

PD-ACH-878



**ECOTOURISM PROGRAM IN THE REGIONS  
OF THE  
*MASOALA PENINSULA AND ANDOHAELE NATIONAL PARK***



**INTERIM PROGRESS REPORT 2005  
PREPARED FOR**



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## **PROJECT SUMMARY**

*Project Name :*

**Ecotourism in the region of the Masoala peninsula and Andohahela National Park**

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## **LIST OF ACRONYMS**

<b>ANGAP</b>	Association Nationale pour la Gestion des Aires Protégées
<b>AMNH</b>	American Museum of Natural History
<b>BAMEX</b>	Business And Market EXpansion – a USAID funded project
<b>DDC</b>	Digital Development Communications
<b>DGEF</b>	Direction Générale des Eaux et Forêts
<b>EGAD</b>	Exhibits Graphics And Design unit
<b>GATO</b>	German Tourism Organization for Development and Investment
<b>GDP</b>	Gross Domestic Product
<b>GOTMM</b>	Groupement des Opérateurs Touristiques de Maroantsetra & Masoala
<b>INTH</b>	Institut National de Tourisme et d'Hôtellerie
<b>NGO</b>	Non-governmental organization
<b>ORT</b>	Regional Tourism Office
<b>ONT</b>	National Tourism Office
<b>PE3</b>	Third phase of the National Environmental Program
<b>PRD</b>	Regional Development Plan
<b>S06</b>	Strategic Objective 6 of USAID
<b>STTA</b>	Short Term Technical Assistance
<b>USAID</b>	United States Agency for International Development
<b>WCS</b>	Wildlife Conservation Society
<b>WCS NY</b>	WCS head office in New York

## I. INTRODUCTION

Since the early 1990s and throughout the previous two phases of the National Environmental Action Plan, donors, NGOs and the government of Madagascar have been seeking better ways for Madagascar to benefit from its unique biodiversity capital. Nature based tourism, particularly focused on the National Parks of Madagascar, offers enormous potential as a major source of financing for the parks and as a cornerstone for the sustainable economic development of Madagascar. In 2003, the President of Madagascar, in recognition of the economic and intrinsic value Madagascar's biodiversity, announced a commitment to triple the protected areas of his country and to develop Madagascar as a priority ecotourism destination in the Indian Ocean. More recently, the importance of the natural environment as a base for sustainable development has been outlined in the President's "Madagascar Naturellement" vision, which places the environment at the heart of his vision to renew the rural economy, to develop the tourism sector, and to use the brand "Madagascar" to give natural products an added value evoked by the island's natural heritage.

During 2003, there were two major reviews of the Tourism sector in Madagascar: one by the World Bank and one by the private consulting company, GATO. Both studies highlighted that tourism is a growing industry in Madagascar (around 7% per year), the majority of tourists who come to Madagascar come for its unique fauna and flora and there is still large untapped potential for tourism development in Madagascar. In 2000, Madagascar received around 160,000 visitors and tourism generated about \$116 million or 3.5% of total GDP. In comparison, the tiny nearby island of Mauritius receives about 700,000 visitors per year. Globally, tourism is one of the largest and fastest growing industries with over 700 million travelers a year, worldwide spending of over \$4 trillion. Tourism is the main source of foreign currency for at least 38% of countries and represents up to 40% of GDP in some developing economies. Within the tourism sector, nature based tourism and ecotourism comprises up to 10% and is growing.

There is no doubt that with its unique fauna and flora, spectacular scenery, 5000 km of coast and marine environments, and 250 small islands, Madagascar has a huge potential to grow its tourism industry. However, there are serious impediments to the growth of tourism in Madagascar including poor infrastructure and communications, inadequate training of staff in the tourism sector, weak marketing, lack of public private sector partnerships all resulting in a limitation of quality "tourism products". There is a strong political commitment to rapidly develop the tourism sector in Madagascar and there is a range of initiatives at several levels starting to address the challenges and build a long term healthy tourism sector in Madagascar.

This project is designed to help develop ecotourism in Madagascar by focusing on two key areas as pilot sites. The project builds on the immense potential value of two Parks, Masoala National Park and Andohahela National Park, both rich in biodiversity, diverse in potential tourism experiences and situated in spectacular settings and fascinating regions.

WCS is working with a range of partners, including other NGOs, Zoo Zurich, private sector operators, the Ministry of Tourism and Culture and particularly ANGAP, the National Parks Service, to improve the overall ecotourism experience in the two focus regions and to effectively promote ecotourism in these areas. The project is compatible with, and contributes towards, the objectives of the third phase of the national environment plan (PE3) and ANGAP's specific goals for Masoala National Park and Andohahela National Park.

## **II. MASOALA AND ANDOHAHELA NATIONAL PARKS**

### **Masoala Peninsula**

Masoala National Park is the "jewel in the crown" of the national parks system in Northeastern Madagascar. The park remains one of the last great wilderness areas of the country. Encompassing 230,000 hectares of tropical rainforest and 10,000 ha of marine parks with beautiful and still intact coral reefs, Masoala is the largest National Park in the country and one of the last places on earth where pristine tropical rainforest touches the sea. The park protects healthy populations of over 30 globally threatened species, including several species unique to Masoala. As well, new discoveries are made by almost every group of scientists that visit the park. The combination of intact lowland forest, unspoiled beaches and a healthy marine environment, gives Masoala exceptional ecotourism potential. In addition, Antongil Bay is the largest calving and breeding area for Humpback Whales in the Indian Ocean. During the months of July-September, the Masoala, Antongil Bay, Nosy Mangabe area can offer an unparalleled experience that combines whale watching with terrestrial wildlife viewing. There is potential for Antongil Bay to be the premier whale watching venue in the Western Indian Ocean.

The tourism potential of the region can also be reinforced with the development of a new forest conservation area in Makira. Here, in the future, visitors will have the opportunity to take a boat trip up a river into beautiful forest to see a variety of fauna and flora and visit riverside communities.

Most tourists going to Maroantsetra visit Masoala National Park and in 2002 there were 1527 visitors, of whom 692 were foreigners. Indications are that at the beginning of this program, tourism was increasing in and around Masoala and recovering rapidly after the political crisis of 2002.

The remarkable natural features of Masoala provide a solid attraction for ecotourism but in addition, there are developments that are encouraging the growth of ecotourism in this region.

Firstly, a major project to showcase the Masoala rainforest, the Masoala "Regenwald," was launched in June 2003 in Zurich Zoo, Switzerland. The development of this exhibit was based on a partnership between the Zoo, WCS and ANGAP and is already proving to be invaluable in the promotion of tourism to Madagascar and particularly the Masoala region. The exhibit has already generated significant interest both nationally and internationally in Madagascar but specifically, in Masoala and its surroundings. There have been several Swiss tour

operators developing trips to Masoala and the numbers of Swiss visiting the park started to increase during 2003. Currently, there is a new Madagascar exhibit being developed in the Bronx Zoo, New York. This will be opened during 2006 and it is anticipated to also promote Madagascar as a tourist destination for US tourists.

Secondly, private sector operators in the area are becoming increasingly engaged in the vision of ecotourism for Madagascar and are seeking the support of environmental NGOs to provide information, training, and help with marketing ecotourism products as a complement to their existing marketing efforts.

WCS is building on its decade of experience at Masoala to expand its conservation activities to the Antongil Bay and the new 371,000 ha contiguous protected area of Makira. The diversity of habitats and potential ecotourism experiences provided by these areas when combined with those of Masoala National Park form an attractive and unique "package" with enormous draw for international ecotourists. There are already several trail systems and campsites developed within the park. Information panels are located at some key points and a website [www.masoala.org](http://www.masoala.org) provides online information on the park and the surrounding regions.

There is already quite extensive promotion of the region internationally and nationally. What is needed to realize the region's true potential is that the various actors focus and collaborate to produce quality infrastructure and services in order to improve the overall quality of the ecotourism experience in the region. A recent tourist survey highlighted some specific needs including more information available locally, improved guide training, and improved access to the park.

### **Andohahela National Park**

Andohahela National Park is spectacularly located in and around the mountains of the southeast of Madagascar. The 154,000 hectares of the park and surrounding forest spans three major biomes: the eastern rainforests, dry spiny forests and unique "transition" forest between the arid south and the humid east. It has much to offer ecotourists in terms of beautiful and varied scenery and diverse fauna and flora. Recently ANGAP developed trail systems in each of the forest types including the prize-winning Tsimelahy Trail and campsite. In addition, the surrounding region offers a diversity of tourist attractions including beaches, reefs and local fishing communities and the world-renowned Berenty Reserve. There is also potential of for whale watching around Fort Dauphin during the winter months.

In spite of being conveniently located next to a major tourist destination of Fort Dauphin, Andohahela welcomed a mere 800 visitors in 2003, representing only 6% of the visitors to Fort Dauphin that year. Key to developing the ecotourism potential of Andohahela within the region is to raise awareness of the park directly with tourists and also through local and national tour operators. Development of solid working collaborations between ANGAP and private sector operators is necessary to assure that visitors get to the park. Enhancing the visitor experience through improved guiding capacity, infrastructure and on-site information will be a foundation on which to encourage and promote tourism in the park.

### **III. PLANNED ACTIVITIES (TAKEN FROM WORKPLAN 2005)**

#### **Result 1. Creation of promotional activities and materials and production of a marketing strategy**

##### **Maps/Brochures/information pamphlets**

During 2005 a variety of promotional materials will be produced to promote Masoala national park. A large-format guide map of the park and surrounding areas that has already been designed will be printed and distributed. Ten thousand copies of a small but high quality colour brochure will be produced for Masoala in English identical to the current French one, will be distributed internationally, particularly at the Zoo Zurich exhibit, and to national and regional tour operators. Six main sites have been identified in the management plan for development of tourism activities: Nosy Mangabe, the Tampolo region, the marine parks, the Andranoanala park at Cap Est, the 5-day trek across the peninsula, and the trek/cycle route down the east coast. Three leaflets describing these circuits have been produced under this contract and a further three (marine parks, trekking, eastern mountain bike trail) will be completed and distributed during 2005. These will be targeted at tourists who have already arrived in the Masoala region.

For PN Andohahela, an existing colour brochure designed for national and international travel agencies will be adapted, improved and printed. A new monochrome information leaflet giving more details of the circuits available will be designed and printed for distribution within Fort Dauphin. A tourism map of Andohahela and the greater southern circuit between Fort Dauphin and Toliara will be designed and printed in collaboration with the tourism operators active in the region.

A high quality colour guide to viewing sea mammals in Madagascar will be produced and printed. The guide will focus particularly on the respectful observation of humpback whales, as this is the most common tourism activity associated with seas mammals to date in Madagascar.

##### **Web sites & film**

Masoala launched a park web site in early 2003, [www.masoala.org](http://www.masoala.org), which currently receives approximately 500-600 visits per month. To date the site is only in French, and this is reflected in the users of the website, with the French, Swiss and Canadians making up for 75% of the visitors to the site. The website is currently being redesigned to be more interactive, faster loading and more sensitive to key words used by search engines. English, German and Italian versions will also be produced during 2005. It is intended that the new site will be online before the opening of the "Madagascar" Dreamworks movie, which we expect to cause a large increase in internet demand for Madagascar websites.

A high quality film on ecotourism in Madagascar will be launched during 2005. The film is currently under production and focuses on what ecotourism is, and examples of ecotourism in Madagascar. The film focuses on the sites of Masoala and Andohahela to showcase what ANGAP offers in terms of ecotourism, and how local communities can be involved. ANGAP is

also initiating their own similar film projects and we are working with the marketing team to ensure complementarity of the films produced.

### **Whale-watching**

Promotional activities undertaken in 2004 were successful at increasing the Antongil Bay's profile for whale-watching, and the number of tourists during this period increased importantly. Follow-up activities are planned, particularly with a view to extending the tourism season which is otherwise relatively short (September to December). WCS will be supporting an initiative to organise a promotional festival during July, based on last year's whale festival. A postal information campaign aimed at travel agencies will be undertaken during February, including distributing additional examples of posters and brochures which were printed last year. An additional marketing campaign aimed at tourists will be launched in June using materials already prepared last year that can be easily modified.

### *Local tourism stakeholders*

WCS is already involved in regular meetings and workshops with operators, communities and ANGAP in the Maroantsetra region, and these provide fora to ensure that information is disseminated and feedback is gathered from stakeholders on tourism development.

Some funds under this program were put aside to allow participation by ANGAP staff at Masoala and Andohahela and local tourism operators to participate in regional, provincial and national ecotourism workshops. WCS will continue to work with other partners to participate in the design and content of meetings on ecotourism. In particular, EDENA is organising a provincial level workshop on ecotourism in Toamasina with which we are involved – to highlight opportunities for investment and collaboration in the promotion of the "Triangle Bleu" between Ile St. Marie, Mananara, and Maroantsetra/Masoala. Conservation International will be organizing a series of training workshops at the regional level and we will participate for the one for the region of Alarjifofo. We anticipate that BAMEX will also be organising national level ecotourism events which we will help plan through our involvement in their technical committee. In the region of ANOSY we will organise a regional workshop with ANGAP on tourism and combine this with organised guided tours of the south for Nationally based tourism agencies that don't yet offer a southern circuit.

### **Marketing Strategy**

Preparatory workshops will be held with ecotourism stakeholders in Antalaha, Maroantsetra and Fort Dauphin to get feedback on the key issues associated both with developing ecotourism in the region and also promoting the parks.

These will be followed up by a survey of tour operators and hotel operators in all three regional towns and key operators in Tana as a foundation to developing a marketing strategy for the regions. A report will be produced on the results of these activities and recommendations for a marketing strategy.

Guided tours (éductours) specifically for tourism operators based in the capital and Toamasina will be organised in both Masoala and Andohahela National Parks. Our experience in 2004 showed that if well organized, these can be an effective way of increasing the number of operators offering a site to tourist clients.

## **Result 2. Development of quality interpretative infrastructure and materials**

At Masoala, most of the planned trails have now been put in place; the one remaining one has been sited and will be finished during the early part of 2005 in the region of Ambodiforaha.

Some trail improvements are planned for Andohahela during 2005, particularly making some minor changes to the Tsimelahy trail, and developing a new trail at Manangotry, a rainforest site on the eastern side of the park.

During 2005 we will continue to provide training and support to three associations running campsites on the park boundaries at Masoala. We will also review the existing camping infrastructure in place at these sites and help to improve it.

Most promotional and interpretative activities relating to parks are aimed at foreign tourists, but almost half of the visitors to Madagascar's parks are Malagasy and there is a need to develop more educational materials for national visitors. During 2005 we will design educational activity kits for use by school children at two sites at Masoala: Nosy Mangabe and the Andranoanala forest.

### **Visitor Information centers and Kiosks**

#### *a) Maroantsetra*

A visitor center will be built in Maroantsetra on land by the river and with a spectacular view overlooking Nosy Mangabe, the Antongil bay and the Masoala peninsula. This is currently being designed to be an attractive and inspirational building which echoes local architecture, incorporates a local "look" and is designed to fit into its immediate surroundings and wider landscape. The building is intended to be a model for Green design incorporating sustainable energy use, good waste water management and water conservation. A separate report on building design will be submitted to USAID and the design will be discussed with USAID and ANGAP before progressing to the selection of an architectural firm to develop detailed working drawings for the constructors. WCS Madagascar is also working closely with the WCS NY based "Exhibit and Graphics Center" to develop "state of the art" interpretative exhibits for the Maroantsetra center. EGAD is currently developing the Bronx Zoo, "Madagascar!" exhibit and it is anticipated that there will be a lot of ways of benefiting both the NY based and Madagascar based exhibits with a range of panels, models and audiovisual exhibits. The center will be designed to cater for a range of audiences from school groups to international tourists.

#### *b) Andohahela & Fort Dauphin*

There is a visitor center established on the edge of Andohahela Park. The building itself is in need of major structural renovation and the interpretative materials need finishing and improving. To address the needs of park promotion, ANGAP is proposing to use the center in Andohahela for visiting school groups and to include information

panels within the Regional Tourism Office building in Fort Dauphin. In this way, tourists will have easy access to information on the park. During 2005, we will do an assessment of the extent of work needed on the existing visitor center, improve the interpretative materials particularly for school children and support ANGAP to develop the panels needed for the Fort Dauphin tourism office.

## **Trail & Infrastructure Development in the Parks**

### *a) Masoala*

The development of the trail system at Masoala responds to two perceived needs by the park management: improvement of the visitor experience, and strategic development of sites to increase participation by the local population in the tourism sector. All the trails currently planned at Masoala have now been put in place, except one in the region of Tampolo for which there is a siting plan. This final trail will be completed during 2005. It is intended to have a remote park-run camp in the mountains behind Tampolo. The creation of this trail will give the possibility to tourists of hiking from the shoreline into the mountains through pristine primary rainforest. The existence of a remote camp will provide additional tourism-related employment opportunities in the Tampolo region since many visitors will opt to take porters. Currently the people in the Tampolo and Ambarizana regions gain relatively little from tourism due to their low level of education that excludes them from jobs as guides or in hotels. The creation of the trails and remote camp will complement the creation of a village-run campsite in this region, providing a greater stake in the park's protection by the local population.

The current trail system will also be evaluated, taking into consideration recommendations by Cresolous, the Green Design team that is designing the interpretative centre, and taking into consideration the recommendations of the planned study by BAMEX and ANGAP to define trail and campsite standards for ANGAP nationally. We anticipate that some repairs and improvements to the existing trail network will be necessary.

### *b) Andohahela*

The ANGAP team at PN Andohahela would like to create a new trail at a site known as Manangotry. This area has recently become easily accessible because of the renovations to the road running from Fort Dauphin to Ranomafana. Some guides already take visitors to this area, even though there are no trails and it is not an approved ANGAP site for visitors, who avoid paying the park entrance fee. Establishing a good trail here would provide an accessible rainforest interpretative trail, reduce current conflict between ANGAP and guides, and ensure a permanent ANGAP presence in a potentially threatened site on a major road which cuts the park in two, thereby opening it to hunting and exploitation risks.

There will also be major repairs to the Tsimelahy campsite which has deteriorated and was suffered flood damage during cyclone Gafilo.

### **Result 3 Create new opportunities for training local guides and ecotourism operators to improving the quality of the ecotourism experience**

#### **Guide & Operator Training**

Existing guide training courses for the Masoala guides in Maroantsetra and Antalaha will be continued, and those for Fort Dauphin guides will be started this year. ANGAP is in the process of developing a national certification scheme for guides that work in National Parks, in collaboration with INTH and the Ministry of Tourism. Under this scheme a core curriculum of 10 modules will be taught over a total of 160 hours. The trainings at Masoala and Andohahela will be used to pilot this scheme; however WCS already anticipates that the parks will have to provide additional training in subjects relating to biodiversity and general ecology and also in language training and so additional arrangements will be made to cover these aspects. Each guide participating in trainings will receive a guide training manual and a certificate.

ANGAP rangers and field-based staff will also receive a training focused on tourism and communication skills. During 2005, WCS will also arrange for INTH to give trainings to private operators based in Maroantsetra, Antalaha, and Fort Dauphin. Particular emphasis will be put on language skills of the personnel working in the hotel industry.

## **IV. COMPLETED PROJECT ACTIVITIES**

### **Result 1. Creation of promotional activities and materials and production of a marketing strategy**

#### **Maps/Brochures/information pamphlets**

##### *Masoala*

A promotional poster/map of Masoala national park was designed and printed with the objective of letting ANGAP sell, with profits contributing to an existing revolving fund that is used to produce souvenir items and ensure essential maintenance of tourism infrastructure. The original version is English but we have also been requested to produce a German version for sale through Zurich zoo, and for sale to a Swiss-based travel agency who will use it as part of their promotional materials for trips to Masoala; this is an additional activity that was unplanned in our original proposal and is now planned for 2006, and will be financed with matching funds.

Two promotional posters for Masoala were printed (1000 copies of each) and distributed as a set along with the whale watching poster that was produced in 2004. An existing promotional brochure was also translated and 10,000 copies produced and distributed (in addition to the 10,000 copies in French produced in 2004) to tour operators and hotels in Antananarivo and Toamasina, and at international tourism events by the Office National du Tourisme (ONT). Zoo Zurich also financed the production of these same brochures for distribution at their zoo.

### **Andohahela**

An existing promotional brochure for Andohahela national park was updated and produced in English and French and has been distributed to tour agencies based in Antananarivo and Toliara. An existing map and interpretation guide of the Tsimelahy trail was also updated and produced in English and French. The map is distributed in Fort Dauphin and at the trail entrance only. Both the brochure and the interpretation guide were originally produced on a previous USAID project – MIRAY.

A map of Andohahela and the surrounding region is currently being produced for distribution in Fort Dauphin. This map will explain the different circuits available to visitors already in the region, and how they can access the park.

### **Web sites**

Information on the Masoala and Andohahela national parks was updated on the official ANGAP website in 2004. After discussions with ANGAP it was decided not to make a specific Andohahela website since it is against their policy to encourage individual sites to produce their own sites. Masoala has been treated as an exception since it already had a separate website before the creation of the ANGAP one. During 2005 we updated and redesigned the Masoala website, [www.masoala.org](http://www.masoala.org). German, Italian, English and Malagasy versions of the site were also created. Visitors to the website have increased from approximately 500 per month before redesign to approximately 2000 per month currently. We expect this figure to rise as more links are created to the site, therefore making it easier to find and increasing its rating in the Google search engine.

A 15 minute film on ecotourism was produced by Digital Development Communications (DDC). The film explains what ecotourism is and specifically what is done in Madagascar and by ANGAP. The film uses Masoala and Andohahela as examples of parks that can be visited and how ecotourism activities at these parks contribute to the national and local economies. Versions were produced in English, French and Malagasy, and it is appropriate for promotion of the two parks and parks in general, to explain to travel agencies in Madagascar and abroad what ANGAP does related to ecotourism. Diffusion and distribution of the film will continue in early 2006.

### **Whale-watching**

Promotion of whale tourism was a major emphasis of the program during May and June of 2004. Humpback whales visit Antongil bay in large numbers to calve and mate during June to early September. This migration has huge ecotourism potential given the spectacular landscape of the bay region. But it is also an attraction that can be promoted to extend the main tourism season, which is otherwise very restricted to the months of September, October and November. In 2004, an entire program culminating in a "whale festival" was organised by a committee (comprised of WCS, local tour operators, ANGAP and local authorities) to promote whale watching and improve available whale-watching guiding and boat services. This program was followed up in 2005 with another promotional festival in August 2005 (the forest and sea festival) which involved a larger group of organizers, and the town authorities of Maroantsetra intend to make this a regular annual tourism promotional and environmental educational event. The 2005 event was organised more by local actors in the town, with less

responsibility for it put onto WCS and ANGAP; we will continue to facilitate this trend to ensure that the event continues in the future and that in particular the organisers will be able to ensure that more of the budget required comes from private sponsorship and revenues from activities that are organised as part of the festival.

## **Ecoshops**

### *Masoala*

The Masoala National park has established an "ecoshop" to sell products to visitors. Proceeds from this activity are managed as a separate ANGAP account which functions as a revolving fund, with proceeds being used to pay for the production of replacement and new articles for sale, and to cover essential repairs to tourism infrastructure. The account has now accumulated enough to start to fund the creation of new and replacement articles. Initially stocks of articles were provided to the "ecoshop" using articles produced with WCS private funds. The ecotourism map produced partly with USAID funds is intended for this ecoshop. Currently the ecoshop has a stock of books (Masoala – eye of the forest), 7 designs of Masoala-specific T-shirts, Masoala hats, and a selection of postcards. Campsite fees also contribute to this revolving fund. Currently the ecoshop funds are being used to finance a German version of the Masoala poster/map, and a new set of Masoala postcards.

### *Andohahela*

During 2005, we also developed an initial stock of articles for Andohahela National Park: three Andohahela t-shirt designs, postcards, and a stock of camping equipment available for rent at the two main campsites: Tsimelahy and Mangatsiaka. As in the Masoala case, the revenues generated from sale/rent of these items and from camping fees are managed in a separate bank account from the normal park operations funds; the account is also intended to function as a revolving fund.

## **Local tourism stakeholders**

### *Masoala*

WCS and ANGAP remain involved in regular meetings with all hotels and transporters involved in tourism activities in Maroantsetra, particularly through our involvement with the tourism operators Group (GOTMM). Relations between the park and local operators are good and collaboration during 2005 has been in two domains: the organisation of the promotional "Forest and Sea" festival described above, and discussions with regional actors in Mananara, Ile St. Marie and Toamasina on promoting the "Triangle Bleu" area as a tourism destination (Triangle bleu refers to the coastal areas between Ile St. Marie, Mananara, and the Masoala peninsula). Under this program key Maroantsetra representatives were able to be involved in these discussions, which have begun to give some positive results. One important result is that several cruise liners have started to visit the triangle bleu region, giving an important boost to visitor numbers at Masoala, Nosy Mangabe, and Mananara. The successful preparing for the visits of each of these boats has required careful planning and collaboration between the guides, park management and boat transporters in Maroantsetra.

### *Anosy*

At Anosy, ANGAP is a key actor within the local tourism group – the Office Regional du Tourisme. However, as the ORT takes on the role of managing an office and visitor centre in

Fort Dauphin, we found it necessary to provide assistance through a locally hired assistant (Chloe Webster) to help improve the organisation of the group. Activities of the assistant focussed on ensuring there was a visitor centre displaying useful information in the ORT building, designing the information panels for the centre, and helping to assess training needs with the local guides (see guide training- result 3).

In the Anosy region, ANGAP and WCS have participated at the alliance meetings for issues related to tourism, but also several other regional initiatives exist such as the PIC funds for which there is substantial tourism investment planned, and there is a need for coordination of the ORT's promotional activities with those of the private operators running sites such as Lokaro, St. Luce, Mandena, Nahampoana, Manantantely, Berenty, and sites to develop in collaboration with the local communities such as Ambatotsirongorongo and Ifotaka. Continuing to support the ORT and to clarify the regional vision with all stakeholders for tourism in Anosy will be an important activity for 2006.

## **Result 2. Development of quality interpretative infrastructure and materials**

### **Visitor Information centers and Kiosks**

#### *Maroantsetra*

After 6 years of negotiations with the Direction of Eaux et Forêts, ANGAP finally received confirmation that they can construct an office and visitor center on land at the outskirts of Maroantsetra at the end of 2004. During 2005, the initial work to prepare the land for the construction of the visitor center planned under this program was undertaken. In particular, a protective wall was put in place to protect the river bank which had been eroded by the floods caused in three recent cyclones. Terms of Reference for architects to produce detailed construction plans based on the existing green design concepts, were drafted. The construction of the building will now be the main activity of this Agreement during 2006.

An initial concept for the exhibits to place in the center has been drafted by experts from WCS's "Exhibit and Graphics Center" in New York, in collaboration with exhibit design team of Zurich zoo. Finalizing the design concepts and creating the exhibits for the center will also be a focus of the 2006 activities.

An information kiosk that was built for use at the Maroantsetra airport during 2004, had been intended for use by the local guides and tour operators as an information distribution point for all arriving flights. Similarly a kiosk was built by a private association which manages the airport in Antalaha, and we provided information for display and distribution. Unfortunately, in both case agreement could not be reached with the local tourism stakeholders on how to best staff these kiosks, and so it has only been used for special events such as during the "sea and forest festival". After discussion of the problem with the tour operator groups, the proposed solution to the problem of distributing information at the airports to orient visitors is thought to be via information panels in the airports.

#### *Andohahela & Fort Dauphin*

We were advised by the Green design architects that the visitor center at the edge of Andohahela Park is in need of major structural renovation, for which we do not have funds

under this Cooperative Agreement. These experts also recommended the discontinuation of the use of this site by ANGAP, however they did not take all the information into account and this is an important decision that requires more discussion with ANGAP. We continue to investigate with ANGAP whether other park funds could be used for rebuilding the center. In the meantime, ANGAP has established a short-term contract with a local tour operator (Fy tours) allowing them to use a part of the building as a snack bar and to rent some rooms, in exchange for essential repairs being made to the building. The need for new exhibits for this center has to some extent been addressed by designing information panels for the visitor center in Fort Dauphin, although the information there is more relevant to the region rather than specific to the park.

## **Trail & Infrastructure Development in the Parks**

### *Masoala*

A detailed plan has been drafted for a trail in the region of Ambodiforaha that climbs through rainforest to the summit of the mountain behind. It is planned to construct an additional campsite on this trail, giving the possibility of camping within the park and thereby stimulating work for porters and local guides. The plan needs to be approved by the senior management of the park and then construction of the trail, and campsite can be started.

A new trail that started in 2004 was completed on Nosy Mangabe, effectively completing the planned routes for the island. There are now 5 main circuits proposed to tourists on the island, which take a full two days to explore properly for the average visitor.

Many of the different improvements to the Nosy Mangabe camp that had been started in 2004 were completed in 2005. In particular there is a better separation of the visitor area from the area used by ANGAP agents who live on the island. Visitors now have access to more cooking and dining space, and a room appropriate for visitor exhibits and for the sale of souvenir articles. Some small improvements, particularly on waste water disposal are still being followed up after recommendations made during the last visit by the Green Design consultants. The major constraint at this Nosy Mangabe site is now its capacity to receive large numbers of visitors arriving by cruise ship for short visits (up to 200 people in a morning), and improvements to the toilet and waste water evacuation systems in particular may need to be addressed. In the longer term this site is a potential candidate for a privately run tourism concession, although there are also several drawbacks such as the questions of where would ANGAP agents be based, where would visiting researchers be able to stay and work, and what facilities would be available for day and lower budget visitors. We will study the feasibility of establishing a concession at Nosy Mangabe when the general ANGAP policy of concessions is clearer.

### *Andohahela*

At Andohahela some essential repairs to the Tsimelahy trail were made, particularly following flooding damage due to a cyclone. The floods also destroyed the building at the entrance which served as a visitor reception area, and for sales of some souvenirs and products from a local women's association. The Green Design Architects proposed a new design (see

annexe 2) for the reception area near the old site but on slightly higher ground away from the area prone to flooding. The construction of this small building is currently underway.

The park team also sighted out a new trail to put in place at Manangotry on the newly repaired road from Fort Dauphin to Ranomafana which passes through the rainforest part of the park. This is the easiest rainforest to visit from Fort Dauphin and already gets visitors currently although there is no official ANGAP approved trail. However, due to funding constraints and the priority of rebuilding a reception area at Tsimelahy, we agreed with the park management that the Manangotry trail would be covered by other funds.

### **Result 3 Create new opportunities for training local guides and ecotourism operators to improving the quality of the ecotourism experience**

#### **Guide & Operator Training**

Guide training was organised for the local private guides in Maroantsetra and Antalaha. The guide training modules are ongoing, but have so far covered biodiversity, guiding techniques, first aid, guide ethics, history of the peninsula and language courses. ANGAP has started the process of establishing a national certification for park guides in collaboration with the Ministry of tourism and INTH (National Institute of Tourism and Hotellery). During 2005 we provided a guide training in collaboration with INTH for the guides of Fort Dauphin, and we will also do this for the Maroantsetra and Antalaha guides in February/March. These initial modules will be followed up by both INTH trainers and specialists in the biodiversity of each of the regions. Longer-term language training is also being provided in Fort Dauphin by the Alliance Française and a private English teacher. In Maroantsetra we are collaborating with a Peace Corps volunteer to provide English language training for the guides. We will continue to work closely with ANGAP and INTH during 2006 to help improve this national level certification scheme. In addition to the trainings we also produced biodiversity reference documents compiling all the latest data on species found in the regions. The Maroantsetra document focuses on the species found on Nosy Mangabe whereas the document for the south focuses on the biodiversity of the whole of Anosy. Copies of these documents have been distributed to all the guides in Maroantsetra, and will be available to all the guides in Fort Dauphin in 2006. We will also provide a special module on biodiversity at both towns using these documents as a basis for teaching.

## **V. PROBLEMS, CONSTRAINTS AND SOLUTIONS**

One of the main constraints that we were experiencing with this project in the early part of 2005, was the absence of WCS personnel in Fort Dauphin which made implementing activities other than those directly concerning ANGAP very difficult. For this reason we took on a locally hired STTA to work part time, particularly with the ORT and guides. We foresee that this arrangement will continue to be necessary to ensure that the activities move forward and to ensure coordination of all the different ecotourism activities in the Anosy region.

We were originally over-optimistic in the planning of activities in this project, and we therefore requested a no cost extension in march 2005 to add an additional 18 months to allow us to complete the planned activities.

## **VI. DISCUSSIONS OF OBJECTIVES NOT ACHIEVED**

Aside from the delays mentioned above, there are no major activities that we do not expect to complete in the time frame of the current extended project.

## **VII. PLANNED ACTIVITIES FOR NEXT PERIOD**

The workplan covering the no cost extension period (November 17 2005 – May 17 2007) has been submitted separately along with this report, and the summary planning framework is included in this report as appendix II.

## **IX. MANAGEMENT OF EQUIPMENT ACQUIRED UNDER THIS COOPERATIVE AGREEMENT**

We have transferred camping equipment to ANGAP PN Andohahela: sleeping bags, mattresses, tents and floor savers. This equipment is used to rent to tourists and the funds raised contribute to a revolving fund (Recettes Annexes). We have also transferred one digital camera to Andohahela National Park, to allow them to create a digital photo database to facilitate the creation of communication, promotion and educational products in the future.

All the other equipment bought under this agreement continues to be managed by WCS including one GPS which is currently at Masoala National Park, and will be transferred to ANGAP when the management partnership of WCS and ANGAP for the park ends (currently the end of 2008, but potentially extendable).

## **X. CONCLUSIONS**

During 2005 we started to see real impact of the promotional activities of this ecotourism program in terms of increased numbers of visitors at Masoala. Masoala had a record year for visitors, reaching approximately 1900 foreign visitors (as opposed to 1180 in 2004). Other factors such as increased number of visits to the website, and further investment in services and infrastructure by tourism operators in Maroantsetra also suggest that the destination is becoming better known. Although the number is still modest, there are promising signs that 2006 will see improvements in access with the addition of a new airline serving the north-east of the country, and the improvements to the road from Toamasina which is currently under construction (planned to finish in mid 2007). A particularly good sign is the increasing

organization of the local tourism operator group and its ability to work with the local authorities and other key actors in promoting Maroantsetra as a destination.

At Masoala, most of the planned infrastructure under this project was completed, and several improvements were made to the most visited campsite, at Nosy Mangabe, making it less cramped during busy periods. Further improvements will be made there in 2006 to take advantage of space that has been created for interpretative exhibits. The remaining large activity at Masoala will be the building of the interpretative center and the design and production of the exhibits.

Visitors also increased at Andohahela National Park, with a record 1400 foreign visitors coming to the park. Here activities focused on producing promotional materials which we would expect to start having an impact during 2006, and on improving infrastructure and services at the most visited site: Tsimelahy. Another main focus of this year was working with the newly created Regional Tourism Office (ORT) which represents local operators. In particular they are putting in place a visitor center for Fort Dauphin which will provide key information to orient tourists to the different local attractions, including the circuits available in the Andohahela Park. This visitor center should cover some of the needs that we were trying to address with other activities such as the production of local leaflets and posters explaining how to arrange trips from Fort Dauphin, so instead we focused on working with the ORT to improve the information available.

The granting of the no cost extension to this project will ensure that we are able to provide high quality in finishing off the rest of the uncompleted activities. We will also have an opportunity to follow through with much of what we have started to ensure the activities have a lasting impact.

## **XI. APPENDICES**

- I. Activity monitoring table (up to 31 December 2005)
- II. Table of Planned activities (17 November 2005-17 May 2007)
- III. Design for Tsimelahy reception center
- IV. Photos of sample products produced under this Cooperative Agreement

**Planned Activities of Masoala and Andohahela Ecotourism project, 17 Nov. 2005-17 May 2007**

**Result 1. Creation of promotional activities and materials and production of a marketing strategy**

Activity	Original Sub activity	Original Activity goals	Current situation	Planning				Allocated USAID budget (\$)	Matching funds (\$)
				17 Nov.- 31 Dec. 2005	1 Jan- 30 June 2006	1 July- 31 Dec 2006	1 Jan -17 May 2007		
1.1 Promotion of Masoala as a tourist destination with regionally, nationally, and internationally based tour operators	Production of 1 tourism guide/poster map for Masoala	Maps (1000 copies) available nationally in major bookshops and at the park	Completed; a german version will also be produced					3,000	
	Production of 2 brochures for Masoala (English & French versions)	1 brochure (10,000 copies of each) available in English & French	Completed						
	Production of tourist circuit information leaflets	6 tourism circuit leaflets available (5000 of each)	3 priority circuits completed				7,000		
	Production of 1 poster on park	1 poster available in ANGAP offices & travel agencies (1000 copies)	Completed; Two posters produced and distributed						
1.2 Promotion of Andohahela & Cap Ste Marie as a tourist destination with regionally, nationally, and internationally based tour operators	Production of 2 brochures for Andohahela	2 brochures produced	Completed; 10,000 copies of brochures produced in French and English; 1000 copies of Tsimelahy circuit guide produced in English and French						
	Production of 1 tourist circuit information leaflet	1 leaflet printed and distributed	Activity combined with production of map (see below)						
	Production of 1 poster/map for Andohahela & Cap Ste Marie	1 map produced	Activity underway				2,750		
	Production of 1 poster on PN activities with mention of authorized operators	1 poster printed and distributed locally in Fort Dauphin	Activity changed to production of high quality panels on regional activities for the ORT				500		
1.3 Promotion of whale-watching activities in the Baie d'Antongil	Production of 1 whale-watching brochure	1 brochure available in key destinations (5000 copies)	Completed						
	Production of 1 whale-watching poster	1 poster distributed (1000 copies)	Completed						
	1 whale-watching festival	1 festival celebrated in Maroantsetra	Completed, but to repeat annually in august				3,000	2,000	
1.4 Promotion of Masoala & Andohahela through web sites and film	Improve, update and translate website on Masoala (including whale information)	Functional website in English, French, Italian & German with links to ANGAP web site and key tour operator sites.	French, German and Italian versions completed; awaiting completion of English and Malagasy by the web design agency				1,000		
	Produce an official website for Andohahela & Cap Ste Marie	Website in French & English designed, with links to tour operator websites	Activity cancelled - see previous reports						
	Production of promotional film for Masoala and Andohahela.	1 promotional film produced focusing on ecotourism in Madagascar	Film completed; film distribution and diffusion to continue throughout project					0	
1.5 Development, improvement and diversification of "ecotourism products"	Work with local tour operators, communities and ANGAP to promote tourism circuits in and around Maroantsetra (Masoala, Makira), Ile Ste Marie and Whale watching	Series of meetings to jointly plan and promote Maroantsetra region through the whale festival	Completed to date, but this is an ongoing, constant activity					0	
	Development of ecotourism kiosk in Fort Dauphin and in Maroantsetra - to provide tourist products and information	Well stocked, profitable visitor shop established to increase park revenues and to highlight local tourism circuits for Maroantsetra; Andohahela in 2005	Activity started at both parks but follow-up needed during project extension					0	
	Production of publicity panels	Panels in place at the airport and taxi brousse stations	Activity started but awaiting panels from the design agency/printer					500	

Activity	Original Sub activity	Original Activity goals	Current situation	Planning				Allocated USAID budget (\$)	Matching funds (\$)
				17 Nov.- 31 Dec. 2005	1 Jan- 30 June 2006	1 July- 31 Dec 2006	1 Jan -17 May 2007		
	Production of information panels	Panels produced for ANGAP office, regional tourism office, and guide office	Activity started but awaiting panels from the design agency/printer					500	
	Production of sign posts	Visitor trails are well signposted from the main roads	Completed						
<b>Production of a marketing strategy for ecotourism development in the region and create new public-private sector partnerships</b>									
1.6 National and regional level workshops with tour operators, hotels, airlines, tourists, guides and local communities to develop ecotourism strategies	Initial workshops with all stakeholders in Maroantsetra & Andohahela to understand key issues relating to ecotourism development	1 regional level workshop is organized	Participation by operators at several regional meetings, to continue during extension; this is an ongoing activity					0	
	Marketing surveys completed for Fort Dauphin, Maroantsetra region and Tana based tour operators	Marketing strategy for Masoala integrated with ANGAP business plans and thematic plans	Study on service and marketing improvements completed; study on marketing triangle bleu supported; Study on transport constraints and solutions ongoing					1,000	
	Development of marketing strategy in conjunction with national level tourism development plans for Maroantsetra and Fort Dauphin regions with National Parks as key focus.	Marketing strategies developed for Maroantsetra and Fort Dauphin	Tourism development needs integrated within regional development plans; this activity will be ongoing					0	
	National level ecotourism "fair" promoted and held in Tana with invited international operators in partnership with Ministry of Tourism and other donors.	1 ecotourism "fair" organized	Activity cancelled (see previous reports) as it was covered by another USAID projec- BAMEX						
1.7 Creation of new public-private sector alliances	Meetings with ANGAP and key local operators to exchange information and promote the parks	1 press event & promotional tour around Masoala	Completed for previous festivals						
	Workshop with invited experts on ecotourism and "green design" for interested operators in Tana	1 workshop organized	Completed in regions other than Tana: Maroantsetra and Fort Dauphin						
	Collaboration with regional development projects to ensure promotion of ecotourism opportunities and coherence with infrastructure improvement		Completed to date (integration of nature - based tourism in regional development plan), but an ongoing activity					0	500
<b>Result 2. Development of quality interpretative infrastructure and materials</b>									
2.1 Establish visitor centers and interpretive exhibits/displays for Masoala park in Maroantsetra and Antalaha	Transfer land ownership to ANGAP	Land transferred	Completed						
	Conceptual design of building	Design available	Completed						
	Architectural design of building	Detailed design available, and professional project oversight provided	Cahier de charges for architectural design and supervision drafted					10,000	
	Build a visitor center in Maroantsetra	Construction of visitor center started	Delayed activity					56,204	10,000
	Information kiosk established at Maroantsetra airport and in Antalaha	Information Kiosk at Maroantsetra airport	Activity completed, but follow-up needed during project extension					500	

Activity	Original Sub activity	Original Activity goals	Current situation	Planning				Allocated USAID budget (\$)	Matching funds (\$)
				17 Nov.- 31 Dec. 2005	1 Jan- 30 June 2006	1 July- 31 Dec 2006	1 Jan -17 May 2007		
	Design and construct interpretative exhibits for centers in Maroantsetra and Antalaha	Interpretative exhibits designed	Activity started but delayed and to retain in extension					16,500	
2.2 Improve the interpretative exhibits/displays at the visitor center for Andohahela park	Renew and update exhibits in Andohahela visitor center	Design plan completed	Delayed activity					3,000	
2.3 Establish an information kiosk in Fort Dauphin	Support the creation of a regional tourism office, and provide information explaining tourism activities for ANGAP parks in the south at the office	Work with the Office Regional du Tourisme for Anosy to develop an office for them in Fort Dauphin	Activity started but to retain and build on in project extension					1,000	
	Production of T-shirts	One promotional t-shirt produced	Completed; 3 designs produced						
	Production of postal cards	A set of postcards produced	Completed						
2.4 Establish/improve trails at Masoala	Establish trails at Tampolo (2), and Nosy Mangabe; improve trail across the peninsula	4 trails established/improved in the parks; including 1 "underwater interpretative trail"	Nosy Mangabe, and 1 Tampolo trail completed; 2nd Tampolo trail and underwater trail "sighted"; long trail at Tampolo to complete					5,000	
	Post cyclone Gafilo rehabilitation	Repairs completed for trails and infrastructure caused by Cyclone Gafilo	Completed						
2.5 Establish/improve trails in Andohahela National Park	Improve trails in Andohahela NP	Establish trail at Manangotry	Activity cancelled; trail at Manangotry to be financed by Miaro funds						
2.6 Establish campsites in at least one of the parks	1 remote park-run campsite established on the Masoala peninsula	1 remote campsite planned and construction started near Tampolo	Delayed activity to retain in extension					0	
	Improvement of Nosy Mangabe campsite	Nosy Mangabe campsite functional	Completed						
2.7 Promote community involvement in tourism activities	2 existing village-run campsites are improved	2 village-run campsites improved to have basic latrines, shower areas, tent shelters, wood provision & cooking facilities	Activity started but to retain and build on in project extension					0	
	1 village-run campsite established at Masoala	1 village-run campsite established and functioning	Activity cancelled on recommendation of Green design architects					0	
	Establish an ecoshop at the entry of Tsimelahy trail to sell souvenirs produced by local handcrafters	Ecoshop established	Activity delayed due to cyclone damage, new building designed and construction underway					14,500	
2.8 Establish agreements with local boat operators and car rental agencies to take tourists to the parks	System for boat accreditation re-established at Masoala	Well maintained boats with trained crews and safety equipment available for transporting tourists	Completed but to follow-up					0	
	Meetings with local car operators in Fort Dauphin to take people to the park	3 park-approved operators have signed agreements to take visitors to park	Completed but to follow-up and build on in extension					0	
2.9 Promotional materials (as in Activity 1.1) produced and distributed	Brochures, Maps and posters	Information on Masoala distributed to all TOP and GOTO Madagascar tour operators, ONT, Min tourism & ANGAP	Mostly completed; some distribution to complete, and this "restocking" of tour agencies is an ongoing activity					0	

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Activity	Original Sub activity	Original Activity goals	Current situation	Planning				Allocated USAID budget (\$)	Matching funds (\$)
				17 Nov.- 31 Dec. 2005	1 Jan- 30 June 2006	1 July- 31 Dec 2006	1 Jan -17 May 2007		
	Interpretative signs on key trails at Masoala, Nosy Mangabe, Andohahela	Good trail interpretation available at Nosy Mangabe and Masoala	Completed						
	Guide to whale watching in 2 languages	Guide available in French & English	Text and images finished; printing remains					2,500	10,000
2.10 Development of environmental education materials targeting national visitors and local communities/towns.	Visitor interpretative kits aimed at school children for 2 sites (Nosy Mangabe & Andranoanala)	2 environmental education kits drafted available for organized school visits to Nosy Mangabe & Andranoanala sites	Delayed activity to retain in extension						5,000
<b>Result 3 Create new opportunities for training local guides and ecotourism operators to improving the quality of the ecotourism experience</b>									
3.1 Private sector tour operators in each region will participate in nationally accredited tourism courses including a focus on language skills	Nationally-accredited tourism courses held in Maroantsetra, Antalaha and Fort Dauphin	15 private sector tourism establishments benefit from staff training in Maroantsetra and Antalaha	Activity started but to retain and build on in project extension					4,000	
	Communication skills and tourism skills training for hotel staff and operators in Maroantsetra, Antalaha	15 private sector tourism establishments benefit from staff training in Maroantsetra and Antalaha	Activity started but to retain and build on in project extension					1,000	
3.2 Park staff will participate in trainings on receiving tourists and in financial management.	Staff trainings on receiving tourists at Masoala and Andohahela	70 park staff benefitting from training	Activity started but to retain and build on in project extension						1,000
3.3 Private guide associations will receive training in guiding techniques, biodiversity, first aid, cooking skills, languages and management.	Guide trainings, including training on whale-watching at Masoala and Andohahela	30 guides benefit from training and receive guide training manuals	Completed but to follow-up and build on in extension					3,600	
	Annual guide trainings at Fort Dauphin	All current guides benefit from the training	Activity started but to retain and build on in project extension					3,600	
	Boat operators training for whale-watching at Maroantsetra	5 boat operators benefit from training	Activity completed to date but follow up required					1,000	
3.4 Training and support for community associations interested in supporting ecotourism activities at Masoala	Training workshops on management of associations	5 associations receive management training	Activity completed to date but follow up required					0	400
	Monitoring and support to the associations	Each association receives six-monthly follow-up and training	Activity completed to date but follow up required					0	100
Additional activities in support of the management of Masoala National Park									94,000

**Appendix I: Monitoring of Activities on the Masoala and Andohahela Ecotourism project (2004-2007)**

**Result 1. Creation of promotional activities and materials and production of a marketing strategy**

Activity	Sub activity	Activity goals	Situation as of December 31st, 2005	
			Fort-Dauphin region	Maroantsetra region
1.1 Promotion of Masoala as a tourist destination with regionally, nationally, and internationally based tour operators	Production of 1 tourism guide/poster map for Masoala	Maps (1000 copies) available nationally in major bookshops and at the park		The map is printed and its distribution has started. Agreements are being arranged to increase the distribution network. A German version of the map will be prepared during 2006
	Production of 2 brochures for Masoala (English & French versions)	1 brochure (10,000 copies of each) available in English & French		French and English version printed and available.
	Production of 6 tourist circuit information leaflets	6 tourism circuit leaflets available (5000 of each)		3 leaflets completed and printed (Nosy Mangabe, Andranoana, Côte Ouest de Masoala). 2 field missions organized to work on the leaflet on the east-west trekking trail. 3 drafts currently being finalised.
	Production of 1 poster on park	1 poster available in ANGAP offices & travel agents (1000 copies)		Two posters printed, one marine and one terrestrial, to make series of three including the whale-watching poster.
1.2 Promotion of Andohahela & Cap Ste Marie as a tourist destination with regionally, nationally, and internationally based tour operators	Production of 2 brochures for Andohahela		10,000 copies of brochures in English and French printed. 1000 copies of an interpretative guide for the Tsimelahy circuit leaflet printed in English and French.	
	Production of 1 tourist circuit information leaflet (monochrome)	1 leaflet printed and distributed	Draft leaflets elaborated, however the information contained in them will now be integrated into the map of Andohahela.	
	Production of 1 poster/map for Andohahela & Cap Ste Marie	1 map produced	Conception of colour map of Andohahela in progress.	
	Production of 1 poster on PN activities with mention of authorized operators	1 poster printed and distributed locally in Fort Dauphin	Draft concepts completed. However this activity has been cancelled as the same information is now available through the new tourism office, which we are promoting to be the main point of information on tourism in Fort Dauphin.	
1.3 Promotion of whale-watching activities in the Baie d'Antongil	Production of 1 whale-watching brochure	1 brochure available in key destinations (5000 copies)		1 brochure printed and distributed. 1 poster available and distributed.
	Production of 1 whale-watching poster	1 poster distributed (1000 copies)		
	Annual festival to promote whale watching ecotourism and environmental issues	1 festival celebrated in Maroantsetra		Festivals to promote ecotourism and environmental education organized in Maroantsetra during August in 2004 and 2005. Each festival was a three day celebration with media coverage, and participation by local, regional, provincial and national decision makers. Approx. 15 000 participants came to each festival. The Minister of Tourism was patron for both events. This festival is planned as an annual event organized by the town, tourism and economic operators, with support from ANGAP and WCS.
1.4 Promotion of Masoala & Andohahela through web sites and film	Improve, update and translate website on Masoala (including whale information)	Functional website in English, French, Italian & German with links to ANGAP web site and key tour operator sites.		Website updated and functional in French, Italian, Malagasy and German versions. English version is currently being created by the webmaster.

Activity	Sub activity	Activity goals	Situation as of December 31st, 2005	
			Fort-Dauphin region	Maroantsetra region
	Produce an official website for Andohahela & Cap Ste Marie	Website in French & English designed, with links to tour operator websites	At ANGAP's request we are discontinuing this activity but ensuring updating of information on Andohahela's pages within the official ANGAP site	
	Production of promotional film for Masoala and Andohahela.	1 promotional film produced focusing on ecotourism in Madagascar	15 minute film explaining the concept of ecotourism in Madagascar as promoted by ANGAP and focussing on Masoala and Andohahela as examples for sites to visit. DVDs in French, English and Malagasy have been produced and are currently being distributed to travel agencies, tour operators and other tourism stakeholders.	15 minute film produced and shown on national TV (TVM) on whale festival. 15 minute film on Maroantsetra's World Environment Day produced and shown locally and provincially.
1.5 Development, improvement and diversification of "ecotourism products"	Work with local tour operators, communities and ANGAP to promote tourism circuits in and around Andohahela, Maroantsetra (Masoala, Makira), Ile Ste Marie and Whale watching	Regular meetings between ANGAP/WCS and tourism operators to jointly plan and promote Andohahela and Masoala regions.	Regular meetings with the regional tourism office (ORT) which represents local operators in Fort Dauphin. The focus of activities has been improving the organisation of the ORT, and particularly how to improve the presentation of information on regional attractions by providing a visitor centre within their office in Fort Dauphin. Other issues covered in these meetings to date include identification of guide training needs and local operator training needs.	Regular meetings with Maroantsetra tourism group (GOTMM) are held with the Masoala park staff (ANGAP & WCS). This collaboration is particularly strong during the promotion of the annual festival event which occurs in August, but these regular fora for discussion allow resolution of tourism-related issues as they arise. An important development during this project has been the joint promotion by the local tourism operator group and the park of the destination of Masoala and Nosy Mangabe during cruise voyages, which has resulted in a large increase in visitors to the park in 2005.
	Development of ecotourism kiosk in Fort Dauphin and in Maroantsetra -- to provide tourist products and information	Well stocked, profitable visitor shop established to increase park revenues and to highlight local tourism circuits for Maroantsetra; Andohahela in 2005	Products identified with PN Andohahela staff. Stock of t-shirts produced and donated based on 3 designs, postcards with 5 designs. Information panels and maps produced for placement in the ORT (some additional items are currently being produced).	New stock produced and park "ecoshop" functional. Stock is replaced from a revolving fund separate to the rest of the park finances. Funds currently available allow the park to invest in the creation of some of its own new products.
	Production of publicity panels	Panels in place at the airport and taxi brousse stations	Models are ready and adequate locations identified. Panels are being produced in an imposing format to draw potential visitors' attention.	
	Production of information panels	Panels produced for ANGAP office, regional tourism office, and guide office	Models are ready and panels are being produced.	
	Production of directive panels	Visitor trails are well signposted from the main roads	Signposts set up at the National Park and at the crossroads to the sites of Tsimelahy, Mangatsiaka, Malio and Amboasary.	
<i>Production of a marketing strategy for ecotourism development in the region and create new public-private sector partnerships</i>				
1.6 National and regional level workshops with tour operators, hotels, airlines, tourists, guides and local communities to develop ecotourism strategies	Initial workshops with all stakeholders in Maroantsetra & Andohahela to understand key issues relating to ecotourism development	1 regional level workshop is organised	Meeting held with operators in Fort-Dauphin and Green Design experts	Meeting with green design consultants in Maroantsetra to discuss key issues. Participation to the workshop on the promotion of the Triangle Masoala - Mananara - Ile Ste Marie organized by EDENA.
	Eductour in Andohahela for operators in Fort Dauphin	One local eductour organised	Postponed activity	
	Eductour on the southern circuit for operators in Tana	One southern circuit eductour organised	Postponed activity	
	Marketing surveys completed for	Marketing strategy for Masoala integrated	Collation of key information which is available to	Participation in Edena marketing survey. Marketing

Activity	Sub activity	Activity goals	Situation as of December 31st, 2005	
			Fort-Dauphin region	Maroantsetra region
	Fort Dauphin, Maroantsetra region and Tana based tour operators	with ANGAP business plans and thematic plans	ORT and ANGAP in Fort Dauphin.	survey study financed and completed
	Development of marketing strategy in conjunction with national level tourism development plans for Maroantsetra and Fort Dauphin regions with National Parks as key focus.	Marketing strategies developed for Maroantsetra and Fort Dauphin	Assistant engaged to assist in development of an ecotourism development strategy and workplan for the Fort Dauphin region.	Postponed activity
	National level ecotourism "fair" promoted and held in Tana with invited international operators in partnership with Ministry of Tourism and other donors.	1 ecotourism "fair" organized	WCS in regular discussions with BAMEX who will take the lead on national level ecotourism initiatives.	
1.7 Creation of new public-private sector alliances	Meetings with ANGAP and key local operators to exchange information and promote the parks	1 press event & promotional tour around Masoala	Postponed activity	3 press events held in Tana to promote Masoala destination; 1 promotional tour organised for Masoala with local private sector operators.
	Workshop with invited experts on ecotourism and "green design" for interested operators in Tana	1 workshop organized	Meeting between Green design experts and local operators held in Maroantsetra and Fort Dauphin to present broad outlines of Green Design concepts. Specific advice and documents provided to interested operators.	
	Collaboration with regional development projects to ensure promotion of ecotourism opportunities and coherence with infrastructure improvement		Inclusion of ecotourism priorities in the PRD of Anosy; Regular meetings held with the SO6 alliance members and regional representatives to ensure coherence of ecotourism objectives with the rest of the regional development plan.  Annual workplan for USAID Alliance including marketing strategies for ecotourism development in the region in collaboration with regional operators available	2 meetings; Inclusion of tourism infrastructure and promotional requirements in Regional Development Plan (Ambatosoa) and Provincial Development Plan.
	Development of partnerships between tour operators and ANGAP for guide training	Excellent guides available for tourist circuits.	Training needs identified with private sector operators.	Agreement reached with local tourism operators at Masoala for co-training. Participation by experienced operators in providing training to boat pilots for whale watching.
<b>Result 2. Development of quality interpretative infrastructure and materials</b>				
2.1 Establish visitor centers and interpretive exhibits/displays for Masoala park in Maroantsetra and Antalaha	Transfer land ownership to ANGAP	Land transferred		Acceptance by Eaux et Forets for construction on land
	Architectural design of building	Design available		Bank protection works completed. Marking out of the boundaries of the plot completed. First plans for the buildings received from the architects.
	Build a visitor center in Maroantsetra	Construction of visitor center started		Planned for 2006; activity was postponed while waiting for decision on project no cost extension.
	Information kiosk established at Maroantsetra airport and in Antalaha	Information Kiosk at Maroantsetra airport		Kiosks built at Maroantsetra (by WCS) and Antalaha (by private operator); Maroantsetra kiosk is used during special events like whale/environmental festivals; but for regular provision of information at the airport it has been decided to replace it with a larger information panel with leaflets available on the park circuits.

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Activity	Sub activity	Activity goals	Situation as of December 31st, 2006	
			Fort-Dauphin region	Maroantsetra region
	Design and construct interpretative exhibits for centers in Maroantsetra and Antalaha	Interpretative exhibits designed		A field visit by a designer of interpretation exhibits from the Bronx Zoo has taken place. A field visit and consequent report has been produced outlining the key messages for the centre. The designer will work closely with the architects, the exhibit designer of Zoo Zurich, and local WCS and ANGAP staff.
2.2 Improve the interpretative exhibits/displays at the visitor center for Andohahela park	Renew and update exhibits in Andohahela visitor center	Design plan completed	Visit completed by design expert. Infrastructure damage to this building is serious and repairs are outside the scope of this proposal. Some minor repairs have been done under an agreement to allow a local tour operator (Fy Tour) to provide restaurant and rooms here. Designs for exhibits has been postponed until 2006, and we are still looking for the possibility of funding for the structural repairs to the building.	
2.3 Establish an information kiosk in Fort Dauphin	Support the creation of a regional tourism office, and provide information explaining tourism activities for ANGAP parks in the south at the office	Work with the Office Regional du Tourisme for Anosy to develop an office for them in Fort Dauphin	Inauguration ceremony held on May 6 for Office Régional du Tourisme/Délégation du Tourisme/Ministry of Art and Culture. Key messages and information displays designed and currently under production	
	Production of T-shirts	One t-shirt produced	Three types of t-shirt designed and 350 produced for sale in ecoshop.	
	Production of postal cards	A set of postcards produced	Postcards produced in 5 designs (1000 copies of each)	9 postcards designed and currently being printed (1000 copies of each)
2.4 Establish/improve trails at Masoala	Establish trails at Tampolo (2), and Nosy Mangabe; improve trail across the peninsula	4 trails established/improved in the parks; 1 underwater trail		2 trails completed at Tampolo; 1 new trail completed at Nosy Mangabe; new trail proposed siting in the Ambodiforaha region. Site selected for 1 underwater trail in Tampolo marine park; one field mission completed to take underwater pictures and inventory the species present (interpretation material is being prepared).
	*Post cyclone Gafilo rehabilitation	Repairs completed for trails and infrastructure caused by Cyclone Gafilo		All park trail and infrastructure repairs completed
2.5 Establish/improve trails in Andohahela National Park	Improve Manangotry and Tsimelahy trails in Andohahela NP	Manangotry and Tsimelahy trails are completed	Essential rehabilitation of Tsimelahy campsite begun : damaged tent shelters removed, site area cleaned, catering area close to the lake stone-paved. Plan and estimated budget for rehabilitation ready. Detailed plan for Manangotry trail, and work planned for 2006	
2.6 Establish campsites in at least one of the parks	1 remote park-run campsite established on the Masoala peninsula	1 remote campsite planned and constructed near Tampolo		Site chosen for campsite to be built in 2006.
	Improvement of Nosy Mangabe campsite	Nosy Mangabe is a model campsite for ANGAP		Improvements made to tent shelters, information centre at Nosy Mangabe; 1 new dining place built; 1 footbridge completed; 1 kitchen completed; one by-law "dina" agreed and adopted with local fishermen to keep the shore clean.
2.7 Promote community involvement in tourism activities	2 existing village-run campsites are improved	2 village-run campsites improved to have basic latrines, shower areas, tent shelters, wood provision & cooking facilities		Post Gafilo repairs made to 2 sites

Activity	Sub activity	Activity goals	Situation as of December 31st, 2006	
			Fort-Dauphin region	Maroantsetra region
	1 village-run campsite established at Masoala	1 village-run campsite established and functioning		Green design experts advised against development of campsite at the community site, but to provide an area for dances which the community already puts on for visitors. Discussions under way with a local land owner about improving an existing unsatisfactory campsite just outside of the park to improve the infrastructure and amenities available, but to share profits with local community.
	Feasibility of a community run campsite on the "southern circuit" near Cap Ste Marie - to promote visitors traveling by road to Cap Ste Marie	1 feasibility study completed	Activity postponed to 2006	
	Establish an ecoshop at the entry of Tsimelahy trail to sell souvenirs produced by local handcrafters	Ecoshop established	Activity in collaboration with a Peace Corps Volunteer. Awareness raising and discussion sessions on production of crafts for the ecoshop held with Tsimelahy women association and with an association of craftswomen at Ranopiso. Physical ecoshop included in trail entrance building design.	
<b>2.8</b> Establish agreements with local boat operators and car rental agencies to take tourists to the parks	System for boat accreditation re-established at Masoala	Well maintained boats with trained crews and safety equipment available for transporting tourists		Boat crews trained, at least 5 boats can now legally take passengers - have insurance, approved pilots, safety equipment, and spare motors
	Meetings with local car operators in Fort Dauphin to take people to the park	3 park-approved operators have signed agreements to take visitors to park	2 agreements signed between ANGAP and local tour operators to take people to the park	
<b>2.9</b> Promotional materials (as in Activity 1.1) produced and distributed	Brochures, Maps and posters	Information on Masoala distributed to all TOP and GOTO Madagascar tour operators, ONT, Min tourism & ANGAP		Distribution completed
	Interpretative signs on key trails at Masoala, Nosy Mangabe, Andohahela	Good trail interpretation available at Andohahela, Nosy Mangabe and Masoala	Trail interpretative brochure updated and translated into English. Trail brochures in each language now available at park.	Signs in place
	Guide to whale watching in 2 languages	Guide available in French & English	Guide designed and paintings produced. Additional co-financing acquired to improve product.	
<b>2.10</b> Development of environmental education materials targeting national visitors and local communities/towns.	Visitor interpretative kits aimed at school children for 2 sites (Nosy Mangabe & Andranoanala)	2 environmental education kits drafted available for organized school visits to Nosy Mangabe & Andranoanala sites		Activity postponed
	Interpretative kits for schools developed for Andohahela	An environmental education kit designed for a trail at Andohahela	Activity postponed	
<b>Result 3 Create new opportunities for training local guides and ecotourism operators to improving the quality of the ecotourism experience</b>				
<b>3.1</b> Private sector tour operators in each region will participate in nationally accredited tourism courses including a focus on language skills	Nationally-accredited tourism courses held in Maroantsetra, Antalaha and Fort Dauphin	15 private sector tourism establishments benefit from staff training in Maroantsetra and Antalaha	Training needs identified	Training needs identified with Maroantsetra and Antalaha operators. Training planned for low tourist season in february/march 2006.
	Communication skills and tourism skills training for hotel staff and operators in Maroantsetra, Antalaha	15 private sector tourism establishments benefit from staff training in Maroantsetra and Antalaha	Alliance Française providing language training for guides.	English language training provided in collaboration with Peace Corps volunteer.
<b>3.2</b> Park staff will participate in trainings on receiving tourists and in financial management.	Staff trainings on receiving tourists at Masoala and Andohahela	70 park staff benefitting from training		Training provided to ANGAP staff at key sites - Nosy Mangabe and marine parks

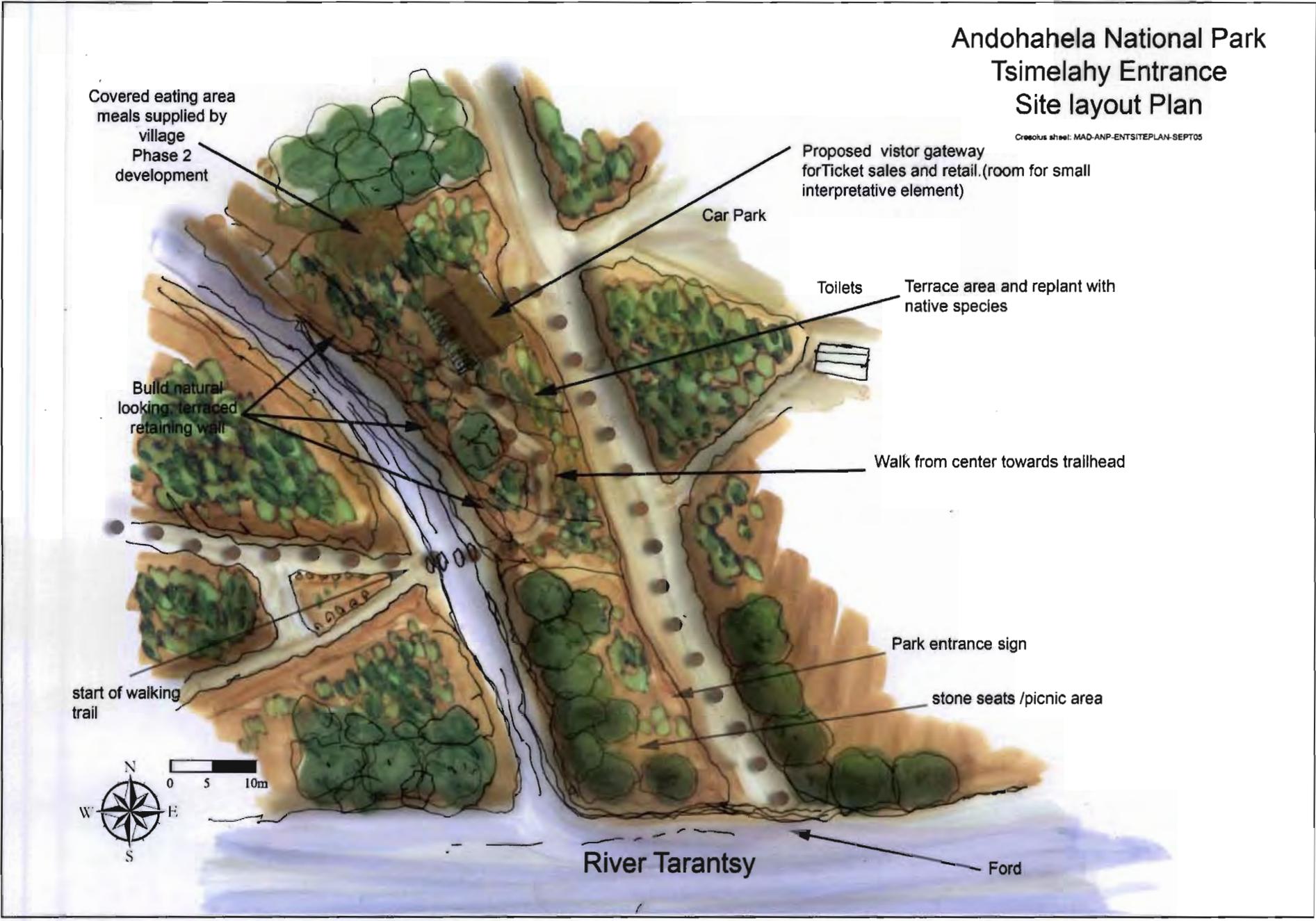
Activity	Sub activity	Activity goals	Situation as of December 31st, 2005	
			Fort-Dauphin region	Maroantsetra region
3.3 Private guide associations will receive training in guiding techniques, biodiversity, first aid, cooking skills, languages and management.	Guide trainings, including training on whale-watching at Masoala and Fort Dauphin	30 guides benefit from training and receive guide training manuals at Masoala. All current guides benefit from training at Fort Dauphin	Training needs identified through discussions held with guides (members of the Office Regional du Tourisme of Forth Dauphin) and park reception agents. First phase of guide training provided to 40 guides, to be followed up in february/march. Manual on species identification for the Anosy region prepared as a training and long-term reference document.	2 guide training modules completed. 7 training modules completed for candidates to become guides in Antalaha. A Peace Corps volunteer has been appointed to Masoala who will be in charge of further guide training (English courses have started for candidates to become guides in Maroantsetra). 2 examinations of candidates completed. One manual on the species prepared and used to train guides.
	Boat operators training for whale-watching at Maroantsetra	5 boat operators benefit from training		5 current boat operators benefit from training plus pilots of 3 potential future operators
3.4 Training and support for community associations interested in supporting ecotourism activities at Masoala	Training workshops on management of associations	5 associations receive management training		Initial discussions held for creation of a new association to manage a new campsite on the eastn side of the park at Tanandavahely.
	Monitoring and support to the associations	Each association receives six-monthly follow-up and training		Regular follow up of association activities by park agents.

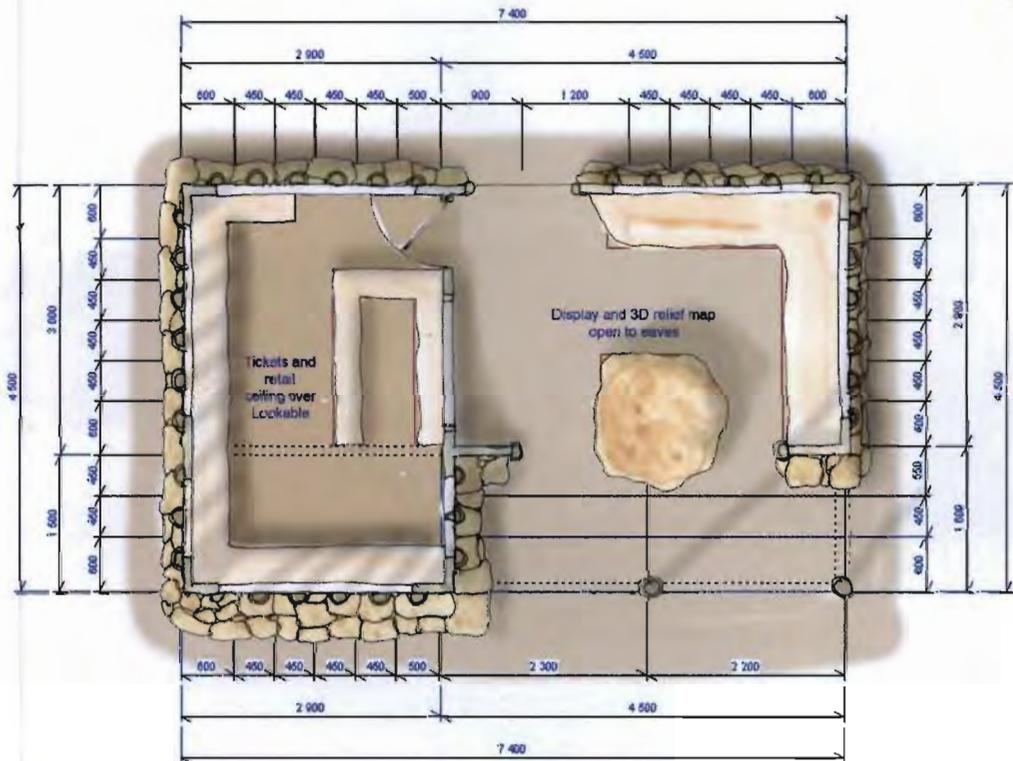
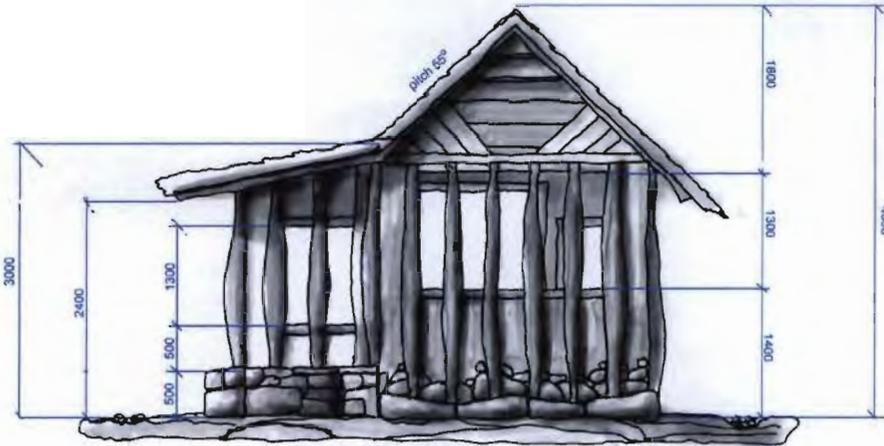
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**APPENDIX III:**  
**DESIGN FOR THE TSIMELAHY RECEPTION CENTER AND ECOSHOP, ANDOHAKELA NATIONAL PARK**

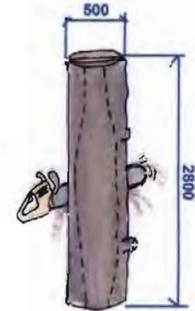
# Andohahela National Park Tsimelahy Entrance Site layout Plan

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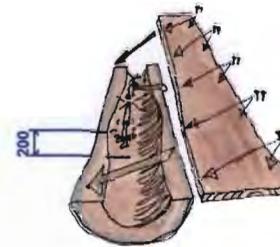




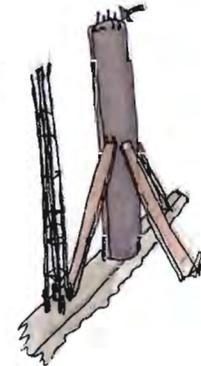
1. Find a straight eucalyptus trunk at least 500mm in diameter, cut out a 2800mm section. Split the trunk down the center. Each trunk can make two forms.



2. Using the same technique as for building a piougue, dig out the center of the log to a maximum depth of 200mm at the fatest part of the tree shape. Dig out the negative shape of a Baobab tree. Prepare a board that can be screwed down a board so that it completely covers the Baobab cut out. Do not cover either end.



3. After preparing the foundations and attaching reinforcing bars that extend beyond 2800mm, put the form around the bars (making sure they don't touch). Screw the board on the back (the inside of the building). Secure the form with timber make sure it is straight. Pour in a concrete mix (use local dirt in the mix to give the right colours). Tap the form all over to get out any air bubbles.



4. After covering the top of the form with plastic leave it to cure for at least three to four days. When the concrete is well set unscrew the board and remove the form. Have several forms going at once. Forms can be reused by removing any concrete debris. When the forms are no longer required make them into charcoal.



**Tsimelahy Entrance Building Details**

**Andohahela National Park**

**Scale 1:50 if A3**

Consolus Sheet: MAD-ANP-ENTPLAN-JUL05



Tsimelahy Entrance Building  
Andohahela National Park  
Reference Material and Local Influences

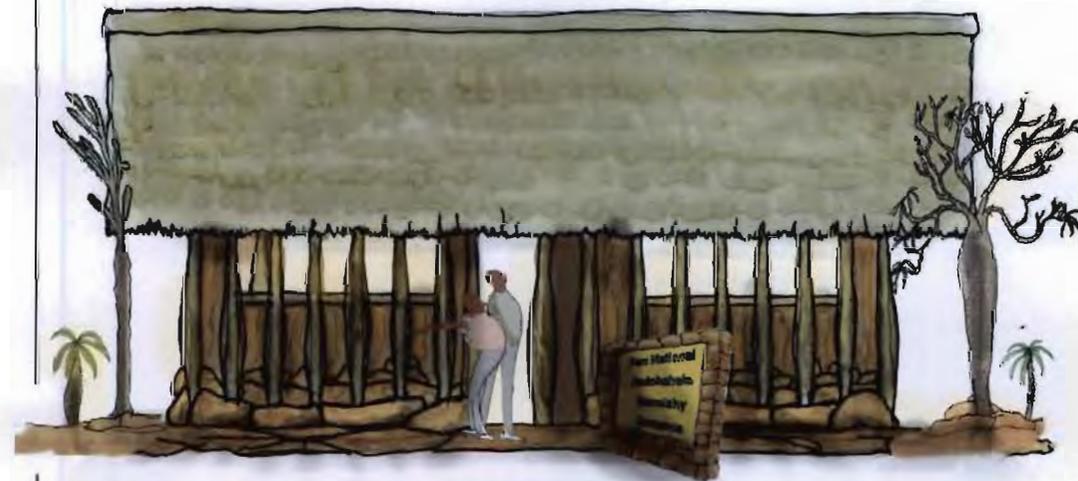
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FRONT ELEVATION



SIDE ELEVATIONS



REAR ELEVATION



Tsimelahy Entrance Building Elevations

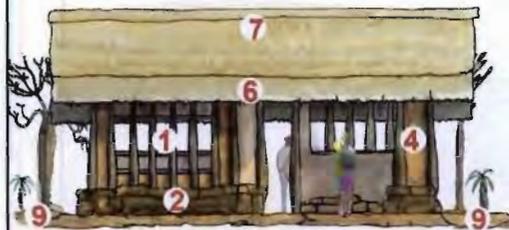
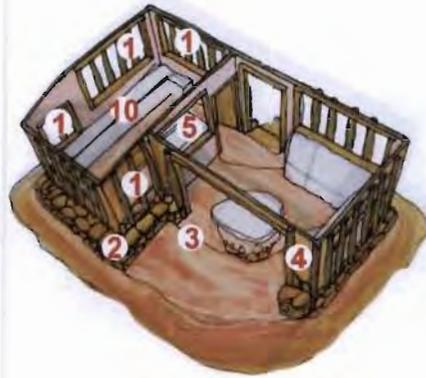
Andohahela National Park

Scale 1:50 If A3

Cresolus Sheet: MAD-ANP-ENTELEV-JUL05



### Construction Notes



1. Design and build top hinged ,lockable, timber shutters on inside for all exterior openings in this room .
2. Use local stone to form base, acts as rain guard and seating in front of building. Bind with cement mixed with local soil.
3. Concrete floor with 1% fall to front to allow water to run out. Floor level must be higher than rear earth level to prevent water inundation.  
-Floor should be textured and coloured to look like local stone,using organic dyes and polished with coconut husks.  
-Must be constructed using rebar.
4. Walls to be built out of brick, which are tied into concrete posts, bricks must then rendered with cement coloured with local soils
- 5.Design and build top opening,lockable shutter for main retail window.
6. Use Onduline or similar material , air gap using battens and local thatch roof to create double roof .



7. Traditional thatch roof and roof structure
8. Vented gable ends.
- 9.Create mini 'stream' beds for roof water runoff. building using river stones and concrete.
10. Build ceiling over this room using Onduline or similar material. Paint white for light reflection and cover underside with local straw matting.

*Note: Details such as joinery, roof frame design etc. are left to local craftsmen to decide upon, this keeps the construction process simple and makes routine maintenance a local task.*

**Tsimelahy Entrance Building  
Andohahela National Park  
Construction Notes**

Cresolus Sheet: MAD-ANP-REFS-SEPT05

'ecoshop' well-stocked with locallymade goods, refreshments, tourist items. displays unique

warm, bright, light, oil - based paint for easy washing

lockable cupboards/storage

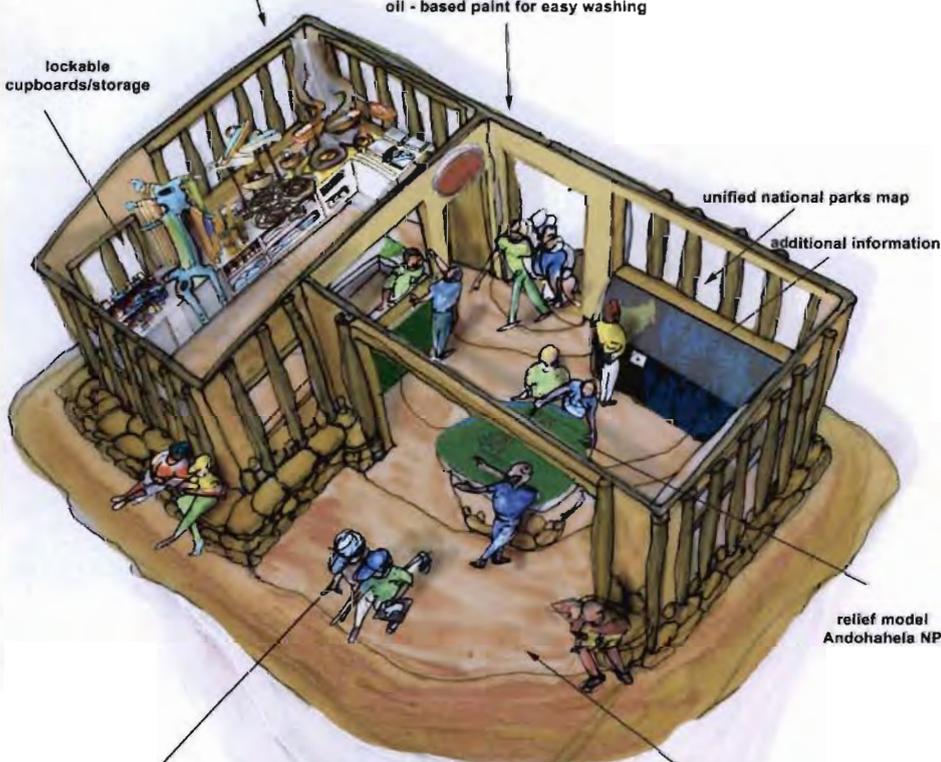
unified national parks map

additional information

relief model Andohahela NP

to park

textured concrete slab, colored with local earth (see construction notes)



**Tsimelahy Entrance Building  
Andohahela National Park  
3D Cutaway to show retail  
and display areas.**

Cresolus Sheet: MAD-ANP-3D-SEPT05

**Appendix IV: A selection of Activities and Products achieved under this program**

Map/poster of Masoala National Park



Promotional brochures of Masoala and Andohahela



Whale watching promotional material for the Antongil Bay



Two worlds, one island: Ecotourism in Madagascar. A film explaining ecotourism at Masoala and Andohahela



Postcards produced for Andohahela



Improved facilities at Nosy Mangabe campsite: the kitchen area



Improved shelters for camping and eating



Excellent participation at the whale watching festival



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