



# **Tourism and Local Livelihoods in Africa: Threats & Challenges** **Jennifer Seif, Executive Director: Fair Trade Tourism**

**Side Event on Tourism and Biodiversity – CBD COP 12**  
**Sunday, 12 October 2014 - Pyeongchang, Republic of Korea**

# About Fair Trade Tourism

- Africa's leading Sustainable Tourism organisation
- Established in July 2001 as a project of IUCN-South Africa – non profit company 2004
- 14 staff
- Regional focus 2012
- Main activities:
  - Industry awareness raising
  - Training and SME development
  - Market development
  - Research and advocacy
  - Standards and certification



CB(NRM)

Job creation

Ecotourism

New Tourism

Fair

Poverty Reduction (PPT)

LED

Philanthropy

Rural Development

Decent Work

SCP

Trade

Mainstreaming

Responsible

Green Economy

Heritage

Human Rights

Inclusive

Community Benefits

Livelihoods

# Africa: livelihood approaches

**Namibia** (CBNRM)

**South Africa** (joint ventures, incentives)

**Botswana** (ecotourism)

**Tanzania**

**Seychelles**

**TFCAs**

**but. . .**

Product design

Market access

(s)Low returns

Supply chains: impact?

Luxury enclaves

Tourism v conservation



The mark of a good holiday



# Africa: threats

Poverty and inequality

Poaching

Mining

Land

Infrastructure

Mass tourism

Neoliberalism



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# Quo Vadis?

Tourism + conservation  
Economic instruments  
Public ROI  
Voluntary instruments  
Planning, regulation  
Enforcement

Social License  
Demand drivers



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# FTT: voluntary instrument for conservation, NRM, sustainability

Environmental component + **social license**

Staff, community, consumer buy in = behaviour change, market edge, competitiveness

Certification is a means not an end

*Spier 1692*



★ ★ ★  
*Salary Bay*  
Hôtel de charme dans le Sud de Madagascar

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