

ECOTOURISM DESTINATIONS AND MINING DEVELOPMENTS: MANAGING A SUSTAINABLE RELATIONSHIP



PUBLIC SECTOR ECONOMIST FORUM (PSEF) CONFERENCE

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Presented by:

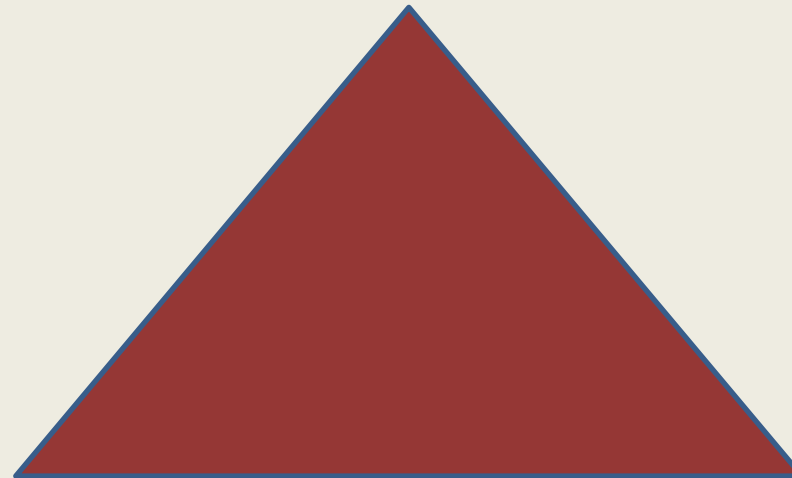
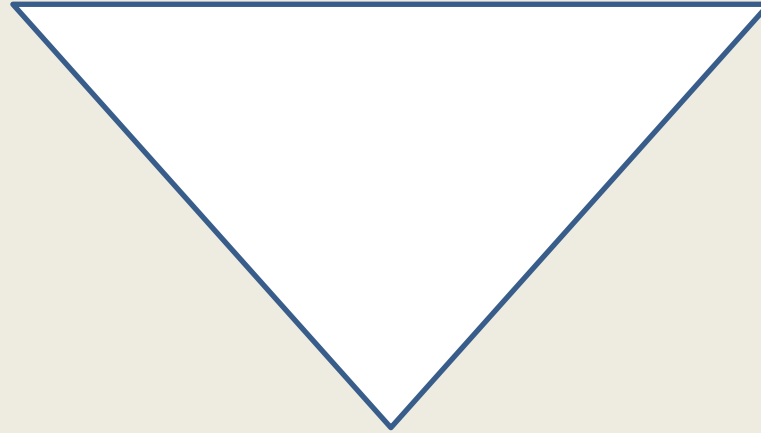
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BACKGROUND TO RESEARCH

This presentation will focus on some empirical research findings to illustrate the latest trends in ecotourism, the impact of mining developments and critical strategic factors required to manage a sustainable relationship between these two sectors.

NATIONAL STRATEGY



REALITY: IMPLEMENTATION

WHY THIS TOPIC?

ECOTOURISM

- A growing market that prefers:
- High quality nature-based environments
- Wildlife viewing opportunities
- Wilderness settings, unspoilt landscapes and authentic experiences
- Associated: sustainable and environmental friendly practices, ethical and responsible behaviour

MINING

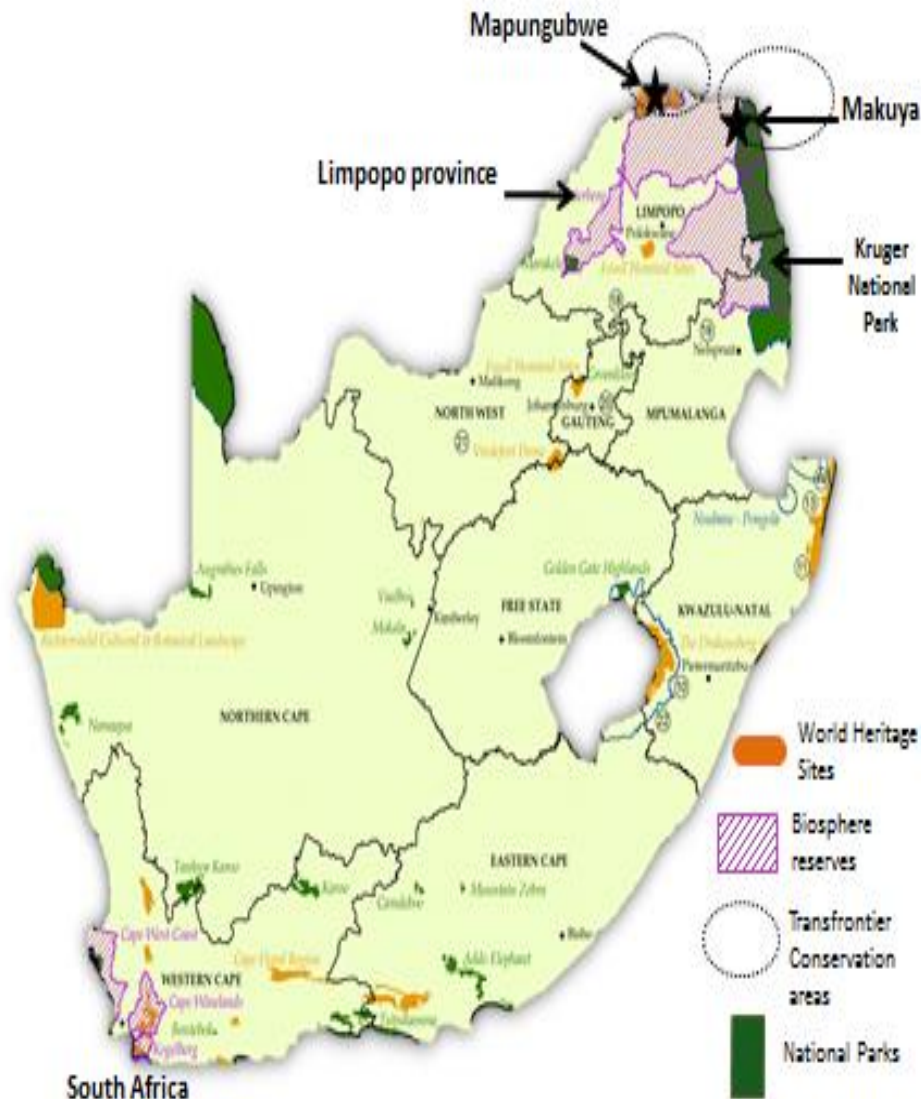
- **Increasing demand (Africa)** - economic development to alleviate poverty - rural areas
- **Expansion of the Mining** cluster promoted in South Africa (NDP, 2011)
- **Unexplored mineral wealth** occur in **areas** associated with **unique natural beauty** and unspoilt mountain landscapes (AWHF, 2012; Turner, 2012)
- **Limpopo** currently experiencing growth in mining developments in or adjacent to ecotourism destinations.

RELEVANCE TO CONFERENCE?

In developing Economic Development Strategies consider:

- Changing sectoral requirements and needs (ecotourism)
- Inter-sectoral dynamics (ecotourism and mining) in planning economic growth strategies
- Importance of proper spatial environmental and land use assessments
- Integrated land use planning and development with emphasis on local level.
- Environmental and social impact assessments equally to economic assessments.
- Contemporary topic

LIMPOPO PROVINCE SCENARIO



- Diversity of wildlife, natural and cultural attributes
- Wilderness settings and vast open space
- 2 World Heritage Sites
- 3 National Parks (KNP)
- 2 Transfrontier Conservation Areas
- 3 UNESCO Biosphere reserves
- 43 Provincial nature reserves
- Large number of game farms
- Variety of cultures , living heritage and baobab landscapes

LIMPOPO: COAL MINING AND ECOTOURISM DESTINATIONS



- Mining dominant economic activity
- 29% of Provincial GDP
- World's largest reserves of platinum group metals and producer of antimony
- Also diamonds, iron ore, coal, copper and phosphates
- Focus lately - untapped large coal reserves

Map does not include all mining developments

TOURISM GROWTH

- International tourist arrivals are expected to grow 3.3% annually towards 2030 (UNWTO, 2014:2).
- Africa known as the continent to be visited for its natural attractions and therefore strong competitor in the growing ecotourism market.
- In Africa tourism directly and indirectly supports 20.5 million jobs and represents 8.1% of Africa's GDP.
- International arrivals in Africa increased to 56 million tourists last year, and are expected to grow by between 3% and 5% in 2015.
- Inclusion of ecotourism in crafting future tourism strategies is vital when considering the sectors' projected growth rate of between 20-34% per annum (Bishop, *et al.*, 2008:86).

SOME ECOTOURIST CHARACTERISTICS

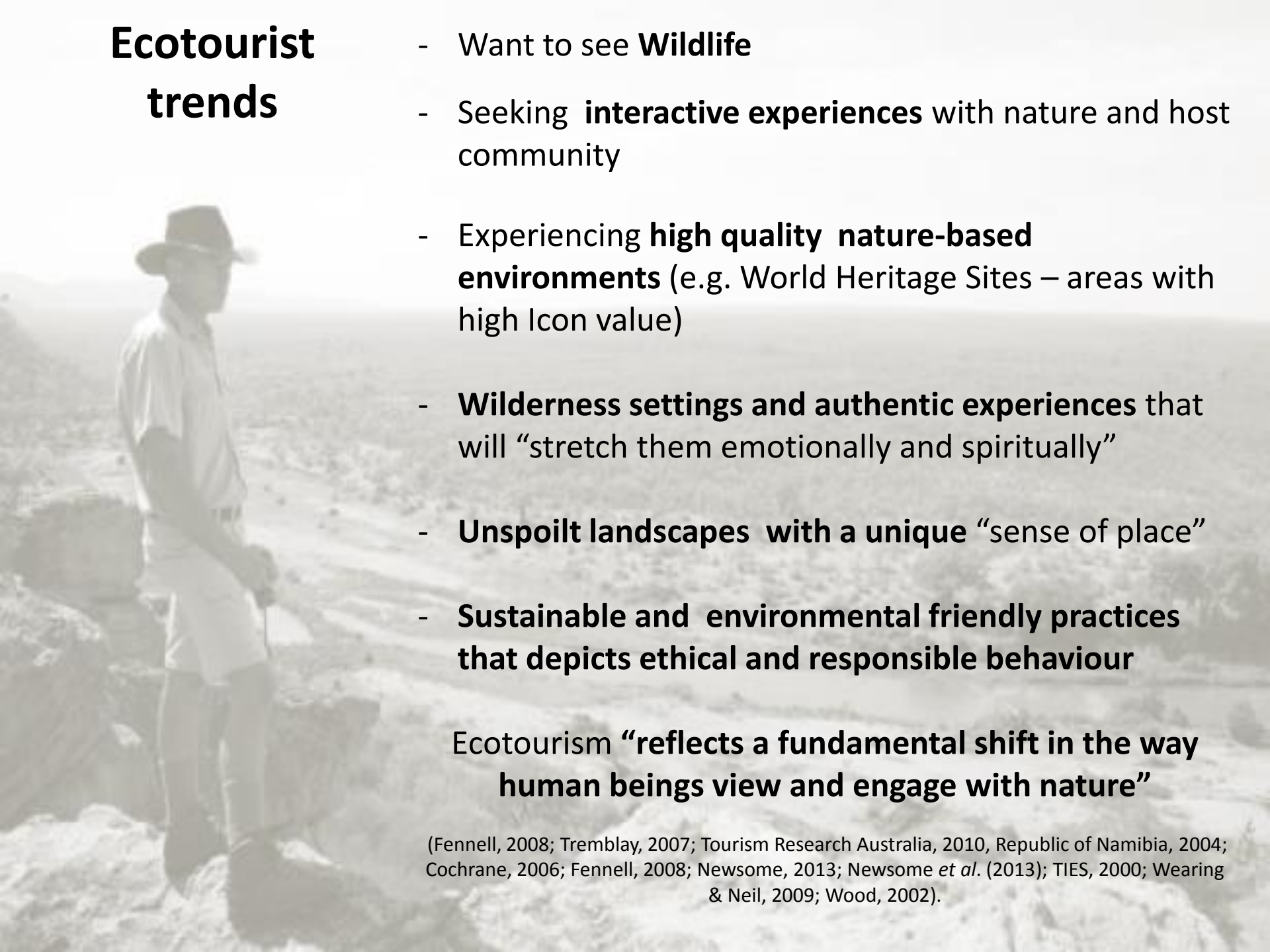
- **Age** group varies between 35 – 60 years with a younger upcoming market between 18-34 years
- **Educated** - majority college graduates
- Willing to **spend** more than other tourists
- Prefer to travel alone or in **small groups**
- Usually inform themselves about the area prior to their visit - '**knowledge driven**' visitors (Wearing & Neil, 2009).
- Require access to **information** that is **communicated** and **interpreted** in a **professional manner** - **information-intensive activity** (Carbone, 2006).
- Need educational and learning experiences that are **not general** but more detailed **scientific** information with regards to the management practices of the park (Cochrane, 2006; Newsome *et al.* 2013).
- **pro-environmental beliefs and attitudes** - focus on **intrinsic** rather than extrinsic **motivation** (Wearing & Neil, 2009; Beaumont, 2011, Zografos & Allcroft, 2007, Perkins & Grace (2009).

Ecotourist trends

- Want to see **Wildlife**
- Seeking **interactive experiences** with nature and host community
- Experiencing **high quality nature-based environments** (e.g. World Heritage Sites – areas with high Icon value)
- **Wilderness settings and authentic experiences** that will “stretch them emotionally and spiritually”
- **Unspoilt landscapes with a unique “sense of place”**
- **Sustainable and environmental friendly practices that depicts ethical and responsible behaviour**

Ecotourism “**reflects a fundamental shift in the way human beings view and engage with nature**”

(Fennell, 2008; Tremblay, 2007; Tourism Research Australia, 2010, Republic of Namibia, 2004; Cochrane, 2006; Fennell, 2008; Newsome, 2013; Newsome *et al.* (2013); TIES, 2000; Wearing & Neil, 2009; Wood, 2002).



RESULTS: Ecotourism destination and product development (1)




*“If we want to preserve, yes it will be confined to the **boundary** of a park, if we want surrounding communities and tourists to appreciate the experience, there is no need to confine it, **let it spill over**” (Government participant 7).*

*“Tourists want **quiet environment** ... and here we are in the deep deep deep bushes” (Makuya participant 4).*

Wildlife viewing – the No 1 attraction

Recent research conducted by the University of Pretoria for the National Department of Tourism pertaining competitiveness of South Africa as a tourist destination revealed that Wildlife remains the number 1 attraction for the UK, USA and German markets visiting South Africa (Lubbe, 2015).



“... come for wildlife and adventure ... the two most important things they come for ...”

However....

It is important to note that **Wildlife tourism** includes a broad range of activities. Fennell (2008) points out that wildlife tourism could include watching wildlife that is free-ranging or wildlife kept in captivity.



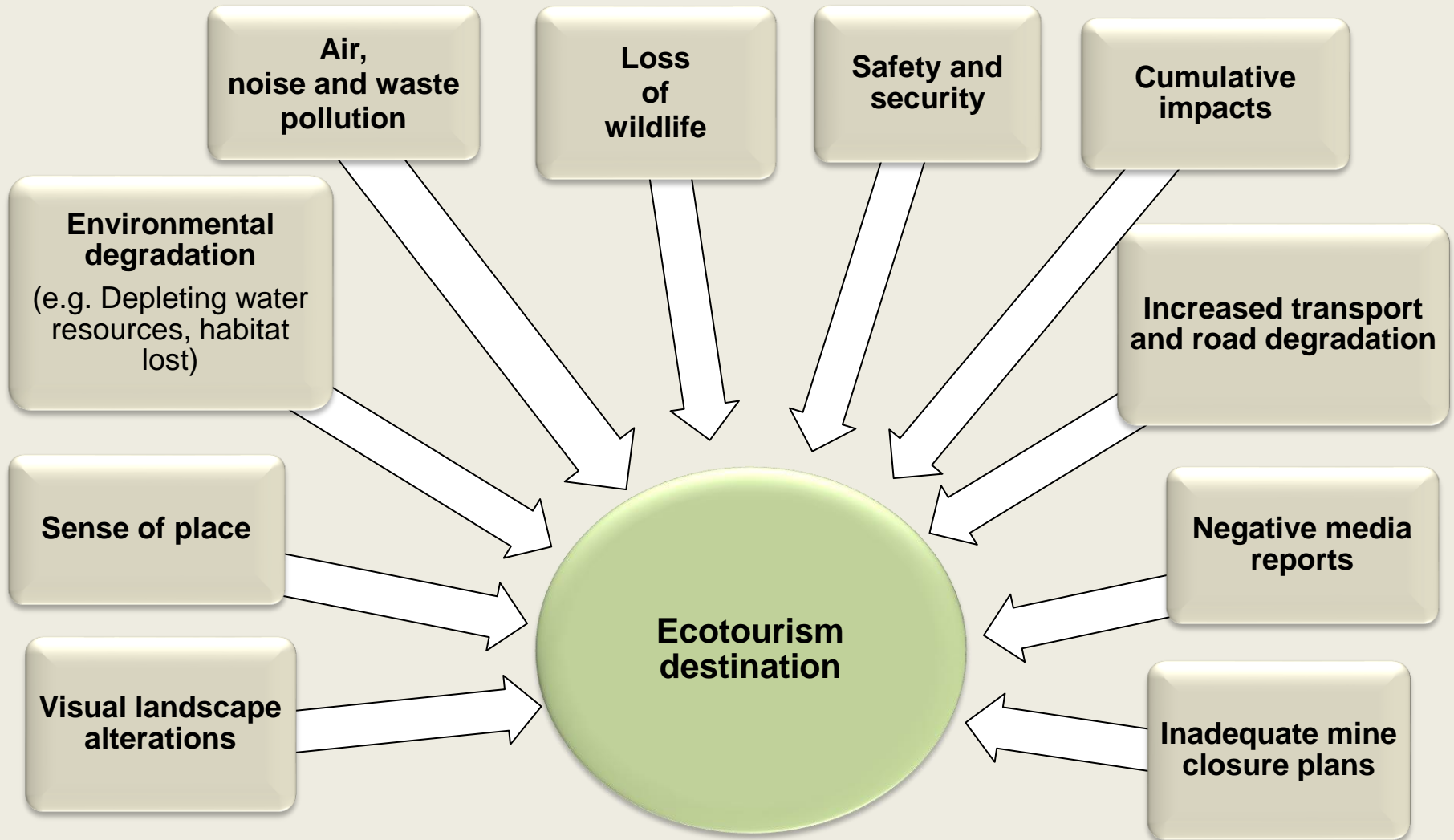
It is therefore important to **distinguish** between the wildlife offering experienced in an ecotourism destination and 'Wildlife tourism' described to include encounters with non-domesticated animals, in their natural environments or in captivity (Newsome, 2014).



MINING: SOME REALITIES

- Many countries and communities depend on mineral production as a **source of income** and means of development – strategic role.
- In **Africa** mining is a high income generator and accounts for more than 50% of Africa's exports .
- **South Africa** is no exception with an economy traditionally being resource based and largely dependent on the extraction of minerals.
- Mining's total **contribution to SA economy** is R468 billion (18.7% of GDP) and 16.6% of the total employment (Baxter, 2013).
- **With coal contributing 95% of South Africa's electricity production, a growing economy and energy shortages experienced in RSA, it is anticipated that coal mining will expand (National Planning Commission, 2012:160).**
- **To “address major constraints impeding growth of mining” has further been prioritized and emphasized as an action in the National Development Plan – vision 2020 (National Planning Commission, 2011:30).**
- **State of Conservation Reports of World Heritage properties confirms threat from extractive industries is growing, particularly in Africa, where 40% of properties are currently included on the List of World Heritage in Danger (UNESCO, 2012e; Turner, 2012).**
- Mining will therefore unavoidably **compete** with other land uses and industries for space and resources.

Potential impacts of mining activities on ecotourism destinations



“... during the night you can hear the constant noise of this machinery... sometimes their sound and the sound of a roaring lion and hyena will compete ... [if] you won't have good hearing you can miss the animal sound and hear only the machine sound”

“... and ever since the mining came in here there is a whole lot of noise, and the ancestors no longer listen or hear them ...



Factors identified as threats on the *OUV of 144 World Heritage sites

FACTORS IMPACTING ON THE OUV OF WHS AND
% OF PROPERTIES AFFECTED

■ **Management and Institutional factors (70.8)**

■ Buildings and development (43.1)

■ Other human activities (37.5)

■ Social/Cultural uses of heritage (27.8)

■ Transportation infrastructure (23.6)

■ Biological resource use/modification (23.6)

■ Physical resource extraction (18.8)

■ Utilities or service infrastructure (13.2)

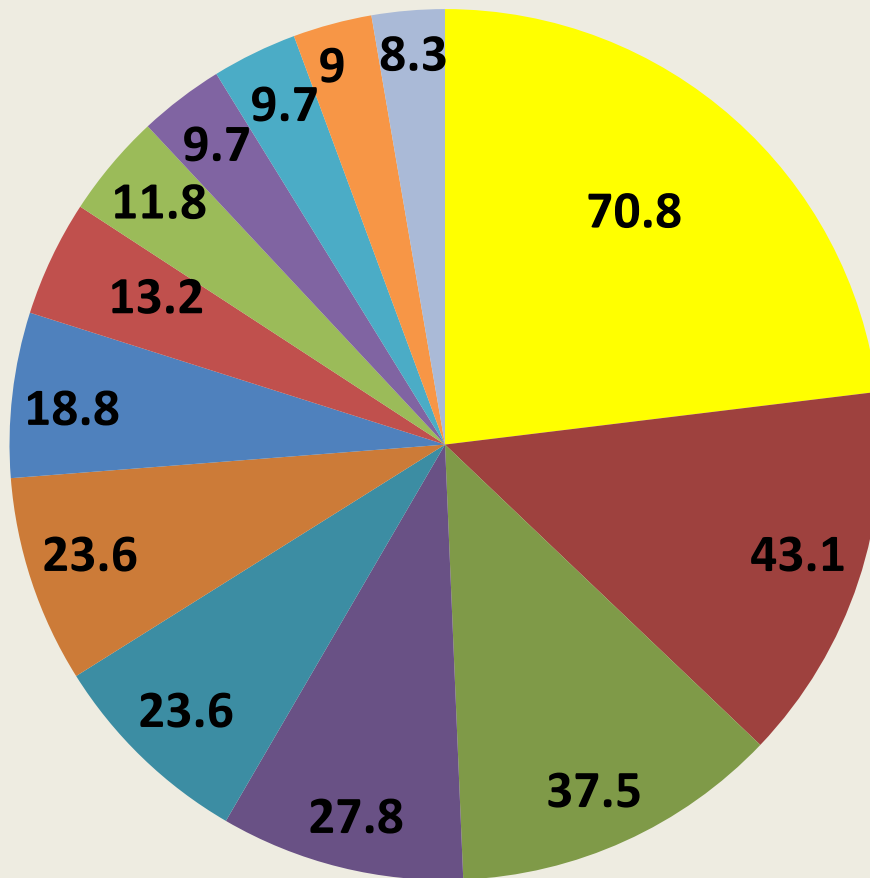
■ Sudden ecological or geological events (11.8)

■ Pollution (9.7)

■ Climate and severe weather events (9.7)

■ Local conditions affecting physical fabric (9)

■ Invasive/alien species or hyper-abundant species (8.3)

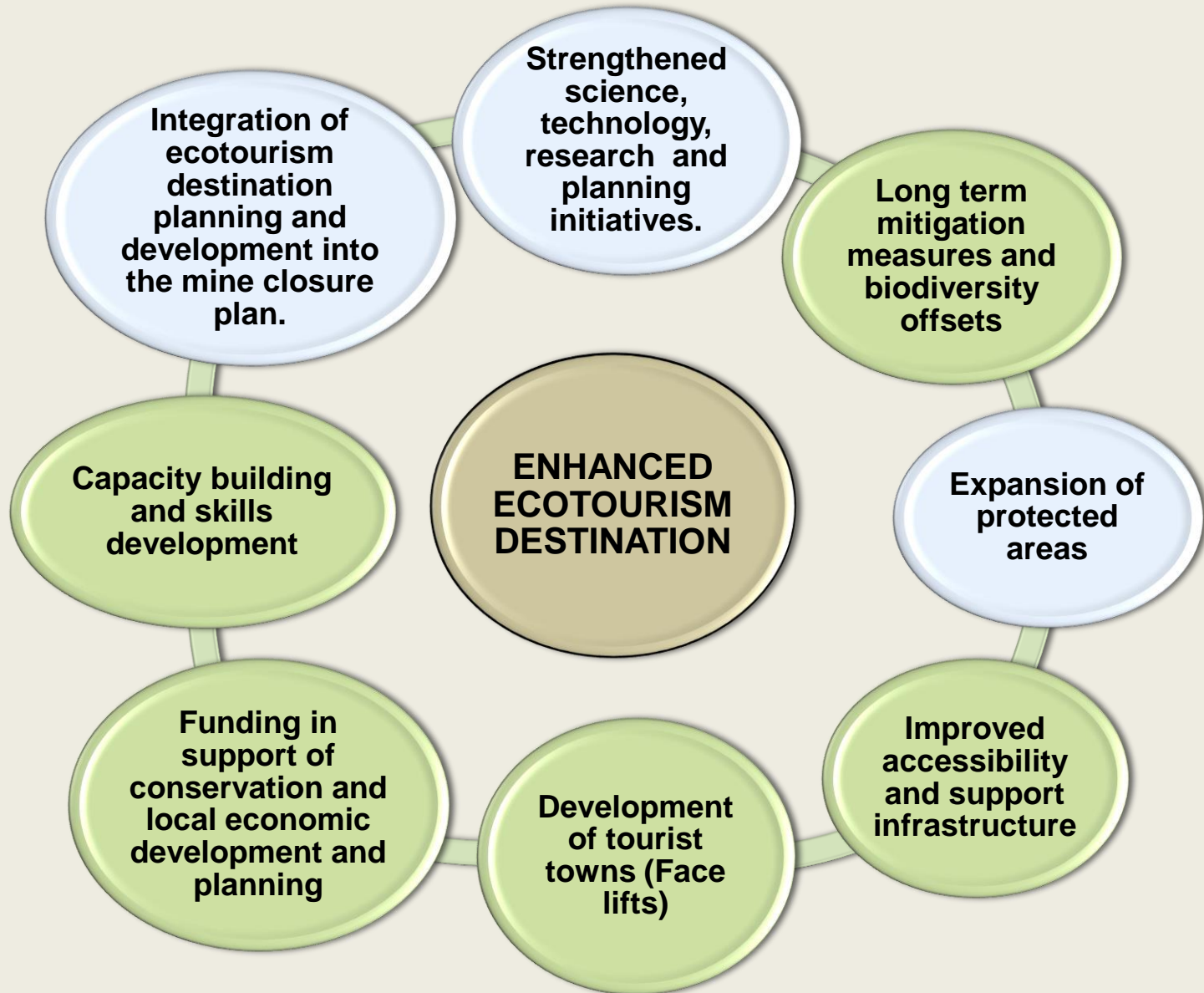


***OUV – Outstanding Universal Value**

Some contributing factors to negative mining impacts (WHS & Africa scenario)

- **non-adherence** to international agreements, treaties and conventions
- **political** instability
- **laws and regulations** not aligned and applied effectively
- **fragmented** government departments
- **limited capacity** in government departments, municipalities and conservation agencies
- **poor spatial** and **land use planning practices** with specific reference to **buffer zones**
- **inadequate impact assessments**
- mining companies **not applying good governance principles**
- inadequate **mine closure plans**
- inadequate **community involvement** and **beneficiation**

Opportunities for mining companies to enhance ecotourism destinations



CO-EXISTANCE?

“... provided that the mining stakeholders then commit to a set of rules and that they can be trusted to obey to those rules” (Expert participant 10)

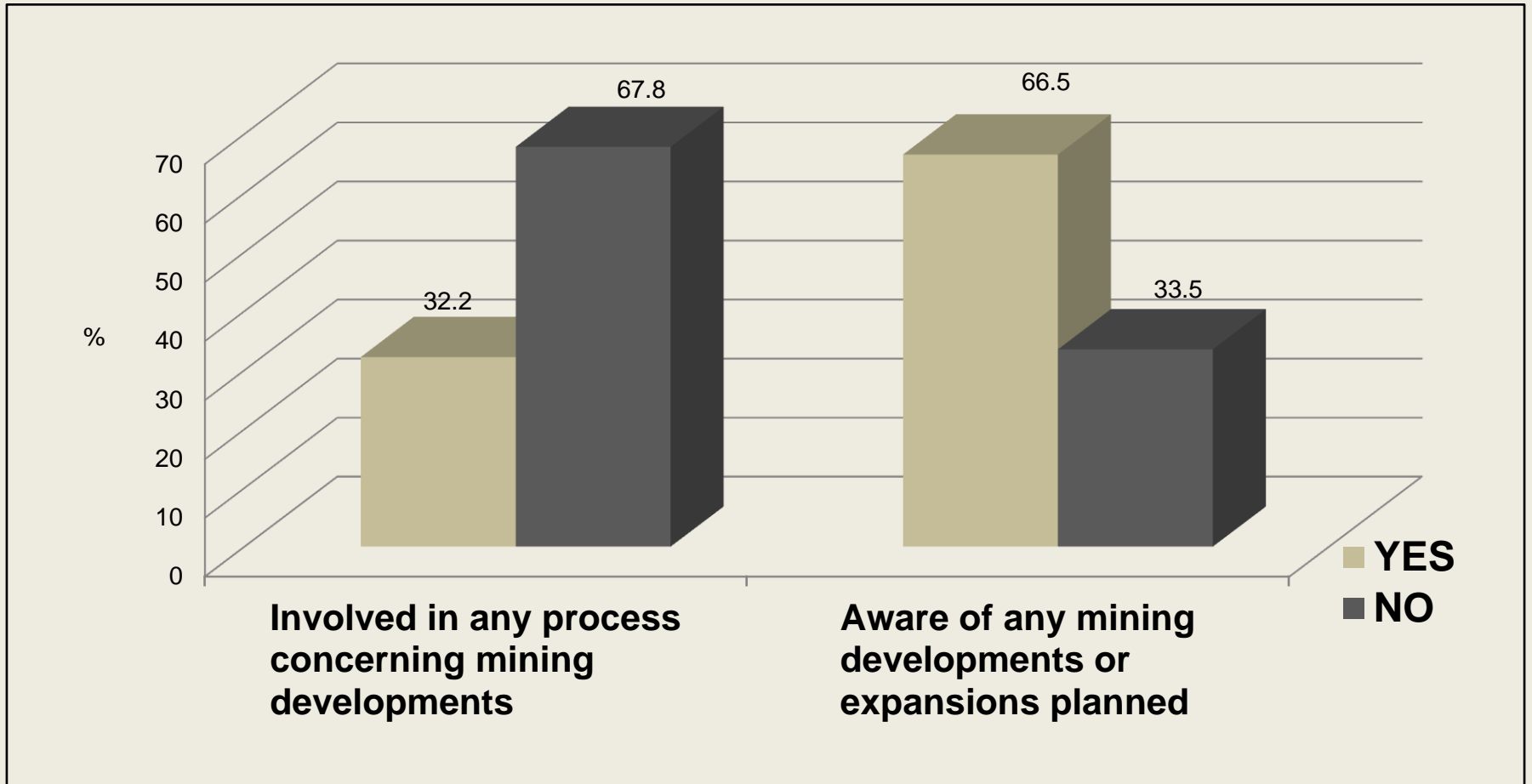
“ ... there should have been much more early co-operative discussion between the custodians of these two assets to explore ways in which both assets could continue to be exploited without the one hindering the other. Instead, the custodians (two government departments) seemed not to have spoken to each other until forced to do so by public outrage – much of it naïve” (Participant)



“ I think they can coexist provided that there are rules set up front and there are processes of engagement and agreement on what the overall picture should be in the future between both parties” (respondent).

RESULTS: OF INTEREST

Involvement and awareness of respondents in processes pertaining to mining developments



STRATEGIC MANAGEMENT FRAMEWORK

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**ENABLING STRATEGIC
LEGISLATIVE AND
ORGANISATIONAL
ENVIRONMENT**

**ADEQUATE INFORMATION
AND INTERGATED PLANNING
AND DEVELOPMENT**

**EFFECTIVE
MANAGEMENT AND CAPACITY**

**REGULATION AND
ENFORCEMENT**

**PREDETERMINED
COMMITMENTS**



SHARED VISION AND LEADERSHIP

**WILDLIFE OFFERING AND AUTHENTIC
EXPERIENCES**

**A CLEARLY DEMARCATED ECOTOURISM
DESTINATION THAT OFFERS AN
ECOTOURISM DESTINATION BEYOND THE
BOUNDARY OF A PARK**

**UNSPOILT WILDERNESS LANDSCAPE AND
SENSE OF PLACE**

**INTERACTIVE ACTIVITIES AND LEARNING
EXPERIENCES**

SENSE OF SAFETY AND SECURITY

**ACCESS TO QUALITY SERVICES, FACILITIES
AND A ROAD NETWORK**

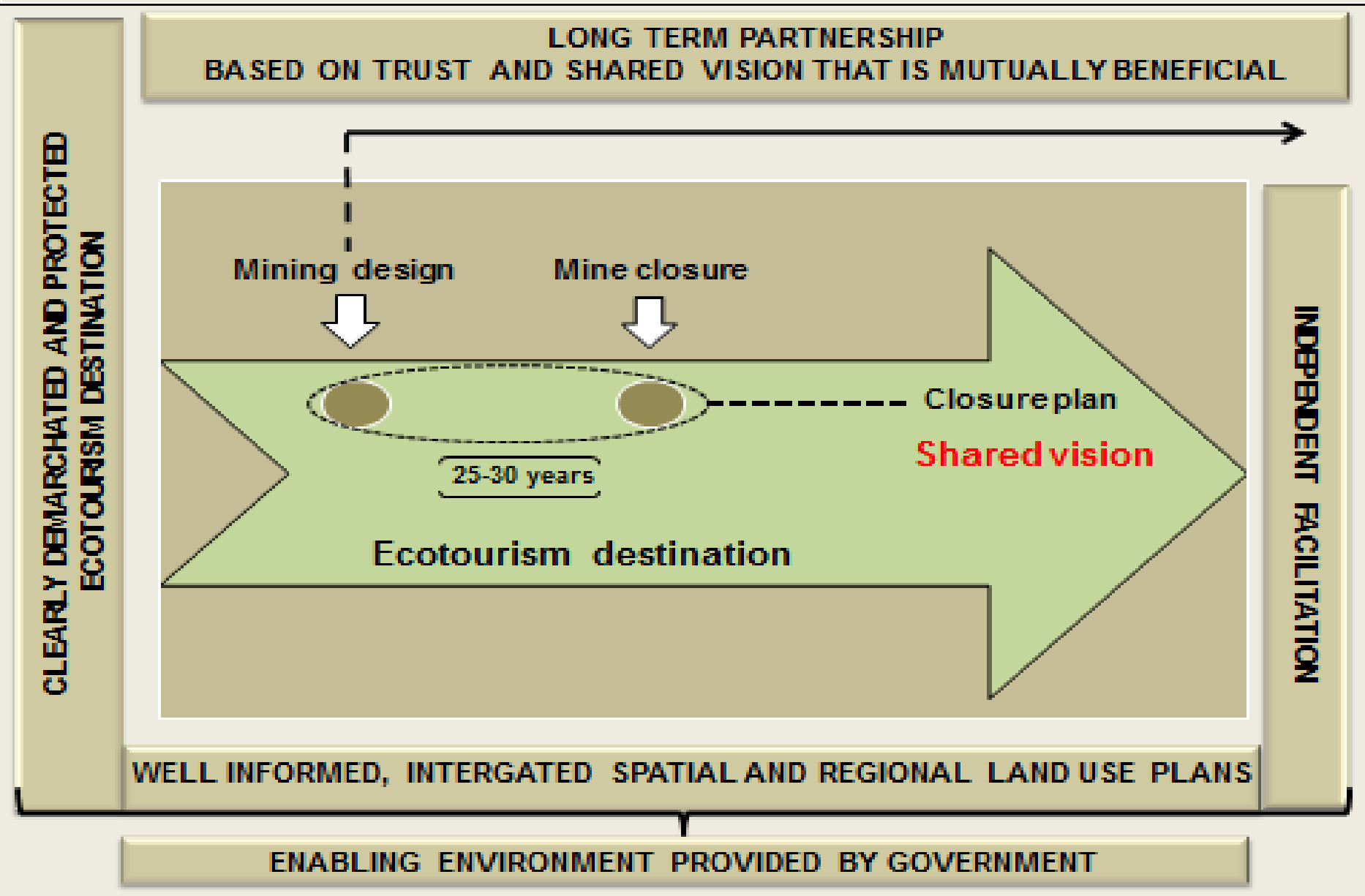
**STAKEHOLDER INVOLVEMENT AND
EMPOWERMENT**

**RESPONSIBLE COMMUNICATION AND
MARKETING**

**LONG TERM PARTNERSHIP BETWEEN
DESTINATION MANAGEMENT AND THE
MINING COMPANY**

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Critical success factors required to sustain an ecotourism destination in partnership with a mining company



SOME ENABLING FACTORS: Predetermined commitments not legislated

- **Trust** and **willingness** to work towards a win-win solution (all stakeholders)
- Mining company must have **intrinsic interest** to leave positive legacy for future (mine company must become a 'citizen' of the area before commencement)
- **Political interference** to be avoided
- Predetermined resource commitments and offsets clearly formulated in **partnership agreements prior** commencement of mining development.
- **Mining taxes** should be ploughed back into the area where the mine operates

“The word ‘sustainability’ was made popular by the environmentalists – probably not by big business and certainly not by politicians. Each of these groups is known to have a different ‘time horizon’ in terms of planning for the future. The environmentalist, or conservationist, sees time stretching forever into the future and works to secure the ongoing and continuous utilisation of rare resources; the businessman sees it as no more than 30 years, or the time it will take to secure a handsome profit; and the politician has a time horizon of only five years – the time he or she is allowed to try and make a real difference in the lives of the voters before the next election.” (research participant, 2013)

BALANCING THESE INTERESTS REMAIN THE CHALLENGE



Thank you

