

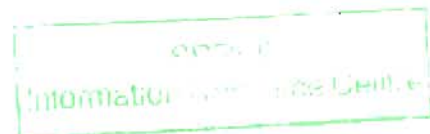
# JALUIT ATOLL CONSERVATION AREA MARSHALL ISLANDS

## Feasibility Assessment & Support for Community Ecotourism Development



Prepared for  
the South Pacific Biodiversity Conservation Programme  
of  
the South Pacific Regional Environment Programme

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## 1. EXECUTIVE SUMMARY

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The **Jaluit Atoll Conservation Area (JACA)** was established in 1999 after a proposal submitted by the Republic of Marshall Island Environmental Protection Agency (RMIEPA). It is managed jointly by the RMIEPA, the CASO, Leti Abon, and the Conservation Area Coordinating Committee (CACC). The CACC has approximately 15 members, including the Mayor (Chairman), several landowners, and other community representatives. To better facilitate the goals and tasks laid out by the project, the CACC has formed four Subcommittees: 1) Guesthouse Construction, 2) Handicraft Cooperative, 3) Tour Guiding and 4) Environmental and Biodiversity.

The **objectives of this report** are to

- a) conduct an appraisal and feasibility assessment of ecotourism initiatives proposed for Jaluit Atoll,
- b) update the Jaluit Atoll community ecotourism Strategy and Action Plans, and
- c) provide advice necessary for the communities to review the implementation of ecotourism development activities.

In general, it provides a blueprint for ecotourism development and management in JACA. It is based on a partnership approach amongst industry stakeholders, local communities, government agencies and the RMI government.

This report also recognises:

- that the market potential for JACA ecotourism products is currently very small, and that several critical weaknesses need to be addressed (such as reliable air connections)
- the need to progress ecotourism through minimal environmental impact management and maximal conservation benefits.

This report identifies the following:

### **Present Tourism Infrastructure on, Majuro Atoll**

- ◆ Tourism development in Majuro is virtually non-existent. Since most of the visitation to Majuro is for business, the island does not cater for tourism.

- ◆ There are no established land-based environmental or cultural tours. There are, however, two diving operators that provide both snorkeling and diving trips.

#### **Present Tourism Infrastructure on Jaluit Atoll**

- ◆ At present, Jaluit Atoll is only accessed through twice weekly internal Air Marshall Islands flights from Majuro, which are frequently delayed or canceled.
- ◆ There is no tourism development. Travel amongst the outer islands must be organized directly with boat owners. There is one hotel, The Jabor Hotel, which is self-catering, and is used primarily by visiting businessmen.
- ◆ Only a handful of tourists have ever visited Jaluit. Occasional groups of divers from Majuro come to Jaluit, but they bring their own gear from Majuro, stay at the Jabor Hotel, and do not utilize the local community during their stay.

#### **Tourism Trends**

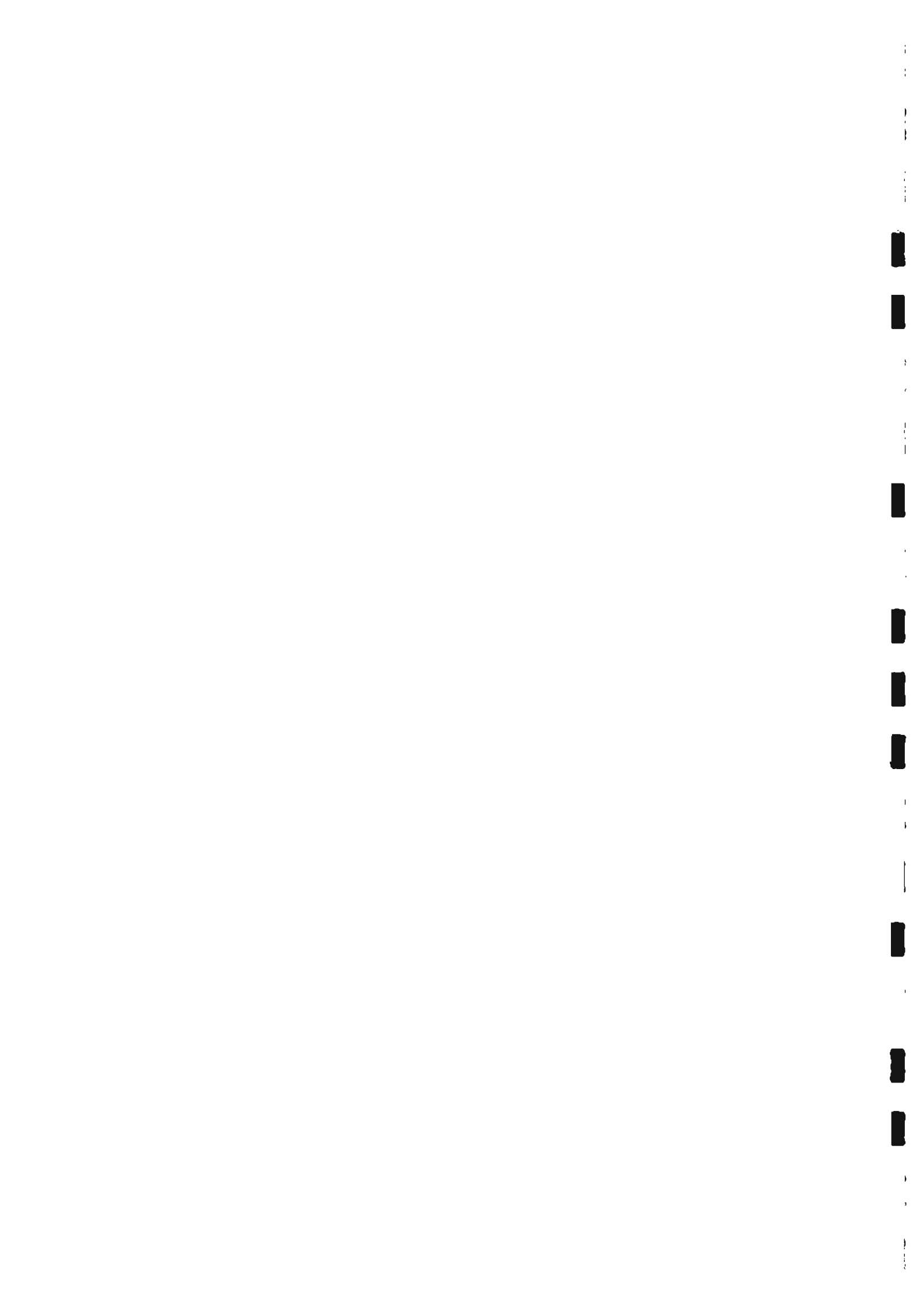
- ◆ Tourist numbers to the Marshall Islands has increased since 1998, and is expected to continue growing in the future.
- ◆ Although there is no formal visitor survey at present, anecdotal information from the Marshall Island Visitors Authority and local operators indicate that the fastest growing visitor sector are wealthy, mature-aged ecotourists and divers, looking for a 'new destination' to explore. They are generally on an extended tour of the Pacific, including other destinations on the Continental Micronesia 'island hopper' flight.
- ◆ Since Majuro is highly developed, with significant visual and environmental impacts, the demand by tourists for access to outer atolls for a more 'eco' experience is growing.
- ◆ With less than 1500 tourists arriving in the Marshall Islands per annum, the current ecotourism potential for Jaluit is very limited, and Jaluit community expectations need to be appropriate. However, if tourist arrivals to Majuro continue to increase as the trends seems to indicate there will be a growing potential for Jaluit Atoll Conservation area and local communities to attract some of these tourists, especially if the tourism infrastructure is in place.

## The JACA Ecotourism Project

- ◆ The JACA, which comprises the entire Jaluit Atoll, is one of the easiest outer atolls to access. It offers diverse natural, cultural and historical values, including beautiful reef systems, unique WWII relics and unusual heritage landmarks.
- ◆ There is strong community support for ecotourism development in the JACA. The CACC and CASO have already proposed several ideas, upon which this report has been based.
- ◆ The two main drawbacks to tourism development in JACA are the irregular airline service to and from the atoll, and the problem of unsightly waste disposal in Jabor.
- ◆ Crucial factors in the success of JACA tourism development are:
  - Forging strong partnerships with Majuro stakeholders and the RMI government
  - Effective marketing through brochures, guidebooks and the internet
  - Reliability of access to and from the island.
- ◆ It is recommended that the JACA Ecotourism Project be developed gradually, and that it consist of interconnected enterprises:
  - 1) **Ajur Guesthouses:** The number of traditional style accommodation should be limited initially to 2 or 3. To avoid access problems, these should be constructed on the main island of Jaluit. Local communities will own these, and be involved in all aspects of managing these ajurs, including construction, meal preparation for tourists, housekeeping and maintenance.
  - 2) **Guided Tours:** Six guided tours have been developed to offer a broad spectrum of activities for visitors. These tours, suggested by the communities, utilize the most significant tourism resources of the atoll.

These tours include:

    - Half day Mangrove Walk
    - Half day WWII Relic Tour,
    - Half day Cultural Tour,
    - One hour Traditional Canoe Sail,
    - Half day Snorkel tour.
- ◆ In preparation for possible future growth of Jaluit Atoll tourism, it is recommended that the Conservation Area develop close partnerships with the Marshall Island Visitor Authority, Jaluit Atoll Local Government, Air Marshall Airlines and Historic Preservation Authority - all of whom are interested in promoting tourism within outer atoll communities.



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## 2. INTRODUCTION

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### 2.1 Background

In 1997, the Republic of Marshall Islands Environmental Protection Agency (RMIEPA) submitted a proposal to the South Pacific Regional Environment Program (SPREP) to include the entire Jaluit Atoll as a Conservation Area under the South Pacific Biodiversity Conservation Program (SPBCP).

All necessary SPBCP criteria were met, and the Jaluit Atoll Conservation Area Project (JACA) was initiated.

The overall Project goal is *"to conserve and sustainably manage the biodiversity of the Jaluit Atoll for the subsistence and the socio-economic development needs of its present and future generations"* (Draft Project Preparatory Document, Jaluit Atoll Conservation Area Project, Republic of the Marshall Islands, Aug. 1999)

The Jaluit Atoll Conservation Area (JACA) is a community-based conservation area that covers the entire Jaluit Atoll area. It is managed by the Republic of the Marshall Islands Environmental Protection Agency (RMIEPA) and is supported by the SPBCP of the SPREP.

Jaluit was the former capitol of the Republic of the Marshall Islands (RMI). It is located 130 nautical miles southwest of the Majuro, the present capital of the RMI. Jaluit Atoll is made up of 91 islets surrounding a large lagoon. Although most of these islets are inhabited by small family groups, only Jabor has running water and 24 hour electricity.

Jaluit Atoll Information	
Total Land Area	4.38 mi <sup>2</sup>
Lagoon Area	366.3 mi <sup>2</sup>
Number Islets	91
Atoll Length	40 m / 60 km
Atoll Width	20 m / 30 km
Largest Islet	Jaluit Island
Jaluit Area	4 m <sup>2</sup> / 10.4 km <sup>2</sup>
Population	Approx. 1700

The economy on Jaluit Atoll relies primarily on copra and subsistence living. With the severe reduction in copra prices over the past few years, marine resource collection,

especially fishing, is becoming an increasingly important industry for the local communities.

## **2.2 Introduction to this Report**

SPREP commissioned this assignment. The Terms of Reference for the consultancy are included in Appendix A. The objectives are:

- To conduct an appraisal and feasibility assessment of ecotourism initiatives proposed for Jaluit Atoll;
- To update the Jaluit community ecotourism Action Strategy and Plans following the concepts developed for SPBCP Conservation Area and provide advice necessary for the communities to review the implementation of ecotourism development activities.

The report is in four parts. Part 1 reviews the present status of tourism in the region (RMI). Part 2 takes a closer look at the resources and tourism potential for Jaluit Atoll Conservation Area. Part 3 reviews the findings from the site visit to Jaluit, highlighting specific recommendations for each aspect of the proposed JACA ecotourism project. All findings from the consultation site visit to the Marshall Islands are included in this section of the report.

Part 4 is the Revised Ecotourism Strategy & Implementation Plan. It is based on work currently underway by the CASO and CACC, including Action Plans developed by the CACC Sub-committees on Tour Guiding, Guesthouse Construction and Handicraft. For each of the four identified key objectives the necessary strategies and actions to achieve these objectives are listed, with reference to who will be responsible for coordinating the actions. Suggested time frames for completion of each action are included.

## **2.3 Methodology & Fieldwork**

Fieldwork was undertaken by Robin Aiello (under the auspices of *terra firma associates*), and Leti Abon, the Conservation Area Support Officer (CASO). A detailed itinerary of the trip is included in Annex C.

The main activities undertaken were:

- Six days in Majuro in consultation with relevant stakeholders, including the Minister of Foreign Affairs (Mr. Alvin Jacklick), RMIEPA, the Marshall Island Visitors Authority (MIVA), the Historic Preservation Office (HPO), and various tour operators. Discussions focused on tourism development, planning, community support and marketing issues related to the proposed ecotourism project for Jaluit Atoll.
- Eight days at Jaluit Atoll undertaking site surveys, community consultations, meetings with the Conservation Area Coordinating Committee (CACC), and public awareness programs with local schools.
- Site surveys of environmental, cultural & historical values for ecotourism were done for 12 sites, on 7 islands. An additional five lagoon reef sites were snorkeled to assess the overall health of the reef.
- Several guided tour routes were identified. Significant time was spent deciding the most interesting and safe routes for each guided tour, the potential interpretive information, and the work needed to prepare the sites.
- All proposed sites for Ajur Guesthouse construction were visited and assessed for appropriateness. The CACC, landowners and communities had decided on these sites prior to the site visit. Considerable time was spent with the CASO and CACC members discussing guesthouse design and infrastructure requirements.

## 2.4 Acknowledgments

The participation of the following people was essential for the success of this report.

*Kommol Tata (Thank You)* to the following people:

- Leti Abon, Jaluit Atoll Conservation Area Support Officer (CASO) - who organized all site visits at Jaluit Atoll and worked closely with me throughout my visit,
- Minister Alvin Jacklick, Minister of Foreign Affairs - who took the time to meet with me and discuss the future of the JACA Project,
- Minister Rien Morris, Minister for Public Works

- Members of the Conservation Area Coordinating Committee - who welcomed me to Jaluit Atoll and made the time to attend a last-minute meeting to discuss the Project with me,
- Abraham Hicking, Republic of Marshall Islands Environmental Protection Agency, Jaluit Atoll Conservation Area (JACA) Project Manager - who took the time the time from his very busy schedule to meet with me on several occasions to discuss the project,
- Councilman Miram Ankeid, alap and councilman of Jaluit Atoll Local Government - who accompanied me during my visit to Jaluit,
- Julian Alik, Educational Officer, RMIEPA - who accompanied me in Jaluit and helped organized my time in Majuro,
- The communities of Jabwor, Jaluit, Imej, Imroj, Anman, Mejrirok and Ajeejan,
- Garry Ueano, Principal of Jabor High School,
- Diem Robert, Acting Mayor of Jaluit Atoll,
- Akiti Amram, Principal of Jabwor Public Primary School,
- Deborah Barker, Republic of Marshall Islands Environmental Protection Agency (RMIEPA) - who helped organize my visit on Majuro,
- Suzanne Murphy, Assistant Manager, Marshall Islands Visitors Authority (MIVA), Majuro,
- Richard Williamson, Chief Archaeologist, Historic Preservation Office (HPO), Majuro.
- Kirt Pinho, Managing Director United Atoll General Contractor, Majuro,
- Jerry Ross, Bako Divers, Ltd, Majuro,
- Marshall Dive Adventures, Majuro,
- Colette Reimers, Hotel Manager Robert Reimers Hotel, Majuro,
- John Bungitak, Banking Commission and former CASO - who helped organize my visit before I arrived in the Marshall Islands,
- Francois Martel, SPREP - who managed this assignment.

## 2.5 Abbreviations

AMI	Air Marshall Islands
CACC	Conservation Area Coordinating Committee
CASO	Conservation Area Support Officer
EPA	Republic of the Marshall Islands Environmental Protection Agency
HPO	Historic Preservation Office
JACA	Jaluit Atoll Conservation Area
JADA	Jaluit Atoll Development Association
JALC	Jaluit Atoll Local Government
MDA	Marshall Dive Adventures
MIVA	Marshall Islands Visitors Authority
RMI	Republic of the Marshall Islands
SPBCP	South Pacific Biodiversity Conservation Program
SPREP	South Pacific Regional Environment Programme
TFA	<i>terra firma associates</i>
TM/CASO	Tourism Manager/Conservation Area Support Officer
TMC/CACC	Tourism Management Committee/Conservation Area Coordinating Committee
VFR	(Visitors for the purpose of) Visiting Friends and Relatives



# PART I - Regional Context

## 3. REVIEW OF THE EXISTING TOURISM INDUSTRY

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### 3.1 Tourism in Majuro, Majuro Atoll

Majuro became the capital of the RMI after WWII. During WWII it was used by the Americans as a fighter base and submarine tending station.

As the nation's political and economic center, it is the most populated and westernized island within the Marshall Islands, with a population of over 30,000. The infrastructure in Majuro is well developed (e.g. paved roads, 24-hour electricity, running water, large retail centers, an abundance of schools, the College of Marshall Islands, and much more). There is an increasing problem with unsightly waste disposal of garbage, which needs to be addressed immediately in order to encourage tourists to the region.

Majuro is the only available disembarkation point for tourists within the Marshall Islands. Kwajalein Atoll in the northern part of the RMI is a US military base, and access is strictly limited.

Historically, there is limited tourism in the Marshall Islands in general, and Majuro in specific. Most visitors are businessmen or conference attendees. Consequently, the island's infrastructure is not designed for tourism. There are few hotels, restaurants and tours available to tourists.

Tourism was on the increase prior to 1996, but suffered significantly from the Asian financial difficulties between 1996-8. Since 1998 there have been positive indications of improved visitation and tourism in the region.

The RMI government is making significant efforts to increase tourism in the Marshall Islands. The Marshall Island Visitor Authority (MIVA) opened two years ago and presently operating with a short-term strategy plan (3-5 years) which concentrates on the promotion of outer island tourism. They are currently writing a long-term tourism strategy plan.



### 3.1.1 Access

Several airlines operate in and out of Majuro (see Table 1). These flights are regular and reliable.

**Table 1: Airline flights to and from Majuro, RMI.**

AIRLINE	ROUTE	SCHEDULE
<b>Continental Air Micronesia Island Hopper Route</b>	<ul style="list-style-type: none"> <li>Guam, Chuuk, Pohnpei, Kosrae, Kwajalein, Majuro, Honolulu</li> </ul>	<ul style="list-style-type: none"> <li>3 weekly flights</li> </ul>
	<ul style="list-style-type: none"> <li>Honolulu, Majuro, Kwajalein, Kosrae, Pohnpei, Chuuk, Guam</li> </ul>	<ul style="list-style-type: none"> <li>3 weekly flights</li> </ul>
<b>Air Marshall Islands</b>	<ul style="list-style-type: none"> <li>Suva, Funafuti, Tarawa, Majuro</li> </ul>	<ul style="list-style-type: none"> <li>1 weekly flight</li> </ul>
	<ul style="list-style-type: none"> <li>Majuro, Tarawa, Funafuti, Suva</li> </ul>	<ul style="list-style-type: none"> <li>1 weekly flight</li> </ul>
	<ul style="list-style-type: none"> <li>Nadi, Funafuti, Tarawa, Majuro</li> </ul>	<ul style="list-style-type: none"> <li>2 weekly flights</li> </ul>
	<ul style="list-style-type: none"> <li>Majuro, Tarawa, Funafuti, Nadi</li> </ul>	<ul style="list-style-type: none"> <li>2 weekly flights</li> </ul>
	<ul style="list-style-type: none"> <li>AMI also links Majuro with 28 outer island destinations within the Marshall Islands with its domestic flight service.</li> </ul>	
<b>Aloha Airlines</b>	<ul style="list-style-type: none"> <li>Honolulu - Majuro</li> </ul>	<ul style="list-style-type: none"> <li>1 weekly flight</li> </ul>
	<ul style="list-style-type: none"> <li>Majuro - Honolulu</li> </ul>	<ul style="list-style-type: none"> <li>1 weekly flight</li> </ul>

### 3.1.2 Accommodation

Table 2 shows the current accommodation in Majuro. The Outrigger Hotel attracts group tours (Aloha Airlines, operators from Hawaii), whereas Robert Reimers Hotel is used primarily by businessmen. A new backpacker-style hostel opened in Nov 2000, and is hoping to attract not only Pacific Islanders, but also European backpackers.

### 3.1.3 Restaurants

Restaurant choices in Majuro are limited. Although there are nine restaurants listed in the Lonely Planet Travel Guide, only two are regularly frequented by businessmen and tourists - the Tide Table Restaurant (Robert Reimer Hotel) and the Enra Restaurant (Outrigger Hotel).

**Table 2: Accommodation in Majuro**

NAME	RATES	FACILITIES
Hotel Robert Reimers	\$75-150 USD	<ul style="list-style-type: none"> <li>• Located in the center of town, on the lagoon waterfront</li> <li>• 39 air-conditioned rooms, including new beachside thatched luxury bungalows</li> <li>• restaurant &amp; bar, meeting venue, gift shop</li> <li>• diving operation (Marshall Dive Adventures)</li> <li>• Fishing tours, car rental</li> <li>• Airport shuttle</li> </ul>
Outrigger Marshall Islands Resort	\$125-235 USD	<ul style="list-style-type: none"> <li>• Located on the lagoon waterfront</li> <li>• 150 luxury air-conditioned rooms</li> <li>• 15 suites</li> <li>• swimming pool, tennis court, conference room, fitness room</li> <li>• restaurant &amp; bar, gift shop</li> <li>• airport shuttle</li> <li>• on-site dive operation (Bako Divers)</li> </ul>
Hotel Marshall Islands	\$67-80 USD	<ul style="list-style-type: none"> <li>• located downtown</li> <li>• 10 air-conditioned rooms, 4 suites</li> <li>• restaurant &amp; bar</li> <li>• airport shuttle</li> </ul>
Royal Garden Hotel	\$55-95 USD	<ul style="list-style-type: none"> <li>• 24 air-conditioned rooms, 2 suites</li> <li>• diving &amp; fishing tours</li> </ul>
Hotel Majuro	-	<ul style="list-style-type: none"> <li>• no available information</li> </ul>
Hotel Ajidrik	\$40-50 USD	<ul style="list-style-type: none"> <li>• 15 air-conditioned rooms</li> </ul>
Eastern Gateway Hotel	\$30-40	<ul style="list-style-type: none"> <li>• 13 rooms</li> </ul>
Hostel	\$25pp	<ul style="list-style-type: none"> <li>• just opened in Nov 2000</li> </ul>

### 3.1.4 Tours & Activities

There are no established daily tours operating in Majuro. The advertised tours listed below (Table 3) operate on an ad hoc basis. Tourists must call the owners at their homes or office to make arrangements. During my visit, I was unable to contact any of the tours except Kirt Pinho's Sunday Picnic Tour. Generally, tourists must find their own way around the island using buses, taxis or rental cars.

**Table 3: Tours in Majuro**

ACTIVITY	NAME
Boat Ride & Picnic Majuro	<ul style="list-style-type: none"> <li>• Kirt Pinho's Sunday Anemanet Picnic</li> </ul>
Kayaking & snorkeling	<ul style="list-style-type: none"> <li>• Kidenen Island Tours</li> </ul>
Diving & snorkeling	<ul style="list-style-type: none"> <li>• Marshall Dive Adventures</li> <li>• Bako Divers</li> <li>• Laura Lagoon Tours</li> </ul>
Charter Boats	<ul style="list-style-type: none"> <li>• There are over 10 vessels available for private charter</li> </ul>
Yacht Cruises	<ul style="list-style-type: none"> <li>• Awesome Yacht Cruises</li> </ul>

### **3.1.5 Private Yachts & Cruise Ships**

The Marshall Islands is a popular destination for private yachts. During certain months of the year the lagoon is full of yachts stopping for supplies as they cruise the Pacific.

Large cruise ship visitation seems to be on the increase. In Nov 2000 a large cruise ship with over 1000 passengers spent a number of days in Majuro. While they were moored in the lagoon, the passengers were offered a variety of land and water based tours on Majuro. MIVA believes that this is a growing market for the Marshall Islands.

### **3.2 Tourism Industry Perspective**

The general feeling amongst the existing tourism operators is that tourism in the Marshall Islands is on the increase, but at present there is not the demand to justify extensive expenditure on tourism infrastructure. There are plans for future development, both within Majuro and on some outer islands, but with recent downtrends in the local economy, most of these are on hold for the immediate future.

### **3.3 Summary**

There are several important features of the present tourism set-up in the Marshall Islands:

- International travel to and from Majuro is stable and reliable.
- Domestic travel between Majuro and the outer islands is limited, but seems to be improving. It remains, however, inconsistent and unreliable.
- Accommodation and eating facilities are set up primarily for businessmen, not tourists.
- Tour products remain undeveloped, with little information to assist tourists in contacting tour operators.
- There is no community-based ecotourism development in Majuro Atoll.
- Tourism trends indicate that tourism in the Marshall Islands is increasing, with growing demand for diving and ecotourism opportunities.

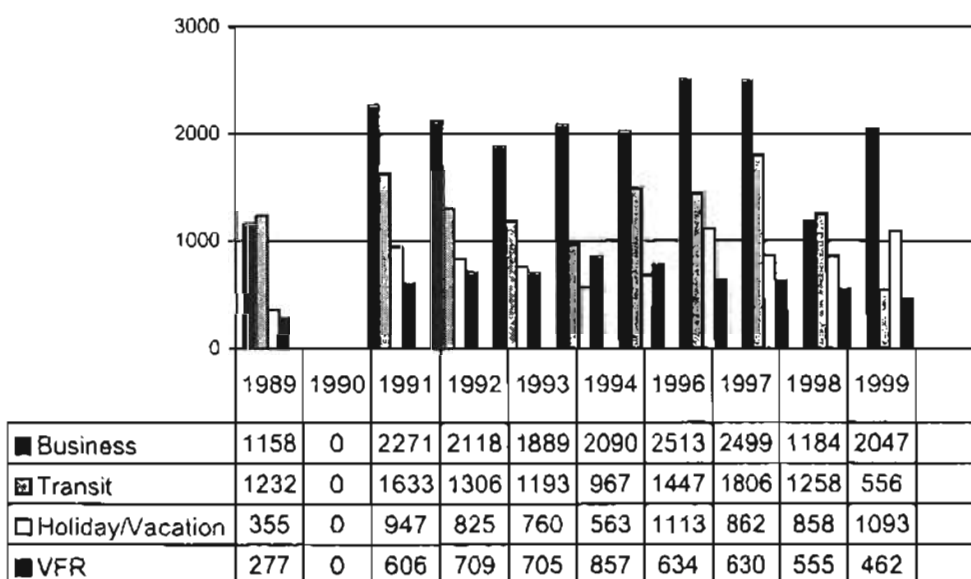
## 4. REGIONAL TOURISM MARKET ANALYSIS

### 4.1 Visitor Numbers

Majuro is the capital of the Marshall Islands, and is primarily a business destination. Up to 40% of all visitors (over 2000 per annum) are in Majuro on business. The second largest group of visitors stay in Majuro while in transit to other locations throughout the Pacific. These numbers have declined significantly in the past few years. This may be the result of better flight connections that require less transit time in Majuro. Numbers of Visiting Friends and Relatives (VFR) and visitors on Holiday/vacation (tourists) are about equal.

Visitors to RMI for the purpose of holiday have remained relatively constant over the past decade. However, the statistics for January - October 2000 indicate that the numbers of visitors are nearly double those of 1999. Part of the drastic increase is due to the visit of a large cruise ship with nearly 1000 passengers.

Graph 1: *Visitor Numbers, Majuro RMI*



## 4.2 Visitor Profiles

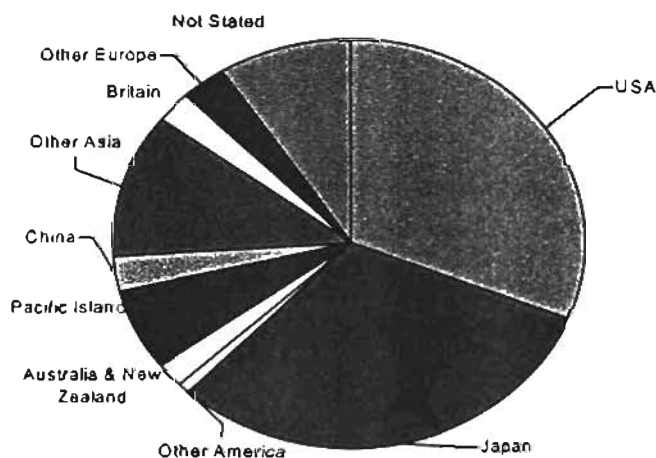
### 4.2.1 Nationality

Americans & Japanese make up the majority of tourists. In 1999, equal numbers of Americans and Japanese visited Majuro (340 visitors each nationality, which equaled 31% of the total number of holiday visitors).

However, from Jan - Sept 2000, the numbers of American tourists dropped by about 30% (to 250 visitors), while the numbers of Japanese increased by about 30% (to 495 visitors).

Most stakeholders contribute this increase in Japanese visitors to the increased efforts of the Marshall Dive Adventure operation. The managers of this dive operation have dedicated a lot of time and effort to promoting the Marshall Islands, and particularly the Bikini Atoll, as a prime diving destination amongst the Japanese market. They have attended Japanese dive tradeshows and developed a website in Japanese.

**Graph 2: Nationalities of Majuro visitors**



### 4.2.2 Age

Reliable age information is only available for the first 9 months of 2000. These results indicate that over 60% of holiday visitors are over 60 years of age.

Anecdotal information from the dive operators (Bako Divers & Marshall Dive Adventures) tells us that many experienced divers coming to the Marshall Islands are over 50 years old, but are very active in the outdoors.

### 4.2.3 Activities

Although there is no formal exit visitor survey to determine visitor activity profiles, anecdotal information from the MIVA and local operators indicates that most visitors come to RMI for SCUBA diving and WWII history.

Activities pursued during their stay in the RMI usually include:

- Diving & snorkeling & swimming
- Sightseeing & relaxing
- Shopping (for handicrafts)

The general impression is that these visitors would like to do more activities, such as land and water-based guided tours, but with the present status in Majuro and the outer islands, they are unable to access them.

### 4.2.4 Purpose of Visit

Most tourists to the RMI tend to be "ecotourists", wanting to experience unique natural and cultural experiences. Divers are making up the largest section of the holiday visitors. With the worldwide decline in reef health, these divers are looking to find healthy reefs that still offer the following:

- high coral cover and diversity
- high biodiversity of marine life, specifically large megafauna (e.g. sharks, manta rays, moray eels),
- unexplored, good condition underwater wrecks with interesting histories.

When they are not diving, they want other land-based adventures and tours to fill in their 'no dive' times. These visitors are likely to look for out-of-the-way locations with 'ecotourism' style accommodation.

The visitors interested in the WWII history are generally WWII veterans bringing families back to the Marshall Islands to recollect. As a rule, these visitors are not as interested in 'eco' style tourism, preferring to stay in the more expensive hotels and taking day trips from there.

### 4.3 Market Segments

Residents, tour operators and MIVA all agreed that the two fastest growing visitor market sectors are:

- *wealthy, mature-aged American and European ecotourists and divers*, looking for a 'new destination' to explore. They are generally on an extended tour of the Pacific, including other destinations on the Continental Micronesia 'island hopper' flight (Guam, Chuuk, Pohnpei, Kosrae, Kwajalein, Majuro); and
- *young, wealthy, adventure-seeking Japanese divers* who have already visited the 'usual' Pacific destinations (Guam, Saipan, Chuuk) and are seeking a less structured experience. This group is relatively new to the concepts of ecotourism, but are interested in experiencing a new type of tourism.

## 5. TOURISM TRENDS & POTENTIAL ECOTOURISM GROWTH

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With the increased publicity of the healthy coral reefs, unexplored WWII wrecks and existing cultural heritage throughout the Marshall Islands, there has been a marked increase in not only visitation, but also inquires from individuals and travel agencies regarding tourism opportunities in the area. Operators in Majuro repeatedly commented on the increased demand from travel agents for outer island ecotourism experiences.

### 5.1 Evidence of Increased Interest in the Marshall Islands as a Destination

Several market indicators suggest that international tourism (especially ecotourism) is on the increase in RMI. These indicators include:

- increased tourist numbers in the general Pacific region
- increased tourist numbers to Majuro over the past few years
- increased inquires from American and European group travel agents - several large booking companies in the US have been in Majuro and the surrounding island putting together package tours
- increased coverage of RMI as a 'new, unexplored' destination in travel magazines
- high numbers of 'hits' on RMI websites. Website 'hits' are be used by many marketing agencies as indicators of marketing potential.
  - RMI Online (137,205 'hits' as of Dec 2000)
  - \* Bikini atoll (361,192 'hits' as of Dec 2000)

### 5.2 Recent Government Initiatives

Since the establishment of MIVA and the development of their Short Term Tourism Development Plan, several important initiatives have been launched. Local stakeholders believe that these have, and will continue to, assist in tourism growth to the RMI. These initiatives are focused on promoting outer island ecotourism. They include:

- An *Outer Island Guidebook* that will advertise all ecotourism and accommodation opportunities throughout the outer islands. This is scheduled to be complete by Dec 2001.
- A series of brochures that will highlight individual atolls and/or accommodation.



- A *Marketing Support Policy* is currently in place in which MIVA will contribute 50% or \$1000 (whichever is less) to local communities to assist with the production of their own brochure. MIVA will also help with design and content.
- Increased advertisement in travel books and magazines (e.g. *Lonely Planet*, *Islands Magazine*)
- Increased presence of RMI stakeholders at tradeshows and conferences in Japan and the USA.
- Increased marketing to package tour operators (e.g. Outrigger Hotels, Aloha Airlines).
- Redesign and expansion of the Marshall Islands' website to link with homepages for each outer island.

### 5.3 The Potential for Jaluit Atoll

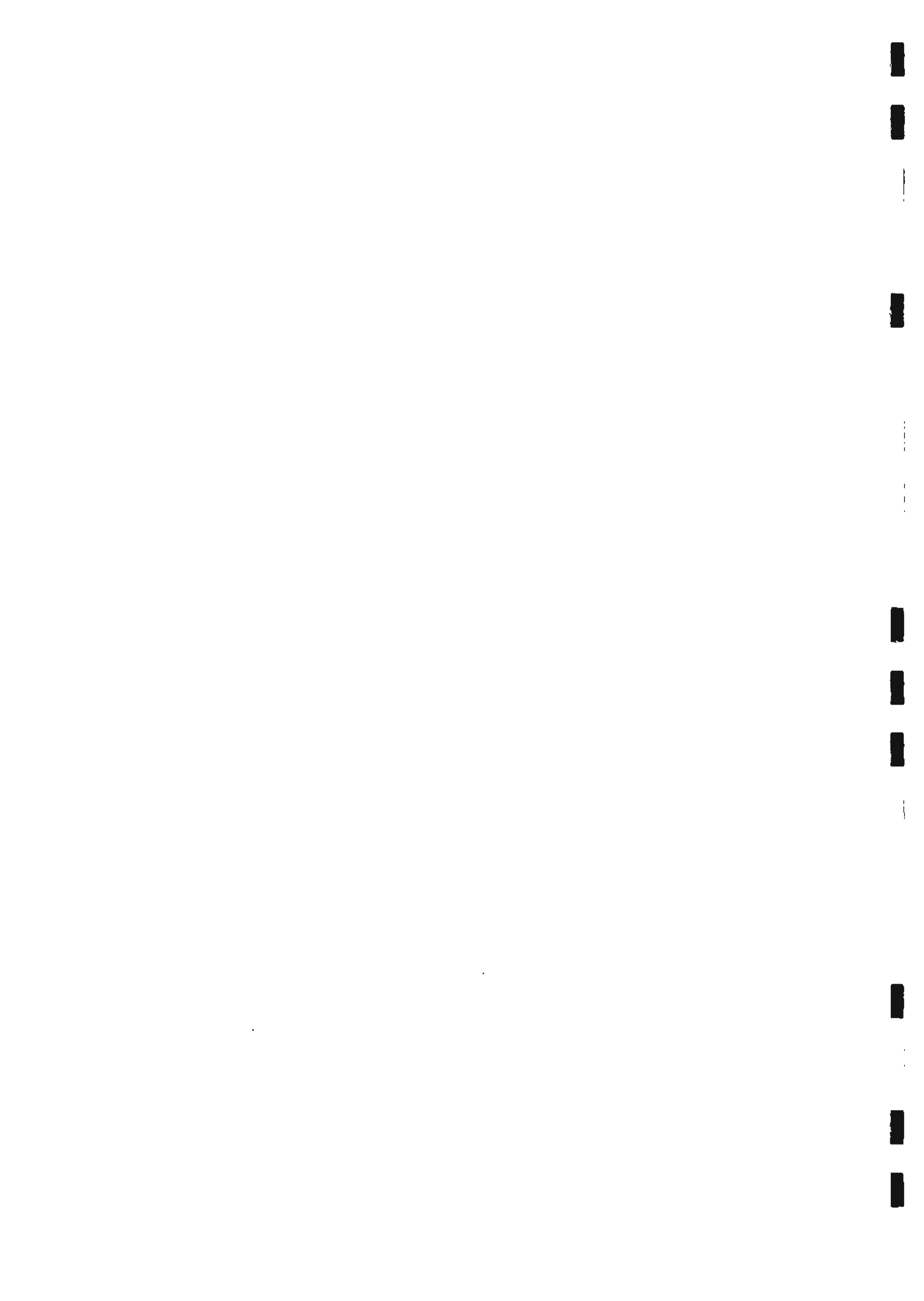
With such a wide spectrum of indicators, it seem highly likely that ecotourism will increase within the RMI. Majuro, because it is highly developed and has several environmental problems, will not be a final destination for ecotourists - it will remain the stopping off point as long as the international flights access only Majuro.

With the numerous government initiatives to assist outer atoll development, it seems an appropriate time for ecotourism development in Jaluit Atoll. Many of the stakeholders and government officials are hoping that the JACA project will set the standards for future outer island development.

Local stakeholders agreed that there is an increase in visitors who want to explore the outer islands. Visitors are increasingly disappointed with the environmental conditions and lack of activities offered on Majuro. They are increasingly seeking less developed, cleaner, more eco-oriented cultural experiences. Outer islands are the perfect alternative.

Jaluit Atoll is one of the best alternatives to accommodate these visitors. It has natural, cultural and historical values, yet it has some established infrastructure that will assist with the initial development of tourism. With fact that the entire Jaluit Atoll is a Conservation Area is also an important marketing tool for attracting ecotourists.

Jaluit is also one of the most accessible outer atoll with twice weekly flights from Majuro with Air Marshall Island, although these services need to be improved for tourism purposes. A direct flight from Kwajalein is a possibility in the future.



# PART 2 - Jaluit Atoll

## 6. BACKGROUND

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### 6.1 Existing Tourism Industry

There are no official records of tourist numbers to Jaluit Atoll, however anecdotal information suggests that there have been less than 10 tourists in Jaluit in the past couple of years. Most of the visitation to the atoll is by businessmen and VFR.

There is no tourism infrastructure at present in Jaluit, except for the one self-catering hotel.

#### 6.1.1 Access

Air Marshall Islands operates two weekly flights from Majuro, to Jaluit (\$170 round trip), stopping at Kili Island. However, since Air Marshall Islands presently have only one operating plane, which they also use for emergency air evacuation from all outer islands, these flights are regularly delayed or canceled. Overbooking is also a problem.

The Minister of Foreign Affairs, Mr. Alvin Jacklick, mentioned that there were discussions at the government level to introduce a new AMI flight route directly connecting Kwajalein , Jaluit and Majuro.

#### 6.1.2 Accommodation

There is only one hotel in Jabwor - the Jawij Hotel run by the Marshall Electric Company. It is share accommodation, with four air-conditioned rooms and share kitchen, bath and laundry facilities. The cost is \$50 per person per night.

#### 6.1.3 Restaurants

There are no restaurants in Jaluit Atoll. Visitors staying at the Jawij Hotel must cook all their own food in the share kitchen facility. There are several stores in Jabor which offer a limited selection of mostly canned goods.

#### **6.1.4 Tours & Activities**

There are no developed tours. Sightseeing must be organized directly with private boat owners. In the past, the lack of guided tours has caused some problems with tourists accidentally wandering into areas where they are not supposed to be. The Marshall Islands have a complex land ownership system that requires strict adherence to certain protocols. Without guides, tourists can blunder into certain situations, which can cause embarrassment to both the local communities and the tourists.

### **6.2 Tourism Values**

The tourism resources of the JACA are extensive, including natural, cultural and historical values. These resources are identified in this section.

#### **6.2.1 The Conservation Area**

The JACA includes the entire Jaluit Atoll. This includes approximately 689.74 sq. km of lagoon and 91 islets with a land area of 11.34 sq. km. The JACA project is coordinated from an office near the dock in Jabor, Jaluit Islet.

Jaluit Islet is the largest and most populated islet in the atoll, with an estimated 800 residents living in the commercial and political center of Jabor. Small family groups live on the majority of the other islets of the atoll. Formerly the capitol of the RMI, Jaluit today remains a seaport and trade center for the RMI.

#### **6.1.2 Natural Values**

The natural resources of the JACA are described in detail in the Project Preparatory Document prepared for JACA by SPBCP (Aug 1999). In summary, Jaluit possesses a diverse range of both marine and terrestrial environments, which support a high diversity of flora & fauna. There are also several different endangered species of animals inhabiting the islets of Jaluit.

- Coral Reefs** - The coral reefs and coral formations within the lagoon of JACA will be a major attraction for ecotourists. With the general decline in reef health around the world, Jaluit is fortunate to still have very healthy reefs. There is little, if any evidence of the natural disasters which have been afflicting other reefs around the world (e.g. coral bleaching, Crown-of-thorns starfish, whiteband disease). There is, however, evidence that the overfishing of certain species is starting to cause declines in numbers. This is particularly true of the large reef fish and the clams.

Marine Life Diversity in JACA	
Corals	180 species
Turtles	5 species The Hawksbill & Green turtles nest here
Marine Mammals (whales & dolphins)	27 species
Fish	250 species
Marine Flora	Algae 238 species seagrass 3 species
Seabirds	31 species 15 breeding species
Endangered Marine Animals	<ul style="list-style-type: none"> <li>• Blue Whale</li> <li>• Sperm Whale</li> <li>• Leatherback Turtle</li> <li>• Hawksbill Turtle</li> </ul>

- Lagoon** - the lagoon environment supports a diverse number of fish and reef invertebrates. With daily flushing of the waters by way of 4 deep passages to the outer ocean, the levels of ocean plankton remain constant, allowing for a healthy lagoon flora & fauna.
- Mangroves** - Unlike many areas of the Pacific, the mangrove swamps in Jaluit lie in the center of the narrow islets rather than on the fringes. Relatively large mangrove areas are located on Mejrirok, Imroj, Anman, and Jaluit, Jaluit. There are smaller mangroves on some of the other islets. The mangrove areas on each islet are quite unique, with different diversities and concentrations of mangrove trees. Recent efforts have been made through public awareness efforts to reduce the rate of mangrove tree removal for building material. There is also an effort to replenish depleted mangrove crab populations in several of the mangroves.
- Terrestrial Vegetation** - The diverse and lush coastal vegetation varies greatly between islets.
- Terrestrial Fauna** - There is little animal life on the islets of Jaluit, only 1 native rat (the Polynesian rat), 7 species of lizards, one blind snake and 70 species of land birds.

### 6.2.3 Historical Values

Jaluit Atoll has a rich history, spanning many stages of occupation by many different countries. As each group of people passed through, they left relics behind. The Historic Preservation Office (HPO) just published an *Anthropological Survey of Jaluit Atoll* (1999) in which they have documented terrestrial and underwater archaeological sites - both traditional and wartime. There are well over 100 relics in Jaluit.

- **Churches & Burial grounds** - there are several different types of burial grounds throughout the Jaluit Atoll. Throughout the generations and the various occupations by other nations, the burial practices have changes greatly. Burial grounds from all stages are still in evidence. There are:
  - \* traditional Marshallese graves from pre-missionary times,
  - \* post-missionary Marshallese burial sites,
  - \* graves of German traders from the turn of the century, and
  - \* WWII mass burial sites.
- **WWII Relics** - Jaluit Atoll was the WWII headquarters of Japanese admiralty for the Marshall Islands, as well as the base for the largest wartime seaplane fleet. The US forces captured the atoll in 1944. Most of the islets in Jaluit Atoll have wartime relics, including:
  - \* Ruins of large buildings (e.g. bomb shelters, hospitals, power plants, communication centers, nail manufacturing factory)
  - \* Gun emplacements with the guns still intact and facing out to sea
  - \* Bomb craters
  - \* Airplane hangers and seaplane landing ramps

### 6.2.4 Cultural and Social Values

The Marshallese have a rich cultural heritage with a lifestyle that still relies on subsistence living. Local lifestyle can be key tourist attraction. The following are some of the cultural and social attractions that were identified:

- **Daily life** - Daily activities for the Jaluit local community can be an interesting experience for a tourist. Ecotourists enjoy getting actively involved with daily life activities, including such things as traditional fishing, copra and soap production, traditional food preparation, and house building. Ecotourists are very interested in learning the traditional uses of plants for food and medicine.

- **Traditional stories & legends** - Tourists are always interested in traditional stories and legends. The elders of Jaluit still recount the old legends of the area. Most of these legends tell stories associated with particular sites within each islet. It is important to preserve these legends through both oral history and written documentation.
- **Personal Wartime Accounts** - There is still a strong wartime memory amongst the elders of Jaluit. Personal recollection of wartime events would be of great interest to tourists.
- **Handicrafts** - Marshallese are known as one of the best weavers within the Pacific. The sale of these items can be an additional source of income for the community. Items could include fans, mats, traditional women hats, boxes, and baskets.
- **Traditional canoe sailing** - Marshallese are known throughout the world for their sailing and navigational skills. A recent resurgence of traditional canoe building by the younger generation is seeing more and more traditional sailing canoes in the area. All aspects of these sail canoes would be of interest to tourists, especially the building, sailing, and navigational techniques.

### 6.2.5 Summary

Although Jaluit Atoll does not have one particular resource that is outstanding and found nowhere else in the Pacific, it offers the ecotourist a diverse and unique combination of natural, historical and cultural resources. With the complex land ownership heritage in the Marshall Islands, unguided activities for tourists could result in accidental conflicts between the tourists and the local communities. Therefore, guided nature, historical and cultural tours are the recommended tour products to develop. Guides will need to have with good interpretive skills and commentaries.

## 6.3 Present Status of the Jaluit Atoll Conservation Area Project

### 6.3.1 Previous Reports

There have been a series of reports documenting the resources and tourism potential of Jaluit Atoll. Volunteer American students participating in the University of Oregon



Micronesia and South Pacific Program wrote the first two reports. Together, they form the basis for the JACA project that is currently underway.

- *A Community-based Tourism Plan for Jaluit Atoll*, Dan Miller, University of Oregon Micronesia and South Pacific Program, 1997. This comprehensive report reviews the natural, cultural & historical resources, the existing infrastructure, the community support, and lays out the suggested framework for community-based tourism development in Jaluit.
- *Community-based Tourism Development for Jaluit Atoll*, Emily Thomas, University of Oregon Micronesia and South Pacific Program, 1998. In this document the author reports on the completion of three activities highlighted by the previous report by Dan Miller - a beach clean-up activity, two tour guide training sessions (one for women, one for men) and the suggested text for a Jaluit Atoll Guidebook.
- *Project Preparatory Document, Jaluit Atoll Conservation Area Project, RMI, SPREP*, 1999. This report outlines the rationale behind selecting Jaluit Atoll as a Conservation Area.
- *Jaluit Atoll Conservation Area Business Plan*, 2000. Although mentioned several times during the consultants site visit, the actual document was not seen.
- *Anthropological Survey of Jaluit Atoll: terrestrial and underwater reconnaissance surveys and oral history recording*, B. Deunert et al., Republic of Marshall Islands Historical Preservation Office. In this report, the significant historical features and relics, both on land and underwater, are documented, mapped and analyzed for universal significance. Some local oral history is also recorded.

### **6.3.2 Conservation Area Support Officer (CASO)**

The original part-time CASO, John Bungitak, was replaced by a full-time CASO, Leti Abon, in July 2000. Mr. Abon coordinates the JACA project from an office on the

waterfront in Jabor. Office equipment has been obtained, including a filing cabinet, computer and printer. There is no phone or fax service.

### **6.3.3 Conservation Area Coordinating Committee (CACC)**

Members of the CACC committee have been selected. The Chairman is the Mayor of Jaluit. The other members are representatives from throughout the community, including landowners, high school staff, youth groups, women and other interested parties.

Meetings of the CACC are quarterly (last one 1 October 2000), and on special occasions as issues arise. During the meetings they review action plans, raise and discuss current issues, and make group decisions.

### **6.3.4 CACC Sub-committees**

Earlier this year, the CACC identified four key areas of the ecotourism development and created associated subcommittees:

- Guesthouse Construction
- Tours & Tour Guides
- Handicraft, and
- Environment and Resource Conservation.

Sub-committees were formed to facilitate the advancement of each area. A list of members of the CACC and the Sub-committees area listed in Annex B.

### **6.3.5 Achievements of the CACC Subcommittees**

The CASO, CACC members and local communities have made several important steps towards implementing the present Ecotourism Strategy Plan for the JACA project. These are listed in Table 4.

**Table 4: Achievements of the CACC & JACA Project**

<b>Action Plans</b>	<ul style="list-style-type: none"> <li>• Each sub-committee has produced an Action Plan. These action plans have formed the basis of the work done so far in JACA.</li> </ul>
<b>Public Awareness</b>	<ul style="list-style-type: none"> <li>• The CASO has been actively meeting with local communities to increase their understanding of the benefits of the JACA project.</li> </ul>
<b>Ajur Guesthouse Development</b>	<ul style="list-style-type: none"> <li>• Potential site selection completed</li> <li>• Landowners identified and permission sought</li> <li>• Landowner permits obtained</li> <li>• Site clean-up and beautification started</li> </ul>
<b>Tours &amp; Tour Guiding</b>	<ul style="list-style-type: none"> <li>• Potential tour guides identified</li> <li>• Initial tour guide training conducted with both men &amp; women (1998).</li> <li>• Potential tour sites identified</li> <li>• Gathering of interpretive information and stories from members of the communities</li> </ul>
<b>Handicrafts</b>	<ul style="list-style-type: none"> <li>• Identification of women to join handicraft coop</li> <li>• Construction of temporary 'store' for selling handicrafts - located in the Jaluit Airport Terminal.</li> <li>• Discussions with Jabor community to build handicraft coop building in town.</li> </ul>
<b>Signage</b>	<p>Several new signs have been erected on Jaluit:</p> <ul style="list-style-type: none"> <li>• <i>Closed for Dumping</i> - at the old dump site</li> <li>• <i>No Littering</i> - at the dock</li> <li>• <i>Welcome to Jaluit</i> - at the Jaluit Terminal.</li> </ul>

## 7. POTENTIAL ECOTOURISM ATTRACTIONS - SITE SURVEYS

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During the week on Jaluit Atoll, site surveys were conducted on seven islets. Some of the more remote islets were not surveyed due to poor weather conditions. The destinations were selected by the CASO and CACC members to highlight the best potential ecotourism attractions. Assessments were made on the following elements:

- Ajur Guesthouse location potentials
- Natural Values
- Historical Values
- Cultural Values

Outcomes of the site surveys are summarized in Annex D

### 7.1 Summary

Most sites within JACA have high natural and scenic values. Two sites in particular, Imroj and Imejj, stand out as having extremely high cultural and historical values.

The recommended guided tours proposed in Annex G and the recommended locations for Ajur Guesthouse development (Table 6) have been based on these site surveys.

## 8. STAKEHOLDER CONSULTATION

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The Jaluit Atoll Conservation Area project is unique in having key industry stakeholders divided between two islands - Jaluit and Majuro. With several key stakeholders off island, and limited site visit time, most of the consultation for this report was conducted through informal individual and small group meetings rather than large community gatherings. Individual interviews, however, were conducted with personnel from some of the key government agencies and industry operations in Majuro.

Extensive community consultation has been carried out over the past few years with several different consultants (D. Miller, 1997 & E. Thomas, 1998) Through interviews, community meetings and questionnaires, they found that the Jaluit community strongly supports ecotourism within Jaluit, with over 85% in favor of tourists coming to their islands.

The outcomes of this report support previous findings. Overall, Jaluit communities are ready to "take the next step", but have limited knowledge and direction of exactly "where to go" and "how to get there". The CASO and CACC requested this report to include detailed information on *what to do* and *how to do it*.

Outcomes of consultations are summarized in Table 5

**Table 5: Outcomes of stakeholder consultations**

Stakeholder	Hopes	Concerns	Issues
CACC	<ul style="list-style-type: none"> <li>Promote conservation amongst community (littering, replanting of mangroves, etc.)</li> <li>Provide employment for youth of community</li> <li>To advance the project quickly</li> </ul>	<ul style="list-style-type: none"> <li>lack of progress with project</li> <li>unreliability of airline access to island</li> <li>lack of communication system to reach other islands</li> </ul>	<ul style="list-style-type: none"> <li>unclear understanding of RMI governments role or interest in outer atoll development</li> </ul>
MIVA	<ul style="list-style-type: none"> <li>To use JACA as an example of a well-planned ecotourism venture</li> </ul>	<ul style="list-style-type: none"> <li>Long-term sustainability is questionable</li> <li>Communication between Jaluit &amp; Majuro is non-existent - will cause problems for booking.</li> <li>Lack of tourism training providers</li> </ul>	<ul style="list-style-type: none"> <li>Initiatives in place, but not used by outer atoll communities (refer Section 5.2)</li> <li>Unreliability of airline access makes promotion of Jaluit to tourists risky</li> </ul>
Diving Operations (Bako Divers & MDA)	<ul style="list-style-type: none"> <li>To have access to Jaluit for diving trips</li> </ul>	<ul style="list-style-type: none"> <li>Cost of getting there</li> <li>Getting landowner permission to access reef</li> </ul>	<ul style="list-style-type: none"> <li>Lack of knowledge about Jaluit and contacts to use</li> </ul>
HPO	<ul style="list-style-type: none"> <li>To use ecotourism to encourage proper care of relics</li> <li>That communities will access funding and expertise available through HPO</li> </ul>	<ul style="list-style-type: none"> <li>Improper clearing and care of relics</li> </ul>	
Minister for Foreign Affairs	<ul style="list-style-type: none"> <li>To use JACA as an example of a well-planned ecotourism venture</li> </ul>	<ul style="list-style-type: none"> <li>Financial accountability of moneys</li> <li>Lack of communication between CASO, CACC, JALG and Ministers</li> </ul>	
RMIEPA	<ul style="list-style-type: none"> <li>To use JACA as an example of a well-planned ecotourism venture</li> <li>Use it to promote conservation education</li> </ul>	<ul style="list-style-type: none"> <li>Future funding for JACA</li> <li></li> </ul>	
JADA	<ul style="list-style-type: none"> <li>Not available for comment</li> </ul>		
SPREP (Sponsor of JACA)	<ul style="list-style-type: none"> <li>Income generating activities of the ecotourism will have a net conservation benefit.</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability of project after SPREP funding ends</li> </ul>	

## 9. TOURISM FEASIBILITY

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The following appraisal is a summary of issues identified in the preceding sections of this report.

The appraisal identifies factors that are strengths and weaknesses for the community-based tourism development in JACA. It also identifies threats / risks and opportunities for successful development.

### 9.1 Strengths

- Large atoll environment with beautiful scenic views
- Excellent reef conditions with year round warm water temperatures, clear visibility and high marine life biodiversity, including plenty of large pelagic marine life
- Relatively good weather conditions all year with very low likelihood of typhoons
- Diverse terrestrial environments including mangroves, rainforest and coastal vegetation
- Rich cultural resources including traditional daily life activities
- Internationally recognized quality handicrafts
- Diverse historical resources including traditional Marshallese sites and WWII relics
- Underwater ship and seaplane wrecks that are relatively unexplored and unique (e.g. the Douglas Devastator, seaplanes)
- Increasing visitation to the RMI with a growing demand for outer island experiences
- Some existing infrastructure (e.g. electricity, motor boats, gasoline)
- Existing airline access with 2 weekly scheduled flights from Majuro
- Strong local community support for small-scale community-based ecotourism
- General widespread support from other stakeholders in Majuro and Jaluit
- Governmental support and recent initiatives to assist in ecotourism development on outer islands

## 9.2 Weaknesses

- Isolation and poor communication facilities in Jaluit
- No single charismatic and internationally unique natural or cultural feature
- Unreliable/inconsistent airline access from Majuro
- Poor waste management in both Majuro & Jaluit, creating an unsightly garbage problem
- Limited experience amongst community in running and managing tourism businesses, including accommodation and tour products.
- Strong competition from other islands within the RMI and Pacific
- High costs of supplies and resources
- No existing tourism products or basic tourism amenities
- No existing marketing system for Jaluit
- Low volume of present tourism in the RMI, limiting the pool of tourists that can be attracted to JACA
- High expectations amongst local Jaluit community of tourism development
- Fragility and lack of stability of small island economies
- Limited capital in Jaluit Atoll
- Poor understanding of tourism needs
- Very limited training opportunities and providers
- Internal conflicts between various stakeholders and community groups

## 9.3 Opportunities

- Growing tourism to the region - largely due to the increased marketing of Bikini Atoll
- Growing demand for tourism activities within the RMI, especially eco-style guided tours and traditional style accommodation
- Unique tourism opportunities for traditional accommodation and specialized, personalized eco-tours where a natural setting predominates throughout
- Increasing demand amongst wreck divers for good condition, previously unexplored wrecks
- Increasing demand by scuba divers for healthy reefs with good coral cover and diverse marine life.

#### 9.4 Threats

- Internal conflicts: within both local community and government regarding budgeting and financial accountability
- Inconsistent and unreliable airline service: frequent changes and cancellations of advertised flight schedules are known to cause long travel delays
- Political climate: changes in government can result in changes in commitment to certain projects. The present government is very supportive of promoting ecotourism to outer islands
- Competition from other outer island ecotourism activities: other existing ecotourism operations on other islands have been actively advertising for several years, including Bikini and Mili.

#### 9.5 Summary

There are several important strengths for ecotourism development on Jaluit Atoll, especially a diversity of tourism resources and strong community and stakeholder support. The Jaluit ecotourism development process is already underway, driven by the community.

However, it will take time to realise the potential opportunities for Jaluit ecotourism development, and this will require a gradual approach to ecotourism development. In addition, several critical weaknesses would need to be addressed for that development be successful and sustainable.

In particular, management strategies need to recognise the following:

- community ecotourism development should be gradual, with an initial emphasis on low-investment products, while demand is generated and developed
- particular attention needs to be given to working with stakeholders to ensure a reliable air service, and reliable communications, as these would be the basis for Jaluit ecotourism growth
- tourism resources need to be managed effectively to ensure continued quality in the future is maintained. In particular, waste management issues need to be further addressed



- the need to develop a structure for tourism development on Jaluit that can accommodate growth and which is based on community aspirations and community owned enterprise
- ongoing human resource development and capacity building of project staff, and management of community expectations
- effective marketing and quality products to develop and maintain visitor and industry interest in Jaluit ecotourism products
- clear roles, responsibilities and accountabilities, and particularly, effective, transparent financial management procedures.

Jaluit stakeholders need to accept that the current small-scaled community-based ecotourism project plans for JACA are the most appropriate, and that ecotourism development will be a gradual process with only limited benefits in early years of operations.

# PART 3 - Recommendations

## 10. ACCOMMODATION - Traditional Ajur Guesthouses

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Dan Miller presented the idea of traditionally constructed 'guesthouses' (called 'ajur' in Marshallese) in his report (D. Miller, 1997). This concept has been widely accepted by the local communities of Jaluit Atoll.

### 10.1 Site Preferences

Prior to this consultant's arrival, the CASO and CACC had identified several possible guesthouse locations, and received permission from the relevant landowners. Seven potential sites were identified.

During the site visit, all sites were visited and their suitability was assessed based on the following criteria

- *Setting*: surrounding natural environment and scenic views
- *Comfort*: breezes and shade, insects and mosquitoes
- *Safety*: dangerous elements in the vicinity
- *Privacy*: distance from the community suitable
- *Cleanliness*: amount of litter, waste and odors
- *Access*: transportation to and from the airport, accessibility in bad weather
- *Activities*: options for activities such as swimming and beach walking.

Findings are summarized in Table 6, with sites listed in order of preference. Please note that site selections also took into account the level of potential conflicts between tourists and communities.

**Table 6: Site survey of potential Ajur Guesthouse locations**  
*(listed in order of preference)*

Island	Location	Pros	Cons
Jaluit, Jaluit (site 1)	On the northern tip of the island	<ul style="list-style-type: none"> <li>• Beautiful views</li> <li>• Wide white sand beach</li> <li>• Calm lagoon for swimming</li> <li>• Cool breezes</li> <li>• Lush vegetation</li> <li>• Privacy</li> <li>• Accessible by road</li> </ul>	<ul style="list-style-type: none"> <li>• No electricity</li> <li>• No existing water tank</li> </ul>
Jabor, Jaluit	On the northeast, ocean-side, near the high school and seawall. Near the seawall, ocean-side	<ul style="list-style-type: none"> <li>• Cement foundation already present</li> <li>• Accessible by road</li> <li>• Electricity</li> <li>• Existing water holding tank already present</li> <li>• Easy access to Jabor</li> </ul>	<ul style="list-style-type: none"> <li>• Close to Jabor high school, main road and private homes.</li> <li>• Limited privacy</li> <li>• No beach or swimming area</li> <li>• Needs extensive cleanup and site beautification</li> </ul>
Jaluit, Jaluit (site 2)	Lagoon side, in a small bay, part way to the tip of the island	<ul style="list-style-type: none"> <li>• Nice views</li> <li>• White sand beach</li> <li>• Swimming, but only at high tide</li> <li>• Road access</li> <li>• Nice breeze</li> <li>• Vegetation for shade</li> </ul>	<ul style="list-style-type: none"> <li>• Close to main road and private homes</li> <li>• Limited privacy</li> <li>• Lagoon fully exposed at low tide, limiting swimming</li> <li>• No electricity</li> <li>• No existing water tank</li> <li>• Needs extensive site clean up and beautification</li> </ul>
Ajeejan	Northern tip of island	<ul style="list-style-type: none"> <li>• Beautiful views</li> <li>• White sand beaches</li> <li>• Calm lagoon for swimming</li> <li>• Patchy reef for snorkeling</li> <li>• Cool breezes</li> <li>• Lush vegetation</li> <li>• Very little litter</li> <li>• Privacy</li> </ul>	<ul style="list-style-type: none"> <li>• Boat access only (45 minutes from Jabor)</li> <li>• No electricity</li> <li>• No existing water tank</li> </ul>
Imejj	On old Japanese seaplane landing strip	<ul style="list-style-type: none"> <li>• Beautiful views</li> <li>• Calm lagoon for swimming &amp; snorkeling</li> <li>• Existing cement foundation</li> </ul>	<ul style="list-style-type: none"> <li>• Boat access only (30 minutes from Jabor)</li> <li>• Close to community</li> <li>• No privacy</li> <li>• No electricity</li> </ul>
Lellal, Jaluit	Lagoon-side, halfway between Jabor & Jaluit, Jaluit	<ul style="list-style-type: none"> <li>• Access by road</li> </ul>	<ul style="list-style-type: none"> <li>• No beach, only coral rock and rubble</li> <li>• Too shallow to swim</li> <li>• Close to private homes</li> <li>• Limited breeze</li> <li>• Limited views</li> <li>• Close to dump</li> <li>• No electricity</li> <li>• No existing water tank</li> <li>• Needs extensive clean-up and beautification</li> </ul>

## 10.2 Where to Build First

Some of the best Ajur Guesthouse sites (for natural setting and privacy that would appeal to holiday tourists) are on the remote islands of the atoll. However, unreliable access (only by boat, across a lagoon which can frequently be stormy) and lack of facilities, makes these locations unrealistic for development at this stage.

Initial development should be on the main island of Jaluit. It will be operationally easier to operate a guesthouse there and provide reliable services to it. As entry/ exit point to the atoll, the main island of Jaluit will require accommodation services, and can act as a hub for possible visitor dispersal to outer islands.

However, to prevent over-development, only 2 or 3 Ajur Guesthouses should be built initially. Once/ if tourism increases in Jaluit, additional guesthouses can be constructed, including possibly on other islands of the atoll.

Therefore, it is recommended:

1. ***Build the first 2-3 guesthouses on the main island of Jaluit***
2. ***Locate the first 2-3 Guesthouses either at:***
  - ***the Jabor seawall site.*** In a central location, convenient for airport transfers and services, and with a non-tourist market potential as well, this guesthouse could be built at low cost as some of the infrastructure is already established. It could be used as a 'trial' to perfect the construction technique and design, and encourage community involvement
  - ***Jaluit, Jaluit (site 1)*** - at the northern tip of the island. This is a more scenic location, more likely to appeal to holiday tourists. However, construction costs will be higher and access is less easy.
3. ***Develop the guesthouses gradually as demand is generated***
4. ***Pay particular attention to future site selection for guesthouses to ensure sites appeal to the target market.***

### **10.3 Design**

A lot of discussion was given to the best design for these Ajur Guesthouses. The following general concepts were agreed upon (detailed design suggestions are given in Annex E.).

- Low investment and (for initial guesthouses) attractive also to alternative markets (business, VFR)
- Traditional-style building - slightly modified to accommodate ecotourists (e.g. large window spaces, porch)
- Thatched walls and roof - designed to prevent leakage from heavy rains
- Large windows to maximize light, breeze and views
- Covered porch to extend living area
- Open plan layout with simple furnishing
- Locally made handicrafts for decorations
- Running water for washing
- Compost toilet located separately from house.
- Electricity for lighting where available, otherwise alternative lights (e.g. kerosene lamps)

### **10.4 Ajur Guesthouse Standards of Care**

Several issues were discussed regarding guesthouse standards for cleanliness, upkeep and maintenance. A Standard of Care for Ajur Guesthouses, should be prepared to assure the quality of all the guesthouses. The local community members responsible for the care of each guesthouse should get together as a working group to develop their own set of criteria. The CASO and the CACC Guesthouse Construction subcommittee can coordinate this process. Final Standards should be reviewed by MIVA. A suggested Ajur Guesthouse Standard of Care is included in Annex F

### **10.5 Alternative Uses**

It is important to consider alternative uses for these guesthouses during periods of slow tourism. One possibility is to use them as general accommodation for businessmen and visiting families of high school students. As long as the guesthouses are kept clean and in good condition, this could supplement the income derived from the ecotourism industry.

## 10.6 Costs

Nightly rates for the Ajur Guesthouses should be competitive with other similar accommodation in the RMI (eg Mili). Both a nightly rate and a weekly rate should be calculated. To calculate the nightly rate, the following things need to be considered:

- Housekeeper wages
- Housekeeping supplies (eg cleaners, brooms, toilet paper, soap)
- Ongoing maintenance and repair costs
- Landowner fees (if any)
- Conservation fee
- Laundry of bedding & towels
- Electricity costs (where appropriate)
- Original cost of construction

## 10.7 Management

Careful consideration needs to be given to the issue of Ajur Guesthouse ownership:

- Who owns each Ajur Guesthouse?
- Who is responsible for upkeep and management?
- To whom does the money get paid?
- How does the money get distributed?

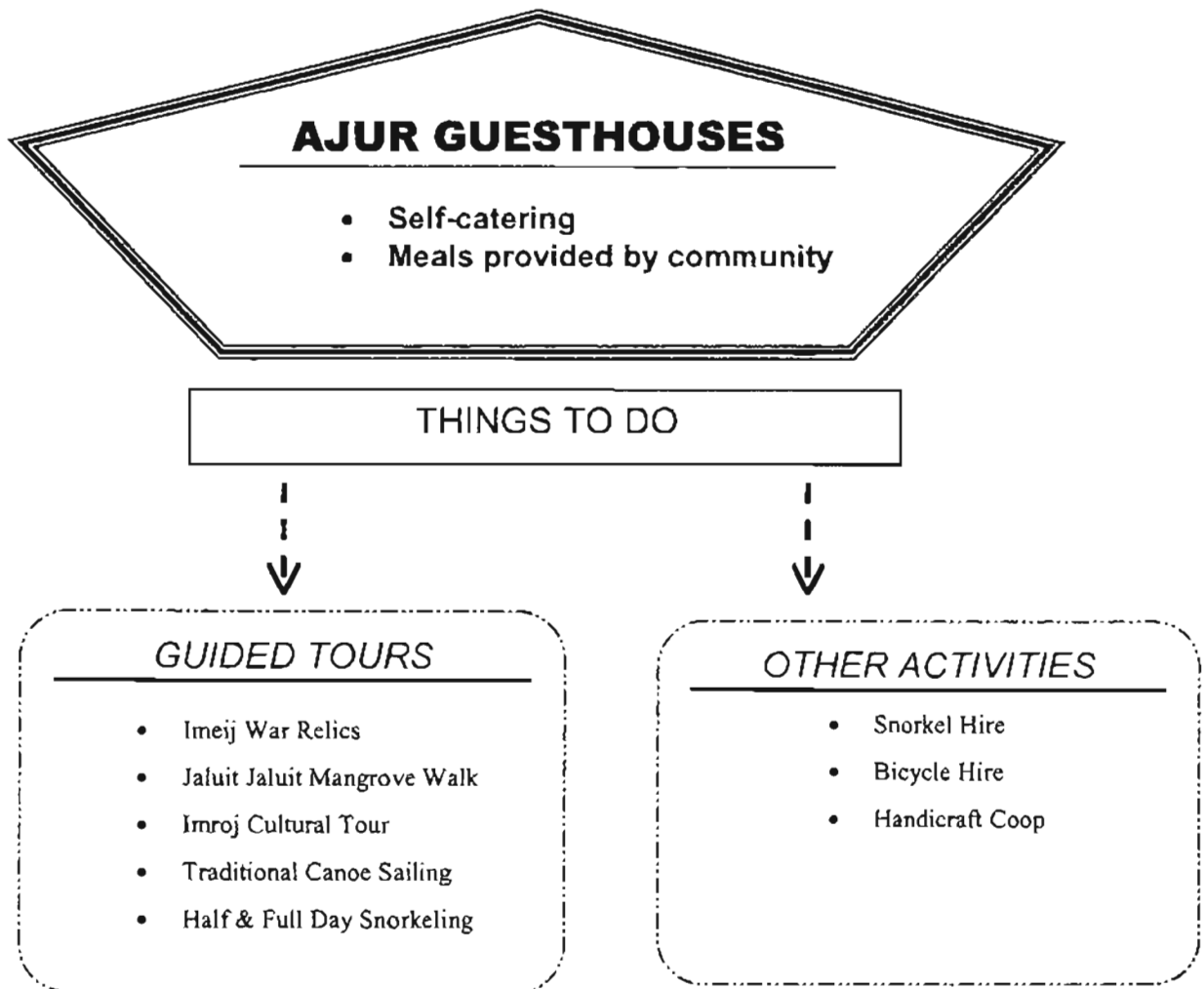
Two possible methods seem most appropriate. Either 1) the guesthouses are owned by the landowners, and the Ecotourism Project pays or 'rents' them for use by the tourists, or 2) the Ecotourism Project owns the guesthouses and pays a percentage of the received payments to the landowners. In both cases an agreement must be reached as to what happens when the Ajur Guesthouses are not in use.

It is recommended that the individual Landowners who own the land will remain the owners of the Ajur Guesthouses. Bookings for accommodation would be the responsibility of the Tourism Manager and the Tourism Management Committee.

## 10.8 Linkages with Activities

A key element of the JACA ecotourism project is the development of exciting and informative tour products. During the site visit to Jaluit Atoll several tour locations were explored. The following activity spectrum was developed.

Figure 1: *Activity Spectrum for JACA Ecotourism Project*



## 11. GUIDED TOUR PRODUCTS

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Guided tours are an important element of the JACA Ecotourism Project. There was a general consensus amongst the community members that tourists should not be allowed to wander around communities by themselves. In the past there have been some problems with tourists accidentally wandering into areas that were private or taboo (MO). Guided tours are the best option - they allow tourists to visit natural, historical and cultural sites in a controlled and monitored manner, reducing the possibility of impacts.

### 11.1 Tour Guides

Guided tours need tour guides. To address the needs of this project, there will need to be two types of tour guides:

- *the Day-Tour Guide* who meets the tourists at the Ajur Guesthouse and stays with the tourists the entire tour, returning with them to the ajur, and
- *the Local Tour Guide* that meets the tourists on location and stays with them only for the duration of the local tour.

The day-guide needs excellent English and communication skills and overall knowledge of Jaluit Atoll. The local guides would be responsible for assuring that proper protocol on the island is followed (e.g. greeting the appropriate landowners) and guiding the tourists on the local tour.

Both these tour guides will play important roles in order to meet expectations of both the tourists and the communities. They will need to be able to:

- Assist tourists with all their needs
- Serve as translator and liaison officer between communities and tourists
- Prevent tourists from wandering into off-limit areas
- Provide environmental and cultural interpretation
- Make sure tourists are following appropriate local cultural etiquette
- Provide first aid as necessary



As suggested by the CACC, tour guides will form an Association that would develop Tour Guide Best Practices, and regularly discuss issues related to tour guiding and environmental impacts. This Tour Guide 'Association' would also be a great way to share interpretive information amongst members of different communities.

### **11.2 Guided Tours**

5 guided tours were identified during this visit:

- WWII War Relic Tour (half day)
- Imroj Cultural Tour (half day)
- Jaluit, Jaluit Mangrove Walk (half day)
- Traditional Sailing Canoe Tour (1 Hour)
- Snorkeling Tours (half day)

Although shorter duration guided tours might be preferred, they are impractical in Jaluit due to the need for boat transportation to and from all destinations.

No self-guided tours were considered because of the communities concern about tourists wandering into private and off-limits areas.

Detailed itineraries (with interpretation plans), operational plans and preliminary costings for these tours are found in Annex G. The CACC and CASO need to negotiate Landing Fees (to be paid to each landowner) before final costings can be calculated.

### **11.3 Reef & Wreck Scuba Diving**

Scuba diving in the lagoon and on the outer reefs around Jaluit Atoll is reported to be some of the best diving in the world. Not only are the reefs healthy, with high coral cover, but they are home to abundant marine life and large pelagic fish. Additional highlights for the area are the underwater WWII planes and shipwrecks.

These wrecks have several characteristics, which make them desirable for wreck divers:

- They are largely unexplored;

- They are generally in good condition;
- They can be penetrated by divers; and
- They are surrounded by abundant marine life

Given these attributes, and the condition of the reef, scuba diving could become a feasible niche market for Jaluit Conservation Area. However, setting up the infrastructure for a scuba diving operation is very expensive. Ongoing operational costs are also very high, with expensive gear and boat maintenance, staff training and liability insurance.

It is the recommendation of this report that a scuba diving operation should be privately owned and operated. It should not be set-up or managed by the JACA community-based ecotourism project. However, the JACA Project should benefit from a diving operation by establishing a joint venture or linkage with it. For instance, the JACA Ecotourism Project could lend support to this private enterprise in return for a per diver fee, paid to the Conservation Area.

## 12. OTHER ACTIVITIES

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Activities other than guided tours should be available to tourists. Tourists often want to spend time alone, doing activities by themselves.

Suitable options for Jaluit are:

- Bicycle Riding
- Snorkeling.

Rental snorkeling gear and bicycles should be made available to all visiting tourists. Decisions need to be made between the CASO, CACC and community as to who will manage this gear. One suggestion was that they would be rented from the JACA Project office.



## 13. MARKETING

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A successful tourism venture depends on effective marketing. Only through effective marketing will tourists see Jaluit Atoll as a potential destination. Marketing tools also serve a role in minimizing conflicts between tourists and communities by providing pre-arrival information on appropriate behavior and dress while visiting an area.

### 13.1 Domestic Market

Majuro and the RMI are themselves a source of tourists, including residents, both expatriate and local, visiting tourists, business people and other visitors. In particular, there seems to be a good potential amongst US civilians working at the US base in Kwajalein. Jaluit would be one of the few outer atolls easily accessible for a relatively inexpensive, short-term holiday away from the base.

Below are options for accessing this market:

- ***Marshall Island Visitor Authority (MIVA)*** - MIVA offers domestic information to all visitors and locals. They already work closely with various communities, and are dedicated to promoting outer atoll ecotourism development. They were very interested and supportive of the JACA project, and offered to assist in any way they could, including offering assistance with brochure design, layout, production and distribution.
- ***Travel Agents*** - There are several travel agents in Majuro, including a desk at the Outrigger Hotel, the Continental Airlines office and the Marshall Islands office.
- ***Bako Divers & Marshall Dive Adventures*** - Both dive operators supported the efforts in Jaluit to promote ecotourism. Presently they have had very little to do with Jaluit, but are willing to assist as needed.
- ***Hotels*** - Most international visitors to Majuro stay in either the Robert Reimer Hotel or the Outrigger hotel. Therefore, these hotels are an important source of tourists - especially if Air Marshall flight schedules change to make access to Jaluit more frequent.
- ***Local Residents*** - There are many short-term residents in Majuro who are from overseas. These include the following groups: overseas embassies, international volunteer agencies such as the Japanese Peace Corps, and contract workers at

local companies. Other local groups such as student and scout groups are also potential markets for Jaluit.

### **13.2 International Market**

MIVA and some travel agents in Majuro also work with the international market, and should be approached to market the JACA project.

Americans and Japanese make up over 60% of the visiting market in RMI. Therefore, these markets should be targeted for marketing. Adventure travel companies, ecotourism companies and conservation organizations from these companies are the most likely to sell tours to Jaluit Atoll.

### **13.3 Marketing Options**

There are several appropriate marketing tools, including brochures, local and regional guidebooks, internet websites, and articles in travel magazines. It is important to remember that all information should be available in English and Japanese.

#### **13.3.1 Jaluit Atoll Conservation Area Brochure**

There is no existing brochure for Jaluit Atoll. This new brochure would be the first step in attracting tourists to Jaluit. It should be a free brochure that is distributed throughout Majuro, the RMI, Micronesia, appropriate overseas travel agents and marketing conventions and tradeshow. It could be displayed on brochure racks at travel agents, hotels, tourist operations, visitor centers, and airport terminals.

The content of the brochure should highlight the nature of this community-based ecotourism project, and its goals to conserve the natural environment.

It should also include:

- General description of Jaluit Atoll with brief outline of the history.
- Description of the Ajur Guesthouses
- List of Guided Tours and other activities
- Glossy photographs of the Ajur Guesthouses, scenic views, local people, the natural environment and aerials of the lagoon.

### 13.3.2 Jaluit Atoll Conservation Area Guidebook (for sale to tourists)

There is an existing *Jaluit Atoll Guidebook* available from MIVA, which gives some access and local information. However, the information is out-of-date, the presentation is ineffective (photocopied double sided with no photos), and the choice of topics limited.

A revised guidebook should be a larger publication, with glossy photographs and traditional drawings. It would serve to attract visitors to Jaluit, give them information about particular locations while they are visiting, and become a take-home souvenir when they leave. In most cases, these guidebooks are given to friends and family interested in visiting.

The costs of producing this Guidebook would be recovered through its sales to tourists. It could be available for sale locally through shops, travel agents, hotels, visitor centers, and tourism operators.

The content of this guidebook should include:

- General overview
- History of the Atoll - pre - colonial, colonial, WWII, modern
- The JACA Project
- Natural History - geology, natural features
- Marshallese people and culture
- Site Highlights - Jabor, Jaluit, Jaluit, Imej, Imroj, Anman,
- Ajur Guesthouses
- Guided and other activities
- Pre-arrival information for tourists
  - \* what they need to know (dress codes, cultural etiquette, weather, living conditions)
  - \* what they should bring (walking shoes, clothing, cash money, special foods)
  - \* how to make arrangements to stay (booking flights, Ajur Guesthouses, food)

### **13.3.3 Marshall Island Outer Atoll Guidebook**

MIVA is currently designing a guidebook for the RMI outer atolls. To be included the outer island communities must have some form of accommodation available for tourists. The JACA project should be sure to have their information included in this regional guidebook. The information provided will depend on the size restrictions set by MIVA, but generally the information should be similar to that used in the *Jaluit Atoll Conservation Area Brochure*.

### **13.3.4 Internet Websites**

Websites are an extremely fast growing form of marketing. There are several agencies and operators with current websites for the Marshall Islands. These include MIVA ([www.yokwe-yok.com](http://www.yokwe-yok.com)), the Marshall Island Embassy site called RMI Online ([www.rmicmbassvus.org](http://www.rmicmbassvus.org)), Marshall Island Divers ([www.bikinatoll.com](http://www.bikinatoll.com)) and Bako Divers ([www.bakodivers.com](http://www.bakodivers.com)).

A website designed specifically for the JACA project, promoting the Ajur Guesthouses, the guided tours, and the community conservation efforts, could easily be linked to the existing homepages of the above organizations. As of December 2000, the RMI Online website had received nearly 140,000 'hits', and the Bikini Atoll website had received nearly 400,000 'hits'. This indicates that potential visitors and tourists are looking at these sites.

### **13.3.5 Travel & Airline Magazine Articles**

Travel articles appearing in airline In Flight magazines and other travel magazines (e.g. *Islands*) are a very effective way to promote tourism products both domestically and internationally, since they are widely used by travelers to identify new destinations. There are two alternative ways for getting articles in a magazine - write the article and submit it to the magazine, or invite the travel writers to come to you. It is advisable to first check their credentials, previous published travel writings and find out where they would publish their article.

#### 13.4 How to Get Marketing Assistance

The Marshall Islands Visitor Authority is committed to assisting local communities market their products. They have a *Marketing Support Policy*, which outlines different ways in which they can help.

For example, MIVA will contribute 50% or \$1000 (whichever is less) towards the production of a brochure and/or website. MIVA will not only provide technical assistance with design, layout and content, but will also help contact appropriate publishers and printers. These services are invaluable in assisting in the production of good marketing materials.

The CASO should consult closely with MIVA in developing a marketing strategy for the JACA Ecotourism Project.





## 14. TOURISM MANAGEMENT

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Four major areas of management are necessary to assure the sustainability of the JACA Ecotourism Project:

- Community Management
- Business Management
- Environmental Management
- Historic Resource Management

It is important to carefully consider all aspects of running the tourism project. Issues such as ownership of resources and infrastructure must be clearly defined and agreed upon.

### 14.1 Ecotourism as a Business:

For the Ecotourism Project in Jaluit to provide the economic and other benefits sought by stakeholders, sound business management principles should be applied.

It is proposed that the Ecotourism Project be managed by the Tourism Management Committee/Conservation Area Coordinating Committee (TMC/CACC; refer Section 14.2.2), through a Tourism Manager/Conservation Area Support Officer (TM/CASO; refer Section 14.2.3) of its appointment. The project needs to carefully consider the following issues:

- *Who would have ownership of the tourism facilities, particularly the Ajur Guesthouses? Would the TMC/CACC own the Ajur Guesthouses, or would they be owned by local families with the TMC/CACC in charge of marketing, selling and booking them on a commercial basis (eg set fee or commission)*
- *If the TMC/CACC, as a tourism operator, starts earning income of its own, through sales of local products, how would this conflict with the TMC/CACC's broader management role for tourism and conservation? Who would decide how this income is to be used? At what stage is it appropriate that a separate trading arm be established for tourism operations?*
- *If ecotourism increases within Jaluit, there is a chance that individuals, families or outside investors will try to establish their own tourism enterprises. This may compete with the JACA community venture. Would the TMC/CACC take a*

regulatory approach to these enterprises, linking operation to permits and permit conditions? Would the community enterprise focus on sales of local product as opposed to a community-owned product competing with private owned product? Examples from around the Pacific show that private enterprises, rather than community-owned enterprises, may be more feasible for some tourism activities.

### **Recommendation**

It is recommended that the TMC/CACC adopt a central role focused on supporting family enterprise, through marketing, sales and booking, plus facilitating or providing other support to community enterprise. This role can be developed on a commercial basis (generating income through sales) although an appropriate structure for commercial activity needs to be established.

The TMC/CACC should also examine and consider other means of generating income and benefits for the Jaluit community through tourism. Apart from the community, through a body such as the TMC/CACC, owning products or providing a commercial sales/ booking agency, community representatives may consider facilitating tourism investment in Jaluit through for example:

- developing a concession
- facilitating joint ventures.

This seems particularly appropriate for high investment marine tourism activities such as scuba diving operations. For example: the establishment of a scuba operation within Jaluit, using outside investment, could be facilitated by the TMC/CACC preparing a concession tender. In this manner, the TMC/CACC could offer a parcel of land as well as pre-identify terms and conditions for operation (eg rental, conservation fee/ policy, standards of operation, dispute resolution process).

## 14.2 Community Management

Nearly all aspects of tourism will directly affect local communities.

Therefore, communities should have ultimate control over all aspects of the JACA Ecotourism Project.

Effective management of the ecotourism business is essential to its success. This is particularly true for this JACA project due to its complicated set-up of having guided tours and accommodation spread throughout many communities.

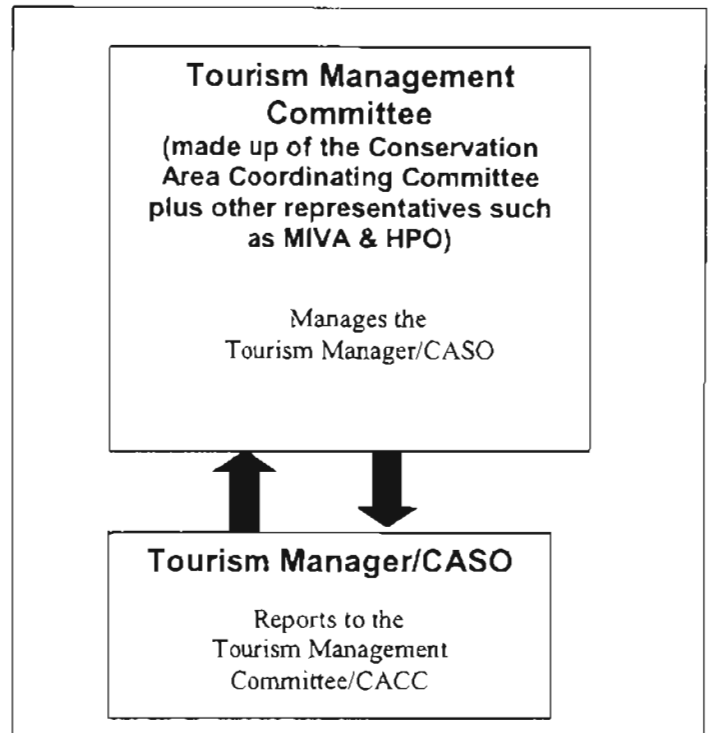
A two-tiered management is recommended:

1. a community run *Tourism Management Committee* (TMC/CACC) which is the existing CACC with additional representatives from other agencies such as MIVA and the HPO, will oversee the entire project (even after the SPREP funding ceases); and
2. a *Tourism Manager* (TM/CASO) who will coordinate and carry out the decisions of the TMC/CACC.

### 14.2.2 The Tourism Management Committee (TMC/CACC)

This committee would oversee all tourism management issues and provide the structure for ongoing community consultation. The existing CACC would form the basis of this committee, but additional stakeholders such as MIVA, RMIEPA, and private tourism operators need to be included to expand the tourism expertise within the TMC/CACC.

## Reporting and Management



The role of the TMC/CACC should include:

- Appointing a Tourism Manager from the community to oversee the daily operations of the tourism business
- Monitoring the performance of community tourism products to ensure ongoing quality, and the work of the Tourism Manager
- Developing the rules of behavior and access for tourism activities
- Developing Best Practice guidelines for tour guides, tourists and other tourism industry staff
- Developing Memorandums of Understanding (MOU) with landowners and other tourism operators in the area
- Endorsing and managing any tourism activity that occurs within JACA
- Respecting the business imperatives of the Tourism Manger.

#### **14.2.3 The Tourism Manager (TM/CASO)**

The Tourism Manager would be appointed by the TMC/CACC and report regularly to its members. For transparency, the TM/CASO should present financial reports to the TMC/CACC monthly. The TM/CASO is a position that will continue after SPREP funding for the JACA finishes. This TM/CASO should be from within the community, and have a clear understanding of the daily responsibilities of a tourism business. This person may or may not be the existing CASO.

The TM/CASO should be given a clear job description and performance criteria to be met every year. The role of the Manager will be to:

- Coordinate the tourism development
- Assist families/ clans develop their guesthouses and other enterprises
- Manage the running of the Tourism business
- Take bookings
- Organize tour guides
- Relay bookings to families owning Ajur Guesthouses: check they are organized
- Make sure handicrafts stocks are maintained
- Liaise with marketing/government agencies in Majuro
- Meet & greet tourists at the airport
- Manage equipment/infrastructure

- Pay workers, landowners and others as needed
- Assist organization of required training
- Make payments into the Common Fund
- Undertake tourism management tasks for the Tourism Management Committee (e.g. develop MOU's, design marketing material) and report to the Committee
- Develop community awareness and understanding of tourism and the JACA project
- Develop partnerships with other stakeholders.

### 14.3 Financial Management

An important objective of the ecotourism project is to deliver benefits to JACA landowners and communities. Good financial practices are essential.

Important elements include

- A system for collecting money and saving it safely. This is particularly important since there are no banking facilities on Jaluit.
- An accounting system that is subjected to regular audits.
- Community consultation in the spending of moneys.

A sample Financial Management Worksheet, useful for keeping track of income & expenditures for each tour is included in Annex L.

To achieve these objectives, it is recommended that the TMC/CACC set up two funds:

1. **A Common Fund** - this account would have signatories at the TMC/CACC level, or be a formal Trust Fund. This fund holds the 'profits' from the tourism industry. Its funds would be used for community development projects which are agreed to by all involved communities.
2. **An Operational Fund** - this fund should have the TM/CASO and one TMC/CACC as signatories. The Operational Fund needs to be closely monitored by the TMC/CACC, and audits should be carried out regularly. This fund should cover operational costs such as:
  - \* TM/CASO wages

- \* Guesthouse maintenance
- \* Marketing and communication costs (e.g. phone, fax, brochures, website)
- \* Tourism industry staff wages (e.g. tour guides, housekeepers)

All tour costs include a 10% Conservation Fee that should be divided between the two funds.

#### 14.4 Environmental and Heritage Management

Minimizing environmental and historical relic impacts and delivering a net conservation benefit are key objectives of the JACA.

All tourism activities can result in environmental impacts, such as trampling, compaction, resource removal and wildlife harassment. Careful and sustained management of these impacts is essential to the successful and sustainable operation of an ecotourism venture.

**REMEMBER**  
*that  
environmental  
protection is  
cheaper than  
environmental  
rehabilitation.*

Although impact levels may seem insignificant with the low level of tourism in Jaluit, repeated use of an area, even with low tourist numbers, has shown to cause noticeable environmental degradation. For this reason it is important to consider all impacts and follow minimization impact practices.

The Environmental Impact Assessment in Annex J highlights the most likely impacts that will result from the tourism products developed in this report. It also suggests methods to use to minimise each impact.

#### Impacts can be managed through:

- *Conservation awareness programs* for tour guides and communities
- *Tour briefings* to tourists prior to departure on any guided tour
- *Environmental Best Practice Code* for community members, tour guides and tourists. Best practices are an important management tool that, when followed appropriately, helps conserve and protect the natural environment from tourism impacts (see Annex J, Environmental Impact Assessment). Codes should be agreed to and signed off by members of the Tour Guide Association and local communities. A sample *Environmental Best Practice Code* is included (Annex H).

- ***Historic Relic Preservation Best Practices*** for community members, tour guides and tourists. Although there is existing legislation regarding what can and cannot be done to historic artifacts, the Historic Preservation Office in Majuro is willing to work closely with communities to develop sensitive ways to use the relics on their property (refer Annex K). The HPO's main concerns center on the preservation of the relics. Their recommendations are included in the Suggested Relic Preservation Best Practices in Annex I. The CASO should consult closely with the HPO while developing the final Relic Preservation Best Practices.
- ***Ongoing Site Clean-up Programs*** that maintain presentation of the natural and heritage values of the areas. In all sites there is a problem with unsightly trash. All trash should be removed from the areas - including plastic, glass, metal, paper, etc. Even small pieces of trash must be removed.
- ***Site Clearing & Relic Preservation*** that shows off the historic and cultural relics. Only remove what is absolutely necessary to allow people access and a view of the objects. Experts from the HPO strongly urge the community NOT TO remove any vegetation growing on or in the relics because this vegetation is actually holding many of these pieces together. The same applies to the dirt in the cracks. The CASO should consult with the staff at the HPO for detailed recommendations for site clean up. In many cases the staff will come to the area and lend technical assistance. In cases where communities feel that they want to initiate an intensive relic preservation project for specific relics, the HPO provides assistance in acquiring funding and expertise.
- ***Improving access and safety with appropriate Trail Designs*** to provide safe guided tour access. Area around the trails should be cleared of dangerous vegetation and trash. This process does not necessitate the construction of expensive boardwalks or the clearing of large trails. Ecotourists like to see these areas in their natural state. However, unsafe areas need to be made safe. This can be accomplished by tasks such as removing dangerous rocks, cutting back vegetation with spikes and thorns (e.g. pandanus leaves), removing piles of coconut husks and leaves from the paths. No large trees or branches should be removed unless they pose a threat to the tourists. There may be areas that are swampy that need to have some sort of 'boardwalk' placed over them to prevent visitors sinking into the mud.



**Conservation benefits can be generated through:**

- *Increased pride* in local natural environments (e.g. mangrove swamps, beaches, lagoon) as key tourism resources
- *Increased respect* for a healthy environment as a source of community income
- *Distribution of tourism benefits* throughout communities
- *Establishment of a Common Fund* which could be used for conservation efforts
- *Tour guide training and awareness* to develop community conservation awareness

Payments into the Common Fund should become known as a 'Conservation Fee' or 'Resource Rental fee' rather than an access or community fee. A resource rental is where tour operators 'rent' the communities' resources (e.g. mangrove swamp or historic relics) for tourism use. The concept of resource rental closely links tourism and shared revenue with the environment and with conservation to achieve a greater conservation benefit.

## 15. TRAINING NEEDS

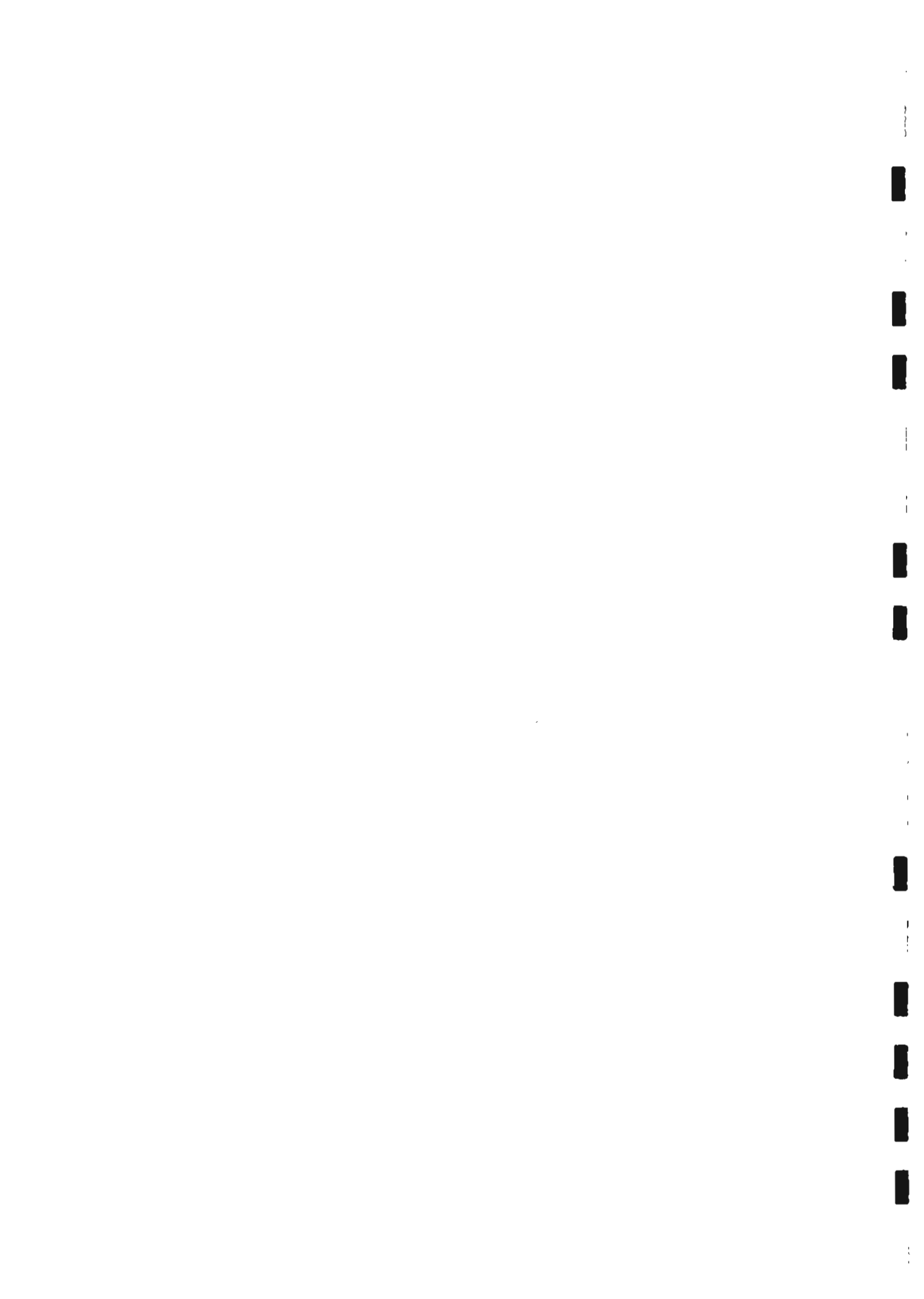
The following training needs have been identified.

Staff	Training
Tourism Management Committee/CACC members	<ul style="list-style-type: none"> <li>• Executive management/business awareness training</li> </ul>
CASO & Tourism Manager	<ul style="list-style-type: none"> <li>• Financial &amp; Business Management</li> </ul>
Tour Guides	<ul style="list-style-type: none"> <li>• Basic Tour Guide Skills</li> <li>• English speaking skills</li> <li>• Cultural Awareness</li> <li>• Customer Service</li> <li>• Interpretation Methods</li> <li>• 1<sup>st</sup> Aid &amp; CPR &amp; Water Rescue</li> </ul>
Boat /Canoe Driver	<ul style="list-style-type: none"> <li>• English speaking skills</li> <li>• Cultural Awareness</li> <li>• Customer Service</li> <li>• Boat Handling &amp; Safety</li> <li>• 1<sup>st</sup> Aid &amp; CPR</li> <li>• Water Rescue</li> </ul>
Handicraft Shop Workers	<ul style="list-style-type: none"> <li>• Retail Skills</li> </ul>
Guesthouse Housekeepers	<ul style="list-style-type: none"> <li>• English speaking skills</li> <li>• Cultural Awareness</li> <li>• Customer Service</li> <li>• Housekeeping skills</li> </ul>
Food Preparers	<ul style="list-style-type: none"> <li>• English speaking skills</li> <li>• Cultural Awareness</li> <li>• Hygiene &amp; Food Handling</li> </ul>

### 15.1 Training Providers

Recognized training providers within the RMI are limited. The College of Marshall Islands and the University of the South Pacific in Majuro could help the CASO identify potential providers. Alternative sources of training could come from utilizing the skills of short-term residents in Jaluit, like Japanese Peace Corp. volunteers. These volunteers, who are generally teachers at the high school, could provide Cultural Awareness training to tour guides.

The growing commitment to regional tourism may open up possibilities in the near future. One recent initiative is the development of high school-based vocational programs called 'academies'. MIVA is closely involved in setting up a Tourism and Hospitality Academy which would offer school-to-work training for students wanting to pursue work in tourism and hospitality. The JACA CASO should work closely with these the coordinators of this academy.



# PART 4 - Revised Ecotourism Strategy

## 16. REVISED STRATEGY PLAN

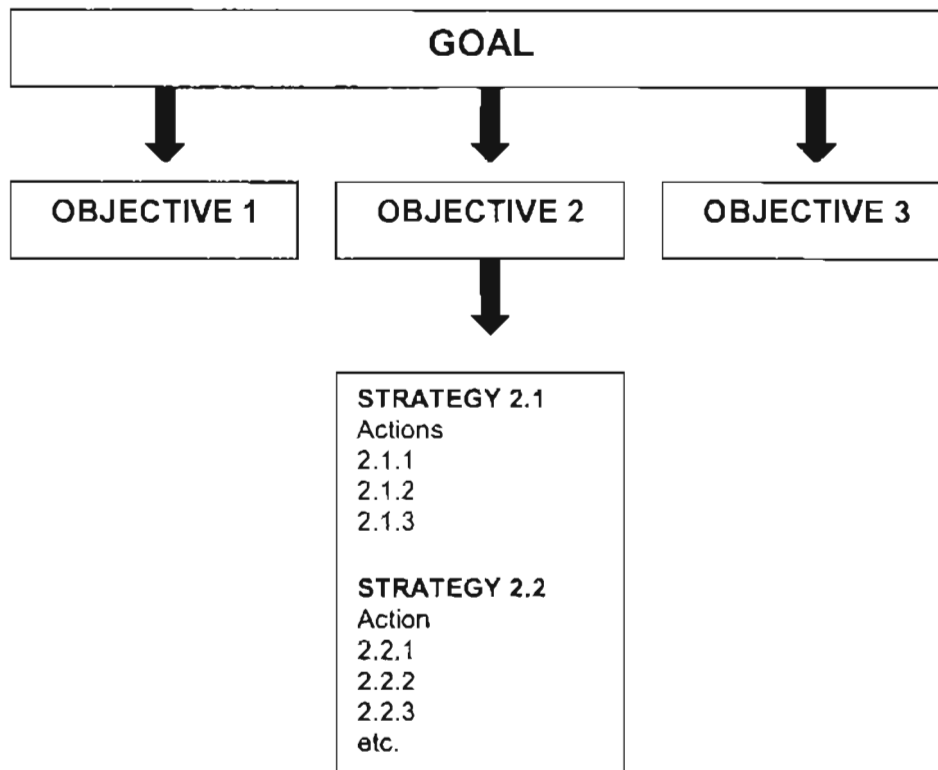
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The following Strategy focuses on the development needs for the progression of the proposed tourism products (guided tours and ajur guesthouses), in the Jaluit Atoll Conservation Area

The Strategy Plan identifies the:

- **Goal** for the JACA project
- **Objectives** to achieve this goal
- **Strategies** on how to achieve each Objective
- **Actions**, or steps, necessary to achieve each Strategy.

Figure 2: Example of Strategy Plan



## 16.1 Guiding Principles

The following principles have guided this ecotourism strategy development:

- 1) **Community-based** - the local communities will be directly involved in both the overall management and the daily operation of the project.
- 2) **Reinvestment of benefits** - economic benefits generated by ecotourism in the area should be reinvested back into the area to support conservation and management of the resources and benefit local communities.
- 3) **Sustainability** - ecotourism must be ecologically and economically sustainable to assure continued success of this project.
- 4) **Minimal Environmental Impact and Conservation Benefits** - to increase and highlight conservation benefits of ecotourism. It must be compatible with conservation efforts within the Jaluit Atoll in specific and the Marshall Islands in general.

## 16.2 Key Objectives, Actions, Responsibilities & Time Lines

The final strategy presented herein is consistent with the Planning and Ecotourism Principles outlined above. Four key objectives have been identified along with what needs to be done, when it should be done, and by whom. Please use this as Plan as a guideline only. Ultimate decisions on time lines and responsibilities lie with the TMC/CACC and communities.

The key objectives are:

- 1) To maximise community participation in management of JACA ecotourism
- 2) To operate a successful and profitable tourism business
- 3) To maximise tourism benefits and distribution amongst JACA community stakeholders
- 4) To maximise conservation benefits

*Please Note: This Strategy has incorporated the original Action Plans developed by the CACC and Subcommittees for Tour Guiding, Guesthouse Construction & Handicrafts.*

**Abbreviations Used:**

TM/CASO	Tourism Manager/CASO	SPREP	South Pacific Regional Environment Programme
TMC/CACC	Tourism Management Committee	RMIEPA	Republic of Marshall Islands Environmental Protection Agency
CASO	Conservation Area Support Officer	HPO	Historic Preservation Office
CACC	Conservation Area Coordinating Committee	TFA	terra firma associates
MIVA	Marshall Island Visitor Authority	Community	Jaluit Atoll Community
JALG	Jaluit Atoll Local Government		

**GOAL**

For the communities of Jaluit Atoll to manage and develop small-scale ecotourism activities which are sympathetic to local culture and the environment and which maximum community participation, conservation and community benefit.

**OBJECTIVE 1**

*To maximise community participation in management of JACA ecotourism*

TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001t</i>	Principal	Support
<b>Strategy 1.1 - Establish a management structure</b>			
<b>Actions</b>			
1.1.1 Select Tourism Management Committee (TMC)	Feb	CACC	JALG community
1.1.2 Agree on role and functions of TMC/CACC	Feb	CACC	CASO/JALG
1.1.3 Prepare a letter of appointment (covering duties, authority, objectives) for the Tourism Manager (TM) position.	Feb	TMC/CACC	CASO/ JALG
1.1.4 Select and appoint Tourism Manager (TM/CASO)	Feb	TMC/CACC	CASO
1.1.5 Seek involvement and advice from MIVA	Feb - Mar	TMC/CACC	TM/CASO

TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001t</i>	Principal	Support
<b>Strategy 1.2 - Establish agreement with local tourism industry stakeholders</b>  <b>Actions</b> 1.2.1 Initiate discussions with landowners and communities in area where guided tours will operate 1.2.2 Sign MOU's with landowners and communities to allow access to locations 1.2.3 Negotiate access fees (landing fees) for each location	Dec - Mar  Feb - Mar  Feb	TM/CASO  TMC/CACC  TM/CASO	TMC/CACC  TM/CASO  TMC/CACC
<b>Strategy 1.3 - Establish guidelines and Best Practices / Codes for tourism behaviour and access</b>  <b>Actions</b> 1.3.1 Write draft rules for environmental and behavioural Best Practices & Codes 1.3.2 Finalise Best Practices & Codes	Feb - Mar  Mar - Apr	TM/CASO  TMC/CACC	TMC/CACC MIVA community  TM/CASO community
<b>Strategy 1.4 - Develop greater community awareness of JACA ecotourism development</b>  <b>Actions</b> 1.4.1 Deliver tourism awareness to the broader communities, promoting: * realistic expectations * benefits and impacts * participation and involvement 1.4.2 Organise business awareness / management training to JALG members 1.4.3 Organise study trips to other community ecotourism destinations to study their operations and management systems (for TM and other relevant community members as deemed appropriate by TMC, CACC & JALG)	Dec - Feb  Mar - May  Apr - May	TM/CASO  TM/CASO  TM/CASO	MIVA  MIVA  MIVA SPREP

TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001t</i>	Principal	Support
<b>Strategy 1.5 - Seek community decisions &amp; support</b>			
<b>Actions</b>			
1.5.1 Adopt Tourism Development Plan	Feb	TMC/CACC	JALG community
1.5.2 Adopt Financial Management Strategy (distribution of benefits, administration of Common Fund and Operational Fund, guided tour costs, Landing Fees)	Mar - May	TMC/CACC	TM/CASO
1.5.3 Define specific community involvement and roles in tourism business	Feb - Jun	TMC/CACC	TM/CASO JALG community
<b>OBJECTIVE 2</b>			
<i>To operate a successful and profitable tourism business</i>			
TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001</i>	Principal	Support
<b>Strategy 2.1 - Develop accommodation</b>			
<b>Actions</b>			
2.1.1 Determine sites for 2 or 3 ajur guesthouses in Jabor & Jaluit, Jaluit	Feb	TM/CASO	TMC/CACC community
2.1.2 Identify relevant landowners and seek approval	Feb	TM/CASO	TMC/CACC
2.1.3 Obtain Landowner Permits for each site	Feb	TM/CASO	TMC/CACC
2.1.4 Sign MOU's with landowners which clarify use, access, fees	Feb - Mar	TMC/CACC	TM/CASO
2.1.5 Form Ajur Guesthouse Association and determine Association Bylaws	Mar - Apr	TMC/CACC	TM/CASO



TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001</i>	Principal	Support
2.1.6 Determine role of community members in managing each ajur * housekeeping duties * food preparation * structure maintenance * handicraft decorations	Feb - Mar	TMC/CACC	TM/CASO community
2.1.7 Finalise ajur design and get professional blueprint plans drawn-up	Feb - Mar	TMC/CACC architect	TM/CASO
2.1.8 Determine additional infrastructure needed for each locations, including: * water tank * compost toilet system * electricity or alternative * grey water (shower/sink) waste system * furnishings (beds, table, decorations)	Apr	TM/CASO	Architect MIVA TMC/CACC community
2.1.9 Find appropriate compost toilet system (consult with MIVA)	Apr - May	TM/CASO	MIVA
2.1.10 Complete detailed costing for construction and outfitting for each ajur	Apr	TM/CASO	Chief Carpenter
2.1.11 Secure additional funds for construction	Dec - Jun	TM/CASO	TMC/CACC JALG
2.1.12 Clean and beautify ajur sites	Dec - Jun	TM/CASO	Community
2.1.13 Appoint Chief Carpenter to oversee supply purchases and construction	Apr	TMC/CACC	TM/CASO
2.1.14 Purchase construction materials	Apr - May	TM/CASO	Chief Carpenter
2.1.15 Construct Ajur guesthouses	May - Jul	TM/CASO	Chief Carpenter
2.1.16 Dedicate Ajur guesthouses with media coverage	Aug	TMC/CACC	JALG

TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001</i>	Principal	Support
<b>Strategy 2.2 - Establish tourism business</b>			
<b>Actions</b>			
2.2.1 Review and finalise JACA Business Plan with financial analysis	Jan - Feb	TM/CASO	TMC/CACC JALG
2.2.2 Obtain community agreement on proposed guided tours	Feb - Mar	TM/CASO	
2.2.3 Open Common Fund and Operational Fund bank accounts	Mar	TM/CASO	TMC/CACC
2.2.4 Identify Tour Booking System and communication links with Majuro	Feb - Apr	TM/CASO	TMC/CACC
2.2.5 Set up booking office and establish clear booking and payment procedures	Apr - May	TM/CASO	TMC/CACC
2.2.6 Determine specific roles and standards for tourism workers. * tour guides * handicraft workers * housekeepers * food preparers * boat drivers * etc.	Feb - Mar	TMC/CACC	TM/CASO MIVA
2.2.7 Select workers from the communities and establish working groups or Associations	Feb - Mar	TMC/CACC	JALG
<b>Strategy 2.3 - Establish tour products to international tourism standards</b>			
<b>Actions</b>			
2.3.1 Select tour guides from community and form Tour Guide Association	Feb - Mar	TM/CASO	TMC/CACC
2.3.2 Finalise guided tour itineraries, interpretation material and costings	Apr - May	TM/CASO	Tour guides community
2.3.3 Purchase any necessary gear for tours: * snorkel gear * rental bicycles	Jun - Aug	TM/CASO	TMC/CACC
2.3.4 Organise and deliver tour guide training	Jul - Aug	TM/CASO	MIVA

TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001</i>	Principal	Support
2.3.5 Organise & deliver First Aid training	Jul - Aug	TM/CASO	MIVA
2.3.6 Establish Best Practice Code for ecotour guides, including: * customer service * environmental protection * safety * reliability	Jul	TM/CASO	tour guides community
<b>Strategy 2.4 - Prepare sites</b>			
<b>Actions</b>			
2.4.1 Finalise access trails for guided tours	Apr - May	TM/CASO	tour guides community
2.4.2 Organise working groups to clear trails and make them safe	May - Jun & ongoing	TM/CASO	community
2.4.3 Liaise with Historical Preservation Office in Majuro for technical assistance in clearing around historical relics	Apr - May	TM/CASO	TMC/CACC
2.4.4 Establish schedule for regular site maintenance and safety checks	May	TM/CASO	TMC/CACC
<b>Strategy 2.5 - Market JACA Ecotourism Project</b>			
<b>Actions</b>			
2.5.1 Finalise names for guided tours and ajur guesthouses that will be used in marketing material	Mar	TMC	TM/CASO
2.5.2 Prepare JACA Brochure	Mar - Jun	TM/CASO	TFA MIVA
2.5.3 Prepare information for inclusion in MIVA Outer Island Guidebook	Mar - Jun	TM/CASO	TFA MIVA
2.5.4 Develop Internet website homepage linked with existing RMI websites RMI Online - MIVA, MDA, Bako Divers and other ecotourism sites.	Apr - Sep	TM/CASO	TFA MIVA
2.5.5 Update information available in MIVA, including well layed out photo album on JACA	Aug - Sept	TM/CASO	TFA MIVA

TASK <i>What to do</i>		TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
		<i>all dates refer to 2001</i>	Principal	Support
2.5.6	Update information in Lonely Planet Guide (contact publisher)	Sep	TM/CASO	TFA MIVA
2.5.7	Invite travel magazine writers to JACA	Oct	TM/CASO	TFA MIVA
2.5.8	Revise & update Jaluit Atoll Guidebook	Oct - Nov	TM/CASO	MIVA
2.5.9	Invite relevant stakeholders from Majuro to JACA to experience the tourism products	Sep - Oct	TMC/CACC	MIVA
2.5.10	Seek media coverage: * tv * radio * newspaper	Jul - Oct	TM/CASO	TMC/CACC JALG
2.5.11	Establish schedule to review and update marketing material on a regular basis	Dec & ongoing	TM/CASO	TMC/CACC
<b>Strategy 2.6 - Develop the capacity of Tourism Manager</b>				
<b>Actions</b>				
2.6.1	Organise business and financial training	Mar - May	TM/CASO	TMC/CACC
2.6.2	Develop close working relationship with CACC & CASO	Feb - Dec	TM/CASO	TMC/CACC
2.6.3	Conduct study tour of other community-based ecotourism developments	Apr - May	TM/CASO	TMC/CACC JALG

### OBJECTIVE 3

*To maximise tourism benefits and distribution amongst JACA community stakeholders*

TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001</i>	Principal	Support
<b>Strategy 3.1 - Provide benefits and employment opportunities to a range of community stakeholders</b>  <b>Actions</b> 3.1.1 Select tour guides and workers from all groups: * women * men * landowners * youth.  3.1.2 Determine system of payment of wages and fees	Feb - Mar           Feb - Mar	TMC/CACC           TMC/CACC	TM/CASO           TM/CASO JALG
<b>Strategy 3.2 - Establish Common and Operational Funds</b>  <b>Actions</b> 3.2.1 Open bank accounts  3.2.2 Establish guidelines for use, management and accountability of funds  3.2.3 Seek approval from community of decisions for use of profits	Mar   Mar - Apr   Feb - Dec & ongoing	TM/CASO   TMC/CACC   TM/CASO	TMC/CACC JALG  JALG  TMC/CACC

## OBJECTIVE 4

*To maximise conservation benefits through the adoption of environmentally responsible practices to minimise resource use and impacts, while enhancing the beauty of Jaluit Atoll.*

TASK <i>What to do</i>	TIMING <i>When to do it</i>	RESPONSIBILITY <i>Who oversees</i>	
	<i>all dates refer to 2001</i>	Principal	Support
<b>Strategy 4.1 - Follow Best Practice Codes</b>			
<b>Actions</b>			
4.1.1 Train tour guides in environmental interpretation and Conservation practices	Jul - Aug	TM/CASO	TMC/CACC
4.1.2 Encourage community adherence and participation in these Codes	Feb - Dec	TM/CASO	TMC/CACC
<b>Strategy 4.2 - Assure best use of Conservation Fee</b>			
<b>Actions</b>			
4.2.1 Include Conservation Fees in all guided tour and ajur guesthouse prices	Apr - May & ongoing	TMC/CACC	TM/CASO
4.2.2 Establish system of prioritizing projects to be funded by these monies.	Apr - May	TMC/CACC	JALG community

## 17. IMPLEMENTATION SCHEDULE

Please use this Implementation Schedule on the following pages as a guideline only.

If actual completion dates are delayed, adjust schedule as required.

### 17.1 Implementation Issues

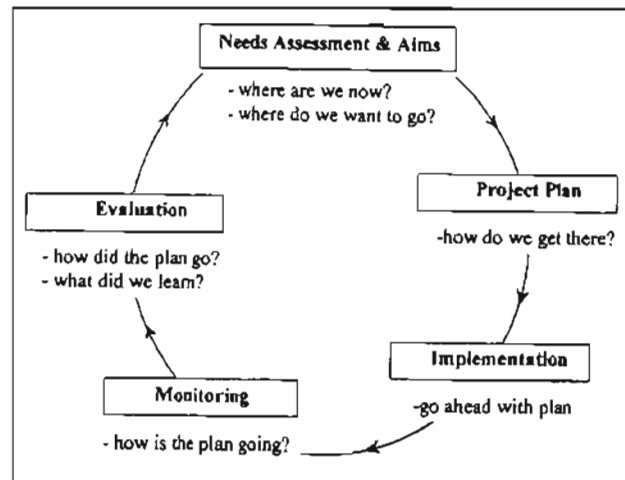
The JACA ecotourism project has moved through the majority of the planning stages, with little planning left to be completed.

The ecotourism project has now entered the **Implementation Stage** of the Project Cycle outlined in Figure 3.

Successful implementation requires:

- **A Good Plan:** the Revised Ecotourism Strategy Plan and Implementation Schedule are designed to guide implementation.
- **A Good Team Leader** - a person dedicated to the project who will assist in overseeing all aspects of the implementation (most likely the CASO)
- **Good Teams:** there are many team members (eg the stakeholders represented on the TMC/CACC, and TFA as part of the team providing technical support) with different responsibilities
- **The Three Cs: *coordination, communication, cooperation*** is essential between all committee and community members
- **Monitoring:** keeping an eye on the progress and quality of the project as it develops. TFA is doing some through extension assistance.

Figure 3: *Project Cycle*



It is critical that the leaders of the project perform well for this project to succeed, and achieve quality results within the designated time lines.

If implementation proceeds without quality control, several things may occur, including:

- significant environmental damage
- poor quality construction (requiring additional maintenance and resources)
- poor tourism product.

It is recommended that someone be clearly identified as responsible for implementation of the Plan. This person would bear all responsibility for quality and timely implementation. The TMC/CACC, TM/CASO and SPREP should consider assigning the duties of Implementation Coordinator to one particular person. This may or may not be the CASO, depending upon the willingness of the CASO to handle these added responsibilities.



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## IMPLEMENTATION SCHEDULE

No	Specific Task	Dates												Who is responsible			
		Dec 2000	Jan 2001	Feb 2001	Mar 2001	Apr 2001	May 2001	Jun 2001	Jul 2001	Aug 2001	Sep 2001	Oct 2001	Nov 2001	Dec 2001	Principal	Support	
<b>1.1</b>	<b>Establish management structure</b>																
1.1.1	Select Tourism Management Committee & agree on its role															CACC	JALG community
1.1.2	Prepare letter of appointment for Tourism Manager (TM)															TMC/CACC	CASO/JALG
1.1.3	Select and appoint Tourism Manager															TMC/CACC	CASO
1.1.4	Seek involvement from MIVA															TMC/CACC	TM/CASO
<b>1.2</b>	<b>Liase with other stakeholders</b>																
1.2.1	Discussion with landowners on guided tour sites															TM/CASO	TMC/CACC
1.2.2	Sign MOU's with landowners for access															TMC/CACC	TM/CASO
1.2.3	Negotiate Landing Fees															TM/CASO	TMC/CACC
<b>1.3</b>	<b>Guidelines, Best Practices and Codes</b>																
1.3.1	Draft Best Practices (environmental, heritage preservation, guesthouse standards & tour guiding behavior)															TM/CASO	TMC/MIVA/HPO/community
1.3.2	Finalize Best Practices & Codes															TMC/CACC	TM/CASO/community

CACC Conservation Area Coordinating Committee  
 CASO Conservation Area Support Officer  
 HPO Historic Preservation Office

JALG Jaluit Local Government  
 MIVA Marshall Islands Visitor Authority  
 RMIEPA RMI Environmental Protection Agency  
 TFA Terra Firma Associates

TM Tourism Manager  
 TMC Tourism Management Committee

No	Specific Task	Dates												Who is responsible			
		Dec 2000	Jan 2001	Feb 2001	Mar 2001	Apr 2001	May 2001	Jun 2001	Jul 2001	Aug 2001	Sep 2001	Oct 2001	Nov 2001	Dec 2001	Principal	Support	
<b>1.4</b>	<b>Community Awareness</b>																
1.4.1	Tourism awareness programs in communities															TM/CASO	MIVA
1.4.2	Business training for TM/TMC															TM/CASO	MIVA
1.4.3	TM/TMC study trips															TM/CASO	MIVA/SPREP
<b>1.5</b>	<b>Community Decisions &amp; support</b>																
1.5.1	Adopt Tourism Development Plan															TMC/CACC	JALG community
1.5.2	Adopt financial Management Strategy															TMC/CACC	TM/CASO community
1.5.3	Define community involvement and roles in tourism															TMC/CACC	TM/CASO JALG community
<b>2.1</b>	<b>Ajur Guesthouse Development</b>																
2.1.1	Finalize choice of ajur sites															TM/CASO	TMC/CACC community
2.1.2	Seek approval from landowners															TM/CASO	TMC/CACC
2.1.3	Obtain Landowner Permits															TM/CASO	TMC/CACC
2.1.4	Sign MOU with landowners outlining conditions of use															TMC/CACC	TM/CASO

CACC Conservation Area Coordinating Committee  
CASO Conservation Area Support Officer  
HPO Historic Preservation Office

JALG Jaluit Local Government  
MIVA Marshall Islands Visitor Authority  
RMIEPA RMI Environmental Protection Agency  
TFA Terra Firma Associates

TM Tourism Manager  
TMC Tourism Management Committee

No	Specific Task	Dates												Who is responsible			
		Dec 2000	Jan 2001	Feb 2001	Mar 2001	Apr 2001	May 2001	Jun 2001	Jul 2001	Aug 2001	Sep 2001	Oct 2001	Nov 2001	Dec 2001	Principal	Support	
2.1.5	Form Ajur Guesthouse Association/determine bylaws															TMC/CACC	TM/CASO
2.1.6	Clarify roles of community members in managing guesthouse															TMC/CACC	TM/CASO community
2.1.7	Finalize guesthouse design/blueprints															TMC/CACC architect	TM/CASO
2.1.8	Identify infrastructure needed at each site															TM/CASO	Architect MIVA
2.1.9	Find and purchase compost toilet system															TM/CASO	MIVA
2.1.10	Complete costing for construction															TM/CASO	Chief Carpenter
2.1.11	Find additional funding for construction															TM/CASO	TMC/CACC JALG
2.1.12	Site beautification															TM/CASO	community
2.1.13	Appoint Chief Carpenter															TMC/CACC	TM/CASO
2.1.14	Purchase construction materials															TM/CASO	Chief Carpenter
2.1.15	Construct guesthouses															CASO/TM	TMC/CACC
2.1.16	Formal dedication and media launch of Ajur Guesthouses															TMC/CACC	JALG

CACC Conservation Area Coordinating Committee

CASO Conservation Area Support Officer Community all relevant Jaluit communities

HPO Historic Preservation Office

JALG Jaluit Local Government

MIVA Marshall Islands Visitor Authority

RMIEPA RMI Environmental Protection Agency

TFA Terra Firma Associates

TM Tourism Manager

TMC Tourism Management Committee

No	Specific Task	Dates												Who is responsible			
		Dec 2000	Jan 2001	Feb 2001	Mar 2001	Apr 2001	May 2001	Jun 2001	Jul 2001	Aug 2001	Sep 2001	Oct 2001	Nov 2001	Dec 2001	Principal	Support	
2.2	Establish Tourism Business																
2.2.1	Revise JACA Business Plan															TM/CASO	TMC/CACC JALG
2.2.2	Get community approval of proposed guided tours															TM/CASO	TMC/CACC
2.2.3	Open Common & Operational Funds															TM/CASO	TMC/CACC
3.2.1																	
3.2.2	Establish guideline for use and management															TMC/CACC	JALG
3.2.3	Seek approval on ways to use profits															TM/CASO	TMC/CACC
2.2.4	Establish Tour Booking System															TM/CASO	TMC/CACC
2.2.5	Set up Booking Office															TM/CASO	TMC/CACC
2.2.6	Determine roles for tourism workers															TMC/CACC	TM/CASO MIVA
2.2.7	Select workers from communities and set up Associations															TMC/CACC	TM/CASO
3.1.1																	
3.1.2	Develop system for payment of wages															TMC/CACC	JALG

CACC Conservation Area Coordinating Committee  
CASO Conservation Area Support Officer  
HPO Historic Preservation Office

JALG Jaluit Local Government  
MIVA Marshall Islands Visitor Authority  
RMIEPA RMI Environmental Protection Agency  
TFA Terra Firma Associates

TM Tourism Manager  
TMC Tourism Management Committee

No	Specific Task	Dates												Who is responsible			
		Dec 2000	Jan 2001	Feb 2001	Mar 2001	Apr 2001	May 2001	Jun 2001	Jul 2001	Aug 2001	Sep 2001	Oct 2001	Nov 2001	Dec 2001	Principal	Support	
<b>2.3</b>	<b>Establish Tour Products</b>																
2.3.1	Select tour guides and form Association			■	■											TM/CASO	TMC/CACC
2.3.2	Finalize guided tour itineraries, interpretation & costings					■	■									TM/CASO	Tour guides community
2.3.3	Purchase equipment for tours and boats							■	■	■						TM/CASO	TMC/CACC
2.3.4	Tour Guide training							■	■	■						TM/CASO	MIVA
4.1.1																	
2.3.5	First Aid training								■	■						TM/CASO	MIVA
2.3.6	Finalize Tour Guide Best Practices								■	■						TM/CASO	Tour guides community
<b>2.4</b>	<b>Prepare Sites</b>																
2.4.1	Finalize guided tour trails					■	■	■								TM/CASO	Tour guides community
2.4.2	Working groups to clear trails on regular basis					■	■	■		■		■		■		TM/CASO	Tour guides community
2.4.3	Liaise with HPO					■	■	■								TM/CASO	
2.4.4	Establish schedule for site maintenance					■	■	■								TM/CASO	TMC/CACC

CACC Conservation Area Coordinating Committee  
CASO Conservation Area Support Officer  
Community all relevant Jaluit communities  
HPO Historic Preservation Office

JALG Jaluit Local Government  
MIVA Marshall Islands Visitor Authority  
RMIEPA RMI Environmental Protection Agency  
TFA Terra Firma Associates

TM Tourism Manager  
TMC Tourism Management Committee

No	Specific Task	Dates												Who is responsible			
		Dec 2000	Jan 2001	Feb 2001	Mar 2001	Apr 2001	May 2001	Jun 2001	Jul 2001	Aug 2001	Sep 2001	Oct 2001	Nov 2001	Dec 2001	Principal	Support	
<b>2.5</b>	<b>Marketing</b>																
2.5.1	Finalize names to be used for guesthouses and guided tours				■											TMC/CACC	TM/CASO community
2.5.2	Prepare JACA brochure				■	■	■	■								TM/CASO	MIVA TFA
2.5.3	Prepare information for MIVA Outer Island Guidebook				■	■	■	■								TM/CASO	MIVA TFA
2.5.4	Develop internet website homepage				■	■	■	■	■	■						TM/CASO	MIVA TFA
2.5.5	Update information in MIVA - photo album					■	■	■	■	■						TM/CASO	MIVA TFA
2.5.6	Update information with Lonely Planet Guide									■	■					TM/CASO	MIVA TFA
2.5.7	Invite Travel writers											■	■			TM/CASO	MIVA
2.5.8	Revise & update Jaluit Atoll Guidebook											■	■			TM/CASO	MIVA TFA
2.5.9	Invite stakeholders to visit										■	■	■			TMC/CACC	MIVA
2.5.10	Seek media coverage									■	■	■	■			TM/CASO	JALG
2.5.11	Establish schedule to review marketing material													■		TM/CASO	TMC/CACC

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No	Specific Task	Dates												Who is responsible			
		Dec 2000	Jan 2001	Feb 2001	Mar 2001	Apr 2001	May 2001	Jun 2001	Jul 2001	Aug 2001	Sep 2001	Oct 2001	Nov 2001	Dec 2001	Principal	Support	
2.6	<b>Develop the capacity of Tourism Manager</b>																
2.6.1	Business and financial training															TM/CASO	TMC/CACC
2.6.2	Relationship with CACC & CASO															TM/CASO	TMC/CACC
2.6.3	Study tour of other ecotourism products in region															TM/CASO	TMC/CACC JALG
4.1	<b>Best Practice Codes</b>																
4.1.1	Train tour guides in environmental interpretation and conservation practices															TM/CASO	TMC/CACC
4.1.2	Encourage community participation in Codes															TM/CASO	TMC/CACC
4.2	<b>Assure best use of Conservation Fee</b>																
4.2.1	Include Conservation Fee in all guided tour and guesthouse prices															TMC/CACC	TM/CASO
4.2.2	Establish system of prioritizing project to be funded by these moneys															TMC/CACC	TM/CASO

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# ANNEXES

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- Annex A:** Consultancy Terms of Reference
- Annex B:** Conservation Area Coordinating Committee Members
- Annex C:** Consultant's Site Visit Itinerary
- Annex D:** Potential Ecotourism Attractions - Site Surveys
- Annex E:** Ajur Guesthouse Design & Infrastructure Suggestions
- Annex F:** Suggested Ajur Guesthouse Standards of Care
- Annex G:** Guided Tours
- Annex H:** Suggested Environmental Best Practice Code
- Annex I:** Suggested Relic Preservation Best Practices
- Annex J:** Environmental Impact Assessment of JACA Ecotourism Products
- Annex K:** Related Newspaper Clippings from *The Marshall Island Journal*
- Annex L:** Sample Financial Management Worksheet

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**SOUTH PACIFIC REGIONAL ENVIRONMENT PROGRAMME - S.P.R.E.P.**

**TERMS OF REFERENCE  
FOR  
CONSULTANCY AGREEMENT**

**Feasibility Assessment and support for community ecotourism development in  
the Jaluit Atoll Conservation Area, Marshall Islands**

**Background and Scope of Work**

The Jaluit Conservation Area is the entire Jaluit Atoll. This covers a total surface area of 689.74 sq. km of lagoon and 91 fringing islets having 11.34 sq. km of land area.

The biodiversity of the Jaluit Atoll comprises of the lagoon, reef, mangrove, and coastal terrestrial ecosystems. Within them are also flora and fauna communities of mammals, birds, vegetation, and a range of marine species. The key biodiversity elements are birds, turtles, giant clams, corals, trochus, pearl, coconut crab, sea cucumber, sponges, lobsters, reef-fish, deep-sea bottom fish and vegetation communities.

Jaluit Atoll has a resident population of about 2,500 people, primarily inhabiting 6 of the atoll's 91 islets. (A 1994 census estimated a population of 1,924 individuals in 240 households). Jabor Islet is the most populated islet with 800 people and is the political and commercial center hosting the Local Government Council office, and the main social amenities and infrastructures. The CA project office, coordinated by the Conservation Area Support Officer is located in Jabor.

One of the main project components will focus on the development of community-based tourism for which two thorough studies have been undertaken on Jaluit Atoll (D. Miller, 1997 & E.Thomas, 1998). It will also investigate the feasibility of other potential income generating activities and their subsequent implementation.

The studies completed on community-based tourism recommended the construction of low-cost guesthouses made from traditional building materials. The Project will contribute to the partial funding of a limited number of these (possibly the minimum of 4 recommended by Miller) and to the completion of a community-based tourism strategy to guide long term tourism development.

In revising the two key documents for Jaluit community-based tourism development activities, there is a need to formalise the actual strategy in consultation with the communities. Dan Miller, the first technical assistant, prepared a thorough assessment of tourism potential and produced an excellent summary of what is actually required and appropriate for tourism development in Jaluit. It includes mainly aspects of Tour Product Development and Potential Assessment but it lacks the actual strategy on who will do what and at what cost. Emily Thomas, the second Technical Assistant focussed in implementing two recommended actions from the "plan", tour guide training and draft a tour guide to Jaluit. Former CASO John Bungitak also produced a

Business Plan for the Jaluit Ecotourism ventures and this forms the main part of the Jaluit current work programme and the set-up of sub-committees on the island.

As a first step in the process, the project needs to review the current status of the recommendations and results of the earlier work and assess the feasibility of the proposed implementation programme for community-based ecotourism in the same spirit as the ones developed for other SPBCP Conservation Area with communities of Komarindi, Huvalu and now Saanapu-Sataoa, among others. A lot of work has already been covered including community awareness and the Jaluit community appears now ready to initiate work in the field. Plans are quite ambitious and there is a need to assess the feasibility of the original plans in light of latest development and current transport and tourism context in the Marshall Islands.

### **Objectives**

- To conduct an appraisal and feasibility assessment of ecotourism initiatives proposed for Jaluit Atoll;
- To update the Jaluit community ecotourism Action Strategy and Plans following the concepts developed for SPBCP Conservation Areas and provide advice necessary for the communities to review the implementation of ecotourism development activities.

Particular attention will be focused on supporting and guiding the tourism sub-committees already established on Jaluit.

### **Tasks to be performed**

The tasks will be performed by Robin Aiello. She will work through the Project Manager at EPA based in Majuro in collaboration with the Jaluit Conservation Area CASO, the tourism sub-committees and the local communities of Jaluit Atoll. The consultant will receive coordination and advice from Rob Macalister of *terra firma associates* and will perform the following tasks:

1. Visit tourism-related organisations in Majuro, including the Marshall Islands Tourism Office and key tour operators using sporadically the CA to discuss tourism development planning, community support and marketing issues related to tourism initiatives/products potential from the Conservation Area.
2. Visit, document and review in collaboration with the CASO the existing and potential tourism resources and activities in the Jaluit Atoll Conservation Area.
3. Undertake consultations on tourism activities and resources with the various sub-committees and members of the community and identify key community issues related to tourism development.
4. Review the recommendations for a network of traditional guesthouses, assess the feasibility of accommodation services on Jaluit, and identify appropriate options. As required, assist to identify sites and plan construction and design of a network of traditional guesthouses for tourist accommodation on Jaluit. Proposed initial investment was to be limited to 5 guesthouses.

5. Identify the infrastructure, equipment and materials needed to establish and operate the key tourism products, and prepare a draft design, plans and costing for each.
6. Taking into account the identified tourism resources, the outcome of the community consultations and market research, and logistical considerations, review and update the Jaluit Atoll community ecotourism action plan.
7. Identify strategies to market and promote the tourism products and make recommendations on costs and time required to develop marketing and promotional materials.
8. Assess the training needs of the local communities in the area of tourism development, community awareness and the management of tourism operations.
9. Develop a financial management system acceptable to the communities in channelling and managing revenues of ecotourism activities to be developed to ensure an equitable share of benefits within the communities and the maintenance of sustainable ecotourism operations.
10. Finalise a Revised Tourism Development Strategy and Action Plan to guide the implementation and the scale of the ecotourism initiatives in the Conservation Areas based on the findings and discussions above.

In undertaking these tasks, the consultant will use some of the key ecotourism training tools such as product/market mix, stakeholder mapping and basic ELAs, in a joint capacity with the CASOs and local counterparts as a facilitated training exercise.

#### **Expected Outputs:**

An integrated report or a report consisting of two stand-alone parts or volumes, incorporating the findings of the above tasks with appropriate recommendations organized in the following manner:

- Part 1: a report on the Jaluit Atoll Conservation Area detailing the findings on the ecotourism feasibility assessment and development activities. This should include recommendations on the proposed action strategy in support of ecotourism enterprise development in the CA.
- Part 2: a Revised Tourism Development Strategy and Action Plan for the Jaluit Atoll Conservation Area with a second brief report designed for the community as feedback on strategy and follow-up work for the CA staff and communities.

#### **Time Schedule**

The consultancy will be conducted in the Marshall Island and partly in Australia by a team of two consultants during November and December 2000 and January 2001 with a combined maximum of 26 consultant-days. The work and time allocation proposed for this consultancy are as follows:

- 1 day preparation by the ecotourism specialist Robin Aiello

- 15 days on-site in the Marshall Islands including travel time for field visit on Jaluit and consultation, planning in Majuro and Jaluit.
- 5 days off site for the development and write up of the report by Robin Aiello.
- 2 days for technical support and review by ecotourism specialist Rob Macalister
- 3 days equivalent technical back-stopping to Jaluit CASO and Project Manager from Australia

### **Reporting Schedule**

The draft report and other outputs should be provided to the Jaluit CA project and the SPBCP for comments within four weeks of the completion of the field visit in Marshall Islands.

The final report and other outputs incorporating comments from both the CA staff and SPBCP staff on layouts, designs should be provided with final agreement of the panels. The document should be provided in 5 copies to the project in Jaluit and 5 hard copies and on disk/electronic mail (Windows 95) to the SPREP no later than 2 weeks following the return of final comments.

Photographs taken as part of this assignment should be developed and provided to both CA and SPBCP on CD-ROMs format.

The report would follow the SPREP guidelines as stipulated in Attachment B of this contract.

**ANNEX B****Conservation Area Coordinating Committee Members**

<b>NAME</b>	<b>SUBCOMMITTEE</b>
1. Leti Abon (CASO)	All
2. EPA representative	All
<b>3. Gary Ueno</b>	<b>Environment and Resources Conservation (Chairman)</b>
4. Abner Shem	Environment and Resources Conservation
5. Jetmar Nashion	Environment and Resources Conservation
6. Diem Robert	Environment and Resources Conservation
7. Meat John	Environment and Resources Conservation
<b>8. Augustine Nakamura</b>	<b>(Chairman) Guesthouse Construction</b>
9. Lejje Loek	Guesthouse Construction
10. Masao Kabot	Guesthouse Construction
11. Biti Raymond	Guesthouse Construction
12. Kija Edison	Guesthouse Construction
<b>13. Kitamon Laikidrik</b>	<b>Handicraft Coop (Chairman)</b>
14. Mairi Wonne	Handicraft Coop
15. Dolores Jacklick	Handicraft Coop
16. Winar Tatiou	Handicraft Coop
17. Martha Amram	Handicraft Coop
18. Noshi Simon	Handicraft Coop
<b>19. Miram Ankeid</b>	<b>Tour Guides (Chairman)</b>
20. Alten Jacklick	Tour Guides
21. Arijji Henos	Tour Guides
22. Banep Bikajela	Tour Guides
23. Menbit Jinna	Tour Guides





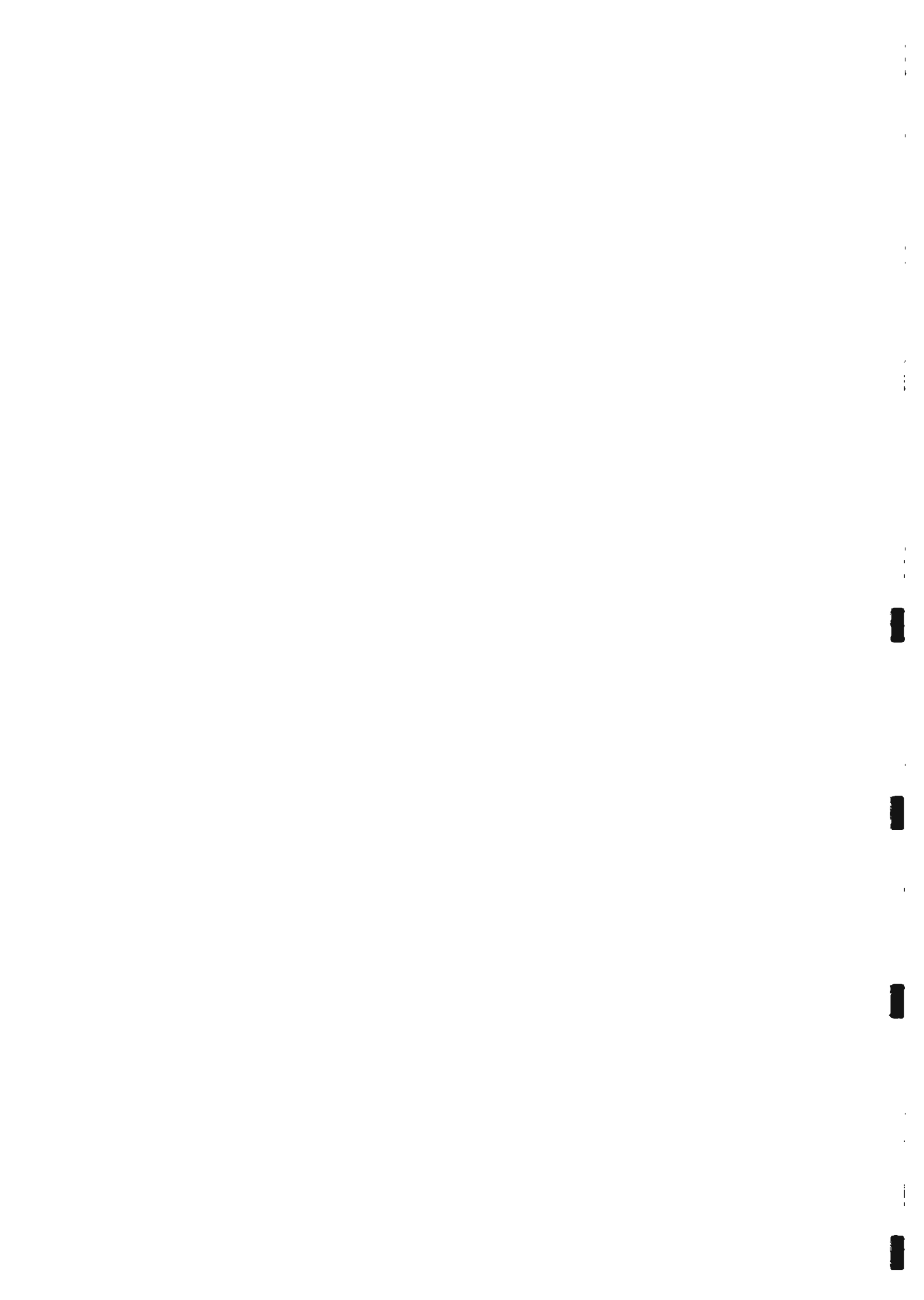
## ANNEX C

## Consultant Site Visit Itinerary

Fri 24 Nov	Arrive Majuro, Republic of the Marshall Islands Cairns, 7 PM
Sat 25 Nov	Familiarisation with Majuro. Attempted to meet with Marshall Dive Adventures, Bal Divers and Outrigger Hotel management, but all relevant personnel were unavailable <i>Meetings:</i> <ul style="list-style-type: none"> <li>• Kirt Pinho - tour operator (Kirt Pinho's Sunday Anemanet Picnic) &amp; local business</li> <li>• Janet &amp; Don - teachers at the College of the Marshall Islands</li> </ul>
Sun 26 Nov	Kirt Pinho's Sunday Anemanet Picnic Tour <i>Meetings:</i> <ul style="list-style-type: none"> <li>• Andrew - Manger of the Tide Table Restaurant</li> </ul>
Mon 27 Nov	Visited RMI Environmental Protection Agency Arrive Jabor, Jaluit Atoll 5:30pm <i>Meetings:</i> <ul style="list-style-type: none"> <li>• Abraham Hicking &amp; Deborah Barker - RMI EPA</li> <li>• Leti Abon (Project CASO) and Miram Ankeid (Chairman of the Tour Guide CA Subcommittee, and Local Government Councilman).</li> </ul>
Tue 28 Nov	Site visits to Lal, Imeij Island & Anman Island - tour of war relics and a inner island mangrove swamp <i>Sites:</i> <b>Lal</b> <ul style="list-style-type: none"> <li>• Coral rock outcrop in the middle of the lagoon.</li> <li>• Site where an American submarine hid during the war, and attacked Japanese ships as they can into the lagoon</li> <li>• Used to be a plaque left by the crew with their names</li> </ul> <b>Imeij Island</b> <ul style="list-style-type: none"> <li>• Met Mairi &amp; Jordi Wonne – alap of the land</li> <li>• Tour of war relics - gun emplacements, bomb shelters, ruins of old wartime buildings and plane hangars, bomb craters, old shrines.</li> </ul> <b>Anman Island</b> <ul style="list-style-type: none"> <li>• Wreck of a Japanese warship crippled by a US mine and run aground on the beach.</li> <li>• Ruins of large power plant and communication building where the Japanese used to behead prisoners.</li> <li>• Inner Island Mangrove swamp – legend site where Marshallese people were originally given fire by a god.</li> </ul> <b>Enejet</b> <ul style="list-style-type: none"> <li>• Two gun emplacements with guns facing the Jabor passage.</li> </ul> <i>Accompanied by:</i> <ul style="list-style-type: none"> <li>• Leti Abon (CASO),</li> <li>• Miram Ankeid (CACC Member &amp; Councilman),</li> <li>• Banep Bikejela (alap for Anman, councilman &amp; CACC Member)</li> </ul> <i>Meetings:</i> <ul style="list-style-type: none"> <li>• Mairi (alap) &amp; Jordi Wonne(local policeman)</li> </ul>
Wed 29 Nov	Site Visit to Jaluit Jaluit & Mejrrok - tour of community and inner island mangrove swamps & 3 identified possible Guesthouse locations <i>Sites:</i> <b>Jaluit Jaluit</b> <ul style="list-style-type: none"> <li>• Community meeting to talk about the JACA Project</li> <li>• Tour of community and inner island mangrove swamp</li> <li>• Visited 2 proposed guesthouse sites</li> </ul> <b>Mejrrok Island</b> <ul style="list-style-type: none"> <li>• Tour of community and inner mangrove swamp - legend site of two lovers.</li> </ul>

	<p><i>Accompanied by</i></p> <ul style="list-style-type: none"> <li>• Leti Abon (CASO)</li> <li>• Miram Ankeid (CACC Member &amp; Councilman)</li> </ul> <p><i>Meetings:</i></p> <ul style="list-style-type: none"> <li>• Ariji Henos (alap)</li> <li>• Local community of Jaluit, Jaluit, including landowners and tour guides</li> <li>• Landowner of Mijrirok</li> </ul>
Thu 30 Nov	<p>Office Working Day - due to poor weather, the CASO (Leti Abon) and I spent the day in the office working in the following topics:</p> <ul style="list-style-type: none"> <li>• Guesthouse design</li> <li>• Costing of tours &amp; problems with determining cost</li> <li>• Problems with communication and the need to work closely with Majuro.</li> <li>• Discusses product market mix</li> </ul>
Fri 1 Dec	<p>Site visits to Jabor, Ajeejan Island, Enejat Island, - tour of reefs &amp; proposed Guesthouse locations.</p> <p><i>Sites:</i></p> <p><b>Jabor</b></p> <ul style="list-style-type: none"> <li>• Proposed guesthouse location near old Japanese seawall</li> <li>• Ajeejan Island</li> <li>• Snorkelled in the lagoon</li> </ul> <p><b>Imej Island</b></p> <ul style="list-style-type: none"> <li>• Snorkelled over Japanese plane wrecks just off the shore.</li> </ul> <p><b>Enejat Island</b></p> <ul style="list-style-type: none"> <li>• Snorkelled the reef from shore.</li> </ul> <p><i>Accompanied by</i></p> <ul style="list-style-type: none"> <li>• Leti Abon (CASO)</li> <li>• Miram Ankeid (CACC Member &amp; Councilman)</li> </ul> <p><i>Meetings:</i></p> <ul style="list-style-type: none"> <li>• Jordi Wonne</li> </ul>
Sat 2 Dec	<p>Site Visit to Imroj Island - tour of communities, cultural sites and reefs</p> <ul style="list-style-type: none"> <li>• Sailing canoe tour</li> </ul> <p><i>Sites:</i></p> <p><b>Imroj Island</b></p> <ul style="list-style-type: none"> <li>• Old Protestant church (early 1800's) still used today</li> <li>• Old German graves (6) moved from Jabor by the Japanese during the war.</li> <li>• Old traditional Marshallese graves (pre-missionary) - legend that these Marshallese were very large warriors that conquered the Marshallese.</li> <li>• Still used graveyard with graves dating from the mid 1800's. Shows the many different grave types.</li> <li>• Inner island mangrove swamp believed to have waters with healing powers.</li> </ul> <p><b>Coral Towers</b></p> <ul style="list-style-type: none"> <li>• Snorkelled on two small patch reefs that rise out of the lagoon like two pillars.</li> </ul> <p><i>Accompanied by</i></p> <ul style="list-style-type: none"> <li>• Leti Abon (CASO)</li> <li>• Miram Ankeid (CACC Member &amp; Councilman)</li> <li>• Julian Alik (Educational Officer - RMIEPA)</li> </ul> <p><i>Meetings:</i></p> <ul style="list-style-type: none"> <li>• Isaac Livai (councilman), Anok Hanerg (alap)</li> <li>• Anko Anko (alap)</li> <li>• CACC Meeting (6:30 – 9:30) to discuss site survey outcomes and proposed ecotourism products and guesthouse site locations</li> <li>• Discussed CACC committee members' concerns &amp; hopes for the JACA Project.</li> </ul>

Sun 3 Dec	Report Writing
Mon 4 Dec	<p>Community Awareness Programs - these presentations were jointly presented with, a translated by, Julian Alik, Educational Officer from the RMI EPA.</p> <ul style="list-style-type: none"> <li>• Jabor High School (300<sup>+</sup> students from grade 8 - 12)</li> <li>• Jabor Public Elementary School (60<sup>+</sup> students from grades 5 - 7)</li> </ul> <p><i>Meetings:</i></p> <ul style="list-style-type: none"> <li>• Final meeting with Leti Abon (CASO), Miram Ankeid (Councilman &amp; CACC member) &amp; Julian Alik (Ed. Officer RMIEPA)</li> </ul> <p>Flight to Majuro cancelled until Tuesday 5 Dec.</p>
Tues 5 Dec	<p>Arrive Majuro 4 PM</p> <p><i>Meetings:</i></p> <ul style="list-style-type: none"> <li>• Marshall Dive Adventures</li> </ul>
Wed 6 Dec	<p>Consultations with stakeholders in Majuro</p> <p><i>Meetings:</i></p> <ul style="list-style-type: none"> <li>• Marshall Island Visitor Authority - Suzanne Murphy</li> <li>• Historic Preservation Office - Richard Williamson</li> </ul>
Thu 7 Dec	<p>Consultations with stakeholders in Majuro</p> <p><i>Meetings:</i></p> <ul style="list-style-type: none"> <li>• RMIEPA - Abraham Hicking &amp; Julian Alik</li> <li>• Bako Divers - Jerry Ross (owner/operator)</li> <li>• John Bungitak - Banking Commission - previous Project CASO</li> </ul>
Fri 8 Dec	<p>Site Survey of a reef within the Majuro Atoll</p> <p>Consultations with stakeholders in Majuro</p> <p><i>Meetings:</i></p> <ul style="list-style-type: none"> <li>• Minister of Foreign Affairs, Mr. Alvin Jacklick</li> <li>• Colette Reimers - Hotel Manager of Robert Reimers Hotel</li> </ul>



<b>Jabor, Jaluit</b>		
<b>Guesthouse Location</b>	<b>Moderate</b>	This location is not preferred for several reasons - (1) it is located close to the Jabor High School and other community buildings, (2) it has no beach area or swimming area, (3) it has limited privacy. It does have some nice views over the seawall, but local residents use this same seawall as a dumping location. The only benefit of constructing a guesthouse here would be for ease of access and amenities. Maybe this could be a 'stopping off' point for tourists on travel days to and from Majuro. Once other guesthouses are constructed, this one could be used for visiting businessmen and other Jabor visitors.
<b>Natural Values</b>	<b>Poor</b>	Jabor's natural environment has been severely impacted by development and poor waste management. There are few natural values remaining, except for some nice scenic views. Garbage and trash litter both the land and the lagoon, making it very unsightly. Recent clean-up efforts by the JACA Project, the high school and the local youth groups are beginning to make an improvement, but there is a lot more to do to make the area acceptable for eco-tourism.
<b>Historical Values</b>	<b>Poor</b>	The few remaining wartime relics that are scattered throughout Jabor, are in poor good condition. Local families use most of the old buildings as homes
<b>Cultural Values</b>	<b>Moderate</b>	Jabor is well developed and the locals live a quite westernised lifestyle. Eco-tourists would want to experience a more traditional lifestyle during their visit.

<b>Jaluit Jaluit</b>		
<b>Guesthouse Location</b>	<b>High</b>	Two potential guesthouse locations were looked at - (1) at the northern tip of Jaluit, and (2) a bit further south along a small bay. Site (1) is ideal, with beautiful views, cool breezes, calm lagoon and privacy Site (2) is less ideal, being too close to the local community and the main road, and being on a bay that fully empties on the low tide. Both sites are easily accessible by truck
<b>Natural Values -</b>	<b>High</b>	The white sandy beaches of Jaluit, Jaluit make this area unique on Jaluit Island. The vistas over the lagoon are spectacular, and the waters remain calm throughout the year. The interior mangrove swamp is spectacular, and recent efforts in the mangrove crab rehabilitation and conservation will increase the eco-tourism potential
<b>Historical Values</b>	<b>Moderate</b>	There are several cultural sites of interest, including an historic midden site, which had been used by over 5 generations before being abandoned, and an extensive burial site used continuously for over 300 years. The local community abandoned the burial ground when Japanese troops started to use the area as a mass burial ground for both Japanese and Marshallese killed during WWII bombing raids. There is also a beautiful old Protestant church located on the beach.
<b>Cultural Values</b>	<b>High</b>	The traditional lifestyle is still evident in this area, with several home industries very active (eg. handicrafts, coconut candy, coconut soap).

<b>Lellal, Jaluit</b>		
<b>Guesthouse Location</b>	<b>Poor</b>	This site has many benefits, including easy access to the airport and Jabor, however the environmental setting makes it a poor choice. The guesthouse would have to be built away from the waters' edge, cutting down views and cool breezes that it would receive. There is no beach, only sharp coral rock, and the lagoon is not good for swimming.
<b>Natural Values</b>	<b>Poor</b>	(see above)
<b>Historical Values</b>	<b>Unknown</b>	
<b>Cultural Values</b>	<b>Poor</b>	

<b>Imeij Islet</b>		
<b>Guesthouse Location</b>	<b>Poor</b>	The suggested site for this guesthouse is on the old seaplane landing strip. Although the scenic views would be beautiful, this location is too close to the community, including the local primary school, and would lack privacy. In addition, local residents use this area for gathering and fishing, and a guesthouse would greatly disturb their lifestyle.
<b>Natural Values</b>	<b>High</b>	Imeij has lush vegetation and white sandy beaches. The reefs off the beach are also in good condition.
<b>Historical Values</b>	<b>High</b>	Imeij has one of the highest concentrations of WWII relics in Jaluit Atoll. These relics range from gun emplacements to ruins of large wartime buildings (eg. power plants, nail factories, bomb shelters). They are in relatively good condition, and easily accessed.
<b>Cultural Values</b>	<b>Moderate</b>	The traditional subsistence lifestyle is still evident on this island.

<b>Imroj Islet</b>		
<b>Guesthouse Location</b>	<b>N/A</b>	No Site Selection
<b>Natural Values</b>	<b>High</b>	Imroj has lush vegetation and white sandy beaches. There is an interior mangrove swamp that has a unique population of small red shrimp living in the brackish water. The reefs off the beach are also in excellent condition.
<b>Historical Values</b>	<b>High</b>	Imroj has a unique diversity of burial sites, including pre-missionary, traditional Marshallese graves marked only with coral slab rocks, post-missionary cemeteries (still in use today) displaying changing burial styles over time, and graves of six German traders who lived in Jabor at the turn of the century. The most historic and prominent feature on Imroj is the large, oldest church in Jaluit. This Protestant church was built by missionaries, and remains the religious center of Jaluit Atoll
<b>Cultural Values</b>	<b>High</b>	The traditional subsistence lifestyle is still evident on this island. During special religious holidays this island becomes the focal point for communities from the outer islands.

<b>Ajeejan Islet</b>		
<b>Guesthouse Location</b>	<b>High</b>	The proposed location for the guesthouse is on the northern tip of the island, on a white sandy beach, backed by lush vegetation. This site is particularly beautiful, with views of both the ocean and lagoon sides. There is plenty of privacy, however access to and from Jabor is a 45-minute boat ride.
<b>Natural Values</b>	<b>High</b>	This island has beautiful white sandy beaches, good coral reef and lush vegetation. There also seemed to be a large population of shorebirds roosting on this island.
<b>Historical Values</b>	<b>Unknown</b>	
<b>Cultural Values</b>	<b>Unknown</b>	

<b>Anman Islet</b>		
Guesthouse Location	N/A	No Site Selection
Natural Values	Moderate	This island has only a small narrow beach, but is covered in lush vegetation.
Historical Values	High	The most interesting feature, and the most obvious one, is the large Japanese WWII ship grounded on the beach. This ship was hit by a submerged mine, and rescue the men aboard, the captain rammed the boat ashore, and the men ran for cover in the bush. Hidden in the vegetation just inshore are the ruins of a large Japanese Communication building.
Cultural Values	Unknown	

<b>Mejrrok</b>		
Guesthouse Location	N/A	No Site Selection
Natural Values	Moderate	Most of the island is covered in lush vegetation, ringed by white sand beaches. In the interior, there is a large mangrove swamp. Due to high levels of mangrove tree harvesting for timber, the mangrove area has suffered severe impacts - the fish life is greatly reduced, and there is a frequent algal bloom problem.
Historical Values	Unknown	
Cultural Values	High	The traditional subsistence lifestyle is still evident on this island.

<b>Enejet</b>		
Guesthouse Location	N/A	No Site Selection
Natural Values	High	The island is covered in lush vegetation, and ringed by white sandy beaches. The reef immediately off the beach is in great condition, with beautiful corals and abundant fish life.
Historical Values	Unknown	
Cultural Values	Unknown	



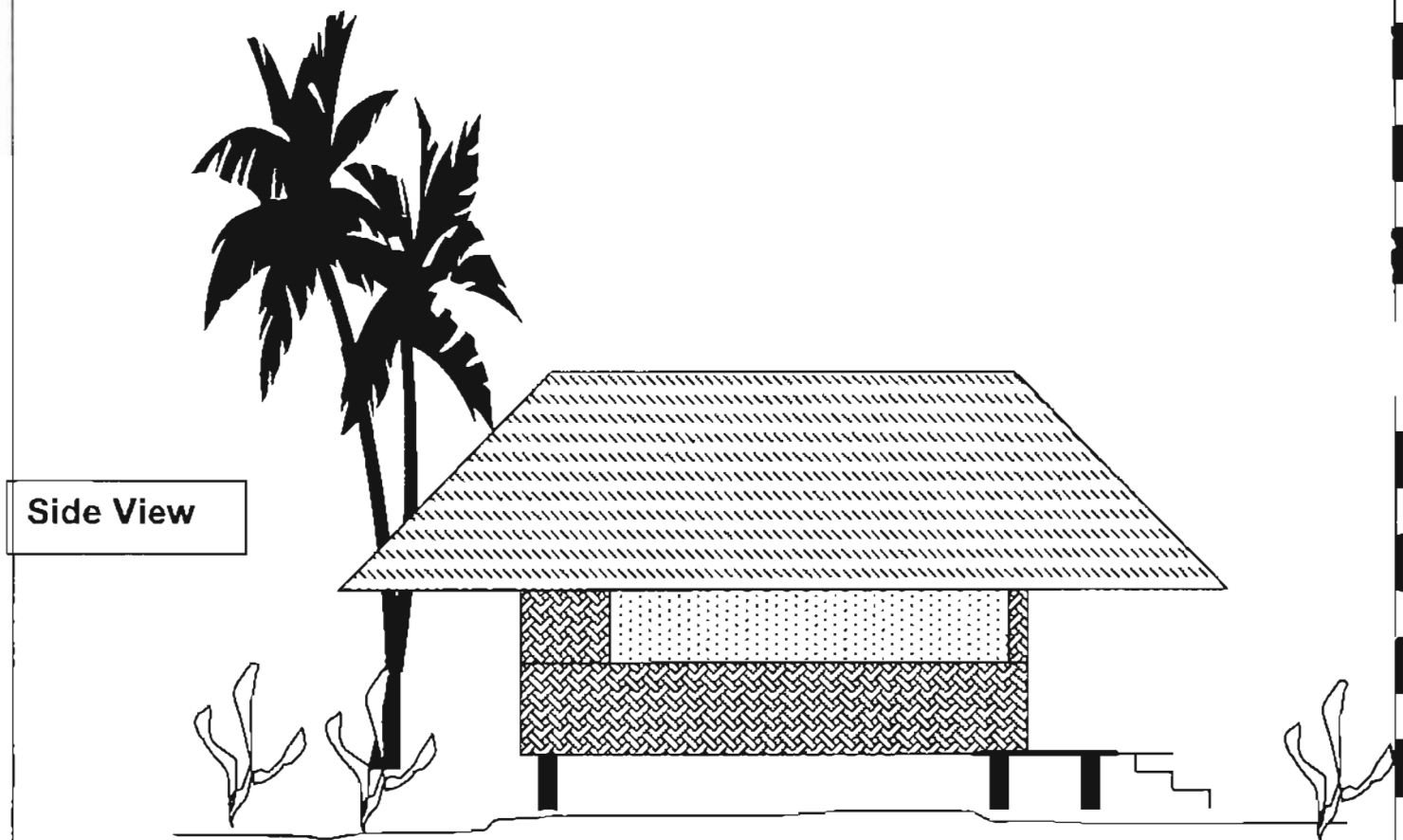
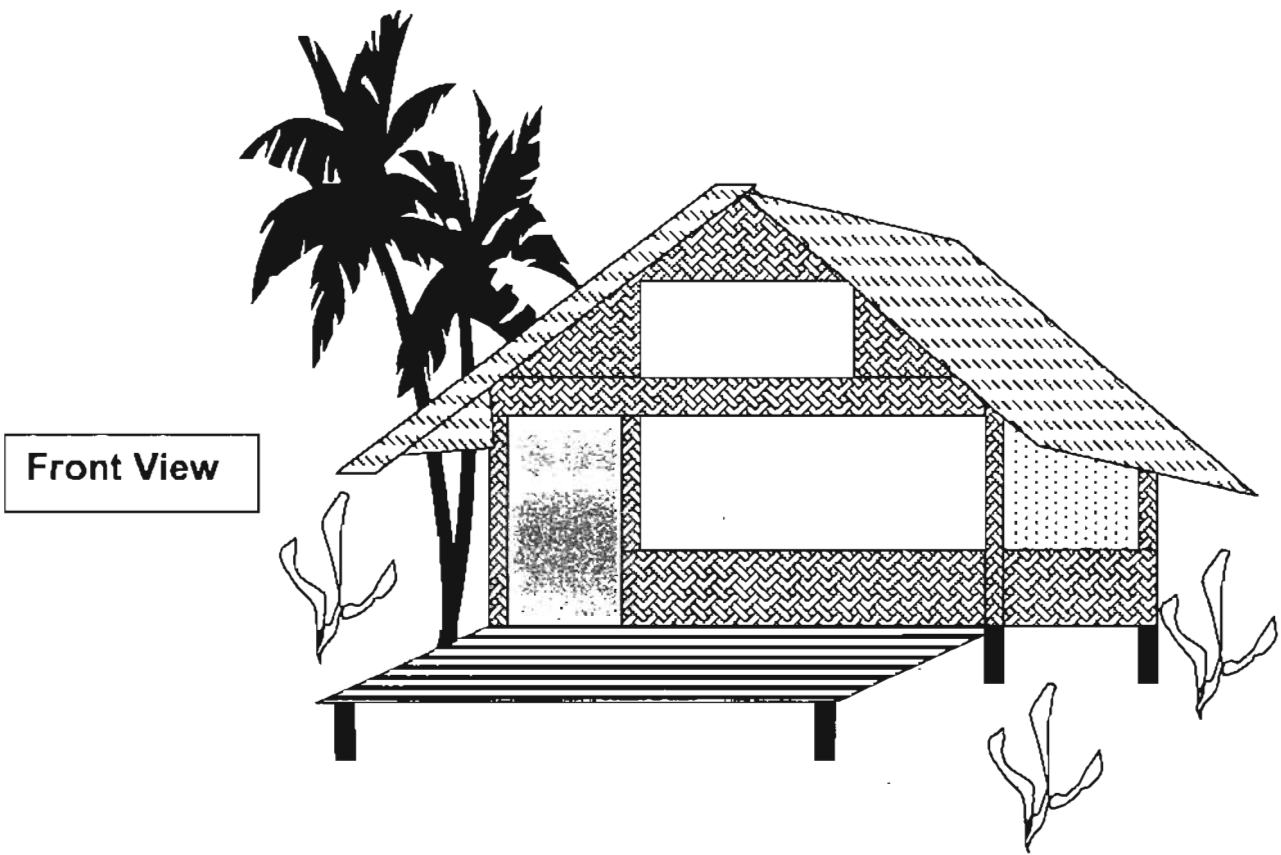


LOCATION	
<i>where to build your Ajur</i>	<ul style="list-style-type: none"> <li>• Nice views of ocean</li> <li>• Protected during rainstorms</li> <li>• Beaches to walk on</li> <li>• Calm waters to snorkel off</li> <li>• Sea breezes to keep cool</li> <li>• Trees for shade</li> <li>• Privacy (for both tourist &amp; community)</li> <li>• Access during bad weather conditions</li> </ul>
AMENITIES – things for comfort	
<i>Sleeping</i>	<ul style="list-style-type: none"> <li>• bed space for two or four (for families)</li> <li>• double bed &amp; bunk beds, or</li> <li>• 2 double beds</li> </ul>
<i>Mosquito Netting</i>	<ul style="list-style-type: none"> <li>• surrounding all beds</li> </ul>
<i>Shower</i>	<ul style="list-style-type: none"> <li>• running water</li> <li>• can be outside guesthouse in fenced/ screened area for privacy</li> <li>• planted with flowers</li> </ul>
<i>Sink</i>	<ul style="list-style-type: none"> <li>• running water</li> <li>• inside the room or outside on porch</li> <li>• table space nearby</li> <li>• shelf over the sink</li> </ul>
<i>Toilet</i>	<ul style="list-style-type: none"> <li>• eco-friendly compost toilet</li> <li>• can be outside guesthouse - short distance, easy to find in the dark</li> <li>• fully screened and covered</li> <li>• nice smelling flowers planted around it</li> </ul>
<i>Lighting</i>	<ul style="list-style-type: none"> <li>• electrical or alternative (eg. solar powered units, kerosene lamps)</li> <li>• preferably one overhead light, and a reading light near the bed</li> </ul>
<i>Small refrigerator (where there is electricity)</i>	<ul style="list-style-type: none"> <li>• little bar-type for cool drinks</li> </ul>
<i>Filtered Water</i>	<ul style="list-style-type: none"> <li>• drinkable water must be provided free of charge</li> </ul>
<i>Coffee/Tea</i>	<ul style="list-style-type: none"> <li>• Some system for boiling water for coffee &amp; tea</li> <li>•</li> </ul>
<i>Fan</i>	<ul style="list-style-type: none"> <li>• pedestal or mounted on wall facing bed</li> <li>• air conditioning not necessary if fans available</li> </ul>
<i>Stove (where food not prepared by community) See Meal Option section below</i>	<ul style="list-style-type: none"> <li>• small electrical/gas stove for cooking (no oven)</li> <li>• Pots, pans, knives, forks, spoons, sponge, etc.</li> </ul>

<b>STRUCTURE - like traditional Marshallese house, but with modifications</b>	
<i>Walls</i>	<ul style="list-style-type: none"> <li>• made out of pandanus &amp; coconut woven fronds</li> <li>• must not leak in rainstorms</li> </ul>
<i>Windows</i>	<ul style="list-style-type: none"> <li>• Large window spaces on 3 sides for views of ocean</li> <li>• Fly-screen to keep out insects</li> <li>• Woven 'shutters' to cover windows in stormy weather</li> <li>• Curtains to close at night</li> </ul>
<i>Floor</i>	<ul style="list-style-type: none"> <li>• Floor must be flat, level, solid and dry</li> <li>• If possible, it is good to raise the floor off the ground</li> <li>• If raised on posts, use rough-sawn boards on joists – cover floors with locally made woven mats.</li> </ul>
<i>Porch</i>	<ul style="list-style-type: none"> <li>• sitting place outside room</li> <li>• runs the length of the house</li> <li>• covered by roof to protect from sun &amp; rain</li> </ul>
<i>Roof</i>	<ul style="list-style-type: none"> <li>• make sure no coconuts will fall on roof</li> <li>• Fibreglass roof to prevent rain</li> <li>• Pandanus covering to look traditional</li> <li>• Sides extend far enough out to the sides to keep rain from getting in the windows</li> <li>• Roof extends over porch sitting area</li> </ul>
<i>Steps</i>	<ul style="list-style-type: none"> <li>• Used wood (not concrete) – series of coconut stumps</li> <li>• Safe – will not topple</li> <li>• Tub for water to rinse sand off feet (clam shell, old fishing float cut in half)</li> </ul>
<i>Rooms</i>	<ul style="list-style-type: none"> <li>• Open-floor planning – bed/kitchen/sitting room</li> <li>• Enough room to move around</li> <li>• Separate partially hidden area for changing (or woven partition)</li> </ul>
<b>Furnishings – what to have inside your Ajur</b>	
<i>Beds</i>	<ul style="list-style-type: none"> <li>• Raised wood platforms</li> <li>• 100mm foam mattress</li> <li>• clean sheets &amp; pillows,</li> <li>• place for reading lamp and shelf near head of the bed.</li> </ul>
<i>Sitting Areas</i>	<ul style="list-style-type: none"> <li>• built in benches near windows</li> </ul>
<i>Table &amp; Chairs – on porch</i>	<ul style="list-style-type: none"> <li>• wooden or plastic so that they will not rust</li> <li>• seat 2 – 4</li> </ul>

<i>Place for Storing Things</i>	<ul style="list-style-type: none"> <li>• Shelves</li> <li>• Clothes hook and hanging rail</li> <li>• Towel Rack (branch)</li> <li>• Place to store suitcase or backpack</li> <li>• Lockable box ( for valuables)</li> </ul>
<i>Other Little things</i>	<ul style="list-style-type: none"> <li>• Soap Dish – half of coconut</li> <li>• Toilet roll – piece of stick with coconut string</li> <li>• Mirror</li> <li>• Mosquito Coils &amp; matches</li> <li>• Water jug &amp; 4 drinking cups</li> <li>• Rubbish bin</li> <li>• Bottle &amp; can opener</li> <li>• Soap</li> </ul>
<i>Decorations</i>	<ul style="list-style-type: none"> <li>• Locally made fans, mats, hanging decorations</li> <li>• Fresh flowers &amp; coconut milk</li> <li>• Interpretive information on Jaluit Atoll Conservation Area and Marshallese customs (so they can take them away with them when they leave)</li> </ul>
<b>MAINTAINENCE –</b>	
<i>What needs to be taken care of</i>	<ul style="list-style-type: none"> <li>• Clean – swept out every day</li> <li>• No rats or insects</li> <li>• Roof does not leak</li> <li>• Safe (will not collapse)</li> <li>• Decorations are in good shape</li> </ul>
<b>SAFETY</b>	
<i>Very Important !!!</i>	<ul style="list-style-type: none"> <li>• The most important thing is that these Ajur are safe from destruction, graffiti and theft!!!!</li> </ul>
<b>MEAL OPTIONS - self-catered or community prepared?</b>	
<i>IF meals are provided by the Community</i>	<ul style="list-style-type: none"> <li>• Breakfast, lunch &amp; dinner served</li> <li>• must be served at a set time, on time</li> <li>• if visitors are going on a day tour – lunches should be prepared so they can take them with them on the tour (picnic style)</li> </ul>
<i>IF visitors cook themselves</i>	<ul style="list-style-type: none"> <li>• Cooking materials provided in Ajur</li> <li>• Pots, pans, utensils, dishes, glasses, etc.</li> </ul>

## Sketches of proposed Ajur Guesthouses



## **ANNEX F            Suggested Standards of Care for Ajur Guesthouses**

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Ajur Guesthouses must be kept clean and safe for your visitors.

The following Standards should be followed at all times, and may become a requirement of participation in the Jaluit Atoll Conservation Area Ecotourism Project

### **While Visitors Are Staying**

- Floors are swept out every day
- Bedding and towels changes as requested, or at least once a week
- All litter around ajur guesthouse picked up daily
- Clean sink, toilet & shower
- Area surrounding ajur are kept free of standing water where mosquitoes breed.

### **Between Visits**

- Change all bedding and towels
- Fully sweep and mop floors
- Thoroughly clean stoves, sinks, showers & toilets
- Clean any dishes, etc.
- Report anything needing maintenance

### **Serving Meals**

- Serve food on traditional woven dishes & baskets
- Serve at same time every day
- Do not sneak up on visitors - announce your arrival
- Arrange a time to pick up left-overs



## WWII Relic Tour (half day)

### Tour Description

#### TAKE A STEP BACK IN TIME

Jaluit Atoll has some of the most interesting relics from WWII.

This guided tour will visit sites on three islands.

- **Lal** – a coral rock outcrop in the center of the atoll where an American submarine hid during the war while they attacked the Japanese base on Jabor.
- **Imej** – the largest WWII Japanese aircraft base in the Pacific. Hidden amongst the trees is a huge range of war relics including gun emplacements, bomb shelters, bomb craters, large camouflaged buildings, seaplane hangars, the wartime hospital, and many other remnants. There is even an old Japanese shrine where a Japanese general committed suicide rather than surrender to US forces.
- **Anman** – En route to Jabor, a Japanese ship hit a submerged mine. The captain, in an attempt to save his crew, rammed the vessel into the beach at full speed, allowing the crew to run for cover. The wreck of the ship remains embedded in the sand.

*Duration:* 5 1/2 hours

*Cost:* \$\_\_\_ per day

(Note: this fee supports the local community and the management of the Jaluit Atoll Conservation Area)

### Tour Development / Operation

- Day tour guide will be with tourists the entire time, with local guide meeting them on location
- Guides should be friendly, polite, helpful and professional at all times
- Need reliable boat for transportation
- Need proper safety equipment (eg. lifejackets)
- Tour should be booked at least a day in advance through CASO or TM.
- Tourists need access to toilet on the islands



## Itinerary & Interpretation

Time	Action	Interpretation Topics	Equipment Needed
0900	Pick up from guesthouse with boat for transport	<ul style="list-style-type: none"> <li>Greeting by tour guide</li> <li>Explanation of the day's schedule</li> <li>Safety brief</li> <li>Cultural Brief</li> </ul>	
0915	Arrive Lal (coral rock outcrop in the Jaluit Lagoon)	<ul style="list-style-type: none"> <li>Story of submarine</li> <li>Look for plaque with names</li> <li>Explanation about coral rock - why can you see giant clams and corals in the rock</li> <li>Shark feeding (?)</li> </ul>	
1000	Arrive Imeij	<ul style="list-style-type: none"> <li>Traditional meet &amp; greet with landowners</li> <li>Meet local tour guide</li> </ul>	<ul style="list-style-type: none"> <li>Coconuts</li> <li>Flowers</li> </ul>
1030	Begin Tour	<ul style="list-style-type: none"> <li>Seaplane landing Area</li> <li>Bomb Shelters &amp; bomb craters from US Air raids</li> <li>Gun emplacements</li> <li>Story of the Japanese soldier who went mad and fired on his own troops.</li> </ul>	
1145	Meet aback at seaplane Landing	<ul style="list-style-type: none"> <li>rest &amp; refreshments</li> </ul>	<ul style="list-style-type: none"> <li>Coconuts</li> <li>Water</li> <li>Fruit/donuts</li> </ul>
1200	Walk along path other trail	<ul style="list-style-type: none"> <li>Japanese torpedo holding racks</li> <li>Wartime hospital, bunker with shrine</li> <li>Story of Japanese general who committed suicide rather than surrender to US forces.</li> <li>Large intact gun emplacement</li> </ul>	
1300	Return to Seaplane Landing Area	<ul style="list-style-type: none"> <li>Rest &amp; refreshments</li> </ul>	<ul style="list-style-type: none"> <li>Coconut</li> <li>Water</li> </ul>
1315	Free time to swim, walk the beach, snorkel		<ul style="list-style-type: none"> <li>Snorkel gear</li> </ul>
1355	Depart for Anman	<ul style="list-style-type: none"> <li>Large Japanese ship wrecked on the beach after hitting a submerged mine.</li> </ul>	
1430	Return to Ajur guesthouse		

## Operational Plan

### *Information*

- Tourist to be briefed by day-tour guide prior to departure on what to bring (eg. proper walking shoes).
- Research interpretive information available through HPO and locals. Be sure to include personal memories and stories of elders.

### *Comfort*

- Ensure boat is in good working condition
- Make sure trails are cleared and safe
- provide toilet facilities
- provide bottled water, fresh coconut milk & fruit
- Provide lunch
- Provide good English/Japanese translation as needed

### *Safety*

- Assist tourists over rough terrain
- Provide First Aid as needed
- Take necessary precautions with rough seas

## Tour Costs

*Note:* Final prices are only estimates - final calculations are pending agreement amongst the landowners, CASO and CACC on appropriate Landing Fees for each destination (Landing Fees are a per group fee payable to the landowners on the islets. A portion of the fee will be used by the local communities to maintain the tour sites). The following Costing Calculations should be used as a guideline for calculating final tour prices.

### Group Costs

Boat Rental (include driver)		\$20 per trip
Driver	\$2.00 per hour	\$12 per trip
Gasoline	\$2.50 per gallon	\$20 per trip
Day Tour Guide	\$2.00 per hour	\$12 per trip
Local Island Guide	\$2.00 per hour	\$8 per trip
Landing Fees	Lal \$5.00 Imiej \$9.00 Anman \$7.00	\$21
<u>Conservation Fee</u>	<u>10%</u>	<u>\$10</u>

<b>Total Group Costs</b>	<b>\$103 per trip</b>
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**Individual Costs (per person)**

Water &amp; coconut drinks \$3 pp

Food snacks \$2 pp

<b>Total Individual Costs</b>	<b>\$5 per person</b>
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**Net Price (group + individual costs)**

<b>Number of Tourists</b>	<b>1</b>	<b>2</b>	<b>3+</b>
Group cost	\$103	\$52	\$35
Individual Costs	\$5	\$5	\$5
<b>Net Price</b>	<b>\$108 pp</b>	<b>\$57 pp</b>	<b>\$40 pp</b>

Note: This price does not include any commission for booking agents who might be involved (eg. booking agents in Majuro).

## **Jaluit, Jaluit Mangrove Walk (half day)**

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### **Tour Description**

#### **EXPLORE THE NATURAL BEAUTY OF MANGROVES**

Unlike other places around the world, Jaluit, Jaluit has a mangrove ecosystem in the center of the island.

This guided tour takes you through the center of this beautiful area.

- **Explore** the hidden beauty of this unique mangrove swamp, with its old mangrove trees covered in ferns and moss.
- **Listen** to local legends of the area
- **Learn** about the native plants & their traditional uses
- **Look** for native animals and birds - if you're lucky, you might catch glimpses of rare Mangrove crabs.

*Duration:* 4 hours

*Price:* \$\_\_\_ per day

(Note: this fee supports the local community and the management of the Jaluit Atoll Conservation Area)

### **Tour Development / Operation**

- Day tour guide will be with tourists the entire time, with local guide meeting them on location
- Guides should be friendly, polite, helpful and professional at all times
- Need reliable truck or bicycles for transportation from Jabor or guesthouse
- Tour should be booked at least a day in advance through CASO or TM.
- Tourists need access to toilet

## Itinerary & Interpretation

Time	Action	Interpretation Topics	Equipment Needed
0900	Pick up from guesthouse with boat for transport	<ul style="list-style-type: none"> <li>• Greeting by tour guide</li> <li>• Explanation of the day's schedule</li> <li>• Safety brief</li> <li>• Cultural Brief</li> </ul>	
0930	Arrive Jaluit, Jaluit	<ul style="list-style-type: none"> <li>• Traditional meet &amp; greet with landowners</li> <li>• Meet local tour guide</li> <li>• Story of large trees as a community meeting place</li> </ul>	<ul style="list-style-type: none"> <li>• Coconuts</li> <li>• Flowers</li> </ul>
1000	Begin Tour	<ul style="list-style-type: none"> <li>• Explanation of ecology of the mangrove area (tidal movements, etc.)</li> <li>• Legends of Mangroves and mangrove crabs</li> <li>• Identification of native trees and discussion of traditional uses</li> <li>• Information on the conservation efforts to re-introduce crabs to the mangrove site</li> </ul>	
1100	Arrive in Coconut Grove	<ul style="list-style-type: none"> <li>• Rest &amp; refreshments</li> <li>• Handicraft display &amp; local handicrafts for sale (eg. woven products, coconut soap, coconut candy)</li> </ul>	<ul style="list-style-type: none"> <li>• Coconuts</li> <li>• Water</li> <li>• Fruit/donuts</li> </ul>
1130	Walk through village to beach area, and back to starting point under trees		
1300	Return to Ajur guesthouse		

## Operational Plan

### *Information*

- Tourist to be briefed by day-tour guide prior to departure on what to bring (eg. proper walking shoes).
- Research interpretive information available through HPO and locals. Be sure to include personal memories and stories of elders.

### *Comfort*

- Ensure bicycles and/or truck is in good working condition
- provide toilet facilities
- provide bottled water, fresh coconut milk & fruit

- Provide good English/Japanese translation as needed

#### *Safety*

- Assist tourists over rough terrain
- Provide First Aid as needed

### **Tour Costs**

*Note:* Final prices are only estimates - final calculations are pending agreement amongst the landowners, CASO and CACC on appropriate Landing Fees for each destination (Landing Fees are a per group fee payable to the landowners on the islets. A portion of the fee will be used by the local communities to maintain the tour sites). The following Costing Calculations should be used as a guideline for calculating final tour prices.

#### **Group Costs**

Day Tour Guide	\$2.00 per hour	\$8 per trip
Local Island Guide	\$2.00 per hour	\$6 per trip
Landing Fee	<i>(this is an estimate only)</i>	\$20 per trip
Conservation Fee	10%	\$3.50

<b>Total Group Costs</b>	<b>\$37.50 per trip</b>
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#### **Individual Costs (per person)**

Truck / bicycle rental	\$10 pp
Water & coconut drinks	\$3 pp
Food snacks	\$2 pp

<b>Total Individual Costs</b>	<b>\$15 per person</b>
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#### **Net Price (group + individual costs)**

Number of Tourists	1	2	3+
Group cost	\$37.50	\$18.75	\$12.50
Individual Costs	\$15	\$15	\$15
<b>Net Price</b>	<b>\$52.50 pp</b>	<b>\$33.75 pp</b>	<b>\$27.50 pp</b>

*Note:* This price does not include any commission for booking agents who might be involved (eg. booking agents in Majuro).

## **Imroj Cultural Tour (half day)**

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### **Tour Description**

#### **JALUIT ATOLL HAS AN AMAZING HISTORY!**

It has been under Spanish, German, Japanese and American rule. Imroj Island has well preserved cultural sites from most of these eras.

This guided tour explores many of these special sites.

- **The Protestant church** - the oldest church in the Marshall Islands, built during German colonial rule (late 1880). This church remains the religious center of Jaluit Atoll.
- **Traditional Marshallese Grave Sites** -pre-missionary traditional Marshallese graves marked only by coral slab rocks. There are several legends about these graves belonging to giant warriors.
- **Post Missionary Marshallese Cemetery** - this cemetery has been used by many generations of Marshallese. The different grave marker styles represent different eras
- **German Burial Site** - during the beginning of WWII, Japanese soldiers relocated six old graves from Jabor to Imroj. These graves belonged to German traders living in Jabor from the late 1880's to early 1900's. The original heavy granite headstones, which were imported from Germany, are still in good condition.
- **Healing Waters** - an interior mangrove swamp is reputed to have healing waters. Local residents still come to these waters to relieve skin problems

**Duration:** 5 hours

**Price:** \$\_\_ per day

(Note: this fee supports the local community and the management of the Jaluit Atoll Conservation Area)

### **Tour Development / Operation**

- Day tour guide will be with tourists the entire time, with local guide meeting them on location
- Guides should be friendly, polite, helpful and professional at all times
- Need reliable boat for transportation

- Need proper safety equipment (eg. lifejackets)
- Tour should be booked at least a day in advance through CASO or TM.
- Tourists need access to toilet on the islands

### Itinerary & Interpretation

Time	Action	Interpretation Topics	Equipment Needed
0900	Pick up from guesthouse with boat for transport	<ul style="list-style-type: none"> <li>• Greeting by tour guide</li> <li>• Explanation of the day's schedule</li> <li>• Safety brief</li> <li>• Cultural Brief</li> </ul>	
1000	Arrive Imroj Island	<ul style="list-style-type: none"> <li>• Traditional meet &amp; greet with landowners</li> <li>• Meet local tour guide</li> </ul>	<ul style="list-style-type: none"> <li>• Coconuts</li> <li>• Flowers</li> </ul>
1015	Begin Tour	<ul style="list-style-type: none"> <li>• Protestant Church built by missionaries and still used today</li> <li>• German Burial Sites moved from Jabor during the beginning of WWII by the Japanese soldiers. Headstones imported from Europe.</li> <li>• Pre-missionary Traditional Marshallese Graves outlines with coral rock slabs. Direction of grave indicates importance of person</li> <li>• Walk along the beach to local cemetery</li> </ul>	
1100	Return to village	<ul style="list-style-type: none"> <li>• Rest &amp; refreshments</li> </ul>	<ul style="list-style-type: none"> <li>• Coconuts</li> <li>• Water</li> <li>• Fruit/donuts</li> </ul>
1115	Walk along path to Mangrove Swamp	<ul style="list-style-type: none"> <li>• Water level rises and falls with tide</li> <li>• Population of red shrimp</li> <li>• Legend of healing waters</li> <li>• Traditional uses of native plants</li> </ul>	
1200	Return to beach	<ul style="list-style-type: none"> <li>• Rest &amp; refreshments</li> </ul>	<ul style="list-style-type: none"> <li>• Coconuts</li> <li>• Water</li> <li>• Fruit/donuts</li> </ul>
1215	Free time to swim, walk the beach, snorkel		<ul style="list-style-type: none"> <li>• Snorkel gear</li> </ul>
1345	Return to Ajur guesthouse		



## Operational Plan

### *Information*

- Tourist to be briefed by day-tour guide prior to departure on what to bring (eg. proper walking shoes).
- Research interpretive information available through HPO and locals. Be sure to include personal memories and stories of elders.

### *Comfort*

- Ensure boat is in good working condition
- provide toilet facilities
- provide bottled water, fresh coconut milk & fruit
- Provide lunch
- Provide good English/Japanese translation as needed

### *Safety*

- Assist tourists over rough terrain
- Provide First Aid as needed
- Take necessary precautions with rough seas

## Tour Costs

*Note:* Final prices are only estimates - final calculations are pending agreement amongst the landowners, CASO and CACC on appropriate Landing Fees for each destination (Landing Fees are a per group fee payable to the landowners on the islets. A portion of the fee will be used by the local communities to maintain the tour sites). The following Costing Calculations should be used as a guideline for calculating final tour prices.

### **Group Costs**

Boat Rental (include driver)	\$25 each way	\$50 per trip
Gasoline	\$2.50 per gallon	\$25 per trip
Day Tour Guide	\$2.00 per hour	\$10 per trip
Local Island Guide	\$2.00 per hour	\$4 per trip
Landing Fee	<i>(this is an estimate only)</i>	\$20 per trip
Conservation Fee	10%	\$11

<b>Total Group Costs</b>	<b>\$120 per trip</b>
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**Individual Costs (per person)**

Water & coconut drinks \$3 pp

Food snacks \$2 pp

<b>Total Individual Costs</b>	<b>\$5 per person</b>
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**Net Price (group + individual costs)**

<b>Number of Tourists</b>	<b>1</b>	<b>2</b>	<b>3+</b>
Group cost	\$120	\$60	\$40
Individual Costs	\$5	\$5	\$5
<b>Net Price</b>	<b>\$125 pp</b>	<b>\$65 pp</b>	<b>\$45 pp</b>

Note: This price does not include any commission for booking agents who might be involved (eg. booking agents in Majuro).

## **Traditional Sailing Canoe Tour (1 hour)**

### **Tour Description**

#### **SAIL THE BLUE LAGOON**

**Marshallese are world-renown for their sailing and navigational skills.**

**Take a fun trip aboard a traditional sailing canoe on the beautiful tropical waters of Jaluit Atoll.**

- Traditional sailing canoes are still used today throughout the atoll. With the right winds, these canoes can travel nearly as fast as a motor boat.
- Watch the captains as they work the sails and guide the canoe over pristine waters of the Jaluit lagoon.
- Riding on these beautiful canoes can be a thrilling experience.

**Duration:** 1 hour

**Price:** \$\_\_\_ per day

(Note: this fee supports the local community and the management of the Jaluit Atoll Conservation Area)

### **Tour Development / Operation**

- Day tour guide not necessarily needed for this tour - Captain can assume the responsibilities.
- Guides should be friendly, polite, helpful and professional at all times
- Need reliable canoe for transportation
- Need proper safety equipment (eg. life jackets)
- Tour should be booked at least a day in advance through CASO or TM.

### **Itinerary & Interpretation**

Canoe sailing trips should be booked in advance for a specific time and day. Where possible, the canoe should meet the tourists at their ajur guesthouse. Canoe captains need to be able to brief the tourists on proper safety precautions and behaviour while on the canoe. Interpretive information should be given about the tradition building and navigation techniques used by Marshallese.

## Operational Plan

### *Information*

- Tourist to be briefed by day-tour guide prior to departure on what to bring (eg. proper walking shoes).
- Update information on traditional building and navigational techniques.

### *Comfort*

- Ensure canoe is in good working condition
- Provide good English/Japanese translation as needed

### *Safety*

- Assist tourists over rough terrain
- Provide First Aid as needed
- Take necessary precautions with rough seas
- Make sure the proper safety equipment is on board (eg. life jackets, radio for calling help)

## Tour Costs

*Note:* Final prices are only estimates - final calculations are pending agreement amongst the canoe captains, CASO and CACC on appropriate hourly rates for the sail tour. The following Costing Calculations should be used as a guideline for calculating final tour prices.

A portion of the fee will be used by the captains to maintain their canoes.

### Group Costs

None

### Individual Costs (per person)

Canoe Fee	<i>(this is an estimate only)</i>	\$10 pp per hour
Conservation Fee	10%	\$1

<b>Total Individual Costs</b>	<b>\$11 pp per hour</b>
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**Net Price (group + individual costs)**

<b>Number of Tourists</b>	<b>1</b>	<b>2</b>	<b>3+</b>
Group cost	\$0	\$0	\$0
Individual Costs	\$11	\$11	\$11
<b>Net Price</b>	<b>\$11 pp</b>	<b>\$11 pp</b>	<b>\$11 pp</b>

Note: This price does not include any commission for booking agents who might be involved (eg. booking agents in Majuro).

## **Snorkelling Tour (half day)**

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### **Tour Description**

#### **GET WET & SEE THE REEF**

The Jaluit Atoll lagoon has some of the most beautiful snorkeling in the Pacific, with healthy coral and plenty of fish.

- The reefs in Jaluit are considered some of the best in the world. They come right to the ocean surface, so snorkeling is one of the best ways to see their beauty.
- There are also underwater wrecks that are visible on clear days.
- Lagoon waters are warm and clear year-round
- Depending upon weather conditions there is always a snorkelling site in calm water

*Duration:* 1 hour

*Price:* \$\_\_\_ per day

- (Note: this fee supports the local community and the management of the Jaluit Atoll Conservation Area)

### **Tour Development / Operation**

- Day tour guide may not be necessary - boat driver may take on the responsibilities.
- Boat driver should be friendly, polite, helpful and professional at all times
- Need reliable boat and snorkelling gear for transportation
- Need proper safety equipment (eg. life jackets)
- Tour should be booked at least a day in advance through CASO or TM.

## Itinerary & Interpretation

Time	Action	Interpretation Topics	Equipment Needed
0900	Pick up from guesthouse with boat for transport	<ul style="list-style-type: none"> <li>• Greeting by tour guide</li> <li>• Explanation of the day's schedule</li> <li>• Safety brief</li> <li>• Cultural Brief</li> </ul>	
1000	Arrive snorkel site (will depend on weather conditions)	<ul style="list-style-type: none"> <li>• Traditional names and uses of marine life</li> <li>• Snorkel instruction as requested</li> </ul>	<ul style="list-style-type: none"> <li>• Snorkel gear</li> <li>• Coconuts</li> <li>• Water</li> <li>• Food/snacks</li> </ul>
1300	Return to Ajur guesthouse		

## Operational Plan

### *Information*

- Tourist to be briefed prior to departure on what to bring - snorkel gear, hat, sunscreen, etc.
- Update on weather and sea conditions
- Research interpretive information about the reef available through RMIEPA and locals. Be sure to include personal memories and stories of elders.

### *Comfort*

- Ensure boat and snorkelling gear is in good working condition
- Provide flotation (eg life jackets)
- Provide bottled water, fresh coconut milk & snacks
- Provide good English/Japanese translation as needed

### *Safety*

- Assist tourists onto the boat
- Provide First Aid as needed
- Use moorings to tie up boat
- Take necessary precautions with rough seas
- Make sure the proper safety equipment is on board (eg. lifejackets, radio for calling help)

## Tour Costs

*Note:* Final prices are only estimates - final calculations are pending agreement amongst the landowners, CASO and CACC on appropriate Landing Fees for each destination (Landing Fees are a per group fee payable to the landowners on the islets. They may or may not be necessary for reef access.) The following Costing Calculations should be used as a guideline for calculating final tour prices amongst the canoe captains, CASO and CACC on appropriate hourly rates for the sail tour. A portion of the fee will be used by the captains to maintain their canoes.

### Group Costs

Boat Rental (include driver)	\$25 each way	\$50 per trip
Gasoline	\$2.50 per gallon	\$25 per trip
Day Tour Guide	\$2.00 per hour	\$8 per trip
Landing Fee	<i>(this is an estimate only)</i>	\$10 per trip
Conservation Fee	10%	\$9

<b>Total Group Costs</b>	<b>\$102 per trip</b>
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### Individual Costs (per person)

Snorkel gear hire	\$5
Water & coconut drinks	\$3 pp
Food snacks	\$2 pp

<b>Total Individual Costs</b>	<b>\$10 per person</b>
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### Net Price (group + individual costs)

Number of Tourists	1	2	3+
Group cost	\$102	\$51	\$34
Individual Costs	\$10	\$10	\$10
<b>Net Price</b>	<b>\$112 pp</b>	<b>\$61 pp</b>	<b>\$44 pp</b>

*Note:* This price does not include any commission for booking agents who might be involved (eg. booking agents in Majuro).





*Note: For more information, please consult with the RMIEPA. They will provide free technical advice.*

What?	Do's & Don'ts	Why?
<b>Feeding animals</b>	<input checked="" type="checkbox"/> <b>DON'T</b> feed <i>ANY</i> animals or birds. <input checked="" type="checkbox"/> <b>DO</b> tell tourists not to feed animals and birds.	<ul style="list-style-type: none"> <li>➤ <i>Animals cannot digest processed or cooked foods.</i></li> <li>➤ <i>Can injure / kill animals</i></li> <li>➤ <i>Encourages aggressive behaviour</i></li> <li>➤ <i>Disrupts natural ecological balance</i></li> </ul>
<b>Feeding fish</b>	<input checked="" type="checkbox"/> <b>DON'T</b> feed <i>ANY</i> fish from the beach or boat. <input checked="" type="checkbox"/> <b>DO</b> tell tourists not to feed fish.	<ul style="list-style-type: none"> <li>➤ <i>Fish cannot digest processed or cooked foods</i></li> <li>➤ <i>Can injure / kill fish</i></li> <li>➤ <i>Encourages aggressive behaviour</i></li> <li>➤ <i>Attracts fish which are not usually found in the area</i></li> </ul>
<b>Collecting shells, corals, etc. to take home</b>	<input checked="" type="checkbox"/> <b>DO NOT</b> collect <i>ANY</i> shells, coral, rocks, etc. from the island or reef <input checked="" type="checkbox"/> <b>DO</b> replace shells you pick up to the same area where you found them. <input checked="" type="checkbox"/> <b>DO</b> tell tourists not to collect anything live or dead.	<ul style="list-style-type: none"> <li>➤ <i>Customs officials at the airport will confiscate most collected shells and corals.</i></li> <li>➤ <i>Kills animals living in/on shells and corals</i></li> <li>➤ <i>Many shells can be dangerous to handle (ie. cone shells)</i></li> <li>➤ <i>Changes natural ecological balance of reef</i></li> <li>➤ <i>All marine animals serve an important role on the reef and should be left undisturbed</i></li> </ul>
<b>Swimming, Snorkelling, Scuba Diving</b>	<input checked="" type="checkbox"/> <b>DO NOT</b> walk or stand on coral - even if it looks dead <input checked="" type="checkbox"/> <b>DO NOT</b> touch or hassle marine animals. <input checked="" type="checkbox"/> <b>DO</b> Keep fins/feet & hands well away from reef. <input checked="" type="checkbox"/> <b>DO</b> make sure the water is deep enough to snorkel without touching bottom.	<ul style="list-style-type: none"> <li>➤ <i>Standing on coral can break and kill it.</i></li> <li>➤ <i>Corals can be very sharp, injuring those who accidentally run into it.</i></li> <li>➤ <i>Kicking fins in shallow water can stir up sand that covers and kills corals and other marine animals.</i></li> </ul>

<p><b>Collecting plants, seeds, etc.</b></p>	<p><input checked="" type="checkbox"/> <b>DO NOT</b> collect <i>ANY</i> seeds, leaves, etc. from the island</p> <p><input checked="" type="checkbox"/> <b>DO</b> advise other staff and visitors of these regulations</p>	<p>➤ <i>Customs officials at the airport will confiscate most collected plant stuff</i></p> <p>➤ <i>Decayed leaves/seeds are needed for soil nutrients</i></p> <p>➤ <i>Seeds are needed to regenerate the forest</i></p> <p>➤ <i>Seeds &amp; fruits are important food for native birds and other wildlife.</i></p>
<p><b>Littering</b></p>	<p><input checked="" type="checkbox"/> <b>DO NOT</b> throw garbage into the bush or onto the beach</p> <p><input checked="" type="checkbox"/> <b>DO</b> throw litter (including cigarette butts) in garbage bins</p> <p><input checked="" type="checkbox"/> <b>DO</b> tell tourists and locals not to litter</p>	<p>➤ <i>Can harm/kill animals if eaten or entangled</i></p> <p>➤ <i>Takes a long time to break down</i></p> <p>➤ <i>Some litter will never decompose</i></p> <p>➤ <i>Looks unattractive</i></p>
<p><b>Staying on marked trails</b></p>	<p><input checked="" type="checkbox"/> <b>DO NOT</b> 'go bush' and wander off marked trails</p> <p><input checked="" type="checkbox"/> <b>DO</b> follow designated paths for your own safety</p> <p><input checked="" type="checkbox"/> <b>DO</b> tell tourists to walk only on marked trails</p>	<p>➤ <i>Limits trampling damage to plants and animals</i></p> <p>➤ <i>Prevents accidental disturbance of animals</i></p> <p>➤ <i>Assures walking safety of visitors.</i></p>

*Note: For more information, please consult with the HPO in Majuro. They will supply free technical advice.*

### **Clearing Trails to Relics**

- DO remove all litter and garbage from trail and surrounding areas
- DO remove all unsightly piles of coconuts from trail and surrounding areas
- DO cut away any dangerous spiky or sharp leaves or branches in the way of the trail (eg. pandanus leaves)
- DO NOT cut down any large trees or large overhanging branches - tourists can 'duck' underneath them
- DO remove any unstable rocks, coconuts and logs from trail
- DO fill in all holes on trail
- If trail goes through wet, soggy area, build a simple 'bridge' for tourists to walk over without getting feet wet (eg. wooden plank)
- Trails only need to be wide enough for a 'single-file'

### **Clearing Relics for better viewing**

- DO NOT remove any trees or plants growing on or in relics - these help hold the old relics together
- DO NOT clear away trees that shade the relics - direct sunlight and salt spray from the ocean destroys relics
- Only remove a few branches and vegetation so that tourists can see relics and take photos of them
- DO NOT scrape away any rust or flaking metal from relics
- DO NOT dig out dirt that has accumulated in the relic - this dirt prevents decay of the relic

### **Restoration of Relics**

- Restoration can be a costly venture with high ongoing maintenance costs.
- Upon request, the HPO will carry out a site survey to advise on proper technical methods to restore relics.
- If restoration is advised, HPO will assist with accessing funding and technical expertise



All tourism activities can result in environmental impacts. Careful and sustained management of these impacts is essential to the successful and sustainable operation of an ecotourism venture. The following Environmental Impact Assessment highlights the most likely impacts that will result from the tourism products developed in this report. It also suggests methods to use to minimise each impact.

<b>WALKING TOURS</b>	
<p>* WWII Relic Tour,</p> <p><b>Trampling</b> - walking on vegetation flattens and can kill it. Repeated trampling can prevent vegetation growth and lead to increased erosion.</p>	<p>* Jaluit, Jaluit Mangrove Walk,   * Imroj Cultural Tour</p> <p><b>Goal:</b> to restrict trampling to the trail and prevent off-trail trampling.</p> <p><b>Methods:</b></p> <ul style="list-style-type: none"> <li>• Follow clearly marked trails.</li> <li>• Use raised boardwalks as needed in sensitive areas.</li> <li>• Keep trail well maintained.</li> <li>• Tour guide should be present at all times, monitoring the tourists' activities.</li> <li>• Follow Environmental Best Practice Codes.</li> </ul>
<p><b>Compaction</b> - when many people walk over the same route, the soil gets hardened. Over time the ground gets so hard that plants cannot grow and water cannot drain. This can lead to increased erosion.</p>	<p><b>Goal:</b> to restrict compaction to trail and prevent off-trail compaction</p> <p><b>Methods:</b></p> <ul style="list-style-type: none"> <li>• Follow clearly marked trails.</li> <li>• Use raised boardwalks as needed in sensitive areas (eg mangrove mud).</li> <li>• Keep trail well maintained.</li> <li>• Tour guide should be present at all times, monitoring the tourists' activities.</li> <li>• Follow Environmental Best Practice Codes.</li> </ul>
<p><b>Collecting</b> - constant removal of plant, animal or relic items, from a site depletes the area of its resources.</p>	<p><b>Goal:</b> to prevent the removal of any natural or heritage items from Jaluit. (<i>Note: customs will remove most items at the airport.</i>)</p> <p><b>Methods:</b></p> <ul style="list-style-type: none"> <li>• Include 'no collecting' in brief given to tourist by guide.</li> <li>• Tour guide should be present at all times, monitoring the tourists' activities.</li> <li>• Follow Environmental Best Practice Codes.</li> </ul>

<p><b>Wildlife Disturbance</b> - most animals (eg turtles and birds) are sensitive to human disturbance. Repeated hassling can result in animals becoming stressed and moving to another locations. It can also adversely affect their health.</p>	<p><b>Goal:</b> to observe animals in their natural habitat without disturbing them.</p> <p><b>Methods:</b></p> <ul style="list-style-type: none"> <li>• Include 'no hassling of animals' in brief given to tourist by guide.</li> <li>• Stay on clearly marked trails.</li> <li>• Stay at a safe distance to observe animals.</li> <li>• Do not interrupt animals' natural behaviour (eg turtle and bird nesting).</li> <li>• Do not handle mature or juvenile animals.</li> <li>• Tour guide should be present at all times, monitoring the tourists' activities.</li> <li>• Follow Environmental Best Practice Codes.</li> </ul>
<p><b>SNORKELING TOURS</b></p>	
<p><b>Coral Damage</b> - coral are delicate animals. Although they have hard skeletons, they are easily damaged. Human damage can result in their death, which can lead to overall degradation of the reef.</p>	<p><b>Goal:</b> to observe corals without damaging or breaking them.</p> <p><b>Methods:</b></p> <ul style="list-style-type: none"> <li>• Include 'no coral damage' in brief given to tourist by guide.</li> <li>• Install moorings at commonly used sites.</li> <li>• Do not stand or sit on coral, even if it looks dead.</li> <li>• Snorkel in water deep enough that fins cannot reach the coral.</li> <li>• Give snorkellers flotation (eg life jackets).</li> <li>• Follow Environmental Best Practice Codes.</li> </ul>
<p><b>Wildlife Disturbance</b> - most marine animals are sensitive to human disturbance. Hassling, such as riding turtles or chasing fish, can stress the animals and scare them away from the site.</p>	<p><b>Goal:</b> to observe animals in their natural habitat without disturbing them.</p> <p><b>Methods:</b></p> <ul style="list-style-type: none"> <li>• Include 'no hassling of marine animals' in brief given to tourist by guide.</li> <li>• Stay at a safe distance to observe animals.</li> <li>• Do not interrupt animals' natural behaviour (eg turtle swimming).</li> <li>• Do not handle mature or juvenile animals.</li> <li>• Tour guide should be present at all times, monitoring the tourists' activities.</li> <li>• Follow Environmental Best Practice Codes.</li> </ul>

Friday, December 8, 2000

Volume 31, Number 49

**PUBLIC  
ANNOUNCEMENT**

The Historic Preservation Office announces a Public call for Historic Preservation project ideas for FY2001.

In the past the HPO has conducted archaeological surveys, oral history recordings, and helped sponsor Mani Day celebrations. We now wish to hear from the general public what you feel the HPO should be doing. A project proposal should include the following: a simple overview of the project, time length of project, benefits from the project, and an estimated project budget. Project proposals from Local Governments are especially encouraged, however all Marshallese citizens and residents are welcome to submit to project ideas. A submission, however, does not guarantee funding of the project. In addition, with the exception of local government proposals, where the HPO may give the funding directly to the local government, all other projects will be conducted either by HPO staff or contracted out on a competitive basis. Project proposers may bid on the project, but will receive no special consideration in the award of the project.

Proposals should be submitted to: AMIHPO, attention: Deputy Historic Preservation Officer, Ministry of Internal Affairs, no later than 4PM December 15, 2000. Questions call 625-4476. These projects will receive Federal financial assistance from the National Park Service. Discrimination on the basis of race, color, national origin, disability, or age is prohibited.



## Atoll wants to have a better environment than Majuro or Ebeye

# Caring for Jaluit

Majuro — Jaluit Atoll is setting the pace when it comes to conservation action, with an innovative program being launched in both the marine conservation area as well as tourism development.

The aim of the program launched earlier this summer is two-fold: to conserve marine life so that it continues to be available for local and commercial use, and to develop non-fishing-related ways — such as tourism — for people to earn income, which supports the marine conservation theme, said John Bungitak who helped to set up the program as the Conservation Area Support Officer (CASO).

The CASO post is now being filled by Leti Abon, and the program operates under the RMI Environmental Protection Authority with the support of the South Pacific Regional Environmental Program.

A survey of Jaluit's marine resources conducted earlier this year showed that because of unregulated commercial harvesting, trochus and sea cucumber stocks "are low to very low."

Abon said he is working with Jaluit Mayor Anjan Jason and the local council to develop conservation ordinances in order to insure that the stocks are not wiped out. "The populations of certain marine life are way down," Abon said. "We're recommending a ban on harvesting (these species) until there are enough for harvesting."

On other locally used marine items, the program would like to see a monitoring system in place and "seasons" set for harvesting certain marine life to insure they are not depleted by over use.



**ENVIRONMENTALLY FRIENDLY** — *Wair* relies on the beach, left, and happy water babies

When the Jaluit council passes its conservation ordinances later this year, it will be one of the first in the RMI to take such forward looking legislative action.

EPA official Juhon Alik observed that Jaluit is known for its abundant marine life epitomized by the phrase "Jaluit jalele" (which translates loosely as plentiful fish to

Jaluit) — but that because of the growing population and pressures of commercial fishing operations, Jaluit residents can not take these resources for granted.

Abon said there is a need for a lot of community awareness, which he has been working on through meetings and gatherings with Jaluit residents in different parts of the south

ern atoll.

Also, he said the conservation project is receiving good cooperation from the soon-to-start Japanese-funded fisheries project in Jaluit. Abon indicated that it will train Jaluit islanders to do deep sea bottom fishing, so they don't just depend on reef fishing.

The conservation plan is aimed at insuring that "the stocks remain in good condition," he said.

But it's not only marine conservation that is on the agenda. Working with the council and local leaders the program is promoting small scale tourism for Jaluit.

"We've identified locations for guest houses (bungalows) on Labor," Bungitak said. The plan is for individuals to build island-style bungalows that visitors can use for accommodation while visiting Jaluit.

Additional plans call for setting up a handicraft center, training tour guides, and cleaning historic World War II sites. Many of Jaluit's islands are dotted with World War II relics ranging from an old sea plane base and concrete bunkers to fighter plane propellers and anti-aircraft guns.

The program sees these as valuable assets for a tourism program, Bungitak said.

To promote tourism, the program is also emphasizing "no dumping" in the lagoon. "We don't want Jaluit's lagoon to be like Majuro's and Ebeye's lagoon," Abon said. "We want to keep it clean so it's attractive for visitors."

Among other activities, they plan to locate welcome signs at the airport and dock on Labor that remind people not to dump garbage in the lagoon.

**ANNEX L Sample Financial Management Worksheet**

**FINANCIAL MANAGEMENT FORM:**

Date: \_\_\_\_\_

Tour Name: \_\_\_\_\_

<b>Booking Agent:</b>	<b>Amount Received:</b>	<b>No. of Tourists:</b>	<b>Total Received (Net Income)</b>
Commission: _____%	\$ _____ per tourist	_____	\$ _____

<b>PAYMENTS FOR:</b>	<b>AMOUNT:</b>	<b>NAME (Print):</b>	<b>PAYMENT RECEIVED (Signature):</b>	<b>TOTAL PAID</b>
Boat Rental	\$			\$
Boat Driver	\$			\$
Gasoline	\$			\$
Day Tour Guide	\$			\$
Local Guide	\$			\$
Landing Fees				\$
• Site 1	\$	1.	1.	
• Site 2	\$	2.	2.	
• Site 3	\$	3.	3.	
Conservation Fee	10%			
• Common Fund	\$	Pay to JACA Common Fund		\$
• Operational Fund	\$	Pay to JACA Operational Fund		\$
Drinks & Food	\$ pp			\$
<b>Total Paid Out</b>				
<b>Total Received</b>				
<b>Balance (profit for JACA Operating Fund)</b>				

COMPLETED BY: .....

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