



Hotel Planning Principles & Checklists

Planners should consider the following principles when developing Land Use Plans or zoning schemes for coastal areas.

Protect Sensitive Areas: Development should be avoided in coastal areas that have been identified as being ecologically sensitive, culturally or socially important or potentially hazardous for development. When development in and around sensitive areas cannot be avoided, it is imperative that activities that could threaten the environmental or cultural resource be regulated, or even prohibited, by local ordinance, or, if in an established park or reserve, relevant legislation.

Locate Development Inland When Possible: When developing a plan for a coastal area, a critical question to consider is whether or not the proposed activity requires a coastal location. If not, alternative sites inland should be considered. For example, a fish processing plant would not necessarily need to be located on the seashore as long as adequate systems could be developed to transport fish from landing sites to the plant, and from the plant to the shipping (road, rail, or sea) point. In this way, the prime beach areas could be utilized for other purposes that absolutely require a coastal location.

Concentrate Development in Nodes: The natural preference for coastal hotel developers is to spread the development along the beach, thereby maximizing seafront property. Careful planning is required in order to avoid “ribbon” or “strip” development parallel to the shoreline that is inefficient as far as provision of basic infrastructure services are concerned (water supply, electricity, and roads); and also to ensure that the scenic beauty that attracted development and tourists in the first place is not eroded. Planners should attempt to ensure that the coast does not become one long line of fenced-off beach resorts.



Project Review Checklist for Site Selection

Does the project proposal

- Adhere to the Land Use Plan and its development conditions?
- Show that local authorities and local communities have been consulted about whether the proposed development is appropriate to the site?
- Show that local knowledge is being sought, and received, about the environmental characteristics and social or cultural importance of the proposed site?
- Take into account any ecologically sensitive areas within or adjacent to the proposed site?
- Consider the feasibility of providing infrastructure services to the proposed site?
- Take into consideration existing, and planned, land uses in the area and include plans to ensure that those uses will not be adversely affected by the hotel during construction and operation?
- Take into consideration the amount of land that may be needed for future expansion of the hotel?
- Consider alternative sites for the project and provide adequate reasons for choosing the proposed site?
- Justify the need for a coastal location?
- Take into consideration whether or not the development of a hotel on the proposed site will result in ribbon development now or in the foreseeable future?



Project Review Checklist

Siting and Design of Tourist Facilities

Does the project proposal

- Identify sensitive habitats or hazardous lands and incorporate protection measures such as buffer zones or setbacks?
- Incorporate a reasonable setback from the high water mark to ensure free access along the beach and protect structures from wave action and beach erosion?
- Ensure that the buildings and structures blend into the local environment, creating an aesthetically pleasing atmosphere?
- Adhere to the development conditions as stated in the Land Use Plan, particularly with regard to maximum allowable height of buildings?
- Maximize open space by clustering rooms and locating service areas away from common areas?
- Maximize the use of local materials and products from sustainable sources for construction and decoration?
- Take into account international standards for resort or hotel density?
- Take into account materials and costs for future maintenance of facilities?



Project Review Checklist Vegetation Management

Does the project proposal

- Identify the major features of existing vegetation and incorporate them into the site plan?
- Identify and show an understanding of the ecological services existing vegetation provides and include plans for protecting it during construction and operation?
- Consider the option of creating a temporary nursery for those plants and trees cleared for construction to be replaced once construction is complete?
- Show commitment to avoiding the introduction of non-native species onto the site?
- Show commitment to planting plants and trees that require minimal amounts of watering?
- Include plans to utilize plants and trees for shading and privacy barriers?



Project Review Checklist Water and Sewage

Does the project proposal

- Identify adequate sources of water to meet expected demand?
- Provide results of, or call for studies, on groundwater levels during dry and rainy seasons?
- Provide assurance that other water users will not be affected by construction and operation of hotel?
- Include a comprehensive plan for the siting of water wells and septic systems to eliminate possibility of on-and off-site contamination?
- Provide assurance that septic systems will not allow leachate fluids to enter into ground water or the sea before being treated?
- Consider the option of using constructed wetlands in the design of septic systems?
- Include plans for water conservation that could include low-flow toilets and shower heads, composting toilets, rainwater harvesting, or reduced daily laundry services?
- Show commitment to implementing a staff and guest water conservation awareness program?
- Minimize hard surface areas to reduce run-off?

Hotel owners and managers can take a proactive role in educating their staff and guests in the values of water conservation. Training staff on the conservation measures that have been incorporated into the hotel design will encourage them to use water efficiently. If a monitoring system can be put in place, staff could receive small bonuses if actual water consumption is less than a pre-determined target level over a period of time.

More and more tourists want to understand the local context when they travel. Providing them with basic information on water scarcity and the hotel's active role in water conservation will make them more prone to watch their own consumption carefully. Small signs placed at strategic locations (bathrooms, outdoor rinsing showers, etc.) can be an effective way to get the message across without 'forcing' guests to comply.

Source: Tanzania Ministry of Natural Resources & Tourism. 2003. *Guidelines for Coastal Tourism Development in Tanzania*. Tanzania Coastal Management Partnership.



Project Review Checklist Solid Waste Management

Does the project proposal

- Assess the potential to use local waste collection and delivery services?
- Identify specific areas to be used as a landfill and show evidence that local approval has been obtained? Include plans to minimize and dispose of wastes during construction?
- Include plans to reduce the amount of waste generated by the hotel, through buying in bulk and using refillable dispensers?
- Show that suppliers and manufactures have been consulted for information on re-usable or recyclable materials?
- Include plans to reuse certain materials or products?
- Show that the local community has been consulted about what types of materials they could reuse?
- Include plans to recycle materials and products?
- Include plans to develop a composting scheme for organic wastes?
- Include plans for secure storage of wastes to keep flies and scavenger animals away?
- Suppliers and contractors have been consulted for materials to be reused or recycled.



Project Review Checklist Energy

Does the project proposal

- Estimate energy needs during construction and operation, taking into account seasonal fluctuations in tourist arrivals?
- Identify adequate sources of power, whether from the grid, generator, or other source?
- Provide plans to include a back-up power supply system in case of grid failure?
- Incorporate natural cooling features in landscaping and building design, such as open floor plans to maximize air flow, orientation of rooms with respect to sunlight, use of shade trees, etc.?
- Include plans to conserve energy by utilizing energy-saving appliances, regulating use of electrical appliances or cutting power off during certain times of the day?
- Include the development of staff and guest awareness schemes on energy conservation measures?
- Consider options for alternative energy sources, such as solar or wind power?
- Ensure that windmills, if planned, will not negatively affect avian flyways?



Project Review Checklist Strong Community Relations

Does the project proposal

- Show that the local people have been consulted extensively about the proposed project?
- Take all comments or objections from community members into consideration?
- Show that the local people have been informed about what benefits they may receive as a result of the development? Are these perceived benefits reasonable?
- Show commitment to hiring local people during construction and operation?
- Are there any plans for training or mentoring local staff?
- Show that opportunities for the use of locally produced supplies, such as artwork, furniture, fruits and vegetables, etc. have been identified in collaboration with community members?
- Show that opportunities for cultural, or village, tourism have been explored in collaboration with local communities?
- Show commitment to maintaining a system of open communication between the hotel management and local communities?
- Consider working with community leaders to set up a village development fund and offer to make small contributions?

Other points to consider:

- Do the local people have a good understanding of what their roles and responsibilities are in terms of the development of tourism in their area?
- Do they understand the importance of maintaining a clean and secure environment for guests to enjoy?
- Do the local people understand and accept the changes that will occur as more and more tourists start visiting the area?

Source: Tanzania Ministry of Natural Resources & Tourism. 2003. *Guidelines for Coastal Tourism Development in Tanzania*. Tanzania Coastal Management Partnership.



Sample Code of Conduct

Welcome to _____!!

Please remember that you are a welcome guest. Please enjoy our natural environment, culture and warm hospitality. To make your visit more pleasurable, make sure you do the following:

Do ask us if we would like to have our pictures taken - and remember to send us a copy!

Do buy our goods and handicrafts - and remember to bargain with a smile.

DO help us preserve our natural environment by:

- putting trash into proper bins
- Looking at our beautiful plants and flowers without taking them
- Enjoying our wildlife without feeding them
- Enjoying our coral reefs and marine life without touching or taking anything

DO help us preserve our historical and cultural heritage by:

- resisting temptation to remove objects or alter monuments or ruins
- refusing to buy historical artifacts, such as coins and pottery.

DO bask in the sun on our beautiful beaches and remember to cover up when venturing into the village or town.

DO ask us if you may enter our homes or gardens.

DO resist giving money or gifts to individuals unless it is a tip for excellent service.

DO contribute, if you desire, to our community development fund. Boxes for contributions can be found at _____.

DO feel safe when walking around but remember to leave your valuables at the hotel or guesthouse.

DO ask to see our schools and dispensary and give us advice on how to improve them.

DO sign our guest book and make suggestions on how we can be better hosts.

And one thing you must never do:

DON'T forget to tell your family and friends about your wonderful visit to _____!