Supporting the development of domestic elephant-watching tourism

Julien Marchais, Founder & Programme coordinator, Association Elephants & Humans, Coordinator of the EleWatch Initiative
EleWatch
Domestic and International Elephant-Watching as a sustainable solution for elephant conservation & positive Human-Elephant coexistence

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Definition

EleWatch = Contraction of Elephant-Watching :

Elephant and Elephant-related habitat ecotourism:
• economically viable
• socially equitable
• ecologically responsible
HISTORICAL ELEPHANT RANGE

- African Forest Elephant
- African Bush Elephant

Estimated population early 19th century:

27 million

Sources: Elephant Action League, EDGE of Existence

Map Source: D. Furstenburg
50,000 in Asia

2012 KNOWN ELEPHANT RANGE

- African Forest Elephant
- African Bush Elephant

Estimated current population:

410,000 - 700,000

Source: IUCN African Elephant Specialist Group
The majority of pictures in this presentation were taken during our field projects since 2001.
Deaths due to human-elephant conflict in 2016

Humans: 76
Elephants: 256

Source: Department of Wildlife Conservation
Combining Conservation & Development for an harmonious Human-Elephant coexistence

Since 2001

- Environmental education
- Human-Elephant conflict mitigation
- Promotion of elephants & biodiversity
- Protection of elephants and their habitats
- Monitoring & Research
Elephant-Watching is key to Human-Elephant positive Coexistence
Absence of ecotourism promotion → downward spiral

- No Jobs and revenues associated to elephants
- Youth doesn’t get to know elephants
- Loss of national heritage
- Elephants disappear
- Anthropized landscapes
- Elephants and their habitats too expensive to protect
- Porosity for Poaching
- Costly Coexistence

Youth doesn’t get to know elephants → Loss of national heritage
No Jobs and revenues associated to elephants → Costly Coexistence

Youth doesn’t get to know elephants → Porosity for Poaching
No Jobs and revenues associated to elephants → Elephants disappear

Loss of national heritage → Elephants disappear
Elephants disappear → Elephants and their habitats too expensive to protect

Absence of ecotourism promotion
Ecotourism Promotion → upward spiral

Jobs & income creation linked to elephants

Positive Coexistence

Decrease of porosity for poaching

Wild landscapes valued

Youth gets to know elephants and gets involved in their promotion

Elephants and their habitats well preserved and recognized as national heritage

1. NO POVERTY

2. RESPONSIBLE CONSUMPTION AND PRODUCTION

3. QUALITY EDUCATION

4. DECENT WORK AND ECONOMIC GROWTH

5. PEACE, JUSTICE AND STRONG INSTITUTIONS

6. LIFE ON LAND

7. CLIMATE ACTION

8. LIFE ON LAND
Elephant-Watching gives an immediate economic value to live elephants
In many range countries, national Elephant-Watching is crucial.
Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa

Briefing Paper
Website for EleWatchers and Experts
ElWatch, Elephant-Watching is Great!

December 2017
FOCUS on BOTSWANA

The country has become the main sanctuary for African elephants. About a third of the continental population lives in peaceful conditions. Elephant-Watching is very well developed with a thriving ecotourism industry supporting thousands of jobs. However, some challenges remain: Human elephant conflicts is still an issue. Elephant-Watching is an activity not yet accessible to all Batswana. Environmental education could be reinforced.

Next month, meet the elephants of Burkina Faso

Elephant-Watching Sites

Chobe
BOTSWANA

Nxai pan
BOTSWANA

Central Kalahari
BOTSWANA

Northern Tuli
BOTSWANA

Moremi
BOTSWANA

Where else to go see elephants?

Nearly 50 countries in Asia and Africa offer Elephant-Watching.
Where else to go see elephants?

Nearly 50 countries in Asia and Africa offer Elephant-Watching.

Select country ▼
Select site ▼

Sites with

Search

Elephant-Watching Sites

Ruaha
TANZANIA

Samburu
KENYA

Odzala
CONGO

Minneriya
SRI LANKA

Marak
SOU

Connect to the EleWatch Community
EleWatch, Elephant-Watching is Great!

Where else to go see elephants?
Nearly 50 countries in Asia and Africa offer Elephant-Watching

Select country ▼
- Angola
- Benin
- CAR
- DRC
- Ethiopia
- India
- Kenya
- Mali
- Mozambique
- Namibia
- Nepal
- Niger
- Nigeria
- Rwanda
- South Africa...

Sites with
- ***
- ****
- *****

Search

Go to the EleWatch Community
Where else to go see elephants?
Nearly 50 countries in Asia and Africa offer Elephant-Watching

Connect to the EleWatch Community
EleWatch, Elephant-Watching is Great!

Country: Sri Lanka
Elephant-Watching Site: Yala N

15 reviews
Rate your Experience

Suggestions for other Elephant-Watching Sites
EleWatch, Elephant-Watching is Great!

Country: Sri Lanka

Elephant-Watching Site: Yala

I loved this site. Elephants were relaxed and we could get very close to them without disturbing them. The hotel at the entrance offers good food...

Jan 2017 - Sabrine Rudawski

I went to this park specifically to see elephants and saw so much more. The park also has a large number of leopards and we were lucky enough to see a mom and two cubs.

March 2015 - Anonymous

Suggestions for other Elephant-Watching Sites
<table>
<thead>
<tr>
<th>Source</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wikipedia</td>
<td>Description of Yala national park’s history, flora, and fauna</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>List of hotels and restaurants in Yala national park</td>
</tr>
<tr>
<td>Tourism office</td>
<td>Important information about your stay in Yala national park</td>
</tr>
<tr>
<td>Official website</td>
<td>Entrance fees, visiting hours, and visit regulations of Yala national park</td>
</tr>
</tbody>
</table>

Suggestions for other Elephant-Watching Sites
Connect to the EleWatch Community

Rate your Elephant-Watching Experience & help preserve elephants by contributing to the EleWatch observatory

Connect Now

What is EleWatch?

Ecotourism
Tourism economically viable, socially equitable, and environmentally responsible

EleWatchers Community
All stakeholders involved in Elephant-Watching ecotourism

Observatory
Platform for the promotion, monitoring, and development of Elephant-Watching ecotourism

EleWatch Key Figures
Welcome!

This EleWatch expert platform enables you to consult, share, and enter relevant information about Elephant-Watching.

DATA

ENTER

CONSULT

DOWNLOAD

EleWatch is Funded by
<table>
<thead>
<tr>
<th>Site Name: Yala</th>
<th>Country: Sri Lanka</th>
<th>Area: 978.8 km²</th>
<th>Number of Elephants: 325</th>
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<tbody>
<tr>
<td>EleWatch Rating: ⭐⭐⭐⭐⭐</td>
<td>EleWatcher Rating: 🌟🌟🌟🌟🌟</td>
<td>Site Contributing Experts: 10</td>
<td>Contributing Expert Name</td>
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<td>Referring Experts: 🐘</td>
<td>Referring Expert Name</td>
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## EleWatch Observatory & Network

**Site Name:** Yala  
**Country:** Sri Lanka  
**Area:** 978.8 km²  
**Number of Elephants:** 325

<table>
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</table>
| **Site Contributing Experts:** | 10  
| **Referent Experts:** | 2  
| **Annual Visitors:** | 400,000 (2013)  
| **EE* visitors:** | 40,000  
| **Wildlife & Elephant-Watching jobs:** | 2,859  
| **General Information Websites** |  
| **Tour Operator Websites** |  

<table>
<thead>
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<tr>
<td><strong>Contributing Expert Name</strong></td>
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<td><strong>Referent Expert Name</strong></td>
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</table>
| **Percentage National Visitors:** | 63%  
| **Monthly Visibility** |  
| **Distance to Elephants** |  
| **Lodging Websites** |  
| **Conservation Project Websites** |  

**Suggest New Data**  
**Enter Data**
### 2017

Do you know of at least one environmental education program taking children on visits to the site?  

- YES  
- NO  

If yes, what is your estimate of the annual number of children visiting the site?  

- Don't know

---

**Percentage of elephant visibility on a daily basis**

<table>
<thead>
<tr>
<th>Month</th>
<th>0%</th>
<th>&lt;10%</th>
<th>10-49%</th>
<th>50-79%</th>
<th>80-99%</th>
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<td>December</td>
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</table>
EleWatch: Observatory and Network for Elephant Watching Development

Information & Analysis
Networking and Data Sharing
=> Better knowledge of Elephant Watching potential

Action
Investment in Elephant Watching Development
=> New Products, New Markets, New Marketing

Results
Optimized Wildlife Watching Tourism Flow and
Shared Elephant Watching Best Practices

Impact
Better Elephant Conservation and
Positive Human-Elephant Coexistence
Take-home Key Figures

Less than 1 out of 5 African and Asian child has seen an elephant,

More than 4 out of 5 western children have seen an elephant

Over 70% of EW sites are underdeveloped
Thank you for your attention!