



UNWTO Commission for Africa

Fifty-seventh meeting
Medellín, Colombia,
Provisional agenda item 5.1

CAF/ 57/5.1
Madrid, July 2015
Original: English

Item 5.1 of the provisional agenda

TOWARDS MEASURING THE ECONOMIC VALUE OF WILDLIFE WATCHING TOURISM IN AFRICA

Note by the Secretary-General

The Secretary-General informs the Members of the Commission about the Briefing paper Towards measuring the economic value of wildlife watching tourism in Africa.

UNWTO Briefing Paper

Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa

Tourism is a principal export for many African countries and a significant source of foreign exchange. Wildlife watching tourism is one of the main tourism products for Africa and as such a key contributor to the continent's socio-economic development. While this observation might seem obvious, there is limited data on the overall figures of wildlife watching tourism. On the other hand, wildlife in Africa is facing one of its greatest crises in decades, with illegal killings of protected animals reaching unprecedented levels.

Against this backdrop, UNWTO developed the Briefing Paper "**Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa**". This Paper acts as a first step towards a more systematic measurement of the economic value of the wildlife watching tourism market segment in Africa and in defining the role of the tourism sector in the fight against poaching.

"Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa" builds on a survey of 48 African tourism and conservation authorities from 31 countries, as well as 145 international and African-based tour operators. The survey has been complemented with available statistics, case study reviews and in-depth interviews with governments and international organizations.

Wildlife watching tourism is a type of tourism that is organized and undertaken in order to watch or encounter wildlife. Wildlife watching tourism exclusively relates to non-consumptive forms of wildlife-based activities as observing and sometimes touching or feeding of animals, in contrast to consumptive forms like hunting and fishing.