

# Project Description: Partnership Opportunities between Coastal/Marine-related Ecoresorts and NGOs

## I. Subject Area

Ecotourism is a rapidly expanding sector within the tourism industry. Consumers are increasingly seeking travel destinations that are eco-friendly and offer unique experiences in natural areas. Ecoresorts, in particular, provide accommodations within and access to many of these places. They remain, however, largely unregulated. Ecoresorts have the potential to greatly aid and increase environmental conservation efforts, specifically those related to marine habitats and resources. For this to be accomplished, a framework for ecoresort development and management must be established with the participation of conservation organizations and other relevant stakeholders. Marine Conservation Agreements (MCAs) can contribute importantly to such a framework if effectively implemented.

## II. Objectives and Goals

This project will evaluate potential partnership opportunities between eco-resorts and NGOs via a programmatic approach to MCAs. It will answer the following questions and offer recommendations when appropriate:

- What are the locations, extent, and scale of marine focused ecoresort developments?
- Are ecoresorts following the ecotourism guidelines as set forth by the International Society for Ecotourism and others? What are these other agencies? Is greenwashing an issue?
- Considering the following questions, are there opportunities for mutually beneficial partnerships between coastal/marine focused ecoresorts and NGOs?
  - What are some specific partnerships opportunities at local, regional, and global levels?
  - How can NGOs integrate and engage ecoresorts at these various levels?
- What funding options are available to pursue such opportunities?

## III. Process

The project will consist of three main phases, although biweekly reports will be submitted for review. The first phase will include reviewing the current status of marine ecoresorts worldwide in relation to marine conservation management plans and policy. Examination will include the location, extent, and scale of marine ecoresorts globally as well as eco-certification bodies and other organizations working within the ecotourism industry. The second phase will examine the range of possible partnership roles of NGOs and ecoresorts in establishing and supporting MCAs. This will include recommending site specific, eco-certification, and industry workshop opportunities. The third and final phase will propose possible funding options for such opportunities and construct specific guidelines for how NGOs and ecoresorts could form relationships to promote marine conservation efforts in accordance with MCAs.

## IV. Delivery

The final product will consist of a white paper detailing the necessary guidelines and strategies for effective partnerships between marine ecoresorts and NGOs. The report will recommend specific opportunities where the potential for immediate partnerships appears most promising at site specific, regional, and global levels. In addition, the final product will be the basis for a funding proposal in order for TNC to pursue the recommended partnership opportunities.

## V. Project Contacts

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## VI. Work Plan

Week	Steps	Product	Notes
1: 06/19-06/25	-Examine the location, extent, and scale of marine ecoresorts globally		-Review all areas where TNC works.
2: 06/26-07/02	-Examine certification bodies and other organizations working with ecoresorts and within the ecotourism industry	-Document outlining the current status of ecoresorts and current certification bodies in operation	
3: 07/03-07/09	-Site specific opportunities		-Establish/assist local business partners and LoNGOs interested in ecoresort development in areas where MCAs be effectively applied and integrated.
4: 07/10-07/16	-Site specific opportunities	-Document recommending site specific opportunities	-Engage local entities to form longer-term relationships.
5: 07/17-07/23	-Opportunities regarding ecoresort certification and quality control		- Integrate ecoresort and MCA development at regional and global levels.
6: 07/24-07/30	-Ecoresort/ecotourism workshop opportunities	-Document recommending certification and workshop opportunities	-Collaboration btwn ecoresorts, certification bodies, and NGOs at regional and global levels.
7: 07/31-08/06	-Funding options		-Funding sources for the recommended partnership opportunities.
8: 08/07-08/13	-Funding options	-Document outlining possible funding opportunities	
9: 08/14-08/20	-Background info -Revisions		<b>-Away, limited email contact</b>
10: 08/21-08/27	-Background info -Revisions	-Revisions to any previous sections	<b>-Away, limited email contact</b>
11: 08/28-09/3	-Compose/edit report		
12: 09/04-09/10	-Compose/edit report	Final Report	-Actionable guidelines for how TNC can achieve the above recommendations.