

Presentation given at the Marine Katoomba meeting

Katoomba XVI:
**Building a Blueprint to Harness New Investment for the Protection
of Marine and Coastal Ecosystem Services**

February 9-10, 2010
Moore Foundation, Palo Alto, CA

Hosted by the Katoomba Group



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Minimizing Risk and Enhancing Value

Beyond Simply Ecotourism



Rick MacPherson
Director, Conservation Programs
Coral Reef Alliance (CORAL)

Tourism

World's largest employer (more than 255 million jobs)

11.4% of all consumer spending

Tourism income generated:

Great Barrier Reef US\$960 million

Coastal tourism generates 85% of all tourism—a US\$385 billion dollar industry

Worldwide, tourism generates 27 times more income than fisheries

Source: World Travel and Tourism Council



Value of Conservation Partnerships With Marine Tourism Providers

- Detailed knowledge of area (unique features, species, etc)
- Existing relationships with local communities
- Revenue stream for offsetting management costs
- Assist in biophysical characterization
- Role in monitoring/enforcement



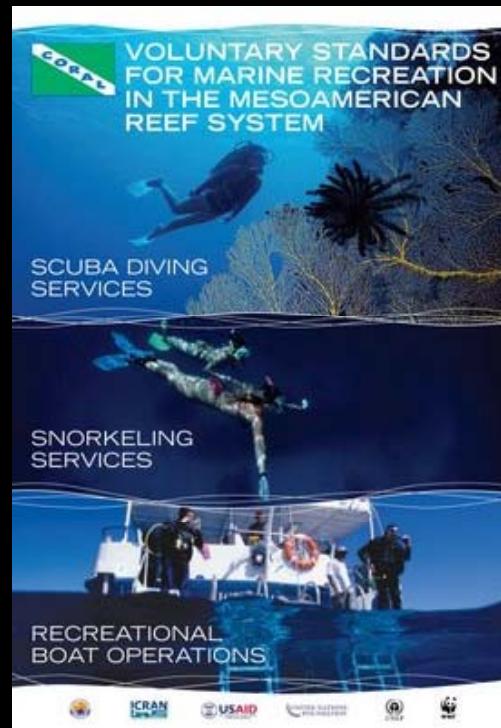
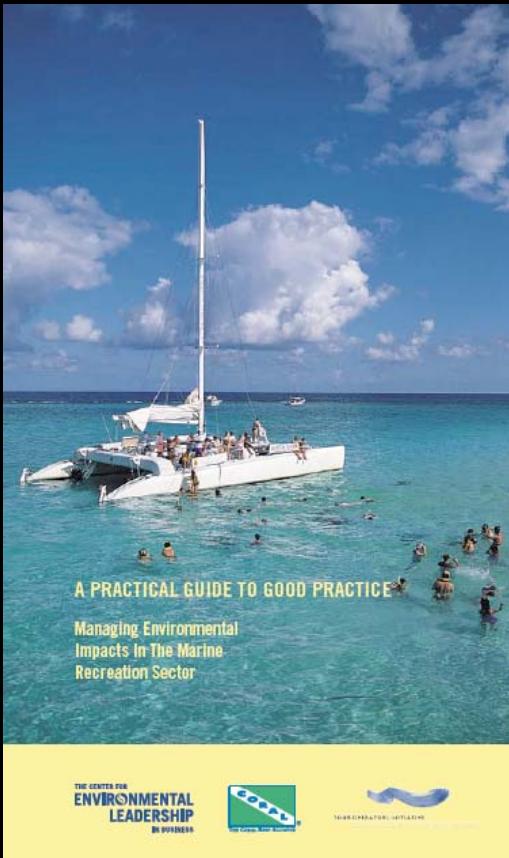


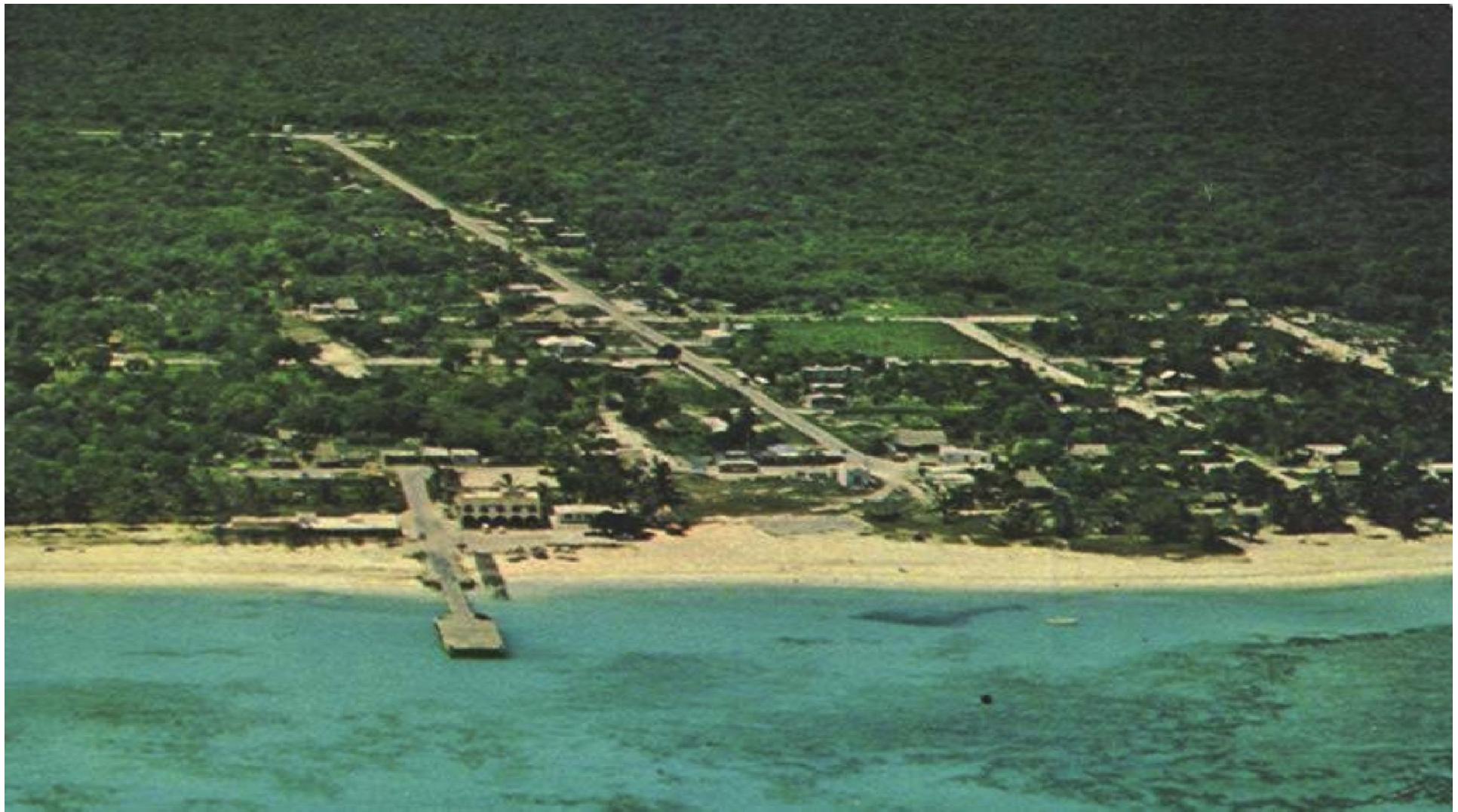






Best Practices – Standards – Codes of Conduct





Playa del Carmen, Mexico - 1974





Playa del Carmen, Mexico - 2008



Tourist Perceptions and Attitudes

GBRMP-Miller, 2000

Single most important factor in selecting a destination: Quality of the underwater environment

Specific considerations:

- Megafauna (sharks, manta rays, turtles)
- diverse, colorful, and healthy corals;
- large fish;
- good water quality and visibility



Tourist Perceptions and Attitudes

Vanuatu-Howard 1999

Surveyed divers to determine
“the importance of various
factors in choice of dive
destination.”

Conclusion: “Despite the original introduction to scuba diving being social or adventure aspects, most divers now chose dive sites because they wanted to view spectacular natural scenes.” (p.4)



Tourist Perceptions and Attitudes

Vanuatu-Howard 1999

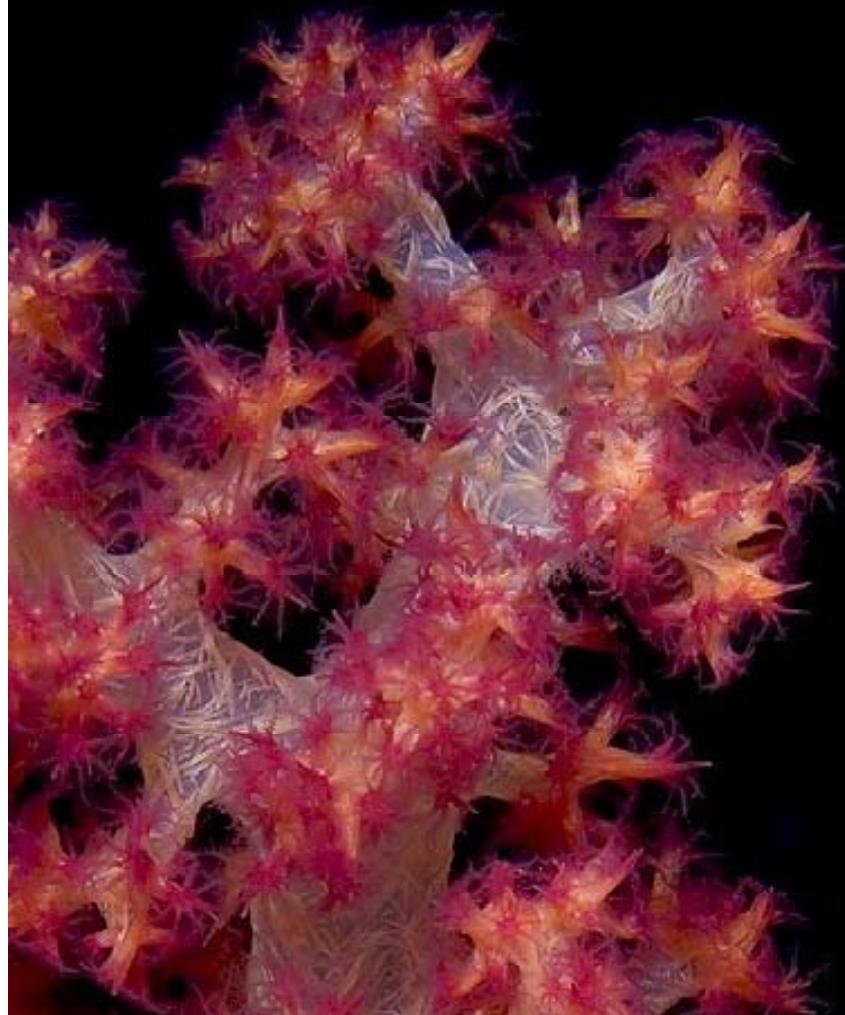
Diversity of life forms	4.71
Visibility	4.20
Coral formations	3.94
Divers' recommendation	3.86
Access to dive sites	3.60
Cost	3.55
Lack of crowding	3.52
Historic wreck sites	3.42
Unusual marine species	3.39
Diving environment	3.26
Magazine article	2.50
Close to home	1.97

5 = very important 1= not important



Tourist Perceptions and Attitudes

Roatan-Pendleton 1999



Most important factors in determining what a diver considered a "high quality" reef:

- Amount of coral cover
- Fish diversity
- Clear water



Tourist Perceptions and Attitudes

Belize-CORAL 2007

The three most important factors influencing the enjoyment of visitors to Belize marine parks:

- abundance of fish
- quality of coral
- staff interactions



Tourist Perceptions and Attitudes

Bonaire-DeMeyer 2002



Single most important factor in selecting Bonaire:
Quality of the underwater environment

On a scale of 1 – 5:

- water clarity: **4.46**
- fish diversity: **4.23**
- fish abundance: **4.18**
- coral cover: **4.13**
- coral diversity: **4.10**



Tourist Perceptions and Attitudes

Barbados & Bonaire, Uyarra & Cote 2006



More than 80% of tourists in Barbados and Bonaire would be unwilling to return for the same holiday price in the event [of degraded coral reefs.]



Tourist Perceptions and Attitudes

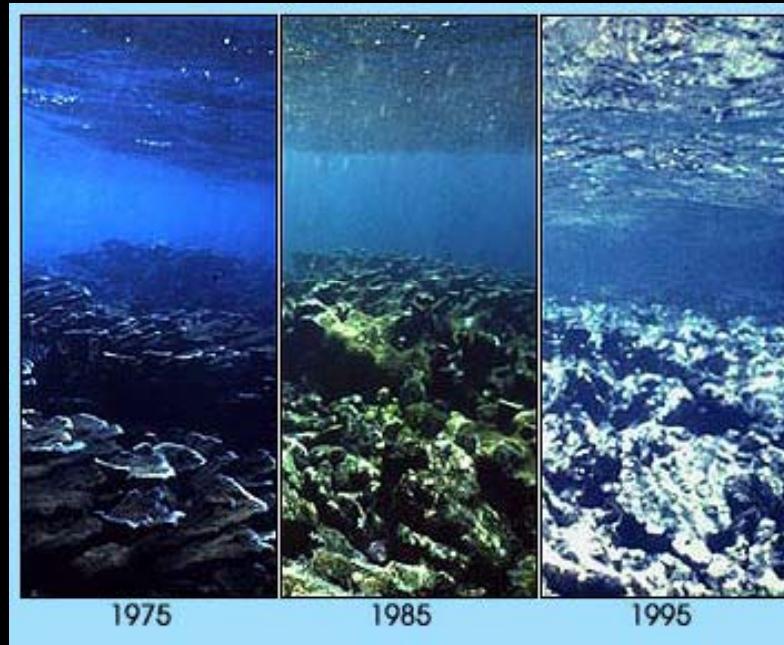
Sorice et. al - 2004

"Divers can perceive low levels of damage, in some cases even before it can be verified by scientific monitoring."



Shifting Baselines

That was a great dive!



Commitment vs Greenwashing





A close-up photograph of a coral reef showing numerous star-shaped coral polyps. The polyps have long, thin, white tentacles that radiate outwards from a central body, appearing like small stars or sea fans. They are densely packed, creating a textured, intricate pattern across the frame. The background is a deep, dark blue or black, which makes the pale, glowing tentacles stand out.

CORAL

Thank You