

FACTSHEET

Project No: THA/MFFSGF/09/07

Project Title: Strengthening Local Livelihood and Ecological Tourism for Sustainable Environment and Coastal Resources

Overview

Implementing NGO/CBO: Green Fins Association (GFAS). Established by an initiative of UNEP's East Asian Seas Regional Coordinating Unit operational in Thailand, Malaysia and Philippines, aiming at forging networks for eco-tourist entrepreneurs, especially diving. In Thailand since 2004, the initiative was overseen by the Research and Development Institute for marine and coastal resources. In order to sustain the initiative, GFAS was established on 16 September 2008 with focused environmental responsibility of entrepreneurs.

Location of project: Community network in Ao (bay) Chalong with covering area from Laem Phanwa to Baan (village) Bangkhonhi

Target Population: 25 community members earning living through small scale fishery as a primary, while ecotourism would be a source of supplementary income

MFF SGF approved budget : Baht 377,000 ; US\$ 11,065.45

Non-MFF resources : Baht: 277,200 from major stakeholders as follows:

| Sources | In cash | In kind |
|-------------------------------|----------------|---------------|
| Green Fins Association (GFAS) | 185,200 | 92,000 |
| Communities | - | |
| Total (Baht) | 185,200 | 92,000 |

| Main Activities | Main Anticipated Result |
|--|--|
| 1. Compiling data & information for workshop process 2. Launching workshop on the following subjects: <ul style="list-style-type: none"> • Institutional management capacity • Designing eco-tourist products including knowledge on marine and coastal ecosystems • Safety, standard, culture , and languages in tourist business • Eco-tourist marketing for communities 3. Conduction monitoring and evaluation on eco-tourist transaction | 1. Workshop participants gaining insight on management mechanism for eco-tourism with capacity to launch transaction successfully 2. Workshop participants gaining insight relationship of ecosystems and sustainable eco-tourism 3. Increased capacity of target population in management and protection of natural resources 4. Emergence of the followings: <ul style="list-style-type: none"> - regulations to manage and use of natural resources - locally specific eco-tourist products - disseminated curriculum for other communities |

Major stakeholders:

1. Research and Development Institute for Marine, Mangrove and Coastal Resources
2. Department of Marine and Coastal Resources
3. Marine and Coastal Resources Conservation Center 5
4. Rajchapat Phuket University
5. Songkhla Nakarin University, Phuket Campus
6. Tourism Authority of Thailand, Phuket Station

Implementation Report

I. Progress report (Received: 11 February 2010, five -page write-up and photos of activities)

| Undertaken activities | Result and indicators |
|--|--|
| 1. Compiling data & information for workshop process 2. Presenting compiled data & information to project stakeholders 3. Producing public relation boards with tourist spots 4. Supporting promotion of safety standard for long-tail tourist boat personnel | 1. Identified 56 current members some of whom (10-15 members) showing keenness to modified fishing boats to suit tourist purpose and to establish a group 2. Shared idea and lessons being analyzed for forthcoming and sound project activities and results 3. Evinced more visibility of the group among tourists in nearby area, with group members giving their times to greet foreign tourists 4. Evinced increased institutional awareness of 51 members to follow relevant governing rules and regulations |

Project communication:

Upon project commencement and to ensure holistic link and approaches, the communication was carried out through informal discussion among target population and its neighbors . In addition, relevant government agencies were approached and invited to be advisors.

On January 27, 2010, the project was made more visible by co-hosting an event for strengthening safety in water transportation for small scale tourist entrepreneurs.

Experience , lessons Learnt, problem and issue:

The project referred to interruption of group leadership resulting in limited participation of members as a main issue. Since the period fell on high season, majority of members had to concentrate on their own business making group meeting impossible. The issue was solved by having sub-group meetings in the evenings ,e.g. 17:00-23:00. In order to accomplish more, project leaders would need more time to intervene.

Project Expense: The project reported the expense of THB: 59,763 out of the first disbursement of THB: 113,100.



Presenting acquired data & information to project stakeholders and advisor for discussion and confirmation, left, and dissemination materials of the project, right



A project facility, left, capacity building on safety and boat service standard, right, and mobile service unit for boat registration provided by a major stakeholder

III. Final Report (March 25, 2011)

| | | | |
|---|--|---------------------|---------------------|
| Date of Participatory Evaluation | | | |
| Number of Beneficiaries/ Participating personnel | Women: | 48 | |
| | Men: | 50 | |
| | Children: | 78 | |
| Number of persons trained/ attending seminars, joining study tours | Women: | 48 | |
| | Men: | 50 | |
| | Children: | 78 | |
| Expense | Amount received from MFF SGF (2 disbursements): THB: 339,300 | | |
| | Total amount spent out of MFF SGF budget: THB: 358,011.50 | | |
| | Balance: THB : (-18,711.50) | | |
| | Amount authorized for the final payment: THB: 18,711.50 | | |
| | Amount of co-financing as follows: | | |
| | Sources | In cash, THB | In kind, THB |
| | Community & grantee | 185,200 | - |
| | Phuket Marine Biological Center | 92,000 | - |
| | Total | 185,200 | - |

| Activities carried out | Results and Indicators |
|--|--|
| 1. Compiling data & information for workshop process 2. Launching workshop on the following subjects: <ul style="list-style-type: none"> • Institutional management capacity • Designing eco-tourist products including knowledge on marine and coastal ecosystems • Safety, standard, culture , and languages in tourist business • Eco-tourist marketing for communities 3. Conduction monitoring and evaluation on eco-tourist transaction | 1. Workshop participants gaining insight on management mechanism for eco-tourism with capacity to launch transaction successfully and registering the boats according to the laws 2. Increased institutionally capacity of target population on management of organization witnessed by ability to launch performance evaluation of the organization 3. Increased awareness of youth members carrying out activities to reduce community waste including reuse/recycle to generate additional income 4. Emergence of a new network among relevant public organizations to continue building capacity of the group |

Project Communication:

Plans and Activities for Sustainability:

Following project completion, the project planned the followings:

1. The group would keep on cooperation so that its long-tail boats would get the required standardization and their coastal ecosystems under close watch.
2. The group would encourage saving activities leading to the establishment of a saving group
3. The group would establish community information centre on marine & coastal ecosystem at the office of the grantee – to provide service for community members, tourists and wider public
4. Existing capacity of the youth group would be further built so that in the future they would be able to play a leading role in management of local ecosystems.
5. In order to ensure a more synergistic management of small-scale fishery, fisher folks would fix days for collective catch and collective flee market for tourists.

Experience, Lessons Learnt, Problems and Issues:

1. During project duration, process of change in community outlooks could be evinced. Bringing out community members, step-by-step, to meet with others, especially public organization, resulted in more confidence and mutual trust.
2. Availability of target population was very important to ensure smooth implementation of planned activities. Some planned activities had to be adjusted to suit a real situation.