

CEPF Final Project Completion Report

Organization Legal Name:	Arboretum d'Antsokay
Project Title:	Promotion of Private Sector Engagement in Ecotourism in Tsinjoriake Community Managed New Protected Area, Southwest Madagascar
Grant Number:	65822
CEPF Region:	Madagascar and Indian Ocean Islands
Strategic Direction:	2 Enable civil society to mainstream biodiversity and conservation into political and economic decision-making.
Grant Amount:	\$111,039.85
Project Dates:	January 01, 2016 - April 30, 2019
Date of Report:	August 28, 2019

Implementation Partners

List each partner and explain how they were involved in the project

ARBORETUM D'ANTSOKAY: overall coordination of the project, communication (social networks, publication), monitoring and evaluation aspects of the project. Facilitator of linking partners and beneficiaries of the project and their good relationship, to ensure a sustainable ecotourism model.

TAMIA and TSIFA ASSOCIATION (community-based-organization managing respectively Tsinjoriake and Amoron'i Onilahy Protected area) : local partners for the implementation of ecotourism and resource management activities. They are technically supported/coached, in terms of protected area management, by WWF Madagascar and PAGE/GIZ. They participate in voluntary patrols and support enforcement of regulations governing PAs.

PAGE/GIZ is the promoter of Tsinjoriake Protected Area, and support technically and financially the Association TAMIA.

WWF-Madagascar is the promoter of Amoron'i Onilahy PA with community-based natural resources managers. The project benefited from WWF support to Amoron'i Onilahy's management communities (on ecological monitoring aspects, promotion of alternative income-generating activities, improvement of local governance). **PAGE / GIZ** provides capacity building for TAMIA, and supports the implementation of Tsinjoriake's Development and Management Plan, including the development of alternative activities.

Conservation Impacts

Summarize the overall impact of your project, describing how your project has contributed to the implementation of the CEPF ecosystem profile

- **Enhancement of the quality of tourism services offered for the 2 Protected Areas (Tsinjoriake and Amoron’I Onilahy)**
- **Improvement of income and job creation for local residents involved in local tourism activities**
- **The 2 Protected Areas are known as tourism destinations for the South West Madagascar. The 2 Protected areas are now within Tour Operator portfolio.**
- **Strengthened partnership between local tourism stakeholders (local residents, the 2 protected areas managers, tourism entrepreneurs/hotel owners) and the wider tourism industry (Tour Operators that are themselves in relation with international tourism business). Tour operators are taking visitors to the 2 protected areas, bringing economic benefits that support the management of the protected areas.**
- **With regards to nature conservation, the project has provided an incentive for protected area managers to work with tourism businesses, and for local communities to protect their natural heritage that support a sustainable tourism in their region.**

Planned Long-term Impacts - 3+ years (as stated in the approved proposal)

Impact Description	Impact Summary
<p>- Improved quality of life and livelihoods for 50 households through ecotourism promotion leading to decrease of the pressures on natural ecosystems and improved natural resource use in south western Madagascar.</p>	<p>Deforestation rate is not increasing significantly since 2016 in the 2 PA, while all over Madagascar the deforestation is highly increasing. From 2001 to 2017, Madagascar lost 3.2 million ha of tree cover (equivalent to a 19% decrease since 2000, Global Forest Watch 2018). The forest integrity is then maintained thanks to the model of community management of the 2 PA that is operational. The local communities are better aware of the importance of environment and develop tourism economic activities based on sustainable use of natural resources. We experiment a community development of beneficiaries with community-based-tourism. This type of tourism provides the village an alternative source of income, access to knowledge and education (promotes the acquisition of new job skills, creates new professions in the village), motivation to preserve natural resources and culture. E.g. village hosting tourists overnight now receives economic benefit through lodging, cooking, selling food, animation (traditional cultural show song, dance) and through village members escorting tourists. Since the income generated from tourism is at the disposal of the community, the community is free to use their gain according to their own development.</p>
<p>- By 2025 forest cover of the 2 protected areas (spiny forest, gallery forest, mangrove) is maintained compared to 2015 level (58 505 ha).</p>	<p>Annual monitoring of the evolution of land clearance (locally known a slash and burn), which is the main cause of the loss of forest cover, shows a real decrease</p>

	<p>within the project area. This monitoring (through aerial surveillance) is carried out by WWF, which is the promoter of Amoron'i Onilahy Protected Area. As an example for Amoron'i Onilahy Protected Area, the statistics on forest cover loss are : 201 Hectares of forest loss in 2015; 41 hectares in 2016; 15 Hectares in 2017 and 10 Hectares in 2018 (source: analysis of aerial photos and satellite images following Aerial surveillance combined with patrolling). This decrease of clearing pressures on the 2 Protected Areas natural ecosystems is the result of the continuous efforts of partners working together in these PAs (co-management). The present project contributes concretely to this result through the reinforcement of local community patrols, and through the provision of incentives to local communities to preserve their natural resources.</p>
<p>Private operators in the Toliara Region engage on green economy through the promotion of ecotourism and base their future development on ecotourism assets of the Protected Areas.</p>	<p>The approach developed in the implementation of the project is community Based tourism with enhanced Public Private Partnership. It consists of supporting the development of a direct partnership between local communities that manage community-based-tourism and private entrepreneurs and tour operators who have access to the international tourism market. The project through Arboretum d'Antsokay effectively makes the bridge between those 2 worlds (local communities and international tourists). 03 Tours operators are now promoting the Tsinjoriake and Amoron'i Onilahy in their circuits and collaborate with local privates and community-based tourism managers. The project brings empowerment to local tourism entrepreneurs, catalyzing specifically the partnership of private with self-employed women's association (among local PA managers). Through the program, Arboretum d'Antsokay trains the members on aspects of hospitality, responsible hosting. Further, local community are empowered to decide what forms of tourism facilities and wildlife conservation program they want to develop. The project provides them necessary capacity building, infrastructures management , promotion/maketing, marketing plan drafting, planning process facilitation.</p>

Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal)

Impact Description	Impact Summary
<p>- By the end of the project, the number of tourists visiting the 2 NPAs increase to reach at least 400 visitors/year each (less</p>	<p>The local economy starts to transform and evolve itself through the ecotourism project developed in the two Protected Areas of Tsinjoriake and Amoron'i Onilahy. 36</p>

<p>than 100/year for the 2 sites, problems of insecurity in 2014). - Ecotourism activities bring lasting economy gains with local</p>	<p>direct employments were created through the project, giving income-earning opportunities and benefiting directly households living around these PAs. The tourism flow is growing ranging from 366 visitors for 2016, 456 visitors for 2017 and up to 864 visitors registered for 2018 in Tsinjoriake. For 2018 there is an increase of nearly 90% compared to 2017. For Amoron'i Onilahy, we register 155 visitors in 2018 (no records available before 2018). The 2 Protected Areas of Tsinjoriake and Amoron'i Onilahy became among the pioneer ecotourism sites of Madagascar, in terms of Community-based Tourism.</p>
<p>- Ecotourism activities bring lasting economy gains with local communities, leading to the creation of at least 50 jobs related to ecotourism (guides, hotel/restaurant employments, crafts) and PA management (guides, rangers), contributing to alleviate pressure on wildlife resources.</p>	<p>The ecotourism activities really benefit the local communities, leading to the creation of 36 direct employments related to ecotourism, contributing to alleviate pressure on local resources (spiny forest, gallery forest, mangrove). Each visitor of the 2 Protected Areas is accompanied by a local guide (trained with the project), most of whom are multilingual. Each guide has been trained by the Regional Directorate of Tourism and has an accreditation. Each guide is also responsible for the preliminary training of new guides, ensuring the sustainability of tourism activity and allowing more villagers to participate. Many women are involved in market gardening, to diversify the catering offer for tourists. These women sell their products to local hoteliers and also to local restaurants. This provides them with an additional source of income. Some women members of women association, taking part in the managers of the two Protected Areas, have invested in accommodation with locals (community-based home-stay accommodation), in catering and entertainment for tourists. They also generate additional income to overcome traditional dependence on agriculture and to increase access to education for their children, as many families cannot afford the annual fees for schools.</p>
<p>Private sector increasingly engaged in ecotourism activities, with at least 50% of hotels in Toliara Region promoting ecotourism activities, and at least two partnerships in place between operators and local communities.</p>	<p>Buying the PA destination - 05 local hotels established partnerships with the 2 PA , having the 2 PA offers in their brochures and websites and organizing visits to the PA that increase ecotourism activities. - Thanks to Educ Tour organized with the project, 03 Tours operators (TO) (Kijana Tours, GassyTour, Détours Madagascar) promote the 2 PA in their circuits. They organize visits of the 2 PA with local managers and work with local private for accommodation and restauration. Marketing the south west destination package including</p>



	<p>the 2 PAs - An annual “Salon des Aires Protégées” organized since April 2018. It gives opportunity to attract buyers, as TO are attending to identify new tourist products for the South West. - The project enhances the online visibility of the 2 PA destinations, by facilitating their integration within ORTU and private operators’ website. Together with WWF and GIZ, ORTU launched a marketing campaign to publicize community based tourism within the 2 AP. Privates in coordination At local level, the coordination is operational and led by an inter-communality institution every quarter with participation of privates. At regional level a quarterly coordination is led by ORTU facilitating a dialogue platform between public and private sphere.</p>
<p>- Community cohesion is improved as individual and families work together to build a successful ecotourism venture and raise fund together for community development purpose.</p>	<p>Community cohesion is improved with the support of the project as individuals and families need to work together to build a successful community-based tourism venture. Some activities developed with the project are both used for community benefits purposes, and tourism development. E.g. The rehabilitation of roads (5 km) to Ranomay village provides temporary employment for villagers and improve the village access easing tourism. By creating tourist circuits, and providing experienced guides, local managers have been able to attract tourists, students. The self-esteem of many community members is enhanced because of outside recognition of the value of their culture, their natural resources and traditional knowledge increasing community members’ confidence. This led them to seek further education and village-self-development, to ensure long term autonomy. As an example: community cohesion is fostered with women entrepreneurship and lead. In Ranomay (Amaron’i Onilahy), thanks to the effective natural resources management of the PA, 4 women have been selected to participate in a rural electrification programs. They make benefit the whole village with electricity access. And the community-based tourism beneficiaries in charge of lodging see a real asset with this electrification</p>
<p>- Civic participation via information/training is improved (protection of natural resources, informing illegal activities, system of monitoring and accountability). Tools are set up allowing for improved exchange of information between PA managers, private sector and communities, including functional Monitoring system, reporting tools for</p>	<p>Local Communities around PA are the center of the project actions. Their civic participation is increasing. Incentivized communities thanks to collaboration with the project are allies for natural resources protection of PA, and are engaged in conservation activities (patrolling, advocacy). E.g. the effective implementation of SMART (spatial monitoring and reporting tool), contributed a lot in the achievement of the impact 2 (forest cover maintenance). WWF provided the SMART</p>

<p>illegal activities (clearing, charcoal production, wood cutting, fire, hunting (lemurs, tortoise, birds).</p>	<p>training and equipment (cyber tracker), while the current project gave incentive from ecotourism. The community has a better sense of ownership and share consciousness in terms of resources ' preservation. E.g 7000 tortoises from the south were seized, thanks to informant from Amoron'I Onilahy. 2 Mayors and 2 village Chiefs benefit from the project, by increased knowledge on drafting their Communal development plan integrating ecotourism, fostering local development. Local managers with local authorities (mayors) advocate the integration of the 2 PA and theirs tourism Services within the Regional management plan SRAT. The communities' tourism becomes a regional priority, and part of the SRAT implementation. This can be seen as proof of the government's confidence in the local management of these 2 PA.</p>
<p>- Access to employment and cash leads to an increase in status for traditionally low-status sectors of society (including women, youths), with an objective of 50 people from these groups benefitting from increased revenues. This improved revenue provide opportunities for members of low-status group to be represented on decision-making bodies of NPAs promoting their political empowerment, with objective of 12 people (25% of groups benefiting from increased revenues) participating to decision-making bodies).</p>	<p>In close collaboration with partners (hotel owners, regional authority, NGO), Arboretum d'Antsokay helps develop an ecotourism business model which creates sustainable income for local communities while enhancing spiny forest biodiversity. This Local tourism development was a "stepping stone" in ensuring the representation of women and youth in decision-making bodies. This impact contributes to achieve the CEPF 2.2 strategic priorities. Despite grassroots organizations are already part of the management structure and board of the 2 PA, decision making body for these PA is male-dominated with women representation at most 10%. This project expands women and youth's employment opportunities. With an economic participation in their individual household, those low-status individuals get empowered within their communities. As independent income-earners, for the family and village their role inside and outside of their home are strengthened. They became politically empowered with an increased involvement in resources management. Women make up the majority of tourism committee within Amoron'i Onilahy PA; they've increased their ability to influence decisions. Women involved in homestay, catering are now participating in planning and decision-making surrounding tourism.</p>

Describe the success or challenges of the project toward achieving its short-term and long-term impact objectives

Success :

- The 2 Protected Areas of Tsinjoriake and Amoron'i Onilahy become among the pioneer ecotourism sites of Madagascar, in terms of Community-based Tourism. They are registered on the website of ORTU (Regional Tourist Office of Toliara).
- Tourist flow is evolving with an increase of nearly 90% in 2018 for Tsinjoriake compared to 2017.
- The development of Community-based Tourism brings direct benefits to people: such as job creation, economic diversification (guiding, homestay lodging, cooking, selling food to tourists), and the protection and enhancement of heritage and traditions.

Challenge :

- We must make efforts to compete with the seaside destination of Mangily Ifaty, north of Toliara, which has better attraction because of infrastructures (hotels, roads). The access road to Mangily (RN9) was renovated in 2018. In this sense we must strengthen the promotion of community tourism for our 2 Protected Areas. Practicing community tourism is not yet a reflex for tourists. In order for it to become known, tourism professionals (tour operators, private) must strengthen the promotion of this equitable tourism. Madagascar has a directory of community-based tourism (Annuaire) that is published by the ONTM (National Tourist Office of Madagascar). We have to register Tsinjoriake and Amoron'i Onilahy in this directory.
- The training of tourist guides and their accreditation were provided and ensured by the Regional Directorate of Tourism (Dir TO), with the financial support of the project. One of the challenges is to find a financial means to ensure the recycling of these guides (which must be done every 3 to 5 years), and the training of future generations of guides, to benefit more the local communities.
- Although with the project, we ensure that the beneficiaries are the members of the population living near the 2 Protected Areas to ensure subsidiarity, the 2 Protected Areas are not immune from outsiders' touristic guides. Those guides have no added value for Protected Areas, as they do not participate in the management and economic development of these Protected Areas. And they have no contribution to the good management of resources. Together with the other partners, (WWF, GIZ), the project has already registered our trained guides in the list of Tourist Guides available with the Dir TO. We have posted in the office of the ORTU a photocopy of the badge of these guides. The challenge remains to make mandatory the assistance of an official local guide from the 2 Protected Areas, even if tourists already come with another malagasy guide.

Were there any unexpected impacts (positive or negative)?

Positive :

The project attracts other stakeholders, Tour Operators and Scientists. Introduced in the site by the project, a volunteer group of botanists helped mark out the botanical circuits of the 2 Protected Areas. Tsinjoriake is now known as learning site for the University of Toliara. This latter in the future, will have Tsinjoriake as its field school, and will voluntarily ensure the long-term monitoring of the biodiversity and habitat of Tsinjoriake, and also ensure at the same time the continuous learning of the locals who will work with the university students.

Project Components and Products/Deliverables

Describe the results from each product/deliverable:

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services (performed with local managers) on the national and international market.	1.1	#NAME?	
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services (performed with local managers) on the national and international market.	1.2	#NAME?	
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services	1.3	#NAME?	

	(performed with local managers) on the national and international market.			
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services (performed with local managers) on the national and international market.	1.4	#NAME?	
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services (performed with local managers) on the national and international market.	1.5	#NAME?	
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services	1.6	#NAME?	

	(performed with local managers) on the national and international market.			
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services (performed with local managers) on the national and international market.	1.7	#NAME?	
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services (performed with local managers) on the national and international market.	1.8	#NAME?	
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services	1.9	#NAME?	

	(performed with local managers) on the national and international market.			
1	Improve the NPAs team strategy to build a reputation image and to promote the NPAs touristic products and services (performed with local managers) on the national and international market.	1.10	#NAME?	
2	Strengthen relationships between the communities (TAMIA, OHEMIHA) and private partners (Association des hôteliers et restaurateurs de Tsinjoriake).	2.1	- At least 2, the number of partnerships signed with hotels, tour operator, travel company to increase the availability of visitor accommodations, to develop new attractions (e.g developing a package: NPAs visit and beach/marine attractions) and to train	01 partnership agreement signed 05 hotels in the Tsinjoriake region have established partnerships with the Tsinjoriake Protected Area and organize visits / visits to the protected area that increase ecotourism activities.
2	Strengthen relationships	2.2	- At least 2, the number of	03 Tours operators (Kijana Tours, GassyTour, Détours Madagascar) promote Tsinjoriake protected area in their

	between the communities (TAMIA, OHEMIHA) and private partners (Association des hôteliers et restaurateurs de Tsinjoriake).		Tour Operator offering the protected areas in their circuits.	circuits. They organize visits of Tsinjoriake and Amoron'i Onilahy with local managers and private operators local hotel owners.
2	Strengthen relationships between the communities (TAMIA, OHEMIHA) and private partners (Association des hôteliers et restaurateurs de Tsinjoriake).	2.3	#NAME?	
2	Strengthen relationships between the communities (TAMIA, OHEMIHA) and private partners (Association des hôteliers et restaurateurs de Tsinjoriake).	2.4	- Posters (100), flyers (1000) printed and made available to all hotels and tourism operators in the region.	Promotional posters and flyers were distributed to many hotels and tourism operators in the Toliara region. Posters are also distributed to local associations and NGO working promoting Tsinjoraie and Amoron'i Onilahy Protected Areas. Posters and flyers are also left available with partners (WWF, GIZ) in their main office in Tana and Toliara. Through those partners, we aim to improve communication of Tsinjoriake and Amoron'i Onilahy protected areas destination with other NGO, funders, investors.
2	Strengthen relationships between the communities (TAMIA, OHEMIHA) and private partners (Association des hôteliers et restaurateurs de Tsinjoriake).	2.5	#NAME?	
2	Strengthen relationships between the	2.6	- Analysis available of Protected	- 864 visitors are registered for the year 2018, all visitors taken together (National and international). 366 visitors for 2016 and 456 visitors for 2017. For 2018 there is an

	communities (TAMIA, OHEMIHA) and private partners (Association des hôteliers et restaurateurs de Tsinjoriake).		Areas revenues/year in order to examine the extent to which the communities are benefiting from ecotourism : do the ecotourism activities ensure NPAs autonomy in terms of administrative /financial management (travel cost,	increase of nearly 90% compared to 2017. The Association TAMIA keeps records of number of visitors. In terms of revenue generated from the tourism activities, the visitors pay entrance fees (5 000Ar/visitor) and guiding (15 000 Ar/visitor) to the local managers (TAMIA) and local authorities. TAMIA perceive 50% of the protected areas entrance fees, while the Commune and the village share the other 50%. This amount of money covers partly the protected area management cost. For the guidance fees (15 000Ar/visitor), it is paid directly to the guide, Tsinjoriake has currently 20 guides available and 16 “piroguiers” to ensure the transport (ex : mangrove visit, river and birdwatching). Amoron’l Onilahy : 155 visitors in 2018 (no records available before 2018)
2	Strengthen relationships between the communities (TAMIA, OHEMIHA) and private partners (Association des hôteliers et restaurateurs de Tsinjoriake).	2.7	- Monthly meeting organized with regional tourism board, operators, NPAs managers to spark a dialogue on the project advancement and goals achievement (to get their feed back and ideas about the planning, adaptive management, lessons learnt). Such meeting	At local level, the coordination meeting is operational and led by an inter-communality institution called OHEMIHA every quarter with participation of privates. At regional level a quarterly coordination is led by ORTU facilitating a dialogue platform between public and private sphere.
2	Strengthen relationships between the	2.8	- Coordination mechanism in place for civil	Every quarter, the Regional Environment Department, which is the umbrella organization of the PAs, organizes a quarterly review which sees the participation of all the

	communities (TAMIA, OHEMIHA) and private partners (Association des hôteliers et restaurateurs de Tsinjoriake).		society organizations working on ecotourism, including TAMIA, OHEMIHA, GIZ, FAMARI, MNP in the form of dialogue circle held every 2 months.	partners involved in activities with the PAs. The Arboretum participates with such review, as other conservation and development NGOs (GIZ, WWF, MNP) and local and regional civil societies. The review's objective is to follow up advancement, propose adaptive management and improve coordination.
3	Support conservation activities to improve tourism offer through habitat restoration, native species/ecosystem conservation and effective environmental monitoring of NPAs, and support new ecotourism products	3.1	- Species population monitoring reports including mapping of birdwatcher target species (Red Shouldered Vanga, Verreaux Coua, Madagascan sand grouse ...)	Ecological monitoring for mangroves in Tsinjoriake are made during last quarter of 2018 and during the rainy season of 2019. These researches, which lasted 20 days in the field, were conducted as part of the delineation of existing mangroves in the Tsinjoriake Protected Area. Participative monitoring of PA target species (lemurs) undergone twice/year with Université of Toliara
3	Support conservation activities to improve tourism offer through habitat restoration, native species/ecosystem conservation and effective environmental monitoring of NPAs, and support new ecotourism	3.2	#NAME?	

	products			
3	Support conservation activities to improve tourism offer through habitat restoration, native species/ecosystem conservation and effective environmental monitoring of NPAs, and support new ecotourism products	3.3	#NAME?	
3	Support conservation activities to improve tourism offer through habitat restoration, native species/ecosystem conservation and effective environmental monitoring of NPAs, and support new ecotourism products	3.4	#NAME?	
3	Support conservation activities to improve tourism offer through habitat restoration, native species/ecosystem conservation	3.5	- Surface of rehabilitated natural habitats, 1000 seedlings planted to contribute maintaining the integrity of the sites.	- 3000 plants are planted on an area of about 4 ha, within the natural area of Tsinjoriake, with 70% of survival rate.

	and effective environmental monitoring of NPAs, and support new ecotourism products			
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Please describe and submit any tools, products, or methodologies that resulted from this project or contributed to the results.

Products :

Promotional products for Tsinjoriake and Amoron'i Onilahy destination:

- posters and flyers presenting each Protected Area. They are available at the ORTU, and in the visitor center of 2 Protected Areas (Saint Augustin, Ambohimahavelona, Ranomay). Posters are also presented in the Ambohimahavelona Interpretation Center (near the Amoron'i Onilahy Protected Area Visitor Center).
- poster on the endemic birds of these 2 Protected Areas, poster on the baobabs of Madagascar, poster on the biodiversity of the spiny forests.

Tourist products:

- Community tourism initiated, which brings development to the host communities of Tsinjoriake and Amoron'i Onilahy (tourist camps, community restorations and homestays). It will contribute, along with other community resources, to ensure the long-term financial autonomy and self-management of their Protected Area. As an example, in view of the improved management of the resources of Amoron'i Onilahy Protected Area, the Ranomay community (grouped in the TSIFA Association, supported by this project), received a funding from Tany Meva / CEPF (16,000 USD) to promote ecotourism.
- Development of tourist package Tsinjoriake / Amoron'i Onilahy: this package includes visit of the village and Ranomay (thermal water, local production of rock salt), canoe descent of the river Onilahy, moto and quads circuits along the river Onilahy, visit of Saint Augustin village, lemurs and endemic birds watching, mangrove and caves visits. This package highlights the natural richness of the 2 Protected Areas through ecotourism, promoting their biodiversity and contact with villagers and their cultures.
- Thanks to training and capacity enforcement provided by the current project, the 2 Protected Areas have trained local guides and patrollers (that ensure surveillance of the forest and its target species : lemurs), trained touristic guides.

Approach developed in the implementation of the project : Community Based tourism and the Public Private Partnership

The main approach developed to promote community-based tourism in the Protected Areas (PA) of Tsinjoriake and Amoron'i Onilahy is of an organizational nature, connecting communities with the global tourism industry. It consists of structuring the tourism sector in these 2 PAs by reinforcing the links "national / international-local tourist product market". This is to support the development of a direct partnership between local communities that manage community-based-tourism and private entrepreneurs and tour operators who have access to the international tourism market. This approach makes it possible to develop an offer of tourism products by the locals linked to the international market, to secure for several years, both the local business for the communities, and the



regular supply of local and authentic tourist services for the tourist operators. The sustainability of the approach lies in the establishment of the sustainable partnership (producer of services-buyer) with economic motivations on both sides.

In developing this approach, the status of this project's promoter (Arboretum d'Antsokay, which is both an NGO working for conservation, but also a private) has been well valued. The Arboretum d'Antsokay is well-suited as the private partner to be the bridge between local communities and tourism entrepreneurs. Both locals (communities and private operators) and Tour Operators see the Arboretum as a sustainable, trusted partner. Unlike other NGOs working in the area, the Arboretum is locally established and has its own interests in the development of this co-operative venture for the provision of infrastructure or services, built on the expertise of each partner. Because of its proximity to the communities, the long term support it gave to community since its establishment (employment providers as private, conservation), and capacity enforcement, promotion through this project, local communities communicate more easily with the Arboretum, share their requests/complaints and advice / support's request.

Lessons Learned

Describe any lessons learned during the design and implementation of the project, as well as any related to organizational development and capacity building.

Consider lessons that would inform:

- Project Design Process (*aspects of the project design that contributed to its success/shortcomings*)
- Project Implementation (*aspects of the project execution that contributed to its success/shortcomings*)
- Describe any other lessons learned relevant to the conservation community

Many tourism projects is developed near PA by partnering directly with private. Despite employing locals, many privates sometimes exclude the majority of local communities who depend on the natural resources in those PA. With the present project, the private Arboretum d'Antsokay supports local community in the development of ecotourism activities. Local community's managers of PA are involved in early stage of the set up process of community-based tourism activities. Arboretum serves as facilitator adopting a bottom-up approach by which communities are actively involved as shareholders. Since the beginning of their collaboration, it was made clear that both local communities and private are shareholders, and co-develop the tourism activities in this sense of co-benefits. With such local participation (job creation, capacity enforcement, leadership, stewardship with nature conservation), host communities are empowered, locals as privates improve their socio-economic well-being, while ensuring greater natural resources conservation.

The development of tourism is based on a traditional solidarity (*filongoa*), and self-help spirit. We've worked with 2 PA, but we can see that Amoron'i Onilahy that is still traditional, with a respected elder working with promoters of tourism (local guides, catering women), manage to develop autonomously their tourism compared to Tsinjoriake. Such "*filongoa*" provides a suitable environment for collective decision making and conflict resolution.

Sustainability / Replication

Summarize the success or challenges in ensuring the project will be sustained or replicated, including any unplanned activities that are likely to result in increased sustainability or replicability.

Replicability :

- **The sustainability of ecotourism activities in the PAs of Tsinjoriake and Amoron'i Onilahy PA depends on its financial self-sufficiency. Thus the basis of the future success and longevity of the actions initiated with this project, implemented in partnership with other private partners and NGOs (GIZ, WWF) will largely depend on the consistent increase in the number of tourists. It is essential to continue to collaborate with local and regional private operators and Tour Operators. This in the objective to promote the 2 PAs as a specific destination for community-based tourism, where ecotourism sites are part of community-managed forests.**
- **Financial benefits from the tourism and its financial share for the management of the 2 PA, and the share with the Communes are low. The contribution of communities in management is their voluntary participation in management (patrol, communication, and advocacy). We would like to suggest setting up a credit/savings system at village level to allow villagers to use such fund as the basis for small loans to start handicrafts or other income diversification, to support ecotourism activities.**

Safeguards

If not listed as a separate Project Component and described above, summarize the implementation of any required action related to social, environmental, or pest management safeguards

- **Social safeguards : the project in its implementation promotes gender and age equality. The cost of taking up a job is higher for women than for men (because of the division of labor within the household). Women and girls are being asked for domestic work and caring for younger children. We have given women an opportunity to contribute to household income and economic empowerment. Teen mom, single women, widows were also involved in the project. We've worked specifically with young people on tourist guidance, transportation and tourist promotion activities.**

Giving an opportunity to women and young people to have a stable income, may help them accumulate capital, or to have savings, will increase their resilience to cope with existential difficulties: economic or social shocks (e.g death or abandonment by partner ...), climatic or environmental hazards).

Further the activities implemented with the present project (specifically community-based tourism) are embedded in local culture. It fosters and promotes respect for local knowledge and tradition (local knowledge of the spiny forest, the Mahafaly culture).

- **With the development of ecotourism activities, the targeted communities become aware of the commercial and social value placed on their natural and cultural heritage through tourism, thus fostering a commitment to their resource conservation. This contributes hugely to environmental safeguard. With the alternative income from tourism, the local managers**

replace income previously earned from destructive resource extraction (forest clearing for agriculture).

Additional Comments/Recommendations

Use this space to provide any further comments or recommendations in relation to your project or CEPF

non-applicable

Additional Funding

Provide details of any additional funding that supported this project and any funding secured for the project, organization, or the region, as a result of CEPF investment

Total additional funding (US\$)

\$0.00

Type of funding

Please provide a breakdown of additional funding (counterpart funding and in-kind) by source, categorizing each contribution into one of the following categories:

- A Project Co-Financing (other donors or your organization contribute to the direct costs of this project)*
- B Grantee and Partner Leveraging (other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF funded project)*
- C Regional/Portfolio Leveraging (other donors make large investments in a region because of CEPF investment or successes related to this project)*

non-applicable

Information Sharing and CEPF Policy

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned, and results. Final project completion reports are made available on our Web site, www.cepf.net, and publicized in our newsletter and other communications.

1. Please include your full contact details (Name, Organization, Mailing address, Telephone number, E-mail address) below



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