

# ***Ecotourism saving coral reefs – What can make it happen?***

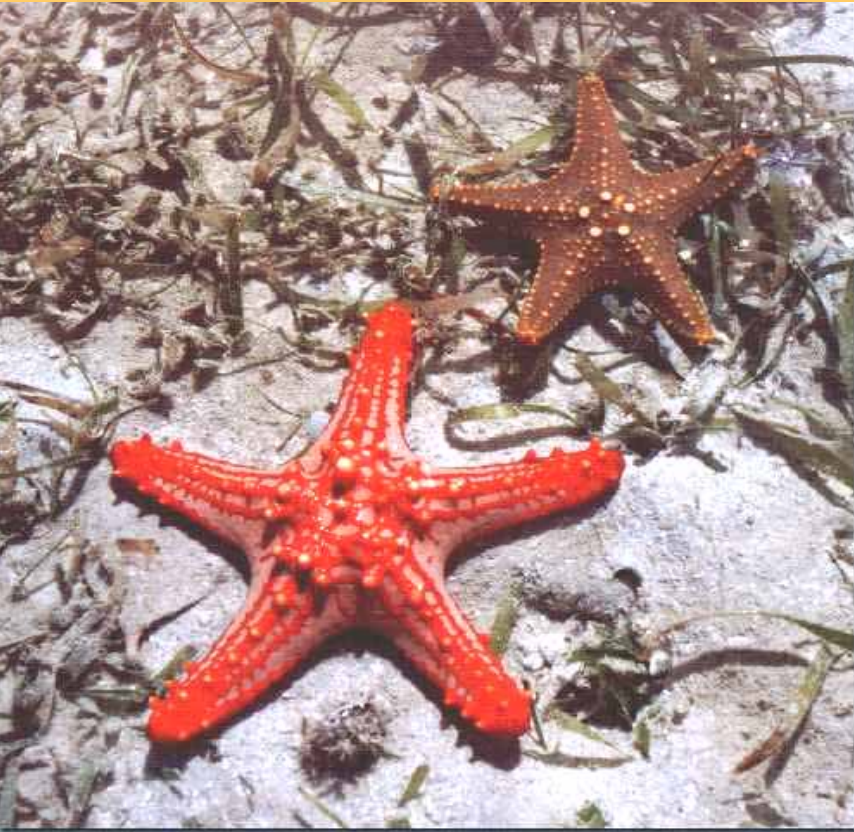


***Sibylle Riedmiller, Chumbe Island Coral Park Ltd  
sibylle@chumbeisland.com***

02/05/2006

# ***Private investment in Marine parks***

## ***Experiences of Chumbe Island Coral Park Ltd. in Zanzibar/Tanzania***



- ***Coral reefs disappearing fast***
- ***A case for private investment in marine conservation, in particular, even more than in terrestrial parks***
- ***Chumbe Island Coral Park: objectives & work done***
- ***Financing Marine park development & operations***
- ***Lessons learned...***
- ***Wish list...***

# ***Coral reefs – Rainforests of the sea - provide:***



- **800 species of reef-building corals & 4000 species of fish<sup>1</sup>**
- **1/4 of total fish catch in developing countries<sup>2</sup>**
- **Invaluable attraction for tourism**
- **New medicines**
- **Coastal protection**

<sup>1</sup>*Birkeland 1997: Life and death of coral reefs.*

<sup>2</sup>*Jameson et al. 1995: State of the reefs: Regional and global perspectives.*

# ***Coral reefs are threatened by:***



***Blast fishing***



***Overfishing***



***Aquarium & Curio trade***

***Marine pollution***

***& Fish poisoning***  
***Global warming - bleaching***

***Coastal overdevelopment***



# Reefs are disappearing fast



- **27 %** of world's coral reefs lost in 2000 (1998 coral bleaching alone destroyed 16 % of reefs, half will never recover);
- **32 %** in critical stage or threatened;
- Many Marine parks are **paper parks**;
- **40 countries** with reefs have no parks at all.

02/05/2006

(Status of Coral Reefs of the World, 2000 & 2002)

# ***Ecotourism is non-destructive use, and:***



- **Increases *economic value* of coral reefs**
- **Builds *local ownership* by attracting local investors, employing local people**
- **Offers *sustainability & long-term benefits***

# ***Ecotourism - the most sustainable option for economic use of reefs***



***This Manta is one meal for few people only.***



***This Manta can provide income for many people over many years...***

***..if benefits are shared?***

# Benefits of Marine Parks over Terrestrial parks...



## Terrestrial parks:

- Often **exclude** local people,
- **'Spill-over'** not beneficial, as harvesting wildlife as 'bush meat' is illegal;
- Instead **human-wildlife conflicts**, e.g. danger to life & damage to crops & livestock;
- **'Benefit sharing'** not automatic & often controversial:
- **Compensate** local people for lost resource use with tourism revenues: often difficult!



# Benefits of Marine Parks over Terrestrial parks...



## 'No-take' Marine parks

- Also **exclude** local people;
- But provide **fish nurseries** & spawning grounds;
- **Re-stock** neighbouring areas,
- '**Spill-over effect**' increases catches there:
- Fishers **benefit directly!**
- Less human-wildlife conflicts,
- Less political pressure for **compensation** from tourism revenues...

**An even stronger case for private Marine Parks!**

# ***Private investment can directly support marine conservation***



Operators **are on the ground**, can build local alliances with other resource users (formal & informal sector);

- May invest directly in marine conservation, e.g. **private Marine parks** like Chumbe Island Coral Park,
- or **manage** small Marine parks, core zones under contract,
- also **support** Monitoring, surveillance, training, marketing.

# ***Chumbe Island - a private nature reserve off Zanzibar***



***Uninhabited coral rag island,  
8 miles south of Stonetown,  
1 km x 200 mtr, 22 ha***

# ***Marine Park & Forest Reserve*** ***(fully protected since 1994)***



***Protected by  
Park rangers  
(former fishers)***

***Sanctuary for  
endangered***  
➤ ***Aders duiker***  
➤ ***Coconut crab***

02/05/2006

# ***Visitors' Centre & Nature trails***



***Guest management and  
education (max 14  
people per day)***

02/05/2006

***Lowest impact  
Eco-architecture***



# ***Eco-lodge (7 bungalows) with state-of-the-art eco-technology***



- ***Rainwater catchment***
- ***Composting toilets***
- ***Greywater filtration***
- ***Solar energy***



# ***Chumbe Park management staff***



***Third of staff directly employed for Park Management & Education:***

- ***Project Manager, Environmentalist, mostly dealing with Government issues;***
- ***Conservation Coordinator, Marine biologist, supervising Rangers and conservation issues;***
- ***8 Park Rangers, former fishers, for enforcement, monitoring, guidance of visitors and school children;***
- ***Education Coordinator for school programmes.***

# ***Policy, legal and institutional context: opportunities ...***



- ***Up to 1996: No legislation & institutions for marine conservation in Zanzibar***
- ***Economic liberalisation & tourism creating a market for conservation***
- ***Legal base for private MPA: Zanzibar Investment Act 1986, 1988 Fisheries Act, Land lease & Management contracts***<sub>16</sub>



# ***Winning public support for the Marine Park...***



- ***Village meetings (1991/92)***
- ***Training fishers as Park Rangers (from 1992)***
- ***Informal on-the-job training by volunteers***
- ***Park Rangers “educate” fishers & help in emergency***
- ***Education programmes***
- ***Advisory Committee***
- ***Management Plan 1995-2005***

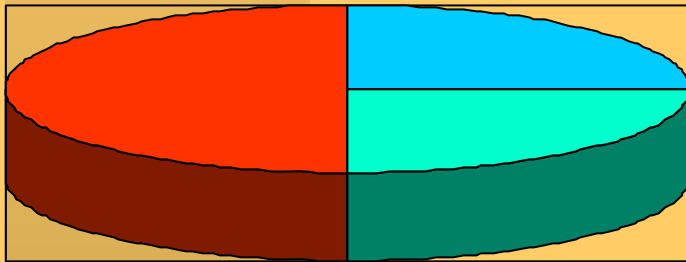
# ***Educational programs***



- ***Awareness tours for Government officials;***
  - ***Workshops for fishermen;***
  - ***School Excursions for snorkelling & nature trails: up to 2005 ca. 1.800 kids, 350 teachers***
- (critical issue: are up-market guests disturbed by school children?)***

# **Funding Marine Park development – Pre-operational phase 1991-98**

**Total 1.2 Mio US\$**



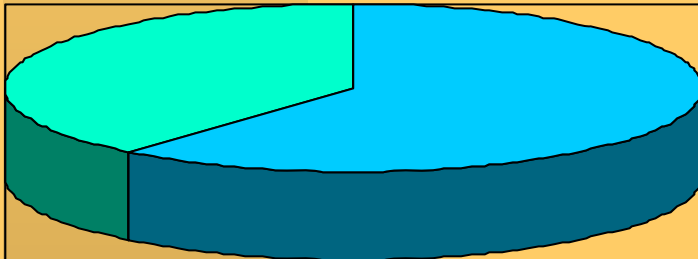
**■ Donor ■ Volunteer ■ Private**

## **Sources of investment:**

- **50% private funds FDI;**
- **25% ca 40 Volunteers (incl. Project initiator and main investor), individuals & agencies SES, BESO, APSO.**
- **25% Donor support for baseline surveys, nature trails, Visitors Centre: GTZ, GTZ-CIM, GTZ-GATE, Forest Stamp Program, Netherlands Embassy, EC-Microfund, etc.**

# **How the investment was used - Pre-operational phase 1991-98**

**Investment used for:**



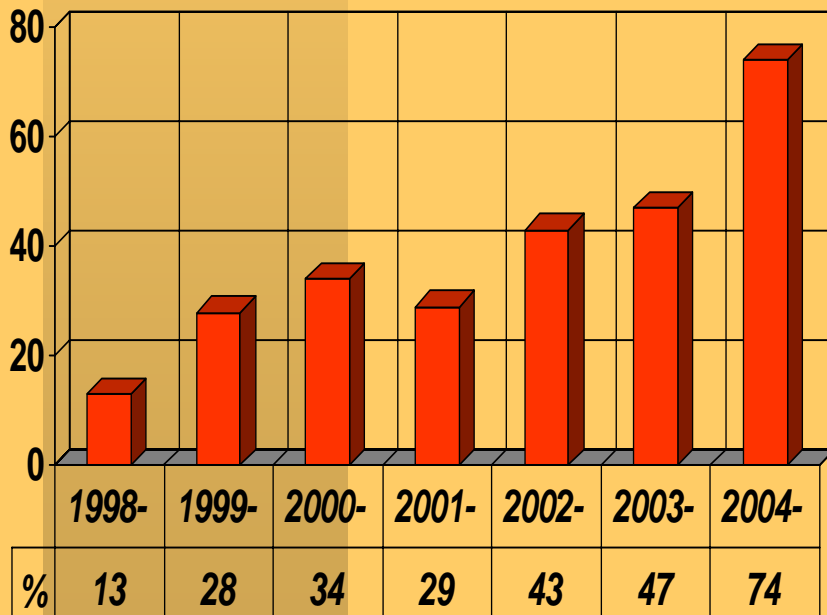
■ **Con & Ed** ■ **Tourism**

- **60% Conservation & Education -** Negotiating the Park & Management contracts with GoZ (1991-95), baseline surveys, Ranger training & employment (from 1992), Visitors' Centre (1998), Reef & Forest nature trails & education materials (from 1995), rat eradication (1997)
- **40% Tourism Infrastructure -** Ecolodge & tourism services

# ***Ecolodge -***

## ***What worked in marketing?***

Occupancy rate % 1998-2005



02/05/2006

### ***Marketing through:***

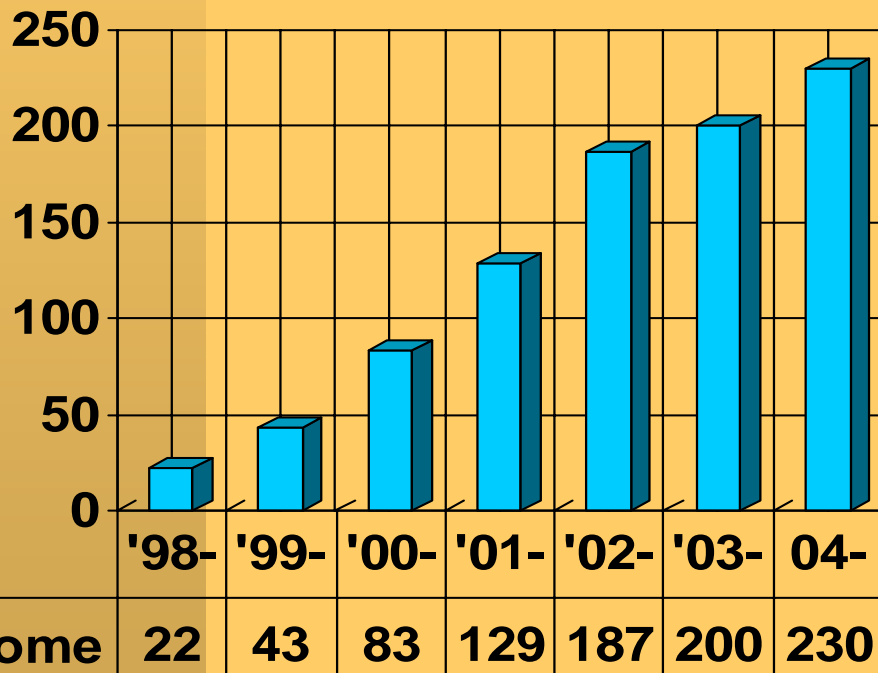
***Internet from 1998***

***International Environmental Awards, e.g.***

- ***1999 British Airways Tourism for Tomorrow Global Award***
- ***2000 UNEP Global500 Award & Chumbe at EXPO2000 (paid by German Aid)***
- ***2001 IH&RA & Cond Nast Environmental Awards***
- ***2005 TO.DO! & Best Website for Responsible Tourism (Germany)***

# Income from visitors

Income in 1000 US\$



**Ecotourism –**  
main source of income

**Direct donor support for:**

- 1999 Aders' duiker Sanctuary
- 2000-2005 Education Program ~ 5.000 US\$/year

**Indirect support:**

- Volunteer work
- International Environmental Awards, TV documentaries & travel writers, 1998-2003 worth ca. **10 Mio US\$**

# ***Sustainability: Operations covered by Eco-tourism proceeds from 2000***



***Budget ca. 200.000 US\$/yr.***

***Staff: 3 expatriates, 36 Zanzibar.***

## ***Partnerships & Cost control:***

- ***Government, NGOs & Zoos for school programs & protected species sanctuaries***
- ***Volunteers & University researchers for R & M***
- ***Sponsors for nature trails, patrol boats etc.***
- ***Buy & fix equipment on informal markets***

# ***Lessons learned:***



- ***Red tape & corruption delayed operations and multiplied investment costs (x 4)***
- ***Eco-technology costly***
- ***Need to go up-market***
- ***...and for aggressive marketing***
- ***Critical: volatile tourism market, but not threatening sustainability***



# ***The biggest challenges: not the fishermen...***



- ***Government tourism policy favours BIG corporate investors;***
- ***Low security of tenure & contracts;***
- ***No tax relief or other incentives for investment in conservation;***
- ***Red tape & corruption, 'punitive' taxation;***
- ***Competition from over-funded donor aid...***

# ***Why competition from over-funded donor projects?***



## **Because these:**

- ***Create bureaucracies at central level, taking resource control away from local people;***
- ***Increase costs of management by introducing First World standards;***
- ***Create vested interests that have little to do with local concerns;***
- ***Crowd out local initiatives & local participation.***

# ***Wish list (incentives for the 'right' investors)....:***



- Conservation should **not** be a State monopoly;
- Donors to help create **incentives** (policy & regulatory) for investment in conservation, rather than subsidizing state bureaucracy;
- Encourage **local** Park management by **genuine** stakeholders of **formal & informal** sectors, including private sector;
- Environmental **certification** better than gvt. regulations.<sup>27</sup>

# ***but also: a change of paradigms needed...***



***The private sector – the Bad Guy (to be controlled, regulated & source of funds only)?***

- ***The ‘local community’ – not profit-oriented?***
- ***Private sector profit always incompatible with conservation?***
- ***Government park authorities, donor agencies, NGOs – what are THEIR stakes?***



CHUMBE ISLAND CORAL PARK/ZANZIBAR

