# 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

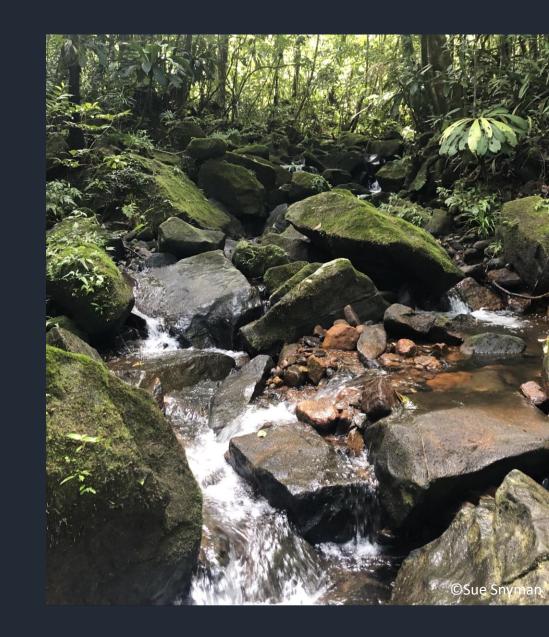
- 79% community (non-staff; n=1400) respondents had problems with wild animals
- 61% community (staff; n=372) respondents had problems with wild animals



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



#### 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** 



Image © 3dman\_eu via Pixabay

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



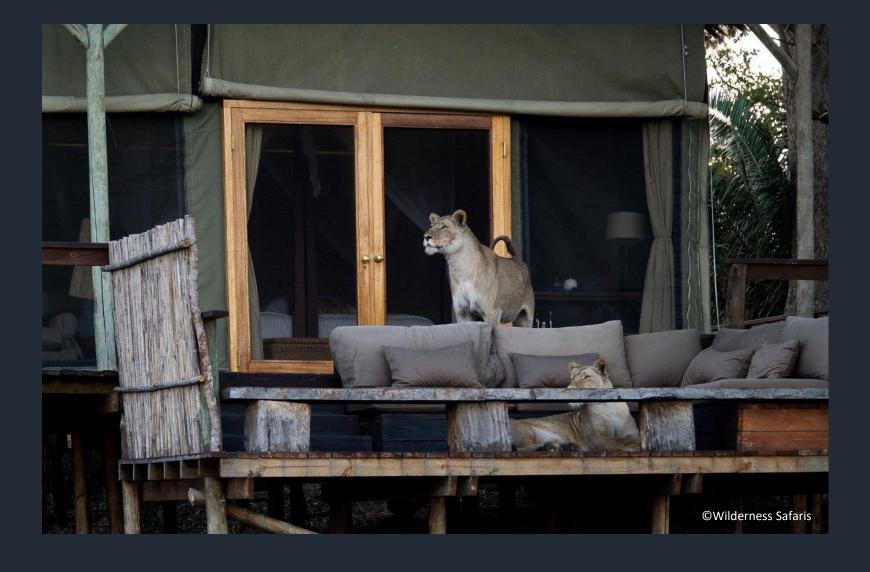
#### Private Sector Tourism in Conservation Areas in Africa

Susan Snyman and Anna Spenceley



# THANK YOU FOR YOUR TIME

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#### Sources:

Snyman, S. (2014). Assessment of the main factors impacting community attitudes towards tourism and protected areas in six southern African countries, *Koedoe* 56(2). DOI: 10.4102/koedoe.v56i2.1139

Snyman, S. (2017). African tourism industry employees: expenditure patterns and comparisons with other community members, Journal of Sustainable, 27(6), pp788-804