APPENDIX 1: CONGRESS PROGRAM

Editors' Notes:

This version of the program takes into account a small number of speaker substitutions made at the time of the meetings. Several adjustments aside, papers in the Proceedings are organized to correspond with presentations in the program.

Asterisks (*) in the program indicate that papers are unavailable for selected presentations and, therefore, do not appear in the Proceedings. However, abstracts of the presentations are found in alphabetical order by author in Appendix 2.

Tuesday, June 18 1996

3:00 p.m. REGISTRATION BEGINS at the Pacific Ballroom, Ilikai Hotel

Wednesday, June 19 1996

7:30 a.m. REGISTRATION at the Pacific Ballroom, Ilikai Hotel

8:30 a.m. WELCOMING ADDRESS
Moderator: Dr. Jan Auyong, Oregon Sea Grant

SPEAKERS
  Mike Wilson, Director, Hawaii Department of Land and Natural Resources
  Ian McPhail, Great Barrier Marine Park Authority, Australia
  George Stankey, U.S.D.A. Forest Service

9:30 a.m. THEME SESSION: CAN SUSTAINABLE TOURISM BE ATTAINED?
Moderator: George Stankey, U.S.D.A. Forest Service

SPONSOR:
People and Natural Resources Program, Pacific Northwest Research Station, U.S.D.A. Forest Service—Roger Clark, Program Manager

Roger Clark, U.S.A.—The Concept and Practice of Integrated Resource Management: Opportunities and Barriers for Coastal and Marine Tourism*
Conner Bailey, U.S.A.—Sustainable Community Development Through Coastal and Marine Tourism: Opportunities and Constraints

12:00 p.m. LUNCH BREAK (no speaker)

1:00 p.m. FRAMEWORKS FOR TOURISM AND RECREATION
Moderator: Jan Auyong, Oregon Sea Grant

Michael Vanderzee, Australia—Managing for Ecologically Sustainable Tourism Use of the Great Barrier Reef World Heritage Area
John Tower, Australia—Recreation Coastal Management in Victoria, Australia: Reviews Leading to Actions?
Roger Clark and George Stankey, U.S.A.—Recreation Site Attributes: A Framework for Identification and Assessment for Coastal Tourism Management
Athline Clark and Craig MacDonald, U.S.A.—Regulatory Surfaces: A Case Study of Hawaii's Permit Structure for Commercial Ocean Recreation
Pieter Belks, Canada—Using British Columbia's Coastal Tourism Resource Inventory in Land Use and Tourism Planning
Ian Dutton, J. Duff, and S.P. Ginting, Indonesia—A GIS-Based Approach to Integrated Marine Tourism Planning
3:15 p.m.  PARTNERSHIPS FOR SUSTAINABLE TOURISM  
Moderator: Sharon Ziegler, Pacific Island Network

Don Alcock, Australia—Tourism: The Key Player in the Ecologically sustainable Development of the Great Barrier Reef  
Robyn Bushell, Bruce Simmons, and Judy Reizes, Australia—Community, Environment, and Tourism: A Sustainable Partnership  
Noe Yalap, Republic of Palau—The Palau Conservation Society: Environmental NGO Working in Partnership with Local Communities, Agencies, and Academia*  
Bruce De Young and Pat Kight, U.S.A.—Surfing for Sustainability: A Difficult Course, an Uncertain Outcome

4:15 p.m.  SUSTAINABLE TOURISM: ECONOMIC PERSPECTIVES AND APPLICATIONS  
Moderator: Jim Roumasset, University of Hawaii at Manoa

Jim Moncur, U. of Hawaii Economics Dept., U.S.A.—Political Economy of Managing Recreational Resources: The Case of Hanama Bay*  

8:15 p.m.  CMT '96 RECEPTION  
Moonlight cruise aboard Dream Cruises, departing Kewalo Basin

Thursday, June 20 1996

7:30 a.m.  REGISTRATION

8:00 a.m.  CONCURRENT FIELD-BASED WORKSHOPS

OPTION 1—DEVELOPING COASTAL/MARINE ENTERPRISES

Leader: Athline Clark, Volunteer Coordinator, Hawaii Department of Land and Natural Resources  
Resource: Terry O'Halloran, Director of Project Development, Atlantis Submarines  
Activity:  1) 8:00 a.m.—Hilton’s Reef Lagoon Project with partner The EnterOcean Group (a proposed set of snorkeling types of activities in an aquarium-like setting in the remodeled lagoon)  
          2) 7:30 a.m.—Atlantis Submarine Offshore Submarine Tour at Hilton Hawaiian Village  
Workshop: Focusing on requirements for developing new attraction, or expanding existing attractions, particularly permitting, community concerns, and marketability  
Site: Ilikai Hotel, Molokai meeting room and nearby destinations  
Site Assistant: Nina Hadley, U. of Washington, School of Marine Affairs

OPTION 2—MARINA ENVIRONMENTS AND COMMUNITIES

Leaders: Vicki Gaynor, Community and Government Affairs Manager, Ewa Marina/Haseko, Inc.  
          Christina Kemmer, Executive Director, Office for Waikiki Development  
Activity: Tour of Ala Wai Yacht Harbor and Canal on foot, potential boat shuttle  
Workshop: Focusing on community involvement, economic development opportunities, and environmental and cultural concerns in the planning of marina facilities  
Site Assistant: Ellen Tong, U. of Hawaii, Marine Option Program
OPTION 3—REVITALIZATION OF SMALL AND LARGE WATERFRONTS

Leader: Robert Goodwin, Washington Sea Grant Program
Resource: Terry White, Publisher, Hawaii Ocean Industry and Shipping News
Activity: Tour of the Honolulu waterfront, including the Aloha Tower Marketplace at Honolulu Harbor and the Hawaii Maritime Museum
Workshop: Focusing on those characteristics which indicate feasibility of revitalization and readiness of a community to undertake such an enterprise
Site: Hawaii Maritime Museum (co-sponsor of this workshop)
Site Assistant: Chris Woolaway, Hawaii Sea Grant
Sponsor: National Coastal Resources Research and Development Institute

OPTION 4—COASTAL EROSION AND SUSTAINABLE COASTAL DEVELOPMENT

Leader: Dr. Charles Fletcher, University of Hawaii, Hawaii Institute of Geophysics
Resources: Rob Mullaney, Hawaii Sea Grant
Bruce Richmond, U.S. Geological Survey
Activity: Waikiki Beachfront, beach profiling technology
Workshop: Focusing on erosion issues and sustainable coastal development
Site: Ilikai Hotel, Pacific Ballroom-Room A, (before field trip)
Site Assistant: Liz Kumabe, Hawaii Sea Grant, Pacific Island Network

OPTION 5—STRATEGIC PLANNING FOR SURVIVAL AND PROFITABILITY OF COASTAL ATTRACTIONS: DOING MORE WITH SHRINKING DOLLARS

Leaders: Thomas Dowling, Oregon State University, College of Business
Bruce DeYoung, Oregon Sea Grant/OSU, College of Business (co-sponsor of this workshop)
Resource: Bruce Carlson, Waikiki Aquarium
Activity: Coastal Attractions (including tour of Waikiki Aquarium)
Site: Waikiki Aquarium (co-sponsor of this workshop)
Site Assistant: Ray Tabata, Hawaii Sea Grant

12:00 p.m. LUNCH BREAK (on your own)

1:00 p.m. WATERBORNE TOURISM ACTIVITIES
Moderator: Bob Bacon, South Carolina Sea Grant Consortium

Terry O'Halloran, U.S.A.—Atlantis Adventures Development of Undersea Tourism Attractions*
Thomas Bauer, Australia—An Evaluation of Coastal Tourism Activities in the Antarctic Peninsula Region
Ron Stone, U.S.A.—The Important Place of Marinas in Nautical Tourism and the Challenges to Finding Places for Them
Bruce DeYoung and Pat Corcoran, U.S.A.—Those Ignoring the Rudder Shall Answer to the Rocks: A Case Study of Columbia River Boating Access
John Donaldson, U.S.A.—Shore-Based Recreational Livery (Rental) Business Development: Business, Safety and Regulatory Components
Jerry Wylie and Howard Rice, U.S.A.—Sea Kayaks as Vehicles for Sustainable Development of Coastal Marine Tourism
John Grey, Thailand—SeaCanoe Thailand: Lessons and Observations
Lisa King, Republic of Palau—Paddling Palau: Developing Kayaking as a Visitor Activity in the Republic of Palau
4:00 p.m.  THE BUSINESS OF COASTAL TOURISM AND RECREATION  
Moderator: Bruce DeYoung, Oregon State University, College of Business  
Robert Bacon and Tamela Kibler, U.S.A.—Nature-Based Tourism in South Carolina: Development and Outcomes  
Susan McKegg, Keith Probert, Karen Baird, and John Bell, New Zealand—Marine Tourism in New Zealand: Environmental Issues and Options  
Martin Lancaster, U.S.A.—Coastal Tourism and the Federal Budget*  
Kenji Hotta, Tetsuya Nakagawa, and Yasutaka Kamata, Japan—A Study on Physiological Effects Caused by Coastal Ultrasonic Wave Influences to Human Brain Waves  

4:00 p.m.  WHAT VISITORS TELL US  
Moderator: John Schwartz, Michigan Sea Grant  
Room B (upstairs)  
Rick Rollins, Canada—Using Social Science Research in the Management of Coastal Wilderness Settings  
Gianna Moscardo, Australia—Understanding Patterns of Travel in the Great Barrier Reef Region: Implications for Management of Coastal and Marine Tourism  
Diane Kuehn, U.S.A.—Using Interpretation to Manage Visitor Behaviors in Fragile Coastal Areas  
Kenneth Backman and Sheila Backman, U.S.A.—Using Advertising Effectiveness and Visitor Satisfaction Information for Market Planning*  

Friday, June 21 1996

7:30 a.m.  REGISTRATION  

8:00 a.m.  TOURISM, CONSERVATION AND COMMUNITIES  
Moderator: Paul Holihan, IUCN Marine and Coastal Programme  
Elizabeth Halpenny, Canada—Tourism in Pulau Seribu Marine Park, Indonesia  
Stephen Wearing, Australia—Joint Management of Marine Parks in Australia: A Community-Based Perspective  
Jenny Wong, Malaysia—Marine Parks Malaysia: Tourism, Impacts, and Conservation Awareness  
Jennifer McCann, U.S.A.—Presentation and Paper titles not available  
J. Walter Milton, Daniel Suman, and Donna Lee, U.S.A.—User Group Perceptions of Marine Reserves in the Florida Keys National Marine Sanctuary*  
Coralie Mackie, Canada—The Oceans Blue Foundation: A Vancouver Response to Sustainable Tourism*  

10:15 a.m.  INTERACTING WITH MARINE WILDLIFE  
Moderator: Sherwood Maynard, University of Hawaii, Marine Option Program  
Derrin Davis and Clem Tisdale, Australia—Managing Marine Tourism Resources in Ningaloo Marine Park, Western Australia  
Mark Orams, New Zealand—Improving Effectiveness of an Education Program in Managing Marine Tourism  
Verna Amante-Helweg, Graham Vaughan, and Cleve Barlow, New Zealand—Cultural Perspectives of Dolphins by Ecotourists in a “Swim with Dolphins” Program  
Eva Willmann de Donlea, Australia—Whale and Dolphin Watching in Australia
11:15 a.m.  PROMOTING SUSTAINABILITY IN TOURISM BUSINESSES
Moderator: Ray Tabata, Hawaii Sea Grant

Anamarija Frankic and Maurice Lynch, U.S.A.—ECOSTAR: A Program for Identifying Ecotourism Activities that Support Sustainable Development in Coastal Regions
Kimberly Moffit, U.S.A.—Hotel Environmentalism: A Lucrative Proposition

12:00 p.m.  LUNCH BREAK (no speaker)

12:30 p.m.  SEA GRANT AND ECOTOURISM
(Jim Falk, Delaware Sea Grant, moderator)

James Falk, Delaware
Bob Bacon, South Carolina
John Schwartz, Michigan
Ray Tabata, Hawaii

3:00 p.m.   CONCURRENT WORKSHOPS AND PANELS

PANEL/WORKSHOP: THE U.S. NATIONAL MARINE SANCTUARY PROGRAM: A MODEL FOR PROVIDING ACCESS AND PROTECTION?
Moderator: Jodi Cassell, University of California Sea Grant, U.S.A.
Room A

WORKSHOP: ENHANCING MARINE INTERPRETATION THROUGH BETTER UNDERSTANDING OF VISITORS
Workshop Leader: Gianna Moscardo, James Cook University, Australia
Room B

WORKSHOP: MARINE TOURISM AND MARINE PROTECTED AREAS: UNDERSTANDING THE LINKAGE AND MAXIMIZING THE BENEFITS
Workshop Leader: Paul Hothus, IUCN Marine and Coastal Programme, Switzerland
Room C

5:30 p.m.   NO HOST COCKTAILS

6:30 p.m.   BANQUET—Speaker: Howard Rice, U.S.A., “Teaching Responsible Coastal and Marine Tourism: A Strategy for the Future”

Saturday, June 22 1996

8:30 a.m.  COMMUNITY AND TOURISM
Moderator: Robyn Bushel, University of Western Sydney, Hawkesbury

Juanita Liu, U.S.A.—Perception of Ecotourism by Pacific Islanders
Jane Gallen, Federated States of Micronesia—Ecotourism in Pohnpei
Greg Ringer, U.S.A.—Sustainable Ecotourism and Island Communities: A Geographic Perspective
William Trousdale, Canada—Coastal Tourism Planning Using Multiple Objective Techniques: The Guimaras, Philippines Experience
Sophie Van der Meer, United Kingdom—Marine Eco-Tourism: Problems and Potential: A Case Study from Madagascar
Helge Vogt, Philippines—Ecotourism and Marine Reserves in Negros Oriental (Philippines): A Sustainable Source of Income for Fishing Communities
10:30 a.m. CONCEPTS IN FACILITY DESIGN
Moderator: Kit Dahl, Pacific Island Network

Stanley Selengut, U.S.A.—From Trash to Treasure*
Tsuyoshi Kobayashi, Japan—Advanced Age Society of Japan: Needs, Trends, and Future of Barrier-Free Marine Recreational Facility for Ecotourism
Moo Hyung Chung, Byung Tae Oh, and Jong Soo Ahn, Korea—Marina Design at Admiral Lee’s City

12:00 p.m. LUNCH BREAK—Speaker: Stanley Selengut, U.S.A., “A Holistic Approach to Sustainable Community-Based Tourism”

1:30 p.m. MANAGEMENT OF TOURISM GROWTH
Moderator: Jan Auyong, Oregon Sea Grant

Ratu Ralogaivau, Fiji—Tourism in Fiji
M. Mahbub Alam and M. Niamul Naser, Bangladesh—Prospects of Coastal Development in Bangladesh
Judith Culkier, Canada—Tourism Employment and the Urbanization of Coastal Bali
Jerome McElroy and Klaus Albuquerque, U.S.A.—Coastal Decline in Antigua-Barbuda
Anita van Breda, U.S.A.—Vanuatu: Managing Coastal Tourism: A Case Study
Donna Wilkie, U.S.A.—Tourism Growth and the Makah Tribe*

3:30 p.m. TOOLS FOR THE VALUATION OF COASTAL TOURISM
Moderator: James Falk, Delaware Sea Grant

M. Mahbub Alam and M. Niamul Naser, Bangladesh—Environmental Carrying Capacity vs. Economic Priority: Hard Choice in Decision-Making of Tourism Development
Issa Minglotti, Tanzania, East Africa—Participatory Rapid Rural Assessment in Zanzibar: Development and Protection Options on Small Islets*
Maureen Stancik, U.S.A.—Combining Tools and Processes to Facilitate Coastal Environmental Decisions which Reflect Well-Informed Societal Preferences
Mike Hamnet, David Raney, and Peter Rapa, U.S.A.—Hawai‘i’s Coral Reef Initiative: An Initial Assessment
J. Walter Milon and Donna Lee, U.S.A.—Coastal Resource Valuation and the National Estuary Program*
James Houston, U.S.A.—The Economic Value of Beaches
Donna Lee, U.S.A.—Zoning Strategies in Coral Reef Management
Larry Dwyer and Peter Forsyth, Australia—Economic Impacts of Cruise Tourism in Australia
APPENDIX 2: ABSTRACTS OF PRESENTATIONS SANS PAPERS

Editors' Note: The following are abstracts of presentations given at the Congress and appear in alphabetical order by author.

MANAGEMENT OF A FRAGILE AND COVETED TROPICAL ISLE ECOSYSTEM: MOOREA (FRENCH POLYNESIA)

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Situated in the Society Archipelago, the island of Moorea has a surface area of 134 km², a littoral plain of 23 km² containing 10,000 inhabitants, a lagoon of 49 km², and a 70 km coastline. Human activity is concentrated on the north face (1/3 of the coastline) of the island.

In spite of a certain degree of environmental deterioration due to rapid and anarchic development, the natural beauty of the island is incontestable, and tourism remains the principal motor for the economy. Although a specific zone for tourism has not been designated, hotels are concentrated on the north side and accommodate 90,000 tourists annually. Fishing within the lagoon supports at least 100 families and is an undissociable component of Polynesian lifestyle.

In order to assure the perpetuity of resources while guaranteeing environmental protection, and to provide for management of potential conflicts between different use activities, a Maritime Space Management Plan, covering a zone extending from the barrier reef to the shoreline, is in preparation. A multidisciplinary group from diverse government services has drafted a preliminary plan after a three-year preparatory phase, characterized by numerous meetings with representatives of the diverse activity sectors concerned. Composed of proposed activity use maps and regulations, it represents the result of confrontation between scientific, economic, and social constraints and considerations. It will be submitted to the general public for advice before final approval and adoption by the government.

An implementation time frame of three years is intended with the principal anticipated obstacle being acceptance of new constraints by an insular population whose origins, values, and sensitivities are different.

USING ADVERTISING EFFECTIVENESS AND VISITOR SATISFACTION INFORMATION FOR MARKET PLANNING

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Nature-based tourism and science tourism are among some of the growth areas of the tourism industry. According to the WTTC (1992) nature-based tourism accounted for 7% or $14 billion of worldwide travel expenditures. This sector of the industry is projected to grow at the rate of 20-25% in the near future.

As competition for nature-based tourism increases between states, regions, or destinations as a means of stimulating economic development, information related to the effectiveness of destination advertising will become key to the development of promotional campaigns. Also, information related to visitors' satisfaction with their nature-based vacations is important information for managers to have as they modify or terminate aspects of their nature-based tourist product. The paper uses the findings from two applied nature-based tourism research projects conducted in coastal South Carolina. The first project examined the impact of a newspaper advertisement and brochure on respondents' awareness of, interest in, and intention to visit the South Carolina coast. The second project investigated the visitors' perception of quality and value of three coastal nature-based experiences. This session will provide attendees with the opportunity to learn about (a) media placement, (b) effectiveness measurement, and (c) methods to retain customers.
THE CONCEPT AND PRACTICE OF INTEGRATED RESOURCE MANAGEMENT: OPPORTUNITES AND BARRIERS FOR COASTAL AND MARINE TOURISM

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A key word found in recent literature about natural resource management is integration. Although the word appears to have broad acceptance and appeal, it often is used with multiple meanings and expectations, some of which may be in conflict. This problem is particularly significant with respect to human values and uses.

The discussion of integration is timely because of the ongoing debate about the role of humans and diverse societal values in ecosystem management. Basically the debate centers around the question: are humans “a part of” or “apart from” ecosystems? This question is as relevant for marine settings as it is for upland forests. Regardless of one’s perspective, a basic concern facing policy makers, managers, researchers, and citizens is how we can improve our ability to understand, identify, measure, evaluate, and incorporate into decision making society’s diverse perspectives on the values and uses of natural resources. Numerous critics of past management frameworks and tools suggest that ecosystem management will be successful only insofar as these values are fully integrated at multiple scales, and in perpetuity.

This presentation explores the concept and meanings of integration with particular emphasis on fostering better understanding of the social, cultural, and economic considerations. It summarizes the literature and presents different perspectives on what integration is and is not, and it examines some apparent barriers and offers an approach for improving our capacity for effective integration, both in the short and long run. Integration is not just an issue of natural resource management in the U.S. Although different words have been used, the concept has been in the literature for many years. And the situation we face in our country is not unique; in fact, it is not even unusual. Many countries and cultures are struggling with the same basic issues and questions—some with greater, others with lesser success than we. We have much to learn from one another.

ECOTOURISM IN POHNPEI

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The author spent five months on her home island of Pohnpei working with The Nature Conservancy, Pohnpei Office of Tourism and Parks, and Pohnpei Division of Forestry to develop a database of existing and potential ecotourism sites of Pohnpei. The researcher evaluated ecotourism sites in communities via survey questionnaires, interviewed site owners or operators, and researched legends and history behind each site. Information collected was compiled into a database, and then compiled, with drawings rendered from pictures taken by the author, into a Pohnpei ecotourism guidebook. This informational and educational guidebook offers information on site locations, accessibility, and contact names, as well as cultural guidelines and environmental insights for visitors.

This project revealed some interesting findings which highlight ecotourism’s potential in Pohnpei and some of the problems that need to be addressed when developing such sites. These include the lack of familiarity of local operators with the concepts of ecotourism, the lack of skilled tour guides and interpreters, and environmental degradation problems such as litter. The author describes some of the approaches needed to address these issues.

PERCEPTIONS OF ECOTOURISM BY PACIFIC ISLANDERS

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Ecotourism has become a generic term for all ecologically responsible tourism. However, it seems as though there are as many definitions for ecotourism as there are researchers and practitioners in the field. For the purist, “ecotourism” means a form of tourism that leaves the environment relatively undisturbed, whereas to others it may appear as though “ecotourism” is merely a trendy way to sell more mass tourism. Furthermore, there may be cross-cultural differences in the way ecotourism is viewed. It is clear that in order for the objectives of environmental protection,
cultural preservation, economic sustainability, and educational value to be accomplished in ecotourism, there must be a consensus on what ecotourism is.

This study attempts to determine how Pacific islanders perceive ecotourism with respect to its definition; what are their island's tourism assets, benefits of ecotourism, and obstacles to ecotourism; and what is needed in order to implement ecotourism. To this end, two surveys were conducted. The first involved 24 participants who attended the Pacific 2000 Conference on responsible economic growth, co-sponsored by the U.S. Economic Development Agency and the Commonwealth of the Northern Mariana Islands, held in Saipan in May 1993. The second involved 23 participants of the Executive Development Institute for tourism held at the University of Hawaii School of Travel Industry Management in June 1993.

The results indicated that responses depended on the stage of tourism development and familiarity with the ecotourism concept. Although there was unanimous support for ecotourism development on all islands, with the main impetus being environmental protection, the less-developed economies were relatively more concerned about cultural preservation than economic sustainability. Other findings include the importance of economic and cultural benefits, the need to overcome politics, and the critical role of education in implementing ecotourism.

THE OCEANS BLUE FOUNDATION: A VANCOUVER RESPONSE TO SUSTAINABLE TOURISM

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On June 14, 1992, Canada joined 172 other governments at the Earth Summit in Rio de Janeiro, Brazil to achieve something remarkable. At the United Nations Conference on Environment and Development (UNCED), people put aside economics, religious, cultural, and political differences to unanimously adopt Agenda 21. Since then, the Greater Vancouver Regional District (GVRD) has approved a 25-year "Liveable Region Strategic Plan." In November 1995, the GVRD and the Greater Vancouver Convention and Visitors Bureau (Tourism Vancouver) organized a forum in which city, port, and regional planners, and tourism industry professionals discussed a tourism development strategy for Greater Vancouver. Working together, GVRD and Tourism Vancouver intend to adopt sustainable development principles that appear in the World Travel and Tourism Council, World Travel Organization, and the Earth Council document, "Agenda 21 for the Travel and Tourism Industry."

One action being taken is the ongoing development of Oceans Blue Foundation. Oceans Blue is a Vancouver-based, non-profit foundation committed to establishing sustainable tourism and community development in the world's port cities. Underpinned by a philosophy of putting "Local Loyalty and Local Responsibility" first, the foundation aspires to be a leader in the efforts to make global tourism a sustainable industry.

Oceans Blue will provide leadership in four areas based on the developing Vancouver model including community programs, strategic planning, measurable standards, and responsible education. Specific initiatives within these four areas include actions and practices for tourism businesses.

Oceans Blue will develop a series of practical actions that individuals, communities, and companies can take toward achieving sustainability by using tourism as both the focus and catalyst for positive change.

COASTAL MARINE POLICY IN HAWAII 1986–1996 CRISIS-Failure-OPPORTUNITY

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During the past decade, coastal tourism in Hawaii tripled in size and allowed individuals to put commercial claims on ocean space that traditionally had been open to all. As a result of these free-market pressures, coastal communities have been driven by tremendous demographic and economic change. Examples include Hanauma Bay, where long-time residents of Honolulu were displaced from a popular local beach park by commercial tour groups. Their complaints led to action by the city government to protect the environment there from unrestricted tourism.

In response to problems such as this, individual coastal communities began to call on government to provide direction. Government officials found themselves balancing the conflicting demands of economic development, resource allocation, and resource protection.
For guidance, the counties, the state government and federal agencies spent millions on studies such as the Main Hawaii Marine Resource Investigation, the Governor's Taskforce on Ocean Tourism, the Malaia Bay Study, the State Ocean Management Plan, and the "Sea Grant Studies in Marine Economics" Series.

These studies generated much useful information and many worthy recommendations. Unfortunately, there was little political will to implement them. Consequently, the studies were set aside and government policies toward ocean resource management came to be defined by controversial single issues in isolated areas or multiple conflicts within single areas. The result is that most problems have festered. In the few areas where there has been resolution of problems, such as at Hanauma Bay or Molokini on Maui, the answers have come from the user community.

This paper provides an overview of the historical background during this 10-year period. It presents ideas on how responses to these problems might be structured in the future.

COASTAL RESOURCE VALUATION AND THE NATIONAL ESTUARY PROGRAM

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The National Estuary Program (NEP) was established by Congress in 1987 as part of the Clean Water Act. The primary objective of the Program is to bring together local governmental units to identify estuary-related problems and to recommend corrective action plans. While baseline hydrological and biological studies have played prominent roles in the planning process for most NEP's, few have included economic studies of value producing activities associated with the estuary or the effects of action plans on economic values derived from the estuary. This paper presents a review of these economic studies and summarizes the results of an extensive resource valuation study conducted for the Indian River Lagoon National Estuary Program. The study addressed both direct and passive use values using travel cost-demand models, fishery productivity models, property value analysis, and the contingent valuation method. The total annual economic value for the natural assets of the lagoon were estimated to be more than $730 million in 1995. Results from the economic analysis have played an important role in the selection of action plans to correct water quality and habitat degradation problems in the lagoon. In addition, the identification of economic benefits attributable to estuary management has been a major feature of the campaign to convince the public of the need to implement the recommended action plans. The concluding section of the paper provides some discussion on the advantages and disadvantages of including resource valuation studies in estuary management planning and future NEP site evaluations.
USER GROUP PERCEPTIONS OF MARINE RESERVES IN THE FLORIDA KEYS NATIONAL MARINE SANCTUARY

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The merits of marine reserves to manage fishery stocks and sustain marine biodiversity have been extensively debated in the scientific literature, yet there have been few studies on the perceptions of user groups to marine reserve proposals. This study examines commercial and recreational user groups’ perceptions of marine reserves for the Florida Keys National Marine Sanctuary. The Florida Keys contain the only living coral reef tract in the continental U.S., and receives more than 2.5 million tourists annually. The U.S. Congress designated the Keys as a national marine sanctuary in 1990, and a final management plan that includes marine reserves is expected in late 1996. Personal and mail interviews were used in this study to identify user groups’ perceptions of the planning process for these reserves and expected outcomes. Results indicate that perceptions vary considerably across the user groups, with commercial fishing groups expressing strong opposition while recreational diving interests generally support the plans. Various factors, including participation in the planning process, perceived fairness of the process, and expected compliance with regulations to enforce a reserve zone, influenced these perceptions. This paper discusses the implications of these findings for establishing and managing marine reserves in the Florida Keys and other coastal areas.

PARTICIPATORY RAPID RURAL ASSESSMENT IN ZANZIBAR: DEVELOPMENT AND PROTECTION OPTIONS ON SMALL ISLETS

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On this Indian Ocean island off the African coast, the experience from small islets leased to private investors resulted in the exclusion of local fishermen from traditional seasonal fishing camps, unreasonable compensation, and habitat destruction. This caused considerable hardship and resentment in coastal communities which cited these cases as the key reason for opposing further hotel construction. A land allocation moratorium was imposed pending collection of additional biophysical and sociocultural information for input-to-development decision making.

Training was organized to provide knowledge and techniques of participatory rapid rural assessment (PRRA) in assessing the available resources and public opinion. A total of 20 staff (three women) representing four ministries participated: Commission for Tourism, Department of Environment, Integrated Land Use Planning unit, Investment Promotion Agency, Fisheries Department, and Forestry Department. The practical toolkit included semi-structured interviews (boatmen, women, leaders, farmers); seasonal calendars; mapping; transects; wealth ranking; and public meetings.

Three interdisciplinary teams implemented three to six day studies on 12 islets with investor interest or high tourism potential; reports were formally presented to the government. As part of institution-strengthening initiatives, the nine-month process was jointly funded by a bilateral donor (FINNIDA) and the World Bank at a cost of $8,000 U.S.
(1) Islet inhabitants and users, generally poor, are faced with limited economic alternatives. Agricultural and fishing resources are at capacity. Tourism could benefit environmental conservation by diversification of villagers' income source and enhanced monitoring of the resource base. (2) Many villages, despite remoteness, have direct experience with tourists—mostly day visits by scuba or deep-sea fishing parties. Even at very low levels, sociocultural impacts (e.g., dress code, cultural violations) are evident, leading to negative perceptions and skepticism. (3) The main constraint on village-level development was seen to be a complete lack of information and little local awareness of their tourism options: community-investor contracts, employment, or the right of regular consultation. (4) Villagers mention water supply, schools, and health care as the anticipated contribution of tourism before their own involvement in tourism. (5) Villagers are willing to make site tradeoffs—giving up one beach if access rights to other beaches are guaranteed. (6) Day use or small lodging properties are acceptable in some locations. Villagers would expect to organize boat trips, run a small restaurant, or sell handicrafts, although this expertise, equipment, or capital does not exist presently.

The issues are how to conserve the coastal areas and reefs (a) as environments and (b) as a sustainable resource for indigenous fisheries and ecotourism.

The problems considered are how to develop management systems to minimize conflict between competing resource users, such as tourist agencies, tourists, local fisheries, entrepreneurs, and others. Solutions are put forward for discussion on this and on how to channel tourism profits through local community management structures with built-in research and conservation for sustainable use.

The Madagascar situation is discussed in the context of experience from other areas, including Sri Lanka, the Kenyan coast, Belize, and Panama. Its relevance, however, lies as much in its parallels with Torres Strait and some South Pacific Islands.

**ATLANTIS ADVENTURES: DEVELOPMENT OF UNDERSEA TOURISM ATTRACTIONS**

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In the 1980s when Atlantis Submarines pioneered the first passenger submersible operation, underwater tourism was limited primarily to snorkeling and scuba diving. Passenger submarines opened the undersea world to the average person and created a vast new market. Over the past decade, underwater tourism has been a rapidly growing market segment of world tourism. Increasing interest in the undersea world, steady growth of world living standards, and the amount of leisure time have created a more sophisticated market that is searching for new experiences. Meeting the needs of this market, as well as the challenges of a successful start up and sustaining an operation, takes innovation, planning, analysis, and development of an appropriate marketing portfolio.

Marine tourism products, or activities, are varied, and careful analysis must be made to ensure the right product or mix of products for an existing market. As an example, Atlantis considers site selection as a crucial component to success. Three major categories are considered in evaluating potential operating sites: 1) operational considerations; 2) market trends and potential; and 3) political, economic, and business environment. Each

**MARINE ECOTOURISM: PROBLEMS AND POTENTIAL, A CASE STUDY FROM MADAGASCAR**

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This paper examines the problems of and potential for ecotourism in under-exploited coastal areas.

Anthropological field research I completed in 1993 in S.W. Madagascar shows the risks of ad hoc tourism both for environmental conservation and for local communities. This is a coastal area with a variety of ecosystems including coral reefs, dunes, beaches, and a lusherland with unique fauna and flora. The traditionally seminomadic Vezo fishermen have no concept of customary marine tenure. Increasing inland demand for fish, coupled with marketing opportunities and new fishing technologies, have already led to substantial infiltration of the coastal area by non-Vezo, including trading monopolies and entrepreneurs buying coastal land for tourist hotels.
product or activity is evaluated independently, and once a site is selected and infrastructure established, other activities can easily be added later as the market allows.

Submarine tours are the core business of Atlantis; however, like many other operators, we recognized the need to diversify in order to meet the demands of today's market. For example, last year we launched Atlantis Adventures, which embodies a collection of products that meet different market needs. The products that Atlantis has introduced require less capital investment and fewer guests to ensure their success. Marketing synergism, economy of scale, and increased retail potential are achieved when a site has more than one product to offer.

FROM TRASH TO TREASURE

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Abstract not available.

MAKAH TRIBE'S PRESENTATION ON COASTAL AND ECOTOURISM DEVELOPMENT

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The Makah Nation is located on the most northwest tip of Washington's Olympic Peninsula. In recent years visitation to Neah Bay and Ozette has been on a steady increase. The Tribe recognizes the need for change to accommodate these increases. Surveys have been taken to develop community awareness and opinion. The surveys revealed that the community is supportive of the tourism increase where it links to tribal artisans and business development. The surveys also indicate that there is an urgent need for more food services, lodging and campground development.

The Tribe organized the Makah Visitor Bureau which represents the tribal and business communities. The Visitors Bureau is responsible for disseminating tourism information and informing the community on tourism plans and developments, as well as encouraging beautification of neighborhoods and enhancing highways, trails and beaches. Through this organization the tribe is networking with nearby Chambers of Commerce by attending meetings and education, by sharing brochures and information on the history and culture of the Makah Tribe. The Tribe also hired Dean Runyan Associates of Portland, Oregon to complete a tourism study of Neah Bay and the Ozette archaeological site. The purpose of the study was to answer questions such as how many and what type of tourists visit the area? Are these type of visitors economically beneficial? Do we need to change focus to attract other types of tourists or should we discourage tourism growth? The Tribe is responding by sharing the results with the community, surveying their opinions and by developing trails, improving on and off reservation signage and planning tourism facilities.

A main factor that has led to the increase in tourist visits is the 1970's discovery of the Ozette archaeological site of an ancient Makah whaling village which was perfectly preserved in a mudslide. This was followed by the 1980 construction of a world class museum to house the thousands of artifacts recovered in the archaeological site. In 1991 the National Geographic Magazine featured a story on the "Ancient Makah Whaling Society." In 1994 a public television video was released called "Gift from the Past." This is a documentary of modern Makah society and the relationship to the Ozette archaeological discovery.

Other factors for the increased outside interest are that Neah Bay and Ozette are located adjacent to the Olympic National Park and the Cape Flattery Wildlife Refuge. In 1995 the designation of the Olympic Coast Marine Sanctuary, a NOAA program, which begins in Neah Bay has sparked new interest in the coastal waters and reefs. We are also members of the North Olympic Visitor & Conventional Bureau of Port Angeles, WA. The Olympic Bureaus are very supportive in terms of advertising to the ecotourist. There is also an increased interest in and curiosity about the culture and traditions of Native American Tribes by foreign and U.S. tourists.

The Tribe has planned for increased growth by constructing infrastructure. Developing entrepreneurial training is now being offered to tribal members. This will assist members in preparation for secondary businesses that will develop from increased growth. Growth management plans include constructing a year round safe harbor marina with 200+ boat slips, to be completed in 1997. Regulatory guidelines for land and development are being documented. The Makah Tribal Council has appointed a Land Use Development Team responsible to identify land for business, industrial and home site development. The Tribe has developed an environmental program and is in the process of adopting environmental policy and regulations. A transportation
planner has recently been hired to assist in planning for intermodal transportation and land use development.

In conclusion, the Makah Nation has considerable potential for marine and ecotourism development. According to the response of surveys, the general opinion is that the tourism growth should be gradual with limited impact to the communities. Most importantly, tourism growth rates should not infringe upon tribal sovereignty.

THE PALAU CONSERVATION SOCIETY: ENVIRONMENTAL NGO WORKING IN PARTNERSHIP WITH LOCAL COMMUNITIES, AGENCIES, AND ACADEMIA

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After years of exploration, discussion, and work by a group of environmentally concerned and active citizens, Palau Conservation Society (PCS) was incorporated in 1994. The mission of PCS is to work with the local community to preserve the nation’s unique environment, and to perpetuate its conservation ethic for the economic and social benefit of present and future generations of all Palauans and for the enjoyment and education of all who visit our island. This new non-governmental organization is committed to protecting Palau’s environment through public awareness, research, and the promotion of sustainable development policies. The accomplishments of PCS can be traced to its non-confrontational approach and to its strong partnerships with local communities, government agencies, and the international scientific community. While not directly involved with tourism, PCS is helping to build a solid environmental approach in development efforts that will lend itself to more responsible tourism in Palau. An example is the grouper aggregation project. Through this research and education project, PCS is helping the local community define sustainable economic development options for their area. PCS is educating the community about the special ecological importance of their waters as a spawning area for groupers and other popular fish. Consequently, a fishing-oriented type of tourism would not be appropriate, but perhaps an educational or “wildlife-viewing” type of tourism might be more suitable. This presentation will cover some of the methods used, the role of this NGO in the development process, and decisions made.
APPENDIX 3: PAPER SUBMITTED BUT NOT PRESENTED AT THE CONGRESS

OLD MICHI VILLAGE COMMUNITY PROJECT: ISLANDER ECOTOURISM AND COMMUNITY CONSERVATION

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Abstract  Ecotourism has become a key component in the growing tourism industry of the South Pacific, but with the customs and traditions of this region it requires careful consideration before it can be effectively developed. A number of NGO’s such as World Wide Fund for Nature are seeking to develop community based approaches that effectively enable the community to determine the outcomes. The belief that ecotourism can be the economic answer for countries such as the Solomon Islands has seen rapid growth of ecotourism in circumstances where often there is a lack of understanding of the socio-political structures of the country particularly at local level. Development problems facing ecotourism are largely similar to those experienced in agriculture and most forms of urban and rural land use. In the Solomon Islands development planning of any kind is not a traditional activity.

In order to understand the present issues facing the development of ecotourism in the Solomon Islands a review is provided here of a local project in Marozov, Western Province, Solomon Islands. The Old Michi Village Community Project (Kapita Lodge) is a community-based project with some insights into the socio-political realities of ecotourism at the community level. Tourism development is a prime consumer of a community’s valuable land resources as are the products associated with it. Such changes often involve a transfer of power relationships, particularly where this is exercised locally through control over land and its use. The reactions to this within these communities can vary greatly but the impacts on them and their often delicately balanced socio-cultural relationships presents problems for all those involved in the process of ecotourism development. This paper presents a case study of the process; community control and reactions while providing suggestions for obtaining successful outcomes that are consistent with best practice in ecotourism management.

Keywords: Solomon Islands, ecotourism, community-based development

In 1992 the Tobakokorapa Association of northern Vununu Island in the Solomon Islands wished to establish a small tourism project which offered overseas visitors the opportunity to enjoy Marova Lagoon and learn about the natural environment and the culture of the local people. The idea for the project developed through the collaboration of a range of organisations and particularly from the Association’s engagement in WWF’s community Resource Conservation Project. The proposed tourism project seeks to draw together and enable the community to address many of the resource management, community development and income generation issues raised in the planning process. It is also an attempt to provide stability for the community through an ecotourism project, which would provide sustainable economic land-use alternatives for the community.

With the world’s attention focused on the South Pacific and preservation and conservation—one of the top priorities for this region tourism offers local communities in the South Pacific the opportunity to overcome two main problems deforestation and unemployment. The project seeks to address these points and represents a major step towards the future. Historically, the local environment had been depleted because of the villages need to derive an income from various land and marine uses. A variety of unique activities are being designed to enable villages to share with visitors their detailed traditional knowledge and uses of their land and sea resources. In addition, visitors will be able to view first-hand how they are responding to rapid social change brought on by contemporary western influences. Through close contact with village people, visitors will learn how Tobakokorapa is trying to control negative economic, social and environmental impacts sometimes associated with such change, by blending traditional and modern ideas in the sustainable use, management and conservation of their resources.

The Tobakokorapa community lives on northern Vununu Island within the Western Province of the Solomon Islands. This community wished to establish a small tourism venture and a unique opportunity for visitors to the Solomon Islands to enjoy beautiful Marova Lagoon and learn about the natural environment and the culture of the local Marovo people.

Marovo society is made up of at least twenty names. Kinship groups are called burubutu. Each burubutu controls a defined land and sea area. The cultural history and social structure of each burubutu is inextricably linked with its land and sea area.
The Tobakokorapa Association is composed of three butuburu, claiming customary right to land and sea areas extending from the mainland hill slopes of northern Vanuatu seaward to include several barrier islands of eastern Marovo Lagoon. The main settlement is Michi Village on mainland Vanuatu. The estimated village population is 137 persons. It is estimated that an additional 100 people who are members of this butuburu live outside, in Honiara, for employment purposes.

Within the Association there is a recognised need for some income-generating activity for individual households, as well as for community development purposes including improved housing, water supply, health care, education and sanitation.

The project builds on the traditional close association of the people and their culture with the natural environment and how this relationship is changing to meet the challenges of the 1990s. The planned facilities and activities will allow visitors to partake in a tourism and educational experience unlike any offered elsewhere in the Solomon Islands. This paper examines many of the concerns raised by local communities about protected area management and associated tourism. The concerns and conflicts that exist in communities such as those in the Marovo Lagoon generally fall into a number of interrelated categories. The first is the lack of opportunities for involvement in decision making relating to protected area management and tourism. The second arises from what these communities regard as inadequate responses from governments, the tourism industry and NGO's to assist them in controlling tourism and its benefits and impacts. The third relates to the lack of financial, social and vocational benefits flowing to these communities from projects that commercially exploit what they regard as their resources. The fourth relates to the need to establish better tools for evaluating socio-cultural impacts and ensuring this is completed in conjunction with the more emphasised environmental impacts on the natural environments which are usually of more interest to outside investors and conservation groups.

If all these communities participating in ecotourism can have an understanding of where they fit within the broader framework of the tourism and conservation sectors, there is a better chance that the focus of protected areas fostering host communities values while providing education for outsiders will be successful (Kutay, 1990:38). The variety of organisations involved with ecotourism and their approaches are an essential part of what ecotourism is. Ecotourism has caught the imagination of many local communities in the South Pacific, and this has generating interest from the government and international organisations operating in these countries. Their is current worldwide much debate concerning the benefits and costs of ecotourism (Cater and Lowman, 1994). As it does, more interest is generated in the potential of ecotourism for village based communities. It is increasingly being seen as a way to promote sustainable tourism while still earning valuable income for these communities. However Campbell (1981) observes profit can become an end in itself, and that the profit objective has led to the exclusion of many local communities from the benefits of this type of tourism.

In order to understand the role ecotourism can play, it is important to refocus the approaches to creating infrastructure for tourism, awareness of the differing needs of local communities, while also aligning ecotourism with national conservation and development strategies. It is suggested that the preparation of national conservation strategy is "...designed to demonstrate to sectoral interests and how they interrelate with other sectors, thereby revealing new opportunities for conservation and development to work together" (McNeely and Thorsell, 1989). With local communities as the focus these different sectors government, private enterprise, conservation and non-governmental organisations, and international institutions can then reorientate their approach to conservation through tourism.

For the people of Tobakokorapa the proposed ecotourism development will do several things. The venture will provide:

- an Association-owned and managed project to enhance traditional community cohesion and supporting mechanisms;
- a vital source of income for the community to meet basic social welfare needs, as an alternative to non-sustainable forms of resource use currently being promoted in the region;
- a demonstration of properly managed resource use integrated with a development project, for the whole of the Tobakokorapa community and other villages within the region;
- an opportunity to enhance youth understanding and appreciation of traditional culture and knowledge of local resources; and
- essential skill training and employment opportunities for men, women and the youth of the Michi village.

While a variety of definitions of ecotourism exist one definition that would appear to be in popular usage is that of The Ecotourism Society in the USA which defines it as "responsible travel that conserves natural environments and sustains the well-being of local people." Although this
is not as encompassing as other definitions it provides a
focus for the elements discussed in this paper.

Boo (1990:11) identified a number of economic benefits
that can accrue from tourism. Generally tourism as a
growth industry can increase the exchange earnings and
therefore improve the balance of payments and in its role
as part of the expanding service sector can generate
employment. Specifically ecotourism creates investment
for infrastructure development, it helps to diversify the
economy and remove the reliance on a small number of
exports. Finally it can help stimulate economic activity and
growth in isolated areas. Within rural communities
ecotourism also provides an economic alternative and may
slow down deforestation (Boo, 1990:17). Valentine
(1987:17) indicated that capital investments and operational
expenditure would be multiplied throughout the economy
because of the ‘trickle down effect’ or multiplier. The more
control that can be vested in the local community the more
opportunity there is to ensure a significant return for the
community.

The Tobakokorapa Association has sort to involve the
entire community in the management and to organise the
day-to-day running of the operation. In the planning and
establishment stages a WWF Field Adviser worked closely
with the Tobakokorapa project staff and local community,
assisting them in all aspects of project planning and training
of local people. After establishment of the facility, WWF
staff, through the existing Community Resource
Conservation project, has provided additional technical
expertise as required, and continue to monitor the progress
of the operation. Revenue generated from the enterprise is
expected to be modest, particularly in the first years of
operation the majority of it will stay within the community.
Modest wages will be paid to the individuals running
different parts of the venture (business, housekeeping,
guides, etc). After running costs are met, the remaining
profit will be put into a community development fund
which will support village projects, improving health care,
education, water supply, family housing and sanitation.

While it is generally accepted that only a minor percentage
of tourist expenditure remains in the region or country
(Asher, 1985; Lea, 1988; 1993; Trask, 1991) and profits
are further reduced through the importation of specialised
goods and services, it is felt that ecotourism can redress
this imbalance. The community functions largely on
subsistence terms and partially on cash income.
Subsistence production derives from gardening, fishing,
collection of shellfish and some forest products, and
occasional hunting for wild game. Cash income in recent
years has been generated from the harvest and local sale of
shell, beche-de-mer, some timber, and local produce.

There has been intense pressure in recent years on this
community to sell their timber resources to overseas
logging interests. The community, however, has decided
that such an enterprise is not in the best interest of their
future development. The objective here is to use as much
of the locally produced products to develop and sustain the
project.

Hong (1985:25) contextualises this further and suggests
international tourism requires high capital investment and
expensive infrastructure necessitating heavy borrowing for
developing nations, to finance these projects which must
come from outside the local economy. In the South Pacific
foreign investors can in some cases invest in tourist hotels
enjoying tax exemption, import all building materials and
equipment duty free and have also been beneficiaries of aid
money to help establish business. Ecotourism is often
being established within this context and often
governments aid large overseas corporations who they
need to establish this infrastructure but who siphon and
divert precious resources which could have been used to
improve the quality of life of the local people (Hong,
1985:21).

Alternative Direction

To date, the community’s commercial undertakings
engaged in, have all been based on the harvest of marine or
forest products. Unfortunately, levels or methods of
harvest of these resources have frequently not been viable
or sustainable ecologically or economically. The
Tobakokorapa Association has recognised this and since
late 1991 have tried to address this problem through
participation in the WWF Community Resource
Conservation (CRC) project.

The CRC project provides assistance to local landholding
groups interested in the long-term conservation of their
resources. Through this project and with the assistance of
technical specialists from WWF, members of
Tobakokorapa have been going through a community
resource planning and management exercise. The planning
exercise encourages the local community to:
• take stock of their resource base;
• examine the ecological, cultural and economic values
  of those resources;
• access the traditional and contemporary use of
  resources and the implications of changing use
  patterns on their community; and
• establish community development goals.
A major output of this plan is to outline Tobakokorapa policy and guidelines for the management of their terrestrial and marine resources. As a natural progression of planning activities undertaken by communities, the CRC Project aims to assist a number of community groups to design, implement, manage and monitor specific development or conservation projects. These projects are to be important demonstrations within the region of economically and ecologically sustainable and socially appropriate enterprises.

The other side of this is the social/cultural impacts are those "influences that come to bear upon the host society a result of tourist contact" (Prasad, 1987:10) and these impacts can benefit the community and also impose costs on the community. In the Tobakokorapa case one of the benefits stem from contacts the visitor may have with the host culture as given the longer duration of the stay of the ecotourist. This understanding is more deep-seated. Travis (1982:260) also suggests that this contact can lead to improved reputation and visibility of the host community and introduce to the ecotourist new ideas, new values and new ways of life. Given advanced industrial societies need to explore less resource expensive approaches to lifestyle the contact can only be beneficial and as Cater (1987:221) suggests creates a wider understanding and possible removal of prejudices.

The dynamic state of culture according to Cater (1987:221) means that change is inevitable, however, tourism accelerates these changes and Butler (1990:44) suggests that as ecotourism penetrates deeper into the host cultures and as a long term development has the greatest impact on the host culture. In the Tobakokorapa case this has to be weighed up against the fact that without some shift in the economic base of the community from sea and forest harvesting many may have had to leave the area to find work, thereby destroying the structure and stability of the local community.

The initiative and interest shown by Tobakokorapa in the CRC project have particularly encouraged WWF. In addition to be preparation of a community resource plan, members of the Association have built a community resource centre to house resource management information materials and provide a venue for community and regional meetings on resource management and conservation issues. The enthusiasm and level of organisation shown by Tobakokorapa has given WWF confidence in their ability to capably undertake this tourism venture and provide one of the first demonstration projects in the Marovo Region.

The Michi Village project has given the local people power of control and the opportunity to share the gains of the project. In contrast, Boo (1990:119) found that the impact on local economies was small and often inadequate to pay for managing and protecting these areas. In the Tobakokorapa case the communities have been instructed in the necessary requirements for the ongoing management of the project and the money raised from the project will go directly back into the community.

**Project Setting**

Marovo Lagoon is a region of magnificent island, lagoon and sea scenery. The lagoon is a large, ecologically diverse area of variable water depth and movements with many coral reefs and small islands backed by the "high" islands of Vanuatu and New Georgia. The lagoon is a dominating physical link for the islands. It also represents the core of existence for Marovo people and a symbol of their identity. In the central Marovo area, and within the area owned by Tobakokorapa, forested hill slopes gradually give way to broad floodplains supporting rich freshwater swamp forests and extensive mangrove systems. Small coral reef islands supporting both rainforest and mangrove are scattered throughout the inner lagoon. Along the eastern edge of the lagoon are outer barrier islands, or toba in Marovo language. The island formations are the result of uplifts forming a raised reef complex. Outcrops of limestone reach up to 60 metres in height off parts of New Georgia. The tobas support mostly virgin rainforest of high diversity containing scientifically interesting species and structure. Just as there is a high degree of ecological diversity within Marovo Lagoon, there are cultural distinctions between the separate butuburu which inhabit the area. Five different dialects are spoken in the region and traditions and patterns of resource use can vary considerably depending on the history and local environment of the customary landholding groups.

The scenic beauty, ecological and cultural diversity of the Marovo Lagoon area have been recognised for many years as having high value for the Solomon Islands. Recent actions by the Solomon Island and New Zealand Governments to consider nomination of this area to the World Heritage List support this recognition.

**Existing Tourism Activities**

The diversity of natural environments and cultural tradition within the Marovo region provides a rich resource for the development of different tourist markers.
Existing tourism facilities present within the Lagoon include:

- **Uepi Island Resort** on the eastern outer barrier of the lagoon which caters for overseas divers;
- **Matakuri Island** offers modest thatch guest house accommodation;
- the charter boat "MV Bibikiki" regularly visits a number of dive sites within the lagoon; and
- the charter boat "MV Spirit of Solomons", a general cruise vessel has recently begun tours in Marovo Lagoon and the Russell Islands.

Private yachts travelling through the Solomon Islands of Charapona Island near Uepi Resort, which is within the sea boundaries of the Tobakokorapa Association. However, there are no moorings available or facilities that cater specifically for this market.

There is a proposal for a game and sport fishing lodge on one of the toba off eastern Vanunu (Matu Island).

The Solomon Island Tourism Development Plan 1991–2000 views the country’s ecotourism, adventure and cultural tour potential as being untapped. In Marovo, there are few opportunities to enjoy the area’s culture and natural history.

In the last year Uepi Resort has decided to broaden its market and offer guests visits to the mainland of nearby New Georgia and Marovo Island. To date, development of these new activities has been limited. Matakuri Lodge provides informal activities such as fishing, snorkeling, bushwalks or river trips in response to guest requests, but provides little opportunity for visitors to interact with local people other than lodge staff.

### Facilities and Services

The guest house facility has been designed and constructed to recreate the image of the original Old Michi Village. Visitors are accommodated in comfortable yet modest, traditional-style houses of thatch construction, raised on poles and perched out over the waters of the lagoon with boardwalks linking them to the island. From this facility, guesthouse visitors can easily view the houses and activities of Tobakokorapa people within Michi Village only some 400 metres away.

In total, four guest huts and a communal leisure and dining area are to be available over the water around the periphery of the island. This style of house and village settlement is characteristic of Marovo lagoon; blending well into the tropical backdrop, and offering much exotic charm. Each house will be carefully positioned to take advantage of the afternoon sea breezes and scenic views of Vanunu and New Georgia Islands. Each guest hut will be able to sleep up to four persons and include a small sitting room which opens up to a verandah overlooking the water. Inside walls will be tastefully lined with traditional woven mats. Furnishings will include tables and chairs, beds and linen, mosquito nets, kerosene pressure lanterns, and floor mats. The rooms will be further decorated with tropical plants, local carvings and baskets of fresh flowers.

A communal open living area will provide a comfortable setting for groups to eat their meals, and a place for group meetings or presentations, to display local products, or for just general leisure activities.

**Location and Access**

Old Michi Village will be located on Michi Island, a small raised coral islet, less than an acre in size, and surrounded by the calm, clear waters of a shallow inshore lagoon. The island lies within an easy canoe paddle to a cluster of other small islets to the east and to mainland Vanunu to the south. Michi Island, although it has not been inhabited for some 20 years, was one of the original settlement sites of Tobakokorapa people. These people now reside in new Michi Village, 400 metres away on a peninsula of Vanunu Island.

At present there remains little sign of the old village, with only the odd pile of coral rubble indicating the location of a past house site. During its occupation most of the islands original vegetation was cleared. With the occupation most of the islands original vegetation was cleared. With the exception of a large Casuarina, the island now mostly supports mature coconut palms scattered among patches of secondary regrowth and strandline shrubs. A narrow strip of mangroves fringes the island's northern edge. There is a sandy beach at the southern entrance to the island.

Michi Island is approximately a 30 minute motorised canoe ride from Seghe on New Georgia. Solomon Air provides regular services between Seghe airstrip and Honiara five days a week. Tobakokorapa will provide guest transfer from Seghe to Old Michi.

Boat transfer from Honiara is also available once a week via the "MV Umitanu." This ship picks up and unloads passengers in the village of Patutina, approximately 20 minutes canoe ride west of Old Michi, and at Marovo Island, 20 minutes to the east.
On the island there will be three sets of toilet and shower facilities located in small thatch huts with raised wooden slat floors. Selection of an environmentally sound method of waste treatment will be made after further site evaluation.

Also on the island a kitchen and food preparation area will be constructed. The task and responsibility for preparing visitor meals, cleaning, and laundry services is to be contracted to the local women’s group. Laundry will be done in Michi Village.

Tin roofs on communal living area, kitchen and laundry will collect rainwater for the facility and be stored in four 1,000-gallon water tanks located on the island.

**Activities**

On and close around the island, visitors will be able to walk, swim, snorkel and use small paddle canoes for fish and bird watching and photography.

Activities will be designed to enable visitors to experience a diversity of natural habitats, and appreciate both their high conservation values and the traditional and contemporary significance of these resources to the culture of the local people. Visitors will be transported to and from activities by two canoes with outboard motors.

Scientific interpretation of the habitats explored and their ecological importance will be provided in the materials prepared by the Tobakokorapa Association with assistance from WWF. Together these activities and materials provide insights into the concerns and opportunities which confront South Pacific people in conserving their traditional culture and resources in modern times.

**Market**

This project aims to attract visitors from overseas oriented towards natural history appreciation, adventure and a cultural learning experience. Important components of the visitor’s holiday will include:

- visiting unspoiled natural environments which have high international conservation significance;
- sharing and participating in a lifestyle quite different from their own; and
- being provided with an opportunity to engage in a quality learning experience.

Such visitors are usually quite happy with limited accommodation and comfort in exchange for the opportunity to experience a unique setting. At the same time, however, it is important that prospective visitors are told what facilities and services are provided, so that their expectations are in keeping with the experience being offered.

As part of project development, a detailed marketing strategy will be prepared. In developing this strategy several different market sectors will be investigated and targeted for development.

It is expected that a key part of this strategy will be the development of special guided tour packages. These may be linked to overseas adventure travel specialists, conservation, or natural history organisations that provide specialist tours. These include WWF national organisations. At present at least two specialist tour agents are providing adventure tours into the Western Province and investigating opportunities for establishment within Marovo Lagoon.

A second potential market is that of visitors entering the area on cruising yachts. Old Michi Village will be located along the main route for cruising yachts, which travel through the Solomon Islands via Marovo Lagoon. Yachts commonly anchor in the protected shallows of Charapoana Island off Uepi Resort. The guesthouse facility and activities could be published to the cruising yacht market. Brochures advertising the operation to cruising yachts could be made available at important points of entry such as Customs Offices in Honiara, Gizo and at Bili Passage.

Providing additional visitor opportunities for existing tourism will also be examined. For example, Uepi Island Resort has progressively expanded its range of guest activities to include visits to mainland rivers and some villages. At present the activities to be offered by Tobakokorapa are not provided by other neighbouring burubutu to the Resort. Charter boat operations, such as the MV Spirit of Solomons, which wish to offer more visitor interaction with local villages within the Western Province, are also expanding.

A further potential market to be cultivated, which can build upon the resource conservation activities of Tobakokorapa, is that of educational groups interested in tropical resource management and sustainable development issues at the community level. This could include students from overseas universities, and other South Pacific countries, as well as from within the Solomons.
Project Management

The proposed tourism venture is a community project. The project does not follow common development models based on individual or family entrepreneurial activity. It is the opinion of the Association that entrepreneurial models too often result in community conflict from the inequitable distribution of benefits and disputes over resource ownership and are inappropriate for this community.

It is recognised that projects undertaken by a community group can be more complicated. To avoid this, the role and responsibilities of various players, and communication and decision-making links, needs to be clearly defined. The important organisational elements of project management as proposed for this project are listed below:

Tobakokoropa Association and WWF Joint Management Agreement

The project is to be managed by the Tobakokoropa Association with the assistance of WWF. An agreement will be prepared between the Association and WWF outlining the project responsibilities of both agents.

In the planning and development phase, both parties will ensure necessary tasks are undertaken so that at all stages the project is financially accountable, the project works run as close as possible to the timetable outlined, and that the standard of facility construction, community training and preparation is high quality.

A project account is to be established into which funds for the planning and development phase of the operation will be entered. Both agents will be joint signatories to this account.

Project Management Board

A Project Management Board will be established with representatives of the Association’s Executive and Advisory group. WWF will be an ex officio member of the Board. The Board will meet at regular intervals and be responsible for reviewing project progress and the performance of Tobakokoropa project staff, and the WWF Field Adviser. The Board will have the overall authority for making decisions on project direction and activities and to appoint or dismiss staff.

WWF Field Adviser

A WWF Field Adviser will be contracted to work with the Association in the development of the venture over a 12-month period. This person will have skills in project management and administration, and in planning, operation and training, for tourism and natural area management.

The Adviser will be responsible for training of the Tobakokoropa project staff and providing technical expertise in the planning and development of the facility and its operations. The WWF Field Adviser will report regularly to the Management Board and to the Michi project.

Tobakokoropa Operations Management

The Management Board will contract an Operations Manager and Managing Assistant to head up responsibility for the establishment and operation of the venture. These persons will have the following duties:

- to work with the WWF Field Adviser and community in project planning;
- to establish and maintain financial accounts and supervise project administration;
- to co-ordinate working groups;
- to supervise the establishment, operation and maintenance of the facility; and
- to liaise with tourist agents regarding visitor bookings.

To encourage and promote women in development and leadership roles, Tobakokoropa is proposing to have the positions filled by two women. There are several women belonging to Tobakokoropa who have held positions within the tourism industry in Honiara and whose past experience qualifies them to take on this role.

In the development phase of the project, one woman will work closely with and be trained by the WWF Field Adviser. A second woman will undertake further study and complete a certificate course at SICHE in tourism. At the completion of this course she will share management responsibilities and provide necessary administration and marketing support to this position.

Planning Requirements

Two important principles are fundamental to the CRC approach in assisting communities with development initiatives. Firstly, all stages of the establishment and execution of the project must conform to sound environmental and social practices. For example, where timber or bush materials must be obtained, the way in which harvesting occurs must minimise environmental damage and should not result in village shortages or disruption to necessary village tasks. In order to ensure
this criterion is met, careful planning is required, including the assessment of resource stocks, temporal availability, project and community demands, methods of procurement, and replenishment needs.

Secondly, to make the project benefits more extensive, the planning process is carried out with full involvement of the community. Therefore, planning skills are transferred and may be applied to other development projects in the future.

Preparation of project action plans was one of the first tasks undertaken. These plans were developed by Tobakokora project staff and the working groups with the assistance of the WWF Field Adviser. Required project plans include:

- an overall business and marketing plan;
- a project development plan detailing how working groups are to be co-ordinated and their individual activity schedules (including training activities).

Training

A number of training opportunities where built into this project. These are:

- SICHE tourism certificate course for a staff member in operations management;
- a study tour for select staff and members of the Association's Executive focusing on nature tourism activities and resource management in Australia;
- community training over a 12 month period by the WWF Field Adviser in all aspects of the design, establishment, and operation of facility and services;
- Further "in service" training at intervals over the first four years of operation by CRC staff.

The project's organisational structure and intended mode of implementation will ensure that training benefits will be provided to both women and men, and persons representing a range of age groups.

Project Evaluation

Monitoring and evaluation activities will be carried out with CRC project assistance for the first four years. An important output of the CRC project is the communication of project results and examples of sound community resource use and conservation to other communities, non-government and government organisations within the Solomon Islands and Melanesia. This is partly achieved through the compilation of a series of community case studies on sustainable development. The progress of Tobakokora in resource planning, the undertaking of the community tourism project, and results of its operation are expected to be documented in this series. Case study material would take into account evaluations by the Management Board, WWF Field Adviser and other CRC Staff, and include a number of surveys of community attitudes, expectations and perception of development at various stages of the project.

Social and Environmental Considerations

Although it is the primary focus of activity, the development and operation of a small tourism facility is not the sole purpose of this project. In many ways, the development of the tourist facility is a vehicle to achieving a broader and more far-reaching set of objectives. The direct and obvious benefits from the venture are the generation of community income and employment, but other equally significant social and environmental benefits are anticipated. These benefits will apply across sectors, touch all aspects of village life, and influence the current and future use of this community's resources.

Through the CRC project, Tobakokora Association has put in place specific policies for the overall management of their resources. This tourism project is expected to help the achievement of conservation objectives set out in their policy statement.

As can be seen in Table 1 the application of new skills learned through project working groups should enhance Tobakokora's resource management capabilities and result in improved quality of life for the whole of the village. Project activities will further reinforce the discussions and exercises introduced in the CRC planning process and the holistic approach to resource management. The planning and development of the facility will require the examination of a range of resources and their uses, and are likely to result in the adaptation of additional conservation measures. For example, the Association has already decided to take the following actions to enhance the area's tourism values:

- set up a system of reserves for protecting significant areas of forest, islands and reef, which will be visited by guests;
- placing controls on the commercial exploitation of some marine resources. For example, the harvest of these shellfish as a tourism activity would provide a better return and help secure this as long-term food source for villagers;
- adapt environmental guidelines in the harvesting of timber for the facility.
<table>
<thead>
<tr>
<th>Working Group</th>
<th>Skills acquired in Tourism Project</th>
<th>Application of Skills in Community Resource Management and Village Life</th>
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</thead>
<tbody>
<tr>
<td>Setting and Grounds Management</td>
<td>• Village amenity and landscaping</td>
<td>• Review water supply</td>
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<td></td>
<td>• Village waste management</td>
<td>• New village site plan</td>
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<tr>
<td>Facility Design, Construction</td>
<td>• Inventory of Bush resources</td>
<td>• Guidelines for sustainable harvest of materials</td>
</tr>
<tr>
<td>and Maintenance</td>
<td>• Regeneration of resources (e.g. tree planting)</td>
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</tr>
<tr>
<td>Food Production and Preparation</td>
<td>• Inventory of wild and cultivated foods</td>
<td>• Improved garden techniques and management</td>
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<tr>
<td></td>
<td>• Recognition of value of local food (nutritionally and economically)</td>
<td>• Increased range of food crops</td>
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<tr>
<td></td>
<td></td>
<td>• Improvement of nutrition and village health</td>
</tr>
<tr>
<td>Cleaning/Laundry Services</td>
<td>• Planning of water consumption and quality</td>
<td>• Village hygiene</td>
</tr>
<tr>
<td>Activities, Interpretation, and</td>
<td>• Recording of traditional uses of plant and marine products, custom</td>
<td>• Strengthening of community identity and cohesion</td>
</tr>
<tr>
<td>Transport</td>
<td>stories, and songs, Butubutu history and genealogy</td>
<td></td>
</tr>
<tr>
<td>Visitor Health</td>
<td>• Establishment of village first aid post with trained staff</td>
<td>• Village mosquito control</td>
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</tbody>
</table>
construct properly constructed storage sites for outboard fuel to prevent the pollution of reef waters.

There are very rich ties between local culture and natural resources and substantial conservation value in maintaining these links. The protection of traditional culture will be enhanced by the documentation of traditional uses of plant and animals, custom stories and song as part of the development of activities and interpretative materials. Youth particularly will be encouraged to undertake this activity, improving the transfer of traditional knowledge and skills, which are currently being lost.

As opposed to many development activities, this project expects that there will be increased self esteem of village people and enhancement of community integrity from the successful, co-operative development and operation of this facility.

Controlling the Impacts

With respect to environmental management and in keeping with Tobakokorapa policy, the tourism facility and activities are to be designed, constructed, operated and managed so as to minimise environmental damage or pollution to land and sea areas. Visitors also will be requested to follow certain guidelines such as not littering, removing forest or reef products, etc. to ensure environmental protection.

The two main areas from which adverse social impacts are commonly generated in a development project are (1) community conflicts on the allocation of resources and distribution of project benefits, and (2) disruption of traditional culture with the uncontrolled introduction of western values, ideas and behaviour.

The former has been addressed so that the project will be structured and managed. The organisational structure delineates project authority. The responsibilities and activities of management and staff provide a mechanism for resolving disputes. Community-ownership of the facility will direct income towards community development from which all families will receive benefit. Project tasks provide training and employment opportunities for women and men and a variety of age groups.

Sections of the tourism industry, conservation groups and host communities have embraced the concept of ecotourism as a way of renegotiating the existing power structures within this industry the Michi project in a small way has demonstrated some of the possibilities. However the caution must be taken to ensure it does not just a vehicle for perpetuating another form of neo-colonialist capitalism. Greenwood (1989:179) succinctly describes the way in which culture is turned into a commodity in stating "Culture is being packaged, priced and sold like...fast food and room service, as the tourism industry inexorably extends its grasp" and these cultural traditions and natural environments simply represent another resource.

All resources have a price and Western tourists can afford the prices charged in the global economic periphery. While acculturation, which is an anthropological theory, explains that when two cultures come into contact, each borrows from the other. Tourists from the developing country are less likely to borrow from their hosts in the periphery than their hosts are from them, such that a system of symmetrical borrowing develops (Nunez, 1989:266). This has far-reaching consequences for the society and culture of the hosts as societal models demonstrate that changing one aspect of a social system is likely to change other aspects (Nunez, 1989:266). It is through this process that Western consumerism and other aspects of the world's dominant cultures have infiltrated the South Pacific communities who now are looking to adapt to a changing way of life.

Ecotourism seeks to reverse or change some of the practices of tourism at the operational level. However, it is clear that we live in a world of limited natural and environmental resources and that human kind must restrain the exploitation of the resources that has become so characteristic of the collective needs of developed countries. There is a conflict between the individual needs of people to protect the environment and the market's needs for production of profit. As such organisations operating under the banner of ecotourism must accept regulations to protect natural environments from the exploitative attitudes of the free market society and these regulations need to be established through a process that gives host communities control.

The Michi project is some ways represents what Crocker (in Encel and Encel, 1991:150) maintains is participatory Eco-development, being made up of some aspects of the co-operative, self-management (autogestion), co-management (cogestion) and solidarity (solidarism) movements. While it is recognised by most in developing nations that the old economic models do not work and benefit only the developed nations who end up controlling the economy there are other models currently offered by this type of project. Two important models, seen by Crocker, are free market liberalism and a renovated social-democratic paradigm. Both have benefits which contribute to the ideas behind his participatory eco-development model dealing with satisfaction of human needs,
democratic, self-determination, respect for nature, to negotiate conflicts of moral principles and provide a real opportunity for personal development (Crocker in Encel and Encel, 1991:150).

Some authors have labeled ecotourism as being green imperialism and eco-missionaries (Dowden, 1992) eco-colonialism (Carter, 1992) and eco-imperialism (Hall in Cater and Lowman, 1994). Ecotourism development is however not that different from other forms of development and generally falls into the consumption philosophy which Weber describes as the construction of economic status as a goal by the dominant hegemonies responsible for shaping advanced capitalist nations. If the Michi project is able to motivate the tourist, tourism operator, or local community to become active in the conservation of natural resources then it has made a valuable contribution.

The Michi project raises the potential for change and answers some of the political and economic questions which are now being raised about sustainable development, particularly in the South Pacific. Originally, in both ecotourism and biodiversity debates, conservation issues were foremost and the local community element was neglected. However it has become increasingly obvious that biodiversity cannot be conserved without the involvement of local resident communities. While it is necessary to recognise national parks and protected areas as integral to biodiversity and ecotourism, ecotourism must also stress the importance of concerns raised by local communities about protected area management, lack of opportunities for involvement, benefits and socio-cultural impacts.

References


Hong, E. 1985. See the world while it lasts: The social and environmental impact of tourism with special reference to Malaysia. Malaysia: Consumers Association of Penang.


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