

THE ROLE OF TOURISM IN THE SUSTAINABLE USE OF WILDLIFE

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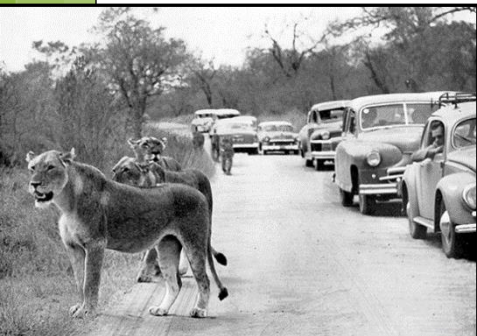
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Windhoek, Namibia



Historical background

- Mid 1890's creation of nature reserves
- Transvaal and Natal first provinces
- National parks Act in 1926
- Establishment of Kruger National Park by Paul Kruger/ Jan Smuts
- KNP/ Addo/ Bontebok and Kalahari Gemsbok Park
- Hunting was practiced = KNP -1960's
- 1960+ game farms started
- Today largest privately owned wildlife industry



Game farms revenue

Ecotourism

Breeding

Product of
processed
game
products

Hunting

?



Game farms revenue

Ecotourism

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Industry

Investments



Clarity of concepts

- **Sustainability** implies to manage what we have in such a way that future generations can also enjoy and benefit from it
- **Tourism** can be describe as the total experience that originate from the interaction in the process of providing services to tourists



Trends in game farms



Then	Now
<ul style="list-style-type: none">• Only elite	<ul style="list-style-type: none">• Grow to greater population
<ul style="list-style-type: none">• Few game farms	<ul style="list-style-type: none">• More than 9000
<ul style="list-style-type: none">• Limited land use	<ul style="list-style-type: none">• Greater variation
<ul style="list-style-type: none">• Little investments	<ul style="list-style-type: none">• Large investments
<ul style="list-style-type: none">• Low levels of sustainability	<ul style="list-style-type: none">• Higher levels
<ul style="list-style-type: none">• Few tourists	<ul style="list-style-type: none">• Larger numbers
<ul style="list-style-type: none">• Limited privacy	<ul style="list-style-type: none">• Greater privacy
<ul style="list-style-type: none">• Very rustic accommodation	<ul style="list-style-type: none">• Greater variety
<ul style="list-style-type: none">• Not graded	<ul style="list-style-type: none">• Graded
<ul style="list-style-type: none">• Long trips	<ul style="list-style-type: none">• Shorter and more frequent
<ul style="list-style-type: none">• Little specialisation	<ul style="list-style-type: none">• Greater specialisation
<ul style="list-style-type: none">• Predominantly hunters	<ul style="list-style-type: none">• Families included
<ul style="list-style-type: none">• Limited marketing	<ul style="list-style-type: none">• Personal marketing
<ul style="list-style-type: none">• Experience	<ul style="list-style-type: none">• Memorable experience

Ecotourism options

- 4x4 routes
- Hiking
- Photography
- Accommodation (variety)
- Fishing/ hunting
- Bird watching
- Camping
- Human/animal encounters
- Wedding facilities
- Conference
- Team building
- Water activities
- Training courses (wildlife and adventure)
- Game drives
- Souvenirs
- Restaurants
- Rehabilitation centers



Factors influencing sustainability

- Negative media/ social media (bad publicity)
 - Inability to have common views on issues
 - Lack and unscientific research
- Lack in creative thinking
- Skill shortage
- Inability to optimize land use
- Inability to create greater outlets for game meat and products
- Lack in packaging and marketing of products

Conclusion

- Tourism/ ecotourism offers huge opportunities to grow revenue
- Creates opportunities for family businesses to grow
- Need greater collaboration amongst role players



THANK YOU!



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