

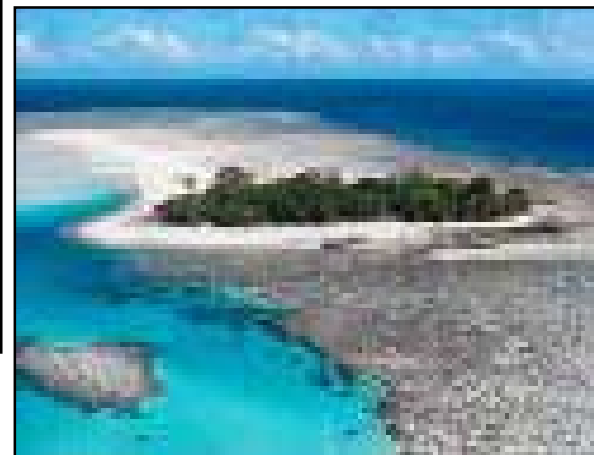
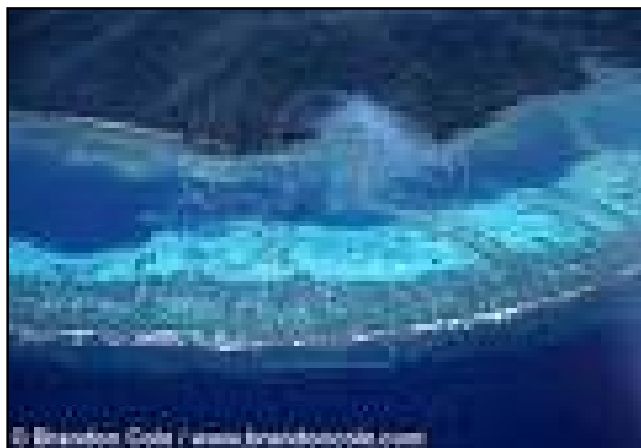
BlueStar Coral Reef Friendly Tourism



**“Promoting, Protecting and
Improving Marine Tourism in
the South Pacific”**

Introduction

“A training and certification programme
for tourism operators to promote
sustainable use of coral reef ecosystems
in Fiji, and the South Pacific”



Introduction



Fiji is surrounded by 10,000 Km² of coral reef, and boasts an impressive biodiversity balance:

- over 200 species of scleractinian corals,
- more than 1,200 reef fish species,
- 5 species of sea turtles, at least 3 nesting
- 3 species of sea snakes,
- 4 species of sea-grasses,
- 7 species of mangroves, plus a unique hybrid
- a large range of invertebrates

Around 80% of annual visitors to Fiji are involved in some form of marine based activities during their stay here



Be it snorkeling and swimming
over pristine coral reefs through
schools of colorful fishes,

Sailing and island hopping,

Diving off walls and caves,

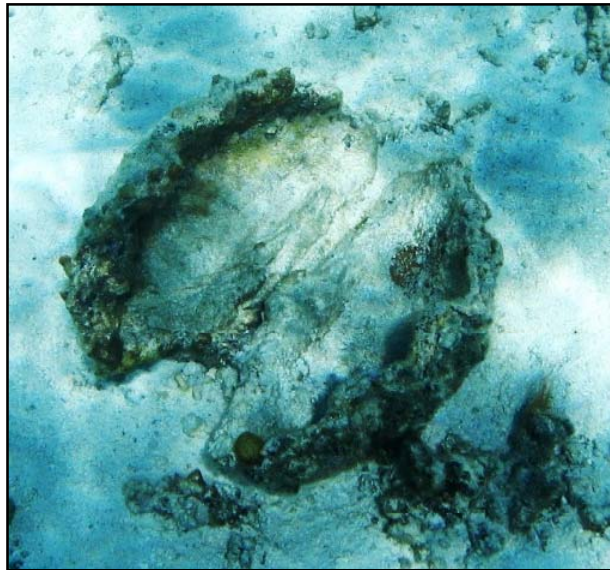
Or simply just lazing under palm
trees on white sandy beaches....

The Marine Environment

**is an integral part of most services and activities
offered by tourist operators for their valued guests**



However, concerns are being raised on the deteriorating state of some coral reef ecosystems in Fiji and moreover the lack of comprehensive mechanisms and resources to counter this emerging global crisis.



In light of this situation, structured management strategies need to be adopted by tourism operators in partnership with local stakeholders to ensure the sustainability of this fragile ecosystem.



- The BlueStar Coral Reef Friendly Tourism initiative was initiated by CRISP as a pilot programme for Fiji, with regional potential.
- It is designed to be a comprehensive programme designed to offer training, support and incentives to tourism operators to help better manage their marine tourism operations and subsequently the marine environment.

BlueStar Coral Reef Friendly Tourism initiative

- Staff training and practical assistance with protecting and enhancing the marine environment
- Guest activities designed for each particular marine environment
- Reef enhancement programmes (e.g. fish and coral restocking, algal reduction, monitoring)
- Access to expert assistance and technical support for any specific problems in the marine environment
- Management planning
- Assessment and recognition programmes
- Marketing tools



Sectors

Sustainable
Marine Tourism
Management



Sustainable
Boating

Sustainable
Marine Life
Based Activities



Guest Marine
Education &
Environmental
Enhancement

Staff Marine Education
& Environmental
Enhancement

Environmental/Social benefits



Protection & enhancement of Coral Reef ecosystems



Increased guest appreciation of resort and country as environmentally aware



Promotion of stakeholder well-being & poverty alleviation

Reduction in unsustainable use of marine resources

Promotion of Coral Reef education & awareness amongst local staff

Benefits from a Tourism Stand-point



Increased staff competence in the marine environment



Increased revenue from guest marine activities



National level recognition for conservation efforts

Marketing tools and positive promotion of resorts and of Fiji

Partnerships with NGO's and Institutions

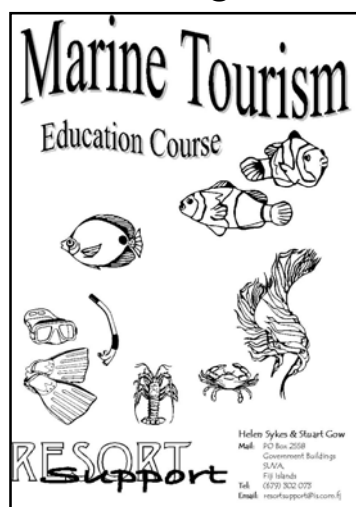


Overview of Programme

- Marine Tourism Course for staff
- Portfolio of guest activities and materials related to the marine environment, (potentially income generating)
- Portfolio of reef enhancement programmes (potentially income generating)
- Directory of partner organisations who can be approached for advice and collaborations
- Assessment of current marine sustainability status (confidential to operation)
- Management advice and planning based on assessment
- Recognition and certification programme based on, and dovetailing with, Green Globe (which already exists in Fiji)
- Marketing tools related to marine sustainability status and activities.

Materials

Staff Training Course



Assessment and Certification Criteria checklist and report

BlueStar Coral Reef Friendly Tourism

*"Promoting, Protecting and Improving
Marine Tourism in the South Pacific"*



Benchmarking & Certification Report For

Prepared By

Guest Information Materials



★ BlueStar ★
★ Reef Tourism ★

End results:

- A platform for stakeholders and tourist operators to combine efforts in promoting, protecting and improving marine tourism initially in Fiji, and thence throughout the South Pacific.
- A more sustainable marine environment, protecting the interests of both local stakeholders and tourism operators for the future
- A means of income generation for tourist operators through various activities and programs
- Improved perception of the region as a leader in marine conservation

Progress

- Programme outline completed
- Poll of representative tourism operators completed with positive response
- Training materials completed
- Guest materials partially completed
- Partnerships with USP, PCDF and TPAF agreed to in principle
- Assessment forms completed and in test phase
- Certification forms completed and in test phase

Future time scale

- Present programme to regional organisations June / July 2007
- Test assessment and certification forms
at representative tourism operations June / July 2007
- Produce tourism materials September 2007
- Establish correct training partner July / August 2007
- Introduce programme to tourism operators December 2007
- Launch Fiji-wide Pilot scheme January 2008
- Assess Fiji scheme August 2008
- Investigate applications to other South Pacific Island Nations
End 2008

BlueStar Coral Reef Friendly Tourism



Vinaka!

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Improving Marine Tourism in
the South Pacific”**