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

Source: Snyman (2014)
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

Source: Snyman (2014)
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

Source: Snyman (2014)
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

Source: Snyman (2017)
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.

Source: Snyman (2017)
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.
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
THANK YOU FOR YOUR TIME

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Sources:

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