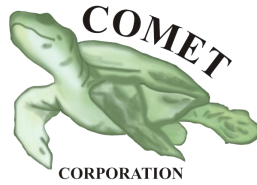


Coastal and Marine Eco-Tourism Corporation



Eco-tourism Certification





Scope of Operations

- Introduction to **COMET** Corporation
- Development of **Comet.training**
- Development and Status of **Eco-tourism Africa**



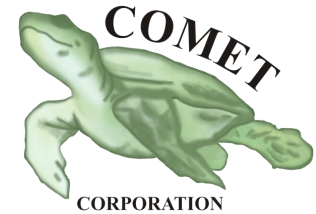
COMET Corporation

- Coastal and Marine Eco-Tourism Corporation
 - Non-profit Company
 - Began as Friends of Conservation in 1999
 - SA affiliate of FOC in the USA owned and operated by Geoff and Jurie Kent of **Abercrombie and Kent**
 - A&K withdrew from boating business in 2001, and FOC was changed to COMET Corporation and de-affiliated with FOC



COMET Corporation

- COMET mission was initially the design, development and implementation of **Best Practices** in the Marine and Coastal Tourism industry
 - Regional
 - National
 - International
- Mission has for the past 3 years shifted to include Inland Tourism as well



COMET Corporation

- Some of the successes are:
 - Establishment and development of the Boat Based Whale Watching Industry in SA
 - Roll-over of concepts into the Great White Shark Cage diving Industry in SA
 - Various smaller projects and initiatives, often in conjunction with IFAW and WWF
 - Local (coastal) community upliftment programs to find alternative sustainable livelihoods for impoverished fishermen



COMET Corporation

Some Milestones:

- Established SABBWWA – South African Boat Based Whale Watching Association in 1999
- Represented SA at International Whale Watching Conference in Brazil 2001
- Hosted International Whale Watching Conference in Cape Town 2003
- Represented SA at International Whale Watching Conference in Taiwan 2004
- Founder Member of World Cetacean Association in 2013



COMET Corporation

- COMET Corporation has recently become involved with **Operation Phakisa** on the initiation of the Marine and Coastal Tourism program:
 - Through Operation Phakisa, the government aims to implement its policies and programmes better, faster and more effectively (President Zuma).
 - The project was designed to answer fundamental implementation questions and find solutions, as the country tries to address poverty, inequality and unemployment, among other challenges.

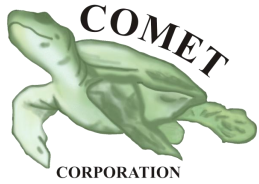
COMET Corporation

- The first phase of the implementation will focus on unlocking the economic potential of South Africa's oceans
 - In 2010, the oceans contributed R 54 billion to GDP and approx. 316,000 jobs. The target is to increase this to R 177 billion and 1 million job by 2030
 - Coastal & Marine Tourism is seen as a key element in this operation



COMET.training

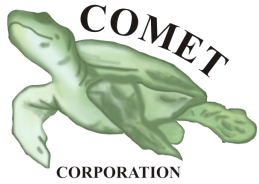
- Current operations of COMET Corporation is to provide upliftment of local communities through education, training and awareness programs
 - Adult education and training only
 - Coastal communities as well as Inland communities
 - Emphasis on environmental protection and utilization of natural resources for job creation



COMET.training

- Seed funding for the development of initial education and awareness programs provided by the SA Lotteries
- Problems to be overcome:
 - Suitable course production, delivery and monitoring for effectiveness
 - Cost of delivery of courses throughout South Africa of consistent quality
 - Communities are large, widespread and consist of both male and female learners with a multitude of social and health issues

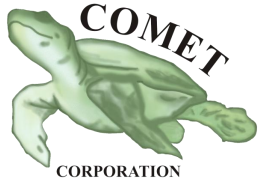




COMET.training

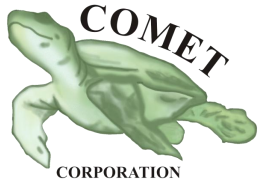
- Production of suitable and extensive Course material
- Delivery of education, awareness and training programs into the communities by distance or e-learning
- Provide additional courses to the community free of charge, as they become available





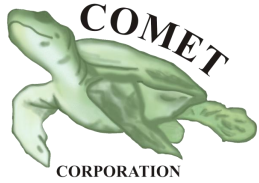
COMET.training

- Production of course materials is key
 - Video material is essential for communication of concepts to the communities
 - Get a lot of support from business, particularly hospitality and tourism industry
 - Mount Nelson Hotel, Great Westin Hotel, Whale Watch operators, City Councils and Waste Management companies



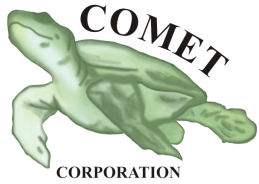
COMET.raining

- Delivery of consistent quality is only possible via e-learning
 - The Learning Management System (LMS) for this to work, runs under comet.training
 - <http://comet.training>
 - Further course material gradually being designed, developed and produced



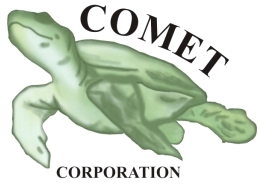
COMET.training

- To deliver LMS, it requires community members to have access to computers and internet
 - COMET Corporation has the approval of the Western Cape Government (WCG)
 - An MOU has been signed between COMET Corporation and WCG to utilize their Cape Access Centres
 - Access Centres - currently WCG have established 65 community centres in the Western Cape as part of their own initiative to make internet access available to these communities to try to give them better access to the rest of SA
 - By the end of 2015 we should have approximately 1,500 community learners doing our online courses



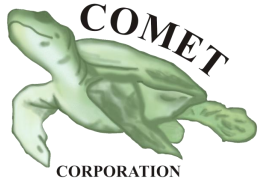
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COMET.training





COMET.training

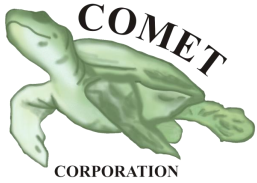
- Comet.training has recently been Accredited by the Hospitality and Tourism SETA (Sector Education and Training Authority) for some of the courses
- Other courses are now quickly being accredited as they are produced



Eco-tourism Africa

- An agreement was signed with Eco-tourism Australia in August 2014 to represent them throughout the SADC countries in Africa
- On returning to SA, COMET immediately embarked on an awareness campaign



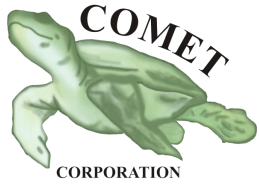


Eco-tourism Africa

- Over 300 Eco-friendly Game Lodges and resorts throughout Africa have been contacted
- A website was designed and developed to attract potential customers

<http://eco-tourismafrica.org>

- Response was favourable, but as usual the difficulty is to obtain the first results



Eco-tourism Africa

Eco-tourism Africa

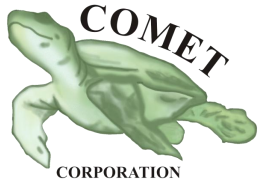
Eco-tourism Africa is an initiative developed between COMET Corporation and Eco-tourism Australia to expand Eco-Certification into the SADEC member countries of Africa, utilizing the long-established and successful criteria developed by Australia to meet the United Nations Global Sustainable Tourism Council (GSTC) Criteria and Practices.

Certification is a way of ensuring that an activity or product meets certain standards, and awards a marketable logo as reward to those that meet or exceed the baseline criteria or standards.

COMET Corporation has been in the ecotourism business since establishment in 1996, and with the joint venture with Eco-tourism Australia, Eco-tourism Africa is well positioned and qualified to introduce this valuable service into Africa.

Africa is particularly vulnerable when it comes to ensuring the sustainability of tourism, as areas are large and the continent contains a vast diversity of fauna, flora, cultural, geographical and marine systems that are largely managed by governmental authorities. As a result, compliance with criteria is not well monitored, and it falls to private initiatives to attempt to place some credibility on tourism organisations to recognise their attempts at real environmental sustainability and protection. The best way to do this is through a credible Certification Process, that not only gives recognition where it is due, but counters the "green-washing" efforts of fringe organisations that do not always do what they say.

Eco-tourism is tourism based on nature as opposed to conventional tourism, and compliments other types of tourism.



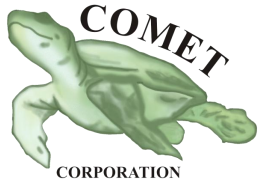
Eco-tourism Africa

- There are several competitors in Africa, some large and some small, but there is definitely room for another



- And many more...

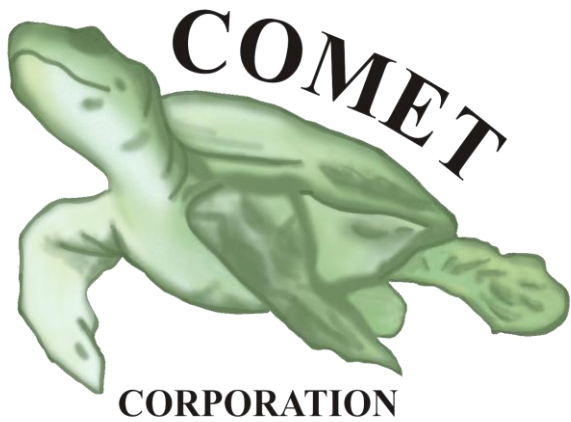




Eco-tourism Africa

Our **FIRST** Certification is proudly with
CapeNature !!





Coastal and Marine Eco-Tourism Corporation



Eco-tourism
Certification

Thank You!

