



República de Moçambique  
Ministério do Turismo

**Seminar on  
Planning, Development and Management of  
Ecotourism in Africa**

**Regional Preparatory Meeting for the  
International Year of Ecotourism, 2002**

**(Maputo, Mozambique, 5-6 March 2001)**

# **Final Report**

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## INTRODUCTION

Ecotourism activities have been rapidly expanding world-wide over the past two decades, and further growth is expected in the future. Recognising its global importance, the United Nations designated the year 2002 as the International Year of Ecotourism (IYE). In this frame, WTO is co-ordinating with other international and regional organisations, as well with its Member States, Affiliate Members and other groups, to undertake a series of activities in preparation for and during the IYE. As part of the preparatory activities, WTO is organising regional seminars and conferences to address, and provide forums for, region-specific issues related to ecotourism. The experience and results from these regional meetings will add up to the World Ecotourism Summit that is to be held in Quebec, Canada on the 19-22 of May 2002, jointly with the United Nations Environment Programme and the Canadian Tourism Commission. The Mozambique Seminar was the first one in a series of regional meetings, for the benefit of African countries.

The African Continent features extended protected areas hosting a wide variety of ecosystems and traditional cultures that are major attractions for nature-oriented tourism. In many countries, vast national and wildlife parks count for classic game-watching tourism, and many forms of ecotourism activities are practised in natural areas of different status, under different management structures, involving stakeholders from all sectors of society.

Ecotourism, if properly planned and managed, can be a viable source of economic benefits for governments, private entrepreneurs and local communities alike. Furthermore, it can serve as an effective tool for the conservation of natural and cultural assets. On the other hand, the practice of ecotourism activities often result in controversial effects and impacts on prevailing ecosystems, local communities and traditional cultures, questioning the sustainability of ecotourism development.

Therefore, the Seminar's prime objective was to review experiences and exchange ideas towards maximising the economic, environmental and social benefits and minimizing negative impacts of ecotourism.

Bearing the regional characteristics in mind, the Seminar addressed the following three main themes:

1. Development of ecotourism in national and wildlife parks, protected and other natural areas:
  - Institutional frameworks:
    - Tourism and ecotourism in national strategies
    - Policies and regulations for protected area management
    - Ecotourism integrated in park development and management plans and systems
    - Trans-boundary national parks and protected areas
  - Ecotourism and the conservation of wildlife and habitats
  - Public-private co-operation: government authorities collaborating with ecotourism companies, concessionaires, etc.

## 2. Involvement of local communities

- The role of communities living within and in the vicinity of protected areas
- Employment opportunities, distribution of benefits
- Community reserves, conservancies,
- Land tenure and control of the ecotourism development process by host communities
- Community associations, NGOs
- Education and capacity building among local communities

## 3. Management of facilities, visitors and activities related to ecotourism

- Ecolodges and other accommodation facilities
- Transportation services, infrastructure development and management
- Guiding and interpretation of visitors
- Information and communication infrastructure and services

The Seminar was opened by H.E. Dr. Pascoal Mocumbi, Prime Minister of the Republic of Mozambique and closed by H.E. Dr. Fernando Sumbana Júnior, Minister of Tourism of Mozambique.

The World Tourism Organization would like to thank the Mozambique Government and its Ministry of Tourism for their invaluable efforts in hosting this Seminar. WTO would also like to thank the participants, numbering over 150 and representing stakeholders from the public, private, NGO sectors and local communities alike from 22 African countries, for their significant contribution through the case study presentations and discussion sessions.

The Final Report was prepared by Dr. Harold Goodwin, WTO Expert and revised by Mr. Eugenio Yunis, Chief of the Sustainable Development of Tourism Section of WTO and Mr. Gabor Vereczi, Programme Officer at the same Section.

## SUMMARY OF DISCUSSIONS AND CONCLUSIONS

The WTO African Regional Seminar in Maputo included general presentations, a rich and wide variety of case studies and raised many important points during discussions. There was considerable enthusiasm for the concept of ecotourism amongst governments, tourism industry representatives and conservationists at the Seminar. This enthusiasm reflects the recognition amongst African representatives of the opportunities that ecotourism can bring to relatively remote rural communities and the contribution that it can make to conservation.

This report summarises the issues discussed during the Maputo Seminar within the four themes that will structure the debate in the World Ecotourism Summit (Quebec, Canada, 19-22 May 2002). These four themes are:

1. Ecotourism planning and product development: the sustainability challenge
2. Monitoring and regulation of ecotourism: evaluating progress towards sustainability
3. Marketing and promotion of ecotourism: reaching sustainable consumers
4. Costs and benefits of ecotourism: a sustainable distribution among all stakeholders

Throughout the four themes, the focus at the Summit will be on two main issues:

- a. the sustainability of ecotourism from the environmental, economic and socio-cultural points of view;
- b. the involvement of local communities in the ecotourism development process, in the management and monitoring of ecotourism activities, and in the sharing of profits resulting from it.

These issues arose in many of the discussions in Maputo and are reported here within the themes. The diverse experience of ecotourism in Africa provides a rich diversity of views about tourism and ecotourism. This report provides an overview of the points made during the seminar. It does not attempt to resolve differences where they exist; these differences are often based on divergent experience. That diversity of experience and of the human response to it, is what makes Africa such a rich tourism experience.

### **Summit Theme 1:**

#### **Ecotourism planning and product development: the sustainability challenge.**

#### **The Sustainability Challenge: Conservation**

Africa's wild species and habitats are important economic resources for national economic development, and there is considerable scope for increasing revenues to conservation from tourism. In other words, conservation of natural resources can become mainstream to socio-economic development in Africa. Authorities and managers of national parks and protected areas are beginning to look outwards and to

develop linkages with local communities around tourism and other aspects of their work. For this to be achieved there needs to be a strong (but flexible) conservation framework in place in national parks and other conserved and protected areas essentially using the methodologies of Limits of Acceptable Use and Limits of Acceptable Change.

The development and management of trans-boundary natural resources and parks have become a central conservation issue in Africa, recognizing the need to maintain ecological integrity and free movement of wildlife in certain territories that are divided by country frontiers.

### **Planning and Development of Ecotourism**

It was clear in the Seminar from the case studies presented and from points made in discussions, that it is important to define clear objectives for ecotourism projects and programmes. Without those clear objectives, it will not be possible to identify what has been achieved and there will be no way of measuring success or failure. The planning and development of ecotourism was identified during the Seminar as a major responsibility of national and local governments. It is the African governments that are in the best position to take responsibility for facilitating the planning and development of ecotourism. As many argued during the seminar, parks and protected area managers in Africa can facilitate the development of ecotourism. National Parks and other protected areas are often THE attractions in their region and this provides opportunities for park managers to play a leading role in the development of tourism to an area, to the advantage of local communities, other local attractions and businesses.

Institutional constraints arise because the ministries have often not been given appropriate mandates, and often have conflicting sets of objectives. There is no consistent policy or institutional framework on ecotourism. There are no representatives of community tourism in the mainstream and the community is therefore often left out of the system when the management of tourism is being addressed. There is no fiscal commitment to community tourism. The policy constraints are exacerbated by the absence of effective administration; strategies need to be implemented. Furthermore, one representative queried whether any country in Africa could be said to have an ecotourism strategy at all.

The effective management and regulation of tourism involves the transport, water, wildlife and culture administrations and many more government departments, in Africa as it does around the world. Ecotourism development is often bedevilled by policy conflicts between government departments and agencies - there are difficulties in getting integrated policy making in African countries, as elsewhere in the world. It is people who contribute to the development of national strategies. Governments have not invested enough in the development of professionalism in ecotourism planning, regulation and product development. Policy is unstable because Africa lacks a core of tourism professionals, and because of the rotation of civil servants between departments. New people come into post who spend a significant amount of time learning about the sector before leaving to make way for another civil servant who will need to learn about the sector before being able to effectively engage in its development.

The trans-boundary natural parks oriented to conservation offer excellent opportunities for the development of new tourism products, involving several countries working together to provide new natural heritage products and offering opportunities for the involvement of local communities in tourism.

### **Community Participation in Planning and Management**

There was recognition in the Seminar that the community sector is sometimes poorly developed and managed – and that there is a need to be careful over quality. Often strategies are not implemented because they are externally driven and do not involve meaningful local participation by stakeholders to ensure local ownership. It was argued that tourism associations should be facilitators and standard setters rather than operators and that it was unwise to allow the roles of operator and regulator to become confused.

Capacity building was identified as a fundamental part of bringing more people into tourism in Africa and that government should play a mayor role in facilitating education and capacity building for communities. It was clear that in Africa there is a need to change the composition of the industry, and that industry needs to become more inclusive of previously disadvantaged groups, particularly of the rural poor and of local communities. There is considerable potential for local communities to become actively involved in managing tourism through empowering communities in decision-making processes around tourism development, as well as in monitoring its impacts. The use of the Limits of Acceptable Change methodology was recommended for both environmental and socio-cultural impacts.

If communities are to benefit from tourism, it is important that they participate actively in the industry and in the management of enterprises. There is scope for co-ordination with parks and for involving communities in park planning and management. Local communities should be allowed to manage wildlife outside of protected areas and to enter into joint ventures and other arrangements with the private sector. Local people need to be empowered and actively involved in managing tourism and wildlife within the community conservation areas, particularly when close to protected areas.

### **Commercial and Financial Issues**

The commercial viability of ecotourism initiatives was a recurring theme in the case studies presented in Maputo as well as in formal and informal discussions. It was recognised that the returns to local communities and to conservation were dependent upon the commercial sustainability of the enterprises. Community tourism must be commercially viable if it is to be sustainable. Tourism is a business and primarily an area for private sector activity. Participants at the seminar in Maputo emphasised the importance of strengthening small and medium enterprises and particularly micro enterprises to enable them to successfully engage in the tourism industry in Africa. Some of those present were concerned that the economic emphasis on “mines and minerals”, with their negative environmental and aesthetic impacts, would come again and that tourism would once more be neglected.

Commercial viability was seen as central to the issue of securing financial capital for new ecotourism projects; some argued that there was always money for “bankable” (financially sound) projects, and that commercially viable projects would generally secure funding. The importance of identifying and demonstrating to funding sources the

value of conservation and of ecotourism to national economies in Africa was recognised. Development of ecotourism projects does require cash and a good investment climate and some participants in the seminar felt that there were often considerable difficulties in securing finances for ecotourism projects. A peaceful environment is necessary for private sector investment in tourism, and tourism needs to be taxed at the same rate as other industries.

### **Quality**

Participants in Maputo argued that it is important to recognise that ecotourism and community based tourism projects are reliant on the provision of the same basic infrastructure which is necessary to tourism development generally. Many potential ecotourism attractions and products are often in relatively remote areas. Remoteness means that the infrastructure necessary to guaranteeing a good quality product is often unavailable, and the lack of that infrastructure can make it difficult to provide the standard of facilities which consumers require. Because of poor investments in infrastructure there is sometimes uncertainty about product quality. It was also pointed out that there are no industry-wide standards in Africa about what is generally acceptable in terms of the quality of an ecotourism product.

### **Summit Theme 2:**

#### **Monitoring and regulation of ecotourism: evaluating progress towards sustainability**

It was recognised in Maputo that much of the literature and much of the promotion of ecotourism has focused on the aspiration. There has been relatively little work done on measuring the benefits from ecotourism, either for conservation or for local communities.

A number of ways to begin to monitor progress in achieving ecotourism were identified during the Seminar. It was pointed out that performance indicators needed to be determined and agreed in the design phase of programmes and projects and to be related to clear development objectives. These performance indicators can then be used for monitoring performance against criteria and objectives agreed with local communities and with protected area managers. Communities need to identify what needs they have, the ways in which tourism can meet those needs and the delivery of those needs then need to be timelined in order to define evaluation and monitoring criteria.

The collective welfare of the community is an important indicator as it covers both community and individual benefits from tourism. The initial plan should make clear what proportion of income is going to individuals, households and to community projects and this should then be monitored. There needs to be explicit agreement about expected benefits and their distribution and the prices which small enterprises and community groups will charge for services. The industry is then clear about the costs of purchasing goods and services from the local community and stability in those costs must reflect market forces.

A debate arose during the Seminar about the means of securing information about community benefits from ecotourism. Sometimes the indicators set by governments are difficult to use, particularly where the indicators suggested by government are intrusive. For example the monitoring of household earnings in rural communities can have

constraints. Community members, especially women, are often reluctant to report their earnings. If women are required to reveal their earnings from tourism they often lose their control over these family resources. Other indicators are more suitable, in that they are in the public domain: for example the number of bicycles, better housing, ability to send children to school etc.

Another possible approach is to measure household income and other community indicators from the demand side. Surveys of tourist expenditure can reveal a great deal about community benefits without having to investigate household earnings in rural communities. It is possible to discover from tourists what they have been spending and where, and from this information to make good estimates of the amount of money flowing into local communities from tourism. Similarly it is a relatively easy matter to identify from the tourism industry the amount of money that is being spent in the local community.

It is also important to measure changes in the level of awareness and acceptance of conservation in particular communities over periods of time. This information is possible to obtain using social science survey methods.

There needs to be transparency and independent review of the performance of projects in their contributions to both conservation and local communities. Setting targets and monitoring performance against the targets is important in assessing the scale of the achievement. This requires a record keeping system e.g. numbers of visitors, visitor satisfaction and expenditure etc. The significance of the benefits to individuals, households and communities is as important as the scale.

WTO has been devoting a great effort to the development and dissemination of methodologies for the identification and use of sustainability indicators in tourism development. The WTO publication "*A Practical Guide to the Development and Use of Indicators of Sustainable Tourism*" defines a set of core indicators which would be of potential use in all destinations, together with supplementary indicators for specific types of destinations (e.g., coastal resorts, small islands, eco-, cultural and community tourism sites). Based on this guide a series of workshops has been organized at local demonstration study sites applying a community participatory approach. The environmental, social and economic indicators devised at each case were primarily corresponding to local community impacts and benefits, as well as conservation efforts.

### **Summit Theme 3:**

#### **Marketing and promotion of ecotourism: reaching sustainable consumers**

There was a very diverse range of suggestions about marketing arising from the papers and from discussion in Maputo. Participants in the Maputo seminar felt strongly that Africa is entitled to expect realistic travel advisories. It was pointed out that the media greatly affects both the investment climate and the arrival of tourists. Care needs to be taken with new products coming to the market; improvisation can only ruin the expectations of everybody. It was recognised in Maputo that it is important to behave professionally in what is being offered and to provide products that satisfy defined market segments.

The opportunity to learn about local culture in Africa can be a way of attracting tourists to diversify their experience away from an exclusively wildlife and nature experience. This creates economic opportunities for local communities around parks and protected areas. The joint marketing of product clumps and clusters, including community projects alongside parks and other major attractions in Africa, was seen as important. Much can be gained by a co-operative and co-ordinated approach to destination marketing. It is important to create a critical mass of quality products in order to become a destination worth travelling to. Shared marketing brings economies of scale and creates awareness in the tourist and the tour operator of the range of attractions in the area; this may serve to extend the length of stay to the benefit of the community and of the industry. The importance of Internet marketing, NGO's, the media, trade fairs and markets (like the INDABA in South Africa) were all emphasised. The desirability was recognised of bringing together groups of community tourism providers to share the cost of marketing and to provide itineraries of different length (from a half to full day or various days) involving a number of different community projects. National Tourist Boards should ensure that these products are included in their promotional activities.

Various case studies demonstrated the marketing value of smaller and lesser-known natural features, other than the classic Big 5, and cultural elements. To bring smaller attractions to the market the creation of thematic routes and the supply of educative and practical information to tourists were emphasized as viable approaches.

Marketing with and through national parks and game reserves was seen as a priority. Wildlife parks are often the biggest tourism attraction in their region and can play a significant and invaluable role in developing a breadth of regional tourism opportunities. Such development can bring economic benefits to local communities and local businesses, increase length of stay in the area and disperse tourism pressures away from the park.

It was also argued that sport hunting can be linked to ecotourism sites, and be regarded as a tool of controlling wildlife stock and maintaining natural areas, while generating extra income.

A number of contributors made the point that it is important to consider the expatriate and domestic tourism markets and that we need to begin to work now on the next generation of ecotourists. Diplomatic missions and other expatriates could be targeted. Participants argued that local residents should not be ignored in marketing efforts and there is a case for price discrimination in favour of locals. It is often the experiences forged in childhood, which bring people back when they become tourists as adults. Working with schools at national and local level plays an important part in the process of building a constituency for nature and ecotourism through education.

It is now widely accepted that word of mouth publicity is invaluable and that something like 60% of visits are made on the basis of some form of personal recommendation. Much of the marketing effort in which the industry engages, attempts to accelerate and support this word of mouth process.

There is a whole range of groups with which it is possible to work in developing nature and eco-tourism through:

- tour operators, both local and international;
- informing guide book writers about the opportunities in new areas and new opportunities in established destinations;
- working through fairs and trade shows;
- producing brochures;
- Internet sites;
- offering familiarisation trips for operators and journalists;
- in-flight videos and magazines to show during the period when visitors are thinking about their holiday and on their way to the destination;
- awards for generating interest in new products and particularly good examples of ecotourism practice;
- and perhaps most important of all, collaborating with the national tourist boards to ensure that the ecotourism dimension of nature tourism opportunities is included in the national tourism offer at overseas offices and fairs.

### **Matching Demand and Supply**

Perhaps some of the most important insights from the seminar came in the area of matching demand and supply. It was recognised that there have been too many product driven failures. Products have been brought to market without an adequate marketing strategy or, in some cases, any clear idea as the product was being developed of who might pay to experience it. It is important to find the right consumers in sufficient numbers and with sufficient continuity of supply to ensure the viability of community and nature tourism products.

However, there often are real supply side limits. The process of conservation & community empowerment implied in the concept of ecotourism must include the opportunity and ability to say 'no'. In the same way excessive demand, large numbers of visitors (or small numbers of visitors behaving in inappropriate ways) can also cause unacceptable change within national parks and protected areas. The tourism industry will always be market driven - it will always respond and must always respond to the market. But that response has to be within the limits of acceptable change, set in consultation between the protected area managers and the other stakeholders including primarily local communities and the local tourism industry.

There was some discussion of problems that frustrate the creation of public (government or community) private partnerships in Africa. It was argued that the policy environment needed to be changed in order to make more fruitful opportunities for the development of public-private partnerships and that this was part of a wider governance agenda. It was recognised that many different interests are involved in developing national strategies and that it is often difficult to get everyone to pull in the same direction around a shared vision. Tourism is a fragmented sector, particularly in Africa; all stakeholders need to realise that they are involved in tourism and there needs to be clarity of roles and functions. There is often an absence of appropriate structures at the regional level and there are often no structures available at local level.

**Summit Theme 4:****Costs and benefits of ecotourism: a sustainable distribution among all stakeholders****The Sustainability Challenge: Benefits to Local People**

Participants at the seminar identified local community benefits from tourism to natural heritage areas in Africa as the critical issue, the one where ecotourism as a concept had most to offer. It was argued that there is a need for well-integrated programmes of development – linking with the rural economy to avoid leakages and maximise local economic benefit from tourism. One participant pointed to the importance of avoiding urban drift where the well trained and competent leave rural areas. Another pointed out that there are no clear understandings about what communities can and cannot achieve in ecotourism. There was broad agreement at the Maputo seminar that it is important in Africa to look at benefits from the bottom up and that the key issue is: *What benefits do communities see coming from tourism to national parks?*

Seminar participants felt that low volume/low impact quality tourism strategies rather than mass tourism should be encouraged, and that national parks and protected areas were an important resource in both attracting and managing tourism to natural heritage areas in Africa.

However, there are conflicts between local communities and parks. It was pointed out that the legislation under which national parks and protected areas are gazetted was passed when the rights of local communities were not recognised and that in many cases there is a need to revisit the legislative framework in order to empower local communities in the management of national parks.

National parks, wildlife reserves and other protected areas can play a significant role in encouraging local economic development by sourcing food and other resources locally. Communities need to have access to national parks and to have tourism access rights linked to their concession leases – they need to have clearly defined legal rights to defined benefits. Legal access to wildlife and other resources also requires the removal of a wide range of barriers to access. National parks in some parts of Africa play a leading role in providing health care services, potable water, rural electrification and employment opportunities.

Many of the case studies presented, and many people in discussion around these cases, pointed to the importance of employment as a very significant factor for households. The point was made that most people in the world are in employment, and only a minority has created his/her own business. Therefore, the creation of employment opportunities through tourism is as important a way as the development of entrepreneurship for local communities to benefit from tourism to their natural areas.

There are employment opportunities in all aspects of the tourism industry and jobs are welcomed particularly where training and skill enhancement is part of the package. Employment opportunities are valued as well as micro-enterprise development opportunities in guiding, craft production, in the provision of food and accommodation. There are other benefits that can come from tourism through various forms of leasehold arrangements, such as sponsored projects in health and education, revenue sharing and levies and also through donations directly from tourists and tour companies to local community projects.

The dependency culture, which can be generated by public sector and NGO involvement, can make it more difficult to achieve self-reliant sustainability. On the other hand, it is unreasonable to expect the local community to carry the risk and responsibility to manage tourism projects with full and equal access to the tourism market as owners and partners. As was argued in Maputo the land tenure system remains a constraint, particularly in communal land areas. There are many stakeholders and they all need to be included, and this problematic challenge is exacerbated by the fragmentation of the tourism industry itself.

Communities that have land rights restituted to them are then able to make viable business partnerships and to contribute to the maintenance of the parks. Land is the contribution that communities can make to joint ventures. Village land can be included into larger conservation areas as part of their stake in the protected area. Equity shares are mechanisms for realising benefits for local people. It is important to create and recognise usufruct rights.

Co-ordination between government departments is essential if community-public-private sector partnerships are to be successful, as their viability is dependent upon the whole policy framework within which they operate and many government departments affect this.

### **Capacity building**

It was argued at the Seminar that there is a lack of awareness of tourism among African local communities, and that as long as they have no awareness of tourism they will not engage in it. Local communities need to appreciate the benefits and the demerits of tourism. By granting local communities rights over land they are enabled to secure income from tourism developments on their land. Leasing concessions for the use of the communally owned land creates income for the trust funds. It was pointed out that it is important for governments to ensure that communities are trained to administer joint ventures, as without capacity building it is difficult to sustain an equitable approach to management. Capacity building is essential if local communities are to become real stakeholders in tourism and conservation. Participation has to be real and not just a token if it is to be meaningful and empowering.

A number of important points were made about management and its dependence on capacity building. Quality and service standards were identified as important in ecotourism as in other sectors of the African tourism industry. This and the enhanced employment of local people require continuous skills development. Local economic linkages need to be encouraged for local sourcing and local business development. The fundamental principle of business sustainability requires that business plans have to envisage the development of self-reliance. Profitability has to be achieved if initiatives are to be judged a success. Sustainability requires that an adequate marketing budget is covered from revenue.

The provision of interpretation, information and ensuring that visitors are aware of opportunities to experience the wildlife, habitat or culture of the area, as well as associated risks ensures customer satisfaction and creates additional possibilities for income to local communities.

## **Global Conclusions**

Africa has very large areas of diverse natural habitat with attractive landscapes and flora, large populations of charismatic mega fauna from the Big 5 of the savannahs, through the gorillas of central Africa to the birds of Africa north and west of the Sahara. These natural heritage assets are significant to the development of ecotourism in Africa.

Africa has unique and diverse cultures, the everyday lives of people, the ways in which they interact with their environments and the cultures which they create are of considerable interest to tourists. The rich and diverse cultures of Africa have long been neglected in the construction of the continent's tourism. The diverse cultural heritage of Africa – the crafts, literature, art, dance and music - are as unique to Africa as its wildlife, and is a considerable asset in the development of forms of tourism which celebrate the continent's biological and cultural diversity.

The potential of ecotourism to benefit local communities and conservation is being recognised in Africa and there is enthusiasm for it. A host of examples were presented at this WTO Ecotourism Seminar. Africa's natural heritage attracts relatively wealthy international and domestic consumers to marginal and poor rural areas. This provides opportunities to use tourism for local economic development, and to develop clusters of products and services in communities which can be marketed to international, regional and domestic tourists. Concern was expressed about some communities becoming over-dependent upon tourism and the importance of all forms of tourism being integrated into appropriate broadly based local economic development plans was emphasised.

Ecotourism is an important mechanism for realising an income for local communities from their natural and cultural capital, and for the conservation of those resources. The assets of the poor include wildlife and culture, and 2002 presents an excellent platform to display Africa's success stories. Africa's enthusiasm for ecotourism needs to be communicated in Quebec in 2002. There is much for Africa to take to the World Ecotourism Summit.

**Annex 1**

**Introductory Presentations and Speeches**

**OPENING SPEECH**

**Dr. Pascual Mocumbi,  
Prime Minister, Republic of Mozambique**

Your Excellencies, Members of the Government

Your Excellencies, Members of the Diplomatic Corps

Your Excellency, Mr Eugenio Yunis

Your Excellency, Mr Ousman N'Diaye

Guests

Ladies and Gentlemen

I should like to begin by thanking both delegates and guests for your presence in this important Seminar on Ecotourism in Africa and welcome you to the Republic of Mozambique.

On behalf of the Government of the Republic of Mozambique, I should like to thank the international community for the assistance it is providing to the flooded towns in the provinces of Tete, Zambezia, Manica and Sofala in which lives have been lost and thousands of people have had to leave their homes.

We believe that your support will continue because the situation is critical. We would like to appeal to all national and foreign citizens, to non-governmental organisations and the international community to continue showing solidarity. In spite of the magnitude of this calamity, we are making every effort to guarantee the continuation of the country's economic and social activities.

Ladies and gentlemen

This is the first of a series of regional seminars on ecotourism to be held in an African country. This points to recognition by the World Tourism Organization of the role to be played by this activity in the development of our continent, for which we are grateful.

The African continent has great potential for tourism and is suitable for activities related to ecotourism.

Allow me to point out that, between 1990 and 1998, Africa showed average annual growth in international tourist arrivals of 6.6%. During the same period, southern Africa reached the figure of 18.2%. However, our share in the world market has still not reached the desired level. It decreased by 4.1% in 1999 and by 3.8% in 2000.

Our governments are responsible for creating a favourable environment for the development of tourism in general and, especially, of ecotourism.

Distinguished participants in this seminar

This seminar offers an exceptional opportunity for debate on ecotourism in Africa and we would like to stress the need for combining our efforts in order to define regional strategies for the development of ecotourism.

With regard to the strategy for economic development, the tourism sector is one of the main areas of job creation and for restoring the balance of payments in our countries because of the revenue it creates and its multiplying effect. Tourism can be seen as a vehicle for interaction amongst our peoples, helping us to promote a spirit of coexistence, tolerance and understanding.

As Africans, we have a great responsibility for enhancing the value of our common legacy, our culture, our history and our marvellous landscapes. We believe that efficient development of ecotourism must be seen from a regional point of view if we are to rationalise the use of the limited financial and human resources available. We would therefore like to make a number of proposals:

- Trans-border regions should be set up to attract investment;
- Synergies should be created amongst the countries involved for the promotion of investment projects;
- The results and returns of ecotourism projects should be maximized;
- Ecologically sustainable development should be promoted, involving the local communities.

In the specific case of Mozambique, we would like to mention the following examples:

#### IDEL – Special Initiative for the Libombos (Mozambique, South Africa and Swaziland)

This initiative involves the southern part of the province of Maputo in Mozambique, the areas to the north-east of Kwazulu Natal in South Africa and the east of Swaziland.

#### G.K.G. – Gaza – Kruger – Gonarezhou (Mozambique, South Africa and Zimbabwe)

This initiative covers Coutada 16 in Mozambique, Kruger National Park in South Africa and Gonarezhou in Zimbabwe. This trans-border park will be the largest in the world, covering approximately 45,000 km<sup>2</sup> and exerting a great attraction worldwide.

#### Triangular Development (Mozambique, Zambia and Malawi)

This initiative is being carried out within the framework of regional cooperation, with a view to speeding up the economic development of the countries involved.

In the case of Mozambique, our strategy is to develop sustainable tourism. We are revitalizing the National Park of Gorongosa and the Niassa Reserve and are introducing new management methods in other National Reserves and Parks and involving the local communities. Examples of this are the Tchuma-Tchato programme in the province of Tete and community participation in ecotourism activities in Bazaruto in the province of Inhambane.

Distinguished participants:

The strengthening and consolidation of the business world in the African continent are priorities for our governments. The tourism sector has a great responsibility for ensuring increasing participation by entrepreneurs in tourism initiatives.

Business development should take place in parallel with constant improvement of the quality of services in this sector. For this reason, training is essential if we are to have skilled professionals and allow our countries to compete internationally.

Ecotourism could help to improve standards of living on the African continent provided that there is awareness that sustainable economic and social development require changes in patterns of production, consumption and human behaviour.

We have to meet the needs of the present without affecting the capacity of future generations to also meet their needs. We must understand that all human activities have an impact on the environment and are influenced by it.

The capacity for controlling this link will determine whether or not the activity will continue. It is therefore fundamental that we systematically integrate ecotourism considerations when drawing up policies and strategies at all levels.

Ladies and gentlemen:

I would like to take this opportunity to wish those of you who have come to Mozambique for this Seminar on Ecotourism in Africa a very good stay. I hope the results will make a positive contribution to the World Ecotourism Summit to be held in May 2002 in Quebec, Canada.

Finally, I trust that all the participants in this seminar will be able to enjoy the traditional hospitality of Mozambique.

The Government of the Republic of Mozambique wishes you every success in this Seminar.

I now solemnly declare the Seminar on Planning, Development and Management of Ecotourism in Africa open.

Thank you very much.

## CONDITIONS FOR SUSTAINABLE ECOTOURISM DEVELOPMENT AND MANAGEMENT

**Speech by Mr. Eugenio Yunis,  
Chief, Sustainable Development of Tourism Section,  
World Tourism Organization**

There have been many attempts to define **ecotourism**, but at the World Tourism Organisation we feel that many such efforts may be unnecessary and useless, since there are many varieties of nature-related tourism that can legitimately be called ecotourism. If a strict definition is given, then many practitioners, both on the supply and demand side, may feel that their own form of ecotourism has been left outside the official definition.

Roughly speaking, therefore, we will accept that **“Ecotourism is tourism practised in relatively undisturbed natural areas, for the main purposes of admiring and learning more about them”**; intrinsic to this definition is the need for ecotourism to produce a minimal impact on the area visited. Also useful is the definition by the European Federation of National Parks, who defined sustainable tourism in natural areas as: “all forms of tourism development, management and operations which maintain the environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity.”

For more than a decade, WTO has been carrying out studies and research, seminars and symposia and producing publications and papers on the subject of Ecotourism, with a view to assisting governments and tourism enterprises in their efforts to better understand this segment of the industry, meet the needs of consumers more effectively and ensure that this segment, more than any other, develops and operates in a sustainable fashion.

The sustainability of ecotourism development and management is, or at least should be, a top priority for all governments, central and regional alike, local authorities, tourism enterprises and their trade associations.

Let us take this opportunity to make it clear that the concept of sustainable tourism should not be confused with ecotourism. The position at WTO is that **all tourism activities**, be they geared to holidays, business, conferences, congresses or fairs, health, adventure or ecotourism itself, **must be sustainable**. This means that the planning and development of tourism infrastructure, its subsequent operation and also its marketing should focus on environmental, social, cultural and economic sustainability criteria, so as to ensure that neither the natural environment nor the sociocultural fabric of the host communities will be impaired by the arrival of tourists; on the contrary, local communities should benefit from tourism, both economically and culturally. Sustainability implies that enterprises, as well as the communities in which they operate, have something to gain from tourism.

For **ecotourism, sustainability is a much stronger imperative than for other forms of tourism**. Yet, as we see in any other form of tourism, unsustainable ecotourism is practised in many regions and countries, putting at risk the survival of the natural environment that is the very bedrock of the ecotourism business and, more serious still, detracting from and even discrediting this activity.

What elements or features should ecotourism supply possess to be sustainable in the long term? The features and conditions that appear to be as the most fundamental are the following:

- Ecotourism must contribute to the conservation of natural areas and the sustainable development of adjacent areas and communities.
- Ecotourism requires specific strategies, principles and policies for each nation, region and area. It cannot be developed in an anarchic and disorderly way if it is to be sustainable in the long term.
- Ecotourism needs practical and efficient systems of coordination between all the players involved, including governments, private enterprises and local communities.
- The planning of ecotourism must include strict criteria for territorial zoning, including reserves and low-impact and medium-impact areas.
- The physical planning and design of ecotourism facilities, especially hotels and other means of accommodation, restaurants and tourist information centres in national parks, should be carried out in such a way that any negative impact they may have on the natural and cultural environment is minimized; ideally, building materials, architectural styles, furniture and décor should be local, and low-pollution energy sources should be used.
- Similarly, the means of transport and communications to be used in ecotourism areas by both tourists and the companies providing services to tourists should have a low impact. Sports involving noisy or heavily contaminating means of transport should definitely be prohibited in these areas.
- The practice of ecotourism in national parks and other protected areas (e.g. archaeological parks or places of religious pilgrimage) should strictly comply with the management rules of such areas.
- Appropriate legal and institutional mechanisms should be established at national and local level to facilitate and make effective the orderly participation of local communities in the processes of planning, developing, managing and regulating ecotourism.
- Consistent with the foregoing, mechanisms should be set up that would enable a sizeable proportion of the income resulting from the arrival of ecotourists to be channelled to the local communities and/or, in uninhabited areas of national parks, to conservation of the natural heritage.
- It is however important to ensure that ecotourism is a good business, that is to say, that it should also be economically sustainable. In other words, if ecotourism is not profitable for enterprises it will not be engaged in and yield no benefits for the host communities. It is worth recalling that the ecotourism business should be highly sensitive to ecological and cultural aspects.

- All those concerned with the ecotourism trade, including the host communities themselves, local governments and, of course, businessmen, must be aware of the costs of mitigating the possible negative effects of the ecotourism activity. These effects and the costs of averting them should be assessed beforehand and be included in the cost-benefit analysis of any ecotourism project.
- Compliance with tourism regulations should be improved and be stricter in the case of ecotourism, combining supervision and monitoring with awareness-heightening campaigns, fuller information to ecotourists and the training of service suppliers. Self-regulation systems should be encouraged and duly checked.
- Consideration should be given to the prospect of establishing a certification system for self-styled ecotourism facilities and operations, at least at regional level and possibly also on a global scale, to guarantee that their quality is consistent with ecotourism principles and regulations.
- Education and training are prerequisites for a sustainable ecotourism activity. Executives and managers of companies, as well as their employees and the local population should receive training on general and specific aspects of ecotourism, tailored to the needs of each. In particular, ecotourism needs highly-qualified guides, so far as possible natives of the actual locality or area.
- Ecotourists need detailed and specialized information, both before and during their trip. The provision of complete, good quality information is one of the elements that differentiate the ecotourism experience from traditional tourism. Various forms can be used to provide the information, including pamphlets, brochures, books and other graphic material, interpretation/visitor centres or ecomuseums (which ideally should use traditional architecture and materials from the locality), properly signposted nature trails, other interpretation programmes and, of course, guides.
- Catalogues, pamphlets and brochures on ecotourism should contain substantial information on the experience to which potential tourists are invited; details on flora, fauna, orography, geology and, in general, on the biosystem to be visited are fundamental to all advertising concerning ecotourism, without overlooking truthful information on means of accommodation and catering or omitting
- Recommendations on what may and may not be done at the destination. All this will be appreciated by the potential customer and enable him or her also to discriminate between genuine ecotourism operators and others that only seek to take advantage of a fashion.
- Both the marketing channels and tools, and the means for promoting ecotourism products should be consistent with the type of tourism the consumer is being offered, on the one hand, and with the typology of the ecotourists, on the other. In this segment, certain commercial practices more suited to mass tourism, such as all-inclusive package tours, excessive surcharges for the use of a room by one person and inflexible dates and flight times, are inadmissible.

Additionally, we would like to provide some basic guidelines for ensuring that tourism in national parks and natural protected areas contributes to their preservation and does not produce negative impacts. These are seven:

1. **ZONING:** It is fundamental to define, in all protected natural areas, zones with different uses and use intensity. Tourists cannot normally be allowed in all parts of the protected area, or at least not all of them at the same time or in the same number.
2. **TOURISM DEMAND MANAGEMENT:** Tourism global demand for a natural area must be managed, and this can be made through a combination of various instruments: a) determining the total maximum number of tourists/visitors that can be accepted in the area, per day and/or per annum; b) establishing a pricing policy in line with the acceptable maximum number of visitors; c) define marketing, distribution and promotion policies in line with the pricing policy and with maximum demand numbers.
3. **DESIGN FOR TOURISM MANAGEMENT:** Design any management infrastructure as well as tourist facilities in the area keeping in mind that they are to be used by tourists. Use local materials and local styles (eco-design) in all buildings within the area, incorporating all environmentally friendly technologies available (solar energy, natural ventilation and illumination, recyclable materials, classified waste disposals, etc.) Build pedestrian paths and harden intensive use areas. Establish a comprehensive waste management system.
4. **CROWD MANAGEMENT:** Design tourist routes within the area in order to manage tourists' movements; establish timing and sequencing programmes and implement them with appropriate information and signposting; set up norms concerning the use of vehicles within the area; establish access and stop points in line with timing and sequencing; etc.
5. **CONTINUOUS MONITORING OF IMPACTS:** Establish a comprehensive site inventory with the double purpose of: a) selecting what species can be of greatest interest to the tourists, and b) allowing to take periodical inventories or counts of species. Undertake regular ecological audits to measure any impacts from tourism. Set up a battery of indicators and the corresponding data collection system.
6. **BEHAVIOUR MANAGEMENT:** Establish, disseminate and enforce rules for the behaviour of tourists. Set up a code of practice for tour operators marketing the area and also for the tourists. Educate neighbouring communities, protected area staff, and tourists on the importance of preservation in general and on specific endangered species that may be present in the area. Provide ample information to tourists, before and during their visit to the area, including descriptive information about the area and its habitat, dangers and risks, endangered species, "do's and don'ts" within the area, etc.
7. **PROFIT SHARING FOR LOCAL CONSERVATION AND IMPROVEMENT:** Establish mechanisms to ensure that part of the financial proceeds resulting from tourism activities within the protected area are re-invested in the same area.

Your discussions at this Seminar will certainly enhance the above guidelines and make a valuable contribution to the World Ecotourism Summit, the themes of which have been outlined and are appended to this report (Appendix 3.).

Thank you very much.

**GLOBAL AND REGIONAL TOURISM TRENDS**

**Presentation of Mr. Ousmane N'Diaye,  
Regional Representative for Africa  
World Tourism Organization**





*Note: This power point presentation is also available on the Internet at [www.world-tourism.org](http://www.world-tourism.org) , under Sustainable Development of Tourism, International Year of Ecotourism and the Mozambique Seminar.*

## **CONTRIBUTION OF ECOTOURISM TO SUSTAINABLE DEVELOPMENT IN AFRICA**

### **Presentation of Dr. Harold Goodwin, WTO Expert**

I first became involved in the issue of ecotourism when, back in the 1980s and early 1990s, I was taking relatively wealthy groups of British tourists around the world visiting some of the most spectacular national parks, nature reserves and other areas of outstanding natural beauty. I began to see the slogan "Take only photographs, leave only footprints" put up in more and more national parks. As I reflected on what the slogan meant, I became increasingly concerned about the lack of contribution from the groups that I was leading, to the economy and to the preservation of the wild and beautiful areas that they were visiting.

In Ljubljana in 1997, a Swedish NGO mounted a campaign using the slogan "Tourism: your everyday life is their adventure", and in a way the slogan makes the same point. If relatively wealthy international tourists, and for that matter relatively wealthy domestic tourists, are visiting these wild and remote areas often in marginal, rural economies we ought to be looking hard at the contribution that those tourists can make to the preservation of wildlife and habitat and, perhaps more importantly, the contribution to local economies within which the national park or conservation area may be the major economic resource.

In this presentation I am going to review the contribution of ecotourism to sustainable development; at ecotourism and natural heritage areas; the links between cultural and natural heritage; local communities and ecotourism; and then conclude by looking at some management issues and ways in which we might assess progress.

The tourism industry can be seen as a major burden pressing down on the protected or conserved areas and the local communities that live adjacent to them. The aspiration of ecotourism is to find a means of securing a sustainable yield for conservation from the tourists and the tourism industry for which those protected or conserved areas are major attractions. For the local communities around them those attractions are often an important economic resource, or put in other terms, a form of natural capital from which they may be able to secure a benefit.

Ecotourism is not a synonym for sustainable tourism. The WTO has consistently argued that all forms of tourism (cultural tourism, nature tourism, mass tourism, business travel, and the process of visiting friends and relatives) ought to be made sustainable. Nature tourism is generally divided into adventure and sports tourism, passive scenery viewing and ecotourism. Ecotourism, more than adventure and sports tourism and passive scenery viewing, provides opportunities for interactions with local communities and therefore has some linkages with the concept of cultural tourism.

Although tourism didn't feature significantly in the deliberations at the 1992 Earth Summit in Rio, the WTO and WTTC did publish Agenda 21 for the Travel and Tourism Industry, which talked about meeting the needs of the present tourists and host regions while protecting and enhancing opportunity for the future. The emphasis in that policy was on the management of resources to fulfil social, economic and aesthetic needs and

primary importance was placed on maintaining cultural integrity, essential ecological processes, biological diversity and life support systems upon which communities are dependent, for example, the watershed function of national parks.

WTO subsequently published a guide for local planners on sustainable tourism development where they pointed out that in order to succeed, tourism in the community must be planned and managed to improve the quality of life of the residents and to protect the local, natural and cultural environment. Importantly they pointed out that every community would contain the people who live there, property owners who may or may not live locally, and local government. There is a broad range of interests to be taken into account in any local community. The community may or may not share compatible values, goals and ideas about developing tourism – it is not unusual for there to be considerable conflict about the forms of tourism which should be created or permitted in any particular area. This conflict needs to be resolved.

Cater and Goodall back in 1992 identified three primary requirements for sustainable tourism. First, meeting the needs of the host population in terms of standards of living in the short and long term; second, satisfying the demands of increasing tourism numbers and continuing to attract them in order to achieve an improved standard of living; and third, safeguarding the environment for this purpose. The diversity of the requirements for sustainable tourism is indicative of the management difficulties in achieving all three objectives simultaneously.

It was at CSD 7 (Commission for Sustainable Development, 7<sup>th</sup> round of meetings) held in New York in 1999, that the mounting concern amongst NGOs and others about the dominance of the green agenda in the treatment of tourism post-Rio came to the surface and effectively caused a change in emphasis. In the first seven years after Rio, the triple bottom line (economic, social and environmental concerns) was heavily biased towards environmental concerns and this meant that relatively little attention was paid, in that period, to the economic and social aspects. The environment has really triumphed over development in the consideration of tourism since Rio.

Particularly in Britain, but also in others parts of Europe, the idea of Ecotourism has been somewhat tarnished as green-wash. As Kelman has pointed out “a tour advertised as environmentally friendly can be just as suspect as many of the products tarted up with green packaging at your grocery store”. A wealth of descriptions have been used for ecotourism products: ecotour; ecotravel; ecosafari; eco(ad)ventures; ecovacation; ecocruise. These eco-labels have been attached to a very wide range of products. It has been used to mean environmentally friendly travel, some form of alternative tourism, soft tourism, low impact tourism, green tourism or in a harder form, ethical travel. Lacking a firm definition based on consensus the concept has been abused and debased in some of the important originating markets.

Ecotourism is primarily an aspiration, meaning different things to different people. Perhaps the most widely accepted definition is that of The Ecotourism Society in 1991 when they defined ecotourism as “responsible travel to natural areas that conserves the environment and sustains the well-being of local people”. Certainly ecotourism offers an opportunity to celebrate cultural and natural diversity; to consider the relationship between the diversity of peoples on this planet and the places they inhabit; and it creates the opportunities to empower hosts and make a reality of Valene Smith’s ideas of hosts and guest.

Relatively little is known about the market for ecotourism. In preparation for the International Year of Ecotourism in 2002, the World Tourism Organisation has commissioned a series of studies of the market for ecotourism which are being conducted during early 2001. These surveys are being undertaken in Germany, Spain, France, the UK, the USA and Italy. The WTO has defined nature-based tourism as forms of tourism in which the main motivation for tourists is the observation and appreciation of nature. Ecotourism is seen as a subset of nature tourism and it is defined by the WTO for research purposes as “all nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas”. Ecotourism is seen as having education and interpretation features and generally, but not exclusively, being organised by specialist tour operators for small groups. The service provider partners in the destination tend to be small, locally-owned businesses.

Ecotourism is expected to minimise its negative impacts upon the natural and socio-cultural environment and to support the maintenance of natural areas which are used as ecotourism attractions by generating economic benefits for host communities, and the organisations and authorities which manage natural areas for conservation purposes. Equally importantly, it is expected to provide alternative employment and income opportunities for local communities who live in and around the natural areas visited by tourists.

Ecotourism is expected to increase awareness of the importance of conservation and natural and cultural assets both among locals and tourists. It is also expected to increase the opportunities which exist to use ecotourism to generate supporters of conservation amongst domestic tourists.

The major challenge is really to turn nature tourism into ecotourism. If nature tourism is the marketing of natural landscapes and wildlife to tourists, ecotourism has to achieve far more. It needs to do four things:

- Maximise revenues to local people
- Maximise revenue to conservation
- Minimise negative impacts
- Make the case for conservation.

In 1982 the IUCN recognised the tourist potential of national parks. In 1992 at the 4<sup>th</sup> World Parks Congress, the IUCN argued that tourism in protected areas “must serve as a tool to advance protected areas objectives for maintaining ecosystem integrity, biodiversity, public awareness, and enhancement of local people’s quality of life”. Thereby recognising the links between cultural and biological diversity.

Clearly it is important for the long-term conservation of parks that only sustainable tourism is permitted within their boundaries. The European National Parks Federation has called for (1) close co-operation with protected area authorities from tourism; (2) high levels of environmental knowledge among tour operators to national parks; and (3) for practical and financial contributions from the industry. They argue that there is a need for rules to govern the promotion and marketing of tourism to national parks so that the resources of the parks and the opportunities they offer for wildlife viewing are properly communicated to potential visitors, and that there should be guidelines for the involvement of local communities. The federation has also called for higher standards for design and operation of tourism facilities within parks.

There is now a host of specific examples from around the world which shows that it is possible for ecotourism to national parks and other conserved areas to make a difference. However, it is important to recognise that tourism is a business, and that domestic and international markets are critical for the development of successful tourism, and particularly ecotourism in national parks and other protected areas.

One of the characteristics of nature and eco-tourism is that the tourists travel to the factory to consume the product which means that their impact on the factory needs to be carefully managed and this raises a range of carrying capacity issues. On a positive note however, the fact that tourists travel to the park creates economic opportunities for local communities both through employment and opportunities for the development of new enterprises. In this way tourism can become part of a wider rural development strategy round national parks and can contribute to the diversification of the local economy by avoiding mono-cropping. It is as dangerous for a local community to become totally dependent on tourism as it is for it to be totally dependent on any one cash crop.

The successful delivery of ecotourism around national parks and the turning of nature tourism into ecotourism requires partnerships between local government and national government and between the public and private sectors in order to achieve change.

The institutional frameworks for change require the involvement of government with both national and local strategies. These strategies need to be developed with the support of the protected area managers and with public and private partnerships. Only a co-operative approach will be successful in developing ecotourism, and in turning nature tourism into ecotourism. Issues of land ownership, in parks, conservancies, community reserves and trans-boundary parks, are important in that they determine where the flows of benefits associated with ownership go. Perhaps more important is the improvement of the local economy through the development of diverse tourism offers linked to nature-orientated tourism, and the extent of the linkages to the local economy in order to minimise leakages.

At the international level various intergovernmental organizations, NGOs and private sector associations are developing strategies to increase the benefits to local communities and to conservation from tourism. The regional preparatory meetings currently organized by WTO, leading up to the World Ecotourism Summit (Quebec, Canada, 2002) will provide opportunities to review ecotourism experiences, share examples of good practice and to develop strategies for turning more nature tourism into ecotourism.

There is a need for more comparative studies to look at relationships between tourism, conservation and local community benefits around parks. It is only by measuring the effectiveness of different strategies and looking carefully at what works and what does not work that it is possible to spread and deepen good practice. Recent research on pro-poor tourism suggests that there is potential to use tourism to natural areas to provide income opportunities for poor people. We need to find ways of increasing the revenues from the ecotourism and nature tourism markets, and then directing those revenues towards the poor so there can be a positive impact on the livelihoods of local communities.

Pro-poor tourism is defined as tourism which generates net benefits for the poor, situations where the benefits to the poor are greater than the costs. With this approach, the focus is less on the total volumes and revenues associated with tourism and more on who benefits from those revenues and from the tourists. The poor benefit through the expansion of employment opportunities, through skills development and capacity building, through linkages into the informal sector and through diversified livelihoods and the earning of supplementary income to increase the standard of living of local people able to become involved in the tourism industry.

There is an ongoing debate about the relationships between parks and people. Some conservationists argue that the most important thing is to keep people out, as the risks of tourism are too great. This strategy is often summarised as “fines and fences”. The conservation argument is that you can achieve more of a contribution to conservation through community-based conservation, such as the CAMPFIRE programme, and Integrated Conservation and Development Projects.

The idea of using tourism to support conservation is not a new one. As early as 1972 Norman Myers argued that tourism creates an incentive for conservation and in 1976, Budowski argued that there was a potential symbiosis between tourism and conservation. It is disappointing how little progress has been made in the last 25 years.

Tourism can make both direct and indirect contributions to conservation. The direct contribution is where tourism provides income to national parks or other conserved areas which assists, to a greater or lesser degree, in maintaining the asset – it is a reinvestment in the natural capital of the conserved area. An indirect contribution to conservation is made where tourism provides sufficient revenues and additional livelihood opportunities for local communities so that they value the conservation area they live in or adjacent to.

Parks are significant tourist attractions. For example, a research on tourism, conservation and sustainable development undertaken for the British government’s Department for International Development in 1996, demonstrated that the rate of growth in tourism arrivals in Keoladeo National Park (India) was 7% per annum, in Komodo National Park (Indonesia) 15% per annum and in Gonarezhou National Park (Zimbabwe) 10% per annum in the period 1991 – 1995. Throughout the 1990s, all of these parks were significantly outstripping the international tourism trend rate.

Parks attract relatively wealthy international and domestic consumers to marginal and poor rural areas. Parks therefore provide opportunities for economic development, if integrated rural development can be secured on the back of the extra demand represented by tourists visiting the area.

The assets of the poor include wildlife and culture, and there are often ways in which they can capitalise upon those assets through tourism. There are strong links to be made between cultural and natural heritage. The natural heritage of landscape and rivers, sea, scenery, habitat and species, and the experience of the wilderness are well known. Farming is something of a halfway house between natural and cultural heritage. Many of the aspects of local culture which tourists find attractive, for example, vernacular architecture, arts and crafts, food and drink, and the living culture of music and dance, are intimately related to the environment in which local peoples live. The archaeology

and history of the area reflects changing human relationships with particular ecosystems and habitats.

In the framework of the above-mentioned research, tourists to national parks at Keoladeo, Komodo and Gonarezhou were asked about how important different aspects of their trip were in determining their motivation for travel.

At Keoladeo National Park in India, 45% of people said that culture was their most important motivation for travel compared with 30% for wildlife. At Komodo National Park in Indonesia, 57% of people said that culture was the most important reason for their travel, 19% referred to landscape and only 7% to wildlife. In both the Asian examples, culture was overwhelmingly the most important motivation for travel for international tourists, even when being interviewed in the context of a national park wildlife experience. By comparison, at Gonarezhou National Park in Zimbabwe, wildlife was rated as most important for 66% of the visitors we surveyed, landscape 20% and culture a mere 9%. It is very clear from these figures that the tourists we interviewed in the park in Gonarezhou and in the conservancies in the south-east lowveld were much less interested in the local culture than were the tourists in Keoladeo and Komodo. Part of the explanation for this is that far more of the tourists in Gonarezhou were regional travellers from other parts of Africa, but it does reflect the undervaluing of culture to tourism in Africa. There is much more to be done in developing the cultural dimension of the tourism product in Africa and in celebrating the cultural diversity of the continent. As has been argued consistently in the literature dealing with both livelihood and pro-poor approaches to tourism development, one of the major assets of the poor is their culture.

When we asked local communities in lowveld Zimbabwe in 1996 how they thought that they might become involved in tourism and earn money from it, a third of respondents talked about producing and selling handicrafts, nearly 17% talked of being guides, just over 10% mentioned entertainment, and 8% mentioned building a cultural village. By comparison, 12.5% talked about producing agricultural goods for the tourism industry and 5.5% talked about setting up an enterprise to become involved in tourism. Local communities do identify ways in which they can become involved in the tourism industry, but it's heavily orientated towards cultural products.

When we asked the same communities about the barriers that they faced in becoming involved in tourism, they identified the absence of viable products and services, problems about access to the markets and the location as significant factors in preventing their involvement in the industry. They explicitly referred to enclaves and the difficulties of accessing tourists in inclusive hotels and on safari, and called for and sought better linkages with the formal sector and capacity building.

How can local communities become involved in ecotourism? More effort needs to be put into creating employment and better employment through training and progression. The development of linkages into the local economy and the local sourcing of goods and services would do much to reduce leakages from the local economy and to maximise the benefits of tourism to natural areas. There is much to be gained from community benefits and planning gain, tourism development can bring roads, fresh water, sewage and waste treatment systems to areas which otherwise would not have developed them. There is a significant potential role for local communities in developing and selling complementary products to tourists brought to the area by

existing local tour operators. These complementary products might include: guided visits to villages, local food, dance and story-telling and perhaps most significantly local craft sales. These products would not compete with the operators who provide wildlife viewing (a market which is normally too expensive for the poor to access and one which carries significant business risk).

One of the most important roles in the tourism industry is that of the guide, which in the leisure environment of tourism, equates to the role of teacher. One of the issues which concerns local communities around Hwange National Park (Zimbabwe) is that they do not themselves provide the guides for visits to villages there. Central to the idea of empowering local communities is the role of local guides coming from the villages being visited. Local communities are empowered if they provide the guide-hosts and function as informal teachers as they guide visitors around their villages. Only through this form of empowerment can local communities realise the status of being hosts and of having guests.

In order to manage nature tourism and ecotourism five things need to be achieved:

- Minimising negative impacts on local people, habitats and species.
- Maximising incomes and other benefits for local communities.
- Maximising revenues for reinvestment in conservation
- Making the case for conservation particularly to domestic visitors who have the opportunity to influence government policy.
- Providing quality experiences for sustainable business, encouraging word of mouth and recommendation and the return of visitors, particularly domestic and regional visitors.

In 'Changing the Nature of Tourism' published by the British government's Department for International Development in January 1999, the central role of park managers and conservationists in managing nature tourism into ecotourism was recognised. Protected and conservation area managers can increase direct income to conservation through higher admissions charges and other fees for guided walks, boating trips, facility fees and concessions. They can help create an environment where local tourism businesses can thrive by providing marketing through visitor information centres and encouraging tourists to engage in local communities. They can offer local people employment opportunities within the park.

It's very clear that the development of the tourism industry will continue to be driven by the attitudes of its consumers. Consumers need better information on who benefits from the money they spend and how they could spend the money differently in order to increase the benefits for the local community. They need information about the environmental impacts of their trip and what they can do to mitigate those environmental impacts from carbon sequestration to reduce the impact of their flight to the way they should behave within national parks.

In analysing the case studies it is important to look at how the aspiration for ecotourism is being realised and can be realised, and to try to learn from the experience of others about how to be more effective in our own work.

In thinking about the case studies it is useful to consider:

- What is the objective?
- What has been delivered?
- What are the levers of change?
- Who can pull the levers?
- What are the priorities?
- Transparency, measuring results and monitoring impacts.

The discussions at this Seminar will help to consider these aspects and provide inputs to the World Ecotourism Summit (Quebec, Canada), following the four themes already described.

The conclusions of this Seminar will be carried forward to the Quebec Summit in May 2002.

Thank you.

*Note: The power point version of the above presentation is available on the Internet at [www.world-tourism.org](http://www.world-tourism.org) , under Sustainable Development of Tourism, International Year of Ecotourism and the Mozambique Seminar.*

## **ECOTOURISM IN MOZAMBIQUE**

**Presentation of Mr. Albino Celestino Mahumane,  
Director of Planning and Cooperation, Ministry of Tourism,  
Republic of Mozambique**

### **I – Introduction**

Mozambique has approximately 18 million inhabitants over an area of 799,380 km<sup>2</sup>, giving a density of 28.6%. It has approximately 2,500 km of coastline.

The country is currently carrying out a process of market-based economic reform in which the development of economic activities is orientated to the private sector, with the Government and the State being responsible for defining policies, establishing regulations and assisting the private sector in achieving its objectives.

The Government of Mozambique considers tourism to be a priority area in the current process of economic recovery, minimisation of poverty and development. It has therefore taken a number of actions:

- (a) the Ministry of Tourism was created in 2000;
- (b) the National Tourism Policy received approval in 1995;
- (c) guidelines for the development of 4 priority strategic areas were approved;
- (d) the Commission for Facilitation of Tourism was set up, this being an interministerial committee at minister level which aims to remove obstacles and speed up the process of tourism development;
- (e) the legislation is being reviewed with a view to adapting it to the current situation, especially with regard to environmental matters in the process of development of tourism activities.

### **II – Ecotourism, a challenge for Mozambique**

To talk of ecotourism in Mozambique is to talk of challenges, of the aim of guaranteeing tourism in the future.

Why? Because tourism in Mozambique is based on its natural resources, and the link between these resources and communities is crucial for development in the medium and long term.

Because development worldwide and the needs it creates are fast reducing natural spaces. They are therefore being increasingly appreciated and sought. Will we be prepared to take up the opportunities offered by the market within parameters of sustainability so that the benefits will last for future generations?

When we talk about ecotourism here in Mozambique we have to refer to the following points:

- (i) Natural resources and their strategic location;
- (ii) Infrastructure: roads, airports, telecommunications, water and electricity, health services;

- (iii) Communities: average levels of training and organisation;
- (iv) Institutional and legal framework: development policy
- (v) Some commercial practices in the industry, especially in ecotourism: sale of packages versus tourism destination receipts.

Ecotourism in Mozambique is still in the early stages because for historical reasons the most popular sub-segment of the leisure industry is still classic sun-and-beach tourism. This means that most of the country's tourism accommodations are located on the coast, where there is a concentration of economic activities and of various social groups, giving rise to potential conflicting interests.

Ecotourism is also a challenge for the private sector because of its possible social component. We need to reflect together on the training of local staff and on the creation of greater opportunities for local communities to participate and benefit from ecotourism, thus preventing this industry from being wrongly seen as one that promotes exclusion.

### **III - Potential for the development of ecotourism**

Because of its location, Mozambique has a long coastline and therefore ample resources including many tropical islands and beaches. Like most countries in Sub-Saharan Africa, Mozambique also has exceptional fauna and flora which are very attractive for tourists, including the so-called "Big Five", as well as its marine fauna, nature reserves, mountains, lakes and lagoons, thermal waters, landscapes, etc.

Initiatives have therefore been established to promote trans-border natural areas, in which Mozambique, together with neighbouring countries, will use the ecological corridors to create areas of conservation which, because of their size, provide greater freedom for the animals, joint management and enhanced tourist attractions. At the present 2 areas in the south of the country have been officially established.

In addition, Mozambique also has diverse cultural assets which should also be promoted. All these resources offer great potential for the diversification of tourism packages. The combination of sun-and-beach tourism, nature tourism and cultural tourism is an important possibility because of the large extension of beaches, and the existence of over 104,552 km<sup>2</sup> conservation areas in the form of:

- 4 national parks;
- 5 wildlife protection reserves;
- 13 nature reserves;
- 13 'cotadas';
- 8 haciendas;
- 6 programmes for natural resource management

Clearly, on their own, the natural resources cannot perform miracles. Quality infrastructure may be a determining factor in today's competitive world. In the 1990s, Mozambique began a programme for restoring the infrastructure that was destroyed during the armed conflict, especially in rural areas and in the main corridors providing links with neighbouring countries.

Practically all investment in tourism accommodation is carried out with foreign capital because of the poor local financial capacity.

The promotion of inter-sectoral linkages is seen by the Government as crucial for the success of tourism. One of the priorities is to carry out studies into similar experiences in the country with a view to applying them to the tourism industry.

Surely the experiences in agriculture in the production of cotton or more recently in the production of sugar cane should be useful? Or the MOZAL experience, which was a very complex project promoting inter-sectoral linkages on a large scale. Clearly, private sector and its associations have an important role to play.

#### **IV – The role of communities**

When talking of the development of ecotourism, we have to talk about the integration of local communities. But how can this be done considering we have a very low level of schooling? This is one of the challenges our society has to face through its Government, the private sector and the communities themselves. Training has to be promoted so that communities can benefit from this development through job creation, local initiatives, the creation of income-generating activities and activities related to accommodation and catering. Within the communities, there must be an awareness of what tourism is, because only if this exists will it be possible to reap its benefits, and prevent the negative effects of the development process.

The limited degree of diversity in the services offered to tourists by tourism establishments located in rural areas also holds back the involvement of communities in income-generating activities.

There are some examples in the country of community participation in ecotourism activities such as the National Park of Bazaruto, the Tchuma-Txato Initiative and the Niassa Reserve.

#### **V - Prospects**

Mozambique has a policy for promoting sustainable tourism but its success depends on the availability of resources, although these are limited. Concrete steps are being taken to achieve the objectives but the process is relatively slow.

Transfer of the areas of conservation to the Ministry of Tourism is one of the important steps for the implementation of the objectives defined in the National Tourism Policy for sustainable development of tourism and ecotourism.

Thank you very much

<p><b>Annex 2</b></p> <p><b>Case study presentations</b></p>
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There were 21 case studies presented during the Seminar representing a rich variety of topics, scopes, geographical locations and stakeholders from the public, private, NGO sectors and local communities alike. The following case study presentations are available on the Internet at [www.world-tourism.org](http://www.world-tourism.org), under Sustainable Development of Tourism, International Year of Ecotourism and the Mozambique Seminar.

**Theme 1: Development of ecotourism in national and wildlife parks, protected and other natural areas**

“The Niassa Reserve: Partnership between the private sector and the government promoting conservation and tourism development”

*Presentation by Mrs. Anabela A. RODRIGUEZ, General Manager, Society for the Development and Management of the Niassa reserve, Mozambique*

“Experience of Tanzania national parks on planning, development and management of ecotourism”

*Presentation by Mr. Lota MELAMARI, Director General, Tanzania National Parks, Tanzania*

“Development of ecotourism in protected and other natural areas of Uganda”

*Presentation by Mrs. Mary Grace MBABALI AULO, Senior Tourist Officer, Ministry for Tourism, Trade and Industry, Uganda*

“The case of the Lope Reserve”

*Presentation by Mr. Samuel MINTSA-MINDONG, Technical Counsellor of the Minister, Ministry of Trade, Tourism, Industrial Development and Craft Trades, Gabon*

“Policy and Institutional Context for Transboundary Natural Resources Management in Southern Africa”

*Presentation by Mr. Machengwa MORSE, USAID Regional Centre for Southern Africa, TBNMR Activity Manager, Botswana*

“Tourism Development in Parks and Protected Areas of Namibia”

*Presentation by Mrs. Maria KAPERRE, Director, Resource Management, Ministry of Environment and Tourism, Namibia*

“Ecotourism in Kenya”

*Presentation by Mr. Samuel Constantine Okungu, Assistant Director of Tourism, Ministry of Tourism, Trade and Industry, Kenya*

“Ecotourism and Spatial Development Initiatives – South Africa”

*Presentation by Dr. Patrick MATLOU, Deputy Director-General (Tourism), Department of Environmental Affairs and Tourism, South Africa*

## **Theme 2.: Involvement of local communities in ecotourism activities**

“Community participation in ecotourism activities, Bazaruto Archipelago”

*Presentation by Dr. Augusto CORREIRA, Administrator, Bazaruto National Park, Mozambique*

“Involvement of local communities in ecotourism activities using tourism as a tool in sustainable community development – Uganda”

*Presentation by Ms. Elissa WILLIAMS, Programme Advisor, UCOTA – The Uganda Community Tourism Association*

“Framework of the Tanzania Cultural Tourism Programme”

*Presentation by Mr. Thomas OLE SIKAR, Project Manager, SNV – Cultural tourism Programme, Tanzania*

“Phinda Game Reserve: Change of land-use from cattle to game with benefits to local communities.”

*Presentation by Mr. Les CARLISLE, Conservation & Regional Project Manager, Conservation Corporation Africa, South Africa*

”Ecotourism in Cameroon, the case of the Mount Cameroon Ecotourism Organization ”

*Joint presentation by M. Pascal TATIEZE TEMGOUA, Chief, Division of Tourism Sites, Ministry of Tourism, Cameroon and Mr. David Ndumbe MOSISA, Board Secretary, Mount Cameroon Ecotourism Organization*

“Kakum National Park, Ghana: A Regional Tourism and Conservation Success Story”

*Presentation by Mr. Stephen EDWARDS, Manager, Ecotourism Development Programme, Conservation International, USA*

“Comparison of the integration of local communities in two South African lodge operations: Rocktail Bay (Wilderness Safaris) and Ngala Game Reserve (Conservation Corporation), South Africa”

*Presentation by Ms. Anna SPENCELEY, Research Associate, Institute of Natural Resources, South Africa*

“Involvement of local communities in ecotourism (Buttoma Community – Bwindi Impenetrable National Park”

*Presentation by Ms. Lilly AJAROVA, Tourism Development Manager, Uganda Wildlife Authority*

## **Theme 3: Management of facilities, visitors and activities related to ecotourism**

“Management of facilities, visitors and activities related to ecotourism - Moremi Game Reserve”

*Presentation by Mr. Mophutholodi MODISE, Wildlife Officer (Tourism), Department of Wildlife and National Parks , Botswana*

“The African Dream Project: Linking the splendours of Africa in a continuous network of Afrikatourism routes”

*Noel N de VILLIERS, Open Africa, South Africa*

“The Nianing area: An example for the management of visitor facilities related to ecotourism activities”

*Presentation by Mr. Ibrahima CAMARA, Director of the Cabinet, Ministry of Tourism, Senegal*

“Information supply on lesser known, but abundant animals: the ecotourism potential of Herpetofauna in South Africa”

*Presentation by Mr. Jaco LOUBSER, Scientist, Department of Zoology University of Stellenbosch, South Africa*

“Unlocking the Potential of African Resources: The Tale of Two Trails – South Africa”

*Presentation by Mr. Paul BEWSHER, Ecotourism Afrika Trust, South Africa*

**Annex 3.**

**Themes and Issues of the  
World Ecotourism Summit**

At the World Ecotourism Summit in Quebec, Canada (19-22 May 2002) there will be **4 main themes** of debate:

**Theme 1:**

**Ecotourism planning and product development: the sustainability challenge**

Sustainable ecotourism policies at national and local levels, land use planning, use of natural parks and protected areas, building sustainable ecotourism products, environmental education and interpretation through ecotourism, human resource development for ecotourism operations, balance between development and conservation objectives, etc.

**Theme 2:**

**Monitoring and regulation of ecotourism: evaluating progress towards sustainability**

Legislation, norms and other regulations for ecotourism activities, voluntary schemes and self regulation, certification and ecolabels, measurement of impacts, indicators of sustainability, roles of different stakeholders in ensuring compliance with regulations or voluntary schemes, etc.

**Theme 3:**

**Marketing and promotion of ecotourism: reaching sustainable consumers**

Market research, marketing techniques and marketing channels, promotional methods, information to tourists, ethical behaviour, public-private sector partnerships for marketing and promotion, co-operative marketing for small ecotourism operations, etc.

**Theme 4:**

**Costs and benefits of ecotourism: a sustainable distribution among all stakeholders**

Measuring economic costs and benefits of ecotourism, assessing potential environmental and socio-cultural impacts of ecotourism, taking precautionary measures, encouraging local community involvement in ecotourism and related businesses, contribution to conservation of natural and cultural assets, etc.

Throughout the four themes, the focus will be on **two main issues**:

- the sustainability of ecotourism from the environmental, economic and socio-cultural points of view;
- the involvement of local communities in the ecotourism development process, in management and monitoring of ecotourism activities, and in the sharing of profits resulting from it.

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