



THE AFRICAN SAFARI LODGE

F O U N D A T I O N

*A southern African program to enhance the safari lodge industry's
positive economic impact on sustainable rural livelihoods,
local economic development and poverty alleviation*

www.asl-foundation.org

Presentation by:

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19 May 2008

Presentation Outline

- ✓ Mission
- ✓ Background
- ✓ Streams of benefit
- ✓ Geographic spread
- ✓ Employment
- ✓ Resource fees & equity
- ✓ Secondary linkages
- ✓ Other



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Mission

*To maximize the **pro-poor impacts** of nature tourism enterprises by increasing the flow of tangible benefits into local households via:*

- ✓ ***local ownership in the high value ASL sector***
- ✓ *wages & employment benefits*
- ✓ *supply contracts; and*
- ✓ *other partnerships*

*and by increasing **business success** to grow these benefits*



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Background

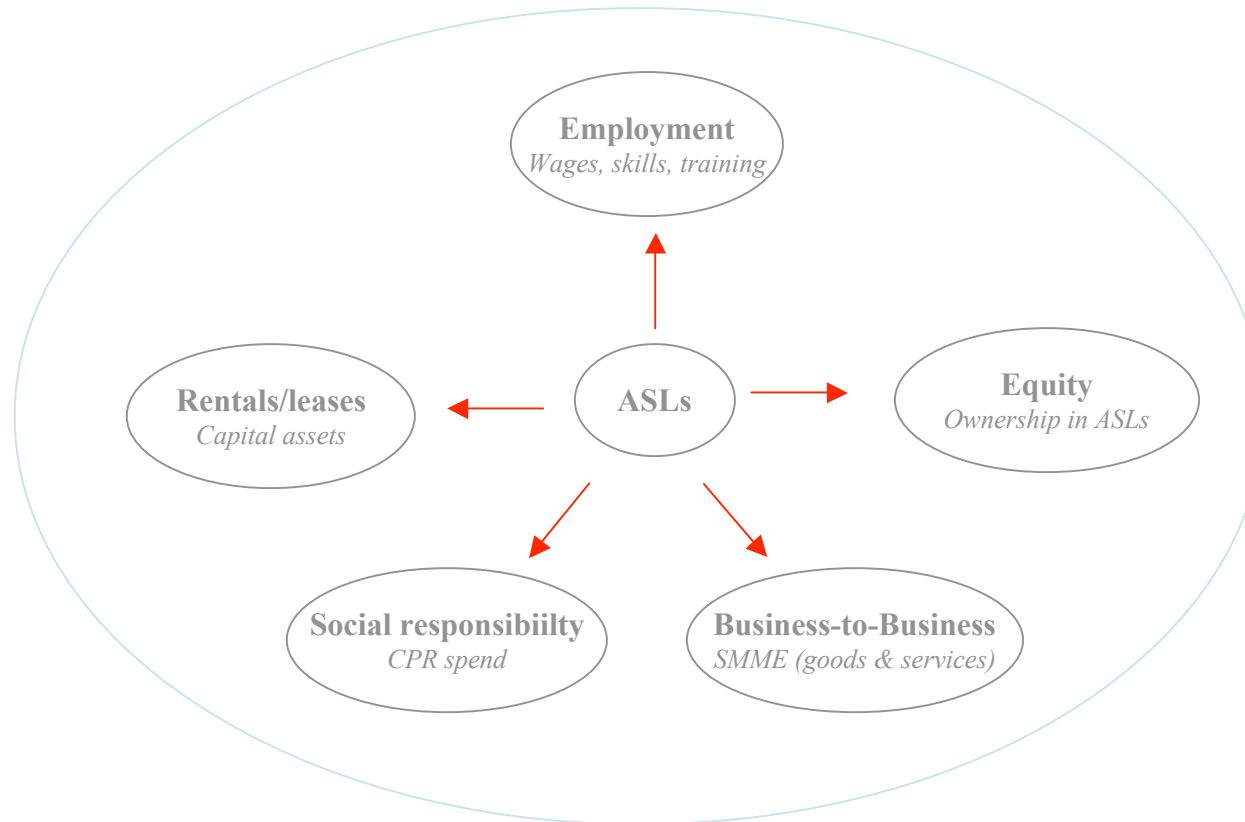
Strategic importance of ASL industry

- ✓ ‘Home-grown’ industry branded on Africa’s Big 5 & pristine wilderness with world-class levels of luxury, guiding & cuisine
- ✓ Already makes a significant contribution to sustainable rural development
- ✓ Concentrated in remote rural settings with ‘deep’ poverty
- ✓ Yet has potential to deliver far more to alleviating poverty
- ✓ Limited integration with local economies
- ✓ Partly offset by tenure reform programmes involving transfer of resource rights to local residents
- ✓ But devolution often partial and conditional
- ✓ And mostly limited to ‘communal areas’
- ✓ Nevertheless significant expansion underway

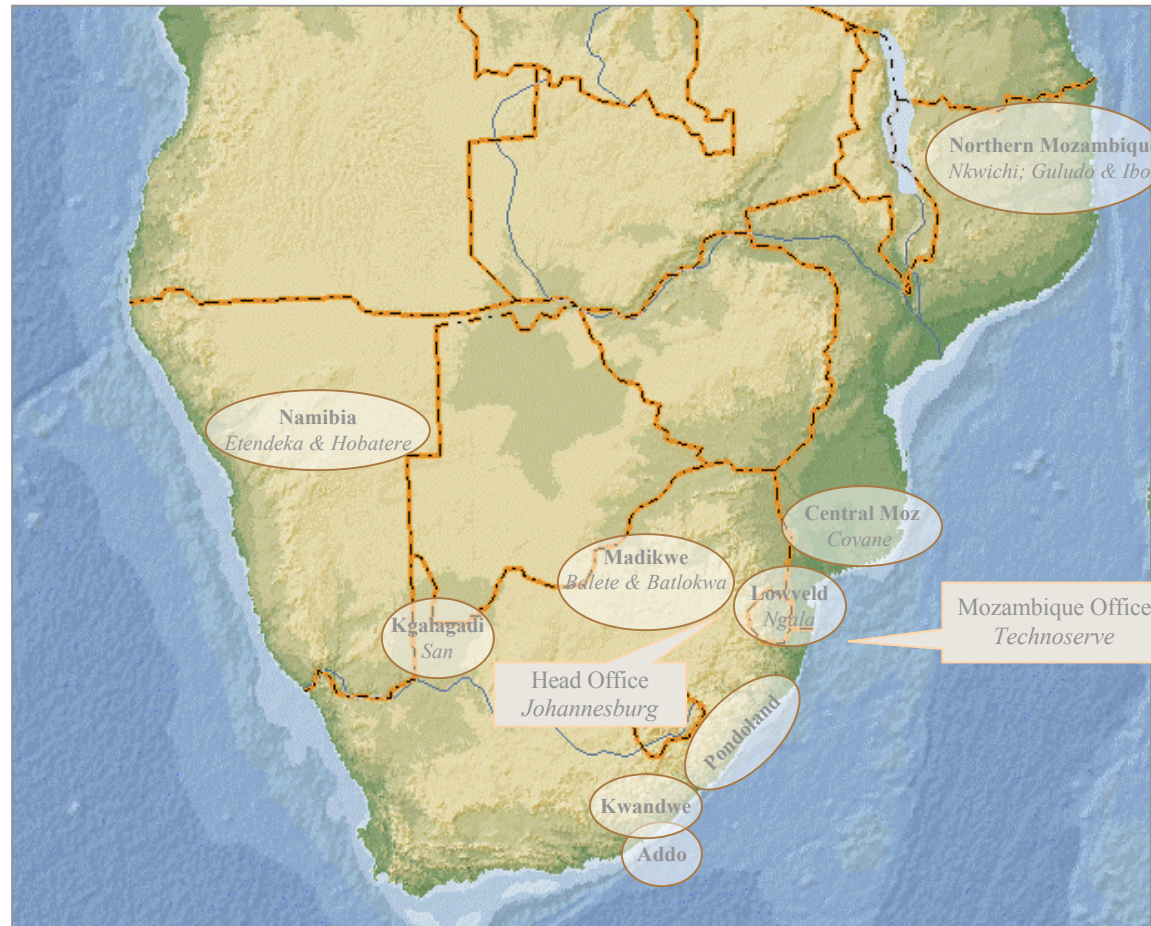


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Streams of Benefit



Geographic Spread



Also promotes knowledge-exchange



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Employment

Major local linkage channel

- ✓ Wage bill generally provides largest benefit flow
- ✓ Key source of revenue for local residents
- ✓ Direct injection into households
- ✓ But skilled outsiders capture disproportion of wage bill
- ✓ Local women at 'double disadvantage' (*local & female*)
- ✓ Resource ownership provides bargaining platform to structure optimal employment benefit
- ✓ But must be asserted effectively

Strategic Intervention

- ✓ Training & employment equity (regulation)
Pilot project = Madikwe field guide programme



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Resource Fees & Equity

- ✓ Significant source of revenue for entitled communities
 - ✓ Provides individual dividends & social investment
 - ✓ Can enhance overall returns to local economy
 - ✓ But requires:
 - *Structured system of rights for local people*
 - *Competitive set of natural assets*
 - *Willing and capable private partner*
 - *Assertion of rights through effective bargaining*
 - ✓ Collective revenue often subject to struggle
 - ✓ Leading to:
 - *Risk averse hoarding*
 - *Elite interception*
 - *Patronage-based distribution*
 - ✓ Pilot projects : Madikwe, Makuleke, Ngala, Kwandwe, Covane, Etendeka
-



Secondary Linkages

Small business linkages & local purchasing

- ✓ Limited purchasing of local goods & services
- ✓ Inherent asymmetry between local economy & lodge needs
- ✓ Heavily dependent on support programmes

Pilot projects : Madikwe, Makuleke, Ibo, Guludo, Nkwichi

Social responsibility programmes

- ✓ Industry-linked social investment can be significant
- ✓ Often channels third party funds into local investment
- ✓ Philanthropic model dependent on goodwill & individual champions

Pilot projects : Guludo, Ibo, Nkwichi, Ngala, Madikwe



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Other

People development impacts

- ✓ Integration requires ‘capacity building’
- ✓ Important to ensure
 - *Successful bargaining exchanges*
 - *Improved external linkages*
 - *Internal institutional capacity*

Social infrastructure delivery

- ✓ Lodge development sometimes boosts local infrastructure
 - *Road upgrades*
 - *Bulk electricity*
 - *Water supply*
 - *Cellular networks*





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Thank you!

