

# **IF DESIGNED SENSITIVELY, ECOTOURISM CAN BE THE BEST SUSTAINABLE LAND USE OPTION FOR RURAL COMMUNITIES**

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For  
The Natural Summit  
23 – 24 September 2019  
Cordoba, Argentina**

**Wilderness Safaris** is a responsible luxury **ecotourism company** that exists to protect pristine wilderness areas and the flora and fauna that they support. We believe that in protecting these areas, and including the local communities in this process, we will make a difference to Africa



BOTSWANA • KENYA • NAMIBIA • RWANDA • SEYCHELLES • SOUTH AFRICA • ZAMBIA • ZIMBABWE



  
**WILDERNESS**  
SAFARIS

We are dedicated to conserving and restoring Africa's wilderness and wildlife, and we use high-end ecotourism to do this. Our model is responsible and sustainable, changes people's perspectives on the planet, and inspires those exposed to it to effect positive change in their own lives and own spheres of influence.



Some 36 years ago we fell in love with remote and wild places in Africa. We realised that unless we acted soon, some of Africa's - and the world's - most unique areas would be under threat and lost to future generations. Our dream was to protect these places by enabling people to visit them and earn a living for ourselves and the communities on their peripheries.



## WILDERNESS SAFARIS – A BRIEF HISTORY



## The 4Cs

### Commerce



We create life-changing journeys for our guests and clients and work closely with our government partners, conservation and community stakeholders and shareholders to ensure the ongoing financial success and sustainability of our business.

### Community



People are at the heart of our business. We hope to provide opportunities and growth to inspire our staff and external communities to learn about nature, love and conserve it, and to realise the importance of ecotourism.

### Culture



We respect and promote our unique Wilderness culture, as well as those of our employees and neighbouring rural communities. We hope to positively impact a global culture of respect and care for the environment.

### Conservation



We aim to maximise the positive impact of our operations on biodiversity conservation and to build and manage our camps in the most eco-friendly way possible to minimise any negative impacts.

# OUR PILLARS OF OPERATION – THE 4Cs





## Conservation

- 2.5 million hectares
- 8 African countries
- 8 different biomes
- 950 bird species
- 250 mammal species
- 33 ICUN Red listed species



## Commerce

- Over 40 camps
- Supported by a fleet of 32 aircrafts



## Community

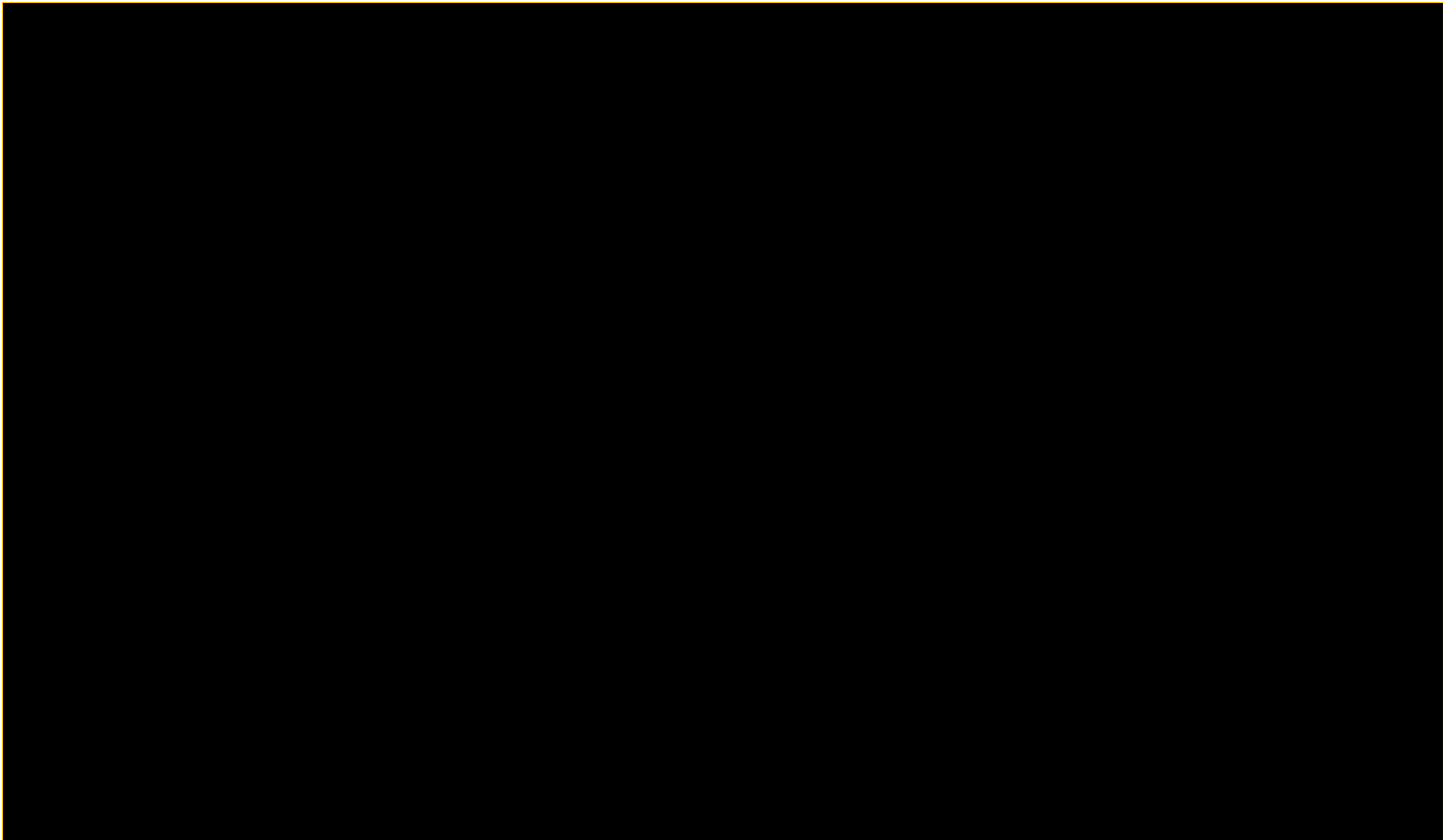
- 3000 employees
- 9 Public-Private-Community Partnerships



## Culture

- 56 different ethnic groups (32 of these represented in our staff body)

# OUR AFRICAN FOOTPRINT



WILDERNESS SAFARIS IN A NUTSHELL



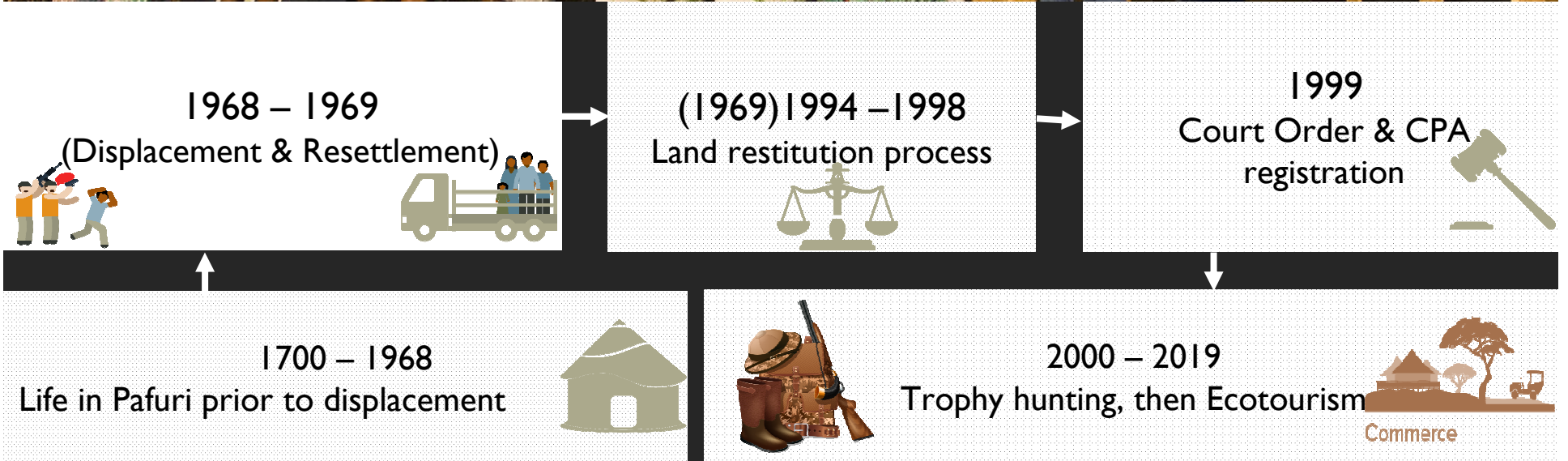


THE MAKULEKE COMMUNITY CONSERVATION MODEL





WHERE IS MAKULEKE COMMUNITY?



# THE MAKULEKE STORY



- 26 000 hectares (+- 70% biodiversity value in Kruger National Park)
- 4 lodges & 1 guide training school
- 104 beds (currently)
- 200 beds (as per approved management plan)

## CURRENT STATUS OF DEVELOPMENT



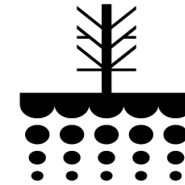
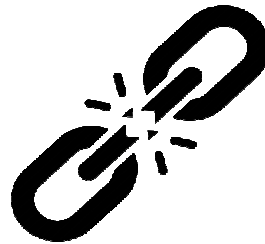
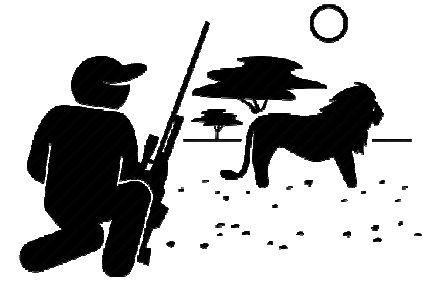
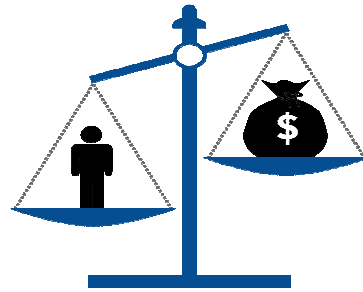
110 local people employed earn over US\$1.1 million annually  
US\$ 190 000 earned in annual lease fees  
US\$ 1,5 million invested in community infrastructure projects(schools, electricity, sanitation, etc.) since inception  
US\$700 000 spent on education (scholarships, bursaries, etc.) since inception  
US\$210 000 investment in women and youth empowerment programmes  
US\$550 000 on local entrepreneurial development  
US\$620 000 other income such as awards, donations, trophies, government grants etc.

## COMMUNITY BENEFICIATION



- Reintegration into a national park since 1999
- Conservation of wildlife species (IUCN listed)
- Protection of the Ramsar wetlands
- Custodianship of the Makuleke natural heritage
- Improvements of the community's livelihoods
- Improvements of socio-economic conditions
- Local and international support through partnerships
- Contribution to local the economy
- Youth and women empowerment
- Community free access to ancestral land
- Local entrepreneurship development

# SUCCESSSES



- Poor Governance
- Benefits sharing
- Without strong support, conservation can become a burden for communities
- Wildlife crimes (poaching)
- Long tenant leases
- Unequal power sharing and dominance by co-management authorities
- Weak relations with neighbouring parks

## CHALLENGES

# RECOMMENDED LITERATURE

**Wilderness Safaris**

<https://wilderness-safaris.com/>

**Makuleke Communal Property Association (CPA)**

<https://www.makulekecpa.co.za/>

**Private Sector Tourism in Conservation Areas in Africa by Sue Snyman and Anna Spenceley  
CABI**

<https://www.cabi.org/bookshop/book/9781786393555>



# THANK YOU FOR YOUR TIME!



## QUESTIONS AND COMMENTS

  
**WILDERNESS**  
SAFARIS