



MEDIUM SIZED PROJECT PROPOSAL

REQUEST FOR GEF FUNDING

Agency's Project ID :
GEFSEC Project ID :
Country Eligibility: Ratified UNFCCC-
 25/02/1993 1993,;UNCBD – 25/02/1993,
Project Title: Adaptation to Climate
 Change in the Tourism sector in Fiji Islands
GEF Agency: UNEP
Other Executing Agency: WTO
Duration: PDF-A: 6 months, MSP: 4 years
GEF Focal Area: Climate Change
GEF Operational Program(s): relevant to
 Biological Diversity, Land Degradation
GEF Strategic Priority: SCCF
Estimated Starting Date: April, 2006
Estimated GEF financing for MSP: \$1m

FINANCING PLAN	
GEF PROJECT COMPONENT	
PDFA	25,000
Sub-Total GEF	25,000
CO-FINANCING	
GEF Agency	
National Contribution	
In-Cash	
In-Kind	5,000
Others (WTO)	
Cash	6,000
In-Kind	14,000
Sub-Total Co-Financing:	25,000
Total PDF Financing:	50,000
FINANCING FOR ASSOCIATED ACTIVITY IF ANY:	

* Indicate approval date of PDFA
 ** Details provided in the Financing
 Section

CONTRIBUTION TO KEY INDICATORS OF THE BUSINESS PLAN:

RECORD OF ENDORSEMENT ON BEHALF OF THE GOVERNMENT:	
Country, Name, Position and Ministry	Date (day/month/year)
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This proposal has been prepared in accordance with GEF policies and procedures and meets the standards of the GEF Project Review Criteria for approval.

Name & Signature

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Abbreviations and Acronyms

AIACC	Assessment of Impacts and Adaptation to Climate Change
APF	Adaptation Policy Framework
CHARM	Comprehensive Hazard and Risk Management
GDP	Gross Domestic Product
FVB	Fiji Visitors' Bureau
FHA	Fiji Hotel Association
GEF	Global Environmental facility
NBSAP	National Biodiversity Strategy Action Plan
NGO	Non Governmental Organisation
PICCAP	Pacific islands Climate Change assistance Programme
SIDS	Small Island Developing States
SOPAC	South Pacific Applied Geoscience Commission
SPTO	South Pacific Tourism Organisation
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNFCCC	United Nations Framework Convention on Climate Change
USP	University of the South Pacific
WTO	World Tourism Organisation
WWF	World Wide Fund

PART I. Project Information

1. Project link to National Priorities, Action Plans and Programs

In Fiji, tourism is now the single largest foreign exchange earner (37% of all exports); even exceeding the economic importance of the previously dominant sector of sugar cane production. In 2004 Fiji received over 500,000 international tourists (WTO, 2005), who spent over USD 360 million, thus contributing directly and indirectly about 30% to GDP and providing about 45,000 jobs (World Travel and Tourism Council, 2001). Tourism stakeholders in the public and private sectors plan to expand tourism activities significantly (see for example Fiji Tourism Forum, 2004). The Fiji Government also identified the continuously growing tourism sector as a major opportunity for poverty alleviation in Fiji, which is seen as the root cause for many other problems, for example environmental degradation (Levett & McNally, 2003). Clearly, to achieve the goals of further growth, careful planning and a long-term strategy are needed to maximize benefits from upcoming prospects and to manage risks and reduce vulnerabilities affecting this vital sector and the communities dependent on it.

Fiji is one of 10 countries in the Pacific Islands Climate Change Assistance Program (PICCAP, started in 1997), which was funded by the Global Environment Facility (GEF) through UNDP. Objectives of PICCAP included vulnerability and adaptation assessments and development of national strategies for mitigation and adaptation. PICCAP has been successful in many respects, but challenges remain, for example the further identification and prioritization of adaptation measures, and mainstreaming of adaptation in government policy. Some assessment of economic impacts of climate change on tourism (e.g. loss of coral reefs) has been undertaken by the World Bank (Feresi et al. 2000). Accordingly, the annual loss from tourism activity in coastal areas could be in the order of US\$10 million - about half of the total economic loss in coastal areas. This proposed project will also build on findings from AIACC (Assessment of Impacts and Adaptation to Climate Change); which looked at adaptation options for the coastal town of Navua, in the face of climate change and climate variability

The Fiji government has adopted the Comprehensive Hazard and Risk Management (CHARM) approach to risk management. CHARM is implemented by the South Pacific Applied Geoscience Commission (SOPAC), taking into account internationally agreed risk management standards. CHARM is suited to include climate-related risks alongside other risks (e.g. natural hazards). The risk management plan proposed in this PDF-A will closely link with the current CHARM approach. The Ministry of Tourism and the Disaster Management Office are currently discussing the need for risk management for tourism. CHARM has not been applied to a tourism context yet. The proposed project is an ideal opportunity to do so.

Baseline – Current State of Environmental System

Fiji's biodiversity and ecosystems, particularly marine and coastal, are at considerable risk due to climate change, while at the same time they are of critical importance to the tourism industry as well as for protection against climate impacts. The Fiji Government drafted a National Biodiversity Strategy Action Plan (NBSAP) in 1999 to meet Fiji's obligations under the international Convention on Biological Diversity, and demonstrate its commitment to preserving the country's biodiversity. This plan does not mention climate change, but focuses on the risks to coral reefs from salinity changes and sedimentation due to flooding and cyclones. The Plan recognizes impacts on biodiversity from coastal development, including seawalls, land reclamation, dredging, and ports, and sedimentation due to clearing of land for agriculture. Extensive destruction of mangroves is taking place due to coastal development, including for

tourism purposes and remaining mangroves suffer from solid waste pollution and industrial dumping. Fiji is part of 6 projects under the GEF Enabling Activity for the preparation of National Biodiversity Strategy Action Plans. The biodiversity aspects of this project will link with those activities; as well as with projects carried out by the University of the South Pacific (e.g. Integrated Coastal Management).

The Fiji Ministry of Tourism is highly committed to the sustainable development of tourism, as is manifested in its Fiji Ecotourism and Village-Based Tourism Policy & Strategy. The Ministry maintains a Sustainable Tourism Development section and recently appointed 3 'sustainable development tourism officers'. Sustainable tourism is also mentioned in the Fiji Islands Visitors Bureau Act 2004 stating: 'The object of the Bureau is to ensure that the Fiji Islands is promoted and marketed as a tourist destination for the purpose of maximising sustainable and long-term benefits to the Fiji Islands'. The Fiji Hotel Association has subscribed all of its hundred members to the environmental management and certification programme Green Globe 21. A number of businesses have already achieved benchmarking status and are working towards certification. Recently, the Ministry of Tourism and WWF South Pacific undertook a 'strategic environmental assessment' (SEA) of Fiji's Tourism Development Plan (1998–2005), which is now incorporated in the next development plan. The key recommendation made in the SEA was that the envisaged large scale developments need to be balanced carefully towards irreversible effects on the environment. The SEA noted that policies need to be implemented and monitored to avoid exceeding bio-physical carrying capacities.

The Fiji Government through the Department of Environment is currently developing a Climate Change Policy, for which they sought input from different stakeholders, among others the Ministry of Tourism. Financial and human constraints have been identified as key barriers to addressing climate change. Capacity building and raising awareness in the area of climate change and tourism is therefore seen as critical, and this project will help the Ministry of Tourism in their policy development and implementation.

Vulnerability of System to Climate Change

Fiji is located at 18°S 175°E in the South Pacific and occupies a land area of about 18,000 sq. km, spread over 300 islands. The largest island and economic centre is Viti Levu, which accounts for about 70% of Fiji's total population of around 800,000. Most of the tourism activity takes place in the coastal areas of Viti Levu (Coral Coast), the low-lying islands of the Mamanucas, and the slightly more distant Yasawa Islands. These coastal environments and small islands are highly vulnerable to climate-related impacts and other natural disasters.

Fiji's high vulnerability to current climate change risks and climate variability (e.g. Hay et al., 2003) is exemplified in a study by OECD (2003), which showed that Pacific islands are likely to experience increases in the frequency and height of storm surges and in the frequency of extreme rainfall events. Cyclones can have a major impact on economic and public safety, for example causing up to 25 deaths and US \$85 million in costs in a single event (Feresi et al., 2000). Fiji also suffers recurring droughts; the most severe drought on record was in 1997–1998. These climate-related extreme events potentially become more frequent and severe under climate change scenarios. Health issues too are associated with climatic conditions, including dengue fever outbreaks with increased rainfall and temperatures (Lewis & Hamnett, 2002). In addition to extreme events, there are long-term impacts predicted from global warming, such as sea level rise (in the order of 23–43 cm by 2050, and up to 1 m by 2100) and coral bleaching (Hay et al., 2003). Warmer temperatures increase coral bleaching resulting in widespread loss and degradation of coral reef systems. These can have a high impact on local economies dependent

on tourism. The high level of vulnerability and limited access to natural resources is coupled with a low capacity to adapt to the adverse effects of climate change.

Tourism Adaptation to Climate Change

Climate impacts on tourism both directly and indirectly. In the beach tourism segment, which is so important to tourism in Fiji, climate is a key attraction: tourists are attracted by sunshine, warm temperatures and little precipitation. Changes to the current climatic conditions, such as hotter temperature or wetter weather, could impact on Fiji's attractiveness as a destination. One potential pathway lies in product diversification, already attempted by the Fiji Visitor Bureau through the marketing of sports events, special interest and conference tourism. Tourists to Fiji are also increasingly interested in the natural environment, especially marine ecosystems and the hinterland (ecotourism projects in inland communities), and a growing number of products cater for tourists who seek diversity beyond traditional beach holidays. Adverse conditions may not only impact on the tourists' experience, but also in extreme situations on their health and safety. Currently, tourists seem not to be deterred by hot temperatures or the perceived risk of cyclones; however, most tourists are aware of potential climate change impacts on Fiji (Becken, 2004). Risk management for climate change and tourism will need to take into account the wellbeing and health of both tourists and local communities.

The Fiji tourism industry also faces major issues resulting from climate change, such as shoreline and beach erosion (with a resulting need for beach nourishment), temporarily reduced water availability, interrupted supply chain (e.g. electricity), coral bleaching, and physical damage to property e.g. from sea surges (Becken, 2004). Damage to existing tourism infrastructure and local businesses is a major economic problem, especially for those located in highly vulnerable coastal areas. Levett & McNally (2003) pointed out that one major impediment for further tourism development in Fiji is the lack of capital and investment. Climate-change-related hazards, such as cyclones increasing in frequency or intensity, have the potential to substantially reduce existing tourism income and severely undermine efforts to attract new investment from within Fiji and overseas. Increasing insurance premiums aggravate this risk.

Becken (2004) identified the following barriers to climate change adaptation in Fiji:

- *Lack of knowledge* (tourism operators are not fully aware of climate change and ways to address it)
- *Lack of incentives by Government* (e.g. financial support for specific measures such as pollution control)
- *Lack of finance* (in particular for large investments such as sewage treatment plants)
- *Lack of skilled staff* (or a high turn over in the tourism industry)
- *Lack of technological solutions* (often applications needed for tourism are small scale, e.g. wind mills)
- *Lack of adequate legislation that requires compliance* (e.g. coral reef protection)
- *Lack of recognition on the part of customers* (do tourists value efforts by tourism businesses)
- *Lack of time to take action* (in particular for small businesses)
- *Customer expectations that counteract specific measures* (high expectations of service, e.g. relating to water consumption).

In particular, there seems to be a need for information specifically aimed at the tourism sector and for encouragement to take up climate change adaptation measures. Tourism-specific information to the industry should deal with climate change in general, options to reduce vulnerability, adaptation measures (including costs and practical information), the staff training required, guest education, and opportunities for receiving government support. This information

will also need to address how adaptation is part of wider sustainable development for tourism. This proposed project will build on those recommendations. Information flow among tourism stakeholders is also a key concern.

Tourism and Natural Resource Management in the Context of Climate Change

Indirectly, climate change can have a significant impact on tourism activities by altering the natural environment. There are two globally important Eco-Regions (see WWF) in Fiji: the South Pacific Island Forests and the Fiji Barrier Reef. The coral reefs, in particular, are a major attraction for tourists, and the bleaching events in 2000 highlighted the vulnerability of those reefs to any changes in environmental conditions. Coral reefs are not only economically important to Fiji in terms of the ecosystem services they provide, as they also represent strategic natural offshore sea-defense acting to buffer shorelines from wave action and other oceanic forces. They are also important as habitat for bait and reef fish. The coral reefs also show how tourism, when poorly managed, can impact considerably on marine ecosystems. Inadequate sewage treatment, overuse of diving spots, and cutting back of mangroves for tourist development have led to a severe deterioration of reefs and marine life in a number of places in Fiji. More recently, several resorts joined forces to address this situation, for example by reducing water pollution, instructing divers and rotating diving spots. Reducing the pressure on coral reefs means that reefs are better able to cope with the increased water temperatures resulting from global warming.

The tourism industry, along with governments and local communities, has a vested interest in conserving and enhancing the natural resource bases of Fiji and the adjacent international waters, including protecting the existing high levels of biodiversity. Tourism can be a powerful ally for nature conservation, by generating much needed revenues for the maintenance of natural areas and reserves, and through environmental education and awareness for both the local population and tourists. An earlier survey of tourists (Becken, 2004) already indicated that tourists in Fiji would be willing to pay for environmental management measures and the protection of ecosystems, in particular coral reefs.

Livelihoods and Development Benefits

In Fiji, there is a strong interdependence between the climate, tourism and socio-economic developments. Recent development trends (e.g. population growth and density in coastal areas) in Fiji have in many instances increased the vulnerability of Fiji's ecosystems, economy, and its people to future climate and sea-level changes. Fiji is highly dependent on tourism as a source of foreign exchange, employment, and contribution to GDP (30% in total). Impacts on the tourism sector will automatically affect the Fiji people. Cyclone Amy (2003), for example, caused massive flooding and fourteen deaths. The total damage (including for tourism) was valued at FJ\$ 104.4 (or USD 60 million) million (McKenzie et al., 2005).

Tourism, through its multiplier effect, has great potential to provide socio-economic benefits for wider local economies, involving sectors such as agriculture, manufacturing and handicrafts. It also contributes to the geographical spread of employment leading to benefits not only in the main centers, such as Nadi, Suva and the Coral Coast, but also in more remote islands, such as the Yasawa Islands or Taveuni. More recently, much emphasis has been placed on tourism development in more remote islands, mainly to improve livelihoods in those economically less developed areas. Tourism, if adequately planned and managed, can bring improved standards of infrastructure, health and education; food security; gender equality, personal safety, and self-esteem; improved natural resources and their management; and participation in policy making

and planning. Above all, tourism can be an effective tool to reduce poverty in island communities. Several initiatives in the area of eco-tourism and community-based tourism have already started in Fiji.

Achieving National Sustainable Development Goals

Tourism is recognized as being an effective tool in the reduction of poverty and a driver for socio-economic development, and it forms an integrated part of the Action Plan adopted at the World Summit on Sustainable Development in Johannesburg in order to achieve the Millennium Development Goals. The implementation of practical adaptation strategies that protect the tourism assets and resources required for its sustainability from the impacts of climate change is vital for Fiji. The development and implementation of pragmatic integrated coastal zone management and water resources management systems, along with preventative measures, planning and preparedness for disasters relating to climate change, and contingency plans for extreme weather events are also key to ensuring national sustainable development goals can be achieved.

The project will take into account relevant national documents and plans relating to sustainable development including fragile ecosystems, the agricultural sector, infrastructure development and land management; all issues of great importance to tourism in Fiji and the communities that rely upon the existence of tourism. Activities will be implemented that are integral to the sustainability of tourism and the livelihoods of those communities that are reliant on the sector. In order to alleviate the barriers to sustainable development, capacity building, coastal rehabilitation strategies and resilience building activities need to be established and implemented as a matter of urgency. The mainstreaming of climate change into coastal adaptation strategies is also required as are the further development and implementation of coastal planning toolkits, integrated coastal zone management strategies and the analysis of the socio-economic impacts of coastal degradation and rehabilitation. These issues are consistent with those raised in Fiji's National Communications, which have identified the coastal zones requiring further attention, given its vulnerability on the one hand and the socio-economic importance on the other.

2. Project Rationale and Objectives (of the MSP)

Tourism is one of the largest and fastest growing economic sectors worldwide. Climate change and its various impacts pose a significant risk to tourism, especially in developing countries where tourism is often the single most important industry. Climate change will impact on tourism, the marine and terrestrial biodiversity, and as a consequence on the livelihoods of local communities. Globally, the tourism sector will have to face the risks of climate change, contribute to mitigation of greenhouse emissions, and adapt to unavoidable impacts through careful management of the natural and other resources on which the sector relies. Among all tourist destinations, Small Island Developing States (SIDS) and coastal zones are most vulnerable and many are already experiencing impacts consistent with climate change. Understanding vulnerabilities, managing risks, building capacity, and implementing adaptation policies and measures is therefore urgently needed in SIDS and will achieve the greatest immediate benefit within the whole tourism sector. Specific programmes and demonstration activities in three countries (Fiji, the Maldives and the Seychelles) are proposed to implement adaptation measures and thereby achieve both short- and long-term local benefits in these highly vulnerable destinations. However, the overall project - the synthesis of the three country studies - goes well beyond generating local benefits. The country studies will be critical to improve our wider understanding of climate change impacts on tourism, including adaptation opportunities in other island destinations, coastal zones, and for tourism worldwide. This enhanced capacity of

tourism to adapt to climate change, and manage natural resources in a more sustainable manner, will generate substantial global environmental benefits, especially in the area of biodiversity and natural resource management (e.g. water resources).

Based on the governments' requests, the World Tourism Organization (WTO) has been coordinating with the Ministries of Tourism of Fiji, the Seychelles, and the Maldives, to implement three demonstration country projects on climate change adaptation in the tourism sector. The proposed national-, sector- and community-scale demonstration projects will have high replicability and upscaling potential. Thus the experiences generated and lessons learned by these three SIDS can be applied at other island and coastal tourism destinations. The three SIDS seeking to demonstrate tourism adaptation have a number of commonalities, but also many distinctive environmental and socioeconomic characteristics. For this reason, each country-based project has specific aims and activities, while retaining critical elements in common in order to maximize synergies and ensure the best possible synthesis of experiences can be made available for application by other tourist destinations, as well as for ensuring global environmental benefits beyond the three country projects. Given the experience and project portfolio of GEF implementing agencies (IA) in the three countries, it was agreed that UNDP will act as the IA for Maldives and UNEP for Fiji and Seychelles. WTO will be the executing agency for all three projects in order to ensure effective coordination as well as full integration of the project outputs and outcomes.

The aim of this project is to further develop and demonstrate adaptation initiatives that will reduce the vulnerability of the tourism sector, and its natural and human resource base, to the impacts of climate variability and change, and in doing so enhance the sustainability of the natural resources and the quality of life of the people of Fiji and also generate global environmental benefits. A specific focus of the project is to build and utilize the capacity of Fiji to integrate responses to concerns related to climate variability and change into a broader risk management framework, strategy and plan for the tourism sector. The project will build on previous studies linking climate change, biodiversity, human livelihoods and tourism.

The “Adaptation Policy Framework (APF)”, and the tools/techniques developed from the other projects carried out in the SIDS will be adopted as appropriate.

3. Expected Outcomes and Expected Outputs to Achieve Outcomes (to be confirmed while preparing the medium sized project document)

Overall goal: Enhance the resilience of the tourism sector to climate change and climate variability.

Objective: Mainstream climate change considerations into a revised and improved sustainable tourism strategy for Fiji through strengthened capacity and implementation of measures, as part of the wider national sustainable development plan

Outcome 1: Increased coordination and information to enable more informed decisions in the tourism sector, in the context of impacts of climate change and climate variability.

Output 1.1: A network established to advise the impacts of climate change on the tourism sector.

Output 1.2: Guidelines to assist with the planning and development in the tourism sector taking into account future impacts of climate change.

Output 1.3 A climate change database produced to assist decision makers improve design of tourism infrastructure, such as access roads or water supply for hotels, etc.);

Output 1.4: Implement a capacity enhancement plan, including possible framework for a centre of Excellence for Tourism Studies

Activities:

- Survey of the current status of awareness of climate change issues in the tourism sector through capacity needs assessment
- Awareness workshop involving all stakeholders
- Coordination with educational institutions on training capacity building activities currently available in the sector
- Set up multi stakeholder advisory group comprising representatives of government, NGOs, public and private sector to advise on capacity requirements in the sector.
- Organize informative sessions highlighting the possible impacts of CC to the natural resources and presenting response options?

Outcome 2: Implementation of **three** pilot activities demonstrating how tourism activities can be implemented in order to enhance the resilience of the tourism sector, so that it can more effectively deal with the vagaries of climate change

Output 2.1: A climate risk profile for the Fiji is produced

Output 2.2: Selection Matrix to identify adaptation demonstration projects is developed taking into account issues such as legal and economic instruments, conflict resolution among competing users and monitoring techniques;

Output 2.3: Relevant information on the costs and benefits of the adaptation initiatives, including the global environmental benefits;

Output 2.4: Risk management framework for climate change impacts on tourism as part of a wider risk management plan for tourism in the Fiji involving all relevant agencies;

Output 2.5: Pilot projects identified and implemented.

Output 2.6: Coastal planning toolkit for the tourism sector

Activities:

- Examine existing sources of information on the current and future risks from climate change for Fiji

- Evaluate current risks relevant to climate change and climate variability and how these may alter as a consequence of climate change;
- Identify current adaptive practices in the sector;
- Examine examples of possible adaptation measures including: preventive solutions in tourism infrastructure development and planning policies (e.g. designation of coastal development zones, modification of inland waterways and wetlands), contingency and evacuation plans in case of extreme climatic events, wise and soft engineering solutions (e.g. alternatives to sea walls, rainwater collectors), environmental management in tourism operations (e.g. water-saving), and nature conservation through tourism.
- In consultation with the Fiji Meteorological services and other relevant agencies assess the current and anticipated climate-related risks facing the tourism sector
- Identify major sustainable development benefits for communities [their livelihoods and the nation as a whole, in relation to water, energy, health, agriculture, and natural resources, and especially through the transfer and uptake of environmentally sound and sustainable technologies; and poverty reduction and livelihood enhancement through tourism operations]
- Implement specific demonstration projects of climate change adaptation initiatives as identified in the above plans [the demonstration projects will involve implementation across the multiple dimensions of adaptation (from operational level through island-scale planning and regulation to national enabling environment and strategic planning) as well as adaptation interventions that will result in major development benefits not only for tourism enterprises but also for communities and the country as a whole; other considerations will include interrelationships between biodiversity, livelihoods and human wellbeing. these demonstration projects will be implemented in ways consistent with national priorities, and the results made available for inclusion in all relevant policy documents];
- Develop a coastal planning toolkit in coordination with agencies and relevant sector stakeholders including pragmatic policy and financial mechanisms taking into account such priorities as biodiversity conservation and enhancement; prevention of coastal erosion and degradation; tourist demand; site-specific soft engineering; infrastructure; the socio-economic and livelihood impacts of coastal degradation and rehabilitation; and natural disaster prevention and response.
- Synergise the key findings from each of the three projects: Fiji, Maldives and Seychelles

Expected Duration and Cost of Full Project

The detailed budget for the full project will be finalized during the PDF phase.

4. Stakeholder Involvement in Project

Implementing agency: United Nations Environment Programme (UNEP)

Executing agency: World Tourism Organization (WTO)

WTO will coordinate the three country projects (Fiji, Maldives and Seychelles) in order to ensure a good linkage between Implementing Agencies and achievement of the overall project objectives, as well as exchange between the governments and experts involved. In Fiji the WTO will liaise directly with the focal points of the Ministries of Tourism and Department of Environment as its official counterparts. A number of tourism businesses are affiliated and or in relation to WTO and will be full fledged project partners. WTO will also provide support through its technical expertise, manuals, guidelines and publications related to climate change, management of coastal zones and natural resources in tourism destinations.

As one of the outcomes of the PDF-A phase, an inter-ministerial, multi-stakeholder Project Steering committee will be established in order to provide project coordination at the national level. The committee will involve focal points of key public, private and NGO institutions. The Ministry of Tourism, and the Department of Environment will have the role of coordinating the inter-ministerial and multi-stakeholder committee.

The following Fijian agencies, institutions and organisations will be involved in workshop and consultations, as key information providers, as key players in implementing the demonstration projects, and in the dissemination and uptake of the findings of the country study.

Public Sector Agencies

- Ministry of Tourism of Fiji: Coordination of the country-project in collaboration with the Department of Environment; liaison with tourism industry (public-private sector partnerships) and other key stakeholders (e.g. Fiji Visitor Bureau);
- Department of Environment: Partner in coordination the country-project; integrating tourism into wider climate change policies, initiatives and activities;
- Department of Meteorology: Using records of past extreme events, and climatic data, develop scenarios of possible impacts on the coastal zones in the face of climate change.
- Disaster Management Office: Collaborate in developing a risk management framework for tourism and climate change (building on existing initiatives using CHARM);
- Other important stakeholder with so far unspecified roles are: Department of Town & Country Planning, Ministry of Health – Central Board of Health [Rural Local Health Authority], Ministry of Agriculture, Fisheries, and Forestry, Ministry of Urban Development, Housing and Environment;

Private Sector Organizations

- Fiji Visitor Bureau: Support initiatives through marketing activities, for example relating to product diversification; provides linkage between public and private sector; provide co-financing or in-kind contribution to the project;
- Fiji Hotel Association: Engage their members in the project and secure their active support and participation, assist in disseminating knowledge gained in this project; build capacity among members; identify public co-funding sources;
- Fiji Ecotourism Association: Engage members in the project; provide an important link between the public and the private sector;

Other Organizations

- WWF South Pacific and other NGOs: Collaborate in the project; provide expertise, access to networks, assist in communicating results and provide co-funding;
- Regional Organisations (e.g. SPREP; SPTO etc.): General support of the project, provide advice and expertise and assist in communicating results to a wide tourism community in the South Pacific;
- SOPAC and University of the South Pacific: Collaborate in the project; provide expertise, access to networks, assist in communicating results;

At the local demonstration project sites: relevant authorities, tourism businesses, communities, and other relevant parties.

Possible financial partners: Bilateral donor and developing agencies, regional institutions, governments and private sector organizations.

UNEP, as the IA, will be involved in all aspects of the project, including representation at the Steering Committee for the project.

PART II. Information of Block A Activities

5. Expected Outcomes/Costs and Completion Dates of PDF-A

- 1) Initiate and undertake appropriate consultation and communication activities with all stakeholders utilising and building on existing relevant studies, experience and networks developed by other projects
- 2) Information gathering, to ensure existence of required information base for the medium-sized project, including technical, policy, economic and environmental information;
- 3) Develop and test the methodology to prepare an ongoing adaptive capacity enhancement action plan, including assessments of the current adaptive capacity of the tourism sector and of the requirements for strengthening this capacity; these activities will be coordinated and integrated with the NCSA, national priorities and policy making;
- 4) Develop and validate a draft selection matrix for choosing an appropriate and pragmatic suite of adaptation measures - the matrix will reflect the multiple dimensions and levels of adaption, including the interests and relevance to tourism enterprises, communities and government, and the interrelationship with biodiversity and human wellbeing and impact of, and recovery from, the Indian Ocean tsunami; this activity will be coordinated and integrated with the NCSA, national priorities and policy making;
- 5) Develop and test the methodology to prepare a plan that identifies, coordinates and promotes adaptation initiatives at business, community and national levels; this activity will be coordinated and integrated with the NCSA, national priorities and policy making;
- 6) Prepare baseline and alternative scenarios and justifying GEF intervention; use these scenarios to develop incremental reasoning;
- 7) Convene a stakeholder workshop to reach consensus on details for design and implementation of the medium sized project; consultations with stakeholders to reach agreement on the demonstration projects to be undertaken in the full MSP phase - this includes agreement on stakeholders involved and collaborating organisations/agencies;
- 8) Design relevant monitoring, review and learning programmes and procedures, in order to meet GEF, UNEP, WTO and national requirements;
- 9) Establish a national multistakeholder committee with oversight of project coordination and execution;

- 10) Identify support and donor institutions for the co-financing of the project implementation; secure financing commitment from project partners;
- 11) Prepare a detailed Monitoring and Evaluation Plan for the proposal;
- 12) Formulate and develop the full Medium Sized Project proposal.

The PDF-A activities are required in order to obtain all the information and complete the planning necessary to design and implement demonstration projects. To ensure overall success of the project, capacity building including institutional strengthening will be conducted. Training and awareness raising activities will also be undertaken. The PDF-A will also fund preparation of a plan for monitoring, review, learning and dissemination.

Costs and completion dates:

Activity	Dates	Amount provided through GEF (USD)	Amount provided through other sources (USD)
Initial research, data gathering, development of consultation methodology and the adaptation action selection matrix	Months 1 & 2		10,000
Stakeholder engagement, consultations and organization of the national workshop, identification of demonstration activities	Months 3 & 4	15,000	10,000
Synthesis of consultation results and preparation of full project brief, final consultations for approval and submission to GEF	Months 5 & 6	10,000	5,000
Total		25,000	25,000

6. Other Possible Contributors/Donors/Amounts

WTO will provide 6,000 USD cash contribution. WTO, the Expert Consultants and the Fiji government will provide in-kind contributions through allocating staff time, as well as the use of office and equipment and consumables for the PDF-A coordination and execution (see budget on front page). The PDF-A phase will serve to identify and engage donor agencies and financial institutions and other partners for the co-financing of the full project. The consultant will be identified in consultation with UNEP, and will need to work closely with the IA during the development of the project for GEF funding.

There are good possibilities of co financing from the following institutions:

- Fiji Visitors' Bureau
- Fiji Hotel Association
- South Pacific Tourism Organisation
- Municipal Councils and
- Individual hotel chains.

PART III. Information on the Applicant Institution

7. Name: World Tourism Organization	8. Type: UN Specialized Agency
9. Date of Establishment, Membership, and Leadership: 1975, 150 Member States and Territories, governed through Regional Commissions, the Executive Council and the General Assembly	10. Sources of Revenue Contribution of Member States

11. Mandate/Terms of Reference

WTO is an inter-governmental body, a UN Specialized Agency in the field of tourism. Through tourism, WTO aims to stimulate economic growth and job creation, reduce poverty levels, provide incentives for protecting the environment and heritage of destinations and promote peace and mutual understanding among all nations of the world.

WTO has a large experience in executing technical cooperation projects, research and capacity building programmes. WTO is the official executing agency of UNDP-financed tourism projects that involved the definition of tourism development strategies and masters plans in numerous countries since the establishment of the Organization. WTO has been engaged in numerous research activities that resulted in the production of a large series of technical manuals and guidebooks in the different tourism policy and development areas. Based on these activities WTO regularly organizes seminars, workshops and conferences at the international and national levels, to train tourism stakeholders and provide forums for the exchange of experiences.

WTO has undertaken a wide range of research, capacity building and technical cooperation activities aimed at promoting sustainable development of tourism in coastal zones and SIDS. Examples are the regional ecotourism conferences organized in Fiji and Seychelles in the framework of the UN-declared International Year of Ecotourism in 2002, and the Maldives Tourism Master Plan, developed with strict environmental criteria. Currently WTO is collaborating in a full-size GEF project under the GEF International Waters Focal Area. The project aims to reduce environmental impacts of tourism in coastal destinations of eight African countries.

WTO made an important initial step to address the complex relations between climate change and tourism by convening the First International Conference on Climate Change and Tourism, in April 2003, in Djerba, Tunisia. The conference brought together over 140 delegates from 53 countries, drawn from representatives of the scientific community, various United Nations agencies (including UNEP, UNFCCC and IPCC), the tourism industry, NGOs, national tourism administrations and environment departments and local governments. The main outcome of the aforementioned conference was the Djerba Declaration on Climate Change and Tourism, which provides a basic reference and framework for further action by the major stakeholder groups.

PART IV. Information to be Completed by the Implementing Agency

This project will conform to the GEF Special Climate Change Fund, and fulfills the role of implementing adaptation activities in the area of integrated coastal zone management, and “supporting capacity-building, including institutional capacity, for preventive measures, planning, preparedness and management of disasters relating to climate change (GEF/C.24/12). It focuses on being preventive rather than operating on a reactive mode.

12. Project Link to Implementing Agency Program(s):

The project will benefit from the recently completed AIACC project: “Integrated Methods and Models for Assessing Coastal Vulnerability and Adaptation in the Pacific Island Countries” with field studies in Fiji and Cook Islands. Also the lessons learnt and experiences from the second AIACC study completed in Seychelles: “Assessment of Impacts of Climate Change on Tourism in Small Island States based upon Field Studies in Seychelles and Comoros” will provide useful inputs to the proposed project.

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