



Mission Impossible?

Can hunting tourism be sustainable?

Opportunities & risks in a sensitive sector

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Is tourism good for the environment?

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Lesson 1: Tourism depends on image!

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Who would agree that this presents “eco-tourism”?



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Lesson 2: Tourism is about marketing!

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Who would agree ...
...that this
challenging hunt
for the Marco
Polo sheep is
“eco-tourism”?

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Lesson 3: Tourism needs accountability!

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How serious are we?



....about the sustainability of hunting tourism??

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The upcoming 30 min...

1. The theory behind the images: what is *tourism, eco-tourism/sustainable tourism*?
2. Hunting tourism – friend or foe?
3. Can hunting tourism be(come) sustainable?

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Definition of Tourism

“Tourists are people who travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited“

UN World Tourism Organization (www.unwto.org)

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Tourism...

- the world's biggest industry
- produces 5% of the world's GDP and employs over 200 million people worldwide
- By 2020, the number of international arrivals (air + sea) could reach 1.6 billion/a
- prospect of income and economic development to countless tourist destinations
- major impact on environment and lives/cultures of "host" populations

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Tourism [ctd.]...

- local communities rarely see the economic benefits as revenues go back to foreign operators and suppliers.

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Tourism [ctd.]...

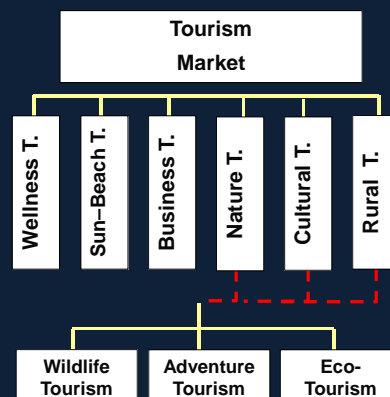
- Consumers start demanding sustainability of tour operators



The “green tourist” is still a lonely figure!
 (decisions mostly driven by price, safety, climate,
 infrastructure, etc.)

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The Tourism Market



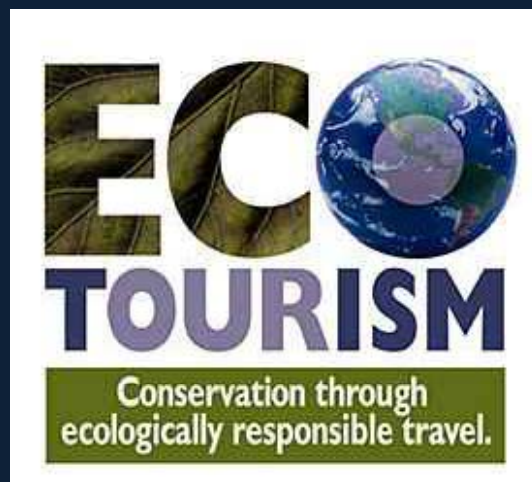
(Zimmermann, 2006)

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Nature Tourism

- economically beneficial as it may be, it is neither necessarily sustainable nor "eco"!
- can have major negative impact upon the ecosystem it uses through over-utilization
- therefore not justified to call it generally "non-consumptive", as it is often done in order to differentiate it from hunting, which is then termed "consumptive"

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Definition of Eco-tourism

- "...is responsible travel to natural areas that conserves the environment und sustains the well-being of local people."

(TIES, 1991)

Eco-tourism

- Desired outcomes:
 - ... environmental and social-cultural compatibility as a fundamental condition.
 - ... creation of benefits for protected areas or conservation projects and for local people.
 - ... creation of environmental awareness and greater acceptance of nature conservation as a viable and appropriate land use.

(STRASDAS, 2002)

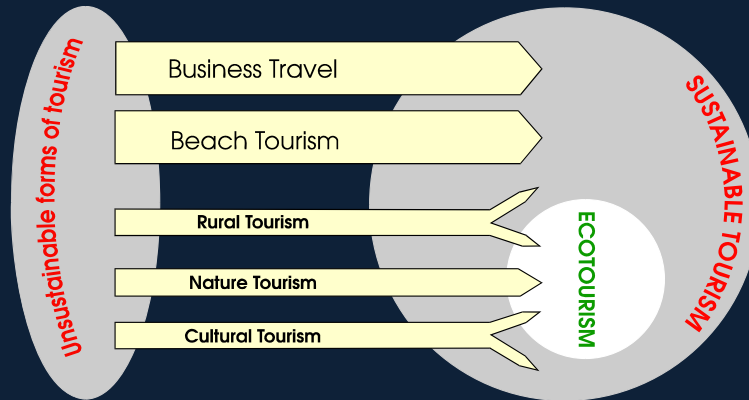
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Eco-tourism

- Ecotourism is NOT conservation, but sustainable use of biodiversity (like organic agriculture or certified forestry).
- it supports conservation!

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Eco-Tourism: the result of a process



Strasdas 2001
(drawn by M. Meier)

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Is hunting tourism any different?

What is *hunting tourism* exactly?

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First of all – it's not *this!*



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Definition of *resident hunting*

- conducted by hunters within their country of residence, and most commonly in the area where they physically reside and have hunting rights.
- Most resident hunters have strong socio-cultural ties to their hunting grounds, and are therefore highly motivated to apply their knowledge on local conditions and traditions to the conservation and management of local game species and their habitats.
- Emphasis is generally placed upon physical recreation, consumption, traditions, and management aspects of hunting.

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Definition of *resident hunting*

- local resident hunters may hold exclusive rights to their hunting grounds or pay reasonable fees to gain access through permits or leases.
- They usually do not require the services of hunting tour operators.
- Most hunters fall into this category, although many can also be hunting tourists at some point in their lives.

European Charter on Hunting and Biodiversity (2007)

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Definition of *hunting tourism*

- conducted by hunters who may sometimes travel considerable distances from their home and/or own hunting grounds, and often abroad, in order to hunt.
- they may be well-acquainted with their destination and be familiar with the species they hunt.
- gradient in the degree to which travelling hunters may have socio-cultural links to their hunting destinations. The more exotic and unfamiliar a hunting destination is, the greater the socio-cultural barriers can be.

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Definition of *hunting tourism*

- motivation for hunting by such tourists may place greater emphasis on adventure and souvenirs (e.g. trophies) than is the case for hunters with closer links to the hunting destination. This can motivate payment of significant sums of money to intermediaries (“hunting tour operators”) that organise and facilitate their hunting experiences.

European Charter on Hunting and Biodiversity (2007)

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Hunting tourism vs. ...

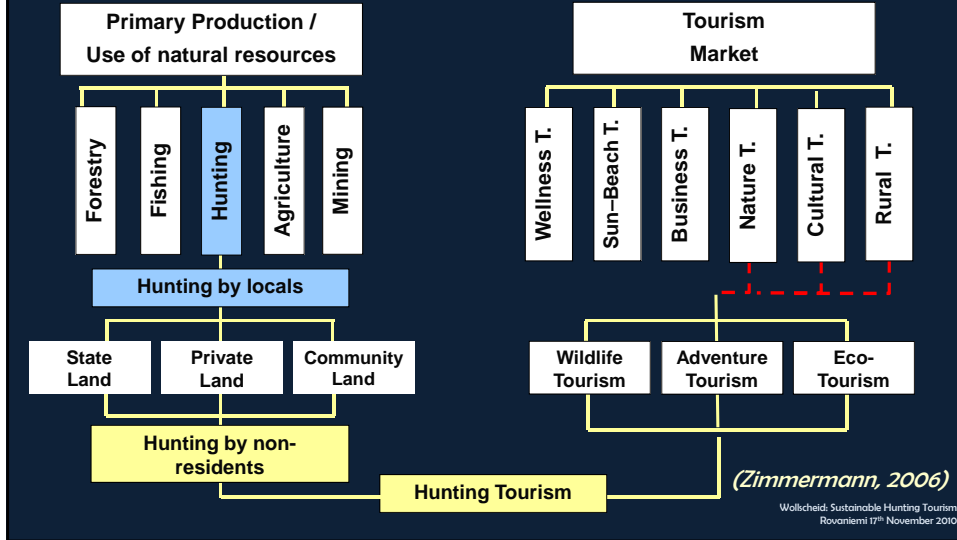
- Put & take
- “Canned shooting”
- Culling
- Cropping

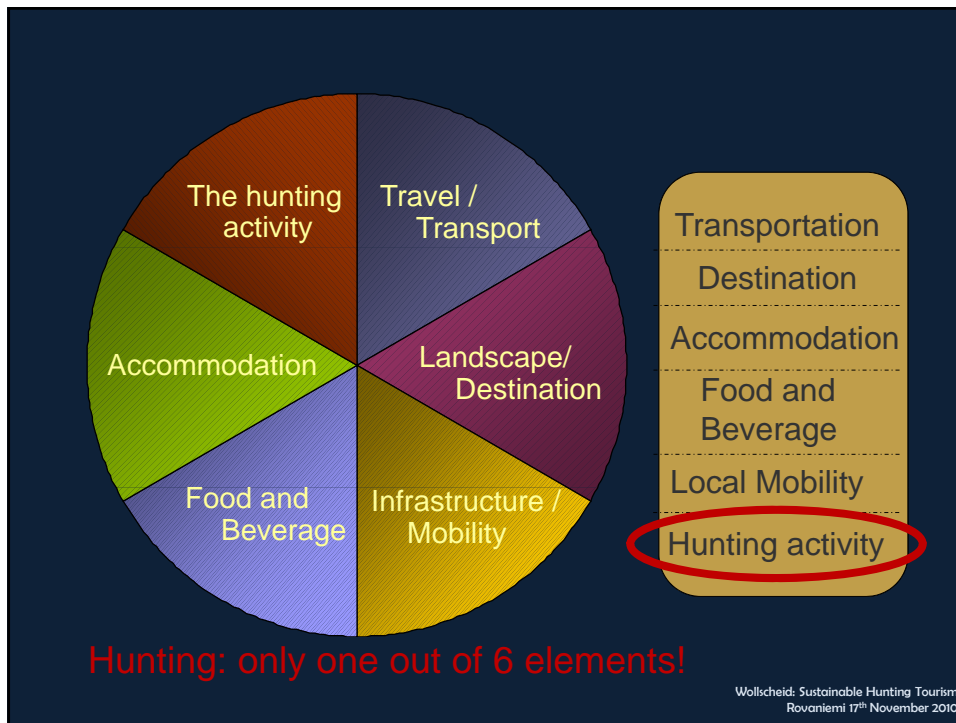


**Proper clarification and differentiation
required!**

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Hunting tourism: part of the tourism market





Hunting Tourism: the product

- The hunting activity only one part of the entire touristic product.
- Pure academic question?
- Think of the economic impact!
- Don't just look at
revenues = sum of license fees

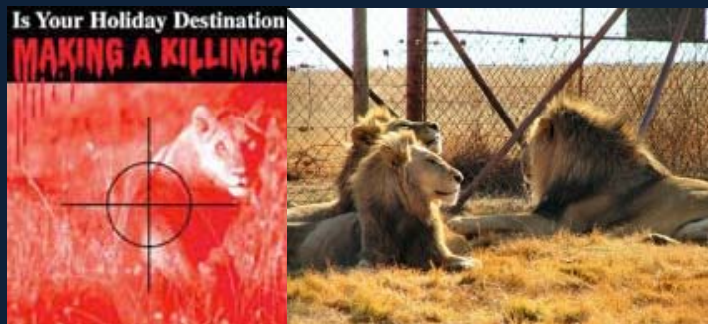
Hunting tourism – the context

- practiced on all continents
- of major economic importance for the sustainable management of wildlife
- animal welfare organisations are radically opposed, mainly because of a dislike of killing for pleasure, as they see it

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Hunting tourism – the context [ctd.]

- discussions in the public remain polarized
- bad examples of unsustainable hunting tourism are used as negative arguments



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Hunting tourism – the context [ctd.]

- Interesting enough, HT, provided it is sustainable and benefits conservation as well as local populations, is totally accepted as a best practice by the major international conservation NGOs and by bi- and multilateral development agencies (donors).
- It is increasingly used or promoted in their programmes

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Hunting tourism – the context [ctd.]

- illegal e.g. in India and Kenya, both – interesting enough – countries, which have experienced a parallel decline in wildlife!
- HT does not exclude other forms of resource use, as a national park, for example, does. People can continue to graze, collect firewood etc.

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Hunting tourism – the context [ctd.]

- In Africa it has played traditionally a big role
- presently practiced in 23 sub-saharan countries
- ca. 20,000 hunters/year
- turnover 200 to 300 million US\$/year
- most important countries are South Africa and Namibia.

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Good marketing approach!



“After all, it is through **understanding** that your African hunting trip will become an experience you will never forget.

We place the greatest emphasis on quality and experience rather than the number of trophies.”

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Hunting Tourism as Conservation Tool

- can generate relatively high revenues with low off-take (most lucrative form of hunting!)
- modest off-take required to ensure high trophy quality and consequently hunting in the future; insofar self-regulatory
- This works only, if the same operator manages an area for a long time; otherwise he makes a quick buck, as he has no long-term interest.

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Financial incentives for conservation

- HT can generate more per land unit than competing land uses
- proven as a powerful incentive to put land under wildlife management
- best example: South Africa, with nowadays more than 10,000 game ranches;
- before, this was degraded land. Game is back on land where it became extinct several hundred years ago;

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Hunting Tourism vs. Photo Tourism

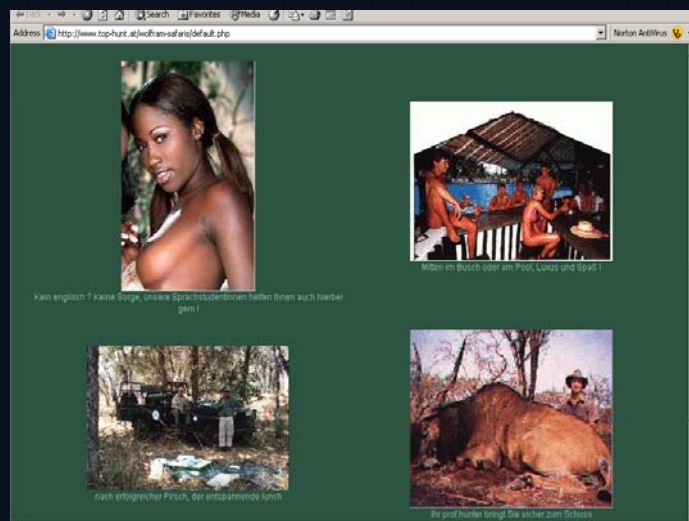
- If photographic tourism develops into mass tourism it outcompetes HT financially

BUT:

- then it “consumes” more nature than HT does, which does not need investments like hotels and roads; contrary – it needs unspoilt nature!

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Bad marketing approach!



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Do you know what often happens at places like this one?



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Do you know what often happens at places like this one?



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Hunting Ethics – just a relict?

- It takes two – hunter AND outfitter/PH!
- The temptation of the “last 3 days”...
- Don't guarantee success (by all means) – guarantee an outstanding experience!
- Fight false claims!



Who has the power to drive sustainability in hunting tourism??

Accountability

- you can make all sorts of commitments...
The key is: who holds you accountable?
- currently: vacuum!
- norms & standards are the baseline of accountability
- who sits at the table? (legitimacy and trust!)

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Accountability – key questions:

- what makes a “good” or a “bad” hunting tourism enterprise?
- how do you decide this?
- who decides?
- who is accountable?
- ...for what?
- ...through what mechanism?
- ...with what result?

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Accountability [ctd.]

- ✓ accountability adds value to the enterprise!
- ✓ enterprises can generate better market information and transform “back-office compliance burden”



into

Value creating opportunity

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How does the tourism sector respond?

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Tourism Baseline Criteria

- in 2007, a coalition of 27 organizations (Partnership for Global Sustainable Tourism Criteria) reached out to close to 100,000 tourism stakeholders, analyzed more than 4,500 criteria from more than 60 existing certification and other voluntary sets of criteria, and received comments from over 1500 individuals

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Tourism Baseline Criteria

- The Sustainable Tourism Criteria developed in accordance with the ISEAL* Code of Best Practice
- undergo consultation every two years
- criteria indicate what should be done, not how to do it or whether goal has been achieved
- www.sustainabletourismcriteria.org

* The International Social and Environmental Accreditation and Labelling Alliance (ISEAL)

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Tourism Baseline Criteria

The screenshot shows a web browser displaying the 'Global Sustainable Tourism Criteria' website. The page is titled 'D.3.1. Wildlife Species' and is part of a navigation structure: Home > About the Criteria > D. Environment > D.3.1. Wildlife Species. The main content area includes a definition of wildlife species, a paragraph about tourism businesses using precious woods, palm thatch, or coral, and a section for 'Potential Indicators' with a bullet point: 'Company policy exists (yes/no)'. On the left side, there is a sidebar menu with categories: Download the Criteria, Provide Feedback, Preamble, A. Sustainable Management, B. Social/Economic, C. Cultural Heritage, and D. Environment. Under 'D. Environment', several sub-items are listed, including D.1.1. Purchasing Policy, D.1.2. Consumable Goods, D.1.3. Energy Consumption, D.1.4. Water Consumption, D.2.1. Greenhouse Gas, D.2.2. Wastewater, and D.2.3. Waste Management Plan.

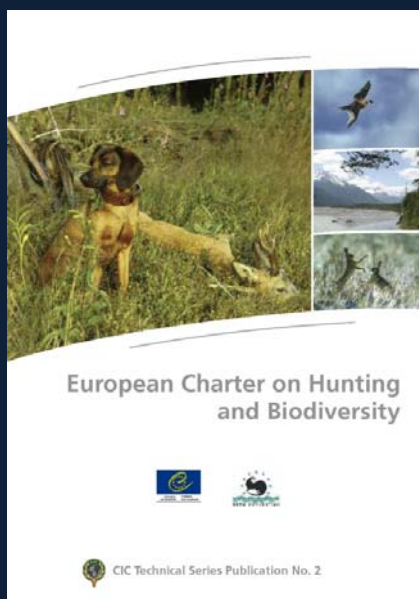
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Sustainable Hunting Tourism – which tools are at hand?

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The European baseline:

www.cic-wildlife.org/?id=412



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Hunting Charter Goals

- **Goal 1:** The Charter presents a set of principles and guidelines to ensure the sustainability of wild resource utilisation in Europe, especially through hunting.
- **Goal 2:** The Charter recommends guidelines for **sustainable hunting tourism** in Europe to implement those principles.
- **Goal 3:** The Charter also recommends **best practices** for European hunters with regard to conduct, proficiency, safety and **ethics**.

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What does the Charter do?

- Formal recognition by the Bern Convention of the importance of hunting as a tool in biodiversity conservation.
- Places hunting within the context of the CBD sustainability principles.
- Gives equal weight to the governing and the governed regarding responsibilities and expectations.
- Positive focus on the benefits of hunting and the responsibilities of hunters regarding conservation of wildlife species and their habitats.

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Conclusions

Hunting operators:

- Evaluate experience of tourism sector (look for synergies, not confrontation)!
- Promote HT openly, but with honesty!
- Look into ensuring “Best Practice”-operations; test existing + agreed schemes (European Hunting Charter!)
- Emphasize social sustainability (CSR)!
- Develop joint marketing

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Conclusions

Hunting operators:

- monitor conservation benefits & impacts
- be more open in collecting & sharing transparent data on hunting trips

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Conclusions

Decision makers:

- Develop incentive measures for good performance of operators/concessioners, local government administrators and rural people instead of sanctions for poor performance!
- Give hunting operators long leases, if they perform according to sustainable principles!

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Conclusions

Hunting tourists:

- Start acting as true ambassadors of the entire hunting community!

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Finally: every single tourist builds the image of the industry....



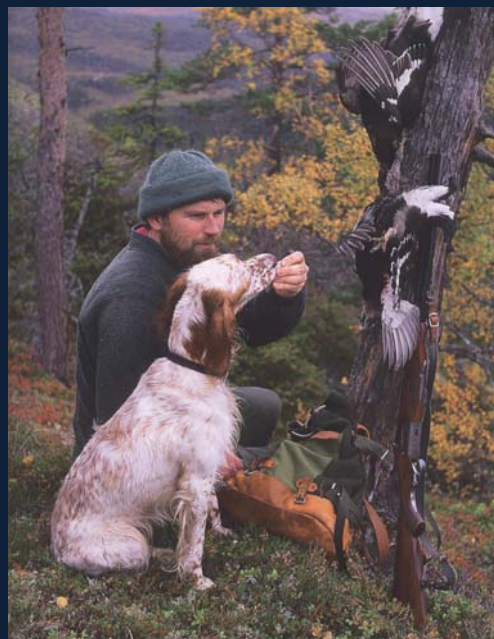
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**Every single tourist builds the image
of the industry....**



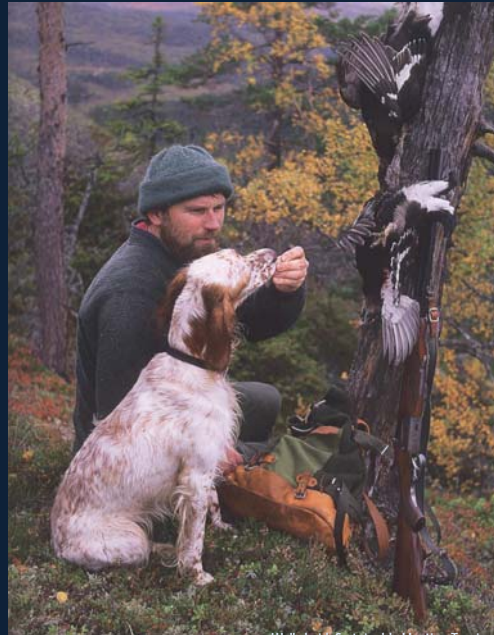
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**It's about YOU:
every single
hunter
builds the image
of our passion....**



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**Thank
you
for
your
attention!**



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**Further information:
cic-wildlife.org**

**Background on hunting tourism:
www.cic-wildlife.org/index.php?id=176**

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