



PO Box 240, Apia, Samoa
E: sprep@sprep.org
T: +685 21929
F: +685 20231
W: www.sprep.org



The Pacific environment, sustaining our livelihoods and natural heritage in harmony with our cultures.

Twenty Fifth SPREP Meeting of Officials

Majuro, Marshall Islands
30 September – 2 October 20014

Agenda Item 14: Other Business

Invitation of the Pacific island countries and territories to the “journées bleues” organized in French Polynesia on emblematic marine species ecotourism

(Paper presented by the French Polynesia)



Background Paper

Purpose of Paper

1. the first interest of this publication is to emphasize the importance of sustainable ecotourism in the Pacific region
2. this publication aims to invite Pacific island countries and territories to participate in “journées bleues” organised in French Polynesia late May 2015 (date to be specified)
3. “Journées bleues” are an initiative of the government of French Polynesia, requested at the 24th annual meeting of SPREP
4. “Journées bleues” are a project coordinated by SPREP at the request of French Polynesia
5. the government of French Polynesia, the French Pacific Funds, the SPREP and other donors co-fund these blue days.

Background

1. primary objective of blue ecotourism is to develop sustainable economy in countries and territories based in part on ecotourism linked to emblematic species
2. secondary objective of blue ecotourism is to preserve migratory species within Pacific waters such as marine mammals, sharks, rays, turtles as well as habitats favourable to ecotourism like mangroves and coral reefs
3. “Journées bleues” provide a perfect location to share professional experiences, good practices, mistakes, current regulations
4. “Journées bleues” provide a perfect location to hear the results of scientific studies on the impact of ecotourism activities on species, as well as recommendations of experts on preservation of these species
5. “Journées bleues” provide a perfect location to assess and compare national and territorial actions taken in local strategies to preserve emblematic marine species
6. “Journées bleues” provide a perfect location to discuss the contents of a future multi-year program on ecotourism to protect species and their habitats while developing this blue economy.

Operation

1. a representative of each government of Pacific countries and territories is invited to attend these “journées bleues” organised in French Polynesia late May 2015
2. primary objective of the blue days is to gather for several days actors of blue ecotourism in the Pacific: professionals, experts, specialists, associations, NGO, agencies
3. secondary objective of the “journées bleues” is to review national and territorial strategies in the region, relating to emblematic marine species
4. final objective of the “journées bleues” is to endorse a future regional multi-year program that should be implemented in member states and territories

Recommendation

1. the government of French Polynesia invites you to consider importance of topic of ecotourism in the Pacific region and make arrangements to appoint a person in charge to oversee this operation coordinated by PREP
2. the government of French Polynesia invites a representative of each government to attend to “journées bleues” organised late May 2015 in its territory to share our knowledge, experiences, current strategies and endorse a future multi-year program to ensure the development of sustainable blue ecotourism in the Pacific region.