonize national policies, legislation and operational practices to ensure a regional trans-boundary management approach to the LME. Support is also provided for capacity building, the adoption of appropriate financial mechanisms, and more effective stakeholder participation across all sectors, with a specific emphasis on community and civil society involvement.

The BCC as a model for sustainable Large Marine Ecosystem (LME) ocean governance The Benguela Current Large Marine Ecosystem is one of the richest ecosystems on earth and an asset of global significance. The permanent establishment of the Benguela Current Commission bodes well for the future management of the ecosystem, and the wellbeing of the people of the region. This model, if effectively institutionalized and supported, has the potential of developing into a sound model for the governance of large trans-boundary marine ecosystems in Africa, and indeed the world.

Once it is ratified, the Benguela Current Convention will commit Angola, Namibia and South Africa to:

- Preventing and eliminating pollution and taking steps to protect the marine

- ecosystem against any adverse impacts;
- Undertaking environmental impact assessments for activities that might have negative impacts on the marine and coastal environment;
- Collecting, sharing and exchanging data;
- Where possible, reversing and preventing habitat alteration and destruction;
- Protecting vulnerable species and biological integrity;
- Improving human capacity and infrastructure.

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Global partnerships for balancing industry and sound environmental management

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A worker separates oyster spat at a Namibian oyster farm. Aquaculture, shipping, coastal tourism, commercial fishing, marine mining and oil and gas production are the main economic activities in the BCLME.

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**SOME STRATEGIC APPROACHES OF THE BCC INCLUDE:**

- Research Projects on Marine and Coastal Resources: Generous funding for the BCC Science Programme has been secured from the government of Norway and a number of research projects that are designed to improve understanding of the marine and coastal resources of the Benguela, are underway.
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Bernhard Esau, Minister of Fisheries and Marine Resources in Namibia, Edna Molewa, Minister of Water and Environmental Affairs in South Africa and Victoria de Barros Neto, Minister of Fisheries in Angola, exchange signed copies of the Benguela Current Convention.



Fishing boats lie at anchor at the foot of Table Mountain in Cape Town. Tourists flock to attractions such as Table Mountain, but other activities, such as commercial fishing, also bring economic benefits to the countries of the Benguela Current Large Marine Ecosystem.

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For more information about the Benguela Current Commission, please visit [www.benguelacc.org](http://www.benguelacc.org) Or alternatively contact Ms. Claire Attwood [claire@fishmedia.co.za](mailto:claire@fishmedia.co.za)

# COAST

COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM



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