



# **CORAL TRIANGLE INITIATIVE**

ON CORAL REEFS, FISHERIES  
AND FOOD SECURITY

## **Annex 10.1**

### **Decision Document on**

### **Session 10.1**

### **Regional Business Forum & Business Advisory Council**

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**The 13<sup>th</sup> CTI-CFF SENIOR OFFICIALS' MEETING (SOM-13)**

**29 – 30 November 2017  
Dusit Thani Manila Hotel  
Makati City, Philippines**

**Adopted on 30 November 2017  
by  
the Governments of Indonesia, Malaysia, Papua New Guinea,  
the Philippines, Solomon Islands, and Timor-Leste**

## I. Background

The 4<sup>th</sup> CTI-CFF Regional Business Forum have had several successes towards influencing member states and private entities implementing sustainable marine tourism measures in its operation. The introduction of the Global Sustainable Tourism Council (GSTC) Criteria as the baseline standard for sustainability in travel and tourism in marine protected areas have had successes in Indonesia and it is hoped the same will be achieved in the other CT6 Member States.

Since SOM-12, several recommendations for the **Regional Business Forum** are in progress:

12.1.3. Encouraged CTI-CFF member countries to continue working on the adoption of the Global Sustainable Tourism Council (GSTC) Criteria as the baseline standard for sustainability in travel and tourism in marine protected areas in the Coral Triangle and adapt these to fit local conditions;

12.1.4. Acknowledged the development of the Sustainable Marine Tourism Task Force Terms of Reference (TOR) funded and undertaken by NCC Indonesia and CTC and integrated with the Marine Protected Areas Technical Working Group (MPA TWG);

12.1.5. Acknowledged the progress made on the project funded by the Government of Australia and undertaken by WWF entitled "Developing and Promoting Sustainable Nature-Based Tourism in the Coral Triangle", the results of which will support the task force; and

12.1.6 Encouraged Regional Secretariat to pursue the discussion with the Government of Malaysia on the possibility of hosting the next 5th Regional Business Forum in 2017.

SOM-12 recommendations for the establishment of the **Business Advisory Council** are still pending implementation:

12.2.1. Noted the challenges encountered towards the further development of the Business Advisory Council (BAC);

12.2.2. Agreed to task Regional Secretariat to continue its cooperation with CTI-CFF member countries and relevant business cooperation / associations to further the development towards the establishment of the Business Advisory Council (BAC);

12.2.3. Endorsed the continuance for further assessments on successful business council models to be adapted within the CTI-CFF context to be discussed in the next RBF-5;

12.2.4. Encouraged CT6 member countries to actively contribute to the process towards the establishment of CTI-CFF Business Advisory Council; and

12.2.5. Endorsed the efforts to set up a regional Ocean Industry Leadership for the Coral Triangle region at the World Ocean Council (WOC).

### *Regional Business Forum*

Since then, the project funded by the Government of Australia on “Developing and Promoting Sustainable Nature-based Tourism in the Coral Triangle” was completed and reports were disseminated to the Regional Secretariat and the CT6 Member States\*. A similar study is recommended for the other CT3 Member States; Indonesia; Malaysia and Philippines.

Additionally, the Government of Malaysia has confirmed its commitment to host the 5<sup>th</sup> Regional Business Forum in 2018. Support from Partners and other relevant organizations are requested.

## **II. Decision**

Referring to the discussion and consideration among the SOM-13 in session ten (10) on Cross-cutting themes (*Attachment 10.1.a*), the Senior Officials hereby:

1. Acknowledged the following items:
  - a. The outcomes of the “Developing and Promoting Sustainable Nature-Based Tourism in the Coral Triangle” project;

- b. The development of a regional Governance Framework for Nature-based tourism development and site selection criteria in the Coral Triangle which was endorsed in SOM-12;
  - c. The establishment of an online tourism portal and investment page on the website: [www.thecoraltriangle.com](http://www.thecoraltriangle.com);
  - d. The development of Destination Plans for three (3) sites within the Coral Triangle in Ataúro Island, Timor-Leste; Kimbe Bay & surrounds, West New Britain, Papua New Guinea; and Western Province, Solomon Islands.
  - e. The development of Investment Prospectus for the three (3) destination plans;
  - f. Return on Investment Analysis: Exploring the Benefits of Investing in Low-Impact, High-Value Sustainable Nature and Adventure-based Tourism vs. Mass Tourism; and
  - g. Report on Developing and Promoting Sustainable Nature-based Tourism in the Coral Triangle.
2. Urged the Regional Secretariat to work with partners to identify and secure funding for the following regional actions to support sustainable marine tourism in the Coral Triangle:
- a. Formulation of a practical set of tourism development and operational guidelines that address the tourism and environmental aspirations of the Coral Triangle countries, and that meet the Global Sustainable Tourism Council (GSTC) criteria and adapt these to fit local conditions.
  - b. Capacity building for Coral Triangle governments to develop the necessary policy frameworks for implementation and regulation of the guidelines; and
  - c. Training and awareness tools for tourism operators and communities to implement and apply the guidelines.
3. Urged the CTI to support promotion of the *Nature-based Tourism in the Coral Triangle Investment Prospectus* to potential development agencies, donors, impact investors\*, and private sector stakeholders to secure

funding and investment for recommendations identified in the Investment Prospectus and Destination Plans;

4. Encouraged a multi-stakeholder, cross agency approach in CT countries to collaborate on implementation of their Nature-based Tourism destination plans and for development of sustainable marine tourism destinations in accordance with sustainability principles that meet Global Sustainable Tourism Council (GSTC) criteria;
5. Encouraged appropriate policy development to support sustainable marine tourism and adapt these to fit into both national and regional level;
6. Recommended to work with partners and stakeholders to identify funding to implement the Coral Triangle Governance Framework for developing Sustainable Nature-based Tourism and for development of a Coral Triangle Brand for promotion of sustainable marine tourism destinations;
7. Urged for Regional Secretariat to work with partners and stakeholders to identify funding for site selection and destination planning in pilot sites in Indonesia, Philippines and Malaysia;
  - a. Urged the Regional Secretariat and the partners to undertake resource and ecological evaluation to help with the site selection process; and
  - b. Acknowledged the proposal for Indonesia to be at Raja Ampat, Ambon and Wakatobi.
8. Recommended and urged for NCCs and partners to support the NCC Malaysia in developing a robust program for the 5<sup>th</sup> Regional Business Forum & assist in promotion of the event; and
9. Acknowledged the importance of private / business communities and initiate processes towards the establishment of the Business Advisory Council.

**Attachment:**

10.1.a. SOM-13RBF presentation

*\*Reports can be found at this link (<http://wwf.panda.org/?260690/Developing-and-Promoting-Sustainable-Nature-based-Tourism-in-the-Coral-Triangle>).*