

Creating value in the wildlife economy

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What do we mean by creating value?

- ✓ **Value creation** is any **process** that creates outputs that are more valuable than its inputs
- ✓ Communicating **value** and establishing **value** is **important** because the results of your efforts to **create value** are measured in the perception of that **value**



Why do we need to create value?

Costs of living with wildlife

- 79% community (non-staff; n=1400) respondents had problems with wild animals
- 61% community (staff; n=372) respondents had problems with wild animals



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Importance of conservation

- 87% community (non-staff; n=1324) respondents said that conservation was important
- 99% community (staff; n=383) respondents said that conservation was important



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Tourism creates jobs

- 87% community (non-staff; n=1324) respondents said that tourism creates jobs in their area
- 99% community (staff; n=383) respondents said that tourism creates jobs in their area



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Building blocks for creating value

- Need value retention, value creation and value co-creation
- Direct, indirect and induced benefits
- Tangible and intangible benefits
- Partnerships
- Value chains
- Local, national and regional multipliers



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Case study

385 tourism staff in six southern African countries

Average number of dependents = 7 per staff member

16 ecotourism lodges – impacting 5000 people's lives
– equivalent to **14 people per tourism bed** (at 100% occupancy).

Tourism staff inject a total of USD 212,144 monthly into local economies where they live across the six countries
- -approximately USD 13,259 per month per tourism camp or **USD 603 per tourism bed per month**



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Criticism related to the limitation of growth in terms of direct tourism employment can be somewhat offset by **the broader real impacts of tourism** through existing tourism employees spending in a local economy.

The ability of tourism staff, through their regular, reliable monthly income, to invest in assets can have a significant impact on **the long-term welfare of households** and on their ability to cope with shocks, risks and other economic stresses.

This then extends tourism impacts from a **micro- to a more macro-level**, having impacts beyond the actual tourism business itself.



Enabling factors

- ✓ Creating the right institutions and supportive legislation **with stable leadership and structures**
- ✓ Good governance practices and policies
- ✓ **Holistic approach** to tourism policy
- ✓ Stakeholder engagement and building trust
- ✓ Equitable sharing of benefits (tangible and intangible)
- ✓ Improved **access and infrastructure**



Enabling factors

- **Commitment** to engaging with, and empowering local communities
- A **willingness to adapt** and also to use proven examples in other areas
- Willingness to be **innovative** and adapt partnership and value chain models to required circumstances



Components that lead to success

- Ensuring that there is an **association** between value created/benefits received and the associated tourism product and conserved area
- **Investing sustainably** in social welfare, local development and conservation projects
- Growing **local multipliers** through capacity building, skills training, etc.
- Building and growing **local value chains**
- Acknowledging that **business success** depends on investments in communities and conservation



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Best practice

- 32 private sector case studies
- Different partnership models, including private sector, government, NGOs, communities
- Economic, social and environmental impacts
- Successes, challenges and lessons learned



Private Sector Tourism in Conservation Areas in Africa

Susan Snyman and Anna Spenceley



THANK YOU FOR YOUR TIME

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Sources:

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