

TOURISM AWARENESS AND ITS IMPACT ON CONSERVANCY
MANAGEMENT STRATEGIES IN NAMIBIA: A CASE STUDY OF
THE TSISEB CONSERVANCY

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ABSTRACT

Tourism has been regarded as one of the most suitable industries for the development of remote rural locations in Namibia. The potential for tourism activities to enhance the standards of living among rural communities is a viable endeavor. Towards that end, Community Based Natural Resource Management concepts have been applied all over Namibia in an attempt to empower local communities and allow them to generate economic benefits from their natural environments. The problem concerning the effective management and utilization of natural resources is that the community members and management committees lack the necessary knowledge and awareness about tourism and conservation concepts and therefore lack the capacity to effectively engage in decision-making over conservancy developmental activities. The research was aimed at determining what conservancy efforts were undertaken during the past five years. It was also geared towards ascertaining the effectiveness and efficiency of conservancy efforts during the same period. Finally, an attempt was made to examine factors influencing the impact of conservancy efforts among community members. The methodology employed to achieve these objectives involved both primary and secondary information.

The research results revealed that there is a low level of tourism and conservation awareness among the community members due to the lack of effective awareness and training programmes offered to them. They lack willingness to participate in training workshops offered was because they were not offered incentives such as money or food to participate. This became a major factor that contributed to the lack of development among the community members. The research also revealed that the management committee has received very limited amount of tourism and conservation related training which has resulted in the failure of their plans, the plans that were intended to develop the community and the conservancy as a whole. The capabilities of the

committee in terms of strategically managing the activities of the conservancy remain limited because their experience and awareness levels are insufficient. Yet, local communities are experiencing a number of problems. The most salient of these problems relates to the effective management and utilization of natural resources. The absence of awareness-raising-programmes about potential benefits to be accrued suggests an acute deficit that calls for intervention. Awareness- raising is also necessary to inform conservancy residents about their legal right to participate for monetary benefit in conservancy programmes. Finally, awareness also needs to be raised about the income-generating potential of participating in conservancy efforts.

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List of Abbreviations

CBNRM – Community Based Natural Resource Management

TCMC – Tsiseb Conservancy Management Committee

NACSO – Namibia Association of CBNRM Support Organizations

EHRA – Elephant Human Relations Aid

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CHAPTER 1

Introduction

During the past twenty years community-based natural resource management (CBNRM) has been adopted widely in southern Africa as a mechanism to combine rural development and conservation efforts (Adams and Hulme, 2001; Fabricius et al, 2004; Hulme and Murphree, 2001). The premise underlying CBNRM is that sustainable management is most likely where local users are able to manage and extract benefits from natural resources (Jones and Murphree, 2004; Kull, 2002). CBNRM efforts are a response to the reality that many cases of rural resource degradation occur because centralized management regimes in southern Africa are often *de facto* open access regimes and that vesting local users with rights to manage, use or own resources is, therefore, a key corrective mechanism.

The constitution of Namibia brings into relief the issue of tourism as an integral part of government strategy to alleviate poverty, empower communities and ensure sustainable development. Article 95 (1) of the Namibian Constitution states that “The State shall actively promote and maintain the welfare of the people by adopting policies aimed at... the maintenance of ecosystems, essential ecological processes and biological diversity of Namibia and utilization of living natural resources on a sustainable basis for the benefit of all Namibians, both present and future...” (1990: p 51). However, the genesis of CBNRM preceded the independence period. Arthur Hoole (2010) has noted that the establishment of CBNRM can be traced backed to 1982. In addition, legislation in Namibia lends scope and provides guidance under the community-based natural resource management (CBNRM) for the development of a system known as the benefit sharing plan (Ministry of Environment and Tourism, 1995). One way in which the twin

processes of sustainable development and poverty alleviation could be addressed is through the establishment of communal conservancies.

Communal conservancies have been developed in Namibia with a goal of reducing the level of poverty experienced by the community members, but lack of tourism awareness has deterred them from fully realizing the benefits to be derived from the tourism industry. Tourism can be described in accordance with the activities of tourists and the opportunities for benefits they provide, a description which may enlighten the understanding of communities affected by tourism. Baker (2009) has conceptualized tourism as comprising of the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. Conceptualizing tourism for the purpose of awareness enhancement may also include the various income generating opportunities to be derived from the activities of tourists. In this context, “Awareness refers to knowing something and knowing the importance of something. Awareness implies the knowledge gained through one’s own perceptions or by means of education” (Longman Active Study Dictionary, 2004, p 15).

Tourism awareness is a highly crucial component within the tourism industry. The various tourism awareness initiatives implemented all over the world have contributed to the enhancement of knowledge among the tourism participants as well as the communities who are directly and indirectly affected by the tourism industry in their areas. According to Cooper (2004, p.19), “the lack of capacity within community groups to engage in decision making over tourism development is a major stumbling block in shaping a form of tourism that delivers greater benefits to the rural and other marginalized communities.” This assertion finds particular resonance in the case of communal tourism sector in Namibia.

From the above reading, tourism awareness comprises an enhanced level of knowledge regarding the importance of, and the effects on the tourism industry. Tourism awareness initiatives among conservancy participants and communities should lead to a better understanding of the fundamental concepts of national tourism and an appreciation for its role in the Namibian economy, as well as the direct impacts of the conservancy activities on the community. Although the concepts of tourism are uncontested, the level of awareness of the potential benefits to be derived from tourism remains problematic and contributes to the level of poverty. Conservancy activities provide communities with potential benefits and possibilities of increasing their standard of living and reducing the levels of poverty experienced in remote locations. In the context of enhancing community tourism, the conception of poverty acquires a different meaning from the conventional definition of poverty.

Conventionally, poverty is defined as the 'lack' or 'deficiency' of the necessities required for human survival and welfare. However, there is no consensus about what basic human needs are or how they can be identified. Farrington et al have noted that "...poverty has been defined in terms of the absence of basic capabilities to meet the physical needs, but also to achieve goals of participating in the life of the community and influencing decision-making" (1999, p.2). In this context, the notion of relative poverty is particularly applicable. This is because the concept of relative poverty is more flexible, and allows for minimum needs to be revised as standards of living in society alter (Wratten, 1995). Moreover, invoking the notion of relative poverty reflects the view that poverty imposes withdrawal or exclusion from active membership of society: people are relatively deprived if they cannot obtain ... the conditions of life-that is diets, amenities, standards and services- which allow them to play the roles, participate in the

relationships and follow the customary behaviour which is expected of them by virtue of their membership of society. (Townsend, 1993: p36).

An increased level of tourism awareness achieved through feasible awareness initiatives may directly affect the capabilities of community members. Conservancy management as well as community members' participation in conservancy activities can be positively influenced by community participation in decision making, which may ultimately lead to community poverty reduction. This assumption is supported by other studies which found that the higher the level of participation in CBNRM by community members, the more productive households are (Zak and Knach, 2001; Rodríguez-Pose and Storper, 2006).

1.1 Statement of the Problem

The establishment of communal conservancies is seen as a way of empowering local communities and protecting the natural resources present on a certain area of land. In this context, a communal conservancy is defined as “a legally circumscribed and officially registered communal area with exclusive but partial rights to utilize and manage wildlife” (Ogbaharya, 2006, p. 5). There is insufficient awareness among conservancies regarding conservancy activities and tourism activities. In this regard, Mosimane and Silva have noted that “the expectations of conservancy members are largely based on speculation about what they should receive stemming from unclear guidelines regarding realistically deliverable benefits” (2015, p 99). Consequently, “the lack of capacity within community groups to engage in decision making over tourism development is a major stumbling block in shaping a form of tourism that can deliver greater benefits to the rural and other marginalized communities” (Cooper, 2004, p.19).

This lack of capacity within community groups, identified above, is attributed to a number of factors that have been identified concerning the successful development and management of conservancies. In this regard, it is noted that: “Conservancy committees rarely have access to internal business experience or advice, literacy levels are often low, and there is an absence of entrepreneurial skills. Rural communities are also at risk of being exploited by some operators, this due to their limited capacity to understand tourism and their need of an instant income” (Asheeke, 2007, p.20). Community Based Natural Resource Management (CBNRM) could, under the right conditions, enhance efficiency and sustainability of local management of natural resources better than more centralized, top-down approaches (Silva and Mosimane, 2012). Thus, the right collaborative conditions with improved awareness and knowledge levels among community members and committee members may contribute to a more effective and sustainable approach to conservancy management, therefore the study will focus on the impact of awareness initiatives on the management of conservancies and community participation in Namibia.

1.2 Objectives of the Study

- To identify the tourism awareness initiatives undertaken among the conservancy over the past 5 years.
- To determine the impact of different awareness initiatives on management of the conservancy and livelihood which will be measured through the strategies implemented by management to achieve goals compared to the goals achieved over the past 5 years.
- To identify and examine factors influencing conservancy awareness among the local communities in the study area.

1.3 Significance of the Study

The study is envisaged to enlighten the participating and regulatory parties regarding the level of tourism awareness among conservancy communities and the feasibility of awareness initiatives taken in the past. This research will make recommendations concerning the importance of knowledge management and tourism awareness for the success of a conservancy, from both community and managerial perspectives.

1.4 Limitations

Illiteracy among the community members was a challenge as some respondents could not completely understand the questions and declined to answer some. The language barrier also posed a problem for the researcher. The respondents could understand only Afrikaans or Damara which made it difficult for the researcher to conduct interviews. The researcher found a translator who could explain the questions to the respondents in simpler terms which assisted them in answering the questions effectively. Respondent willingness was a limitation during the data collection process, especially among the women. The women mostly denied participating in the research study. Therefore, the researcher gathered groups of 4 or 5 to simultaneously answer the survey questions, which encouraged discussions and made female respondents more comfortable to participate. The lack of availability of some of the conservancy committee members for interviews deterred the researcher from acquiring targeted data. The researcher had to gather as many committee members as possible to answer the questions in a group setting to avoid losing their availability to participate. The committee members who could not be interviewed were somewhat compensated by the availability of the Tsiseb conservancy secretariat who possessed a great deal of information about both the conservancy and the committee members.

CHAPTER 2

Literature Review

This chapter outlines the major theoretical issues as it relates to conservancies. Central to the aims of this chapter is the conceptualization of important concepts. It also looks at the recent literature which focusses on conservancy management. Awareness can be conceptualized in terms of a person's understanding of a particular situation or concept which allows such a person to be alert and aware of the circumstances surrounding him or her. Reinhardt *et al* (2002, p. 17), have defined awareness as "an understanding of the activities of others, which provides context for your own activity." Simply put and in this context, tourism awareness can be defined as a state of understanding with regard to the activities of tourists and conservancies surrounding an individual or community which provides them with some context about activities that may affect them directly or indirectly.

Conservancies have been created with the general idea of protecting the natural resources present on a certain area of land. The National Association of Conservancies of South Africa (2003) defined conservancies as a registered, voluntary association between land users and land owners who co-operatively wish to manage their natural resources in an environmentally friendly manner without necessarily changing the land use of their properties (<http://www.nacsa.org.za>). Conservancies in Namibia are formed to sustainably utilize the natural resources of an area with a certain amount of efforts projected towards developing the livelihoods of the local residents, without jeopardizing the future opportunities the land may provide. "The most important reason for the inclusion of local inhabitants in tourism is equity, taking into consideration the conservation of the area through ecotourism development which inevitably entails restrictions in the traditional usage of local resources by the residents" (Manu and Kuuder, 2012, p. 99).

Moreover, community involvement in tourism is also essential for the legitimacy of the initiative (Walker et al, 2002). Tourism activities form part of a strategy that can be viewed to help preserve the natural environments and generate income for participants in the communities with conservancies.

2.1 Tourism and Conservancy approaches in Namibia

Tourism is an industry that has grown considerably in Namibia over the last two decades. The growth has been partly due to the highly lucrative private tourism sector as well as the strategies of rural development through tourism enterprises. In the private tourism sector, for instance, Namibia's tourist hunting industry generates revenue mainly to owners of private land where much of the country's wildlife is found. Barnett and Patterson (2006) have noted that the value of tourist hunting on private land is about seventeen times that of the value of hunting carried out on state land. They noted that private land generates approximately US\$ 18 000 per annum, as opposed to state and communal land tenure categories which only generates approximately US \$ 4 000. Moreover, they point out that hunting revenues have risen from NAD 19.6 million in 1992 to NAD 80 million in 2000. Moreover, a recent study pointed out that the revenue of conservancies in Namibia has risen from less than N\$ 1 million in 1998 to N\$ 56.6 million in 2013 (NACOSA, 2013). These figures suggest the potential for community-based tourism to contribute to rural poverty alleviation and to contribute to state revenue.

According to Ashley (2000, p. 8), there are four conventional perspectives to tourism in Namibia which consist of:

- i. Economist's perspectives generally see tourism as a route to macro-economic growth, and particularly a means of generating foreign exchange.

- ii. Private sector perspectives, considers tourism as a commercial activity, so the main concerns are product development, competitiveness and commercial returns.
- iii. Conservationist's perspectives see tourism as a form of sustainable use of wild resources, and hence a way to enhance incentives for conservation.
- iv. Rural people, and the development NGO's consider tourism as one component of rural development.

These four perspectives are all common in Namibia and all encompass tourism either as a strategy to benefit economically from, a strategy to preserve the natural environment, or a strategy to develop or improve the standard of living of rural Namibians. Egbali *et al* (2010, p. 67) have emphasized the positive effects of tourism which are “production of income, occupation and new economic resource for local people, assist to reduce on social unbalanced powers, providing job opportunities for maintaining regional population and coefficient of high multiplicity, reviving local culture, enhancing of national dignity and self-confidence, preserving natural and cultural resources.” The perspectives among rural communities should include a positive outlook regarding the possible effects of tourism.

Rural communities in Namibia have limited options for income-generation due to lack of opportunities availed to them in remote locations, thus their livelihood strategies are of utmost importance. Ashley has noted that: “Since 1995 community involvement in tourism has been an explicit government strategy, promoted by a range of governmental and non-governmental actors” (1998, p. 323). Tourism developments, such as communal conservancies, provide communities with a wider variety of options to better their livelihoods through involving them within the decision making processes. According to Wirbelauer *et al*, (2007, p.11) “The Community Based Natural Resources Management (CBNRM) Programme in Namibia emerged

from new approaches in conservation that take into account people's livelihood and needs, the knowledge people have about the environment and involves people in decision making". The knowledge people possess concerning environmental resources is an important aspect because awareness of resources lead to awareness regarding the economically beneficial use of those resources. Conservancy management, through CBNRM guidance, has been greatly concerned with conserving the environment and its resources while providing opportunities to the rural communities. "Rural Development is an instrument which requires an integrated approach regarding economic, ecological, cultural and social way. Rural tourism is considered one of the most important instruments of Rural Development and an encouragement for environmental conservation" (Kiper and Ozdemir, 2012, p. 132). Thus, the knowledge and awareness gained through tourism awareness initiatives, added to their local knowledge of the environment, may produce favorable conditions for successful participation and opportunities for income generation as well as conservation of natural resources. Caroline Ashley has emphasized that "From the development perspective, tourism is seen as one of the few industries suitable to the remote areas of the country" (Ashley, 1998, p. 324). The creation of employment in remote rural areas where few job opportunities exist is one of the goals among some conservancies such as Tsiseb conservancy.

Conservancies such as Tsiseb conservancy are both pro-poor and pro-wildlife. Tsiseb conservancy is located in the Erongo region with a management committee of nine men and nine women, and an executive committee of six people. There are two technical assistants, ten game guards, a manager, an office clerk and a cleaner employed at the conservancy. The various enterprises on the conservancy consist of joint venture trophy hunting, joint venture lodge, Daureb Craft Center, coffee shop, Internet café, Daureb Mountain Guides and own use hunting

in conservancy. “The Tsiseb Conservancy Management Committee (TCMC), in collaboration with the traditional authority and the community, are partners in the management of the conservancy” (Wirbelauer et al, 2007, p.13). The people involved in the management of the conservancy are local members of the community, who were empowered and allowed to make decision in the best interest of their environment and their community. This approach emphasizes the importance of constant or regular tourism and environmental awareness initiatives that would allow adequate decision making and conservancy management. Optimal decisions can only be made with access to an abundance of the relevant information, both for the community members and for the management committee.

The management committee and community members of a communal conservancy should fully be aware of and understand the accepted definition of “communal conservancy.” Ogbaharya has described a communal conservancy as “a legally circumscribed and officially registered communal area with exclusive but partial rights to utilize and manage wildlife. Registered conservancies may not fully own wildlife but they can possess significant usufruct rights that entitle them to benefit from wild-life related enterprises such as tourism and game hunting” (2006, p. 5).

According to Wirbelauer, (2007, p.11), the regulatory legislation requires conservancies to possess four components to be registered and deemed valid:

1. Defined membership.
2. A representative management committee.
3. A legally recognized constitution that makes provision for the development of a wildlife management plan and an equitable benefit distribution plan.

4. Defined boundaries.

Tsiseb conservancy has been registered since January 2001 meeting all the required validation components. “Tsiseb Conservancy, like other parts of Kunene and Erongo regions, is rich in various mineral deposits that might be of low value for commercial mining, but are an important source of income to local residents” (Wirbelauer, 2007, p.13). The regulatory legislation outlines the requirements for validation and the policy stipulates community rights regarding mineral extraction. It is therefore, crucial to implement tourism awareness and environmental awareness initiatives which will create conditions for successful conservancy management especially with the possibility of mineral extraction on the conservancy land. Mining activities will affect the biodiversity on the land and in turn affect the tourism activities, which means the knowledge that local people possess regarding environmental protection and tourism may allow for better conservation.

2.2 Tourism and Conservation Awareness and Perceptions

Tourism awareness may not only refer to knowing tourism in general, but also refers to skill sets, knowledge, and competency for the purpose of interaction, transactions and contributions to the tourism industry. According to Asheeke (2007, p.13), Tourism in Namibia is often regarded by the rural communities as:

1. Something that is for “white” foreigners.
2. Only benefits other “whites”.
3. Ignores the cultural and traditional tourism potential of Namibia.

The perception that rural communities have regarding tourism is not ideal for them to feel confident to participate in the tourism industry. Therefore, the various tourism awareness initiatives are imperative in changing the opinion among rural communities. As Ashley has noted, “Communities need more information, skills and rights over land and wildlife to engage equally with tourists and private operators” (1995, p.1).

There are a number of methods that may generate tourism and environmental awareness among conservancy communities. According to Asheeke (2007, p.20), conservancies may change the perception of tourism among communities through, “Constant dialogue between the community (and their traditional and elected leaders) and the private sector investor.” In the case of joint ventures such as that of Tsiseb Conservancy, increased and regular communications between the private investor and the community may generate an enhanced level of awareness with respect to the tourism operations, the community benefits, environmental conservation implications on local livelihood strategies, and income generation opportunities. According to Ashley (1998, p. 326), a joint venture lodge can be described as “A private investor builds and operates the lodge but in a contractual relationship with the community, which makes a recognized contribution to the enterprise in return for a share of the financial and other benefits.”

Adequate financial and other benefits can be spread among conservancy communities and committees only upon the realization of the full potential for income generation which may be gained through training, skills development, and awareness initiatives. Asheeke asserts that: “A range of exposure, training, and skill development could develop conservancy business expertise and mentality” (2007, p.20). One of the functions of Namibia Tourism Board and the Namibia Association of CBNRM Support Organisations (NACSO) is to promote and facilitate the training of persons engaged or to be engaged in the tourism industry to ensure that they are adequately

trained and competent to provide services pertaining to that industry. Training and awareness programmes implemented, such as those offered by NATH, Fetac, NACSO and NTA focus on the development of tourism related skills and competencies as well as the awareness concerning the importance of tourism to Namibia.

Community based conservancies have specific goals in terms of providing opportunities for rural, under-privileged Namibians, but communities cannot be freely given opportunities without understanding the purpose of conservancy initiatives and understanding the importance of tourism activities. “Communities must first understand fully the programme and its benefits and obligations” (Asheeke, 2007, p.20). Tourism and conservation development through awareness and training programmes can have some positive effects on the rural communities. The empowerment of rural residents through awareness creation can impact the community in different ways. According to Manu and Kuuder, (2012) the concept of empowerment can be divided into four different categories: economic, psychological, social and political. “In terms of economic, tourism and conservation generates long-term benefits that are distributed equitably within the host communities and can be used for the constant improvement of the community’s infrastructure. Moreover, tourism and conservation can contribute to the psychological empowerment of the local people by enhancing their sense of self-esteem and by cultivating pride for their cultural and natural heritage. In addition, tourism and conservation initiatives may strengthen social bonds within the community by promoting cooperation among its members. Finally, ecotourism brings about political empowerment, since it creates a forum for the expression of peoples’ voices concerning issues of local development” (Manu and Kuuder, 2012, p.100).

The obligations and benefits of conservancies are largely related to the protection of the environment and the community members should be aware of their obligations in terms of environment and natural resource protection. “Conservation projects are seldom successful without the involvement of local people, especially where the native population has been a strong force in the depletion of the resources. Local people can also be an invaluable source of information in identifying threats. The continued success of conservation measures is often ensured when the rural population shares its benefits, be they social, environmental or economic. Tourism, for instance, can be a viable economic alternative for local people and a sustainable way of protecting natural resources” (Vieitas et al, 1999, p. 127). This assertion highlights the importance of regular or constant communication and awareness programmes between conservancy management and the community.

2.3 NACSO Vision

CBNRM has adopted an overall vision which is intended to guide conservancies and give them a direction which they could strive to work towards. According to NACSO strategic plan for conservancies, the vision of CBNRM is:

According to Jones et al, (2001, p.2), the NACSO vision statement is, “A Namibian CBNRM programme which empowers present and future generations to manage integrated wildlife and other natural resources as a recognized and valued rural development option.” The vision statement strategic plan provides conservancies with a valid direction which they can strive to achieve and the tools which they can use to achieve certain objectives. The strategic plan also provides measurable indicators which can be used to identify the progress made by conservancies.

The idea behind communal conservancies is to empower present generations so they can benefit from their environments without jeopardizing future opportunities. This concept can be interpreted from different perspectives. The first perspective would be to allow a number of people within the community to make decisions concerning the activities and development of the conservancy, which empowers them. The second perspective would be to empower community members through training and awareness initiatives which will allow them to effectively and efficiently make decisions over the conservancy activities. This approach of empowering communities through the development of knowledge and awareness will generate a solid foundation before decisions over the conservancies are made.

The NACSO vision aims to, “Promote, support and further the development of community based approaches to the wise and sustainable management of natural resources, thereby striving to advance rural development and livelihoods, to promote biodiversity conservation and to empower communities through capacity building and good governance, to determine their own long term destinies” (Jones et al, 2001, p.5). This vision is supported by a number of objectives intended to guide supporting agencies as well as conservancies towards a developed and sustainable community conservancy program.

2.4 NACSO Strategic Objectives for Conservancies and Community Forests

The objectives developed by NACSO officials supporting the vision and guiding conservancies have been established. These objectives are intended to address numerous challenges within conservancies and generate a foundation for continuous action toward a self-sustaining communal conservancy program. Jones et al (2001, p. 4) has outlined five strategic objectives:

- i. Develop conservancy and community forest capacity to manage natural, human and financial resources effectively.
- ii. Promote sustainable and integrated natural resource management by conservancies and community forests.
- iii. Increase income and benefits to conservancies and community forests management committees and community members.
- iv. Increase the level of political support for the conservancy wildlife and tourism/community forest sector.
- v. Strengthen and develop NACSO to enable it to implement its strategic plan.

These objectives emphasize capacity building among conservancy and communal forest management committees and community members which will enable them to effectively and efficiently develop their environment and economically benefit from the possible opportunities. Capacity building or awareness initiatives will allow both committee members and community members to recognize the potential of the natural resources designated to them and the NACSO strategies will provide them with targets which they could work towards.

The recognition of potential benefits to be derived from their environments and natural resources may ignite increased efforts to achieve objectives. Potential benefits in terms of possible small businesses among community members or employment opportunities in already established businesses can be realized through the achievement of these objectives.

Conservancies can set major objectives to focus on and strive to achieve those objectives. However, the management committee should be sure that those goals set out will positively contribute to the development of the tourism and conservation activities within a rural area.

According to Surugiu (2007, p. 69), “the major objectives and strategies should aim its focus at development, encouragement and stimulation and these three categories can be achieved through three levels:

1. *Improving living conditions*, boosting the stability of the active population.
2. *Prosperity of rural communities*, rural tourism entrepreneurs being involved in training and the provision of direct assistance in marketing of tourism services offered.
3. *Preservation of rural environments*, the protection of rural environments that could offer communities with current and future opportunities.”

The above three categories are forces that would contribute to the overall goals of developing the community tourism and conservation programmes within a rural community and reducing the level of poverty through tourism activities.

2.5 NACSO Strategies to achieve the objectives

NACSO formed the strategies with the purpose of achieving all the objectives previously mentioned. These strategies outline the actions that need to be taken, the possible outcomes of those actions, the measurable indicators which will reflect the success or failure of the actions, as well as the association or members responsible for implementation of the strategy.

These strategies developed address capacity building among conservancy community members which will enable them to actively contribute to the development of conservancies. According to Jones *et al*, (2001, p. 5), “NACSO Member organizations must deliver more structured support that includes formal training, built in follow up visits and mentoring and monitoring of training/capacity building impacts in order to identify and rectify problems.” The outcomes will reflect increased structural support, increased training and capacity building and gradual

enhancement of community capabilities. This strategy also has set targets in place which will be used as indicators for member organizations to assess the progress being made. Jones *et al* have described these indicators as, “Calendar based training and technical assistance programmes in place and implemented.” The training, skill development and awareness initiatives should be implemented on regular basis, giving conservancy community members and management committees an opportunity to always move forward, gradually developing their own capabilities and the conservancy as a functional unit.

The NACSO member organizations must identify knowledge gaps within functional units of conservancies and provide structural support to narrow those gaps. Some conservancies lack specialist support which is essential for the efficient progress and completion of some of the conservancy goals or objectives. Therefore, strategies to address these specialist knowledge gaps must be implemented. Strategies such as, “Identifying specific areas in which high quality specialist support is required, provide specialist training for existing staff, or recruit staff with the appropriate skills and expertise” (Jones *et al*, 2001, p. 7). The conservancy secretariat should assist in identifying and recording skill and knowledge gaps, which could be used by NACSO member organizations to share skills with each other and implement training programmes to help narrow organizational gaps.

One factor that is important among conservancy management is the appropriate governance and best practice guidelines which will assist in the ethical and accountable management of the conservancy. The awareness initiatives implemented should include the distribution of governance, business ethics and best practice guidelines to ensure that conservancy community members and management committees are aware of the appropriate actions that should be taken and that they can be held accountable for the inappropriate actions they may take. According to

Jones *et al*, “It is important to document and distribute governance tools/ideas/options and best practices to conservancies in a useful form” (2001, p. 9). Appropriate governance tools form part of an effective management and decision making processes of any organization, and a conservancy can greatly benefit from having an effective corporate governance process in place.

2.6 Tourism and Conservation Awareness initiatives

The development of knowledge and awareness among TCMC and community members are vital, and NACSO has established training manuals and training programmes which are intended to provide conservancy committees and community members with the necessary foundation for the successful management of conservancies and community participation in tourism. NACSO has made available certain training initiatives and included training manuals such as:

1. Tourism Enterprise and Products.
2. Objectives of Joint Venture Tourism Development.
3. Tourism Awareness.
4. Basic Business.
5. Project Management.
6. Staff Management.
7. Wildlife Management, Utilization and Tourism in Communal Areas.
8. Conservancy Management Plan Development.
9. Communal Land Reform Act 2002.
10. Distribution Planning and Benefit Sharing.
11. Policy and Legislation.
12. Stakeholder Communication and Relationship Management.

13. Management Committee Training.
14. Annual General Meetings Management.
15. Constitution Development and Revision.
16. Event Book System.
17. Game Count.
18. Game Value.
19. Human Wildlife Conflict.
20. Management Planning and Zoning.
21. Wildlife Biology and Behavior.
22. Natural Resource Management.

The NACSO training manuals and tourism awareness initiatives serve the purpose of "Developing the capacity of communal conservancies to attract investments in ecotourism and capture a greater share of the revenue generated by tourism in Namibia" (<http://www.nacsa.org.za>). Elephant – Human Relations Aid (EHRA) projects within Namibia provide training and awareness to conservancy members regarding the desert elephant and the conflicts with conservancy inhabitants. "Elephant – Human Relations Aid is a project launched in December 2001 as a result of the escalating competition for resources between the desert dwelling elephants and the human inhabitants of the northern Erongo and Kunene regions" (<http://www.desertelephant.com>). Farming on conservancy areas are customary practices for the rural communities as a livelihood strategy, and at times there are animal and human conflicts which result in damages of farming lands or equipment. EHRA awareness initiatives attempt to educate conservancy members regarding the appropriate handling of elephant and human conflicts. The prevention of conflicts and tactics to deal with elephants are part of their

awareness projects. These training projects should be part of the sustainable development strategies of conservancies to successfully integrate wildlife and human participation in conservation and tourism.

CHAPTER 3

Methodology

3.1 Research Design

This chapter focusses on the methodology that was used to conduct the research. Critically it point of departure is the research design. As noted by (Babbie and Mouton, 2001) the purpose of the research design is to provide a plan or blueprint of how a researcher conduct the planned research. In addition, it also guides the researcher in planning and implementing the study in a way that is most likely to achieve the intended goals. It also looks at the methods of data collection and most critically look at the ethical questions involved in the conduct of research. The research design took the form of a case study and included both qualitative research and quantitative research methods of data collection. These two methods were chosen to overcome the inherent limitations of each approach and to complement the strengths of each method (Hathaway, 1995; Mouton and Marias, 1990).

Hathaway (1995) identified the limitation of quantitative research as systematically overlooking critical features of human phenomena so that results are often of limited value. Such features include the definition of human action in specific settings, the human interest of the actor, and the historical context of the situation. Critics of quantitative studies concluded that these studies restrict our view of human beings because they concentrate on repetitive and predictable aspects of human behaviour (Cohen and Manion, 1996). Moreover, De Vos and Schulze (2002) have argued that a qualitative approach is normally applied because the procedures involved in this type of research are not formalized.

Qualitative research is interested in the lived experiences of individuals, groups, communities, or societies. The different views of people on a specific subject are usually sought. Qualitative research included a case study on Tsiseb Conservancy strategies and goals implemented. Qualitative data was also gathered through informal discussions with various community members regarding their opinions of or experiences with the conservancy activities and noted after discussions. Quantitative research is interested in measuring relationships between variables. In essence “Qualitative research is more useful in exploring phenomena in specific context, articulating participants’ understanding and perceptions and generating tentative concepts and theories that directly pertain to particular environments.” (Mouton and Marais, 1990, p12). This is a more statistical measure of attributes of the research. Quantitative research included questionnaires, which targeted 30 men and women from the community. Those questionnaires were administered to include employees of the conservancy.

3.2 Population

Tsiseb Conservancy is in the Daureb constituency and spans over an area of 7912 square kilometers. The conservancy has an estimated population of 2,500 inhabitants of which 950 are registered members of the conservancy. The study attempted to focus on both the officially registered members of the conservancy as well as the non-registered community members within the conservancy because communal conservancy initiatives attempt to improve the living standards of all community members who reside within the conservancy registered area, therefore the researcher assessed tourism awareness initiatives among both registered and non-registered conservancy members.

3.3 Sample

The researcher used purposive sampling and there was a search for a balance between male and female respondents which intended to provide equal chance for different types of respondents to participate in the research project. This has also allowed the researcher to gain perspectives from both gender groups. A total of 50 respondents participated in the questionnaire portion of the research study, excluding the private interviews with Tsiseb Conservancy officials. The 50 research respondents have consisted of 23 registered conservancy members and 27 non-registered community members who are residents within the conservancy area. The researcher attempted to select the following gender categories, 18 men and 17 women from the registered conservancy members and 8 men and 7 women from the non-registered community group which was dependent on their willingness to participate. The 15 registered conservancy respondents was selected among some of the conservancy employees as well as some of the community members and the non-registered respondents were randomly selected from the 2500 conservancy residents of which only 38% are registered conservancy members.

3.4 Research Procedure

The research was approached through questionnaires in an interview form for all 30 questionnaires, this in an attempt to assess the community member's capability of answering the questions and gather informal data regarding their understanding of tourism concepts. Interviewing community members based on survey questions has also facilitated an opportunity for informal discussions which has provided the researcher with additional qualitative data and it has given participants an opportunity to ask the researcher questions, where needed. The questionnaires were focused primarily among the conservancy employees and community

members. The interviews with Tsiseb Conservancy officials were scheduled depending on their availability, and during the time between the scheduled official's interviews the researcher completed questionnaire interviews among the conservancy employees. The researcher had questions prepared in advance and asked each official the questions within the prepared framework.

3.5 Data Analysis

Data analysis was done using Microsoft Excel. Each questionnaire was given an ID number and questions were coded appropriately. The data was entered into rows and columns which were named according to the data on the questionnaires. From this data, pivot tables were created which allowed data to be filtered to view different summaries, produce individual graphs and cumulative frequencies. Based on responses, the pivot table provided meaningful information regarding the various objectives such as the impact of awareness initiatives on management of the conservancy and livelihood; and identifying all the tourism awareness initiatives undertaken among the conservancy over the past 5 years. The qualitative data received from committee interviews were analyzed by the researcher through combining similar responses and making informed judgments, which was included in discussions, rather than graphically. Some of the qualitative responses were also quoted within the research paper during discussions to provide readers with better context.

3.6 Research Ethics

Privacy among research candidates is an important component of the research process. There were no questions that could lead to candidates being identified, neither residentially nor specifically. The final thesis includes no names of residents which will assist in keeping

confidentiality of respondents. The research focuses mainly on tourism awareness initiatives for developing tourism awareness and knowledge among committee and community members, therefore the potential risks toward participant's livelihoods or personal lives will be limited. The researcher also applied strict referencing techniques to avoid plagiarism.

CHAPTER 4

Presentation and Discussion of questionnaire findings

4 Results and Discussion

4.1 General Observations

Figure 1: Distribution of respondents according to gender

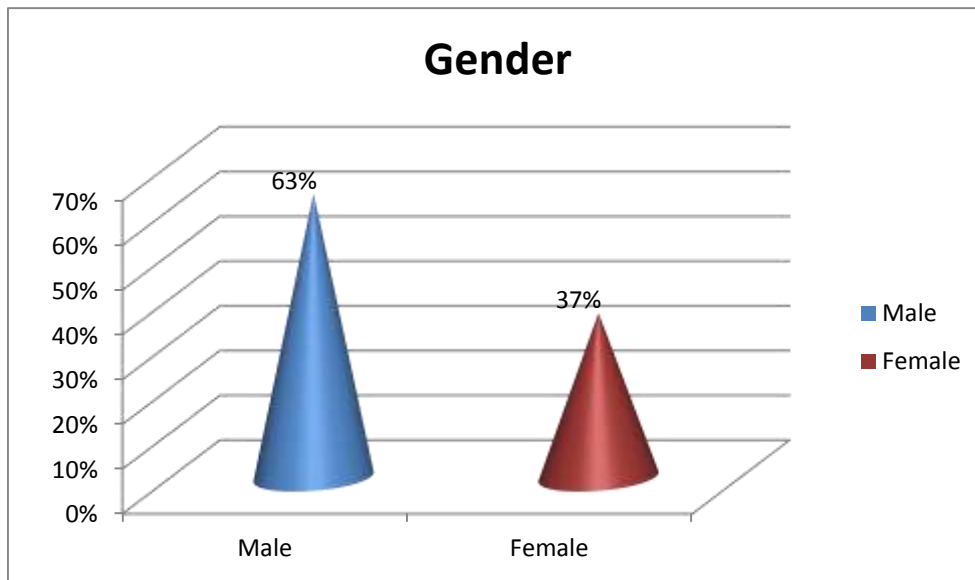


Figure 1 shows the gender variations of questionnaire respondents. The initial target was to find a 50/50 balance between male and female respondents but the female members of the community were more reluctant to participate in the study. Therefore, as shown above, the researcher could only find 37 percent of females to participate. The male members of the community were more enthusiastic to respond thus 19 of the questionnaires were completed by males. The researcher also observed that females were less willing to participate due to their fear of not being able to answer the questions or at times not being able to understand the questions. In a similar study carried out in the Caprivi and Kunene regions, it was discovered that women and young adults

were not involved in conservancy management because of both cultural practices and because of their non-involvement in wildlife management in their conservancies (Silva and Mosimane, 2012). The females in the community were also less opinionated regarding the Tsiseb conservancy activities and their experiences with the conservancy. The researcher also observed that the men were eager to share their thoughts and they were not afraid to ask questions where needed. The reason for this was not included in the study, but may be a foundation for further research in the appropriate course of study.

Figure 2: The employment status of respondents

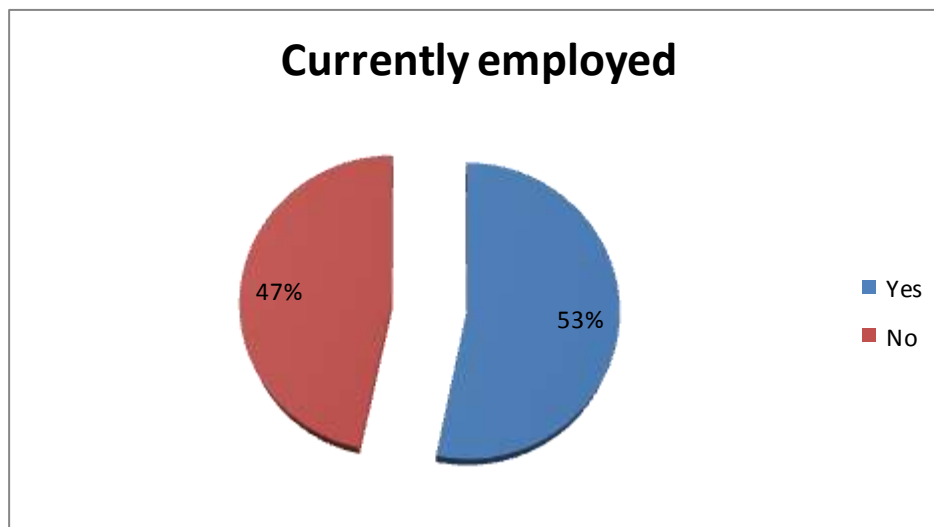


Figure 2 shows that 53 percent of respondents are currently employed, while 47 percent are unemployed which suggests there is still room for improvement regarding job creation through conservation and tourism activities in Tsiseb Conservancy. Here a caveat is revealed: this relates to the level of formal employment among households in the survey. Tourism and conservation awareness initiatives provide community members with ideas, to either participate in the conservation activities or the tourism activities in their area. Moreover, they are not provided with viable options for employment or business ideas. In these remote locations, there are limited

job opportunities and the best method to stimulate change is through awareness initiatives which provide community members with the capability of broader thinking. For instance, a study by Silva and Mosimane (2012) concluded that in the Caprivi and Kunene regions of Namibia there is a lack of awareness that conservancy residents have a legal right to enter into profit-sharing arrangements with tourism enterprises and to locally manage this revenue. They can generate their own conservancy or tourism related businesses within that area, create a reputation for themselves which they could use to gain more business with the lodges in the area. One of the aims of awareness initiatives should be to make community members realize their own potential and provide them with the knowledge and capabilities needed to gainfully or economically benefit from the income generating possibilities in their area. The most important factor is accumulating the necessary knowledge and awareness which will allow them to take accurate steps towards the betterment of their future.

Figure 3: Means of Earning Income

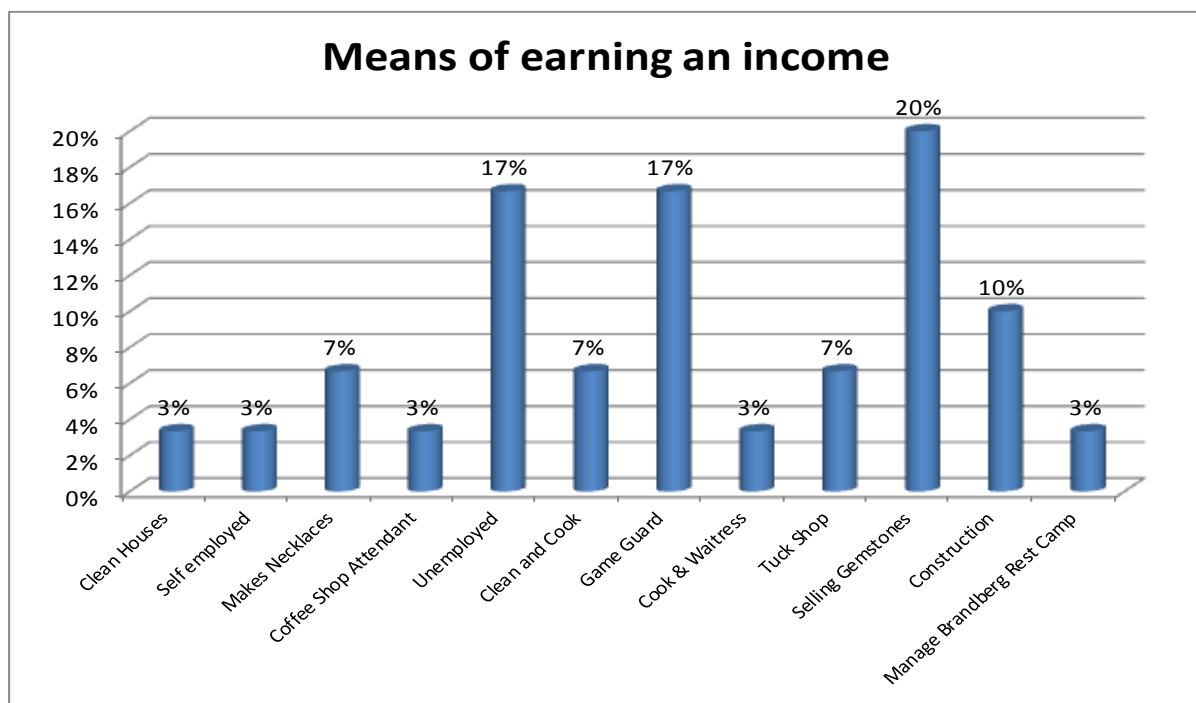
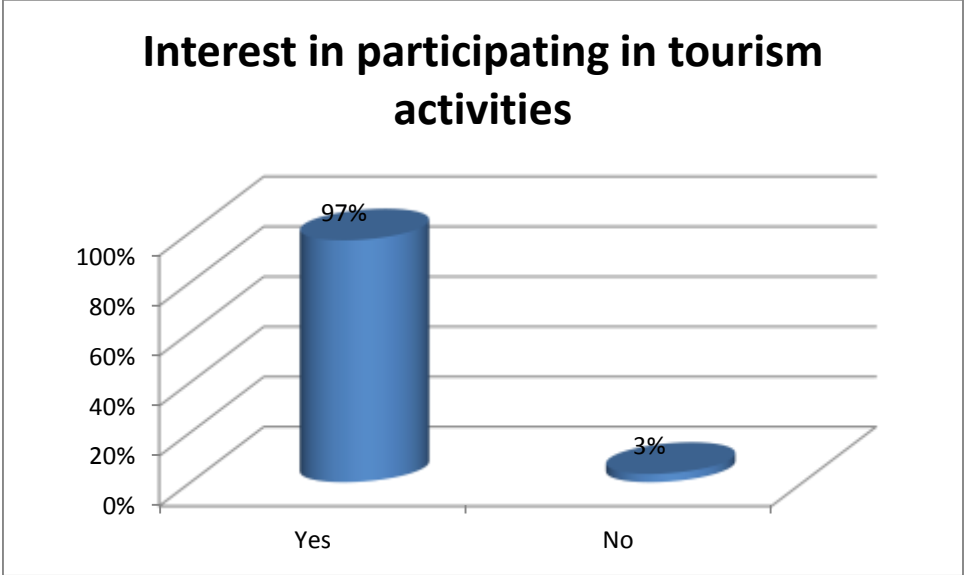


Figure 3 discloses the various methods which community members use to earn some form of an income. There are community members that lost their means of receiving an income when the mines closed, now a large number of them gather some of the gemstones left at the mine and try to sell them to the tourists that pass through the town. Figure 3 also illustrates that community members are involved in some form of a tourism related income generating business, either as a tourism service provider (cleaner and cook, cook and waitress, selling self-made necklaces to tourists, selling gemstones to tourists, coffee shop attendant), game guard, or managing an accommodation facility. The reason for this is because the majority of Tsiseb conservancy residents reverted to tourism related activities after the mines closed and use tourism as their main form of income generation.

Figure 4: Interest in participating in tourism activities



The majority of respondents are interested in participating in the tourism industry, as indicated by figure 4 above. Indeed, the overwhelming majority (97 percent) indicated an interest in participating in tourism activities. This implicitly suggests an awareness of the potential of the

tourism sector as a means of income. This suggests a need to heighten the awareness of conservancy members about the income-enhancing potential of participation in conservancy efforts. The fact that they are unemployed has made them desperate for some form of an income and they would be interested in any job that may be presented to them. Secondly, another factor that contributed to their interest in tourism is the fact that tourism is highly prevalent within the Tsiseb conservancy area and they have seen how other people have prospered through their association with tourism. The people within Tsiseb conservancy have also heard of the impacts of tourism and heard that tourism contributes towards a better standard of living which the community members would like to be involved in. This one of the factors that influenced tourism awareness among the community, as they have seen the amount of tourism activities within their area and have gradually gained awareness through the activities of others.

4.2 Tourism awareness initiatives in the study area

4.2.1 Community tourism and conservation awareness initiatives

Figure 5: Training Programs attended

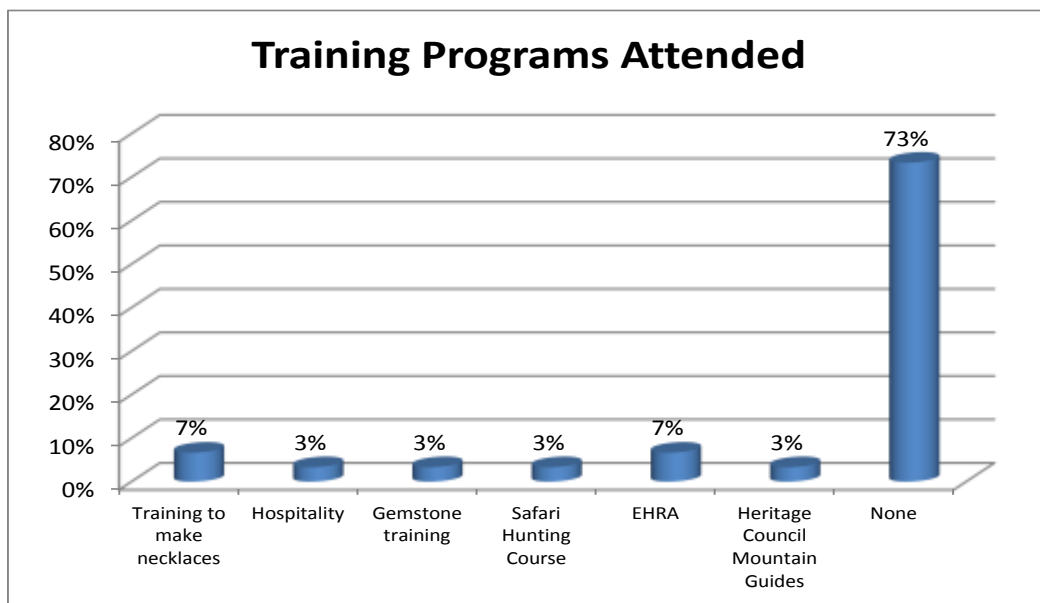
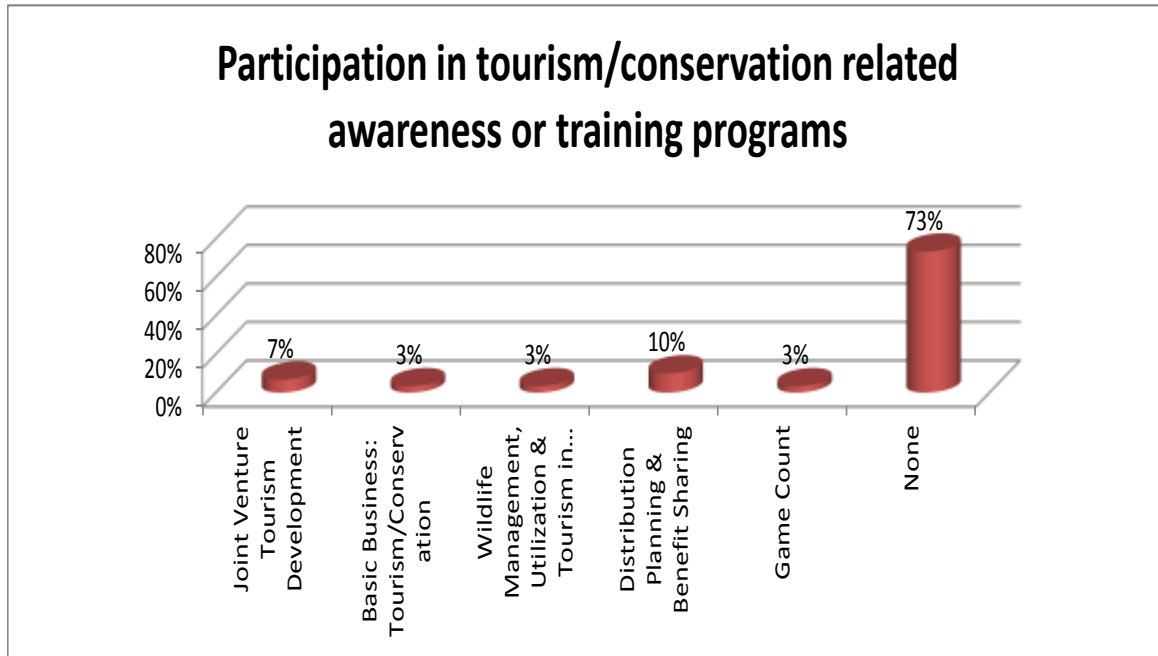


Figure 5 displays the training programmes that some of the community members participated in. As seen, the majority have not attended any tourism awareness or tourism training programmes in the last five years, which has limited them from successfully contributing and economically gaining from the tourism activities in their area. There have been a number of training programmes offered in the Tsiseb conservancy area, such as crafts and gemstone training, hospitality, safari hunting, EHRA and Heritage council mountain guides training. Figure 5 also reveals that very few people in the community have participated in tourism related training or awareness activities. The lack of training programmes offered and the lack of willingness to participate in offered training and awareness initiatives are factors that influence the conservancy and tourism awareness among the community members of Tsiseb conservancy.

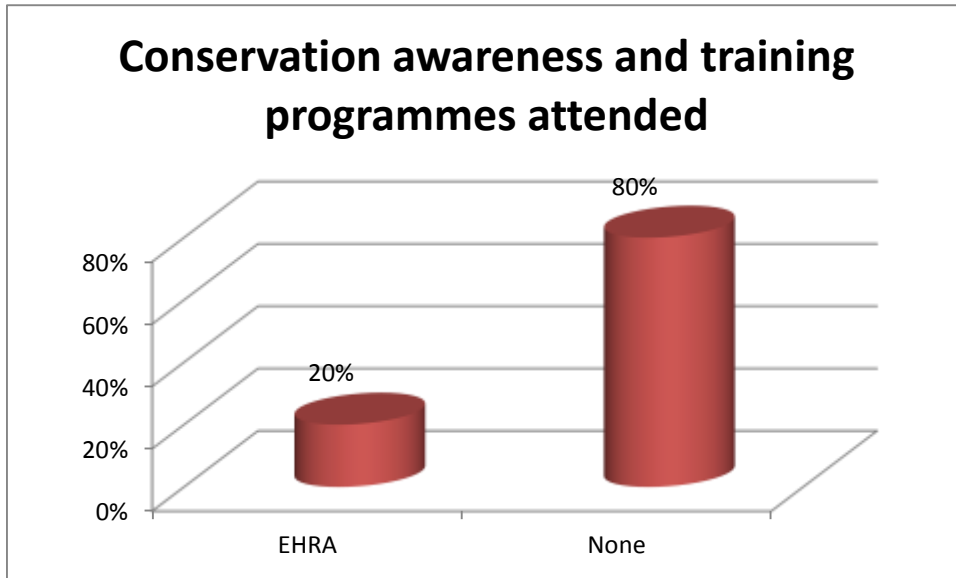
NACSO offers 73 percent of the various tourism and conservation related training and awareness programmes, as figure 6 illustrates. The purpose of these training programmes is to generate the necessary knowledge among conservancy community members and management which will allow them to successfully contribute and develop the conservancy as well as their own capabilities. Figure 5 above indicates the different NACSO training programmes that some of the community members participated in. Joint venture tourism development; Basic business; Tourism/Conservation; Wildlife management, utilization and tourism in communal areas; Distribution planning and benefit sharing; Game Count are the training programmes which have been offered to conservancy employees only. Therefore, majority of respondents never participated in any of the NACSO offered training programmes. These training programmes are not only insufficient, but also exclude members who are not registered conservancy members.

Figure 6: Participation in tourism/conservation-related awareness or training programs



Based on the responses, figure 7 below graph shows that the level of conservation awareness among the community members is low. The majority of respondents never attended any conservation awareness or training programme. The absence of awareness-raising programmes about potential benefits to be accrued suggests an acute deficit that calls for intervention. The community members who finished the EHRA programme were mostly Tsiseb conservancy employees who were offered the training because they were already employed as conservancy game guards. EHRA is a non-profit organization and no payment was required from the Tsiseb conservancy officials for the training offered. One of the responsibilities of communal tourism and conservation programmes is the development and training of local community members and it can be clearly seen that only few benefitted from the programme and others are not considered.

Figure 7: Conservation awareness and training programs attended



4.2.2 Management Tourism and Conservation Awareness Initiatives Attended

The table below shows the various training and awareness programmes that the current committee members have attended to enhance their management capabilities. There are a total of 22 different training programs and each of them is essential in terms of contributing to the committee’s ability to competently and effectively manage a conservancy.

Table 1: Conservation and Tourism Training Programmes

Tourism Enterprise and Products	NO
Joint Venture Tourism Development	NO
Objectives of Joint Venture Tourism	NO
Tourism Awareness	NO
Basic Business - Tourism or Conservation	NO
Project Management	NO
Wildlife Management, Utilization and Tourism in Communal Areas	NO
Conservancy Staff Management	YES
Conservancy Management Plan Development	NO
Communal Land Reform Act 2002	1 Member
Distribution Planning and Benefit Sharing	NO
Natural Resource Management	NO
Stakeholder and Relationship Management	NO
Management Committee Training	YES
Event Book System	NO
Game Count	NO
Game Value	NO
Game Utilization	NO
Human Wildlife Conflict	NO
Management Planning and Zoning	NO
Wildlife Biology and Behaviour	NO
Natural Resource Management	NO

The committee members have attended only 3 of the possible 22 training programmes. All committee members attended Conservancy staff management, Management committee training and only 1 member attended Communal Land Reform Act 2002. Based on this, it can be clearly stated that the mismanagement of Tsiseb conservancy has been largely due to the lack of tourism and conservation knowledge and awareness. The Tsiseb conservancy management committee simply does not have the necessary capabilities to adequately develop strategies and take the appropriate actions that may lead to the achievement of objectives. Therefore, the need for further awareness and training initiatives should be recognized and action should be taken to develop the capabilities of the management committee. There are a number of training programmes that would assist the committee with program implementation, community development plans, recognizing income generation opportunities and proper wildlife management to name a few. The need for training among the management committee is one of the crucial factors that they require to be able to add value to the activities within the Tsiseb conservancy.

The committee interviews revealed that Tsiseb conservancy management is currently amending the Benefit Distribution Policy to make it more explanatory, but none of the amendments are being made under the guidance of knowledgeable members with enhanced understanding of policy development or benefit distribution. The current committee has no awareness of these essential topics because none of them have been trained to understand the fundamentals or various concepts associated with policy development or community benefit distribution that would be valuable to both the conservancy members as well as the conservancy as a whole.

4.2.3 Factors influencing tourism and conservancy awareness

There are a number of criteria that community members should meet before being approved as conservancy members. According to Ivelda Gurisas, the Tsiseb Conservancy secretary, these criteria are:

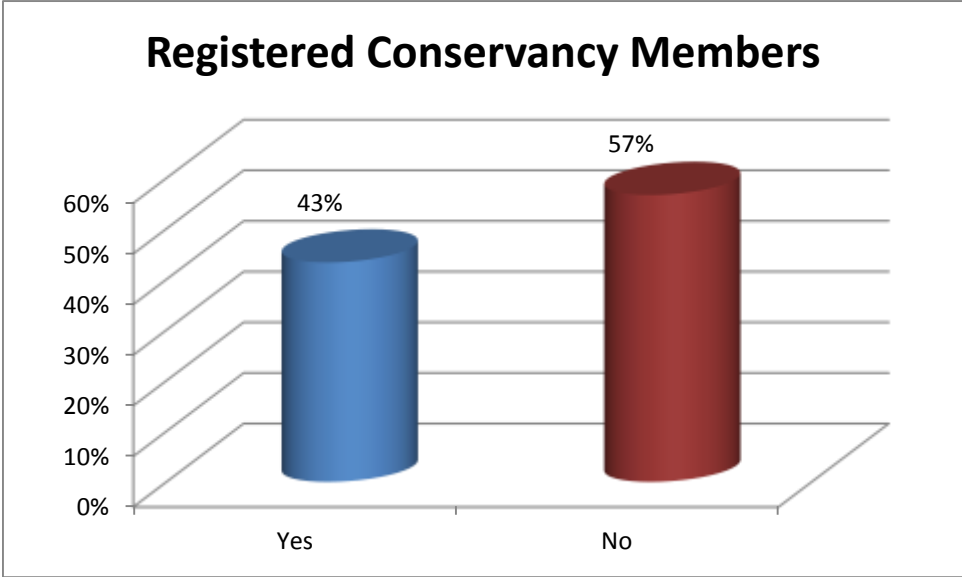
- 1) Applicants must be at least 18 years old.
- 2) Applicants must be a resident within the conservancy for at least 3 years.
- 3) Applicants must be residents approved by the traditional authority of the conservancy.
- 4) Applicants must support the conservancy objectives, obligations, constitution, and the management and utilization plan.

Figure 8 below reveals the ratio of registered conservancy members in the community to non-registered community members who live in the conservancy area who participated in the study. There were 30 respondents in total and 57 percent of those were non-registered conservancy community members and 43 percent were registered conservancy community members. The refusal to register as conservancy members may be attributed to non-economic considerations. For instance, Silva and Mosimane (2012) discovered that the lack of interest to register as conservancy members in Caprivi was a result of improvements in infrastructure or access to basic services. This has also been the case in both Tanzania and Kenya (Mohammed-Katerere et al, 2012).

Residents who are officially registered as conservancy members are more likely to get offered training programmes and employment. Therefore, a large number of non-registered community members do not take part in awareness initiatives because they are not conservancy members.

There are a number of reasons that community members provided the researcher concerning why they are not registered conservancy members. This revealed in figure 9 presented here below.

Figure 8: Distribution of community Conservancy members



According to the community members, the reasons why they are not conservancy registered members shown in the chart below, range from:

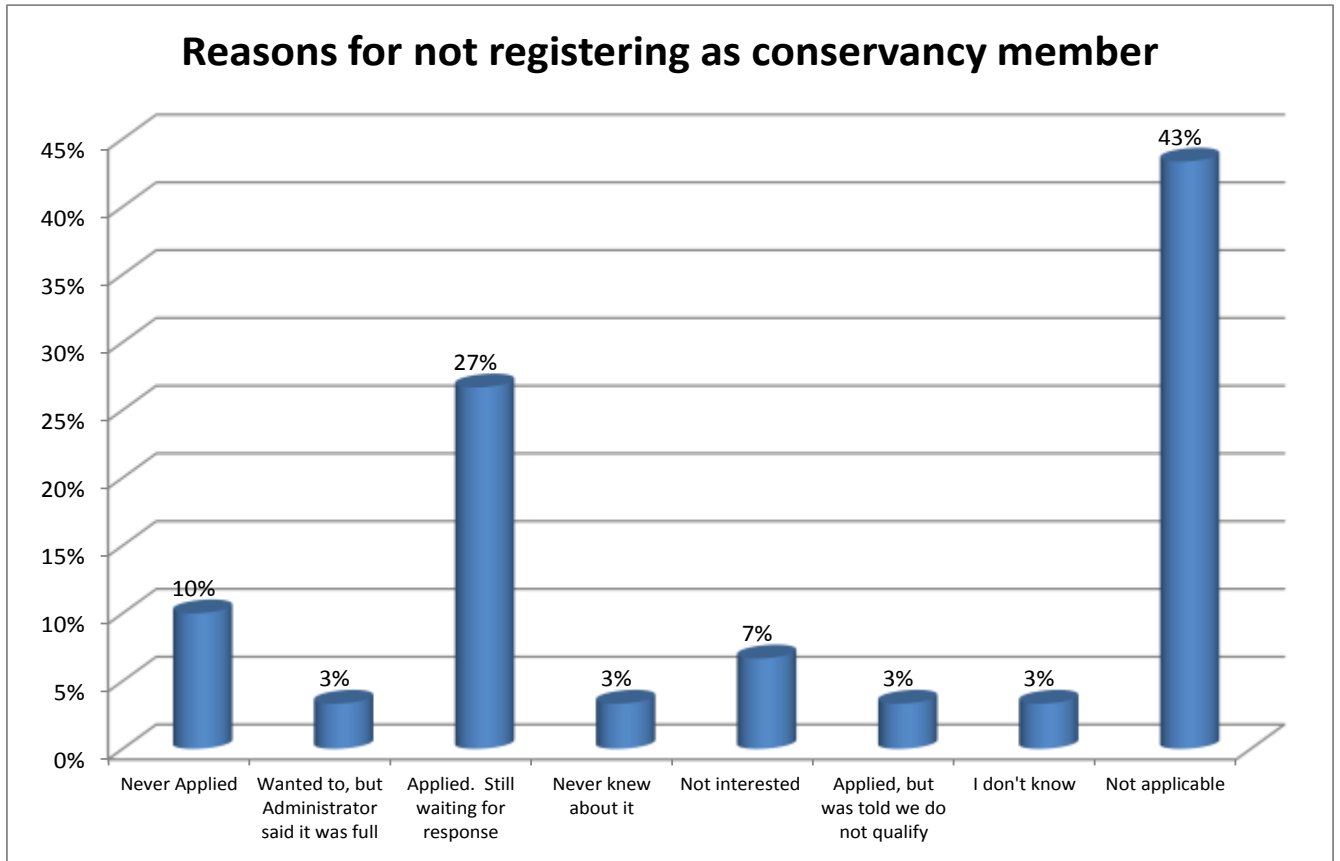
1. Never applied
2. Wanted to but administrator said it was full
3. Applied but still waiting for conservancy response
4. Never knew about it,
5. Not interested
6. Applied but was told they do not qualify
7. I don't know

It can be seen that a number of community members are not really interested in being a registered conservancy member, thus they never applied or said they are not interested. This is due to the lack of awareness regarding the conservancy benefits and the lack of benefits that have been spread among community members. The awareness regarding potential economic benefits through community association with the conservancy is one of the factors that influence community willingness and interest concerning conservancy membership. Thus, the lack of willingness to become conservancy members has influenced the level of tourism and conservation awareness.

A number of the respondents, who are conservancy employees, revealed that they applied and are waiting for the conservancy to inform them of their status and provide them with their membership certificates. These conservancy employees have applied for membership over a year ago and still have not received their formal notice concerning their membership status. This indicates that the conservancy has procedures which delay community members from becoming registered members and from officially being recognized as members who are included under the benefit distribution policy of the conservancy.

There are also community members who never knew about the possibility of becoming conservancy members which relates to the awareness levels among the community members regarding the conservancy activities and it is also a cause for the lack of interest in the conservancy and its development among community members. Figure 9 below displays the frequency of communication between conservancy representatives and community members from the perspectives of community members. This contributed to the community awareness regarding conservancy membership and the benefits associated with that.

Figure 9: Conservancy Members not registered

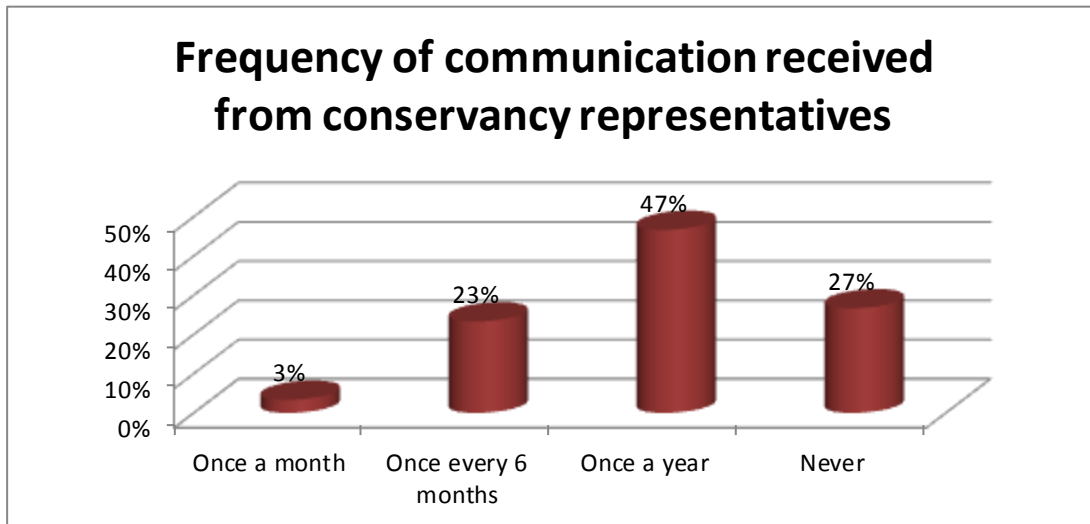


As seen in figure 10 below, the majority of respondents had knowledge about the annual general meeting held by conservancy representatives. The other respondents were misinformed about the frequency of meetings and communication between conservancy representatives and community members, which reflects upon awareness among community members about the conservancy activities. According to Tsiseb Conservancy officials, it is only at the annual general meeting where community members are informed about the activities and development of the conservancy. The annual general meetings divulge all necessary information that impact community members as well as the possible future opportunities that may be provided to community members. The awareness of these meetings and the interest in them are minimal

among the community. Part of the reason why people do not register to be conservancy members relate to a lack of awareness of the perceived benefits.

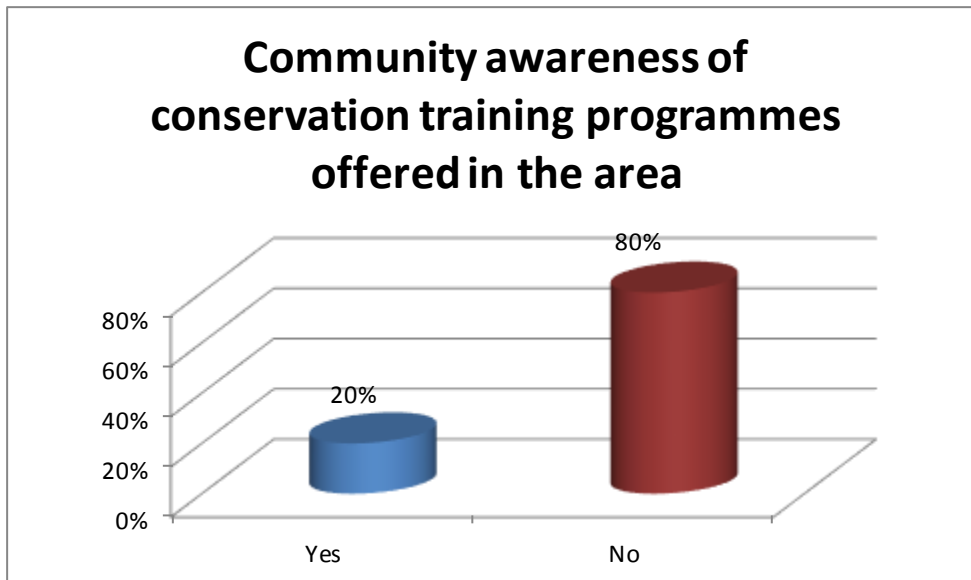
This lack of awareness and interest in meeting among community members contribute to the lack of development in the community because they are not aware of the possibilities within the conservancy or development of the conservancy if they do not attend, or are not aware of the annual general meeting. The regular communication between conservancy representatives and community members should positively influence and increase the tourism and conservation awareness levels among the residents, but there are a large number of community members who are currently unemployed. One of the benefits of the conservancy under the CBNRM programme is employment creation, which a lot of the community members have not benefited from and this has influenced their willingness to attend annual general meetings and in turn influenced the amount of tourism and conservation awareness acquired by residents.

Figure 10: Conservancy Representatives



The figure below (figure 11) also reveals one of the factors that influence conservation awareness among the community members. The majority of community members are not aware of any conservation awareness training that has been offered in their area. One of the major contributors to the livelihoods of community members in the Tsiseb conservancy area is farming. Conservation awareness is an important factor among the farming community members of Tsiseb conservancy. Farmers should understand the fundamental concepts of conservation and be aware of the impact they may have on the natural environment as well as their impacts on the free roaming wild animals. Community members should also be aware of the appropriate actions that should be taken regarding the possible and most likely interactions with the wild animals.

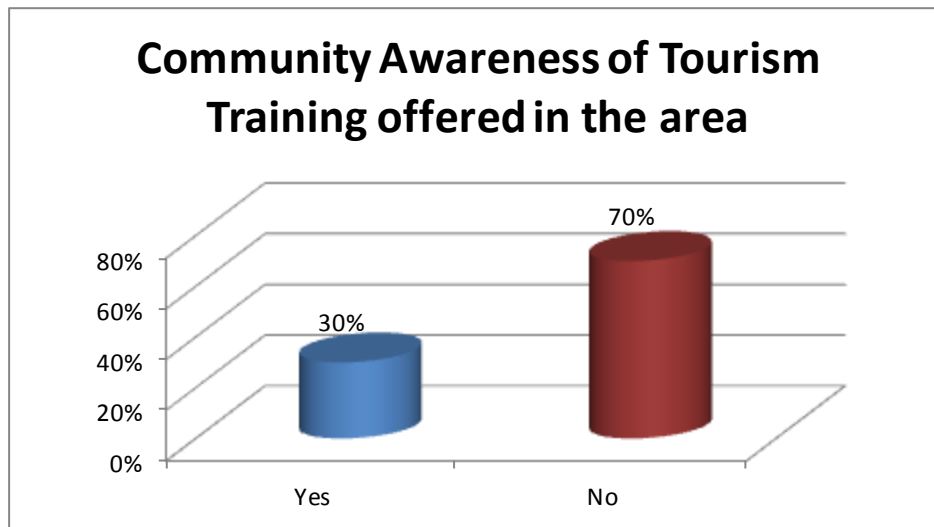
Figure 11: Community awareness of conservation training programmes offered in the area



The respondents were asked if they knew of any tourism awareness or tourism training programmes that have been offered in their area in the last 5 years. Figure 12 below represents the majority of respondents said they had no knowledge of any awareness or training programmes that have been offered. The few respondents, who knew about tourism awareness

and training programmes, were mostly community members who are already employed in the tourism industry in that area or employed at the conservancy. Community development falls under the conservancy's mandate and based on the responses, there has been limited community development through training and awareness programmes.

Figure 12: Community awareness of tourism training offered in the area



4.2.4 Level of Awareness of Tourism and Conservation

Figure 13 below reveals the level of awareness or knowledge present among the community members regarding the variety of wild animals within the Tsiseb conservancy area. Respondents were asked to rank themselves in terms of how much they knew about a certain topic. As seen in the graph above, more than half of the respondents had ranked themselves 5 and lower, which means that the awareness levels among community members regarding the wild animals within the Tsiseb conservancy area is low.

Figure 13: The Level of Awareness/Knowledge about wild animals among conservancy members

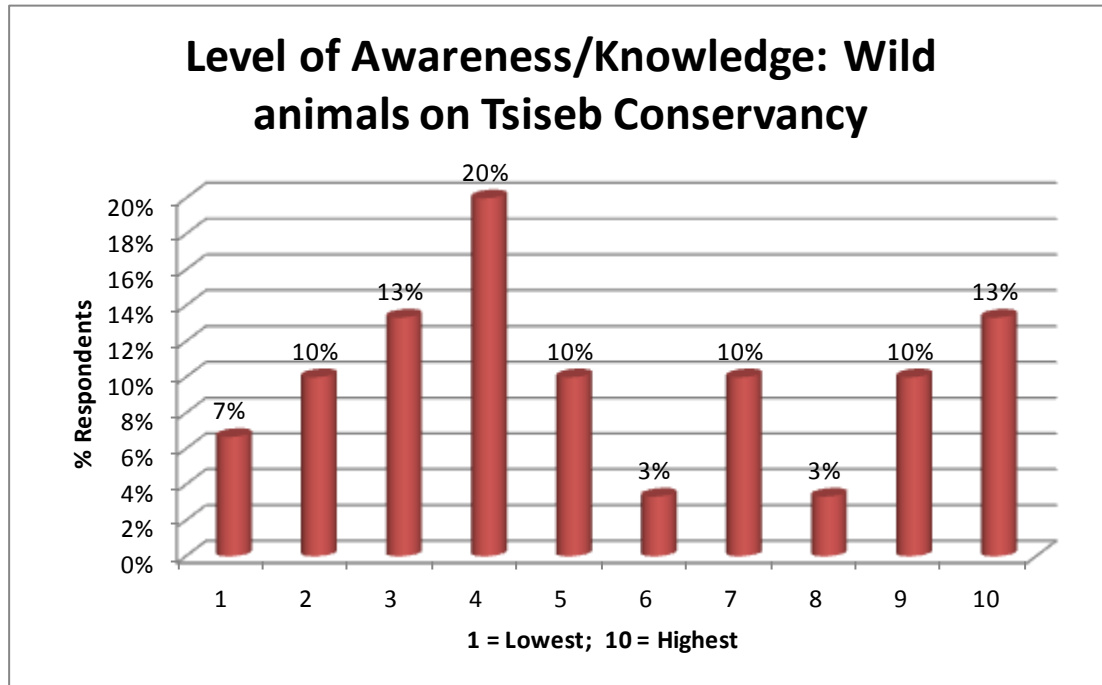
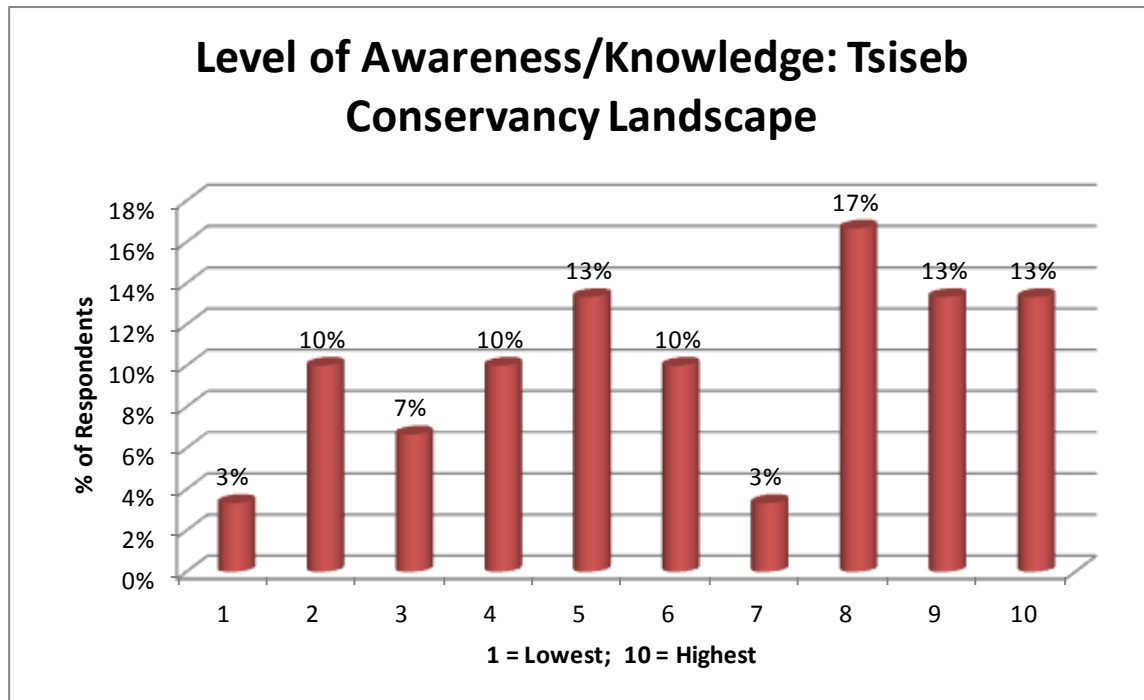


Figure 14 below reveals the level of awareness or knowledge among community members regarding the Tsiseb conservancy landscape. Here 1 refers to a high level of awareness and 10 denote a complete lack of awareness. Most of the respondents have good knowledge of the land and are aware of the various areas which are being used for farming, tourism and mining activities. During some of the informal discussions, research revealed that a number of respondents had good awareness levels about the locations of certain wild life on the Tsiseb conservancy which reflects upon the possible contribution that local knowledge possessed by community members may give to the tourism activities present in the area. The local knowledge and awareness that some local residents possess can be highly useful to the tourism and conservation activities, if the local residents are taught how to gainfully utilize their current talents or made aware of the possible income generating opportunities. The emphasis here lies

with refining and shaping local residents in such a way that they do not waste their knowledge, and this can be achieved through feasible awareness initiatives.

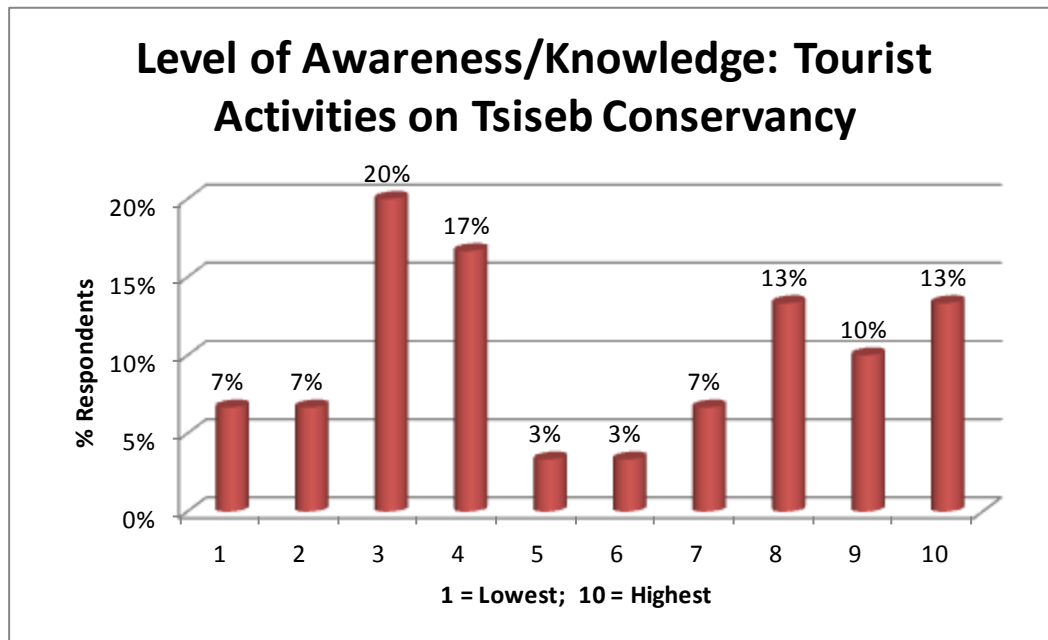
Figure 14: The Level of Awareness/Knowledge about the conservancy landscape among conservancy members



As seen in figure 15 below, the level of knowledge among community members regarding tourist activities is about average. Almost half of the respondents ranked themselves as possessing an awareness level of 5 and more. The community members mostly have an idea of the types of activities that are involved within the tourism industry and within the Tsiseb conservancy area. The figure indicates that there is already a foundation in place which could be further developed among the community members. An awareness initiative that focuses and revolves around the various activities of tourists, nationally, regionally and locally is required, which will help change the perceptions that local residents have of tourism and provide them with an enhanced

level of awareness regarding the possible opportunities surrounding them. The idea behind the awareness initiative should be to generate the necessary knowledge among participants that will allow them to recognize the tourism and conservation activities that currently affect them directly or indirectly; or recognize the future factors that may impact them either positively or negatively.

Figure 15: The Level of Awareness/Knowledge about tourist activities among conservancy members



The level of awareness and knowledge about conservation activities among the community members are low. Figure 16 below reflects upon the level of communication between the conservancy representatives and the community members previously mentioned. The conservation activities of Tsiseb conservancy are not clearly communicated with the residents within the conservancy. The respondents do not understand exactly what activities are involved with conservation of natural environments and wild life. The annual general meetings held

should have discussed the parameters under which nature conservation exists and outlined the activities for the understanding and benefit of community members. This was clearly not the case within Tsiseb conservancy annual general meetings. This, however, can also be redirected towards the amount of interest that the community members have shown concerning the various conservation activities of Tsiseb conservancy. Their lack of interest in conservancy activities have deterred them from fully understanding the concepts of conservation and the activities involved with conservation. Some of the residents ranked themselves as having above average knowledge regarding conservation activities which reflects upon the impact that awareness initiatives and training programmes had. An increase in awareness and knowledge among conservancy residents is evident.

Figure 16: The Level of Awareness/Knowledge about nature conservation activities among conservancy members

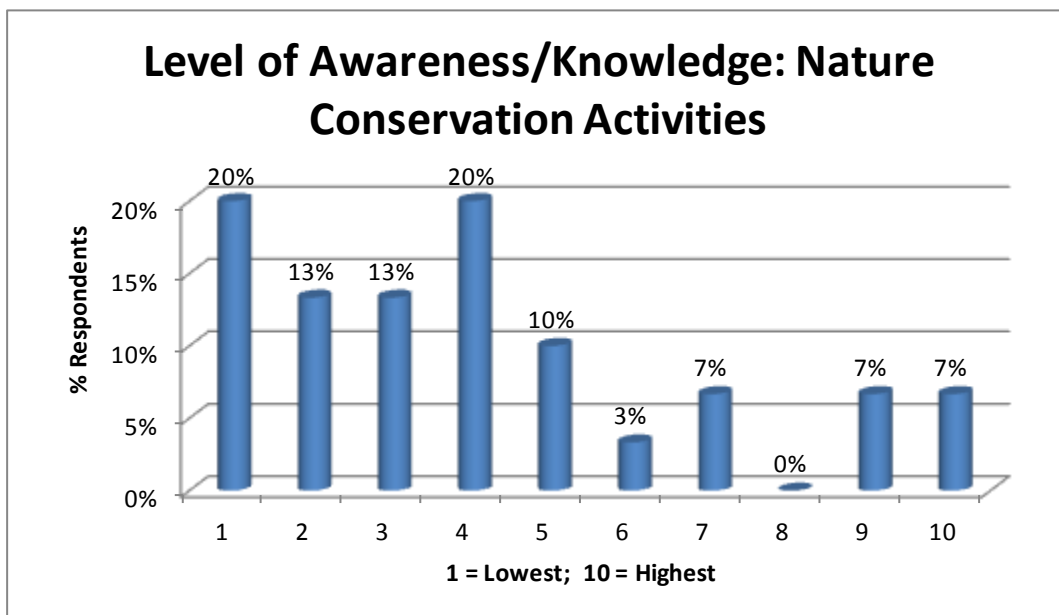
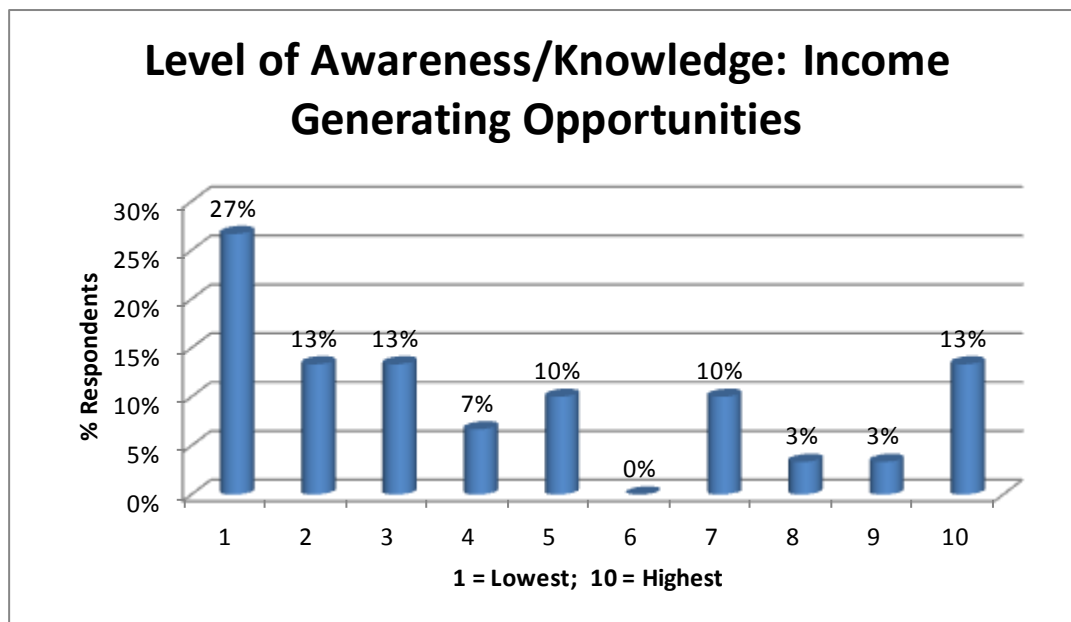


Figure 16 above reveals the level of awareness or knowledge among the community members about the possible and current income generating opportunities from tourism activities in their area. Most of the respondents have limited awareness of the income generating opportunities in Tsiseb conservancy. The idea behind communal tourism and conservation initiatives is to create more opportunities for people in remote locations which could increase their standard of living. If the community members are not aware of or do not have the knowledge of the different methods one could use to earn an income in the tourism industry then they will not attempt to increase their standard of living through participating in tourism activities. Tourism and conservation awareness initiatives can serve the purpose of educating community members regarding the various ways in which people could earn an income from tourism activities. This is an important factor for the development of community members in remote, tourism orientated locations.

Figure 17: The Level of Awareness/Knowledge about income generating opportunities among conservancy members



Most of the respondents indicated that they had limited knowledge and awareness of the numerous activities of the lodges and different Bed & Breakfast establishments in their area. The graph below shows that the level of awareness regarding the hospitality sector of the tourism industry is relatively low. This is one of the factors which is contributing to the slow and lack of development among the community members. What is needed in this context is to raise the level of awareness about the expenditure-enhancing potential of CBNRM. Their lack of awareness and knowledge of one of the major sectors in the tourism industry has deterred their development. Distance is significant because isolation from public services is viewed as a key driver of rural poverty (Christiansen, Demery and Paternostro, 2005).

Figure 18: The Level of Awareness/Knowledge about the activities of lodges in the area among conservancy members

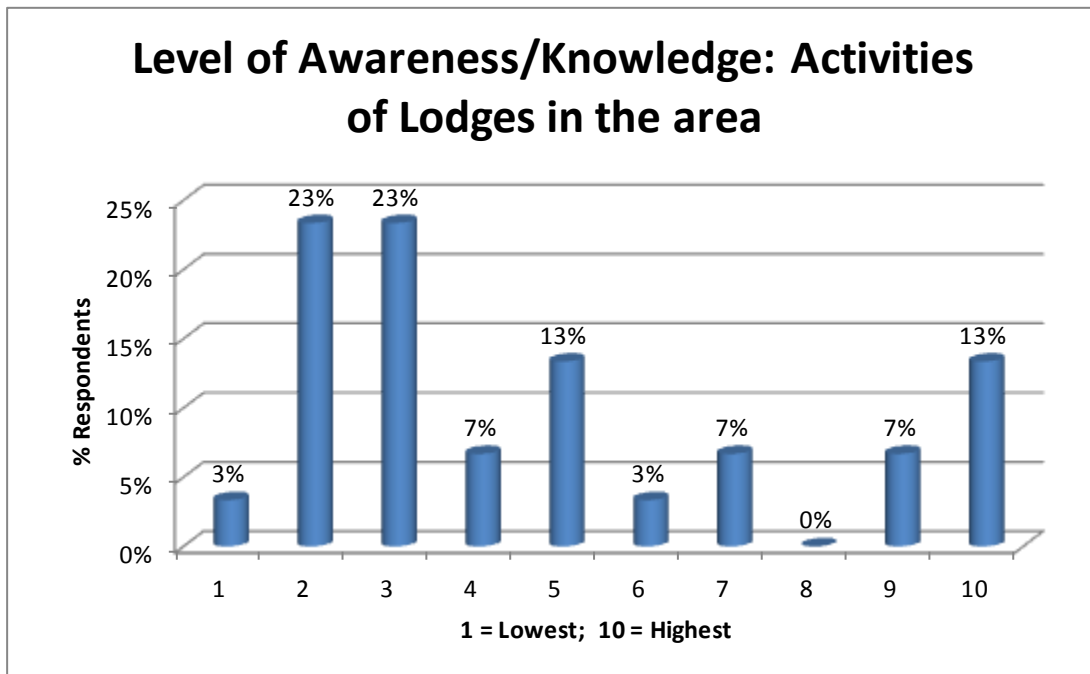
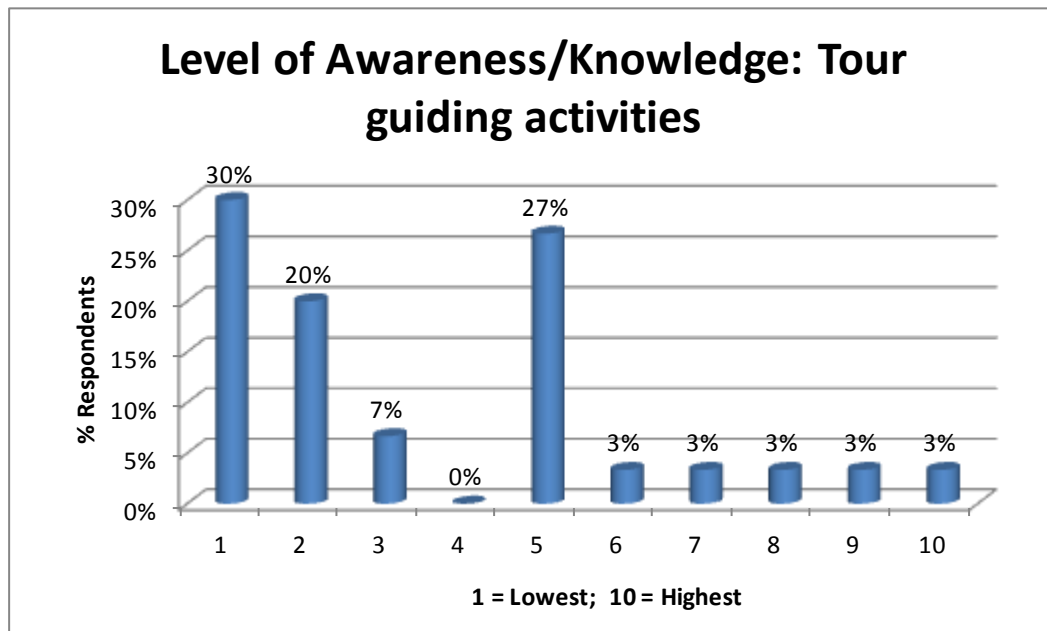


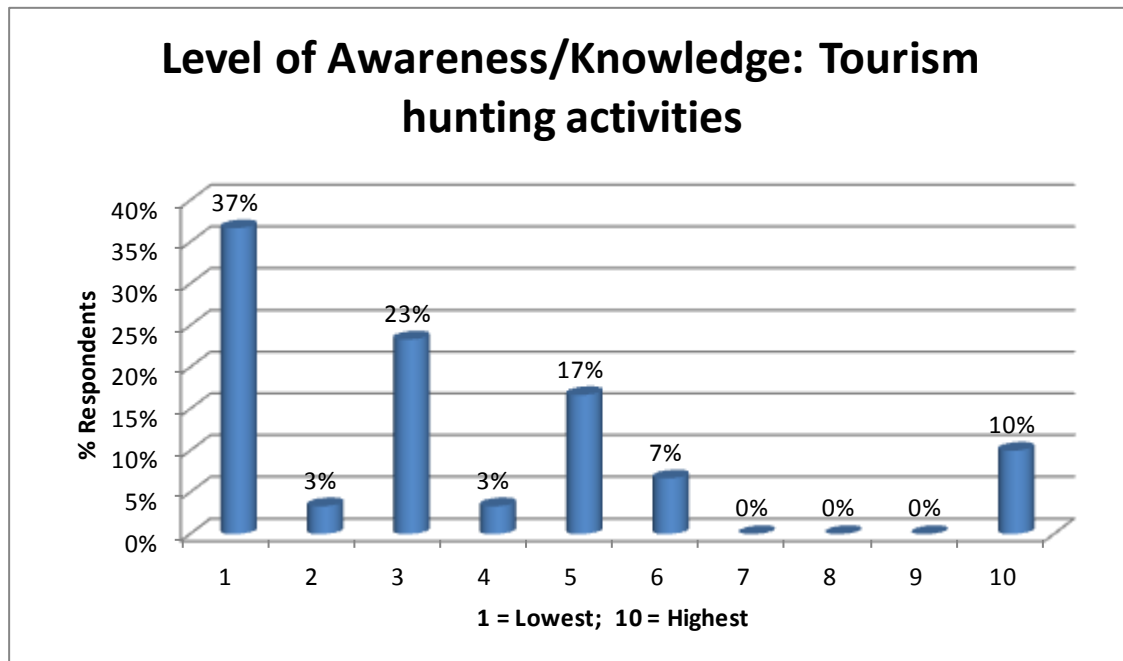
Figure 19 below shows that respondents also have limited awareness and knowledge concerning the activities of tour guides and the fundamentals of tour guiding. Tour guides provide foreign visitors with a service, a service which is an essential part of the tourism industry. Tour guides are the people who influence the perception that foreign visitors have of our country. They are the people who have the most contact with the tourists and are responsible for their well-being. Moreover, they are responsible for ensuring that the tourists have the most enjoyable experience possible and leave Namibia with only the best opinion. Community members should be aware of the responsibilities of tour guides and the means of becoming a tour guide, which may encourage them to become involved and in the process gradually bettering their own livelihood strategies.

Figure 19: The Level of Awareness/Knowledge about tour guiding activities among conservancy members



The conservancy management committee has exclusive but partial decision-making rights regarding the hunting activities on the conservancy. Figure 20 below reveals the level of awareness and knowledge the community members have about the hunting activities in Tsiseb conservancy. As seen from the below graph, community members have limited awareness on the topic and are not really informed of the hunting activities. The conservancy members have certain rights regarding the use of the wildlife on the conservancy and community members are not aware of their part in the use of wildlife. They have limited knowledge concerning the benefits they can receive from the use of wildlife and their responsibilities in terms of the conservation and protection of the natural wildlife.

Figure 20: The Level of Awareness/Knowledge about tourism hunting activities among conservancy members



The tourism industry depends on the income received from providing the needed services to the tourists that come to Namibia. The community members should have a high level of awareness

and knowledge regarding the various services that can be provided to tourists, services that could allow them to generate an income and create a decent reputation for themselves. Figure 21 below shows that more than half of the respondents have a low level of knowledge about services provided in the tourism industry. The few respondents who have some degree of awareness around tourism industry services are limited by the lack of means to do anything with their knowledge, and they also limit themselves by their lack of willingness to find suitable means.

Figure 21: The Level of Awareness/Knowledge about services in the tourism industry among conservancy members

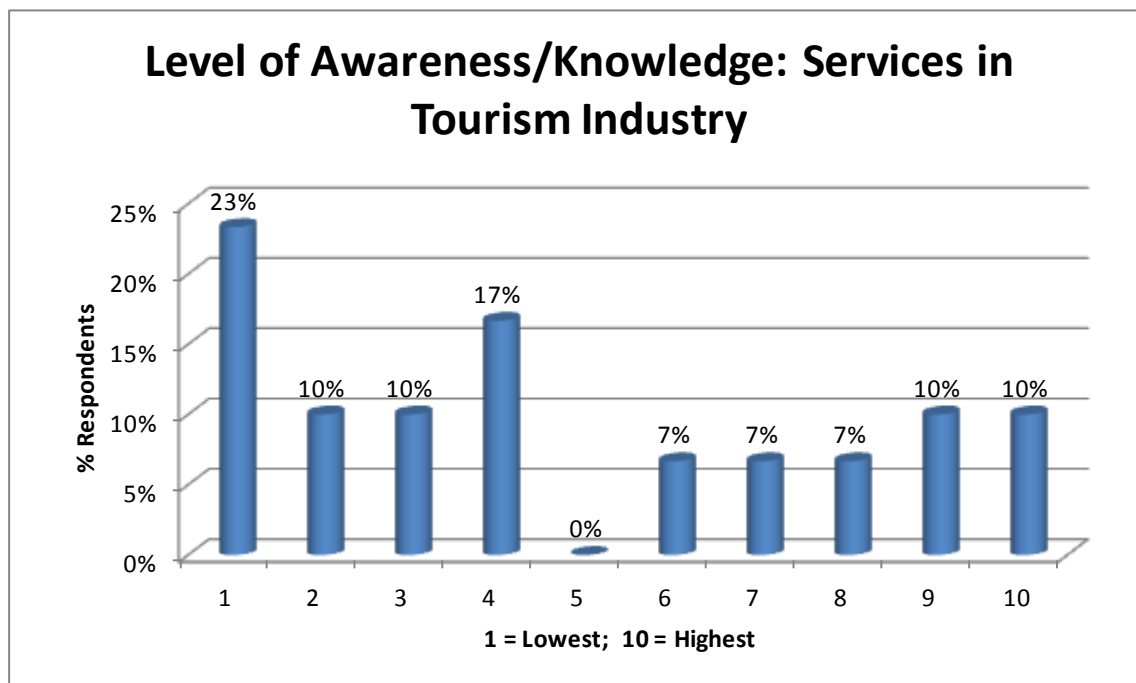


Figure 22 below shows the level of awareness and knowledge among the community members regarding the different attractions within the Tiseb conservancy area. It can be seen that the community members have a relatively good level of knowledge about the tourist attractions in their area. The local knowledge that community members have about their area puts them in a

good position to provide certain services to the tourists. However, what is lacking among the community members is increased awareness and increased knowledge about the appropriate services that are required. The combination of their local knowledge and feasible tourism awareness initiatives may put them in a suitable position to generate income and better their standard of living.

Figure 22: The Level of Awareness/Knowledge about tourist attractions within the conservancy

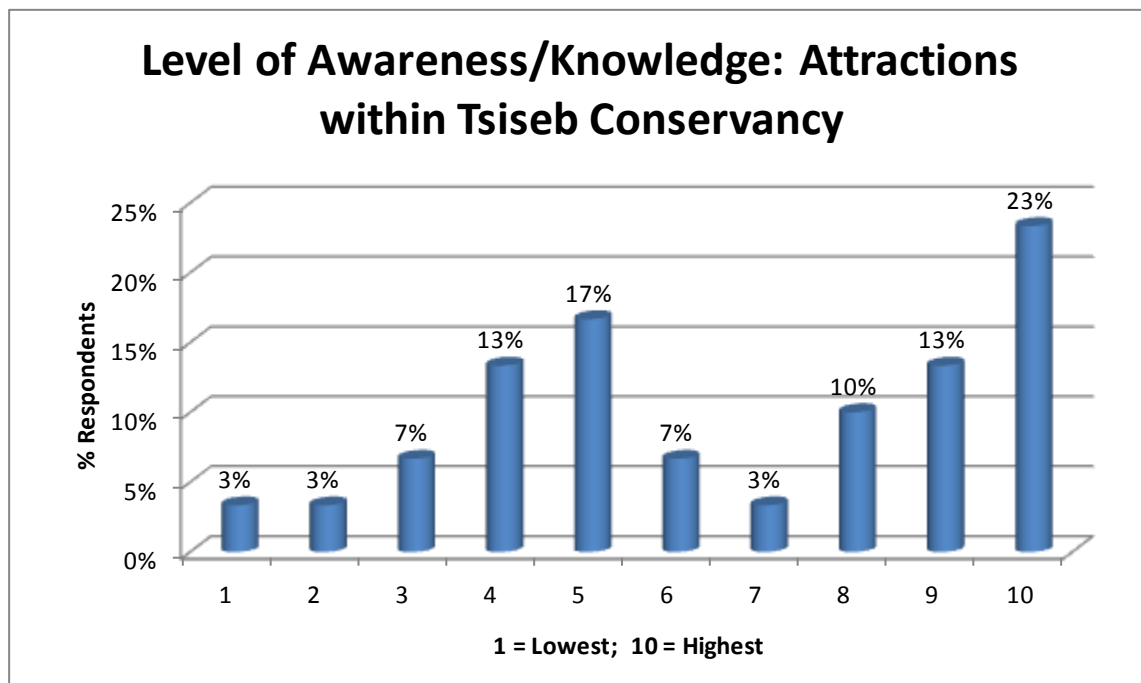
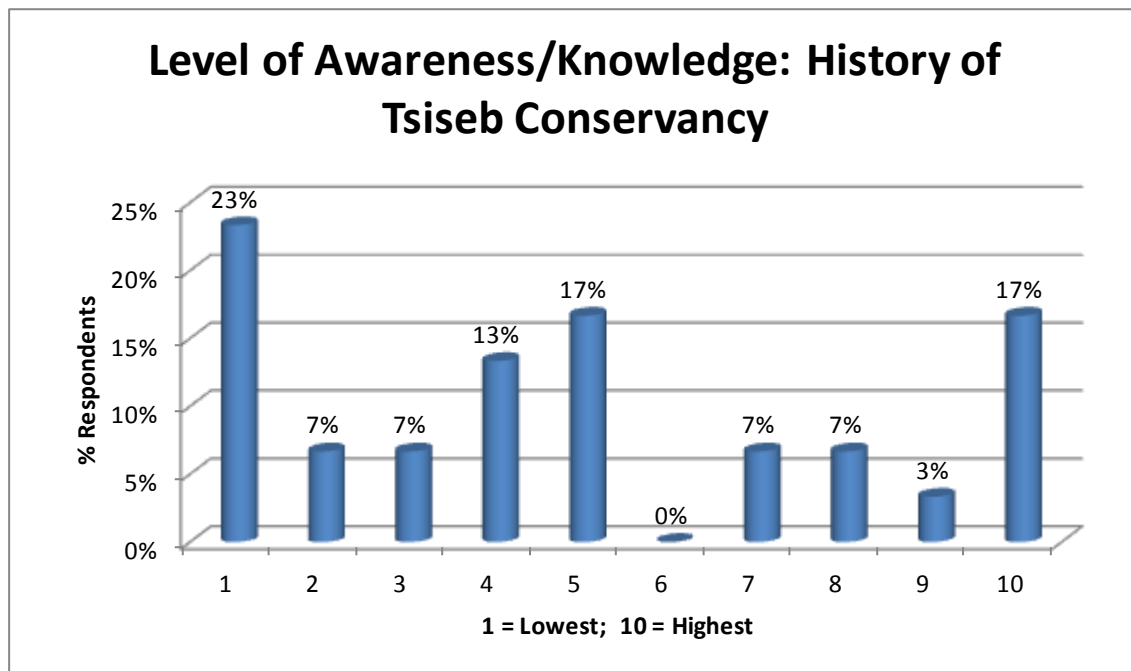


Figure 23 shows the level of awareness and knowledge about the history of Tsiseb conservancy. Despite the fact that the respondents are all residents within the Tsiseb conservancy area, their knowledge about the history of the town of Uis and the history of Tsiseb conservancy is quite limited. Through informal discussions, it was discovered, that many of the respondents are not interested in broadening their knowledge about the history of the town but they would like to

know more about the activities of the conservancy, past and present. One of the topics that are important among many tourists is the history of the places they visit. Therefore, it is important for community members to enhance their level of awareness and knowledge about the history of the place they reside in. It would allow the residents who want to participate in the tourism industry to effectively provide tourists with all the information they need and enlighten them about the Tsiseb conservancy. Tourists value information that would make their experiences more fruitful and providing them with that information from the perspective of a Tsiseb conservancy resident can be a valuable service.

Figure 23: The Level of Awareness/Knowledge about the history of the conservancy among conservancy members.



The residents within the conservancy have adopted their own livelihood strategies and certain means of earning an income. Many of the livelihood strategies include farming activities and the means of earning an income are described in figure 24. One of the crucial factors among

communities in remote locations and within tourism orientated areas is the knowledge and awareness of how the tourism activities will affect their livelihood strategies. The graph above reveals that the respondents have insufficient knowledge and awareness regarding the tourism activities that may affect their livelihood strategies and income generating strategies either positively or negatively. The more information the community members have regarding the impacts of tourism will allow them to adequately take preventative measures or take advantage of certain tourism related opportunities that may come to pass in the future. Viable tourism awareness initiatives are needed which would serve the purpose of informing the community members of tourism activities that may directly and indirectly impact them.

Figure 24: The Level of Awareness/Knowledge about the impact of tourism on livelihood strategies.

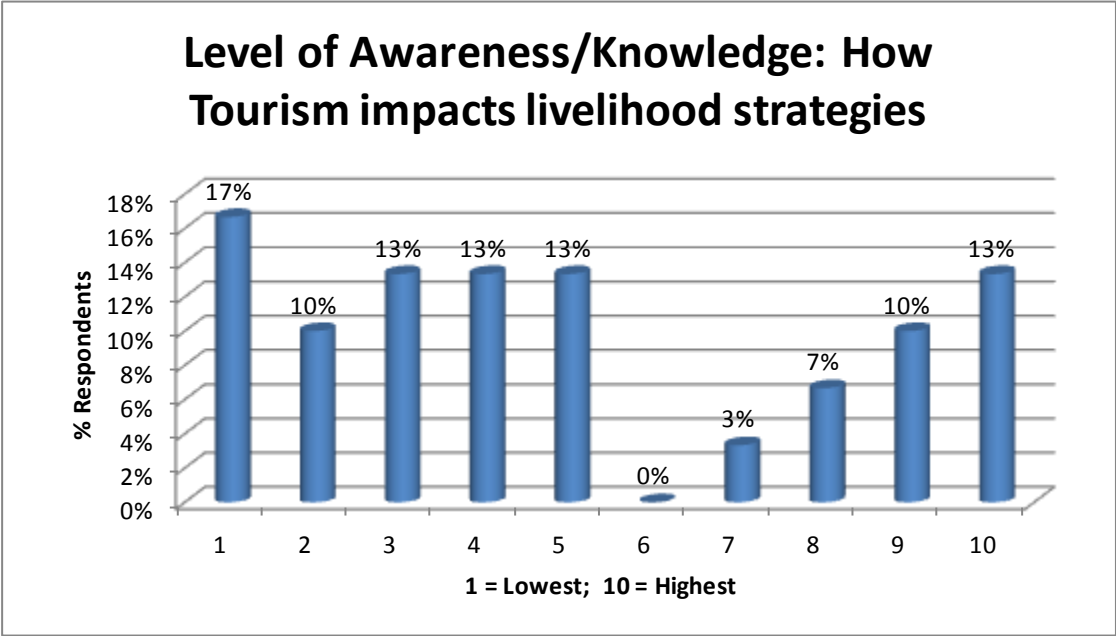
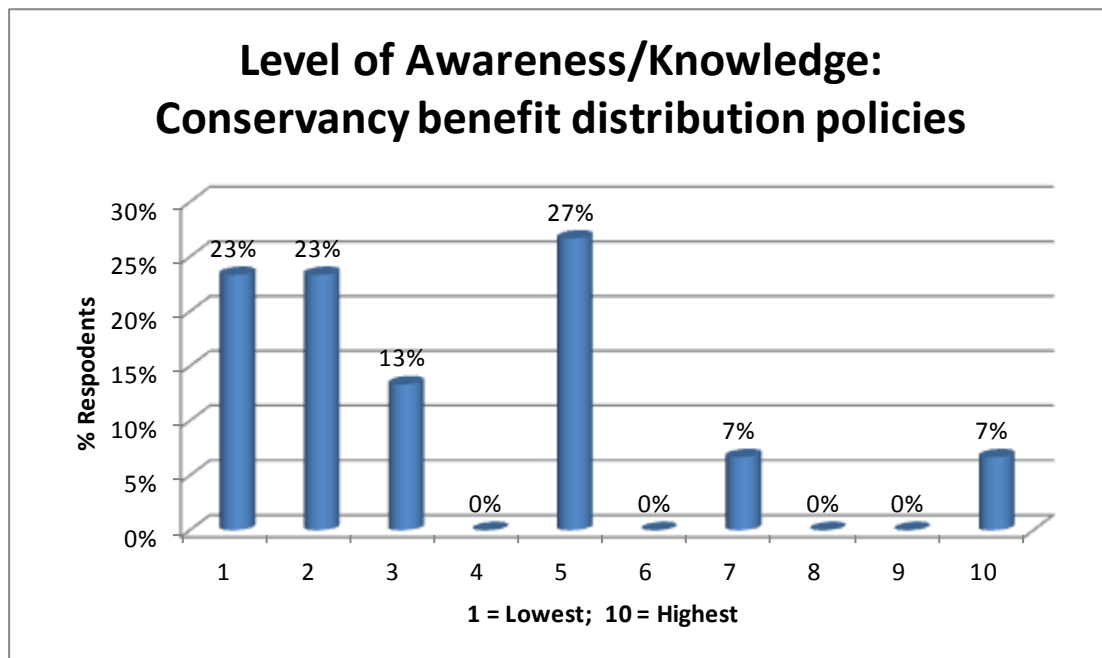


Figure 25 below reveals the level of awareness and knowledge that community members have regarding the conservancy's benefit distribution policy. As seen below, the research respondents have very limited knowledge of the benefits they may receive and are rightfully entitled to. Upon the registration of a conservancy, they are obligated to provide the Ministry of Environment and Tourism with a conservancy benefit distribution policy; otherwise they will not be deemed valid as a registered conservancy and will not receive the necessary government support. Therefore, the policy of Tsiseb conservancy is in place but the community members have almost no knowledge of the particulars within that document.

Figure 25: The Level of Awareness/Knowledge about conservancy distribution policies among conservancy members



The logic which underpins the establishment of conservancies is that the benefits derived from these are to be fairly distributed among members. Indeed, Silva and Mosimane (2013) have noted that the expected benefits to be derived from conservation efforts play a crucial role in the

establishment of CBNRM. Moreover, they noted that perceptions about the way in which benefits are distributed may cause people to opt out of CBNRM programmes even when economic gains occur.

4.3 Impact of Awareness Creation Initiatives

Figure 26 shows the different responses when community members were asked what their understanding of tourism is. There were varied responses which gave an idea regarding the level of understanding of tourism that exists. Most of the research respondents had a relatively good idea of what tourism is and what tourists do when travelling. They can identify what foreign visitors are interested in, what they would like to see when travelling, the positive impact that tourism has on the Namibian economy and the fact that local people provide the tourists with services. The respondents have a general idea of what tourism is and understand that tourism involves the participation of local Namibians with foreign visitors who have come to see the natural beauty of our country and the wildlife. However, there is still a need for much improvement in terms of the perceptions that community members have of tourism. They still need awareness initiatives that will explain the fundamentals of tourism as an economically viable industry.

Figure 26: Conservancy members' understanding of tourism

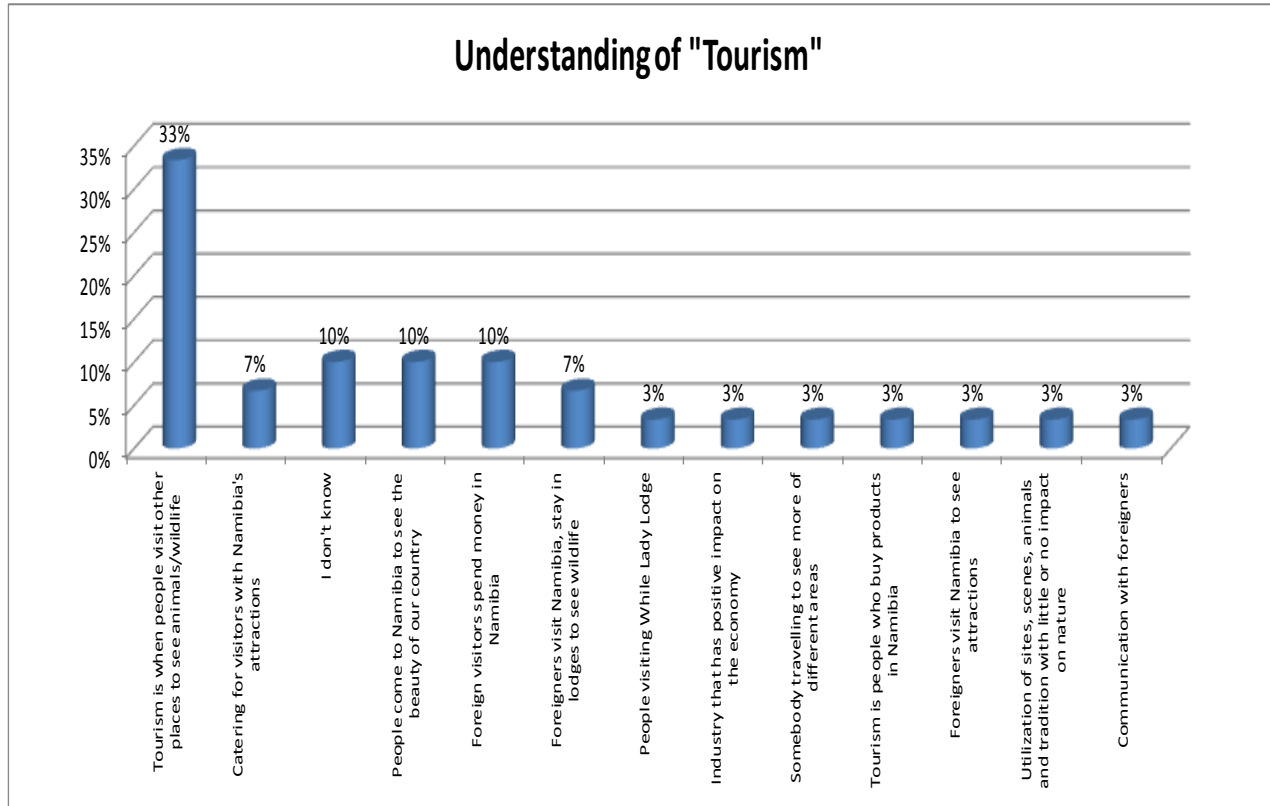
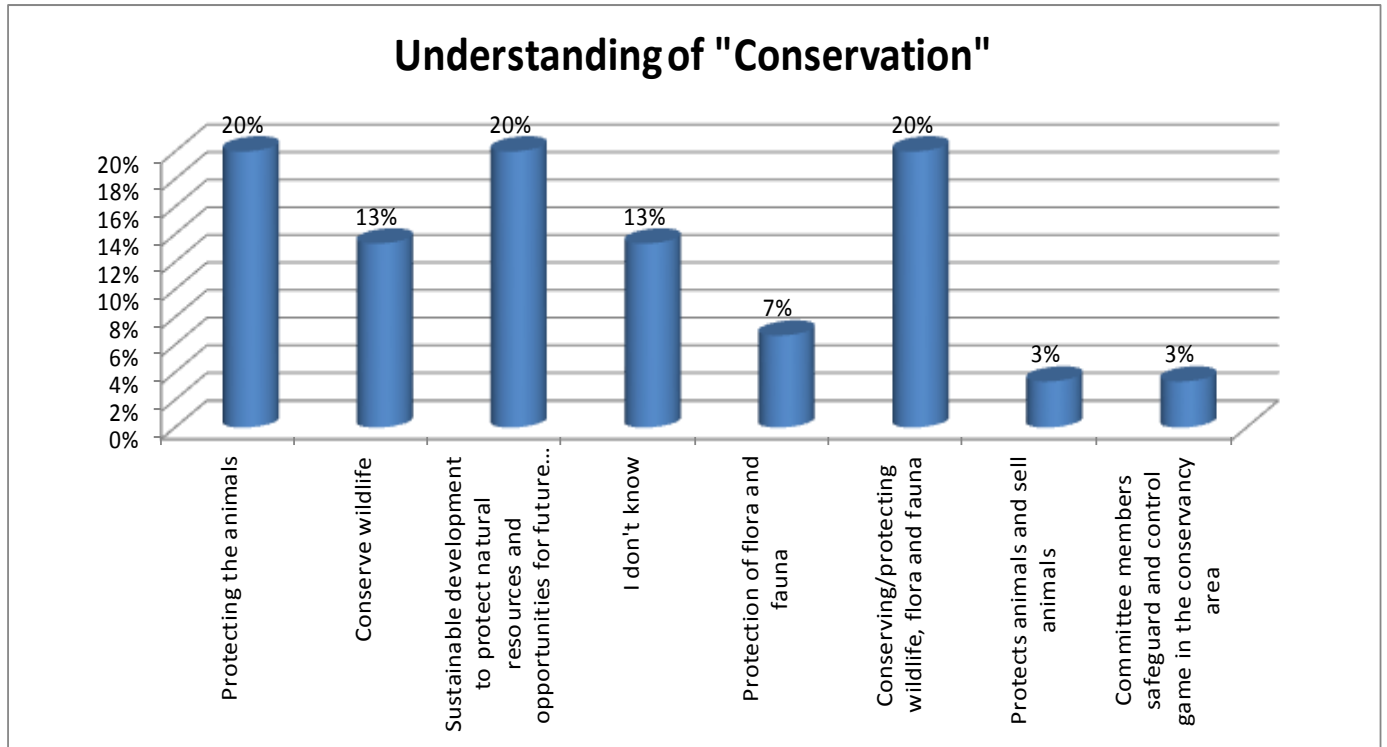


Figure 27 below discloses the understanding of conservation among community members. The different responses have revealed that there is some understanding of conservation that already exists. Most respondents, almost 50 percent know that conservation involves the protection and sustainable use of the resources that our natural environments provide. Although some respondents have the impression that conservation means that the wild animals are protected so that they could be sold in future. Some believe that the acquisition and trade of the wild animals are at the forefront of the conservancy's objectives. There is also an understanding that conservation not only involves the protection of wild animals, but also the protection of fauna and flora. There is still much room for improvement of awareness among the community members because there may be a basic understanding of conservation but they do not know what

is involved in the process of conservation. They also do not know what measures are in place to ensure the protection and sustainable use of the natural resources that are present within the Tsiseb conservancy.

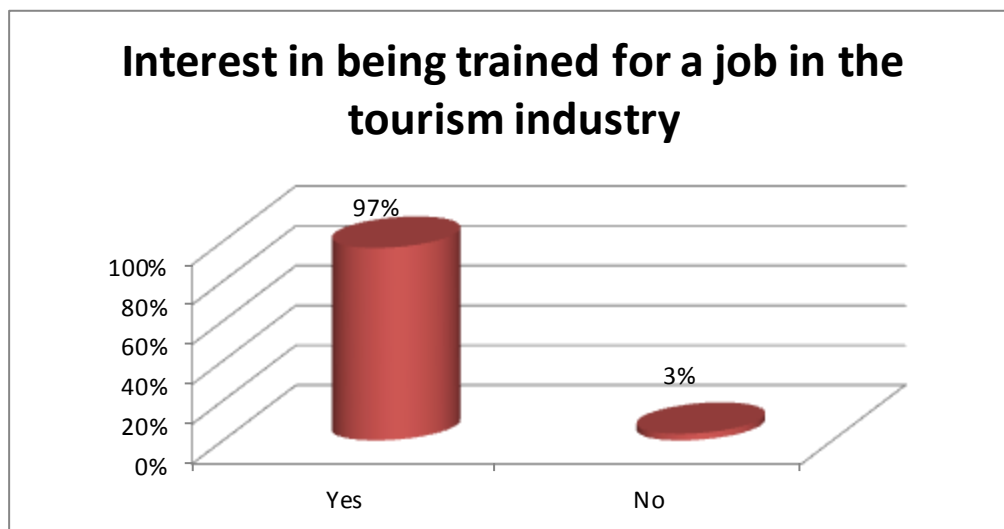
Figure 27: Understanding Conservation



The respondents were asked if they had any interest in being trained for a job in the tourism industry and as seen in figure 28 below, most of them said they would be very interested and willing to be trained and work in the tourism industry. The majority of community members have realized that tourism and conservancy related activities are the main source of income for most of the people within the community. In the small town of Uis, there are limited options for employment and income generation. Therefore, tourism has become a viable option for most community members. This means that many community members who may be offered the

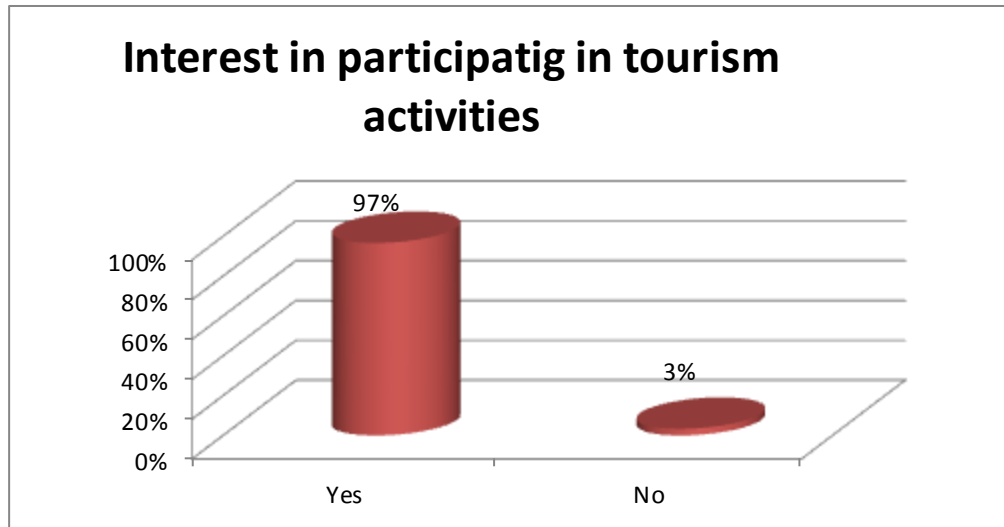
opportunity to train for tourism or conservation related jobs would be more than willing to do so. Figure 28 also shows that most of the community members are interested in participating in tourism activities within their area, thus there are more tourism training and awareness initiatives needed among community members which will allow them to focus on expanding their capabilities in the tourism industry.

Figure 28: Interest in tourism industry training



Based on the responses regarding the community member's interest in tourism and conservation activities, through data in figure 29 below, it can be said that a number of community members have recognized the validity of the tourism industry and its activities for creating a better standard of living. Community members have seen that participating in tourism activities is a feasible option for them based on their knowledge of other community members already engaged in tourism activities. The recognition that various community members have prospered from the tourism industry in the Tsiseb conservancy area and the lack of valid income generating opportunities have fueled community members to indicate their genuine interest in participating in tourism or conservation activities.

Figure 29: Interest in participating in tourism activities



4.4 Management and Tourism Awareness Initiatives: An Appraisal

The researcher assembled a number of questions directed towards the Tsiseb conservancy committee members as well as the conservancy secretariat. The questions were as follows:

- 1) How often do conservancy representatives communicate with the community regarding conservancy activities?
- 2) What major challenges have you encountered while part of the Tsiseb conservancy management committee?
- 3) In terms of conservancy and community development, what goals and objectives have the committee achieved so far?
- 4) What goals and objectives does the management committee want to achieve for the conservancy over the next 5 to 10 years?

- 5) Do you believe that tourism and conservation awareness among conservancy community members and committee members is an important factor for achieving a greater developed and sustainable conservancy? Please state why?
- 6) Do you currently have a community benefit distribution policy in place and is it being implemented?
- 7) In your opinion, to what extent has the community benefited from the conservancy activities thus far?
- 8) Do you believe that the community members have been adequately assisted in developing their standard of living through the conservancy activities?
- 9) Has the conservancy received the necessary government support regarding tourism and conservation training programs for community members as well as management committee members?
- 10) What do you believe are the factors that influence willingness to train among the community members?
- 11) As a committee member, have you taken part in any of the training programs offered by NACSO? Please state specifically which training programmes you have attended.
- 12) If you had tourism and conservation training, please state in what way they have helped you with the management of the conservancy?

4.4.1 Frequency of communication between conservancy and community

According to the Tsiseb conservancy representatives, they hold annual general meetings in which they communicate the various plans that the conservancy has and the progress that has been made within the conservancy. These meetings serve the purpose of informing community members about the activities of the conservancy and allow conservancy registered members to

be part of the decision making process. These meetings give community members the opportunity to discuss the different forums that are put on the table and provide them with the occasion to either object or agree with proposed actions to be taken. The proposed agendas need to attain a majority vote to pass and then can they be put to action. There are also area meetings held in four conservancy areas which results in meetings that are held four times a year to accommodate for the people that reside in different areas of the conservancy. Some of the conservancy residents cannot make it to meetings that are held a great distance from their residence; therefore they are accommodated with meetings that are closer to where they live. The conservancy secretariat also elaborated that the community attendance at the annual general meetings are always very high. The assembly has generated increased level of information gained and participation among the Tsiseb conservancy society which has contributed to the effectiveness of the decisions made by the conservancy committee members.

4.4.2 Major challenges encountered by Conservancy Management

The financial constraints have been one of the biggest challenges that the Tsiseb conservancy management committee has faced since their induction as conservancy executives. The conservancy is struggling to obtain the necessary finances which are needed for the acquisition of essential equipment. The game guards cannot effectively complete their daily duties without the required equipment. According to the Brandberg White Lady Lodge manager, the Tsiseb conservancy annually receives between N\$400 000 to N\$500 000 from the Tourism activities within the conservancy area which should be directed towards the development of the conservancy. However, the concepts of supply and demand apply in regards to the conservancy finances. The conservancy secretariat has indicated that the demand for necessary finances

simply outweigh the supply of finances. Thus the amount of money earned by the conservancy does not cover the total and essential operational expenses.

The second major challenge that the conservancy has experienced was the drought of the past two years. The drought has greatly affected the livelihood strategies of the Tsiseb conservancy residents who mainly survive through their sustainable farming activities. The purpose of communal conservancies is to protect and conserve the natural environment and wildlife by sustainably utilizing it without destroying the future opportunities that may be derived from the environment. They are also responsible for the development of the rural community that resides within the conservancy through tourism and conservation activities. The drought has prevented the conservancy committee and management from making the developmental progress that they would have wanted to achieve at this stage. The drought has also negatively affected their wildlife quota which has resulted in a reduction in income that could have been received from the wild life. There was a reduction in tourism activities that would benefit the conservancy and community members due to the reduced quota.

4.4.3 Tsiseb Conservancy Goals Achieved

The conservancy, at this point, has not achieved any of their goals which they intended to complete. The major challenges that were previously mentioned have been the main obstacles that have prohibited the conservancy from achieving any of their goals. The financial requirements have been the main focus of the conservancy committee members and management. Their focus has revolved around obtaining the funds that are needed to successfully maintain and develop the conservancy and its activities. This has required some policy amendments which the committee is currently working on. The conservancy constitution,

finance policy and benefit distribution policies are being amended to more appropriately suit the current situation of the conservancy and to make the policies clearer and more understandable for the conservancy members.

4.4.4 Tsiseb Conservancy objectives for the next five to ten years

The conservancy committee members have specified four goals which they want to achieve in the next five to ten years:

1. Generate more tourism activities to increase income received.
2. Generate more income which can be used for conservancy development.
3. Better and more infrastructural development.
4. More training for conservancy members, staff and community members.

All of these objectives are crucial for the successful and sustainable development of the conservancy. Tourism has been proved a viable option for rural development and income generation in remote locations where few opportunities exist. An increase in the amount of tourism activities within the Tsiseb conservancy will greatly benefit community members and will contribute towards the enhancement of their livelihood strategies.

Tsiseb conservancy is an organization which requires constant and regular development and improvement. The conservancy is in dire need of institutional development focused at institutional capacity building, improved policy development, coordination of development activities, awareness enhancement, professionalization of management, and they need to develop set long term and short term goals which are accompanied with a vision, a strategy, critical success factors, performance indicators as well as key action initiatives.

A number of the training and awareness programmes offered by NACSO include factors that would assist committee members and conservancy management with their ability to think from a strategic point of view. The ability to combine all the necessary developmental factors within an outlined strategy that aims to achieve objectives within a specified period of time should be an essential part of the management process and sustainable future of the conservancy.

4.4.5 Importance of Tourism and Conservation Awareness

The Tsiseb conservancy committee members believe that tourism and conservation awareness among the conservancy members as well as the management committee is an important factor for the improvement of the conservancy. The members need to be informed and need to be aware of the conservancy policies and plans of the committee members. Conflicts may arise when community members and conservancy members do not have the necessary information or are not aware of the changes that may affect them. The conflicts caused by lack of information and the lack of transparency will make it difficult for conservancy management to implement their plans.

4.4.6 Community Benefit Distribution Plan

According to the conservancy committee members and the conservancy secretariat, Tsiseb conservancy does have a community benefit distribution plan in place but they are currently amending it to suit the current circumstances and they are trying to make it more explanatory.

The conservancy members have benefited to some degree from the activities of the conservancy through meat donations to community charities as well as meat distribution among the conservancy members within the designated conservancy areas. Some of the conservancy members have also received education support and water point infrastructure support. It is clear

that the conservancy provides some support to conservancy registered members but community members who are not conservancy registered do not receive these benefits.

One of the mandates of the conservancy is to promote and assist the community to adequately develop their standard of living through the conservancy activities. This should be done through the effective implementation of benefit distribution plans. However, according to the conservancy secretariat, mismanagement in the past has hampered the effective execution of benefit distribution plans which resulted in the failure of programs that were aimed at heightening the living standards of conservancy members and conservancy staff. The capabilities of management were lacking where effective project and program management skills were required. The inability of management to efficiently, effectively and strategically plan programs with some degree of prediction regarding the possible outcomes contributed to the failure of the programs, and led to the stagnation of community growth.

The research respondents were asked if they have received any benefits from the tourism and conservancy activities in the past five years. As seen in graph 30 below, the majority of respondents said they have received no benefits from the conservancy. There are a few respondents who have benefited from the conservancy and the tourism activities. These benefits have come in the form of gainful employment, training programmes, clothes and meat products, only to name a few. The people who have gained from the conservancy are mostly conservancy employees and the people who have tourism related establishments within Tsiseb conservancy. Conservancy employees have been given training opportunities to better their conservation related skills. However, the other community members have not been offered any tourism or conservation training which has contributed to their inability to economically gain from the already existing tourism and conservancy activities. The lack of benefits has discouraged

community members from gaining awareness about tourism and conservation activities, this due to the negative perception they have obtained because of not receiving benefits.

Figure 30: Benefits received from tourism/conservancy activities

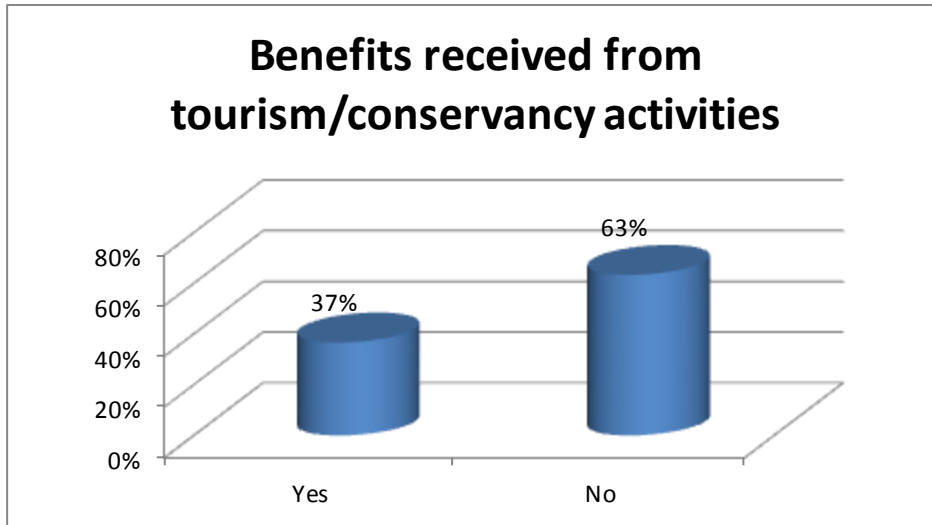
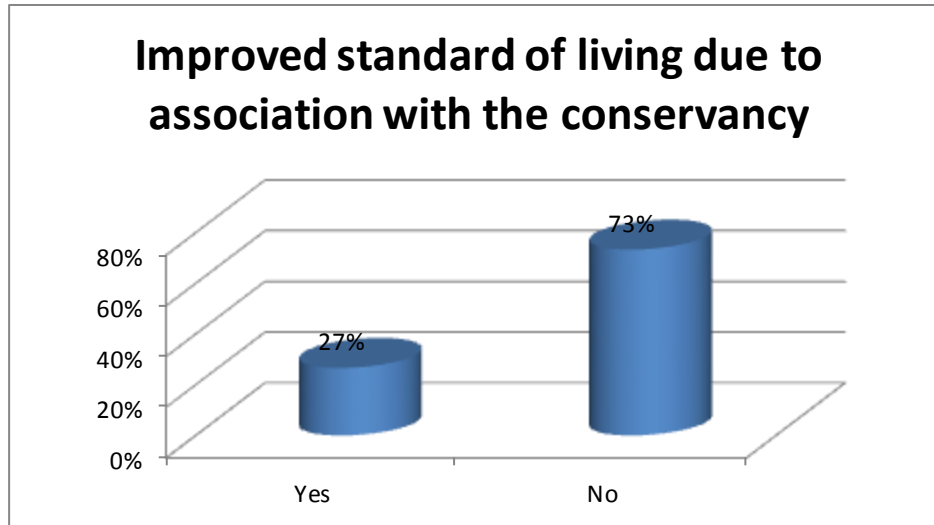


Figure 31 shows what research respondents said when they were asked if their standard of living has improved since they have lived within the conservancy area or have been registered as conservancy members. The common responses among the community members were that their standard of living has not improved over the past five years. As figure 30 illustrates, only 37 percent of respondents indicated that they have received any benefits from conservancy activities. Some who said they have had better lives due to the conservancy and its activities are mostly conservancy employees but the majorities who live in the Tsiseb conservancy area are still struggling to better their way of life. The best way for community members to improve their livelihood strategies is through the participation in tourism and conservancy awareness and training programmes that have been offered by NACSO, EHRA or the training programmes that are under the guidance of CBNRM and Ministry of Environment and Tourism. The enhancement

of skills among community members will directly and positively impact their ability to increase their standard of living.

Figure 31: Conservancy and the standard of living



4.4.7 Governmental Support

Certain governmental agencies such as Ministry of Environment and Tourism and NACSO are responsible for providing conservancies with the necessary support concerning tourism and conservation training within their designated areas. The Tsiseb committee members have divulged that some conservancy members have received academic training and skills development support from government agencies. Their concern at this point lies with the much needed follow up visits and practical training. The knowledge and skill gaps that are currently present among the conservancy members and management committee must be identified and narrowed through the follow up visits and practical training. There is also a need for regular monitoring which could assist the conservancy members with identifying certain changes which occurred and assist them to adapt and evolve with the changing circumstances within the

conservancy. Follow up visits and regular monitoring will identify the fact that game guards and office staff are still in need of training to help them more effectively complete the duties that they are responsible for.

4.4.8 Factors that influence community willingness to train

The conservancy secretariat has identified two factors that influence community members, and conservancy registered members to attend workshops and training programmes offered. These two factors are:

1. Money
2. Food

Many of the community members want incentives to attend the workshops and training programmes that are offered in their area. Many of the conservancy members refuse to attend any workshop if they are not offered either money or food for attending. This is one of the factors that have contributed to the lack of tourism and conservation awareness within the society. The lack of willingness to be part of the capacity building and awareness initiatives have prevented them from participating in either the tourism or conservation activities in Tsiseb conservancy. They cannot increase their own standard of living or generate income from tourism because they are not interested in the training and awareness initiatives that are offered. Thus, community members and conservancy registered members are contributing to their current level of poverty by refusing the opportunities that are provided for them.

4.4.9 How the current training received assisted the committee with the management of the conservancy.

The current staff has received very limited training that would help them manage the conservancy effectively. They have only received training in Conservancy staff management, Management committee training and communal land reform which was previously mentioned. According to the management committee, this fact has made it difficult for staff and management to follow and implement policies effectively. They have also recognized that management needs assistance in training of their staff and there is a need for more practical experience among the committee as well as the staff.

In this case, gaining awareness through studying theories may not be enough, both the conservancy members as well as the conservancy committee require more practical training which could prepare them for real life situations and introduce them to the various methods of practically finding solutions for possible problems that may arise.

CHAPTER 5

Recommendations and Conclusion

5.1. Conclusion

The level of tourism and conservation awareness among the community members, conservancy members and the management committee is quite low. There is a definite need for training and awareness initiatives that would improve their awareness and skill levels. At this stage, the committee members have very limited awareness and knowledge of strategic management and the fundamental concepts, which have resulted in the failure of the development plans and programs that were initiated. They have not achieved any of the goals that they set out to accomplish, although a number of other factors have contributed to the lack of success but the limited tourism and conservation experience and knowledge that exists among the committee members was a major factor that has contributed to the stagnation of the conservancy development.

The priority of the Tsiseb conservancy committee should be to first enhance their capabilities. Upon the completion of their training, both theoretical and practical training, then they can attempt to implement strategies for the development of the community and the conservancy as a whole. Without the proper management experience in leading positions, the conservancy will not prosper. Thus the current tourism and conservation awareness initiatives that have been implemented within Tsiseb conservancy has had a low impact on the conservancy committee's ability to strategically manage the activities of the conservancy and their low awareness levels have led to the ineffectiveness of the management strategies implemented.

5.2. Recommendations

Through the analyzed research data, a number of recommendations can be stated which would contribute to the gradual improvement of circumstances within the Tsiseb conservancy. The recommendations are as follows:

1. Increased training for committee members with follow up visits.
2. Increased training for community members with follow up visits.
3. Increased financial support from governmental institutions and NGO's.
4. Research and data collection within the conservancy community to identify knowledge and skill gaps.
5. Implementation of NACSO developed strategies within the conservancy.

Tsiseb conservancy will only prosper after the management committee has received all the necessary training and awareness courses. They require additional training in the courses offered by NACSO, each of the committee members should complete all the courses offered. They are in a good position to practically implement the theoretical knowledge that they gain through the courses at the conservancy. The courses offered by NACSO are ideal for committee members and will definitely contribute to their ability to successfully and efficiently implement their plans. There is also greater co-operation needed between the conservancy committee and the NACSO organizations regarding the follow up visits.

Regular monitoring should be the basis of the conservancy training programmes in which the trainers can identify the knowledge and skill gaps that still exist after training has been received and practically applied within the conservancy. Conservancy committee members can also assist with identifying knowledge and skill gaps among them after they have recognized which

concepts they fully understand and which of them need more clarification. The skill gaps can also be acknowledged through the duties that committee members are capable of completing efficiently and those that still require some attention.

Tsiseb conservancy committee members should be strategically orientated. Their ability to think and take actions from a strategic point of view should be refined through feasible training programmes. They should be able to develop goals and objectives, devise strategies that would lead to the achievement of those objectives and take the appropriate actions which would produce favorable outcomes. The strategies implemented by committee members will impact the entire community either negatively or positively depending on the ability of the committee to formulate viable strategies. The committee at this point has one advantage, they have access to the already formulated NACSO strategies for conservancies with required actions to be taken and critical success factors which they could use as guidelines for their own strategies and only narrow them down to suit the current circumstances of Tsiseb conservancy.

The best way to develop the community members would be to gradually grow their capabilities through project based training and awareness programmes. Capacity building initiatives cannot be offered to all the conservancy members and community members at the same time. What is thus needed is to offer regular workshops can be organized to allow various members to participate and enhance themselves. The Tsiseb conservancy committee should ensure that regular awareness initiatives are offered to the community groups as well as the conservancy registered members, which would allow them to recognize the economic benefits from tourism and conservation and encourage them to act upon their new found awareness.

The Tsiseb conservancy committee is responsible for the management, maintenance and development of a very large area and a large amount of people. Therefore, a great deal of financial support is required for the conservancy to thrive. The amount of funds that the conservancy accumulates is simply not enough to maintain the necessary initiatives that will develop the conservancy. Therefore, greater financial support for Tsiseb conservancy is needed until the conservancy can be self-sustainable. Tsiseb conservancy has the potential to reach self-sustainability but at this stage, there is a need for more government and NGO support to reach that point.

Finally, the Tsiseb conservancy committee members should attempt to implement the NACSO strategies for conservancies. The guidelines stated within the “Development of a five year strategic vision for CBNRM in Namibia by Jones *et al* (2001)” will be a useful tool for the committee in terms of efficiently implementing their plans and amending the strategies to suit the current circumstances of Tsiseb conservancy.

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APPENDIX

Questionnaire for Registered and Non-registered Conservancy Members

University of Namibia

Tourism Awareness Initiatives and their impact on Conservancy Management Strategies in Namibia: A case study of the Tsiseb Conservancy.

Date:

Please answer the following questions as honestly as possible. There are no wrong answers.

1. Please indicate by a tick what sex you are.

Male	<input type="checkbox"/>
------	--------------------------

Female	<input type="checkbox"/>
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2. Are you currently a registered conservancy member?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

3.1. If No, please state why not?

.....
.....

3. Are you currently employed?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

4. Please indicate what you currently do to earn an income.

.....
.....
.....
.....

5. Do you know of any tourism awareness or training programs that have been offered in your area?

Yes	
No	

5.1. If YES, please state which programs.

.....

.....

.....

6. Do you know of any business conservation awareness programs that have been offered in your area?

Yes	
No	

6.1. If YES, please state which programs.

.....

.....

.....

7. Have you taken part in any of these tourism or conservation related awareness or training programs in the past 5 years? Please tick which ones if any.

Tourism Enterprise and Products	
Joint Venture Tourism Development	
Objectives of Joint Ventures Tourism	
Tourism Awareness	
Basic Business – Tourism or Conservation	
Project Management	
Wildlife Management, Utilization and Tourism in Communal Areas	
Conservancy Staff Management	
Conservancy Management Plan Development	
Communal Land Reform Act 2002	

Distribution Planning and Benefit Sharing	
Conservation Policy and Legislation	
Stakeholder and Relationship Management	
Management Committee Training	
Event Book System	
Game Count	
Game Value	
Game Utilization	
Human Wildlife Conflict	
Management Planning and Zoning	
Wildlife Biology and Behaviour	
Natural Resource Management	
None	

8. How often do conservancy representatives communicate with you regarding conservancy activities?

Once a month	
Once every 6 months	
Once a year	
Never	

9. If you had an opportunity to train for a job in the tourism industry, would you be interested in doing so?

Yes	
No	

10. Indicate your level of knowledge or awareness regarding the following topics:
(1 being the lowest, and 10 being the highest)

10.1 Wild animals on Tsiseb Conservancy:

1		2		3		4		5	
6		7		8		9		10	

10.2 Tsiseb Conservancy Landscape:

1		2		3		4		5	
6		7		8		9		10	

10.3 Tourist activities on Tsiseb Conservancy:

1		2		3		4		5	
6		7		8		9		10	

10.4 Nature Conservation activities of Tsiseb Conservancy:

1		2		3		4		5	
6		7		8		9		10	

10.5 Climate changes in the conservancy area:

1		2		3		4		5	
6		7		8		9		10	

10.6 Income generating opportunities from tourism activities on Tsiseb Conservancy:

1		2		3		4		5	
6		7		8		9		10	

10.7 Conservancy benefit distribution policies:

1		2		3		4		5	
6		7		8		9		10	

10.8 Tourism impacts on your livelihood strategies:

1		2		3		4		5	
6		7		8		9		10	

10.9 Activities of Lodges in the area:

1		2		3		4		5	
6		7		8		9		10	

10.10 Tour guiding activities in the area:

1		2		3		4		5	
6		7		8		9		10	

10.11 Tourism hunting activities in the area:

1		2		3		4		5	
6		7		8		9		10	

10.12 Travel guiding:

1		2		3		4		5	
6		7		8		9		10	

10.13 Services in Tourism industry:

1		2		3		4		5	
6		7		8		9		10	

10.14 Attractions within Tsiseb Conservancy area:

1		2		3		4		5	
6		7		8		9		10	

10.15 History of Tsiseb Conservancy:

1	
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2	
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3	
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4	
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5	
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6	
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7	
---	--

8	
---	--

9	
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10	
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11. Write a small description of your understanding of “Tourism”.

.....

.....

.....

.....

.....

.....

12. Write a small description of your understanding of “Conservation”.

.....

.....

.....

.....

.....

.....

13. Will you be interested in participating in tourism activities in your area?

Yes	
No	

11.1. If NO, please state why not?

.....

.....

11.2. If YES, please state why yes?

.....
.....

14. Have you received any benefits from the tourism activities or conservancy activities in the past 5 years?

.....
.....

15. Has your standard of living improved due to your association with the conservancy?

Yes	
No	