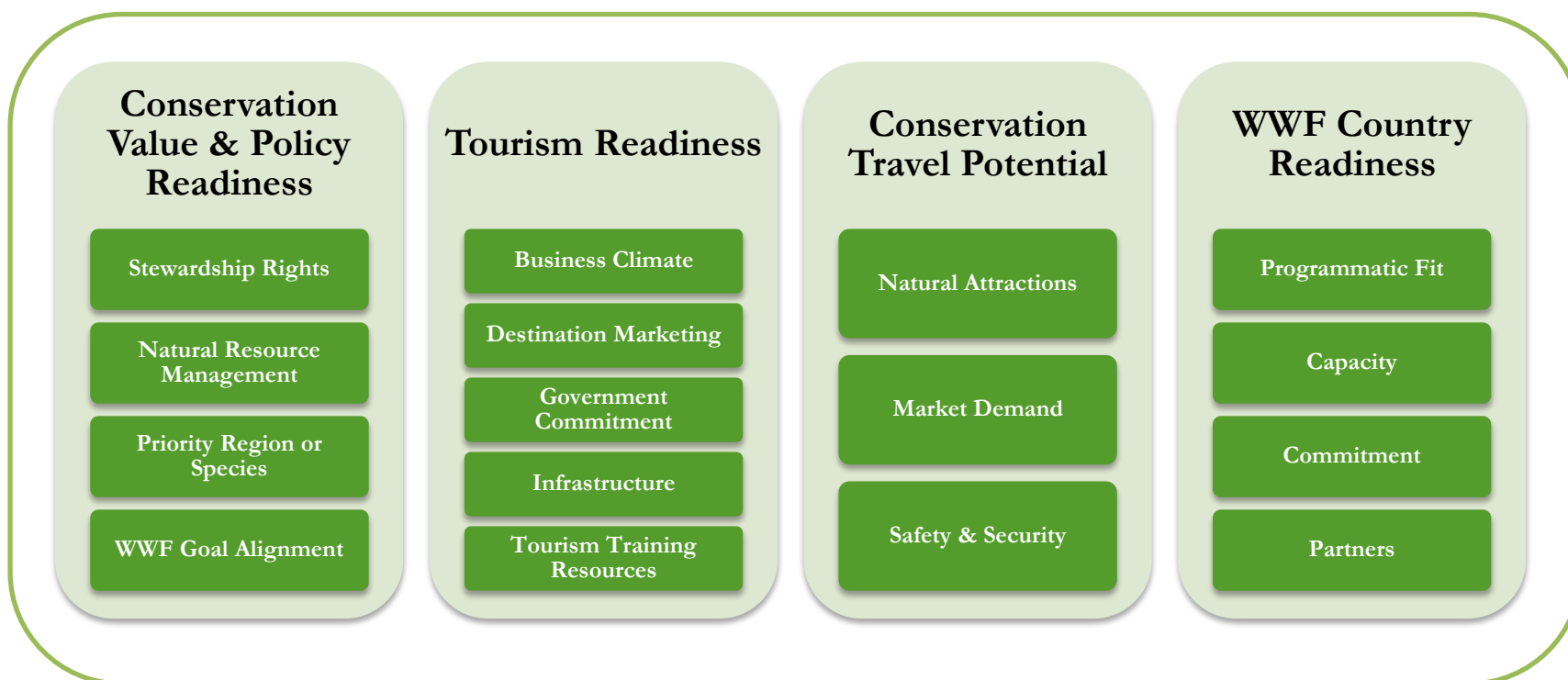


Conservation Travel Readiness

Purpose:

During Phase 1 we will assess Conservation Travel Readiness of WWF offices and countries to capture the full spectrum of enabling conditions critical for success of a Conservation Travel intervention. The assessment is meant to provide a standardized evaluation approach to ensure conservation linkages and to set thematic and geographic priorities for engagement.



* In addition to this scoresheet, it will be useful for country assessments to include a written, descriptive narrative report.

* Definitions for each factor are included within the scorecard

**CONSERVATION TRAVEL READINESS
POTENTIAL PARTNER ASSESSMENT MATRIX**

Country (Destination) Name: _____

Dates of Assessment: _____

Assessor Name: _____

CONSERVATION FRAMEWORK			
Enabling Conservation Policy & Operational Framework	Scoring Criteria	Definitions	Clarifications
Collective stewardship rights over conservation tourism assets (e.g. wildlife, forests, cultural sites scenic landscapes, etc.)	0 = No recognized rights 10 = Partially devolved rights 20 = Fully devolved rights * Scoring should be done over a judgemental gradient based upon the degree of devolved rights to benefit from or own the affected tourism asset.	The degree of recognition that resource stewards have been given by governments as an incentive to collectively manage and benefit from their natural resources	Group stewardship rights are particularly important to: a) ensure a legally designated body is present to manage and benefit from natural resources; b) serve as a private sector partner; and c) ensure group incentives to sustainable manage the affected natural resources. Stewardship rights can be absent, partial or full for the affected tourism asset, with the level of benefits attained and sustainable management incentive rising as the strength and security of rights increase.
Opportunity to influence stewardship rights over conservation tourism assets through policy interventions	0 = Policy environment hard 5 = Policy open to change 8 = New government with open mind 10 = New government & champion	The degree of flexibility and opportunity at the policy level to enhance conservation outcomes	Policy reform is normally very difficult to attain. However, windows of opportunity for change often arise with a new government or the entrance of a new authority figure in a position of influence. Such opportunities offer critical junctures of time in which WWF influence may substantially bolster the introduction of new and more effective approaches to natural resources management. Policy reform is often essential to unlock opportunities at scale.
Quality of natural resource management	0 = Resource exploited with little control 3 = Conservation laws in place for sustainable resource management but weak in application 5 = Conservation laws in place for sustainable resource management and actively managed 10 = Resource management plans linked to tourism enterprises as a means of incentivizing conservation	The degree to which plans have or are being put in place to incentivize sustainable natural resource management	Effective natural resource management is just as important as the conservation sites themselves (i.e., parks, national/state forests, recognized community based organizations) to ensure such resources are managed sustainably.
Sub-total Points			
Biodiversity Value of Country/Target Sites	Scoring Criteria:	Definitions	Clarifications
Priority Ecoregion	0 = No 5 = Yes for WWF Network 7 = Yes for WWF-US	Proposed country/site is found within a WWF recognized priority place, with slightly higher scoring attained if the country / site is under direct WWF-US support	Conservation travel destinations with links to our priority conservation work will have precedent
Priority Species	0 = No 5 = Yes for WWF Network 7 = Yes for WWF-US	Priority species present and proposed country/sites under direct WWF-US support will receive higher scoring	The presence of WWF priority species can be another valid justification for investing WWF resources into a conservation travel destination.
WWF Goal Relationship (Wildlife, Forest, Marine, etc.)	0 - No 6 - Yes	Proposed country/site is linked to an existing WWF Goal	It is important to consider if we want network ownership over this initiative, so have only given slightly more points for US affiliation.
Sub-total Points			
Sub-total Conservation Framework (60 Points possible)			

Tourism Readiness, Potential, and Status:			
Tourism Readiness	Scoring Criteria:	Definitions	Clarifications
Quality of roads and air transport	0 = Very poor access (inhibiting) 1 = Poor (difficult and very time-consuming to reach sites) 2 = Fair access (accessible, but with time and effort) 3 = Good (accessible, time and effort spent is efficient) 4 = Very Good (accessible by good road or airstrips) 5 = Excellent (access is not inhibiting)	Quality of the existing road and/or air access to proposed conservation travel venues in the country.	Ease of access to conservation travel sites is desirable in order to scale efforts
Quality of communication (phones, internet, etc.)	0 = Very poor 1 = Poor 2 = Fair 3 = Good 4 = Very Good 5 = Excellent	Quality of the communication systems within the proposed sites	Good communication systems are helpful for bookings, effective planning from headquarter offices to tourism visitation sites, emergency response and for busy travelers who need to stay connected while on holiday.
Country regulatory framework conducive to tourism enterprise development (taxation, ability to make a profit, register a company, etc.)	0 = Poor regulatory framework 5 = Tourism conducive regulatory framework 10 = Regulatory framework creates incentive for tourism investments	The degree of support the host country provides to tourism enterprises based upon the country's established regulatory framework	Destinations that heavily tax tourism enterprises, make it difficult to register a company or to employ specialist staff on a work permit and stagnates tourism potential. In contrast, countries which are progressive in these attributes create an enabling environment for tourism to prosper.
Tourism recognized as a contributor to economic development	0 = Not recognized 3 = Recognized GDP Contributor 5 = Tourism embraced in national development plans/doctrines	The degree to which tourism is perceived as a positive contributor to economic development	The recognized ability of tourism to contribute to a country's GDP can be indicative of whether a country passively or actively supports tourism as a development sector.
Community managed or co-managed tourism enterprises (including JVs)	0 = None present 3 = Community/JV enterprises started, but uncommon 5 = Community/JV enterprises common or abundant	The number of successful, operational community and/or JV enterprises that can be utilized as a conservation travel venue	The presence of multiple successful JV enterprises provides an opportunity for fast-tracking the introduction of Conservation Travel to a destination
Market recognition of the proposed tourism destination	0 = unknown destination 3 = Recognized emerging tourism destination 5 = High-profile, recognized tourism destination	The measure of market recognition of the proposed tourism destination.	A growing awareness of a destination by global markets is necessary in order to attract an increased share of Conservation Travel clientele
Attitude towards sustainable travel	0 = Tourism largely exploitive 3 = Limited recognition of responsible, sustainable tourism 5 = Sustainable tourism commonly practiced and promoted through marketing efforts	Measurement of the active practice of sustainable tourism--demonstrated through tourism operators linking their enterprises to environmental sustainability and local communities involvement.	High levels of engagement and positive attitude towards sustainable tourism will help efficiently scale conservation travel.
Effectiveness of country tourism ministries and tourism boards	0 = Tourism Ministries/Boards ineffective 3 = Tourism Ministries/Boards functioning, but not effective 5 = Tourism Ministries/Boards effective	The measure of the effectiveness of tourism ministries/boards in regulating and supporting the industry.	The degree to which Tourism Ministries/Boards are supportive and effective reflects upon the level of commitment governments have to the tourism sector.
Tourism destination marketing	0 = No formal funding of destination marketing 3 = Limited destination marketing funding provided by Government of tourism associations 5 = Coordinated co-funding between government and private sector towards destination marketing	The degree to which cooperative marketing of the destination is undertaken by government and private sector partners.	It requires substantial funding and coordinated effort by both government and private sector operators to effectively brand a destination and proactively market it.
Financing (loan) opportunities for tourism enterprises	0 = None 2 = Capital available, but largely via the private sector 4 = Capital commercially available, but with very high interest and/or transaction costs 5 = Commercial capital available at reasonable rates	The ability of private sector to directly fund and/or secure loans to capitalize tourism enterprises/operations.	Capitalization of tourism activities are initially done via risk capital by the private sector. However, in order to take operations to scale, there will also be a need to eventually access commercial loans at reasonable interest rates.
Availability of tourism training facilities	0 = Not available 3 = Available, but not very effective 5 = Available and effective	The availability and effectiveness of tourism and hospitality training facilities.	Tourism is a service intensive industry which requires access to trained and qualified staff. The availability of hospitality training facilities greatly enhances the pool of potential qualified employees for operators to draw upon.
Sub-total Points			
Sub-total Tourism Readiness, Potential, and Status (60 possible)			

Conservation Travel Potential:			
Present Suitability of Destination for Conservation Travel	Scoring Criteria:	Definitions	Clarifications
Presence of natural attractions	0 = No destination attracting attributes 3 = Presence of one attribute 5 = Presence of two or more 10 = Presence of three or more, especially in combination	The measure of destination level attracting attributes in the country. Such attributes (i.e., flag-ship species, pristine forests, healthy coral reefs, extra-ordinary cultural assets, etc.) serve as key drawing cards to the destination's competitive advantage	There is often a high correlation between the presence of flagship species, habitat and authentic cultural experiences and the potential of a destination for conservation travel.
Tour Operators Catering to high end clientele	0 = None 3 = 1-3 Operators 5 = 4-5 Operators 10 = > 5 Operators	The measure of the number of tourism operators catering to potential Conservation Travel clients; thus, creating increased opportunities for WWF to partner with in developing the destination's conservation travel capacity	Conservation Travel clientele targeted for this project will largely desire accommodations and facilities that cater to the higher-end of the tourism market.
Tourism seasonality	1 = less than three months/year 3 = three to six months/year 5 = seven to 12 months/year	The measure of a suitable timeframe for travel to take place in the destination	Seasonality can be result of weather conditions, animal migration patterns or other causes. Short tourism seasons greatly reduce the financial viability of tourism enterprises.
Political stability	0 = history of recent and/or recurrent political instability 3 = Government may not be stable, but tourism is operating 5 = Stable government, tourism unimpeded by political instability	The stability of the destination government, particularly with regards to safety and security of travelers	Tourists are extremely wary of traveling to destinations known for insecurity or political instability.
Long-term conservation travel potential	0 = Low 4 = Medium 8 = High 10 = Very High	The long-term destination conservation travel potential is premised upon the sustainable presence of globally unique natural travel attractions (i.e., wildlife, landscapes, forests, marine, cultural assets, etc.) that are being responsibly developed and/or managed and are capable of being accessed by travel clientele with appropriate development.	Some proposed destinations may not have much immediate conservation travel opportunity, but may pose extensive potential for longer-term development if recognized as such and the linkages between conservation and conservation travel are promoted. Such destinations may not be appropriate for Phase I of this project, but should be supported and tracked for future phases. This may require expert opinion.
Sub-total Points			
Sub-total for Conservation Travel Potential (40 points possible)			
WWF Country Readiness & Funding Potential:			
WWF Country Office Readiness	Scoring Criteria:	Definitions	Clarifications
Status of WWF conservation travel and tourism engagement	0 = None 1 = Recognizes tourism, but no engagement 3 = Peripheral engagement 5 = Engaged, but lacks experience & capacity to tap the sector effectively 8 = Strongly engaged and is effectively working with private sector 10 = Has track record/experience to be a mentor country in conservation tourism	The current level of tourism engagement in the target country by the WWF office.	Many WWF offices are dabbling with tourism but do not have the capacity or ability to truly engage with private sector partners or facilitate tourism partnerships. In other cases, tourism may actually be seen as a conservation threat. There is a need to assess the present type of tourism engagement that is taking place in prospective country offices.
WWF Office Tourism Capacity	0 = No dedicated tourism staff 3 = Part-time tourism staff, but with little formal tourism experience 6 = Full-time tourism staff, but with little formal tourism or business skills 10 = Full-time tourism staff with formal tourism and / or business skills	The current tourism capacity of the local or supporting WWF office	While some WWF offices may be interfacing or supporting conservation/tourism activities, they may not have dedicated and/or qualified staff. Without such staff, it will be difficult to secure the respect of private sector partners.
Presence of existing tourism operations in targeted WWF support sites	0 = None 1 = 1-3 operators 3 = 4-6 operators 5 = 7 or more operators	The number of tourism operators working in and/or using WWF conservation sites as potential attractions for conservation travel/tourism purposes.	Only a subset of the wider tourism sector is capable of marketing and hosting conservation travel clients. It is important that we identify their presence and have a minimum number of such operators to work with.
Country Interest to Engage in Conservation Tourism	0 = No interest 1 = Mild interest 2 = Medium interest 3 = Strong interest 5 = Very strong interest	Though a prospective WWF office may not be engaged in Conservation Travel/Tourism, they may see opportunity for such engagement. This criteria is a measure of an office's desire to engage in the Conservation Travel Sector if they are not presently engaged in the sector.	In some instances, WWF offices have not engaged in tourism activities, but do see an interest in doing so but lack the knowledge, confidence and resources to do so.
Sub-total Points			
Potential Funding Partners:	Scoring Criteria:	Definitions	Clarifications
Number of WWF NOs supporting the destination with CTI potential	0 = None 3 = 1 NO 5 = 2 NOs 10 = > 3 NOs	The measure of the potential WWF funding support and/or programmatic synergy in developing and marketing the Conservation Travel destination	The potential success and scale of this proposed Conservation Travel initiative will be greatly enhanced if other WWF NOs are also actively participating.
Available bilateral and/or multi-lateral funding partners	0 = No co-funding possibilities 3 = Co-funding of 1-25% 5 = Co-funding of 26-50% 10 = Co-funding > 50%	The measure of funds available to WWF offices in proposed destinations to secure varying degrees of co-funding from donors to support planned conservation travel development.	The leveraging of potential, available co-funding to support the development of Conservation Travel will allow opportunities to be developed in a more timely fashion and at an expanded scale.
Sub-total Points			
Sub-total for Country Readiness & Funding Potential (50 points possible)			