



**Report on Joint PERSGA  
Regional Training Course on ICZM and Sustainable Tourism  
Hurghada, Egypt: 4-6 December 2006**

**Venue and Participants**

The **Regional Training Course on ICZM and Sustainable Tourism** was held jointly between PERSGA, UNEP/ROWA and UNESCO in the PERSGA/MEMAC Building in Hurghada (Egypt) during the period 4-6 December 2006. In addition to representatives from PERSGA, the course was attended by participants from Djibouti, Egypt, Jordan, Saudi Arabia, Sudan and Yemen in addition to four other participants from GEF projects in Africa (Kenya, Madagascar, and Nigeria) supported by IW:LEARN. The course was led by three consultants from DLIST – Benguela (Distance Learning and Information Sharing Tool) led the course (Annex 1: List of Participants).

**Objectives of the Training Course**

The purpose of the training is to improve the capacity of environmentalists, NGO's, and tourism stakeholders in planning coastal tourism so that it can be sustainable, and acts as a financing option in the long term coastal management process.

**Methodology**

- The lead trainer of the Course was **Prof. Francois Odendaal**, Chief Technical Advisor for DLIST, Cape Peninsula University of Technology (CPUT) assisted by both **Mr Maciej Hrabar** who is qualified in environmental management and **Mr Rean van der Merwe** who works largely in the tourism marketing and Information Communications Technology (ICT) sector.
- In addition to the main topics of the course short presentations on ICZM and ecotourism were presented by participants.
- Small Working Groups discussions were held on coastal tourism issues in PERSGA Countries.
- Field visit to Giftun MPA was made to allow participants see an example of MPA use by tourists without disturbance to the marine and coastal areas. Negative impacts of tourism, role of planning in tourism and management needs for ICZM were discussed during the field visit.
- The workshop was conducted mainly in English. Training materials and handouts were provided to participants in CDs.

**The Course Programme**

The following topics were addressed in accordance with the programme of the course (Annex 2):

- Summary of Trend and Issues - 'Flagging' Possible Solutions
- Tourism as an Economic Generator



- Negative Impacts of Tourism
- Cost of protecting culture and environmental services
- NGO role in ICZM
- Mitigation Tools and Approaches: EIA & Strategic Environmental Assessment (SEA)
- Financial aspects of ICZM and environmental services - Partnerships and other mechanisms
- Designing a public awareness and information dissemination (PA&ID) campaign for sustainable coastal use, including tourism
- Need for information sharing, ICT and other tools

### **Recommendations of the Course/Workshop**

The course/workshop was conducted in a highly participative manner under the leadership of the lead trainer, Prof Francois Odendaal from DLIST-EcoAfrica. The full details of the course, including list of participants, details of course/workshop sessions, etc. can be viewed on [www.persga-tourism.com](http://www.persga-tourism.com) which was provided by DLIST-EcoAfrica team.

The following Recommendations were formulated by DLIST-EcoAfrica team in accordance with their key observations that may impact on future activities of a similar nature orchestrated by PERSGA (Annex 3).

1. *Design a comprehensive training plan for the PERSGA region, covering all aspects of tourism development that can be rolled out over a five-year period;*
2. *Develop a ToR for a situational analysis and commission the study;*
3. *develop a ToR for a regional strategic plan and commission the plan, its delivery relying on a mixture of local, regional and international expertise and perspectives.*
4. *Define the precise role of PERSGA, country government and the diverse private sector in tourism development through a workshop designed for this purpose;*
5. *Define 'burning issues' of a transboundary nature and identify relevant role players that can effectively address these issues, and bring them together in an independently mediated workshop;*
6. *Apart from instigating the above-mentioned work, it is important to always bear in mind the differing degrees of tourism development, capacity, etc. at the country level.*
7. *Repeat the current workshop as a preparatory workshop for a regional initiative but with better defined aims and a broad-based audience representing all sections of the industry, from governments to local operators.*
8. *Design a ToR for an interactive knowledge management and information sharing platform for the PERSGA region, and start building the KM system.*

### **Closure of the Training Course**



At the end of the course evaluation forms of the course were filled by participants followed by presentation of certificates.

The course was closed by short speeches by representatives of PERSGA and the Lead Trainer.

**The Training Course Expenditure**

The total expenditure of the course was US \$ 40,000 (Annex 4).

PERSGA provided all logistic support plus US \$ 25,000 in cash.

The UNEP/ROWA commitment is US \$ 15,000 in accordance with the Letter of Agreement (LOA) between PERSGA and UNEP/ROWA and further agreements between the two organizations.



Annex 1.

Regional Training Workshop on ICZM & Sustainable Tourism  
Hurghada, Egypt- 4-6 Dec 2006

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### Trainers

Francois Odendaal	South Africa		<a href="mailto:francols@ecoafrika.co.za">francols@ecoafrika.co.za</a>	CEO	DLIST-Bengula
Rean van der Merwe	South Africa		<a href="mailto:rean@ecoafrika.co.za">rean@ecoafrika.co.za</a>	ICT-Specialist	DLIST-Bengula
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### PERSGA (Supervision)

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**Annex 2.**

**Regional Training Workshop  
on ICZM and Sustainable Tourism**

**Hurghada  
4 - 6 December 2006**

**Programme of the Course**



Day One	
08:00	Registration
08:30	Opening and Welcome Rear Admiral M. Genina – PERSGA/MEMAC
08:45	Introduction of Participants
09:00	Introduction to the Course <i>Francois</i>  Expectations of the Course <i>Participants</i>
10:00	PERSGA Presentation <i>Dirar</i>
10:30	Tea/coffee Break
10:50	Global Overview of Tourism and ICZM with special reference to participants' countries <i>Francois and participants</i>
13:00	Lunch
14:30	Coastal Tourism Issues in PERSGA countries – <i>Working Groups</i>
16:30	Short Tea/coffee Break
16:45	Summary of Trend and Issues 'Flagging' Possible Solutions <i>Francois and participants</i>
17:30	Summary of Day
18:00	Closing





Day Two	
08:00	Summary of Day 1
08:15	Tourism as an Economic Generator <i>Maciej</i>
09:00	Negative Impacts of Tourism <i>Francois and participants</i>
9:30	Cost of protecting culture and environmental services <i>Francois and Maciej</i>
10:00	NGO role in ICZM <i>Aymen Tahir</i>
10:30	Tea/coffee Break
10:50	Mitigation Tools and Approaches: <ul style="list-style-type: none"> <li>• Environmental Impact Assessment (EIA)</li> <li>• Strategic Environmental Assessment (SEA)</li> </ul> <i>Francois and Maciej</i>
13:00	Lunch – on field trip
14:00	Field trip, including <ul style="list-style-type: none"> <li>- Negative impacts of Tourism</li> <li>- Role of planning in Tourism</li> <li>- Management needs for ICZM</li> </ul>
17:00	Trip to bazaar
18:00	Close



Day Three	
08:00	Summary of Day 2
08:15	Financial aspects of ICZM and environmental services Partnerships and other mechanisms <i>Maciej</i>
09:00	Balancing the equation <i>Francois</i>
09:30	Designing a (PA&ID) <sup>1</sup> campaign for sustainable coastal use, including tourism <i>Rean</i>
10:00	Need for information sharing, ICT and other tools <i>Rean and Francois</i>

10:30	Tea/coffee Break
10:50	DLIST Toolkit <i>Rean</i>
11:15	Workshop specific information sharing needs - examples from PERSGA countries <i>Participants</i>
13:00	Lunch
14:30	Wrapping up, summary
15:30	Tea/coffee Break
16:00	Certification, evaluation and acknowledgements
17:00	Closing

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<sup>1</sup> Public Awareness and Information Dissemination (PA&ID)



## Annex 3

### Concise Workshop Report by DLIST-EcoAfrica team

#### Concise Workshop Report

1. Training on ICZM and Sustainable Tourism was delivered by the DLIST-EcoAfrica team to PERSGA country participants in Hurghada, Egypt, from 4-6 December, 2006. The lead trainer was Prof Francois Odendaal, and the course/workshop was conducted in a highly participative manner. The full details of the course, including list of participants, details of course/workshop sessions, etc. can be viewed on [www.persga-tourism.com](http://www.persga-tourism.com). The workshop/course was the first one conducted by PERSGA in the region. The purpose of the current report is to convey in a concise manner key observations made by the DLIST-EcoAfrica team that may impact on future activities of a similar nature orchestrated by the PERSGA organization. Each paragraph below contains one major observation followed by one recommendation in italics;
2. The trainers by and large 'discovered' a diverse and resourceful audience in the course participants, and found the PERSGA team to be a professional and effective support system from beginning to the end of the training course/workshop. The main comment on the workshop is that it served mostly as a 'buffet of samples' that provided participants with some knowledge on many aspects of tourism development as well as very important overall perspectives. Further workshops should focus on particular aspects of tourism development, for instance tourism vision development (regionally as well as nationally), policy development and legal and regulatory frameworks, Environmental Impact Assessment (EIA), product development and marketing, and so forth. A training schedule for the region should at least in part be informed by the studies mentioned in the paragraphs 3 and 4 below.  
*Recommendation: design a comprehensive training plan for the PERSGA region, covering all aspects of tourism development that can be rolled out over a five-year period;*
3. From interactions with, and between participants it became clear that there are significant differences in terms of tourism development between various PERSGA countries. These differences are reflected in terms of level and scale of tourism development, management



structures that are in place and functioning, current and emerging development opportunities as well as obstacles to attaining sustainability, and the availability and quality of local experts who can contribute to sustainable tourism development. A simple yet carefully designed situational analysis of the PERSGA countries that qualify and quantify the state of tourism development in each country will undoubtedly provide a very useful basis for future interventions and assistance at a regional as well as country level. Rather than an academic treatise, the study should focus sharply on country attributes that will inform specific and necessary future actions to be taken.

*Recommendation:* develop a ToR for a situational analysis and commission the study;

4. The PERSGA countries contain tremendous diversity (not generally known to the outside world); yet they also share some very important 'flavours' embedded in history, religion, cultural and natural attributes, landscape and the 'essence' of the region. Collectively the countries of the PERSGA region can form one mega-destination that has a wide range of attraction to offer to the outside world. These include various forms of community-based tourism, various types of nature-based tourism, cultural tourism, historical tourism and most other types of tourism. The PERSGA countries will therefore benefit from a Strategic Plan for Tourism Development for the PERSGA Countries that can provide broad frameworks and guidelines for the regional tourism development, as well as provide mechanism for countries to learn from one another to avoid repetition of past mistakes or duplication of certain attractions. Such a Strategic Plan can also define commonalities that can benefit from collaboration (regional marketing, responsible tourism guidelines, etc.) and appropriate intervention by the PERSGA team.  
*Recommendation:* develop a ToR for a regional strategic plan and commission the plan, its delivery relying on a mixture of local, regional and international expertise and perspectives.
5. While the production of a Strategic Plan will bring the opportunity to develop an overall tourism vision for the region, facilitated by PERSGA and one which national governments can endorse, it is clear that any practical implementation will have to be on smaller scale. A well publicised, shared vision and strategy can do much to guide downstream policy development, and can be an asset in tourism marketing as well as development at a country and even at a local level. PERSGA will be in an ideal position to monitor, identify areas of critical impact and suggest or attempt mitigations - especially where the problem is not localised, but transboundary. Countries can be assisted to develop or refine tourism policies that will provide ample space for the private sector (including entrepreneurs at the local and indigenous



community level) to drive tourism development under the broader leadership of country governments (at the policy level) and PERSGA (at the strategic and regional level). Recommendations: *define the precise role of PERSGA, country government and the diverse private sector in tourism development through a workshop designed for this purpose;*

6. Clearly there are a number of transboundary tourism issues, ranging from marketing and 'destination building' to highly practical ones that require immediately attention, such as Egyptian operators diving in the Sudan. It will be important to find a practical mechanism by which this can be co-managed. Attention needs to be focused on resolving key issues, and making the best of opportunities - not purely on policy and "general" regional co-operation. There was for instance little that the team assembled at our workshop could have done practically speaking about many of the transboundary problems that were highlighted - people were from divergent backgrounds and did not necessarily have the mandates to be involved. PERSGA can wait for the studies proposed in paragraph 3 and 4, or, as an emergency measure, transboundary issues and problems can be defined in a short study that takes a 'burning issues' type of approach. Relevant role players that can act upon these issues can then be identified and brought together in a practically oriented workshop. Recommendation: *define 'burning issues' of a transboundary nature and identify relevant role players that can effectively address these issues, and bring them together in an independently mediated workshop;*
7. Any chain is as strong as its weakest link. Differences between individuals and even countries were obvious; however, those countries with the largest tourism industries should not necessarily be considered to be the 'most advanced' in terms of *sustainable* tourism development. Such differences can be qualified and quantified in the situational analysis above and be reflected in the Strategic Plan, from where they can be 'unpacked' at a country level. Future workshops would do well to focus not only on the regional but also the sub regional, or country level. Here training can concentrate on specific circumstances and case studies, and can flag the development of effective tourism support structures as a one of the main objectives. Workshops can also be used to do practical work - e.g. developing strategic tourism plans, or investigating specific areas of concern, rather than convey only perspectives or provide a 'buffet of samples'. Recommendation: *apart from instigating the above-mentioned work, it is important to always bear in mind the differing degrees of tourism development, capacity, etc. at the country level.*



8. The workshop participants did not reflect a broad-based approach. Only a few NGOs were present and only one private sector player (who made important contributions). It would be beneficial to repeat the current workshop, with some important modifications and better preparation on the part of both trainers and participants (which can now be done based on the experience gained from the first workshop) involving a broad-based target audience. The differential roles of government, the private sector, NGOs and other stakeholder groups can then also be defined. International trainers can also involve knowledgeable regional experts to improve the context of delivery and sharpen the focus on particular needs - people who understand the local obstacles well, and who can help facilitate appropriate and feasible outcomes as well as serve as resources down afterwards. Much perspective will be gained by all involved. The workshop could also be combined with the start of the strategic planning initiative proposed in paragraph 4. *Recommendation: repeat the current workshop as a preparatory workshop for a regional initiative but with better defined aims and a broad-based audience representing all sections of the industry, from governments to local operators.*
9. PERSGA has the mandate and is ideally positioned to play a strong role in transboundary boundary exchange of knowledge, experience and information. This can best be achieved through a knowledge management platform such as DLIST (see: DLIST-BCLME.org) that is specifically adapted for the region. The information platform should not be restricted to tourism only. Much knowledge and sets of specific information already exists in the PERSGA region that is not readily available. Good ideas can change the world, but only if they are shared. Knowledge and information is only useful if it is accessible. The information sharing platform should be interactive so that it can be a tool in collating and managing the growing body of information in the region. PERSGA has the potential advantage of bringing divergent parties to table based on sound knowledge base. *Recommendation: design a ToR for an interactive knowledge management and information sharing platform for the PERSGA region, and start building the KM system.*
10. The DLIST-EcoAfrica team would like to express its gratitude for the opportunity to have collaborated with PERSGA in tourism which is a highly important and fast-growing, multi-sectoral industry that can unlock multiple sets of development opportunities for the countries in the region.



## Annex 4 - Note to Participants

Dear Participants

The course ICZM and Sustainable Tourism in the PERSGA Region is approaching fast. Preparations are now in full swing for what will hopefully prove to be a most useful course to all participants. The course will be highly participative as we have found in similar courses that participants can learn a lot from one another. There will therefore be ample opportunity to make input during all presentations. In addition to making such inputs, participants are also requested to prepare some direct and specific contributions beforehand. Some of those contributions are in the form of very short mini-presentations that are simple in make-up and that should not take you very long to prepare at all. However, please do your best as they will greatly enrich the experience for all.

Your individual participation will be required in the following areas:

### **Day One:**

*09h30 Expectations of the Course*

#### Contribution 1:

A full hour has been scheduled for you to convey your expectations of the course to the participants and trainers. Tourism is a wide topic and with your input the delivery of the course can become more specific in its focus, and more useful to you. Knowing your needs allows us to adjust the emphasis and level of the various presentations accordingly. What is needed from each of you is to not only provide a sentence or two on what your expectations are, but to explain those expectations and associated needs a little more than simply list them. Please take the time beforehand to reflect on this as each of you will have several minutes to make this verbal contribution.

*10h50 Global Overview of Tourism in Coastal Areas with special reference to participants' countries*

#### Contribution 2:

In this slot there will be a short introduction followed by presentations of participants from each country. There is time for only one presentation per country, 8-10 minutes long, describing concisely the (a) type of tourism practiced in your country, (b) tourism facts and figures (one slide), and (c) a list of what you consider the most important issues to be. Powerpoint presentations are preferred, consisting of up to five slides.

*20h00 Informal presentations on tourism in the PERSGA countries and discussion*

#### Contribution 3:

This evening we have informal presentations from the various countries. The course provides an ideal opportunity for the participants' countries to learn from one another.



Again there need be only one presentation from each country so please make sure you liaise with your fellow citizens. Presentations can be up to 15 minutes long and can be divided into displaying the two sides of tourism - showing the most interesting attractions and activities, and then the impacts (social and environmental). Again, Powerpoint is recommended with nice illustrations but if this is difficult for you any medium will be acceptable.

**Day Two:**

*09h30 Negative Impacts of Tourism (PERSGA countries)*

Contribution 4:

What is needed here is a contribution by each country of a list and short description of negative impacts. Each presentation can be 5 – 8 minutes long and again Powerpoint is preferred.

Presentations are not intended as a burden on participants and should be viewed as an opportunity. Keep them short and simple.

Please note that the above also apply to participants from countries that are not strictly in the PERSGA group but have participants attending the course.

We look very much forward to meeting you soon.

Best regards

Francois Odendaal  
Principal Trainer