The governance and coordination involved in coastal and marine tourism: challenges and opportunities

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- Governance includes formal and informal arrangements
- Through governance information is shared and interests are negotiated,
- Through governance policy decisions are made, and actions are implemented.
- Governance requires engagement of key public and private stakeholder bodies.
- Therefore the research shows how coastal and marine tourism governance can be effectively integrated into local sustainable development.

- To better understand how coastal and marine tourism could be governed and coordinated at both national and local level.

- To show how national tourism policies and governance processes are reflected and implemented at different levels.

- To discuss the challenges and opportunities of coastal and marine tourism governance in satisfying varying interest groups.

- The study was conducted using a mixed method research design

- Secondary data:
    - Theoretical framework
    - Policy review
    - The desk-top study
- Primary data collection:
    - key informant interviews (Gvt -23, comm-3)
    - Questionnaire survey (Tourism Businesses-34)
    - Focus group discussion (2)

- Lack of up to date database for tourism businesses and coastal/marine resource users

- In some provinces, the database was completely unavailable, for others it was extremely outdated.

- Some business owners were no longer into tourism but their details still appeared on the data base.

- Various laws and policies were introduced since the advent of democracy.

- There is an overlap and sometimes lack of alignment among different policies.

- Some key informants were sometimes unfamiliar with the content and even the existence of some policies.

- No effective policy implementation and inadequate communication policy objectives.

- Separate governmental delivery agencies with no clear roles on how to support coastal and marine tourism.

- For instance, *"one respondent stated that coastal and marine tourism is still 'a new thing' and that a dedicated policy should be developed to govern it"*.

- Lack of education on existing policies/regulations resulting in conflicts between guides and law enforcements agents.

- Many business operators are aware of policies that regulate their respective activities only.

- No coordinated regulatory framework to enhance responsible coastal tourism.

- There is lack of multi-stakeholder involvement when decisions are made.

- Lack of skills and knowledge in coastal and marine resource management.

- Need for a coordinated effort between and among different stakeholders.
- For instance, respondents from the Tugela mouth area complained, "*you closed it [tourism] down, it's no more a tourist village here [laughs], it is a retirement village here, not a tourist village anymore. You closed the beach, you closed fishing, you closed everything, the government has closed it [tourism] down*".
- The challenge is to develop synergy and capacity between different stakeholders.

- There was a feeling that tourism is not given adequate attention in the national/provincial budget.

- For instance, a respondent said, "…. *now what happens is, if there are resources that are budgeted for, those resources are not forwarded down to the tourism industry but end up in the environment agendas and projects and tourism just gets a small percentage. Even the human resources [Environment Department] …have this idea that they are better than tourism*"

- We noted that there are bylaws regulating coastal activities.

- We further noted that there is an overlap between policies from different departments which makes control very difficult.

- *They [have] got life guards too, but it is like with all due respect, there are plenty of rules and regulations in place, but doesn't get control[led]. There is nobody really accountable. So it is there, but everybody [looks] the other way, everybody looks somewhere else. Who is accountable*

- There is a clear and elaborate tourism policy in place, containing principles that support responsible tourism.

- No explicit roles, actions, and responsibilities of different stakeholders in the policy/strategy.

- For instance, one respondent said, *they should point out what is expected of the municipality [from the] … tourism perspective. Because [if] you [go] get to some of the Municipality[ies] and they don't have a tourism office*

- There were concerns about using a blanket regulation for all the provinces.

- One respondent commented, "*banning every vehicle from the coast which is seen as being problematic, that alone, without effective community participation, cannot lead to sustainable bio-diversity conservation"*.

- Authorities need to look at the matter, case by case instead of a "one shoe fits all approach".

- We found that effectiveness is hindered by limited understanding of tourism functions within Municipalities.

- Lack of tourism prioritisation in some Municipalities/ Government was also identified.

- For instance, one respondent indicated that, *"what is happening in KZN is that one entity that has been managing the coast has been removed and another entity put in place. The latter does not have the capacity to do the job of monitoring illegal fishing, who is going to suffer, ...those people who depend on the coast for subsistence"*

- We noted that some Government departments sometimes suffer from a 'silo effect'-one department does not care or even know about the workings of another.

- As one respondent noted, *no, there are some people that do not bother. They do not care; they say that they don't want to get involved because it's not their department. So, at the end of the day, some people just sit in the office, don't care about what is going on because nobody wants to do anything about it and it's getting worse.*

- There is limited or poor communication amongst Government Departments.

- Respondents were of the opinion that the Government has no absolute control over the coordination of coastal and marine tourism.

- A respondent from the KZN South Coast noted, "*when you look at the conditions of South Coast and compare it to Cape Town, it's like you are in two different countries working under one policy, there are four provinces namely, KwaZulu-Natal, Eastern Cape, Western Cape and Northern Cape, and the people need to manage all the four areas but they are sitting in Cape Town*".

- Tourism is increasingly receiving the recognition it deserves as a driver for economic development.

- Very strong and attractive coastal environments (beaches, fine landscapes, coral reefs, birds, fish, marine mammals and other wildlife).

- Major source for revenue generation, local job creation and economic prosperity.

- Well developed infrastructure, community facilities, and increasing awareness of C & M conservation.

- Various laws and policies have been introduced to protect the marine and coastal environment.

- Decentralized governance mechanisms.

- Lack of governance mechanisms that ensure full utilization of coastal and marine resources.

- Lack of funding prospects for tourism projects among investors.

- Lack of institutional arrangements and uncoordinated marine policies

- Lack of capacity of local authorities to manage coastal and marine tourism.

- Lack of institutional autonomy for local tourism departments.

- Budgetary constraints at national and provincial level.

- lack of a clear national strategy on coastal and marine tourism.

- Coordinated pursuit of coastal and marine tourism can encourage government to prioritize the monitoring and enforcement of policies, plans and strategies.

- Governance of coastal tourism could provide a coordinated effort that define and articulate all stakeholders' interests.

- Could strengthen the relationship between government, private sector, conservationists and other stakeholders in identifying areas of common interest.

- Coastal/marine tourism could create opportunities for direct, indirect and induced economic effects

- Ensure greater coordination and collaboration among central, provincial, district and local governments in terms of legislation, policy objectives, strategies and promotion

- Stimulate better public and private sector relationship that could assist in the alignment of policies and regulation for easy enforcement.

- Developing a more proactive governmental approach that will ensure that roles and responsibilities of each sector/department are clarified.

- The study identified key blockages and challenges in coastal and marine tourism.

- The Government needs to facilitate the establishment of effective tourism governance mechanisms at different levels.

- The Government needs to assist Municipalities in developing Coastal and marine tourism structures that can assist in the implementation of provincial strategies.

- In conclusion, some Municipal officials need re-orientation for them to understand tourism as an integral part of economic development.

Thank you!

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