SUSTAINABLE TOURISM PLANNING
Eastern Tropical Pacific Seascape

SECTION I:
EFFECTIVE MANAGEMENT PLANNING

Module 1: Overview of Management Planning
- Purpose and Need for Management Planning
- Steps for Developing Effective Management Plans
- Strategic vs Operational Planning
- Planning at Different Scales
- Different Types of Management Plans
- Introduction to Assessment
- Drivers, Baselines and Niches

Outcome: Familiarity with overall process for management plan development; ability to identify appropriate type of planning mechanism
Output: identification of drivers, baselines and niches for each MPA

Module 2: Building Effective Management Plans
- Managing Success
- What is a Planning Process
- Components of Planning Processes
- Four Steps of Developing a Planning Process
- Benefits and Limitations of a Planning Process
- Preparing to Write a Site Plan
- Common Pitfalls of Site Planning

Outcome: To develop the process skills for building a coordinated region-wide, cross-cutting management plan
Output: A Site-Level Planning Process for Each MPA

Module 3: Management Planning
- Introduction to Evaluation
- The Evaluation Continuum
- "SMART" Objectives
- Overview of Management Effectiveness Guidebook
- Identifying and Evaluating Potential Indicators
- Planning Your Evaluation
- Linking Performance Measures and the Planning Process to Site Plans

Outcome: Understanding the link between goals/objectives and measurable performance indicators; understanding the steps in developing an MPA evaluation plan

SECTION II:
LAYING THE GROUNDWORK FOR SUSTAINABLE TOURISM

Module 4: Sustainable Tourism Concepts
- Tourism, Sustainable Tourism and Ecotourism Concepts (LAC, Impacts, Carrying Capacity)

- The Ecotourism Industry, Structure and Market Trends
- Tourism's Role in Community Development
- Cultural Rescue and Appreciation
- Tourism's Role in Biodiversity Conservation
- Direct and In-direct Economic Benefits
- Integration of Tourism into MPAs
- Overview of Policies and Strategies that Impact Sustainable Tourism Development
- Emerging Economic Opportunities
- Case Studies: LAC vs Carrying Capacity Models; Community Involvement in Sustainable Tourism
- Exercises: Preliminary Site Evaluation; Comparing and Contrasting LACs and Carrying Capacity Models

Outcome: To Understand the Purpose and Need for Sustainable Tourism Planning for MPAs
Output: Completed Preliminary Site-Evaluation

Module 5: Sustainable Tourism Assessments
- Introduction to Assessment Processes
- Participatory Resource Mapping
- Attractions, Site and Infrastructure Analysis
- Market Demand Analysis
- Supply and Competitiveness
- Human Resource and Capacity Needs
- Gauging Social, Cultural and Environmental Impacts
- User Conflicts
- Presentations: Case Studies on Use of Assessment Tools
- Exercise: Site Assessments

Output: Recommendations and Reporting on Suitability for Sustainable Tourism Program for Each of the Five ETPS MPAs
Outcome: Completed Site-Diagnostic

SECTION III:
BUILDING THE FRAMEWORK FOR SUSTAINABLE TOURISM

Module 6: Stakeholder Participation in Building Partnerships for Sustainable Tourism
- Involving the Local Community
- Involving the Private Sector
- Involving NGOs
- Involving Local Government
- Why Stakeholders Should be Involved in the Decision-Making Process
- Roles and Responsibilities of the Stakeholder Community
- Case Studies: Models of Stakeholder Designed Sustainable Tourism Programs
- Exercise: Inventorying Tourism Stakeholders and Identifying Key Representatives
- Exercise: Stakeholder Role Playing and Creating a Vision for a Sustainable Tourism Program

Outcome: To Understand the importance of Key Stakeholder Participation in Designing and Implementing a Successful Sustainable Tourism Plan
Output: Design a Stakeholder-based Working Group to Participate in Development of the Sustainable Tourism Management Plan

Module 7: Policy Planning and Local Partnerships
- Capitalizing on Biodiversity Assets and Reducing Vulnerability of Poor to Environmental Degradation
- Engaging the Government, Private Sector, Communities and Local Institutions in Decision Making
- Establishing Government Policy and Legal Frameworks That Guide Development of Sustainable Tourism
- Revenue Generation Through Fees, Concessionaire Payments and Taxes
- Government Incentives
- Case Studies: Lessons Learned From Government Involvement in Sustainable Tourism Development
- Exercise: Identify All Laws and Divisions of Local, Provincial and National Government That Could Negatively Impact or Support Sustainable Tourism

Outcome: To Understand the Importance of Government Support and a Legal and Policy Framework That Supports Sustainable Tourism
Output: Build the Legal/Policy Framework Necessary to Support Sustainable Tourism

SECTION IV:
BEST MANAGEMENT PRACTICES

Module 8: Benefits of Developing a Sustainable Supply Chain
- How Improved Sustainability Can Lower Costs
- Creating Greater Operating Efficiencies Through Reduced Waste, Energy and Water Consumption
- Increasing Revenue and Shareholder Value By Generating New Business and Increase Repeat Business of Customers Who Value Good Environmental Practices
- How to Improve the Quality of the Tourism Experience by the Consumer
- Costs and Benefits of Integrating Sustainability into the Tourism Supply Chain
- Understanding Economic Performance Issues, Environmental Performance Issues and Social/Cultural Performance Issues
- Case Studies: Models of Successful Institutionalized Sustainable Tourism Supply Chain Systems
- Exercise: Design Your Own Standards for a Sustainable Supply Chain

Outcome: To Understand Trade-Offs and Complexities for Setting Supply Chain Standards; To Understand the Relationship Between Economic Efficiencies and Conservation
Output: Framework for Sustainable Supply Chain

Module 9: Tourism Operators' Contribution to Sustainable Tourism
- Hiring Local Guides
- Awareness Building and Education
- Limiting Size of Groups
- Methods for Reducing Impacts in Sensitive Environments
- Choosing Locally Owned and Operated Suppliers
- Making Contributions to Conservation
- Encouraging Customers to Get Involved in Conservation
- Wildlife Viewing Guidelines

- Exercise: Self-Assessment Checklist
- Exercise: Develop Guidelines for Tourism Operators
- Case Studies: Sustainable Tourism Operators' Models

Outcome: To Understand the Role of All Segments of the Tourism Industry in Contributing to Sustainable Tourism
Outputs: Guidelines for Tourism Operators

Module 10: Cruise Ship Industry's Contribution to Sustainable Tourism
- Air Emissions
- Ballast Water and Non-native Species
- Wastewater
- Hazardous Waste
- Solid Waste
- Oily Bilge Water
- Infrastructure Support: Human and Physical Capital
- Education and Awareness Among Passengers and Crew
- Contributions to Conservation and Community Development
- Exercise: Self-Assessment Checklist
- Exercise: Develop Guidelines for Cruise Ships
- Case Studies: Sustainable Cruise Ship Models

Outcome: To Understand the Role of All Segments of the Tourism Industry in Contributing to Sustainable Tourism
Outputs: Guidelines for Cruise Ships

Module 11: Hotel Operators' Contribution to Sustainable Tourism
- Site Selection
- Siting and Design of Tourist Facilities
- Landscape Design and Vegetation Management
- Water Supply and Liquid Waste Management
- Solid Waste Management
- Energy Supply
- Community Relations
- Managing Off-site Tourist Activities
- Exercise: Self-Assessment Checklist
- Exercise: Develop Guidelines for Hotel Operators
- Case Studies: Sustainable Hotel Operations Models

Outcome: To Understand the Role of All Segments of the Tourism Industry in Contributing to Sustainable Tourism
Outputs: Guidelines for Hotel Operators

Module 12: Recreational Sectors' Contribution to Sustainable Tourism
- Anchoring
- Boat Operations
- Boat Maintenance
- Sewage and Garbage Disposal
- Snorkling and Scuba Diving
- Seafood Consumption and Souvenir Collecting
- Recreational Fishing
- Marine Wildlife Viewing
- Exercise: Self-Assessment Checklist
- Exercise: Develop Guidelines for the Recreational Sector
- Case Studies: Sustainable Recreational Models

Module 13: Sustainable Tourism Product Development and Marketing
- Target Markets and Product Development
- Marketing and Management
- Consumer Motivations
- Destination Image and Consumer Behavior
- Audience Targeting
- Branding, Promotion, Distribution Channels
- Electronic Marketing
- Monitoring and Evaluation
- Case Studies: Business Models for Sustainable Tourism Product Models; Small Business Credit Schemes
- Exercise: Develop Branding for Sustainable Tourism in Each MPA; Develop Accompanying Promotion and Distribution Plan

Outcome: To Understand Importance of Promoting Unique Values and Qualities (Natural, Social, Cultural) of Each MPA
Output: Branding of Site

Module 14: Setting Standards Through Certification Programs
- What Does It Mean to Set Standards for Conservation, Community and Sustainable Development
- What You Get With Certification: Credibility, Recognition, Consistency
- Training in Business Management Skills
- Collective Marketing Strategies
- Creating Market Links
- Developing Associations or Networks
- Maintaining Standards: Advisory and Review Boards
- Case Studies: A Look at 3 Different Models for Green Certification
- Exercise: How Do You Start a Green Certification Program?

Outcome: To Understand the Difficulties and Advantages of Developing a Green Certification Program
Output: Outline of Steps for Developing a Green Certification Program

SECTION V:
MANAGEMENT PLANNING

Module 15: Zonal Planning for Sustainable Tourism
- Zonal Management as a Tool for Separating User Conflicts
- Land-based Zones, Coastal Zones and Marine Zones
- Zones and Enforcement
- Case Studies: From Simple to Complex Zonal Management Schemes
- Exercise: Using GIS as a Tool for Locating Zones

Outcome: To Understand the Value of Zonal Management in Achieving Multiple Objectives for Your MPA
Outcome: GIS-based Zonal Plan for Each MPA

Module 16: Developing a Sustainable Tourism Management Plan
- Working With Stakeholders on Creating a Vision

- Establishing Goals and Objectives with Measurable Outputs and Outcomes
- Developing Action Plans
- Identifying Priorities
- Education and Awareness Building
- Monitoring and Evaluation
- Enforcement
- Adaptive Management

Outcome: An Understanding of the Steps to an Effective Stakeholder-based Management Planning Process
Output: Sustainable Tourism Management Plan for Coiba National Park

Module 17: Developing a Demonstration Project
- Identify One Activity for Each Sector of the Tourism Industry to Implement as Part of the Demonstration Project
- Identify All Participating Parties in This Activity
- Identify Individual Who Will Have Oversight and Reporting Responsibility for This Activity
- Identify Advisory Body
- Develop Timeline, Milestones and Performance Measures for Each Activity
- Developing Reporting and Communication System for Demonstration Project

Outcome: Small number of successful activities to build the sustainable tourism program on