



IUCN
WORLD PARKS
CONGRESS
SYDNEY 2014

*Parks, people, planet:
inspiring solutions*

The integration of culture and indigenous knowledge into tourism in protected areas

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Stream 7: Respecting Indigenous and Traditional Knowledge and Cultures

Sustainable partnerships: Indigenous Peoples, traditional knowledge

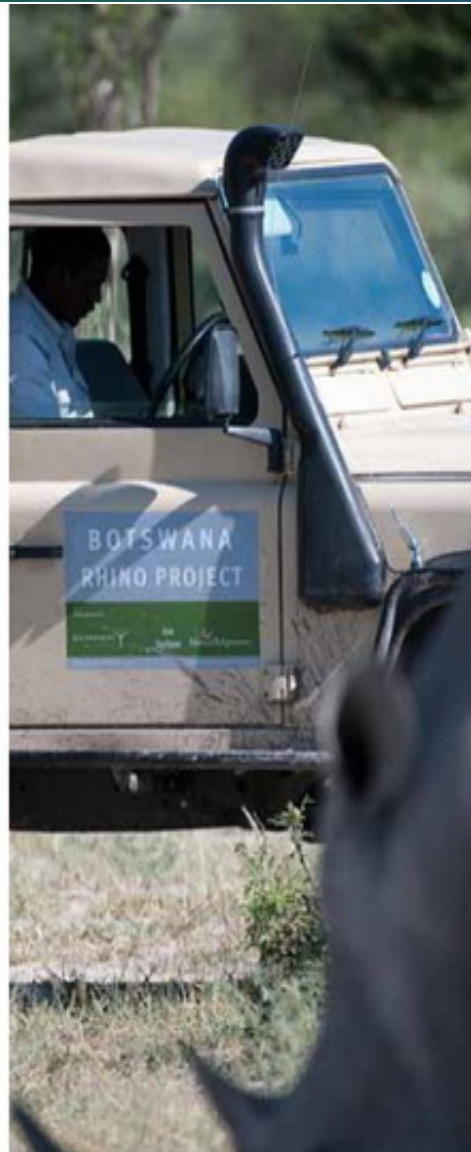
and the private sector

Monday 17th November





COMMERCE



CONSERVATION



COMMUNITY



CULTURE

Why do we incorporate culture?



How do we incorporate culture and indigenous people?



Our relationships with communities are either formal or informal and depend on the specific project

The nature of the relationship will determine the degree of involvement of community members, the level of benefits they receive and the extent of capacity building, skills development and empowerment



Joint venture agreements



Employing staff from different ethnic groups





Local village visits

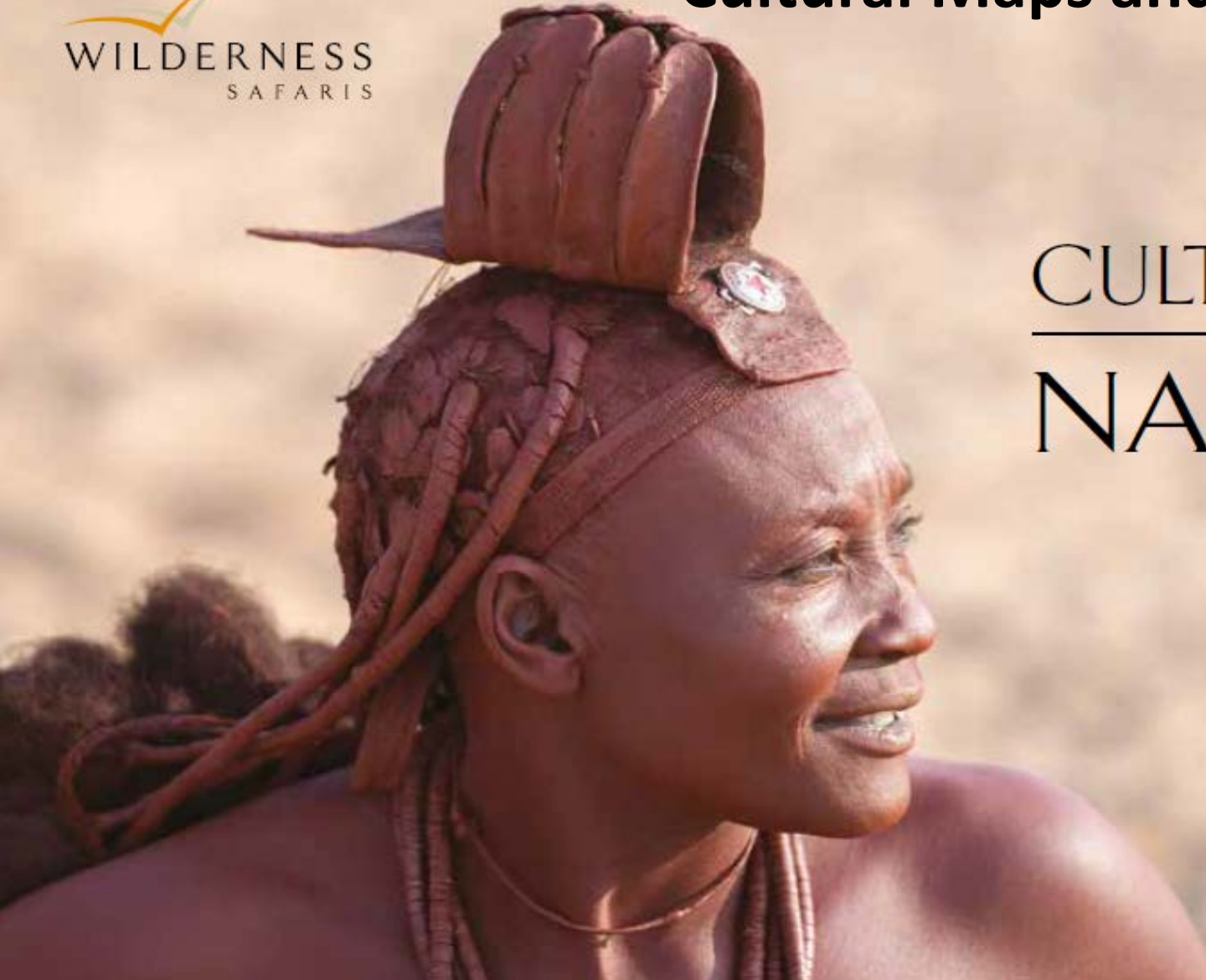
Traditional dancing & sale of crafts





Cultural Maps and Newsletters

CULTURES OF NAMIBIA





Main reasons for failure of partnerships/relationships?

- Internal community conflict, e.g. Namibia
- Lack of transparent, accountable benefit sharing
- Lack of communication – both internal and external
- Tourism decline, therefore reduced benefits

Promoting positive mutually beneficial relationships:

- Have a jointly developed strategy
- Set short- and long-term goals
- Ensure role clarification & clearly defined responsibilities
- Manage expectations



- Communicate regularly and openly
- Establish equitable, transparent benefit-sharing plans
- Promote the sharing of knowledge and skills
- Manage expectations





Grass is not always greener on the other side

Better to build a strong, long-term mutually beneficial partnerships with a trusted partner

Like a relationship/marriage

- Honeymoon phase
- Conflict?
- Work together to resolve
- Grow stronger.....



Thank you for your time

Contact Sue Snyman (sues@wilderness.co.za) for any further information