

## Terms of Reference

### Marine Protected Area –Technical Working Group (MPA-TWG)

### Task Force for Sustainable Marine Tourism in the Coral Triangle

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#### I. Background

In 2014 the CTI-CFF Regional Secretariat co-organized the 4<sup>th</sup> Coral Triangle Regional Business Forum on sustainable tourism, in collaboration with the US Agency for International Development, the Coral Triangle Center, the US Department of the Interior, and the National Oceanic and Atmospheric Administration; and hosted by the Indonesia Coordinating Ministry for Maritime Affairs, Ministry of Marine Affairs and Fisheries, and the Ministry of Tourism, Indonesia. This event was held in recognition of the increasing marine tourism trends in the Asia Pacific region, with more than 39 million international tourists visiting the coral triangle countries alone in 2013. The beauty and richness of the marine and coastal environment in the coral triangle is a significant factor for many of these tourists choosing to visit this region.

Tourism is an important component of the CT countries' economy as well as a significant source of its foreign exchange revenues. The region welcomed 263 million tourists in 2014, earning US\$377 billion, and number of visitors is expected to hit 535 million by 2030, due to an expanding middle class and the corresponding increase in disposable income. The UN World Tourism Organization (UNWTO) estimates that nature-based and adventure tourism are growing annually by 10-30%, and currently account for up to 25% of the world's tourist market. It also estimates the revenue generated by nature-based tourism in the Coral Triangle in 2013-2014 at \$25 billion. That's expected to hit \$204.4 billion in 2035.<sup>1</sup> Tourism ranks as one of the top four goods and services export sectors in each CT nation, providing between 0.7% (lowest) and 5.7% (highest) of the CT nations individual GDPs (Papua New Guinea and Malaysia respectively). Marine tourism takes many forms, from coastal based hotel developments, to activity based tourism such as scuba diving, snorkeling and an array of other watersports, to liveaboards and other marine related endeavors. National tourism marketing strategies in CT nations have captured such elements in their promotional approaches, such as: 'It's more fun in the Philippines' (Philippines); 'Truly Asia' (Malaysia); 'Wonderful Indonesia' (Indonesia); 'Land of the Unexpected' (Papua New Guinea); 'So Solomon, So Different' (Solomon Islands), and 'Maravilhas do Oriente', loosely translated as 'the Wonder of the East' (Timor-Leste). However, tourism brings with it both impacts and opportunities. Unsustainably managed tourism can have detrimental effects on the marine and coastal environment and can threaten to degrade the very resource that people are drawn to visit. Therefore it is critical to ensure that the development and promotion of marine tourism in the region is undertaken in a sustainable way.

A key output from the 4<sup>th</sup> Regional Business Forum on sustainable tourism was the recommendation that CT nations adopt sustainable tourism guidelines and standards for developments and investments in the Coral Triangle's marine protected areas (see CTI-CFF 4th Regional Business Forum Outcomes Report<sup>2</sup>). The standards could be largely built upon existing globally available guidelines, but with some tailored components specific to local conditions and revised to become relevant to all potential tourism related sectors, and accessible by all. In addition to this a range of other recommendations emerged from the event and are captured in the outcomes report (see Annex One).

As a result, the CTI-CFF in its 11th Senior Officials Meeting held in Nov/Dec 2015, made a recommendation for the "... creation of [a] task force under the MPA technical working group that will identify ways to promote sustainable marine tourism standards in marine protected areas."<sup>3</sup> This CTI-CFF Sustainable Marine Tourism task force is envisioned to be a multi-stakeholder group, composed of experts, government, non-government and private sector representatives, who will lead the way in promoting sustainable marine tourism standards across the Coral Triangle in the long term. Task force objectives in the immediate term are focused towards the implementation of sustainable tourism within marine protected areas,<sup>4</sup> whilst lessons learned are anticipated to inform and guide the promotion of wider sustainable tourism efforts throughout the Coral Triangle.<sup>5</sup>

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<sup>1</sup> The CT Nature-Based Tourism baseline study at: <http://www.2iis.com.au/#!wwfprojectpage/zmbh0>

<sup>2</sup> <http://coraltrianglecenter.org/wp-content/uploads/2016/03/JQ3Vg4bb85c32359e2761672fbf2bd4581071.pdf>

<sup>3</sup> Stated under the mandate of SOM11 decisions

<sup>4</sup> Here the term 'Marine Protected Areas' refers to all and any formally recognized coastal and marine areas that are mandated with some form of conservation/ protection/ sustainable management, including areas under legal gazettement (national parks, marine conservation areas etc) through to locally managed marine areas under traditional tenure.

<sup>5</sup> This task force also supports the implementation of the UN Sustainable Development goal 12 (Ensure sustainable consumption and production patterns), section 'b' (Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products).

## II. Objectives of the Task Force

The objectives of the task force are shown here in order of priority, based on the results of review at the 6<sup>th</sup> MPA Regional Exchange held in in Dumaguete City, Philippines, in September 2016.

1. To coordinate and officiate the development of **guidelines for sustainable marine tourism** in the Coral Triangle, particularly within marine protected areas, based on existing best-practice frameworks.<sup>6</sup>
2. To explore and promote opportunities for **leveraging financing** for marine and coastal management in the Coral Triangle through sustainable tourism operations.
3. To provide a **coordinating role between cross-sector agencies and institutions** in promoting sustainable marine tourism in the Coral Triangle.
4. To promote the **branding and marketing of key destinations** in the Coral Triangle, with the recognition that destination branding may not adhere to administrative boundaries or limitations, and support the necessary coordination across administrative boundaries to facilitate effective destination marketing.<sup>7</sup>
5. To identify and address **cross-sector capacity building** needs in order to promote sustainable tourism development and effective management in CT member nations.
6. To support the establishment of appropriate **regulatory and investment related frameworks** in CT member nations to effectively incentivize and encourage ecologically and socially sustainable tourism investments in marine and coastal protected areas.
7. To support **pilot projects** in collaboration with the TWG MPA, the Coral Triangle MPA System (CTMPAS) Framework, CT6 NCCs, and associated development partners and other stakeholders, including the tourism industry and private sector, regional tourism organizations and communities.
8. To promote existing, and / or new (where relevant) sustainable marine tourism **certification programs** in line with the aforementioned guidelines (see Annex Three).
9. To contribute to the implementation of the CTI-CFF Regional Plan of Action (RPOA) Goal 3 Marine Protected Areas (MPAs) Established and Effectively Managed and link with each CT6 Countries National Plan of Action (NPOA).

(See Annex Two for Further information)

## III. Prioritization

With the multivariate objectives for promoting sustainable marine tourism that emerged from the 4<sup>th</sup> CT Regional Business Forum, it will be important for the task force to prioritize actions, identify the necessary resources for activities to be conducted, seek appropriate technical assistance where necessary, and develop a clear work plan moving forward.

At the 6th CTI-CFF MPA Regional Exchange (MPA REX) held in Dumaguete City, Philippines, in September 2016, the following top three objectives were prioritized for immediate action by the Task Force:

- Objective #1: To coordinate and officiate the development of **guidelines for sustainable marine tourism** in the Coral Triangle, particularly within marine protected areas, based on existing best-practice frameworks
- Objective #2: To explore and promote opportunities for **leveraging financing** for marine and coastal management in the Coral Triangle through sustainable tourism operations.
- Objective #3: To provide a **coordinating role between cross-sector agencies and institutions** in promoting sustainable marine tourism in the Coral Triangle.

## IV. Roadmap

An outline roadmap to activate the Task Force and address these three priority areas was also discussed at the MPA REX. The full outline is provided in Annex Three. In summary the preliminary (step 1) activities anticipated for the task force are as follows:

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<sup>6</sup> This objective recognizes that a number of stakeholders in the Coral Triangle are already developing/implementing tourism best practices and other sustainable marine tourism guidelines based on globally recognized standards, such as the Global Sustainable Tourism Council [GSTC] criteria, and such guideline development will build upon these existing best-practice approaches.

<sup>7</sup> This objective is anticipated to be supported through the "Developing & Promoting Sustainable Nature Based Tourism in the Coral Triangle Initiative" supported by the Australian Government and being implemented by WWF.

Key Activities		2016	2017			
		Q4	Q1	Q2	Q3	Q4
Confirm <b>members</b> of task force with all government and non-government parties (see section VI.(a) below)		X				
Core organizing team to source and acquire seed funding to hold 1 <sup>st</sup> Task Force Members Meeting and to cover all <b>'Step 1' activities</b> outlined in this roadmap.		X	X			
Core organizing team to implement all 'Step 1' activities outlined in this roadmap			X	X	X	X
1 <sup>st</sup> Task Force Members Meeting held to review the results of all 'Step 1' activities (in conjunction with 2017 Regional Business Forum or 7 <sup>th</sup> MPA REX)						X
<b>PRIORITY OBJECTIVE #1:</b> To coordinate and officiate the development of <b>guidelines for sustainable marine tourism</b> in the Coral Triangle, particularly within marine protected areas, based on existing best-practice frameworks	Identifying and engaging resource persons to undertake assessments of (a) existing best practice guidelines for sustainable marine tourism <sup>8</sup> ; (b) existing country-based governmental and private sector commitments / agreements already in place related to sustainable marine tourism guidelines; (c) policy review for each CT country regarding existing policies and regulations.	X	X			
	Preparation of a summary paper outlining the results of the above three assessments and recommendations for best-fit guidelines and policy alignment considerations		X	X	X	
<b>PRIORITY OBJECTIVE #2:</b> To explore and promote opportunities for <b>leveraging financing</b> for marine and coastal management in the Coral Triangle through sustainable tourism operations.	Identifying and engaging resource persons to undertake an assessment of existing financing mechanisms being leveraged to support the goals of the CTI-CFF through sustainable marine tourism, including: best practice case studies from the region; a review of the enabling conditions supporting / challenging such financial leverage; recommendations for promoting greater financial leverage through sustainable marine tourism	X	X			
	Preparation of a summary paper outlining the results of the assessment and associated recommendations		X	X	X	
<b>PRIORITY OBJECTIVE #3:</b> To provide a <b>coordinating role between cross-sector agencies and institutions</b> in promoting sustainable marine tourism in the Coral Triangle.	Each country to identify the key sustainable marine tourism related agencies and institutions of relevance in their countries and share the information with the Core Organization Team of the Sustainable Marine Tourism Task Force, including point people and contact details	X	X			
	To ensure the assessments conducted in priority objectives #1 and #2 incorporate the agencies identified in each CT country.	X	X			

## V. Task Force Core Organizing Team

The development of this Task Force TOR was coordinated and facilitated by the CTI-CFF Indonesia National Coordinating Committee (NCC-I) and the Coral Triangle Center (CTC)<sup>9</sup>, and incorporated wide stakeholder input from all country NCC's and associated partner organizations and resource persons.

For TOR implementation the core organizing team will be: the CTI-CFF Indonesia National Coordinating Committee (NCC-I) Ir.Agus Darmawan, Mr.Eko Rudianto, the Ministry of Tourism Indonesia, the CTI Regional Secretariat, Prof. Dr.Widi Pratikto, Mr. Andi, Ms. Astrid Lim, the Coral Triangle Center (CTC), Ms. Rili Djohani and Mr. Johannes Subijanto, and the World Wildlife Fund (WWF), Ms. Jackie Thomas.

## VI. Members of the Task Force

The members of the task force will include the individuals in the Core Organizing Team (above), plus:

- Representatives of sustainable marine tourism related government agencies to be recommended by each CT nation NCC (at least one representative per country).<sup>10</sup>
- The Chair of the MPA Technical Working Group.
- At least one representative per CT country from the marine tourism private sector industry and / or relevant association(s).
- Select private sector marine tourism influencers in the region.<sup>11</sup>

## VII. Resource Persons to support the Task Force

Resource persons will be identified relevant to the support required at any given time during Task Force activity implementation. They are anticipated to include representatives from each of the CTI-CFF Partner Organizations<sup>12</sup>, and from sustainable tourism related institutions and projects, to be proposed by each of the CT countries.

<sup>8</sup> This includes, but is not limited to, guidelines such as the Global Sustainable Tourism Council (GSTC) guidelines

<sup>9</sup> Technical support was provided by Sustainable Solutions International Consulting (SSIC)

<sup>10</sup> NCC's of each CT country will be requested to recommend relevant agency representation for this task force once the Terms of Reference is approved at the 12<sup>th</sup> Senior Officials Meeting.

<sup>11</sup> For example, influencers suggested include: Mr. Francis Lee, President, Raffles Marina Singapore; Mr. Andrew Lim Tan, Founder, Megaworld Cooperation; Mr. H. Masagoes Ismail Ning, Chairman, Pacto Ltd and the Indonesian Marine Tourism Association; Ms. Astrid Haryati, CEO, Terra Lumen Indonesia; Mr. Paul Holthus, World Ocean Council; Cipto Gunawan, Sustainable Dive Consultant, Indonesia.

## ANNEX ONE

### Summary Outputs and Recommendations from the fourth CTI-CFF Regional Business forum on Sustainable Marine Tourism in the Coral Triangle

The fourth CTI-CFF Regional Business Forum focused on the issues surrounding sustainable marine tourism in the Coral Triangle (CT), with particular focus on: (i) identifying and promoting best practices for responsible marine and coastal tourism; (ii) identifying and promoting the enabling conditions required to support private sector leadership and engagement in sustainable and responsible marine and coastal tourism in the Coral Triangle, and (iii) exploring the branding and marketing of the Coral Triangle as a global sustainable tourism destination.

The event was attended by 361 participants from the marine tourism private sector, government representatives from the six CT nations, NGOs, universities and associated institutions. Participants attended all or some of the various activities in the forum, which included: the Coral Triangle Sustainable Marine Tourism Conference, with guest speakers from both the CT region and around the world, this conference included ten topic based sessions and three panel discussions open to all participants; the Coral Triangle Marine Tourism Investment Forum & Buyer-Sellers Market, providing an arena for prospective tourism investors to meet with government representatives and other business representatives to forge sustainable investment cooperation in the Coral Triangle's marine conservation areas; the Coral Triangle Marine Tourism Expo, showcasing marine and eco-tourism businesses in the Coral Triangle region; three high level Roundtable discussions focused on the three forum themes; the Womens' Leaders Forum Roundtable; the CTI Maritime Local Government Network (LGN) Executive Committee Meeting; a field trip to Nusa Penida MPA and Learning site; a Learning Cocktail Event, and a Gala Dinner.

Of the total number of participants, 110 were from the marine tourism private sector, 75 were from NGOs or associated academic and support institutions, and 156 were government representatives, with an additional 20 representatives from the media.

A wide range of recommendations and next steps emerged from the forum. These recommendations can be categorized by relevance for three key sectors:

- Recommendations for policy makers and regulatory decision makers
- Recommendations for private sector operators and community representatives across the region
- Recommendations for technical support institutions (NGOs, universities etc) across the region

**The Task Force is anticipated to take the lead role in reviewing, prioritizing and implementing the recommendations for policy makers and regulatory decision makers in the CT member nations, as well as identifying opportunities to encourage, mobilize and support private sector operators, community groups and technical support institutions to in turn prioritize and implement the recommendations pertaining to their sectors.**

In summary, the recommendations **for policy makers and regulatory decision makers** were as follows (presented in no particular order of prioritization).

1. To coordinate and officiate the development of guidelines for sustainable marine tourism in the Coral Triangle, particularly within areas formally recognized under some form of mandate for conservation / protection (such as marine protected areas, marine and coastal national parks etc).
2. To promote existing, and / or new (where relevant) sustainable marine tourism certification programs in line with the aforementioned guidelines.

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<sup>12</sup> These partner organizations are: Government of Australia; USAID-RDMA; World Wildlife Fund; Conservation International; Asian Development Bank; GIZ-SSME Project; The Nature Conservancy; Coral Triangle Center.

3. To engage in, and support, the branding and marketing of key destinations in the Coral Triangle, with the recognition that destination branding may not adhere to administrative boundaries or limitations, and support the necessary coordination across administrative boundaries to facilitate effective destination marketing.
4. To ensure appropriate regulatory and investment related provision of incentives, and identify and remove any associated regulatory or investment related disincentives, to promote sustainable marine tourism investment in the Coral Triangle.
5. To enable the development of clear investment and development processes for sustainable tourism in and adjacent to marine protected areas.
6. To further explore and promote the development of financing mechanisms in collaboration with private sector partners, to support the achievement of the goals of the CTI-CFF. Mechanisms to explore include: the establishment of a regional challenge fund; the development of special eco-economic zones; the development of impact investment models; the establishment of collaborative user-fee systems in MPAs; the promotion of direct engagement businesses where private operators directly contribute to marine and coastal management support.
7. To establish clear and transparent systems to ensure financing and management mechanisms uphold to the highest levels of integrity, accountability and good governance.
8. To ensure there is consistency and coordination between all relevant governmental agencies and institutions in promoting sustainable marine tourism in the Coral Triangle.

The recommendations for <b>private sector operators and community representatives</b> across the region were as follows (presented in no particular order of prioritization).	The recommendations for <b>technical support institutions</b> (NGOs, universities etc) across the region were as follows (presented in no particular order of prioritization).
<ol style="list-style-type: none"> <li>1. To engage in the development and implementation of sustainable tourism guidelines for the Coral Triangle.</li> <li>2. To engage in certification programs where possible / relevant, and ensure operational standards meet the level required to achieve relevant sustainable tourism certification of investments and operations.</li> <li>3. To support the development of a clear business case that can be used in communications and promotions for other investors and operators to proactively embrace sustainability principles.</li> <li>4. To ensure the involvement of local communities (if private sector) and / or engage proactively in investment activities (if communities) in tourism operations.</li> <li>5. To engage and be involved in the upcoming efforts to develop effective branding and marketing for key marine destinations in the Coral Triangle.</li> <li>6. To promote and ensure there is effective coordination between private sector associations involved in sustainability issues.</li> <li>7. To lead by example, and ensure all operations follow best practice principles for sustainable tourism.</li> </ol>	<ol style="list-style-type: none"> <li>1. To provide technical support to the development of guidelines for sustainable marine tourism in the Coral Triangle.</li> <li>2. To provide research and technical support for the promotion of existing, and / or new sustainable marine tourism certification initiative(s) to promote sustainable marine tourism in the Coral Triangle.</li> <li>3. To provide capacity building support to relevant private sector actors, community groups and governmental agencies to promote a strong understanding of all elements related to sustainable marine tourism design, development, implementation and management (in accordance with associated guidelines developed).</li> <li>4. To provide technical support to the development of a branding and marketing initiative for key destinations in the Coral Triangle.</li> <li>5. To provide research and collaborative technical support to the development of a clear business case that can be used in communications and promotions for investors and operators to proactively embrace sustainability principles.</li> <li>6. To provide technical support to governmental agencies and associated private sector actors and communities in identifying future potential business opportunities for sustainable marine tourism in the Coral Triangle.</li> <li>7. To promote the advancement of 'volun-tourism' engagement across the region, to support sustainable marine tourism related operations, sites and visitor experiences.</li> <li>8. To undertake associated research activities where desired / required to support sustainable marine tourism in the Coral Triangle.</li> </ol>

## **ANNEX TWO**

### **1. Developing guidelines for sustainable marine tourism in the Coral Triangle**

The development of sustainable marine tourism guidelines for the Coral Triangle was a recommendation that repeatedly emerged throughout the discussions held at the 4<sup>th</sup> Regional Business Forum. It was noted that these guidelines may largely be built upon existing globally available guidelines, such as the Global Sustainable Tourism Council (GSTC) criteria (<https://www.gstcouncil.org/en/>) but with some tailored components specific to Coral Triangle conditions.

The guidelines should be relevant to all potential tourism related sectors, and accessible by all (i.e. available in a range of languages and in non-technical language). It will be essential to engage and involve representatives of the marine tourism private sector, as well as community representatives, in the design and development of these guidelines. In addition to this, it was noted that guideline implementation expectations need to be appropriately graded to enable wide ranging private sector and community actors to implement them over time (with associated capacity building and technical support if / where required), and in consideration of resource availability. Any codes of conduct or guidelines developed should be accompanied by associated regulations, to ensure compliance and promote enforcement of the codes. It was also noted that certain areas / sites will have specific needs which will require specific codes of conduct (adjusted to local needs). The development of these guidelines is anticipated to require technical research and input for development that may be supported and facilitated by relevant technical support institutions. Any implementation of region wide guidelines will also require collaboration amongst the ministries of the six CT nations.

### **2. Exploring and promoting opportunities for leveraging financing for marine and coastal management in the Coral Triangle through sustainable tourism operations.**

A range of financing mechanisms that could be supported by the private sector to achieve the goals of the CTI-CFF were identified through the forum. The establishment of a regional challenge fund, akin to the 'Caribbean Challenge Initiative' (CCI) and 'Micronesia Challenge', to incentivize/match commitments from both government and private sector investors was one suggested mechanism. The potential designation of well-planned Special Eco-Economic Zones (SEEZs), to attract private sector funding to specific places and connect funding to the needs identified in CTI-CFF plans of action was another mechanism to explore. In addition to these, exploration into 'impact investment models' was recommended, including examples where corporations' pool funding for low or zero interest loans for capital investments. It was also noted that MPAs could generate revenue on-site through the establishment of user fee systems (with associated guidelines) that could be developed in collaboration with private sector partners at the sites.

Throughout the forum it was noted that good governance and transparency are key to ensuring trust between different sectors. The private sector have an important role to play in influencing and ensuring accountability and continuity of commitments from Heads of State facing turnovers in government and associated staffing, and the government agencies have a critical role to play in ensuring systems are established that uphold the highest levels of integrity, accountability and good governance.

### **3. Coordinating cross-sector agencies and institutions**

Whilst guidelines and measures may be promoted at the CT regional level, there needs to be consistency, coordination and enforcement of government regulations at a range of levels (central, local, district government, etc.). Central and local governments need to align systems in order to promote appropriate sustainable private sector engagement; for example aligning marine spatial planning with development goals, and ensuring clarity for investors entering an area. And there needs to be standardization of a

framework for the private sector to work effectively with governments and communities. It was noted that conflicting or inconsistent policies and regulations across geographic or political zones are an obstacle to implementation, therefore these obstacles need to be identified and removed.

Private sector actors also need to take a lead in ensuring there is coordination and cooperation between existing private sector institutions (i.e. tourism associations, chambers of commerce etc), as well between private and public sectors on sustaining business and development.

#### **4. Branding and marketing of key destinations in the Coral Triangle**

The branding and marketing initiative proposed through the forum is anticipated to require a range of technical input in collaboration with government agencies and representatives from both the private sector and local communities. This is likely to include: identifying and articulating the values and vision underpinning the CT brand; the potential organizational structure for branding and marketing efforts (learning from similar examples in the Caribbean and ASEAN nations); articulating the primary purpose of the brand; incorporating the agreed criteria (as identified in point 1 above) into destination selection; developing an appropriate 'destination strategy'; identifying sites; identifying target markets and sectors; provision of related branding and marketing materials (images, videos etc).

It is noted that destinations identified for promotion through branding and marketing are unlikely to adhere to administrative boundaries, and government agencies across administrations are encouraged to collaborate and cooperate to ensure effective cross-institutional coordination and promotion of the destination.

Any branding and marketing efforts need to involve leaders of the private sector, as well as local businesses and local community representatives, in order to ensure marketable assets of a destination are identified and inventoried appropriately, and branding and marketing captures appropriately the anticipated visitor experience. Branding also needs to be tied into existing national tourism associations and national governmental tourism strategies, and it will be important to ensure strong partnerships between the business and government sectors for brand promotion. The private sectors expertise in understanding target markets and demographics of focus will also be critical in any branding and marketing efforts.

#### **5. Identifying and addressing cross-sector capacity building needs in order to promote sustainable tourism development and effective management in CT member nations.**

Information, capacity building and technical support needs to be available to all sectors to deepen understanding of sustainable tourism practices across all sectors through the CT. Technical support institutions have a critical role to play in these capacity building efforts, and a range of capacity building tools should be utilized, tailored to the differing sectors. Countries across the CT are at different stages of sustainable tourism development and implementation, therefore ensuring capacity support to targeted areas will need to also be a part of a 'destination strategy' related to emerging branding and marketing efforts across the region.

#### **6. Establishing appropriate regulatory and investment related frameworks in CT member nations to effectively incentivize and encourage ecologically and socially sustainable tourism investments in marine and coastal protected areas.**

Governments of the CT6 nations have a critical role to play in promoting and supporting companies that are making efforts to undertake sustainable practices and conservation support in their areas, and / or undertaking CSR to support the marine and coastal environment and associated communities across the region. It was noted during the forum that appropriate incentives need to be provided to the private sector - and disincentives removed - to encourage investment in sustainable tourism.<sup>13</sup>

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<sup>13</sup> Mechanisms explored may draw upon the UNEP Sustainable Tourism Programme guidelines for 'Enhancing sustainable tourism investment and financing'

It was also recommended that government agencies related to MPAs coordinate the development of a 'one-stop-shop' for sustainable marine tourism investors at each site (those who meet the pre-defined criteria for investment). This would provide considerable streamlining and incentives for sustainable marine tourism investors to promote appropriate tourism activities in areas of high conservation value. Any one-stop-shop should be accompanied by appropriate data on carrying capacity of the site, to ensure appropriate limitations are in place, and any additional sustainability criteria beyond the region wide guidelines that are relevant to that particular site.

It was suggested that a credible business case for sustainable tourism needs to be developed alongside these regulatory frameworks, to help investors understand the positive opportunities that sustainable tourism approaches can provide, and to show that sustainable operations do not impede, and can indeed promote, enhanced profitability. Such a business case would promote private sector engagement, and provide sound financial justification for supporting the CTI-CFF goals, whilst recognizing private sector benefits may vary between different sectors. Technical support institutions have a role to play in collaborating with private sector partners and government agencies in the development of this / these businesses case(s) for wide dissemination. Technical support for this work may take a range of forms, from mapping business opportunities in marine tourism across the Coral Triangle, to providing private sector linkages for targeted engagement in particular areas.

**7. To support pilot projects in collaboration with the TWG MPA, the Coral Triangle MPA System (CTMPAS) Framework, CT6 NCCs, and associated development partners and other stakeholders, including the tourism industry and private sector, regional tourism organizations and communities.**

To trial many of the above-mentioned initiatives to promote sustainable marine tourism in the Coral Triangle, pilot projects are anticipated to be implemented. These pilots would aim to test the various mechanisms being advanced, enable lessons to be learned and the processes to be refined for further roll out, scaling up and implementation.

**8. Promoting sustainable marine tourism certification programs in the Coral Triangle**

Certification has been recognized to help tourists identify where they should be giving their business, reward businesses by bringing in business from consumers who value ecological and cultural sustainability, and also helps operators become exceptional sustainable businesses. Government agencies can promote the adoption of certification programs through the provision of associated incentives (for example, in Australia, tourism businesses with sustainability certification can acquire a 15 year permit for operations, whereas those without certification may only acquire a 3 year permit). The governments of CT nations are encouraged to explore what incentive mechanisms may be promoted to encourage wider certification, and associated enhances, to the sustainability of existing and new tourism investments.

Private sector actors and communities active in marine tourism activities should be encouraged to participate in certification programs where possible / relevant. Engaging in certification schemes has been found to support both conservation causes and business operations, promote effective branding of product, and ensure sustainability principles are incorporated through all elements of operations.

Any certification process and program will require assessment and verification that may be supported by a range of technical support institutions in collaboration with certification institutions.



## ANNEX THREE

Full roadmap for priority objectives:

Key Activities	2016	2017				2018			
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Confirm <b>members</b> of task force with all government and non-government parties (see section VI.(a) below)	X								
<b>Core organizing team</b> to source and acquire seed funding to hold 1 <sup>st</sup> Task Force Members Meeting and to cover all <b>‘Step 1’ activities</b> outlined in this roadmap.	X	X							
Core organizing team to implement all ‘Step 1’ activities outlined in this roadmap		X	X	X	X				
1 <sup>st</sup> Task Force Members Meeting held to review the results of all ‘Step 1’ activities (in conjunction with 2017 Regional Business Forum or 7 <sup>th</sup> MPA REX)					X				
<b>PRIORITY OBJECTIVE #1:</b> To coordinate and officiate the development of <b>guidelines for sustainable marine tourism</b> in the Coral Triangle, particularly within marine protected areas, based on existing best-practice frameworks.									
<b>Step 1 Activity:</b> Identify and engage resource persons (see section VII.(b) below) to undertake: <ul style="list-style-type: none"> <li>an assessment of existing best practice guidelines for sustainable marine tourism<sup>14</sup> potentially appropriate for adaptation / adoption for marine and coastal areas of high conservation value</li> <li>an assessment of existing country-based governmental and private sector commitments / agreements already in place related to sustainable marine tourism guidelines</li> <li>a policy review for each CT country regarding existing policies and regulations related to sustainable marine tourism</li> <li>preparation of a summary paper outlining the results of the above three assessments and recommendations for best-fit guidelines and policy alignment considerations</li> </ul>	X	X							
<b>Step 1 Activity</b> Above assessments are conducted and summary paper is produced		X	X	X					
Review, discussion of the above summary paper by all relevant government agencies in each CT country and associated CTI-CFF partner organizations (through e-reviews followed by an in-person 1 <sup>st</sup> Task Force Members Meeting in conjunction with the 2017 Regional Business Forum or 7 <sup>th</sup> MPA REX)					X				
Finalization of recommendations and development of a workplan for guideline development, implementation and policy / regulatory alignment in each CT country (led by the MPA Technical Working Group)					X				
Submission of recommendations and associated workplan to the SOM (end 2017) for review, adaption, final endorsement and subsequent submission to Ministerial Meeting.					X				
Approval at Ministerial Meeting						X			
Implementation of workplan (government leads supported by identified resource person[s] and CTI-CFF partner organizations where appropriate)							X	X	X
Guidelines for sustainable marine tourism adopted and associated regulatory frameworks established for MPAs across the Coral Triangle									X
Guidelines disseminated to all relevant government agencies, as well as the private sector tourism industry (via relevant associations) and the wider general public (through social media, associated journalistic articles).									X

<sup>14</sup> This includes, but is not limited to, guidelines such as the Global Sustainable Tourism Council (GSTC) guidelines

