BANKING ON PROTECTED AREAS:
PROMOTING SUSTAINABLE PROTECTED AREA TOURISM TO BENEFIT LOCAL COMMUNITIES

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KEY MESSAGES

1. Countries should promote sustainable protected area tourism to recover from the economic fallout of the pandemic, and promote economic development and biodiversity conservation.

2. Managing protected areas to deliver these benefits requires policies, interventions, and investments, including to manage costs to local communities.

3. Comprehensive assessments of benefits of protected area tourism are needed and can help maximize impact.
OUTLINE

1 APPROACH
2 FINDINGS
3 POLICY RECOMMENDATIONS
STUDY OBJECTIVES

To assess the economic impact of protected area tourism on local economies

To estimate the benefits of tourism for local communities

Make the economic case for investment in protected area management
CASE STUDIES

Criteria for Site Selection

- Tourism numbers sufficient for sampling
- Site formally designated as protected area or in process of registration
- Government buy-in and/or recommendation
- Manageable logistics for site visits

Collaboration with students from nearby universities to survey communities
METHODOLOGY: LOCAL ECONOMY-WIDE IMPACT EVALUATION (LEWIE)

Creates a snapshot of economic transactions within a local economy using micro-survey data from:
- Tourists
- Park Authority/government
- Tourism Lodges and Businesses
- Local Farms and Businesses
- Households

Adapted from Taylor and Filipski (2014), Beyond experiments in development economies
METHODOLOGY:
LOCAL ECONOMY-WIDE IMPACT EVALUATION (LEWIE)

The impact of a cash transfer/infusion on the local economy surrounding an MPA

Adapted from Taylor and Filipski (2014), Beyond experiments in development economies
METHODOLOGY:
LOCAL ECONOMY-WIDE IMPACT EVALUATION (LEWIE)

- Captures direct and indirect impacts
- Allows for simulation of policies and interventions to improve income multipliers

MPA rules limit fishing, human-wildlife conflict

Adapted from Taylor and Filipski (2014), Beyond experiments in development economies
1 APPROACH

2 FINDINGS

3 POLICY RECOMMENDATIONS
PROTECTED AREA TOURISM IS GOOD FOR DEVELOPMENT AND CONSERVATION

Real (Inflation-adjusted) income multipliers

<table>
<thead>
<tr>
<th>Country</th>
<th>Income Multiplier</th>
<th>Jobs Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zambia (Lower Zambezi)</td>
<td>1.82</td>
<td>7,463 jobs supported</td>
</tr>
<tr>
<td>Zambia (South Luangwa)</td>
<td>1.53</td>
<td>28,210 jobs supported</td>
</tr>
<tr>
<td>Nepal</td>
<td>1.78</td>
<td>4,309 jobs supported</td>
</tr>
<tr>
<td>Brazil (Abrolhos Marine Park)</td>
<td>1.74</td>
<td>300 jobs supported</td>
</tr>
<tr>
<td>Fiji</td>
<td>1.83</td>
<td>6,412 jobs supported</td>
</tr>
</tbody>
</table>

(46,800 in the Whale Coast region)
BENEFITS ARE BROAD AND HELP THE POOR

Share of Multipliers Across Poor and Non-poor Populations

Percentage of Multiplier

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Lower Zambezi South Luangwa Chitwan National Park Abrolhos Marine Park Mamanuca Islands
Zambia Nepal Brazil Fiji

Zambia Nepal Brazil Fiji

APPROACH FINDINGS POLICY RECOMMENDATIONS
COSTS TO COMMUNITIES MUST BE MANAGED

In 2019, wildlife caused crop losses of:

- 14% around Lower Zambezi National Park in Zambia, totaling US$ 1.8 million
- 11% around South Luangwa National Park in Zambia, totaling US$ 1.2 million
- 9% around Chitwan National Park in Nepal, totaling US$ 2.9 million

In marine protected areas, short-term income loss can come from restricted fishing, a major means of livelihood.
RETURN ON INVESTMENT IS AT LEAST SIX TIMES THE COST

Economic returns range from $6.2 - $28.2 per dollar of government spending.
POLICY RECOMMENDATIONS

1. Protect the natural asset
2. Grow and diversify the business sustainably
3. Share the benefits
PROTECT THE NATURAL ASSET

To promote biodiversity conservation and secure the natural assets that can attract visitors, it is critical that protected areas be preserved, enhanced to reverse degradation, and well managed.

1. Formalize Protected Areas
2. Increase Investment in Protected Area Management
3. Build Capacity of Protected Area Managers
4. Monitor Visitors and Impacts
GROW AND DIVERSIFY THE BUSINESS

For protected areas to generate revenue and economic benefits for local communities, they need to attract visitors. Visitors in turn demand services that tourism businesses can provide.

1. Diversify Tourism Offerings
2. Develop Concessions Policies
SHARE THE BENEFITS

Ensuring that benefits from protected area tourism are shared with local communities helps reach development goals and incentivizes communities to support conservation.

1. Formalize Benefit Sharing
2. Strengthen Income Multipliers
3. Mitigate and Compensate for Human-Wildlife Conflict
POLICY RECOMMENDATION — IN TIMES OF COVID-19

Protected Area Tourism is a Green Economic Recovery Initiative

» Can generate significant jobs
» Creates high income multipliers
» Generates high returns on public investment

WHAT MAKES A STRONG ECONOMIC RECOVERY STRATEGY?
- Growing jobs quickly
- Creating significant income multipliers
- Building valuable assets with benefits greater than their costs

Kenya is investing $18 million supporting tourism through community conservancies

United States of America will invest $3 billion toward parks and conservation, creating ~100,000 jobs

New Zealand is investing $200 million in green jobs on public conservation lands

Pakistan aims to create 200,000 jobs investing in nature and expanding national parks
THANK YOU!

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