



REEF AND MARINE RECREATION MANAGEMENT (RMRM) THEMATIC AREA

Training, Awareness Raising and Capacity Building Report Bagamoyo Demo Site – Tanzania

May 2014



COAST Project
Reef and Marine Recreation Management (RMRM)
Thematic Area
Training, Awareness Raising and Capacity Building Report
Bagamoyo Demo Site – Tanzania

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Acronyms

BAP	Best Available Practice
BAT	Best Available Technology
BATREN	Bagamoyo Tourism and Rehabilitation Network
BATOGA	Bagamoyo Tour Guide Association
BMU	Beach Management Unit
CCC	Central Coordinating Committee
COAST	Collaborative Actions for Sustainable Tourism
EcoAfrica	EcoAfrica Environmental Consultants
GEF	Global Environment Facility
GIS	Geographical Information Systems
RMRM	Reef and Marine Recreation Management
TARCB	Training, Awareness Raising and Capacity Building
TCMP	Tanzania Coastal Management Partnership
TNA	Training Needs Assessment
UNEP	United Nations Environment Programme
UNIDO	United Nation Industrial Development Organisation
UNWTO	United Nation World Tourism Organisation
WWF	World Wildlife Fund

1. Introduction

The Collaborative Actions for Sustainable Tourism (COAST) Project supported eight coastal tourism demonstration sites in eight African countries. The Seychelles participated as a ninth partner country and shared lessons and experiences from demonstration projects that form part of the ‘sister’ Mainstreaming Biodiversity Project, funded by the Global Environment Facility (GEF), which included support to coastal tourism. The COAST Project focussed on three Thematic Areas, including Reef and Marine Recreation Management (RMRM), Ecotourism, and Environmental Management Systems. The overall goal of the COAST Project was:

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

The COAST Project selected three East African Demonstration Sites (hereafter Demo Sites) for the Reef and Marine Recreation Management (RMRM) Thematic Area of the project. The aim of the RMRM Thematic Area was to demonstrate and support the adoption of best practice approaches to promote sustainable reef and marine recreation practices within the Demo Sites. The RMRM activities were initiated in 2011, two and a half years after the commencement of the COAST Project. This document draws from training, awareness raising and capacity building activities undertaken in the Demo Sites and provides recommendations for the future improvement of governance in reef and marine recreation management in East Africa. The objectives for the Reef and Marine Recreation Management Thematic Area of the COAST Project were:

- To raise awareness on the long term conservation values and issues facing the sustainable management of East African marine and reef assets including mangroves, among all users groups including: local communities, local NGOs and civil society groups, local & national government bodies responsible for oversight of such areas, and private sector entrepreneurs and business people;
- To work with local stakeholders from across the three above targeted sectors (community, private, public) to design and develop conservation and sustainable tourism practices, which will measurably show best practice and/or best technological solutions to managing at least one current over-exploited or degraded natural resource within each of the COAST Demo Sites;
- To provide capacity building and skill enhancement in the priority areas already identified by the COAST Project’s Training Needs Assessment study. Specifically this should include: local awareness raising among local boaters, guides and fisher-people; guide training in reef use and visitor management; MPA enforcement methods and tools; and coastal zone management and reef and marine restoration, including mangroves and sea grasses;
- To study and test on a micro scale, the possibilities of livelihood diversification for resident coastal communities through exploiting tourism and service sector related business opportunities as a supplement to existing livelihoods; and
- To base all of the above micro scale interventions upon scientific and up-to-date knowledge of the natural resource asset base, with particular reference to marine and coastal habitat cross linkages (e.g. sea grass beds, mangroves, speciation, climate change, and local fishing history and socio-economic practices).

This Training, Awareness Raising and Capacity Building (TARCB) Report details activities conducted in the Demo Site, in conjunction with the Demonstration Site Management Committee (DSMC).

2. Purpose of this Report

The purpose of this Training, Awareness Raising and Capacity Building (TARCB) Report is to document the training, awareness raising and capacity building activities conducted through the RMRM Thematic Area of the COAST Project for the duration of the EcoAfrica commission between the dates May 2011 and May 2014. The report also serves to highlight future capacity development needs that emerged during project implementation.

The breadth and depth of TARCB activities extended beyond structured training courses for stakeholders at each Demonstration Site (hereafter referred to as Demo Site). It also included supporting and facilitating collaboration amongst the local stakeholders in the Demo Site. This report has as its point of departure, the Training Needs Assessment (TNA) Report developed for each county to map local needs in terms of improving negative impacts resulting from tourism in each Demo Site. The needs assessment was conducted by the COAST Project in 2010, the results of which were captured in the TNA Reports. UNIDO subsequently asked EcoAfrica to revise the RMRM content of the TNA Reports and to identify specific needs for building marine recreation management capacity in each Demo Site.

Working with all local stakeholders remains an ongoing need in the management of coastal areas and marine tourism in East Africa. A broad, integrated and adaptable approach to addressing local TARCB needs, as originally identified in the TNA Reports in 2010, remains a top priority to mitigate the continual degradation of coastal and marine resources. The differentiation between the three specific spheres of training, awareness raising and capacity building are described in Section 3 of this report.

3. Background

Marine and coastal ecosystems in East Africa provide essential goods and services to citizens living along the coast. Many of the region's most impoverished citizens living along the coast depend directly on these resources for their survival and income. Resources along the East African coastline are under varying degrees of threat from the impacts of development-related activities. Coastal tourism in particular, contributes to the threats to the coastal and marine ecosystems through tourism-related pollution and contamination and other negative effects. Awareness of the value of healthy marine ecosystems and of the need to address these threats has grown over the last few years and momentum has gathered in the region to identify opportunities for increasing protection and sustainably managing the ocean and coastlines (TCMP, 2003).

Research over the years has shown that some of the root causes contributing to the degradation of coastal and marine resources are¹:

¹ Research conducted in Tanzania shows issues that contribute towards the mismanagement of coastal and marine resources (Semesi and Ngoile, 1993; Linden and Lundin, 1996; Semesi, 1998; McLean and Odendaal, 2012), and these common issues can be applied across other countries in East Africa.

- Inadequate awareness of the vulnerability, importance and functioning of marine ecological systems, the state of the resources, the socioeconomic structure in the area and within resource-use conflict dynamics, and of guiding policies, legal and institutional frameworks;
- Inadequate knowledge and skills for sound management;
- Resource use conflict and a lack of mechanisms to resolve resource use conflicts; and
- Weak institutional arrangements including a lack of clear policies and regulations, inadequate, overlapping legislation and jurisdiction, and insufficient management capacity.

The Training Needs Assessment undertaken by the COAST Project in early 2010 highlighted the need for specific work in the Reef and Marine Recreation Management thematic area including:

- Awareness raising for all key stakeholders in each of the Demo Sites;
- Development of opportunities in more advanced courses in waste management, coastal conservation, certification and enforcement;
- Technical assistance in best practices and technologies;
- Attention to specific capacity needs in guiding, enforcement and restoration work; and
- Broadening out of reef conservation to integrated coastal conservation and protection.

United Nation Industrial Development Organisation (UNIDO) invited international bids for the technical work in support of Reef and Marine Conservation, Monitoring and Management along the East African Coastline focusing on the three Demonstration Sites and in collaboration with the project in the Seychelles. EcoAfrica Environmental Consultants (EcoAfrica) was commissioned to implement the Reef and Marine Recreation Management Thematic Area tasks identified by the COAST Project between May 2011 and May 2014. EcoAfrica implemented training, awareness raising and capacity building activities based on the outcomes of the Training Needs Assessment, as well as needs identified together with local stakeholders in the Demo Sites.

Training, awareness raising and capacity building (TARCB) activities are clearly required to improve the use and management of marine resources in East Africa. Although drawing strongly on the discipline of environmental education, it is clear that stakeholders in the region have varying needs and require specific hands-on support that goes well beyond the reach of formal education. The terms training, awareness raising, and capacity building are often used interchangeably and although they are closely linked, they require different approaches, as described below (DEA, 2012).

Training is the process of imparting ‘how to’ knowledge through a formal and structured course in the form of practice and memorisation. It is a particular form of study, which focuses on the development of specific skills for particular tasks. For instance, skills are needed to implement a coastal management project or to assess the health of fish stocks, or to engage with stakeholders to monitor changes in a sensitive coastal ecosystem. Experience has shown that it is important for people to understand the reasons underlying certain tasks for them to commit to developing the skills to implement them.

Awareness raising is often achieved through education, training, or sharing life experience. Awareness raising tries to connect people to the consequences of their actions, to cause a shift in thinking and behaving. Individuals gain an understanding in their own context, and can be guided and supported with targeted materials and training. Awareness raising efforts most often involve communication campaigns designed to reach different audiences, through development of messages and appropriate media and resources.

Capacity building often refers to strengthening the skills, competencies and abilities of people and communities in developing societies to overcome the causes of their exclusion and suffering. It is strategic in nature and involves broad-based learning extending beyond formal education and is relevant to every individual at any life stage. Capacity building includes the acquisition of knowledge on the biophysical environment of oceans and coasts, as well as socio-economic, cultural, and political aspects. In addition, capacity building also includes the strengthening of skills and experience in applying existing and acquired knowledge in the workplace. Useful methods in capacity building include:

- Developing the ability to change from existing action to more sustainable practices;
- Encouraging problem solving, critical thinking and informed decision-making;
- Supporting interactive and collaborative learning;
- Engaging with social and cultural values; and
- Building the capacity to act with understanding and responsibility.

4. Limitations

The Terms of Reference on which EcoAfrica was commissioned lists five aims and objectives for the Reef and Marine Recreation Management Thematic Area of the COAST Project, as detailed in Section 1 of this report. Post Mid-Term Evaluation the scope of the RMRM Thematic Area was revised, essentially changing the focus from Reef Conservation Management to Reef and Marine Recreation Management. As such the scope of work to be conducted, yet EcoAfrica was limited to dealing with marine tourism, rather than the broader field of marine conservation that would have included more extensive work within the fisheries sector. As such EcoAfrica excluded dealing primarily with fishermen and fisheries issues, an overall shortfall in the COAST Project.

5. Approach and Methodology

The approach to identifying training, awareness raising and capacity building needs was participative, collaborative and iterative, involving local stakeholders within the Demo Site. This approach was also based on the outcomes of the Training Needs Assessment conducted by the COAST Project. Marine and coastal areas and resources provide a vast array of goods and services and host many different activities and users. An inclusive approach to examining training, awareness raising and capacity building needs is thus required to reflect the multi-disciplinary nature of coastal management and to identify specific needs for strengthening the knowledge and ability of coastal users and managers to address the broad spectrum of challenges and opportunities at hand (McLean, Kingwill, Mograbi, Odendaal, 2013). Discussions were held with local stakeholders and workshop sessions conducted with the Demo Site Management Committee (DSMC) and the DSMC Technical Team (Tech Team) to identify priority needs and test the outcomes of the Training Needs Assessment (TNA) conducted in 2010. Several consultative meetings held with various stakeholders indicated that the TNA Report compiled were comprehensive and proposed to continue with the training identified in the TNA Report. Discussions with stakeholders throughout the project period assisted in keeping training, awareness raising and capacity building relevant and adapting to changing local needs.

Training, awareness raising and capacity building applied in the three Demo Sites included the following four primary methods:

- Conducting participatory planning exercises with specific stakeholder groups;
- Compilation and implementation of tailor-made training courses;
- Awareness raising efforts amongst specific user groups; and
- Developing and distributing of a marine tourism short film and other locally relevant information.

6. Training Needs Assessment

The Training Needs Assessment conducted for the COAST Project in 2010 identified training needs for the coast of Tanzania specific to reefs, as detailed in Table 1. These identified training needs have been summarised from the TNA Report as relevant to the Bagamoyo Demo Site. The TNA Report provides an overview that provides a useful description of the context for intervention, as below (Manning 2010):

'Tanzania lacks capacity in sustainable tourism training. While there are a number of interested individuals and institutions, most expertise and training in sustainable tourism comes from abroad, in the form of individuals who have taken courses in Europe and America or participants in once-off courses from foreign agencies or companies. Sustainable tourism, including environmental management of hotel and resort properties, development and management of community based tourism, understanding of how coastal zones and coastal tourism works, of visitor management, preservation of key assets etc. are not widely understood. As a consequence, the first priority is awareness. There is a real need for awareness modules which covers aspects such as sustainable tourism, public awareness, and integrated destination planning, amongst others. These aspects will be useful for hoteliers, officials, communities, tour operators, guides, boatmen as well as the general public. There is a need for integrated coastal zone management and understanding of the range of tools which can be used to plan, manage, review and enforce better practices in the use of coastal and marine resources. There is a need to manage the coast more sustainably. Without an effective means to plan and manage the coast, there will be little incentive to build and manage hotels sensitively, to plan and manage low impact tourism within fragile reefs and mangroves areas, and to sustain the key assets on which future economic success is based'

The specific training needs are listed in Table following, together with the identified target groups.

Table 1: Training Needs specific to Reefs (Summary as identified in TNA Report (Manning 2010)).

	Training Needs	Target Group/s
1	Reef conservation management training including training on respective roles and responsibilities, reef health, reef restoration, reef monitoring and dealing with stakeholders.	All stakeholders.
2	Environmental education including reef awareness, waste management, fishing methods and alternative livelihoods.	Community through schools or onsite workshops.
3	Knowledge of the law, including what is protected, what is edible, and linking to fishing course.	Fishermen, Fisheries Authorities.
4	Training on alternative fishing techniques.	Fishermen.
5	General awareness on the coastal environment including what is happening in the coastal zone, overall ecosystem and reef health, value of reefs, climate change trends, keeping beaches healthy (litter, erosion, etc.), information signs and safe bathing areas.	Unspecified.
6	Information on the environmental impact of communities and tourism activities on reefs and marine ecology (e.g. use of mangroves for firewood).	Unspecified.
7	Awareness on how to treat tourists and the benefits of tourism. Sustainable tourism module including visitor management.	Community members.
8	Training is best practice in reef protection.	Officials in Marine Parks, key natural resource and tourism officials and local officials.
9	Training on reef capacity.	Dive operators.
	Science for the public, whereby scientists make their information available to the broader public.	Active scientists in the area.

The training needs summarised in Table 1 provide for extensive work in training, awareness raising and capacity building relevant to the RMRM Thematic Area. The COAST Project identified the Best Available Practice (BAP) and Best Available Technology (BAT) approach to direct the project after the Mid-Term Evaluation. BATs and BAPs were addressed in a workshop with the DSMC to identify training, awareness raising and capacity building needs more specifically, as described in the following section of this report. Several consultative meetings held with local stakeholders indicated that the TNA Report compiled were comprehensive and proposed to continue with the training identified in the TNA Report, once prioritised.

7. BAPs and BATs Process: Prioritising Needs

The recommendations from the Mid-Term Evaluation processes introduced a greater focus on the identification and implementation of Best Available Practice (BAPs) and/or Best Available Technology (BATs) at the local level. Following the COAST Steering Committee Meeting, the EcoAfrica team was requested by UNIDO to undertake a process (see the process flow diagram in Figure 1 below) to research and engage with key country partners and stakeholders to identify and select BATs and BAPS at each demonstration site.

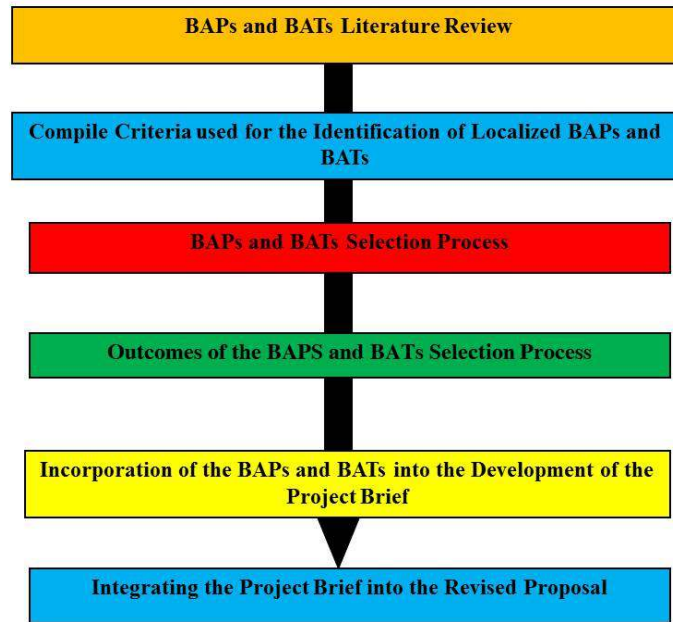


Figure 1: Process of identification of BAPs/BATs

A BAPs and BATs workshop was held with the DSMC in June 2012 that also facilitated in identifying priority TARCB needs within the Demo Site. Emerging from the workshop process of identifying issues and needs, the need for awareness raising and capacity building was identified as a top priority by participants. From this workshop and in follow up meetings held with the DSMC, the following training, awareness raising and capacity building activities were prioritised and are further detailed in Tables 2 and 3:

- Marine Tour Guide Training, specifically for existing and emerging tour guides;
- Reef and Marine Tourism Awareness Raising and Responsible Marine Tourism Awareness Raising, specifically with fishermen and through local schools; and
- Developing a Code of Conduct for Marine Tourism, with the local tour guides.

Awareness raising was identified as a priority through the BAPs / BATs process. This was addressed in a number of ways. Consultative meetings with the DSMC itself constituted awareness raising in the RMRM Thematic Area. A short film was developed focussing on reef and marine tourism, including footage and dialogue from people on the ground in all three Demo Sites. The different site film clips were shown to each Demo Site, thus providing a cross linkage between the Demo Sites. The existing capacity in reef and marine tourism management within the Demo Site was seen to be lacking. Participatory management planning and participatory mapping was conducted with DSMC members, local tour guides and local fishermen.

Table 2: Catalogue of RMRM TARCB Activities in Bagamoyo Demo Site.

	Activity Detail	Description
1	Marine Tour Guide Training.	
	Period	<i>3 days in September 2013, March and April 2014.</i>
	Aim	<i>Train local tour guides in conducting marine tour of an acceptable and safe standard to Mwamba Kuni.</i>
	Objective/s	<ul style="list-style-type: none"> • <i>To support participants that attended Boat Operator Training in Watamu, Kenya to train Bagamoyo tour guides;</i> • <i>To support trainers in the preparation and delivery of the material; and</i> • <i>To tailor-make the training to local conditions and needs.</i>
	Participants	<i>42 local tour guides from Bagamoyo Tourism and Rehabilitation Network (BATREN) and Bagamoyo Tour Guide Association (BATOGA) in Bagamoyo.</i>
	Methodology	<i>Structured course. Presentations, group work and role-play.</i>
	Content	<i>Marine Ecology, Code of Conduct, Training Materials, Snorkel Techniques, Hospitality, Sales and Marketing, Safety Procedures.</i>
	Outcomes	<i>Local tour guides with improved knowledge, skills, marine species ID cards and marine ecology booklets, to conduct marine tours.</i>
2	Reef and Marine Ecology and Responsible Marine Tourism Awareness Raising.	
	Period	<i>2 days in March and April 2014.</i>
	Aim	<i>Raise awareness amongst fishermen in reef and marine tourism.</i>
	Objective/s	<i>To work with the BMUs in the Demo Site to discuss improved marine resource management.</i>
	Participants	<i>14 from the 7 BMUs in the Demo Site.</i>
	Methodology	<i>Group meeting.</i>
	Content	<i>Reef and marine tourism in the Demo Site, linked to fisheries issues and local management.</i>
	Outcomes	<i>Improved awareness amongst BMUs of reef and marine tourism.</i>
3	Reef and Marine Ecology and Responsible Marine Tourism Awareness Raising.	
	Period	<i>1 day in March 2014.</i>
	Aim	<i>Raise awareness among through local schools in reef and marine tourism.</i>
	Objective/s	<i>To discuss the value reef and marine resources with local school students.</i>
	Participants	<i>52 students and 6 teachers from Mbaruku Primary School and Mwanamakuka Primary School.</i>
	Methodology	<i>Presentation with question and answer session in Kiswahili Distribution of Kiswahili marine ecology booklets to teachers conducting environmental programmes in schools.</i>
	Content	<i>Reef and marine ecology.</i>
	Outcomes	<i>Improved awareness amongst students and teachers of reef and marine ecology.</i>
4	Participatory Mapping.	
	Period	<i>12 months between April 2013 to April 2014.</i>
	Aim	<i>To collect and compile RMRM maps together with local stakeholders.</i>
	Objective/s	<ul style="list-style-type: none"> • <i>To ensure local ownership of the mapping process and product, thus supporting participatory planning and stimulating local management; and</i> • <i>Distribution of mapping to local stakeholders throughout Demo Site.</i>
	Participants	<i>DSMC, local tour guides, local reef monitoring officials.</i>
	Methodology	<i>Participatory mapping, group work and fieldwork.</i>
	Content	<i>Mapping data relevant to the RMRM Thematic Area.</i>
	Outcomes	<i>Marine Tourism Elements Map. Marine Tourism Impacted Areas Map.</i>
5	Development of Codes of Conduct.	
	Outcome	<i>Marine Tourism Code of Conduct (developed through the Marine Tour Guide Training above).</i>

	Activity Detail	Description
6	Strengthening of Partnerships.	
	Period	<i>3 years between May 2011 to April 2014</i>
	Aim	<i>Facilitate working partnerships between multiple stakeholders.</i>
	Objective/s	<i>To work with local, regional and national stakeholders across the three Demo Sites and facilitate working partnerships. Working together with existing initiatives, like the Tanzania</i>
	Participants	<i>Various stakeholders across the three Demo Sites.</i>
	Methodology	<i>Dialogue with stakeholders, meetings and participatory group work.</i>
	Content	<i>Identification of issues, assessment and prioritisation of needs, participatory planning and implementation of tasks.</i>
	Outcome	<i>Strengthening partnerships across local institutions, COAST Thematic Areas, Demo Sites and region.</i>
7	Sustainability Management Planning.	
	Period	<i>6 months between September 2013 to March 2014.</i>
	Aim	<i>Compile a RMRM Sustainability Management Plan.</i>
	Objective/s	<i>To work with DSMC members to plan and compile iteratively and in a participative manner, over a number of workshops, a management plan.</i>
	Participants	<i>DSMC Members.</i>
	Methodology	<i>Participatory planning in Kiswahili.</i>
	Content	<i>Vision, Objectives, Tasks, Priorities and Responsibilities.</i>
	Outcome	<i>Bagamoyo RMRM Sustainability Management Plan</i>
8	Reef and Marine Tourism Short Film.	
	Period	<i>9 months between July 2013 to April 2014.</i>
	Aim	<i>Compile a short film that reflected the voices and views of people on the ground.</i>
	Objective/s	<i>Provide local stakeholders the opportunity to raise local issues on film and share these views across the three Demo Sites.</i>
	Participants	<i>Various local stakeholders across the three Demo Sites.</i>
	Methodology	<i>Filming of live interviews.</i>
	Content	<i>Local issues related to reef and marine tourism.</i>
	Outcome	<i>Reef and Marine Tourism Short Film in English, Portuguese and Kiswahili.</i>

The BAPs that emerged from the RMRM Thematic Area that are relevant across all three Demo Sites include:

- Participatory mapping amongst stakeholders;
- Development of Codes of Conduct for tourism operators;
- Strengthening of partnerships between local stakeholders; and
- Sustainability management planning by local stakeholders.

TARCB activities within the Bagamoyo Demo Site, including the identified priority activities, were conducted in support of the BAPs. Further specifics on the TARCB activities conducted under the RMRM Thematic Area within the Bagamoyo Demo Site are catalogued in Table 2 and assessed in Table 3.

8. RMRM Training, Awareness Raising and Capacity Building Activities

The TARCB activities conducted in the TBT Demo Site are assessed in Table 3.

Table 3: TARCB Activity Results for the Bagamoyo Demo Site.

	Task	Result	Deliverable	Benchmark
3.1	Specific follow-up on TNA country report reef recommendations	<i>DSMC confirmed acceptance of TNA report and needs identified. Priority training, awareness raising and capacity building activities identified and agreed with DSMC.</i>	<i>Activities prioritised included a) Marine Tour Guide Training, b) Reef and Marine Tourism Awareness Raising, c) Reef and Marine Ecology Awareness Raising, and d) Developing Codes of Conduct.</i>	<i>Identified training, awareness raising and capacity building activities included into follow-up DSMC meetings, as well as quarterly, six-monthly and annual reports to UNIDO.</i>
3.2	Agreement on local, national and regional training events to be organised with local training providers.	<i>Local trainers from within the DSMC identified to conduct activities. DSMC agreed that all activities should be conducted by local providers as far as possible.</i>	<i>Terms of Reference with clear specifications, roles and responsibilities and budgets drawn up by EcoAfrica in support of local trainers.</i>	<i>Progress on training, awareness raising and capacity building activities included into follow-up DSMC meetings, as well as quarterly, six-monthly and annual reports to UNIDO.</i>
3.3	Scheduling and event planning.	<i>Activity events planned and scheduled, with the DSMC being informed and kept updated.</i>	<i>Scope of activities defined and based on needs identified through working with DSMC and local tour guides.</i>	<i>Activities included into follow-up DSMC meetings, as well as quarterly, six-monthly and annual reports to UNIDO.</i>
3.4	Activation of training, awareness raising and capacity building activities.	<i>Target groups identified with DSMC and individuals requiring skills identified for training through Bagamoyo Tourism Office and tour guides associations.</i>	<i>Events implemented, with outcome reports submitted to DSMC and UNIDO.</i>	<i>Activities included into follow-up DSMC meetings, as well as quarterly, six-monthly and annual reports to UNIDO.</i>
3.5	Post-training follow-up actions.	<i>Lessons from activities discussed with DSMC and informed further training activities.</i>	<i>Training, Awareness Raising and Capacity Building Report, and training outcome reports submitted to DSMC.</i>	<i>Final reports submitted to DSMC Tech Team and UNIDO.</i>

The above TARCB activities, although seemingly successful based on the outcome of the Participatory Results Reporting workshops conducted by the UNIDO team, represent a start of the work required along the coastline of East Africa to stem the degradation of coastal and marine ecosystems.

9. Conclusions

Reef and marine tourism management in the Bagamoyo Demo Site, although a minor segment of the local tourism sector, requires improvement. There is clearly a lack of good governance on the part of local stakeholders, specifically related to the fisheries sector. Government is weak, under-resourced and under-capacitated, resulting in limits in the ability to fulfil their duties effectively. Local people need to be more involved in managing the area. Awareness raising with local tour guides, fishermen and villagers has stimulated momentum for them to take further responsibility to manage their resources. This needs to be supported by government and they need to be assisted through TARCB and other resources. The Central Coordinating Committee (CCC) addressing local fisheries management issues and managing local reef areas need support and reef monitoring is further required.

Private sector with predominantly foreign interests, have established themselves and develop their own opportunities, taking full advantage of local resources to their own benefit. Researchers and NGOs are doing necessary work in the area, yet are not well coordinated and work in isolation from local government and tourism operators. The Tanzania Coastal Management Partnership (TCMP) plays an important role in facilitating collaboration amongst local stakeholders and continues to address local needs (TCMP, 2003). Lack of communication between stakeholders simply results in information and knowledge efforts collapsing and/or being duplicated, with coordination requiring attention and drive the focus of research onto local management needs.

Despite the fact that the RMRM efforts seem to have been successful, these fall far short of the requirement within the Demo Site, in many respects. Further efforts need to be well integrated across all sectors and need to include the fisheries sector and the stark reality it faces in basic food security. Efforts need to be sustaining to support institutional capacity and respond to ever-changing local needs. The organisational capacity and coordination of the local stakeholders, as a group is severely lacking and requires active and careful support in the participatory training to improve local skills in managing coastal resources.

10. Recommendations

The results presented in the Bagamoyo RMRM Sustainability Management Plan shed some light on the threats, priorities and opportunities inherent in the marine tourism industry in the Bagamoyo Demo Site. While the issues of fisheries management and integrated coastal zone management lie beyond the scope of the RMRM Thematic Area in the COAST Project, it is the core issue in Bagamoyo and collaborative action is needed among all sectors and user groups to recognise the complexities inherent in managing multiple user groups in a dynamic and diverse area, to prevent further degradation of the marine and coastal resource base. Fishers should definitely be involved in tourism projects, since the local economy and natural resource base are integrally linked, and alternative livelihood options are needed. The local economic development needs to be the primary consideration in terms of future management intervention.

The Bagamoyo RMRM Sustainability Management Plan supports the improved management of marine tourism to the benefit all user groups, aims to reduce conflicts and support sustainable growth of the local economy. Reference is made to the Implementation Plan within the Management Plan, which details numerous further training, awareness raising and capacity building (TARCB) activities required. It is thus recommended that the Implementation Plan be rolled out by the various stakeholders identified. Further support and funding will need to be sought to support local stakeholders, individually and as a group.

The following specific recommendations are made Bagamoyo Demo Site:

1. The local tour guides be further supported through focussed efforts on further developing and maintaining a safe level of service in the provision of marine tours and related marine tourism products.
2. Continual capacity building and support be provided to the Central Coordinating Committee and the Beach Management Units under the Collaborative Fisheries Management Plan, through the existing efforts facilitated by the Tanzania Coastal Management Partnership (TCMP) and other related entities, to further local management of reefs and coastal areas.
3. Further support be provided to training educators who teach younger people in the area, be trained in marine resources, reef and estuary ecology, marine tourism and the local management of marine and coastal resources, in order to teach learners further.
4. Efforts be strengthened to support local economic development (LED), placing local community needs and food security central to any marine tourism planning and management activities, and to actively develop alternative livelihood options.
5. Cultural tourism development be further developed in support of the rich heritage value the area holds for Tanzania and the African continent alike. Bagamoyo was the departure point in East Africa, in the shipping of slaves off towards Zanzibar, before slavery was abolished in 1938. The embedded cultural value holds much potential for linking Bagamoyo, the old mainland capital and Stone Town in Zanzibar, already listed as a World Heritage Site. The linking landscape along the coast of Tanzania together with the unique seascape, display traditional forms of fishing, traditional management practices dwindling, rich in intangible history of relations between the Swahili people and Arab traders in East Africa. The old port settlement of Bagamoyo requires safe-guarding of the local heritage of the area.

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Appendix: List Supporting Reports and Materials

1. Tour Guide Training Report (EcoAfrica).
2. Tour Guide Training Presentations (EcoAfrica).
3. Code of Conduct for Marine Tours (Bagamoyo Tour Guides).
4. School Talks Awareness Raising Report (EcoAfrica).
5. Reef and Marine Tourism Mapping for Bagamoyo (Local stakeholders).