



# Tourism Economics of Ecosystems and Biodiversity

## Measuring linkages between Conservation, Tourism and Sustainable Development

Natural resources in protected areas are an important driver of tourism, the world's largest industry.

Tourism accounts for some 220 million jobs, or 7 % of total employment and for over 9 % of global GDP. It is also a key export for 83 % of developing countries, while for the world's 40 poorest countries, it is the second most important source of foreign exchange after oil.

### »Green« Tourism Growth

A number of biodiversity hotspots are experiencing rapid growth in tourism: 23 such hotspots have seen tourist visits more than double over the past 10 years.

Well-managed tourism can be a vital source of funding for projects supporting biodiversity and local communities and can provide an alternative to more damaging forms of development, such as agriculture, logging, mining or consumptive use of wildlife.

Sustainable tourism stipulates that the net impact of travel on the environment and local people must be positive. This goes further than nature-based tourism (i.e. travel to unspoilt places to experience and enjoy nature) which focuses more on what the tourist can gain and less on ensuring that natural areas are protected.

The so called ecotourism sector grew between 20-34 % annually during the 1990s. In 2004, the nature and ecotourism market grew three times faster than the tourism industry as a whole (TEEB 2009).

But labeling this market segment as »green« or »ecofriendly« falls far short of binding commitments from governments and tourism companies to forestall the well known environmental and social risks of uncontrolled and unsustainable tourism sprawl.

### Harnessing the Tourist Demand for Nature

The Convention on Biodiversity (CBD) does not explicitly mention tourism, but in 2004 the CBD adopted the »Guidelines for Biodiversity and Tourism«, which consti-

tute a framework of standards for ecologically sustainable tourism development. The issue of tourism has become an integral part of the debate on sustainable use of biodiversity within the convention.

On behalf of the Federal Ministry for Economic Cooperation and Development (BMZ), the GIZ supports the development of tourism destinations that harness the value of ecosystems efficiently in terms of the natural capital resources they use and sustainable incomes they create for local communities. Meanwhile the steadily rising demand for nature-based tourist destinations over recent decades has provided the tourism industry with a powerful financial incentive to safeguard ecosystems. Some tropical forests, for instance, generate up to US\$400 per hectare in tourism receipts each year, while for coral reefs in tourism hotspots like the Maldives this figure is up to US\$1million. Such income can be an important source of local earnings and employment

### Integrating Tourism with other Ecosystem Services

Apart from tourism, most ecosystem services also support livelihoods in a number of other ways, such as small-scale farming, forestry, fishing or hunting. This makes it important to identify how the external costs of tourism activities can be internalized. For Protected Areas (PA), one option is to set up access and benefit sharing (ABS) mechanisms for revenues from tourism, similar to the 2010 »Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization«.

However, developing this kind of »green« tourist economy at local level also requires community members to have essential tourism skills. Depending on site-specific demands, local capacity can be supported by boosting production of quality agricultural goods for the hospitality industry or by increasing employment prospects for hotel staff, recreational fishing and safari guides, trophy-hunting scouts and so on.



## Some Lessons Learned So Far

In Morocco, GIZ's »Nature conservation and combat of desertification programme« promotes responsible development of tourism in PAs, which mainly are situated in the south of the country. Over recent years, guidelines were drawn up for sustainable tourism strategy in Morocco's PAs and these have now been integrated into the country's nature conservation strategy. Under the guidelines, communities living around national parks receive support to create essential infrastructure and to

establish marketing cooperation with international tourism agencies. A case study of one of these parks, the Souss-Massa National Park, shows that while the park protects critically endangered species, like the Addax antelope or the bald ibis, it also generates a total of EUR 1.2 million in visitor spending and provides direct income to 400 families living in the immediate vicinity. The table below lists examples of African projects with significant pro-poor benefit flows to local earnings and employment.

Country	Destination	Pro-Poor Benefits
BOTSWANA	Santawani Community Ecolodge, Okavango Delta	Ownership and management, 20 direct jobs, managed by Sankuyo Tshwaragano Trust
ETHIOPIA	Ethiopian Tourist Value Chain	US\$39 m. 17% of destination spending pro-poor includes business in Addis
	Wenchi Crater Lake	8% of tour operators' revenue, 50% of entrance fee Eco-Tourism Association (WETA), partnership with local hotel
KENYA	Koiya Starbeds Lodge, Laikipia Region	Over US\$20,000 p.a., Ownership by Koiya Community Trust, endorsed by Tour Operator Loisaba Wilderness et al.
NAMIBIA	Protected Areas	17% of destination spending pro-poor 76% accommodation staff income
	Namibian Conservancies	US\$1.6 m. (2005) total conservancy cash income 10 joint venture lodges, 12 trophy hunting contracts
RWANDA	Sabyinyo Silverback Lodge, Virunga	US\$350,000 (2009), small fixed rental and a percentage of net revenue, 50 direct jobs
SOUTH AFRICA	Game Viewing	20% of destination spending pro-poor 60-70% unskilled staff income
	Madikwe Game Reserve	US\$95,000 p.a., lodge concession fees, 50 jobs
	Makuleke Pafuri Triangle and Wilderness Lodge	US\$59,000 p.a., lodge concession fees (8% of revenue), 58 jobs
TANZANIA	Kilimanjaro National Park	28% of destination spending pro-poor 62% climbing staff income
	Northern Safari Circuit	19% of destination spending pro-poor 50% driver/guide income
	Ololosokwan village, western Serengeti, Klein's Camp Lodge	US\$90,000 p.a., fees and jobs
UGANDA	Clouds Mountain Gorilla Lodge, Nteko Ridge	US\$141,555 p.a., owned by Nkuringo Community Development Foundation; managed by Uganda Safari Company
ZAMBIA	Sekute Development Trust	US\$2.500 p.m. Use of facilities owned by chiefdom endorsed by 11 different tour operators

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Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH  
Contact: Burghard Rauschelbach, Manuel Junck

Dag-Hammarskjöld-Weg 1-5  
65760 Eschborn  
T +49 61 96 79-3378  
F +49 61 96 79-803378  
E [tourismus@giz.de](mailto:tourismus@giz.de)  
I [www.giz.de](http://www.giz.de)