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Implementing Sustainable Tourism in the USAID Context

Arusha, Tanzania

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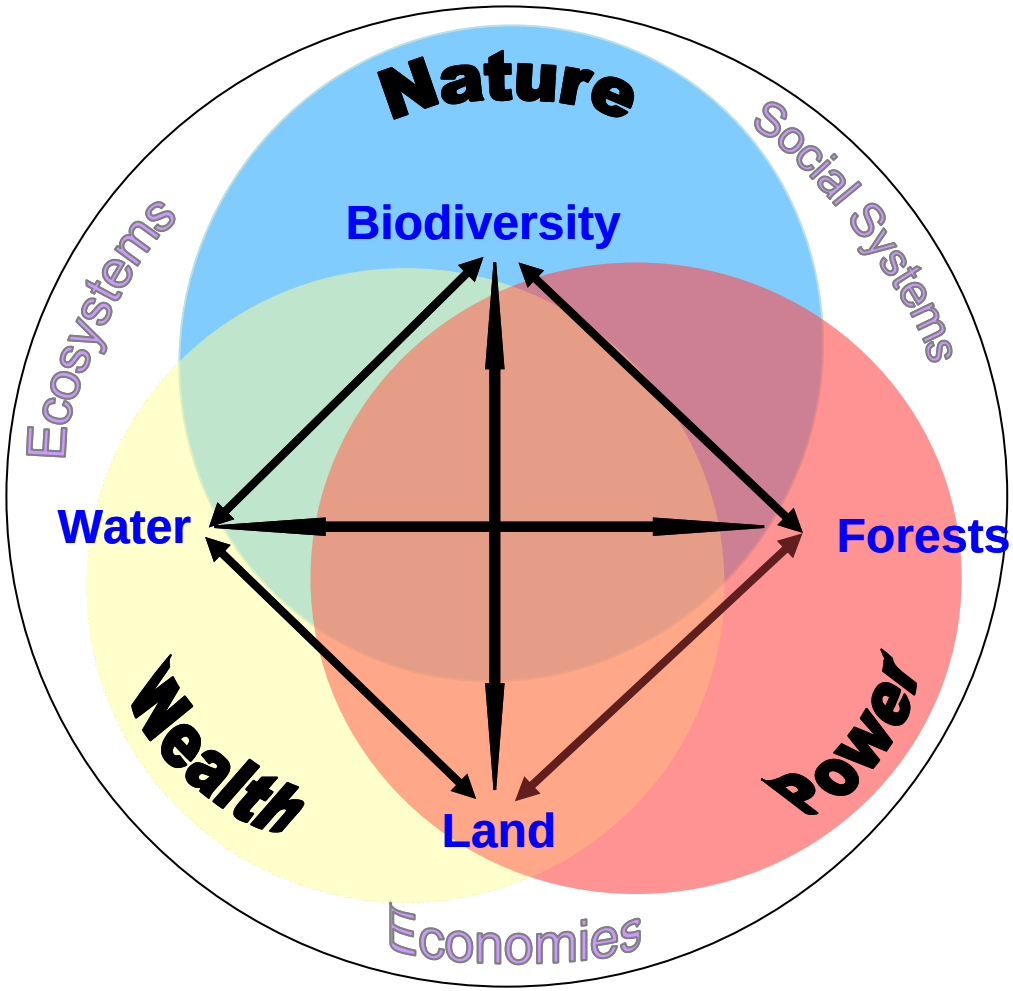
MODULE 5:
PROJECT DESIGN – NRM, BIODIVERSITY CONSERVATION & CULTURAL HERITAGE INTERVENTIONS, TOOLS & APPROACHES

Objectives

By the end of the session, participants will be able to:

- Understand current USAID approaches to natural resource management and biodiversity conservation
- Collaborate on designing an effective tourism intervention that addresses NRM and biodiversity needs
- Establish a set of NRM-related indicators for sustainable tourism

Integrated Natural Resources Management



What are the major USAID program areas relating to environment and natural resource management?

- Biodiversity
- Forestry
- Land Management
- Water and Coastal Resources
- Pollution Prevention
- Environmental Policy Development
- Environmental Research
- Biotechnology
- Climate Change
- Energy

USAID Biodiversity Earmark (priority of US Congress)

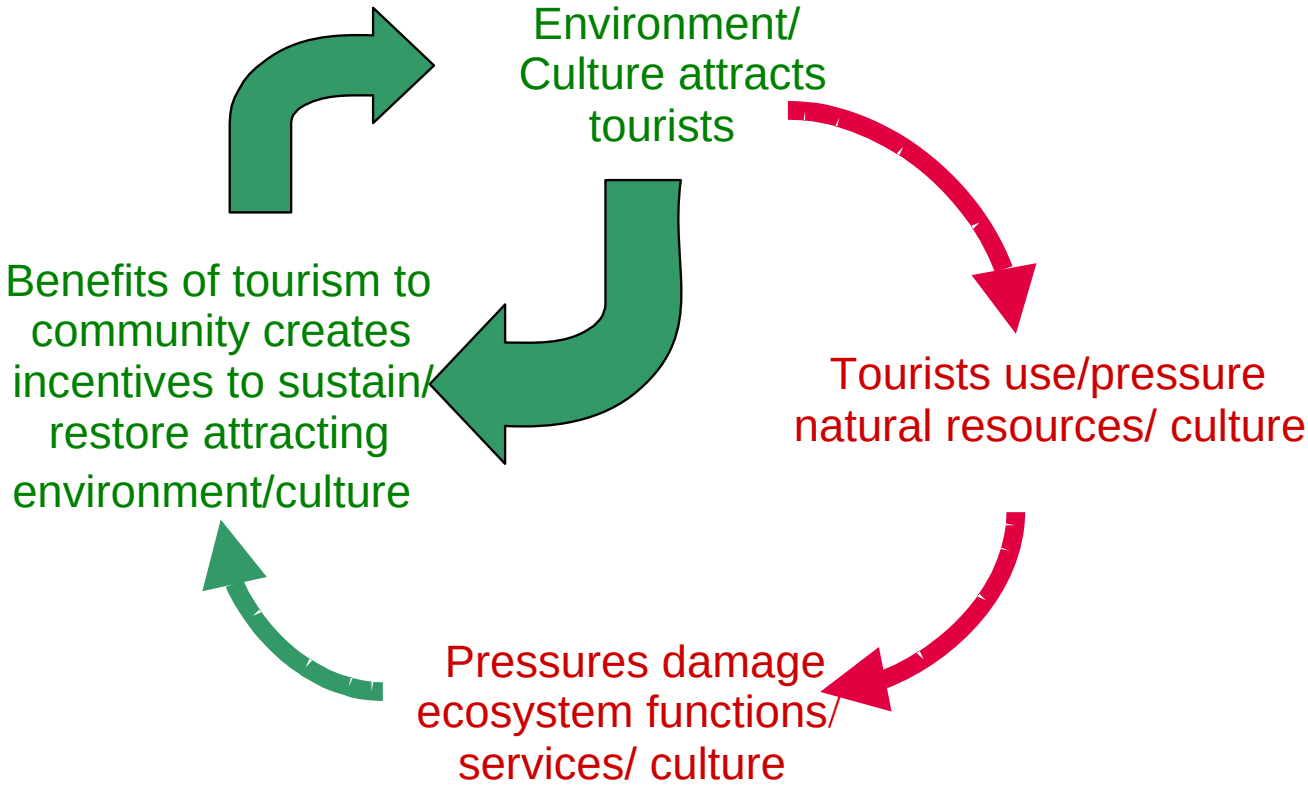
Criteria for counting project costs toward the Biodiversity earmark:

- Program must have an explicit biodiversity objective
- Activities must be identified based on an analysis of threats to biodiversity
- Program must monitor associated indicators for biodiversity conservation
- Site-based programs must positively impact biologically significant areas

Interaction between Tourism and the Environment/Culture

- Environment can attract tourists
- Tourists can put pressure on natural resources
- Tourists can damage ecosystems
- Tourism can provide incentives to restore/sustain environment

Interaction between Tourism and the Environment/Culture



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What basic levels of intervention does USAID utilize to address issues?

- National policy & governance level
- Site level

Policy and Governance – Issues

Summary of national policy and governance Issues affecting tourism

- Revenue for operations and maintenance
- Access to resources
- Appropriate and compatible use of land and marine resources
- Impacts on indigenous cultures and local communities
- Impacts on biologically diverse areas
- Facility sitting, design and construction
- Availability of utility services (water and electricity supply, and wastewater and solid waste management)

Policy and Governance – Interventions

Major intervention areas related to national policy and governance

1) Conservation financing and revenue generation
2) Authority and support for CBNRM
3) Land management
4) Coastal zone management
5) Cultural heritage preservation
6) Protected area management
7) Environmental regulation of tourism operations
8) Infrastructure for tourism operations and/or environmental sustainability

Policy and Governance Interventions

1) Conservation Finance/Revenue Generation & Use

- Legal authorization to collect
- Mechanism design (cost-effectiveness & social functionality)
- Mechanism implementation
- Allocation of revenues for sustainable management

Policy and Governance Interventions

2) Community-Based Natural Resources Management

- Legal authorization of group and/or individual resource tenure/access
- Institutional support to formalize/register tenure/access
- Co-management plans (communities, government, private sector)
- Community capacity building for implementation

Policy and Governance Interventions

3) Land Management

- Land use planning and zoning
- Resource rights (individual and community access/tenure)
- Guidelines for sitting and design
- Public access
- Management of public lands in tourism destinations
- Licensing for recreational use of public lands

Policy and Governance Interventions, cont.

4) Coastal Zone Management & Tourism

- Determination of the management area (site and ecosystem approaches)
- Inter-agency coordination
- Mitigation of conflicting uses
- Ecological profiling and mapping
- Access rights
- Integrated Coastal Zone Management

Policy and Governance Interventions

5) Cultural Heritage Preservation

- Education on links between research, conservation, and tourism
- Development of standards and regulations
- Site restoration, monitoring; “voluntourism”

Policy and Governance Interventions

6) Tourism in Protected Areas

- Institutional strengthening of responsible authority(ies)
- Official designation and delineation of boundaries
- Concession agreements for tourism operators
- Partnerships with gateway communities

Policy and Governance Interventions

7) Environmental Regulation of Tourism Operations

- Environmental impact assessment system
- Standards development and enforcement
- Permit system for on-site waste management, etc.
- Monitoring requirements for environmental quality

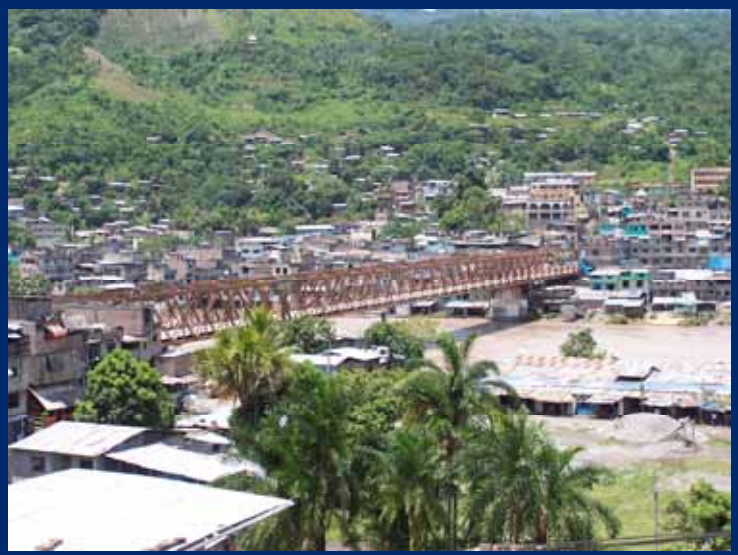
Policy and Governance Interventions

8) Environmental Infrastructure for Tourism Operations

- Water supply and treatment infrastructure
- Wastewater treatment, reuse and disposal
- Solid waste recycling and disposal

National Level: Exercise 5-1

What are some of the *NATIONAL POLICY and GOVERNANCE*–related environment and natural resource issues and interventions that could affect (positively or negatively) the success of tourism?



Site Level

Summary of Site-Specific Issues Related to Tourism:

- Scale of tourism operation
- Ownership and control
- Current and future use of resource
- Resource management responsibilities
- Quality and availability of tourism product
- Infrastructure requirements
- Social and cultural impacts
- Marketing and access to markets

Site Level Intervention areas

1) Corporate environment and social responsibilities
2) Community-based tourism
3) Destination planning and management
4) Tourism activities in natural areas

Site Level Interventions

1) Corporate environment & social responsibilities:

- Industry association capacity-building
- Development of alliances and partnerships
- Education and awareness programs
- Training

Site Level Interventions

2) Community-based tourism:

- Community capacity-building
- Managing economic and social impacts on the community
- Product development and cultural attractions
- Business planning
- Ensuring benefits to the community

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Site Level Interventions

3) Destination Planning & Management:

- Infrastructure
- Linking sites and attractions
- Commons/public resource management
- Cumulative impacts assessment and management
- Market diversification

Site Level Interventions

4) Tourism Activities in Natural Areas:

- Zoning for visitor use
- Visitor site planning and design
- Sustainable infrastructure design
- Revenue-generating mechanisms
- Visitor impact monitoring and management
- Guiding and visitor interpretation

Source: Ecotourism Development: A Manual for Conservation Planners and Managers (The Nature Conservancy).

National Level: Exercise 5-2

What are some of the *SITE-SPECIFIC* related environment and natural resource issues and interventions associated with tourism development?

Project Example: Biodiversity Conservation and Economic Growth - Bulgaria

SO: Special initiatives: poverty reduction and economic growth

Program: Biodiversity Conservation & Economic Growth (Phases I & II)

Intervention Area: Protect and conserve cultural and natural resources, deregulation of industry, private/public, coordinate governmental policies, foster public awareness, develop effective marketing.

Project Example: Biodiversity Conservation and Economic Growth - Bulgaria

USAID/BCEG Project

- **Tools/Mechanisms Used**:
  Triple bottom line approach, framework development, active policy dialogues, linkages, best practices, evaluation.
- **Partners/Collaborators**:
  Ministries of Environment and Water, Economy, Agriculture and Forests, Rila and Central Balkan National Parks, Strandja Nature Park, UNDP, World Bank, Bulgarian Society for the Conservation of Birds, Pirin Tourism Forum

Categories of USAID NRM Performance Indicators for Tourism

1) Conserving built and living cultural heritage
2) Protection of valuable natural assets
3) Managing scarce natural resources, energy, water and solid waste

Sample ENV/Cultural Performance Indicators

1) Conserving built and living cultural heritage:

- Number and type of new legislation or amendments to preserve structures
- Percentage of eligible sites or structures
- Amount of funds allocated to the restoration, preservation and maintenance of cultural assets on a yearly basis
- Voluntary contributions
- Tourism contribution to conservation
- Number of sites restored

Sample ENV/Cultural Performance Indicators

2) Protection of valuable natural assets:

- Health of population of key species (counts/sightings) in tourist areas
- Level of contamination of bodies of water in marine destinations
- Funds allocated for management and monitoring
- Tourism contribution to protection and maintenance
- Percentage of budgets self-generated from sustainable sources
- Number of rangers trained in visitor management
- #/Area of conservation management plans integrating tourism use
- Development of visitor management infrastructure (numbers of trails created, visitor centers built, mooring buoys installed and maintained, etc.)
- Reductions in damages* (careful to avoid counting error)

Sample ENV/Cultural Performance Indicators

3) Managing scarce natural resources, energy, water & solid waste:

- Per capita consumption of energy from all sources (overall and by tourism sector)
- % of businesses participating in energy conservation programs or applying techniques
- % of energy consumption from renewable resources
- Water use - total volume, volume per tourist, volume recycled
- % of water use reduction
- % waste water or grey water recycled
- Utility/infrastructure benefits to community
- # of EMS/Audits
- Water quality monitoring results

NRM and Cultural Conservation Intervention: Exercise 5-3 Small groups; choose and develop a sustainable tourism development activity from one of your countries:

- Break into 3 groups to focus on country level issues and interventions (Rwanda group, Montenegro group and Tanzania Group)

- What are the issues?
- What tourism related intervention could be used for each issue?
- How would you incorporate cross-cutting (social) issues?
- What performance indicators could be measured?

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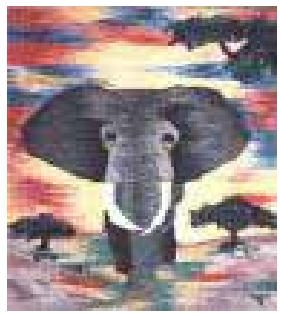
RECAP

- Tourism's contribution to natural and cultural heritage conservation can be improved through interventions at the national policy level and directly at the site level.
- Sample projects show that tourism can be effective in addressing a variety of NRM issues including biodiversity conservation in protected areas, community support, and land use planning.
- Tourism's impact on natural resources, biodiversity, and culture can be measured with a set of performance indicators specific to sustainable tourism.



Some additional country examples…

- Red Sea
- Mexico
- Tanzania

Project Example: Red Sea Sustainable Tourism Initiative

SO: Approaches to sustainable tourism development

Program: Red Sea Sustainable Tourism Initiative (RSSTI) Project

Intervention Area: Strengthen tourism environmental policy, monitoring and planning capacity, develop and adopt a land use zoning policy and management system in the Southern Red Sea Zone

Project Example: Red Sea Sustainable Tourism Initiative, cont.

Tools/Mechanisms Used: Best practices, conducting environmental impact assessment and monitoring, the design of environmental management systems, and the promotion of sustainable tourism awareness.

Partners/Collaborators: Egyptian Tourism Development Authority (TDA)

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Project Example: Conservation and Sustainable Development in Mexico

SO: Critical Ecosystems and Biological Resources Conserved

Program: Strategic Planning & Monitoring for Conservation & Sustainable Development

Intervention Area: Develop regional conservation strategy, monitor critical areas of the Lacandon forest, train indigenous communities.

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Project Example: Conservation and Sustainable Development in Mexico, cont.

Tools/Mechanisms Used:

Training programs, geographic database, business diversification, facilities management, environmental monitoring system.

Partners/Collaborators:

Local governments and government agencies, local NGOs

Project Example: Tanzania Coastal Management Partnership

SO: Coastal and wildlife resources conservation

Program: Coastal Resource Management II: Tanzania Coastal Management Partnership

Intervention Area: Promote local investment in coastal areas, conduct community outreach and training, ensure stakeholder involvement, identify priority culturally and biologically diverse areas for tourism development, promote community-based goods.

Project Example: Tanzania Coastal Management Partnership, cont.

Tools/Mechanisms Used:

Public/private, industry-driven promotion network, development of collaborative agreements, streamlined investment guidelines, training programs.

Partners/Collaborators:

GreenCOM: Tanzania, National Environmental Management Council of the Vice President: Tanzania, University of Rhode Island Coastal Resources Center (URI/CRC)