



WORLD BANK GROUP



FACT SHEET

Report: Supporting Sustainable Livelihoods through Wildlife Tourism

- Tourism is an engine for jobs, exports, and investments. In 2016, travel and tourism generated \$7.6 trillion (10.2% of global Gross Domestic Product) and an estimated 292 million jobs globally. The tourism sector is also the largest market-based contributor to finance protected areas such as national parks. In some countries, tourism depends almost exclusively on nature, especially wildlife.
- Demand for nature-based tourism (NBT)—*a sub-component of the tourism sector that includes wildlife-based tourism*—is expected to increase rapidly over the next two decades and with this comes the potential for tourism to increasingly benefit its host countries and rural communities by bringing in revenue, while protecting biodiversity and contributing to SDGs. For NBT to flourish, wildlife and its habitat must be protected and managed.
- The report *Supporting Sustainable Livelihoods through Wildlife Tourism*, developed by the World Bank Group, and the [Global Wildlife Program](#)—funded by the [Global Environment Facility \(GEF\)](#)—explores innovative tourism partnerships and investment opportunities to help countries unlock smart investment and grow tourism sustainably.
- It showcases sustainable NBT models from Botswana, India, Kenya, South Africa and many other countries and promotes solutions that offer insight into the sector as a mechanism for inclusive poverty reduction and global conservation.
- A key factor influencing the sustainability of NBT is ensuring local communities benefit from tourism activities. Other factors include location, accessibility, demand, marketing, infrastructure, finance, and governance. Communities often need partners who can provide the capital and expertise to help build their capacity to develop their natural assets (land and/or wildlife) into marketable tourism experiences. Private-sector involvement is often critical to generate the jobs and create demand for goods and services that local communities can help supply.
- Delivering economic and development benefits while minimizing potential adverse environmental and social impacts requires effective planning, management skills, technology use, and stakeholder collaboration. An overview of stakeholders and their respective roles and goals is included in the publication.
- There is still much to learn about what works and why for sustainable NBT, and how to effectively engage communities and manage growth. Critical gaps in knowledge include the long-term effects of various forms of NBT on animals and protected areas, the net economic impact of NBT for communities and how to optimize it, the most effective ways to promote and manage NBT, and how best to build the capacity of communities to scale up sustainable tourism. This report provides a foundation for this discussion and further research.