

MIDLANDS STATE UNIVERSITY



FACULTY OF COMMERCE DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

THE POTENTIAL, PROGRESS AND PROSPECTS OF HUNTING TOURISM:- A CASE STUDY OF MATETSI HUNTING CONCESSION

BY

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This dissertation is submitted in partial fulfillment of the requirements of the Bachelor of Commerce Honours Degree in Tourism and Hospitality Management at Midlands State University.

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APPROVAL FORM

The undersigned certify that they have supervised the student's dissertation entitled The Potential, progress and prospects of hunting tourism; A case study of Matetsi hunting concession. Submitted by Cathrine Banga in partial fulfillment of the requirements of the Bachelor of Commerce Honours Degree in Tourism and Hospitality Management.

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DEDICATION

I dedicate the project to my mother, sister and my brother.

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ABSTRACT

The study sought to determine the Potential, progress and prospects of hunting tourism at Matetsi Hunting Concession. The research sought to ascertain the state of hunting, determine the challenges associated with hunting, determine the progress of hunting and assess the potential and prospects of trophy hunting at Matetsi hunting concession. It also sought to produce recommendations that may enhance tourism at Matetsi hunting concession. A literature review addressed the history of trophy hunting, its arguments for and against and also noted the benefits to the concession and the sector of tourism. Several studies noted that a generalised research had been done on the conservancy and sustainability of the trophy hunting as well as challenges of trophy hunting in Southern Africa. The exploratory research design was used in this study; the study was tackled using both the qualitative and quantitative methods. In this regard the targeted population was Matetsi Hunting Concession. To come up with a sample of the study, the researcher adopted non-probability sampling techniques. Convenience and judgmental sampling was used to target respondents from the concession. The sample size comprised of concession managers, marketing managers, hunting guides and officials from the Zimbabwe Parks and Wildlife Management Authority (ZPWMA). Data was collected using interviewer administered questionnaires and telephone interview guides. Nine questionnaires were administered to the hunting guides or rangers in Matetsi hunting concession, a telephone interview guide was used to collect data from the ZPWMA officials and semi structured interview questions were used to collect data from the marketing and concession managers in the concession. The researcher used thematic and descriptive analysis techniques in data analysis. Findings revealed that business had been steady in Matetsi Hunting Concession post 2009. There was a rising interest in hunter tourist visitors from South Africa and Mozambique as a result of the suspension of hunting in Botswana and Zambia. Challenges facing Matetsi concession included poaching and climatic changes. There was concern over the high number of elephants in the area which had destroyed the vegetation of the concession. The research recommended that Matetsi hunting concession increase its marketing techniques to promote more travel to the area and noted the need to deploy more anti poaching units in the area. The researcher noted the need for government intervention to help sustain communities there by reducing poaching which has been as a result of poverty. Waver of bans on importing ivory to USA may reduce poaching and black market operations.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

The chapter introduces the study. It provides the statement of the problem, the study objectives and the research questions of the study. Also highlighted in the chapter is the importance of the study, an outline of the methods used to conduct the research, the delimitations and limitations of the study. Lastly the key words used in the research are defined and a summary concludes the chapter.

1.2 Background of the study

Hunting tourism can be defined as a form of tourism, where a person travels outside his/her municipality of residence for the purpose of hunting (Alatalo 2003; Lovelock 2008, Keskinarkaus and Matilainen 2009). There are various terms used for hunting tourism which will be interchangeably used in the chapters to follow, these include a safari hunt, sport or trophy hunting. Hunting tourism is a form of nature tourism which is categorized under consumptive wildlife tourism. According to Lovelock (2008: 4), “consumptive wildlife tourism is a form of leisure travel undertaken for the purpose of hunting or shooting game animals or fishing for sports in natural sites or in areas created for these purposes”. Sport hunting is one of the oldest known recreational activities using wildlife (Yasuda, 2012).

According to Matilainen (2010), hunting tourism is still generally a little known business sector and is therefore also an insufficiently utilized resource for rural and regional development. Yasuda (2012) in his documents pointed out that some researchers have suggested that sport hunting can benefit the development and economy of local communities, there-by promoting the protection of wildlife resources as well as both ecological and economic sustainability. Inter alia, Matlainen & Keskinarkaus (2009) state that hunting tourism may have direct or indirect economic benefits. According to Grim (2008) trophy hunting provides direct local conservation benefit for example preventing planned agricultural use or settlement in the hunting area. Through hunting, local communities are aided financially and also benefit socially. Corporate social responsibility is enhanced through improvements and or developments of the communities

in which the hunting concession is based, for example schools and clinics are built. Livelihoods are also enhanced as jobs are created. Grimm (2008) supports the statement by noting that local communities receive financial benefits from trophy hunting. Furthermore local communities may benefit from the hunt as most hunters after hunting have donated meat to the local communities who can either sell the meat to others or utilize it themselves.

Hunting in North of Europe is rich in species of game population due to the extensive wilderness areas and variety of natural and semi-natural habitats, therefore hunting and utilisation of game species have been a significant source of livelihood in the region, (Matlilianen & Kesrikanarkaus, 2010). According to Leeuwen, Nykamp & Rietveld, (2006), tourism is increasingly seen as a means for economic development. Most farmers in Iceland have given up their land for tourism resultantly, (Benediktsson, Juliusdottir & Kurlsdottire, 2008). Tourism in the European region has had a considerable economic impact on Iceland and has been the main growth industry in its rural areas, although there has been little information on the actual economic impact of hunting tourism, (Matilianen & Kersikanarkaus, 2010).

According to Lindsey *et al*, (2006), trophy hunting generates gross revenues of at least US\$201 million per year in sub-Saharan Africa: from a minimum of 18,500 clients. In support of the view, Hofer (2002) sates the revenues compare favorably with the 33 -39 million dollars generated from 45, 000 to 60, 000 foreign hunters in Eurasia (Hooper, 2002).South Africa is one of the few countries in the southern region still practicing trophy hunting and it has benefited immensely from it. Hunting in South Africa has had a direct economic impact on certain parts of the country where it is undertaken. For example according to the report given by PHASA (Professional Hunting Association of South Africa), the direct economic impact of hunting in the Northern Cape province economy, resulting from increased expenditure, exceeded R696.1 million for 2007, (Saayman *et al.*, 2011). The authors further denote that, the direct impact resulted in a total economic impact in the order of R774.3 million, and consequently, in a multiplier effect of 1.11. Employment rate increased as it was estimated that about 9072 jobs were created directly and indirectly through the form of tourism in the northern cape of South Africa, (Saayman *et al.*, 2011).

About 23 countries in Africa conduct hunting,(Lindsey *et al.*, 2006), South Africa has the largest contribution to the industry generating revenue of \$100 million per year this being the total fees paid to operators and taxidermists, (Phasa, 2006). Lindsey *et al.*, (2006) quoting, Damm, (2005) state that Namibia, Botswana and Zimbabwe have a sizeable hunting industry producing \$28m, \$5m, \$20m & \$16mn per year respectively. Other nations in Africa undertaking hunting include Zambia generating approximately \$5million (ZAWA, 1999), and Mozambique generating +- \$10, 5 million, (Lindsey, 2000).

Trophy hunting generates more income per client, (Lindsey *et al.*, 2006). According to Jeffery (2014) a hunting client can pay up to US\$10000 per hunting session or more depending on the number of days the hunt lasts. Trophy hunting was birthed in Kenya, although it has since been banned in 1977 due to overshooting and corruption (Booth, 2005, Leader-Williams and Hutton, 2005). Resultantly this has costed the country an estimated US\$20 – US\$40 million per year in lost revenues, (Lindsey *et al.*,2006). The above figures show that trophy hunting can positively contribute to an economy through the returns achieved from it. It is mandatory in Zimbabwe for example that certain taxes from the gross revenue attained be remitted to the state. These are in the form of the 2% Government Levy remitted to Zimbabwe Tourism authority (ZTA) and the 15% Value Added Tax (VAT) which is paid to Zimbabwe Revenue Authority (ZIMRA).

Hunting tourism may be considered the least intrusive form of ecotourism since the balance of evidence proves that trophy hunting can help conserve threatened species and their habitats (Damm, 2008). Supporting the notion, Lindsey *et al.*, (2006) points out that, trophy hunting has a number of characteristics which enable the industry to play a potentially key role in conservation outside of national parks and where alternative wildlife-based land uses such as photographic ecotourism (tourism based on visitors paying for wildlife viewing opportunities) may not be viable. Although trophy hunting earns more as noted in the above study and also serves as a conservation tool, Leader-Williams, Kayera & Overton (2005) argue that trophy hunting can not yet be expected to support the same scale of conservation programs as those within developed nations such as the United States of America. The authors do however acknowledge that in Africa, this form of hunting has played a vital role in conservancy where it is often the principle incentive to respect the species and its habitat.

According to Lindsey *et al.*, (2006), trophy hunting can be sustainable. Excessive hunting has been the cause of conservation, however when a species is endangered, trophy hunting promotes the protection of the species. Sustainability can be achieved through ensuring that the revenues received from the hunt are carefully managed and used toward the protection and reintroduction of the species, (Lindsey *et al.*, 2006). On private land in South Africa, for example, trophy hunting has facilitated the recovery of bontebok (*Damaliscus dorcas*), black wildebeest (*Connochaetes gnu*) and cape mountain zebra (*Equus zebra*) by providing financial incentives for reintroductions (Flack,2003). Similarly, the recovery of southern white rhinoceros populations was accelerated by incentives from trophy hunting, which encouraged reintroductions onto game ranches (Leader-Williams *et al.*, 2005). Trophy hunting can also play an important role in the rehabilitation of wildlife areas by permitting income generation from wildlife without jeopardizing population growth of trophy species (Bond *et al.*, 2004). For example, trophy hunting operators are playing an important role in facilitating the recovery of wildlife populations in the Coutada hunting areas in Mozambique following the civil war (Lindsey *et al.*, 2006).

On communal land trophy hunting in Zimbabwe generates 90–95% of CAMPFIRE revenues in Zimbabwe, (Mandai, *et al.*, 2005). Zimbabwe is widely dotted with Safari hunting areas. There are fourteen private concessions in the country, with the biggest game concession being Charara, Chewore and Matetsi currently under study. The most dominant and mostly visited concessions in the country presently are Tuli in the Beithbridge, Charara and Chewore up in Kariba (Zimbabwe Tourism Authority). Zimbabwe is home to a large herd of Elephant population estimated at 100 000 animals with a threshold at 50 000 in the Zambezi Valley, (Jeffery 2014). As such hunting of elephants is permissible. Big animals such as Lion and Leopard are also allowed to be hunted in the country and this is exclusively done with bait and can be found in almost every hunt area (James 2014). Large herds of Buffalo can also be found, thus the country offers the possibility to hunt four of the renowned “Big Five” (Jeffery 2014). Hunting in Zimbabwe can take place twelve months a year. Hunting in Zimbabwe is all year round, however the majority of hunts take place from April through October (High Adventure Company Newsletter, 2014).

Zimbabwe is a landlocked country bordered by Mozambique, South Africa, Botswana and Zambia. Hunting in Zimbabwe has gained popularity as many hunters have visited the country over the past year after neighboring countries Botswana and Zambia suspended hunting (Victoria Falls24.Com, 2014, Fundira, SOAZ 2014). Inter alia, Fundira (SOAZ 2014), purports the country realized a growth of between 10 to 15 percent in terms of the number of hunters that came to Zimbabwe during 2013 hunting season. Regardless of the increase in visitor arrivals, there has been less revenue received in the country. Revenue from hunting is expected to drop significantly from a set target of US\$55 million to US\$45 million despite a 10% growth in hunters and this is due to myriad challenges that include poaching and smuggling of trophies (Victoria Falls24.com).

1.3 Statement of the problem

Previous studies have looked at the overall tourism industry and its considerable economic impact on the country as a main growth industry; however, there has been little information on the progress and potential prospects of hunting tourism (Chasauka, 2010). Matilainen & Kersikinarkaus (2010), argued that hunting tourism in concessions is still generally a little known business sector. There is insufficient data on the potential progress and prospects of hunting tourism, to which this study tries to unravel and explore. Although hunting has been undertaken in Zimbabwe, there has been no research at all on the current state of hunting tourism in Zimbabwe. This study focuses on Matetsi Hunting Concession progress and prospects.

1.4 Study objectives

The study objectives were:

1. To ascertain the state of hunting tourism at Matetsi Hunting Concession.
2. To determine the challenges associated with hunting tourism at Matetsi hunting concession
3. To determine the progress achieved at Matetsi Hunting concession
4. To assess the potential and prospect of trophy hunting at Matetsi hunting concession.

5. To produce recommendation that may enhance hunting tourism at Matetsi hunting concession.

1.5 Research questions

The study posed the following questions:

1. What is the potential and prospects of hunting tourism at Matetsi Hunting Concession?
2. What are the challenges associated with hunting tourism at Matetsi Hunting Concession?
3. What is the current state of hunting tourism at Matetsi Hunting Concession?
4. How has trophy hunting been affected over the past years at Matetsi Hunting concession?
5. What are the challenges faced at Matetsi Hunting concession?
6. How has trophy hunting benefited Matetsi Hunting Concession?
7. What are the recommendations that can be made to enhance hunting tourism at Matetsi Hunting Concession?

1.6 Significance of the study

An assessment of hunting tourism may have a number of positive benefits to the industry as it may be able to highlight and unlock the potential and prospects of hunting tourism. The study may also go a long way in revealing challenges that concession face. The concession may be equipped with better knowledge on how to successfully run the concession, strategic planning may be enhanced resultantly. The research might be key to managers at the concession as through it, they may be able to implement strategies that might assist them in conservancy and the running of a sustainable business. Through the analysis of visitor statistics, their interest and comments of their safari, the managers at Matetsi may be assisted in coming up with a new product concept and or product enhancement.

The study may also help to enlighten new organisations or business persons interested in entering this subsector. The research may be referred to and be used as a secondary data source by future researchers.

1.7 Methodology

Both primary and secondary data sources were used in this study. Secondary data are “existing data that have been collected by someone else for other purposes, but may be helpful in solving the research problem at hand” (Parasuraman *et al*, 2004: 92). Secondary data collection included reports and peer reviewed journals and textbooks.

For the purpose of this research, a semi-structured, interviewer-completed questionnaire was designed for use as the sole data collection instrument, with completion and questioning instructions to guide the interviewer. The questionnaire predominantly contained set-choice and pre-coded questions for ease of analysis. A few open-ended questions were included to solicit views not accounted for in the set-choice questions and these were post-coded. Judgemental sampling was used to select ten employees from the thirty that the concession has. The respondents were asked mainly on the potential progress and prospects of the concession and to mention on the major challenges they are facing. A detailed summary of the methods used is highlighted in chapter three.

1.8 Delimitations of the study

Although there are many hunting concession across Zimbabwe, the time frame and the costs involved confined the research to Matetsi Hunting Concession. Other hunting concessions in the country are far out spaced from each other there by not permitting for the researcher to travel to them. While other stakeholders like the National Parks and ZTA could give relevant data in relation to prospects of hunting tourism, the research only used the game rangers and managers of Matetsi Hunting concession as the key and direct players in establishing the potential, progress and prospects of hunting tourism at the concession. Staff at Matetsi had first hand information on the operation of the hunting concession. Officials from Zimbabwe Parks and Wildlife Management Authority (ZPWMA) were also interviewed to acquire information on the potential, progress and prospects of hunting tourism at Matetsi hunting concession. The survey was undertaken during the period January – May 2014 at the hunting concession.

1.9 Limitations of the study

This research study was undoubtedly constrained by several factors. Some of the factors were not within the means and powers of the researcher to control and mitigate while others would be noted and due diligence exercised to reduce the potential impact on the outcome of the results of the study. Financial and time constraints limited the geographical and contextual scope of the study as this could have been stretched to include other hunting concessions across the nation. Consequently, the study lacks external validity.

The researcher was in full time employment, and as such time constraints were significant. In as much as time was limited, the researcher would leave no stone unturned to accord the research time to the extent possible that a credible outcome was realised. A research project of this nature consumes financial and other material resources. Although financial and material resources were obviously inadequate, measures to mitigate the effects were put in place.

Confidentiality was a limitation since management at Matetsi Hunting Concession did not release other information as they thought it was an industrial espionage.

1.10 Definitions of terms

Consumptive Wildlife tourism- “it is a form of leisure travel undertaken for the purpose of hunting or shooting game animals, or fishing for sports, either in natural sites or in areas created for these purposes”(Lovelock, 2008 p. 4).

Hunting tourism: can be defined as a form of tourism, where a person travels outside his/her municipality of residence for the purpose of hunting (Alatalo 2003; Lovelock 2008; Keskinarkaus and Matilainen 2009).

Sport hunting: also known as Trophy hunting is the selective hunting of wild game animals. Although parts of the slain animal may be kept as a hunting trophy or memorial (usually the skin, antlers and/or head), the carcass itself is sometimes used as food (Krishnan, 2004).

Trophy Hunting: is the hunting of an animal, generally by a foreign tourist, for its trophy value (Barnett & Patterson, 2005)

Hunting concession: An area or land that is designated for exclusive private hunting safaris. (Throntree, 2014)

Conservancy: is defined as "the voluntary association between land owners/users to manage their properties in an environmentally friendly manner without changing the land use" (Thorntree, 2014)

1.11 Summary

The chapter focused on the potential, progress and the prospects of hunting tourism, a case study of Matetsi hunting concession located in the North Western Zimbabwe. Previous research on the subject shows that there was little research conducted on the potential, progress and prospects of hunting tourism hence this current study. It also noted that study was undertaken on the general economic impacts of tourism as a whole without much attention to hunting tourism as a sector. Most literature also revealed the aspect of conservancy in hunting tourism therefore prompting the above study. The chapter attempts to ascertain the state and economic potential of hunting tourism, determine the challenges that are associated with the industry as well as produce recommendation that may enhance hunting tourism. Results from this study are thought to be beneficial to Matetsi Hunting Concession as it may be able to revise its business strategies and that it may be of importance to other fellow students and researchers in that it may be a source of future hypothesis. The study however looked at Matesti hunting concession to deduce the potential, progress and prospects of hunting tourism forgoing other concessions in the country. This was as a result of time constraints and the geographical locations of the other hunting concessions. As such information received from Matetsi hunting concession may not be sufficient enough to pass a judgement. Finally key words used in the context were defined for ease of understanding. The next chapter provides the literature review.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter focuses on relevant literature by authorities in the subject and earlier researchers on hunting tourism. It looks at the definition of hunting tourism and the various terms of hunting tourism such as trophy hunting, sport hunting and consumptive wildlife tourism. The chapter also looks at the various arguments for and against hunting tourism as previously researched on by other scholars. A summary of the chapter is also highlighted.

2.2 Definition of hunting tourism

Hunting tourism can be defined as a form of tourism, where a person travels outside his/her municipality of residence for the purpose of hunting (Alatalo 2003, Lovelock 2008, Keskinarkaus and Matilainen 2009). According to Uthard (2009) it is the practice of killing or trapping any living organism or pursuing it with the intent of doing so. Hunting has been practiced for many years. It has most commonly been done by humans for food provision in the olden age and now it has been practiced for trade and recreation purposes (Lovelock 2008). According to Keskinarkaus & Matilainen (2010), “hunting can be viewed as a traditional way of life or as marginal barbaric leisure activity, as a game management method or as a risk for ecological sustainability, as a potential business opportunity or as a local social event, and so forth”. Inter alia Petajisto *et al.*, (2004), Valkeajarvi *et al* (2004), Liukkonen *et al.*,(2007), Shelby 2008, & Uthard 2009 define hunting as a leisure activity as well as a form of tourism that creates a lot of debate and attitudes for and against, both on a general level and within hunting societies.

Hunting tourism is a consumptive form of nature tourism (Lovelock 2008, Lovelock & Robinson 2005, Keskinarkaus & Matilainen 2009). Consumptive wildlife tourism can thus be defined as a form of leisure travel undertaken for the purpose of hunting or shooting game animals or fishing for sports, either in natural sites or in areas created for these purposes (Lovelock, 2008). Consumptive wildlife activities are highlighted in the table below as adapted (from Sigurstensdottir & Bjarnadottir, 2010).

Table 2.1 Consumptive wildlife tourism activities				
Hunting Tourism			Fishing Tourism	
Big game/trophy	Small game	Skill hunting	Marine	Fresh water
Game ranching	Duck	Bow hunting	Coastal/estuary	Coarse
Big game	Game birds	Black powder	Charter boat	Fly
Safari	Rodents	Falconry	Spear	Adventure
Group	Small predators	Trapping	Big game	Indigenous
Indigenous	Ferreting	Songbirds	Indigenous	

Source:- Bauer & Herr, 2004 in Lovelock

Matilainen (2010) denotes consumptive wildlife tourism as culturally embedded on adventure and an ecotourism experience. Radder, (2005:1143), agrees to the notion as he points out that the hunter's experience is not necessarily driven by a single motive, such as to shoot animals but by a multidimensional set of interrelated interdependent and overlapping motives.

There are various terms that hunting tourism has been referred to by, such as Trophy hunting, sport hunting and or Safari hunt. In Africa for example, hunting tourism is referred to as trophy hunting. Barnett & Patterson (2005) define trophy hunting as the hunting of an animal, generally by a foreign tourist, for its trophy value. Value is determined by the size of the animal and how dangerous it is to kill, for example a lion, elephant and or a buffalo, the trophy on the other hand is what the hunter carries back home as memory. Krishana, (2004) on the other hand defines sport hunting also known as trophy hunting as a selective hunting of wild game animals, although parts of the slain animal may be kept as a hunting trophy or memorial (usually the skin, antlers and or a head), the carcass itself is sometimes used as food. Barnett & Patterson (2005), view sport hunting as an activity primarily motivated by the acquisition of trophies and the thrill of the hunt. The authors further note that sport hunters are less concerned with the scenic beauty, services infrastructure and the availability of big game in uninhabited wild areas, rather that they

are interested in hundreds of species, and are not adverse to hunting in communal lands that are cohabited by wildlife and people.

2.3 History of Hunting Tourism

Trophy hunting or hunting tourism is one of the oldest ways of using natural resources, (Sigursteinsdottir & Bjarnhadottir, 2010). It has been in existence for years over. Up in the north in Europe, for example Iceland and Finland, America and even in Africa, hunting has been practiced for many years over as a means of livelihood and eventually growing into a hobby and sport (Matilainen 2010, Barnett & Patterson 2005, Lindsey *et al.*, 2006). Historically hunting and utilization of game has been a significant source of livelihood and it has been a privilege of all social and economical classes (Matilainen, 2010). The author however notes that this has since changed as most hunting in the nowadays is seen more as a hobby than a source of livelihood or business opportunity.

Relating hunting to Africa, it back dates to the hunter gatherers era, where in it was the source of livelihood. Murdock (2008) argues that “when exploring Africa’s considerable pre-colonial achievements one rarely focuses on the hunter-gatherers. Yet it was they who had sole dominion over the continent for millennia before the advent of agriculture, the Bantu expansion, and the rise of the great kingdoms of the savannah and Sudan.” Murdock, Lee and Hitchcock (2005) noted that ninety percent of human history in Africa and elsewhere is the history of hunting and gathering.

In the 19th century, southern and central European sport hunters often pursued game only for a trophy, usually the head or pelt of an animal, which was then displayed as a sign of prowess, while the rest of the animal was typically discarded (Kerskinarkaus & Matilainen 2009, Matilainen 2010). Hunting in North America on the other hand in the 19th century was done primarily as a way to supplement food supplies, although it is now undertaken mainly for sport (Arntzen, 2011). The safari method of hunting was a development of sport hunting that saw elaborate travel in Africa, India and other places in pursuit of trophies (Bernard, 2008).

As noted earlier in the definitions given above, Trophy hunting is the selective seeking of wild game (Lindsey, 2009). Trophy hunting is argued to be a specific form of wildlife use that

involves payment for a hunting experience and the acquisition of a trophy by the hunter. It may also include the controversial hunting of captive or semi-captive animals expressly bred and raised under controlled or semi-controlled conditions so as to attain trophy characteristics; this is sometimes known as canned hunts (Balduş & Cauldwell 2004). It is however the most profitable form of consumptive wildlife utilization, and represents a large and growing industry in several parts of Africa (Child, 2000). The word trophy comes out from certain characteristics associated to it. Ward (2008) stipulates that hunting trophies are extraordinary characteristics in horns, tusks, overall body size, mane, etc of mature males. He further noted that a trophy comes with age that is when an animal has crossed the line of post reproductive stage and is usually directly connected with the breeding success of the trophy animals. The small numbers of animals collected by trophy hunters are usually biologically surplus males whose genes have already been dispersed (Leader-Williams *et al.*, 2005, Lindsey *et al.*, 2006). Ward (2008) sums up by noting that in most cases these animals would have spread their genes during many breeding seasons, thus qualifying them for a trophy. This is contrary to the earlier statement noted in the history of hunting tourism, where in a trophy is all about how difficult and dangerous an animal can be such as the elephant, buffalos and lions. CIC & Ward (2008) noted a scoring system associated with trophy hunting, that is high trophy scores and high entry limits which are interpreted as being conducive towards the hunting of mature trophy animals, whereas low trophy scores and low trophy entry limits may be interpreted as favoring the taking of immature or younger animals still active or necessary in the healthy breeding cycle of the game population. Noting the above, one can conclude that trophies are recommended in the high scores and high entry limits so as to promote breeding of more species in the young breeds thus reducing extinction of the animals. As such age also becomes a factor, where in Ward (2008) then argues that removal, the removal of a few mature males from an animal population with a healthy demographic structure falls largely within the compensatory mortality range. CIC and Ward, (2008) are therefore contemplating to include age related parameters into their trophy scoring methods.

Trophy hunting recognizes the diversity of cultural attitudes; according to Ward (2008) hunting occurs and ultimately is up to local communities and the national government to determine how they use their natural resources to benefit people, species and habitats. Trophy hunting has thus

been used as a wildlife conservation management tool thereby promoting sustainability of the resource (Lindsey *et al* 2006; Matilainen 2010; Kerskinarkaus & Matilainen 2009). It is however imperative to note the need to properly manage the activity as when inappropriately managed, trophy hunting has had serious detrimental impacts on wildlife. Ward (2008) thus suggests or rather provides sound advice to stakeholders such as the government authorities, local communities and private land owners to improve managements of conservation programs in relation of hunting tourism. Good management of conservancy programs is argued to be beneficial to species and the local communities. Ward (2008), acknowledges that trophy hunting, where it is scientifically based and properly managed, has been proven to be an effective conservation and management tool in some countries and for certain species.

2.4 Trophy hunting in Europe

Hunting in North of Europe is rich in species of game population due to the extensive wilderness areas and variety of natural and semi-natural habitats, therefore hunting and utilisation of game species have been a significant source of livelihood in the region, (Matilainen & Kesrikanarkaus, 2010). According to Leeuwen *et al.*, (2006), tourism is increasingly seen as a means for economic development. Most farmers in Iceland have given up their land for tourism resultantly, (Benediktsson, Juliusdottir & Kurlsdottire, 2008). Tourism in the region has had a considerable economic impact on Iceland and has been the main growth industry in its rural areas, although there has been little information on the actual economic impact of hunting tourism (Matilainen & Kersikanarkaus, 2010).

In the Northern or Nordic hunting culture, most important motives for hunting as given by the Finnish are peace and quiet of the forest, training dogs, sense of community and social contacts, nature experiences, physical exercises gaining meat, game management and controlling otherwise overly large game population rather than shooting, (Metsastajaain, Keskusjarjest, 2003, Retajisto *et al.*, 2004, Valkeajarvi *et al.*, 2004, Nygard & Uthard 2009, Liukkonen *et al.*, 2007). In Scotland also in the north, hunting is a different case and it is viewed differently. The majority of the land in the country is privately owned, thus it gives hunting a different intensive game management aimed at producing high densities of animals and larger bag sizes (Matilainen & Kersikanarkaus, 2010).

2.5 Hunting in America

In America, hunting is an integral part of the American experience; it provides a powerful connection to the outdoors for those who share a passion for sport, (Hunting in America, 2013). Although hunting in this nation is mainly locals or individuals pursuing their passion, the hunters have created an economic engine which provides financial support to creating thousands of jobs directly involved in the manufacturer scale or provision of hunting and outdoor products and services. According to the report on hunting in America, (2013), hunting supports a vibrant growing business which generates nearly \$12 billion annually in federal state and local tax revenues. Supportively, the US Fish & Wildlife Service (USFWS), (2011) reported that 13.7 million people who went hunting in the year spent about \$38.3 billion on equipment license, trips and more calculating to an expenditure of roughly \$2 800 per hunter. This thus goes to show the monetary benefits or impact of hunting tourism on the economy despite other benefits on a personal front and business wise towards the operators. Hunting by nature is seasonal, however in the short months it is undertaken, and it has greater returns as depicted in the above notions. In America, and when in season, hunting has created and supported more than 680 000 jobs in some rural communities and money brought in as a result has been able to sustain many other small businesses for up-to a year afterward,(Hunting in America, 2013).

2.6 Hunting in Africa

In Africa, trophy hunting by tourists occurs on a small scale, but earns more than resident hunting (Lindsey *et al.*, 2006, Leader-Williams *et al.*, 1993). About 23 countries in Africa conduct hunting,(Lindsey *et al* 2006), South Africa has the largest contribution to the industry generating revenue of \$100 million per year this being the total fees paid to operators and taxidermists, (Phasa, 2006). Lindsey *et al.*, (2006) quoting, Damn, (2005) denote that Namibia, Botswana and Zimbabwe to also have a sizeable hunting industry producing \$28, 5, \$20 & \$16 million per year respectively. Other nations in Africa undertaking hunting include Zambia generating approximately \$5million, (ZAWA, 1999), Mozambique generating +- \$10, 5 million, (Lindsay, 2000). Lindsey *et al.*, (2006) purport that trophy hunting in Africa generates more income per client and that it has potentially low environmental impact than disturbances; fossils

fuel use and habitat conversion. The authors' further note that trophy hunting creates a jurisdiction to wildlife as a land use in areas that might be used in livestock and agriculture.

Tanzania in East Africa, another prime region for hunting generates 92% worth of revenue for the 48 000 square kilometers Selous Game reserve, (Balduş & Cauldwell 2004). According to Bond *et al.*, (2004), hunting is largely responsible for the development of game ranching in Southern Africa. Inter alia, Barnett, (2000) as quoted in Mandai, Bernard & Mbaiwa, (2005) denote that Safari Hunting has contributed significantly to many African National economies through foreign currency exchange derived through hunting fees and other spin-off benefits such as employment. The neighboring country to Zimbabwe, Botswana, according to a study commissioned by the Botswana Wildlife Management Association in 2000 found that the activity generated a gross of US\$1115 million, (Arntzen, 2003). On communal land trophy hunting in Zimbabwe creates 90–95% of campfire revenues in Zimbabwe, (Mandai *et al.*, 2005).

2.7 Benefits of trophy hunting

Trophy hunting in Africa operates on a small scale; it is still generally a little known business sector (Matilainen 2010), however has benefits. Yasuda, (2012) points out that researchers suggested that sport hunting can benefit the development and economy of local communities, there-by promoting the protection of wildlife resources as well as both ecological and economic sustainability. Trophy hunting provides direct local conservation benefit for example preventing planned agricultural use or settlement in the hunting area (Grimm 2008). Through hunting, local communities are aided financially and also benefit socially. Corporate social responsibility is enhanced through improvements and or developments of the communities in which the hunting concession is based, for example schools and clinics are built. Livelihoods are also enhanced as jobs are created. Grim (2008) supports the notion as he denotes that through trophy hunting the local communities receive a financial benefit. Furthermore local communities may benefit from the hunt as most hunters after hunting have donated meat to the local communities who can either sell the meat to others or utilize it themselves.

Trophy hunting has been beneficial to local communities and it includes benefits such as provision of water, food, improvement of environment, alleviates poverty, it's a source of employment, and promotes provision of small ancillary business. The following are benefits of trophy hunting noted by Lindsey *et al.*, (2006), Leader-Williams *et al.*, (2005), Barnett & Patterson (2005) :-

The Provision of food & water

Through hunting food and water are provided, in most cases meat from the hunt is given to the surrounding local communities. Water is supplied through the drilling of wells that accessible to both the wildlife and local communities in the region. This has been enabled through the formation of Communal Areas Management Program for Indigenous Resources (CAMPFIRE) that have stemmed up from revenues from a safari hunt. CAMPFIRE projects in Zimbabwe for example in the period 1989 – 2001 saw about 89% of the total revenue of the total project revenue from hunts and about half of the total project revenue was given to communities (Frost & Bond, 2008, Yasuda 2012).

Conservancy and improvement of wildlife

Sport or trophy hunting is argued to be both economical and ecologically sustainable (e.g. Bond *et al.*, 2004; Lindsey *et al.*, 2007, Yasuda, 2012). The above notion deduces that trophy hunting supports wildlife conservation policies and local development through the provision of revenue, and it can ensure ecological conservation through the enforcement of strict hunting rules (Yasuda, 2012). Harris (2004) argues that trophy hunting tourism avoids most of the problems of ecotourism because hunting has the potential to provide relatively large financial inputs to specific areas with little need for additional infrastructure.

Creation of employment and poverty alleviation

Hunting safaris have created employment for the local communities. Through the provision of CAMPFIRE projects which involves local communities. Private land hunting safaris in the case of many hunting concessions in Zimbabwe have built accommodation lodges and chalets for its visiting hunters, staff such as waiters and room hands have been recruited from the local communities (HHK Safaris Website). In support Leader-Williams *et al.*, (2005) and Yasuda

(2012) agree as they note that running a hunting safari requires many duties and tasks ranging from camp construction to trophy preparation. Poverty in turn has been alleviated through the provision of jobs to local people. Trophy hunting maximizes benefits from wildlife that is under-utilized thus it has a profound effect on rural poverty (Leader-Williams *et al.*, 2005, Yasuda 2012).

Small ancillary business

Through trophy hunting business opportunities arise for the surrounding local communities, for example local villagers can be involved in crafts work and art which can be sold to the visiting hunting tourist. Most private land hunting concessions have curio shops in camp and these have been managed by the staff normally from the local villages (HHK Safaris, Africahunting.com 2014). Alternatively most safari companies selling the hunting safari have factored in a visit to a close by village to the hunt area where in the visiting hunter tourists meet with the local people and in the village there are curio shop stops where locals can show case their art and earn some money from it. Through CAMPFIRE programs some other provisions such as vegetables have been provided into the safari hunt camps and thus promoting agricultural activities by the local communities (Yasuda, 2012).

2.8 Negative effects of trophy hunting

Although hunting has been beneficial it has also some negatives to it. Trophy hunting although regarded and noted earlier in the chapter as sustainable, it can also be unsustainable. Subjective hunter trophy “ideals” might ultimately be unsustainable; the average hunter selects Cape buffalo trophies according to standards set by record books. This leads to bulls being killed before they entered the breeding cycle (Gandy & Reilly 2004, Roberson 2007, Taylor 2010). The net effect of killing a good portion of immature bulls has approximately the same result as if harvesting immature individuals only (Ernande *et al.* 2008). The author further notes that Trophy quality will suffer and side effects like lower birth rates, disturbances in social structure, etc. will occur subsequently

Trophy hunting has not been received well by some tourists as it has been seen more as killing animals which contradicts with the photographic safaris a non consumptive form of tourism.

Some researchers have argued that sport hunting plays an important role in the tourism industry and Community Conservation and might represent a “breakthrough” wildlife conservation strategy for Africa (Yasuda, 2012). Yasuda further notes that this theory has been as an outcome of the success of CAMPFIRE programs in Southern Africa on private lands. For example, private land owners in Namibia and South Africa have converted cattle or farm ranches into game ranches, and more income has been generated through wildlife conservation and use (hunting, cross-breeding, selling) than by farming and grazing (Barnes and Brian, 2009; Child, 2009). Jones (2009) considered the benefits and costs to local people of community-based natural resource management (CBNRM) programs in Botswana, Namibia, Zambia and Zimbabwe. He concluded that although actual livelihoods or poverty impacts of benefits were difficult to measure, CBNRM could provide a range of benefits to local communities and even small amounts of cash could have significant impacts on livelihoods (Yasuda, 2012).

Corruption can also affect trophy hunting industry in Africa at multiple levels, from government scouts who overlook the overshooting of quotas, to government ministers favoring certain operators when granting concessions (Lindsey *et al.*, 2006, Lewis & Jackson 2005). There are problems associated with the allocation of hunting concessions in various countries, with the effect that they are sometimes sold too cheaply, allocated for periods too short to promote responsible custodianship, and occasionally given to unlicensed operators (Baldus & Cauldwell 2004; Mayaka *et al.*, 2004). In several countries large citizen quotas are provided to urban residents at low prices, reducing revenues from trophy hunting and reducing incentives for communities to conserve wildlife (Baldus & Cauldwell 2004).

Researchers postulate that hunting tourism may experience some ethical issues (Yasuda, 2012). There are some ethical issues associated with trophy hunting on some game ranches which generally have relatively little relevance to conservation per se, but negatively impact public perception of trophy hunting as a conservation tool (Lindsey *et al.*, 2006, Matilainen 2010, Barnett & Patterson 2005). The author goes on to note that some hunting activities, conducted by a minority of operators, undermine the public’s perception of trophy hunting as a conservation tool and have prompted legal restrictions in several countries and these include shooting from vehicles; shooting young or uncommon animals; luring animals from parks; use of bait,

spotlights, and hounds; canned hunting (for example, where captive-bred animals, typically lions, are hunted in small enclosures); and put-and-take hunting (where requested trophies are purchased and released immediately prior to the hunt; Damm 2005). Few data exist on the prevalence of such practices. Damm (2005) suggests that 90% of lions shot in Zimbabwe are canned, although the practice is probably rare or non-existent elsewhere.

2.9 Hunting in Zimbabwe

Zimbabwe is a landlocked country of about 389 000 km² located in southern Africa. It is bordered by Zambia, Mozambique, Botswana, Namibia and South Africa (ZATSO, 2010). The country has a dualistic land use and agricultural sector inherited from its colonialist past that comprises of three distinct land categories private commercial land, communal land and government land such as the Parks and Wildlife Estate (Child and Nduku, 2006). Commercial land in which residents exercise private tenure comprises 4500 large-scale commercial farms (in excess of 200 ha) and 9000 small-scale commercial farms (under 200 ha), that represent some 170 000 km² (Murphree and Cumming, 2008).

Zimbabwe is widely dotted with Safari hunting areas. There are fourteen private concessions in the country, with the biggest game concession being Charara, Chewore and Matetsi. The most dominant and mostly visited concessions in the country presently are Tuli in Beitbridge, Charara and Chewore up in Kariba, (Zimbabwe Tourism Authority, 2014). Zimbabwe is home to a large herd of Elephant population estimated at 100 000 animals with a threshold at 50 000 in the Zambezi Valley, (Jeffery, 2014). As such hunting of elephants is permissible. Big animals such as Lion and Leopard are also allowed to be hunted in the country and this is exclusively done with bait and can be found in almost every hunt area (James, 2014). Large herds of Buffalo can also be found, thus the country offers the possibility to hunt four of the renowned “Big Five” (Jeffery, 2014). Hunting in Zimbabwe can take place twelve months a year. Hunting in Zimbabwe is all year round, however the majority of hunts take place from April through October (High Adventure Company Newsletter, 2014).

The hunting areas are spread out over a large part of Zimbabwe. Hunting is permitted in three different types of areas: governmental hunting areas, tribal hunting areas and private hunting

areas (James & Jeffery, 2014). Each one of these hunting areas has their own hunting rules. Governmental areas and the private territories are huge; they can reach hundreds of thousands of acres. All these territories are non fenced and open (Africahunting. com, 2014). Trophy hunting is allowed throughout the year and is more vibrant between April and October, with June, July and August being the most popular months for hunting safaris. There is no regulation controlling the number of days of a hunting safaris, if a minimum, it is set by the safari operator (Africahunting.com, 2014, HHK Safaris 2014). The Zimbabwean sport hunting industry is focused on attracting foreign clients in a move to increase foreign currency earnings. The industry does, however, make provision for Zimbabwean citizens in that some SA hunting concessions are specifically reserved for locals (Mitton, 2006). These areas are in less demand from foreign hunters due to the limited prevalence of dangerous game, with most popular hunting concessions largely used by wealthier foreign clients. As such, the majority of sport hunting clients in Zimbabwe are foreign (Bond, 2007).

The government regards wildlife as a critically important national asset that should be used wisely through both non-consumptive (largely photographic tourism) and consumptive (such as sport hunting) means for the betterment of its people (Bond, 2007). Sport hunting, as one of the most lucrative wildlife use options, forms an integral part of Zimbabwe's conservation and development strategy. It is regarded as a valuable, legitimate and sustainable form of land use, which may be the most appropriate form of development in many areas that are agriculturally marginal (Chimuti *et al.*, 2010). Therefore, Zimbabwe has fared well under increased competition in sport hunting in the SADC region, and has maintained a prominent market position within the African sport hunting industry. The ban on hunting in Kenya in the late 1970s provided a welcome boost to Zimbabwe's fledgling industry (Cumming, 2009).The policy framework set up by government provides for sustainable hunting quotas, appropriate monitoring and a level of accountability and transparency not found in other competing countries (Jones, 2005). Zimbabwe has been able to maintain a quality product in terms of the hunting experience and quality trophies, which has been a good investment for the future growth of the industry.

2.10 Trophy hunting on private lands

The Wildlife Conservation Act, 1960, gave commercial farmers increased freedom to commercially utilize wildlife (Barnett & Patterson, 2005). Game meat production was the main means by which farmers utilized their wildlife, with cropping of excess animals increasing up until the mid-1960s (Child, 2005). Despite the much publicized advantages of game populations being able to utilize a multitude of habitats, resist disease and withstand drought conditions (Pinchin, 2002), it soon became apparent, that meat production alone could not financially compete with other forms of land use such as agriculture and livestock production (Cumming, 2009). It was soon realized that the comparative advantage of wildlife as a land use lay in the potential of a single animal to be firstly sold to photographic tourists, secondly to a client as a trophy animal, and finally as a meat product (Barnett & Patterson 2005). Farmers began to explore a greater multi-use approach to wildlife ranching that was catalyzed in the mid-1960s by the introduction of sport hunting (Hill, 2004). As the most lucrative wildlife use, sport hunting offered the chance to make wildlife more profitable than other competing land uses, especially when incorporating non-consumptive tourism and meat production (Barnett & Patterson,2005).

The lease of hunting concessions

Most hunting concessions are co owned by the government who has leased these out to safari operators. According to Barnett & Patterson (2005), the first approach to leasing concessions to safari operators was given for five years. This mechanism is employed in eight safari area concessions, five forest land concessions and over 30 communal area hunting concessions (DNPWLM, 2008b). Kerere (2010) states that the concession tender process in safari areas and communal lands involves the land holder inviting safari operators to bid for hunting concessions, and due to demand for sport hunting still being greater than supply in Zimbabwe, many safari operators (usually more than 10) bid for a single hunting concession. This keen competitiveness has resulted in increased income to land holders from hunting concession fees, with as much as 25% of total hunting revenue now being earned from hunting concessions in all land categories (Barnett & Patterson 2005).

2.11 Implications of the literature review

Various authors defined hunting tourism as a form of tourism, where a person travels outside his/her municipality of residence for the purpose of hunting (Alatalo 2003; Lovelock 2008, Keskinarkaus and Matilainen 2009). It was also noted that there are various terms used for hunting tourism such as trophy, safari and or sport hunting. The researcher understands hunting tourism as a form of tourism where in hunting tourists travel to hunting resorts for the purpose of hunting or killing of animals as a form of sport or hobby. Hunting has been in existence for a long time, and in Africa it back dates to the hunter gatherer stages. Literature reviewed that back then in the olden days it was a source of livelihoods. Although there are still a few African tribes in Africa still practicing hunting and seeing it as a source of livelihoods for example in Botswana, today hunting is seen more as a sport or hobby than a source of livelihood (Matilainen, 2010). Review also noted that Agriculture has become a secondary activity as most farms or cattle ranching farms have been converted to hunting reserves. Hunting has become dominant such that agriculture became a secondary activity (Murdock, 2008, and Hitchcock, 2005). In the 19th century hunting in Europe was done to get trophies or the head or pelt of an animal which was then displayed in the hunters' homes and seen as a sign of prowess (Matilainen & Kersknarkaus 2009, Matilainen, 2010). Contrary to Europe, in America in the same period it was done to supplement food supplies, although today this has changed as the act is now seen more as a sport than anything else. The researcher to a certain extent agrees with the authors that today hunting is seen more as a sport and conducted as a hobby, than being a source of livelihoods. There are however some concession in the country that has agreed to operates hunts in the event that meat from hunting is donated into the local communities and hospitals. This has been the case in the save concession, where large quotas have been issued on small plains game as long as the intention was to take meat of the hunted game into the local villages and clinics and hospitals (Russ broom Hunting Safaris, Snow view Tours and Safaris, 2014).

Literature reviews that hunting tourism in Africa is still a little known business (Matilainen 2010) however the researcher thinks that this not the case any longer, as hunting has been practices in the country for years now and also noting from the fact that countries such as Kenya, Zambia and Botswana have since banned the activity in their countries. Hunting has been successful on a broad spectrum as noted in the research done and in the review; however there

has been no specific research on hunting on Zimbabwe and its potential nor progress of this form of research, there-by prompting the researcher to look at the potential, prospects and progress of hunting tourism.

2.12 Summary

This chapter focused on relevant literature by authorities in the subject and earlier researchers. It looked at the history of hunting tourism in various regions of the globe and Zimbabwe as the country under study. Literature reviewed that hunting has been in existence for a long time now and that it has been one of the oldest ways of using natural resources. Also analysed in the chapter were the benefits and effects of hunting tourism. It was noted that hunting tourism had been a source of many livelihoods where it as practiced. Benefits such as the provision of food and water, conservancy and improvement of wildlife, job creation and poverty alleviation and small ancillary business were noted. Although beneficial it had also its negative impacts. Some authors argued that it could be less sustainable and review also noted that some tourists did not condone to killing of animals as a sport. Corruption had also been noted to affect trophy hunting and there were some ethical issues to worry about relating the public's opinion of trophy hunting. The next chapter looks at the actual methodology of how the research was conducted. The sample, the respondents profile, the research instruments and the reason the chosen methodology was utilized

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter gives a detailed insight of the research instruments used. The following components were used to collect data, research design, case study technique, study setting, sampling strategy, data collection methods, pilot study and the data analysis and the summary of the chapter is given.

3.2 Research design

This study was qualitative. Qualitative research is used when one does not know what to expect, to define the problem or develop an approach to the problem, (Kirshenblatt-Gimblett, 2006). It is also used to go deeper into issues of interest and explore nuances related to the problem at hand (Trochim, William, 2006). Common data collection methods used in qualitative research includes focus groups, triads, dyads, in-depth interviews, uninterrupted observation, bulletin boards, and ethnographic participation (Bryman & Bell, 2007). The researcher used a qualitative research instead of quantitative because it allowed the presence and involvement of the researcher. Bryman and Bell (2007) state in quantitative research, researchers are uninvolved with their subjects and in some cases as in research based on postal questionnaires or on hired interviews may have no contact with them at all, there by lacking relationship with the subjects of the investigation. Qualitative research was found to be a more suitable tool because it allowed further investigation and probing of data from the respondents. In a quantitative research the investigator is in the driving seat where in a qualitative research the perspective of those being studied is more important as what they see as important and significant provides the point of orientation (Bryman & Bell, 2007). The researcher opted use of a qualitative research because it is unstructured, where in the quantitative research would be highly structured (Bryman & Bell, 2007, Trochim, William, 2006 & Kirshenblatt-Gimblett, 2006). Furthermore a qualitative data analysis investigates respondents in their natural environment and where in quantitative research would largely look at large scale of data collection; the opted form rather looked at small scale

quality data collection (Bryman & Bell, 2007). Lastly qualitative research design tends to collect a rich data where in quantitative data is often depicted as 'hard' data in that it is robust and ambiguous, owing to the precision offered by measurements (Bryman & Bell, 2007, Trochim, William 2006).

A cross sectional research design entails the collection of data on more than one case and at a single point in time in order to collect a body of quantifiable data in connection with two or more variables which are then used examined to detect patterns of association (Bryman & Bell, 2007). Findings are drawn from whatever fits into the frame (Winter, 2009). A cross sectional research study was found to be a suitable design in this case because it allows for many variables to be observed at a single point in time and in a very short space of time where in a longitudinal research design also observational tends to take a longer period of time (Hall, 2008 Winter, 2009). Cross sectional designs generally use survey techniques to gather data; they are relatively inexpensive and take up little time to conduct (Hall, 2008, Barratt & Kirwan, 2009).

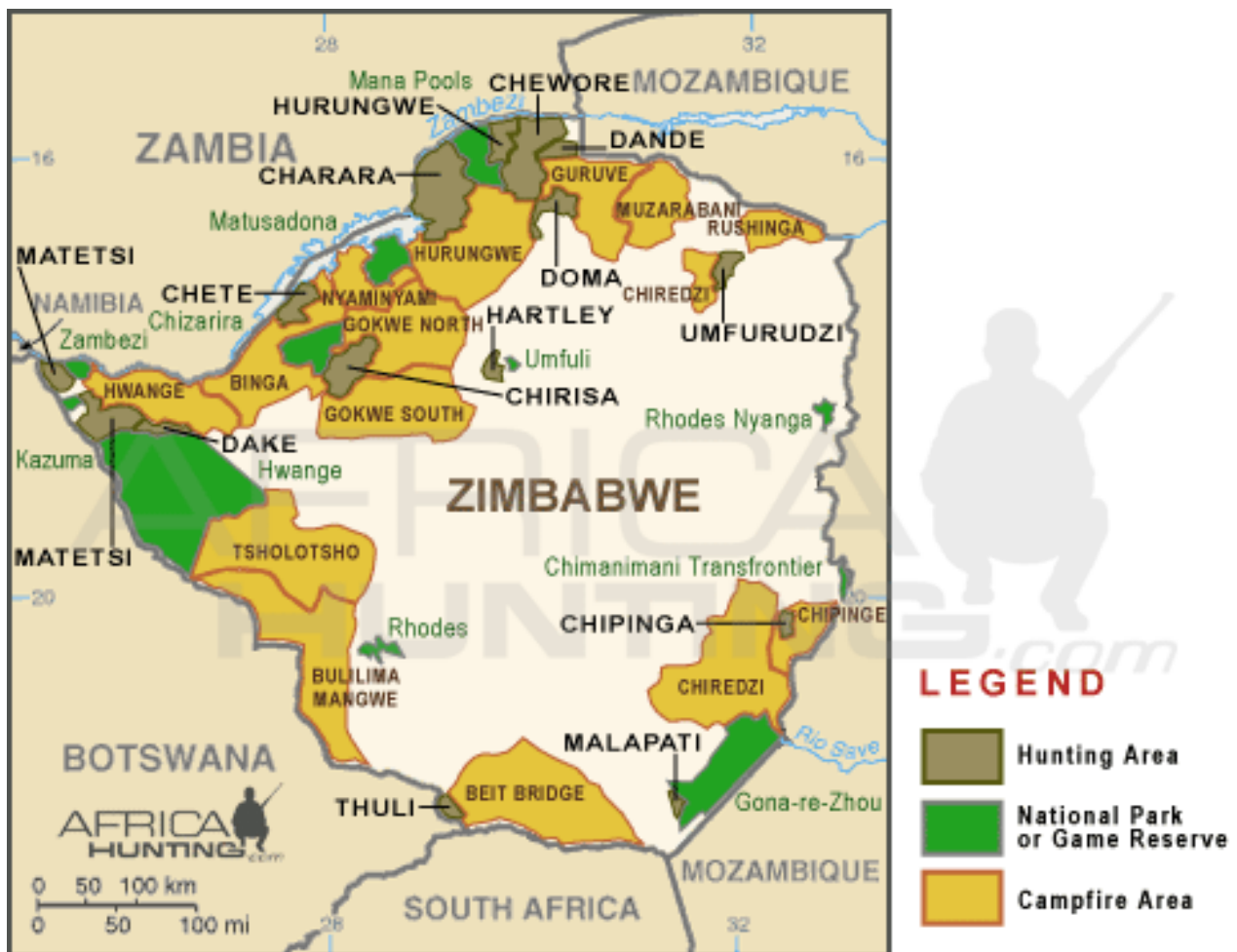
The study also took an exploratory form of research as past research has not been clear on the potential, progress and prospects of hunting tourism. An exploratory research design tries to discover ideas and insights into a problem (Barret & Kirwan, 2009). Bryman & Bell, (2007), Hall,(2008) & Barret & Kirwan, (2009) all agree as they denote that an exploratory research is conducted to give a better understanding of a situation and that it is designed to bring up answers to a problem, it thus gives a hypothesis on what is happening and going on in a situation.

3.3 The case study technique and the study setting

The researcher used Matetsi Hunting Safari area as a case study to find out on the potential, progress and prospects of hunting tourism. According to Bryman & Bell,(2007) a case study entails the detailed and intensive analysis of a single case. It is an in depth study of a particular research into one or few easily researchable examples (Pearson & Bacon, 2007). Case studies can be associated with theory generation and theory testing there-by valid for this research (Bryman & Bell, 2007). According to Pearson & Bacon, (2007), it can be useful for testing whether a specific theory and model actually applies to phenomena in the real world. It is a useful design when not much is known about a phenomenon.

Matetsi Safari Area is located in the North Western Zimbabwe close to the famous Victoria Falls. It is Zimbabwe's oldest and best known hunting safari area. The game rich Hwange National Park, Zimbabwe's largest totalling some 13,000 square kilometers, together with Matetsi Safari Area, Kazuma National Park, Zambezi National Park and Pandamasui Forest area all combine to form one of Africa's largest un-spoilt, wilderness areas over 20,000 square km in extent. Below is a map of Zimbabwe showing Matetsi Safari area amongst other hunting areas in the country.

Fig 3.1 Matetsi Safari Area location in Zimbabwe:-

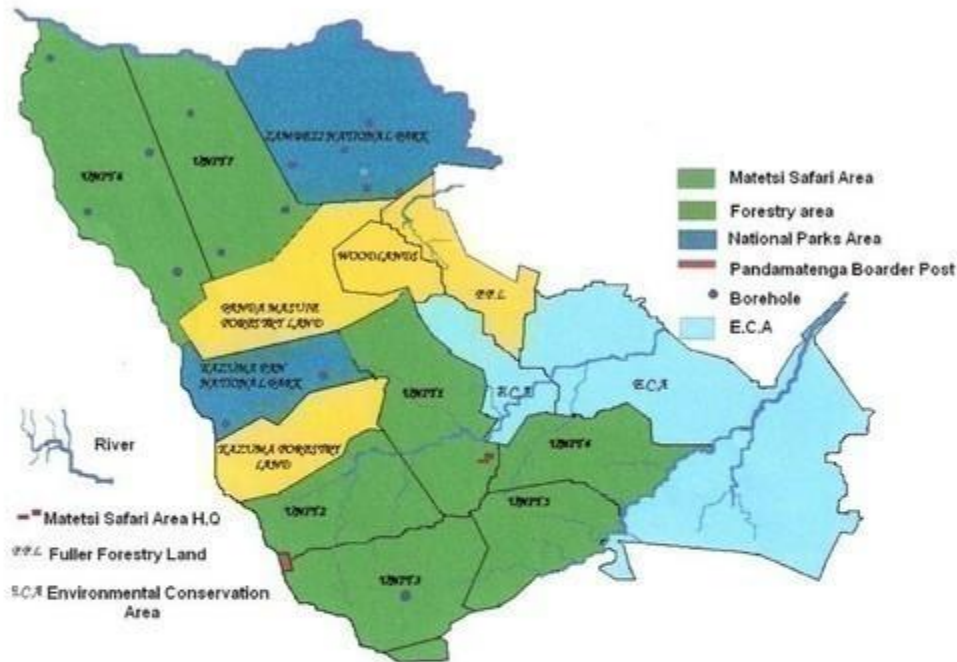


Adapted from Africahunting.com by Jeffery, 2014.

Matetsi safari area constitutes of 6 individual hunting concessions and below is map showing the different concessions in the area as adopted from Morant (2012).

Fig 3.2 Matetsi Safari Area showing the six hunting units

MAP II: MATETSI SAFARI AREA SHOWING THE SIX HUNTING UNITS, KAZUMA, PANDAMASUIE AND ICA.



The three main veld types available in the area are the kalahari sandveld, open grassland and basalt ridges. Other occurring veld types include Zambezi teak (*Branchytergia spp*), *Compretum spp* and *Colophospermum mopane*

Regosols, lithosols and vertisols are the three main groups of soils. Mean annual rainfall is 600mm and mean maximum daily temperature is 24 degrees celsius



Adapted from African Hunting. Com by Morant,2012

Brief descriptions of other hunting concessions in the country

Charara hunting concession, over 1000000 acres is in Kariba, located on the Zambezi escarpment, it is renowned for dangerous game as compared to the casual plains game. It is also well known for aquatic hunting species such as the hippopotamus and crocodiles. The concession over the past 15 years, it has experienced no hunting problems and it has had some

great hunts despite the negative and bad publicity that Zimbabwe has received in the past (High Adventure Company Newsletter, 2014). Also in Kariba in the North of Zambezi Valley, Chewore camp, encompass a huge area of the finest big game hunting. All hunting is done in a very traditional manner, using the very best professional hunters and trackers (Victor Hunting Safaris, 2014). Tuli Hunting concession in the Beitbridge area spreads over two neighboring farms totaling to 80 000ha of land. There has not been much hunting in the area of the past years, which make it still stand as a virgin hunting concession in the country. It is well known for good trophies in Kudu, Buffalo, Blue Wilderbeest, Eland, Tsessebe and Warthog (Orxy Safaris, 2014)

Chirisa Safari area is situated in the central midlands of Zimbabwe halfway between Victoria Falls and Harare. It is one of the best. big game hunting concessions in Zimbabwe. The Safari area is an important link in the routes of elephant migration from the Zambezi Valley through to the central plateau and Hwange National Park which is on the Western border of Zimbabwe. Its habitat consists mostly of hardwood forests and in terms of fauna, lion, leopard, elephant and buffalo are in abundance. Other species available include baboon, jackal, duiker, guinea fowl, francolin, dove and sand grouse (ZPWMA,2014).

Chete Safari area is situated on the shores of Lake Kariba between the Senkwe and Muenda rivers. It is a controlled hunting area and one of Zimbabwe's most rugged concessions. Its hilly country means that the area is not well developed in terms of roads therefore some areas are only accessible on foot. Hunting is mainly by boat, vehicles and on foot. Wildlife available to hunt are elephant, buffalo, leopard, lion, sable, kudu, zebra, waterbuck, hippo, impala, crocodile, klipspringer, eland, hyena, bush pig and grysbok (ZPWMA,2014)

The area of study, Matetsi Safari is located in the North Western Zimbabwe. It is close to the majestic and most famous Victoria Falls. It is one of the oldest and well known hunting safari areas in Zimbabwe. The game rich Hwange National Park, Zimbabwe's largest totaling some 13,000 square kilometers, together with Matetsi Safari Area, Kazuma National Park, Zambezi National Park and Pandamasui Forest area all combine to form one of Africa's largest un-spoilt, wilderness areas over 20,000 square km in extent (Matetsi Hunting Concession website, 2014). The area is well known of its plains game hunting and it has a high population of antelope. Also common in the area are sables, trophy quality waterbuck, kudu, eland, impala, warthog, hyena

and reedbuck. More species such as giraffe, steenbok, grysbok and zebra are also common in this area. The area is also renowned to be best in Buffalo, Lion and Leopard hunting. It is noted as the best hunting safari area in the region. The Matetsi Safari area has a five year moratorium on lion hunting in the whole of the region which has ensured that today there is a strong population of lion and success on big maned, free ranging, mature lion which is close to 100%, (Matetsi Hunting Concession website, 2014). Buffalo hunting in Matetsi is generally very good, all the Matetsi Units are subject to transitory herds moving in and out of the areas and Unit 3 is no different. As such there is not an all year resident population of buffalo on the concession. The quality of leopards taken is very good with big bodied, heavy cats as opposed to the long, slender males found in the Zambezi Valley. Matetsi currently operates a single main camp. Bathrooms are en-suite with hot and cold running water. Laundry and ironing is done daily and all lodges are well lit by electrical generator.

3.4. Sampling strategy

The target population for a survey is the entire set of units for which the survey data are to be used to make inferences; it defines those units for which the findings of the survey are meant to generalize, (Cox, 2008). The targeted respondents were game rangers or guides and managers of Matetsi hunting concession and officials from the local national parks offices (ZPMWA). According to Bryman & Bell (2007), a population is the universe units from which the sample is to be selected. A sample is the segment of the population that is selected for investigation. A sampling method may use probability or non probability approach, (Bryman & Bell, 2007). The researcher interviewed nine game rangers, six marketing managers, six concession managers and two officials from Zimbabwe Parks and Wildlife Management offices, because these were the ones available at the time of research.

The researcher used convenience sampling. A convenience sample is one that is simply available to the researcher by virtue of its accessibility, it is important in that there are high chances that the researcher will receive a good response rate and it allows the researcher to gather data from a convenient sample, (Bryman & Bell, 2007).

Judgmental sampling is a form of non-probability sampling and is it is also known as purposive or authoritative sampling. It is used when there is few people who have the ability and interest in

giving the answer and it is a viable technique to collect data from a specific group of people (Lavrakas 2008). This form of sampling was used to select management from the concession to participate in the research. The researcher interviewed the marketing managers of the concession as they have an insight on the business trends of hunting in the area, while the concession manager is on the ground. They are able to give an account of the operation and on the ground in the concession, an insight of the business and guest comments.

3.5 Data collection Instruments

For the purpose of this research, a questionnaire, face to face and telephone interviews were used as data collection instruments. Face to face interviews were used to collect data from the top managers and from the hunting guides as these have direct decision making to the entire company and directly about trophy hunting. This technique was used to collect qualitative data by setting up a situation (the interview) that allows a respondent the time and scope to talk about their opinions on a particular subject. The focus of the interview was decided by the researcher and there were areas the researcher was interested in exploring. A telephone interview was used to collect data from Zimbabwe Parks and Wildlife Management (ZPWMA). Telephone interviews were used due to the time restrictions in conducting research. Interviewer administered questionnaires was used to collect data from the game rangers in the concession. Questions such what is the current trend of business at the concession, who are the concession's competitors and how the concession is performing were asked. Please review the detailed account on the interview and questionnaire guides used to conduct research attached in the appendix section of the dissertation.

According to Kim (2010), implementation of the pilot study is essential in that it comprises finding issues and barriers related to recruiting potential participants, engages the use of oneself as a researcher in a culturally appropriate way and from a phenomenological perspective and it modifies the interview questions. Five respondents were used in the pilot study and this gave a good increase in the likelihood of success in the main study. Two top managers- the marketing and concession manager, 2 hunting guides and one general employee were used for the pilot study at Matetsi Hunting Concession. Through the guidance of the supervisor the researcher managed to draft questionnaires Interview guides used for the research.

Secondary data was also used as a means of collecting data on hunting tourism. Secondary data analysis is the analysis of data by researchers who will probably not have been involved in the collection of those data for the purposes that in all likelihood were not envisaged by those responsible for the data collection (Bryman & Bell, 2007). The researcher therefore analyses data from other researchers on the topic of hunting tourism as well as books and magazines on hunting tourism as a whole.

3.6 Data Analysis

Thematic analysis was used to analyze data from the interviews as it focused on examining themes within data. This method was used as it emphasizes organization and rich description of the data set and it goes beyond simply counting phrases or words in a text, rather it moves on to identifying implicit and explicit ideas within the data. The data was coded for developing themes within the raw data by recognizing important moments in the data and encoding it prior to interpretation.

The method was used as well as it allows the emphasizes the participants' perceptions, and experiences as the paramount object of study since the respondents to discuss the topic in their own words, free of constraints from fixed-response questions found in quantitative studies.

An inductive approach was used since themes which were identified were strongly linked to the data because assumptions were data-driven. This meant that the process of coding occurred without trying to fit the data into a pre-existing model or frame.

Descriptive statistics was used to for statistical analysis in describing the main features of a collection of information and the quantitative description itself. Descriptive statistics was to compliment inductive statistics, in that descriptive statistics aimed to summarize a sample, rather than use the data to learn about the population that the sample of data was thought to represent. Descriptive statistics provided a simple summary about the sample and about the observations that had been made. These summaries formed the basis of the initial description of the data as part of a more extensive statistical analysis.

3.7 Summary

The chapter highlighted on how the research information was collected from both primary and secondary sources. The research was conducted using questionnaires, interviews and secondary data sources. Outlined in this chapter as well was the full methodology of the project including the sources of data, target population, data collection methods, sampling, data analysis procedure and resources utilized. The merits and demerits of each data collection method used have been fully presented also. It is through the above research design, techniques and instruments that the research findings in chapter four can be presented. Hence, in the next chapter the main findings of the study are presented, analysed and interpreted in order to support recommendations to be given at the end of this research project.

CHAPTER FOUR DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter focuses on the presentation and analysis of the study findings. Highlighted in the chapter is the response rate showing the number of the targeted interviews and its success rate. Findings were acquired from the Concession managers, marketing managers, hunting guides and officials from the Zimbabwe Parks and Wildlife Management Authority offices. In these findings, the Potential, progress and prospects of hunting tourism at Matetsi Hunting Concession is outlined. A summary of the chapter is given in the end of the summaries.

4.2 Response rate

A total of four interviews were done. The concession and marketing managers, rangers/ hunting guides, and an official from Zimbabwe Parks & Wildlife Management (ZPWMA) were interviewed.

Table 4.1 Response Rate

	Target Interviews	Successful Interviews
Concession Manager	6	6
Marketing Manager	6	6
Rangers/ hunting guides	10	9
ZPWMA	2	2

Interviews were conducted with all the targeted concession and marketing managers, rangers and an official of ZPWMA. The telephone interview was used to collect data from the officials of Zimbabwe Parks and Wildlife Management (ZPWMA).

4.3 Findings from the Concession Managers & the Marketing Managers

The concession and marketing managers were asked similar questions hence the responses have been grouped together.

a) The state of Camp Operations

The respondents were asked to give a brief insight of the camp operations. The concessions operated a photographic safari and hunting tourism. Other included visits to the local villages and day trips to near by resorts such as Victoria Falls and Botswana and or Zambia. Day to day operations included hunts that were either carried by foot or on walking safari and or by vehicle or part walk and game drive depending on the section of the concession they will be hunting and or seeking game on. Hunts start in the early morning returning after the kill depending on how successful the track has been. Most concessions received American clientele, with a few Europeans. There was also a growing interest from southern African region that is hunters from South Africa, Zambia, Mozambique and Botswana.

b) Competitors Analysis

The interviewers where asked on who their competitors in the industry are and how they are performing against them. Most concession managers had a sound knowledge on their competition being the other hunting concessions dotted in the country. Mostly mentioned concessions assumed to be doing very well and being very busy were Charara and Chewore in the Zambezi Valley escarpment in the North of Kariba and Thuli block. There was also a strong competition noted from each other as the concessions are run and marketed independently from each other. Unit three concession in the region was noted by most of the managers under study as one of the busiest and most dominantly visited and doing very well.

The regional and or international arena, the marketing managers noted high competition from neighboring countries South Africa and Mozambique. One marketing managers noted that South Africa held a much higher number of animals and trophies as compared to Zimbabwe. The quotas given by its Parks and Wildlife Management authority in a private concession in South Africa for certain specific animals such as the buffalos and lions, for example, was seen to be very different from those given in Zimbabwe. South African quotas were noted to be much

higher hence non-comparable to Zimbabwe for example, were 5 Lions were to be killed in Zimbabwe split amongst the several concession, this could be a quota from one concession alone in South Africa.

c) Business Trends Before and After 2008

With regards to business trends before and after the year 2008, the general response was that the pre 2000 business had been great in Zimbabwe. One manager said:

“the year 2000 to 2008 has been the dark years of tourism in Zimbabwe, the visitors lost confidence in our nation and some visitors were warned not to step their foot in Zimbabwe. As a result many tourist facilities suffered a loss of tourists. Even though we had a few tourists trickling in to our concession, some concessions almost closed down operation. Some operations temporarily closed down due to lack of business in the country and concession and also because of the disputes over land redistribution.”

The interviewees also noted that the loss of value in the local currency also implicated travel into the country, noting the ridiculous pricing of services not well understood by the few visiting tourists. The shortage of food supplies was also a major concern which affected business in tourism as a whole unit. In the post-2008 period, the managers said business had experienced steady to remarkable growth because of the introduction of the multi-currency system. Most of the managers also thought the uniting of the national parties (Government of National Unity) also aided in acquiring tourists into the country, as some sanctions imposed on the country were removed.

The marketing managers said the suspension of hunting safaris in the neighboring countries had aided their business. Most hunters who have traveled into these countries had migrated to come and hunt in Zimbabwe with a sizeable number of hunter tourists traveling to Mozambique and South Africa

d) Challenges faced at Matetsi Hunting Concession

The concession managers mostly mentioned operational challenges, poaching, bad publicity and economic instability of the nation. Poaching was noted to be a serious challenge in the region particularly in the low business season and this had had a major effect on the sustainability of the animals.

Another problem highlighted was an increase in human and animal conflict and a loss of habitats. The managers noted that there has been high growth of human population and changes in land use, for example most of the game ranching land use were now used for agricultural purposes. There were also a high number of animals snared on the concession which has affected the quality of the concession's trophy level and sizes. There were no boundaries or fences in the concessions and nearby farms, the local domesticated animals freely wandered into the concession and were noted by tourists while on a hunt. Tourists do not want wildlife to be mixed with domesticated animals. From a marketing perspective the country has been hard hit by bad publicity portrayed on it and hence it has taken lots of convincing for them to get hunters confidence. The economic hardships have also affected business greatly in the concession. Most manufacturing industries have been shut down resultantly and there has not been adequate funding for the local authorities to fully run supervision of the projects. For example ZPWMA who are responsible for issuing quotas to concessions have not accurately done game counting in these safari areas due to old equipment and ways of counting. This has been as a result of a lack of funding from the local government and or a lack of donors to assist in managing the resources. Although the private farmers may try to conserve the resource, they also needed the help and jurisdiction of the local authorities. It has also been difficult to acquire certain equipment necessary for hunting locally thus the expense of importing the equipment and goods into the country.

e) How the challenges have been resolved and the effectiveness of strategies deployed

Anti poaching units have been deployed and increased patrols mounted. One manager said, "Anti-poaching unit aids have certainly reduced poaching in the region. The policy on anti-

poaching is ‘shoot to kill’, and this is well known by the poachers, thus there has been a decrease in poaching”.

In terms of bad publicity, the marketing managers have tried to assure hunters that Zimbabwe was a safe country. The Marketing managers said they worked closely with tour operators such as HHK safaris; Snowview Tours and Safaris, Africa Hunting and Russbroom Safaris who promote the trophy hunt safaris. They have invited the tour operators on familiarisation trips so as to equip them with first hand knowledge on the current state of the nation.

f) The prospects of Matetsi Hunting Concession

Most managers said that although there was a remarkable growth and an increase in tourist arrivals, the revenue was not as significant as per the anticipated targets. Most concession managers were very positive that business would improve further and there would be more visitors. The suspension of hunting in neighbouring countries, Botswana and Zambia was seen as an advantage for Matetsi.

Intense marketing plans by the marketing managers have been put in place to promote safaris in the region and create competitive rates and products in order to increase sales. The marketing plan included sales promotions of the safaris to trading and supporting tour operators, travel show exhibitions such as Indaba, recently introduced We are Africa in Capetown, World Travel Market (WTM) and International Travel Bureau (ITB) in Europe. One marketing manager noted that they were exploring other markets such as the Asian market to see if there was an interest in hunting from the bloc.

g) Recommendation of enhancing hunting tourism at Matetsi

The managers mentioned the need for staff training in terms of customer service and quality management. They also noted the need for the concession to strongly and faithfully give back to the local surrounding communities. One manager said “there has been no honesty and good blood between the concessions and its local people surrounding, often the local communities are lastly consulted on matters that needs them to resolve, and we suspect that this has been the reason for high poaching in the area”.

The marketing managers noted the need for targeting new markets such as the Asian markets and increased penetration of the European market. This would include attending all travel market shows done internationally, forming alliances with big hunting tour operators was noted by a concession manager in one of the units.

There were also strong sentiments on improving the anti- poaching units.

4.4 Findings from interviews with Hunting Guides

A total of nine game rangers were interviewed in Matetsi concession. Amongst the rangers present were a mixture of fully licenced guides, learner and freelance guides.

a) Rangers opinions of business performance at Matetsi Hunting Concession

The rangers said business performance at Matetsi hunting concession had significantly increased since 2009. There had been a notable increase in number of hunting tourists visiting the concession and they attributed this to the present economic stability and the suspension of hunting in the neighbouring countries.

b) Challenges faced at Matetsi and how they have been resolved

Most rangers noted the issue of poaching and snaring of the animals which had affected the trophy levels for the hunters. There had been some challenges on finding certain trophies on some concession. One ranger noted that there had been incidences where hunters were given permission to shoot a buffalo at a concession, but on arrival and on the safari they have not been able to find the buffalos and they have had to resort to small plains game.

The rangers noted that the economic instability of the nation as an adverse factor to the concession's business. The rangers said there was a high population of elephants in the area stemming from nearby Hwange National Park and the neighbouring country's Chobe National park as such most of the vegetation in the region had been destroyed leaving open plains not very conducive to other small plains game. The destruction of vegetation has destroyed natural settings thus causing migration of animals into either Zambia and or Botswana there-by posing a threat to the concession. The rangers also said elephants had been a problem in the local villages as they destroyed their crops and also posed a threat to human life. Lions had been a great threat

and of concern to the local villagers as their livestock were constantly attacked – one ranger noted. They also noted a rise in animal and human conflicts, which has resulted in poaching and snaring of animals in the concession

Some rangers noted climatic change on the rise as a change to the natural habitat settings as it threatens the decline of animals and also affects breeding of animals in natural settings. Increase in local population and alternative use of land to agricultural activities leads to cutting down of trees which also affects natural settings of the animals and may also cause animals to migrate to other conducive environments.

c) Prospects of hunting at Matetsi

When asked what the prospect of hunting tourism was at Matetsi, the rangers noted that, Zimbabwe would benefit from the suspension of hunting in Zambia and Botswana. The industry would however experience a short lived success as there is also a high growth of population clearing land. The area's vegetation had also been affected by the elephants in the region that has destroyed the vegetation in the area. The rangers noted that vegetation takes time to come back to its natural state after destruction and by the time this happens all game would have relocated into other conducive environments for breeding.

d) Recommendations to enhance hunting tourism at Matetsi

The rangers noted the need to improve game scouts anti poaching equipment and anti poaching teams. An interesting point was for hunting concessions to align forces with the local communities and possibly look into creating anti poaching units from these communities. This would be achieved through creating a good rapport with the key persons in the village for example the chiefs and or herdsman. They suggested the need for communities work closely with the concessions and create a mutual beneficial relationship. The rangers also noted the need for the concessions to ensure that the communities also benefit fully from the hunting activities so as to avoid animal and human conflict

4.5 Findings from interviews with the Zimbabwe Parks and Wildlife Management Authority (ZPWMA) representative

The researcher had an opportunity to speak with the Senior Wildlife Officer of the National Parks and Wildlife Management Authority offices in Bulawayo, and also the senior ranger overseeing activities in the region. The officials noted the issue of poaching and snaring of animals as well as the destruction of vegetation within the concession by the vast population of elephants in the region as the main challenges. Vegetation destruction has caused animals to migrate into other regions out of Matetsi safari area and poaching of animals has affected the trophy levels in the region. ZPWMA officials also noted the banning of ivory imports from Zimbabwe by the United States of America (USA) government as a reason for high poaching activities. In the year 2013 revenue from hunting safaris was pegged down at US\$45 million and there was an expectation of an increase to US\$60 million in revenue in the year 2014, however this does not seem like it will be achievable due the current ban. There was concern that Zimbabwe does not have the adequate equipment to gather information on the number of animals and elephants in particular that are in the country and to determine sustainability, hence the ban said one of the officials. The general thought on the prospects of business in hunting, they thought that there would be a decline in business, noting that there were sanctions on travel to Zimbabwe from the key source markets and poaching was rife. There was a little excitement from the closure of hunting in neighboring countries Zambia and Botswana and also Kenya who has not been hunting for years, but the general feel was that this was not sufficient enough to sustainably run business in the country, particularly in Matetsi. This was because lots of animals seem to be freely migrating into other areas like Zambia and Botswana more even, mainly because the vegetation in the area has been affected by the large sum populations of elephants in the area. Suggestions to alleviate the challenges were for efforts to be made by the local authorities to travel to USA and negotiate for the bans to be wavered as that would reduce the levels of poaching. By so doing they aid the business in this sector, to achieve a prolonged success of business. Exploring other markets such as Asia and other nationalities outside of America was believed to be a solution to aid the business.

4.6 Discussion of Findings

The researcher's analysis was that there were no previous studies on the potential, progress and prospects of hunting tourism making the above study the first of its kind. Most research on the subject had been on conservation of the resource and its sustainability and also the general impact of the form of tourism in the Southern Africa. Challenges and solutions of hunting tourism in southern Africa were also noted in previous study. From the research findings, it was noted that although hunting tourism was a tool for conservation (Matilianen, 2010, Lindsey *et al.*, 2006, Ward, 2008) this has not been the case with Matetsi hunting concession. This decision is arrived at due to the challenge raised on the animal-human conflict experienced in the area. Conservation programs are meant to address problems as such, however this has not been the case as there is a need to come up with a solution to eradicate this problem. Authors such as Matilianen (2010) and Lindsey *et al.*, (2006), noted hunting tourism as a source of livelihoods, however locals within the region benefited indirectly as would have been the case in the olden days when the locals went to hunt on their own for game meat. Benefits have been through donations of the meat from the hunt. Post 19th century research noted that hunting tourism moved from being a provision or source of livelihoods to more of a hobby and sport (Kersiknarkaus and Matilianen 2009, Matilianen 2010). Hunters have travelled to pursue trophies, the heads or pelts of an animals and size has been a huge factor (Ward, 2008, Lindsey *et al.*, 2006, Kersiknarkaus and Matilianen, 2009, Leader-Williams *et al.*, 2005). This has also been the case with today's hunting and also in Matetsi hunting concession where travellers have come to pursue the size of an animal an trophies. Findings noted that there was instances where in certain animals have been found missing in concession there-bay creating challenges for the concession as other smaller plains game have then been hunted. Research noted that hunting included hunting of captive or semi-captive animals raised under controlled or semi- controlled conditions so as to attain trophy characteristics – canned hunts (Baldus & Cauldwell, 2004), differing from how hunting is carried out in Matetsi. The concession does not operate canned hunts, all concessions are not fenced and there has been a difficulty in sourcing or finding certain trophies that have been issued on quotas by ZPWMA as available in a concession. It was noted in the findings from the rangers at Matetsi that there has been challenges in sourcing certain animals in the concession due to free migration and this has been due to the fact that there are no physical barriers of concessions to contain and control the animals. Past research noted that trophies came

from horns, tusks, mature males and overall body size (Ward, 2008), however findings from the research noted that there was a challenge in getting certain trophies due to free migration of animals in concessions. There was however an agreement to today's practice those quotas were issued on animals that were off age and are past breeding stages (ZPWMA, 2014). Trophies came with age when an animal has crossed the line of post reproductive stage (ward, 2008) and it as noted that most animals were usually biologically surplus males whose genes have been dispersed. It is mandatory in Zimbabwe that quotas are issued on mature male animals that have grown off breeding stages; this was deduced from ZPWMA findings.

4.7 Summary

This chapter focused on the detailed presentation and analysis of the research findings, bringing out what was unearthed by the research and what information gaps were closed. The analysis also contrasted literature and the findings to find out if they support each other or oppose each other. The research noted that there was a short lived success of hunting tourism in Matetsi and possibly the country at large due to the current hardships being faced in the concession namely current economic hardships, high rise of poaching in the concession, the increasing rate of human – animal conflicts, the growing human population and increase in the number of elephants for a relatively small carrying capacity. The elephants and the rise in human population has created open lands due to the destruction of vegetation there-by making the environment less conducive for natural habitation of the animals. It was noted that although business had increased post 2009, the economy had not fully stabilized and that poses threats in the nearest future. The suspension of hunting in the neighboring countries, Botswana and Zambia has aided the business very much, however one wonders until when the concession or country will enjoy the success before the extension of animals or decline of trophies. Recommendations were made to enhance trophy hunting in the concession and these included the increase of anti poaching units and the collaboration of the concessions and the local villagers to safe guard the resource. It was also noted that there was still a need to intensively promote and market the product to the international bloc, strengthen relationships with the current markets visiting the concession as well as look into exploring other avenues. The next chapter provides the study's conclusions and recommendations.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMENDATIONS

5.1 Introduction

The chapter gives a summary of the study and it seeks to provide a conclusion of the research. Outlined in the chapter is the summary of the study, achievements of the objectives, and the conclusion of the research study also outlined are the recommendations and areas of future study.

5.2 Summary of the Study

The study sought to find out the potential, prospects and progress of trophy hunting at Matetsi hunting concession. The study also sought the challenges associated with hunting tourism at the concession and to produce recommendation that may enhance hunting tourism at Matetsi hunting concession. The interviewees included concession managers, marketing managers, hunting guides, and officials from the ZPMWA. The researcher used non probability sampling techniques to pick up its target. Judgmental sampling was used to select managers for the interview as they had the ability to give the insight of business trends, prospects and potential of hunting in the area. The same technique was also used where in judgmental sampling was used to nominate candidates, basing on the o nominate the rangers who conducted the safaris with the hunting guests, thereby giving the researcher an insight of their views in comparison of what they say saw on the ground.

5.3 Achievements of objectives

The research managed to achieve all the objectives as set out in Chapter one. The first objective was to ascertain the state of hunting tourism at Matetsi Hunting Concession. It was achieved in that the respondents managed to articulate the state of business at Matetsi Hunting concession. The concession and marketing managers successfully related the present state of the concessions and how they have performed in the past decade.

The second objective was to determine the challenges faced at Matetsi Hunting Concession. The findings were that the concession has been mildly affected by the rise of poaching in the area and snaring of animals. Concern was raised on animal –human conflict as the local villagers livestock was constantly under attack from the dangerous wild animals such as Lions. Also noted of concern was the elephant population in the area and how it had destroyed the vegetation thereby affecting natural habitat settings. It was also noted that there most land was being cleared up for agricultural purposes which has also affected the natural environment of the animals.

The third objectives sought to determine the progress of hunting at Matetsi concession and this was achieved as the respondent noted that there has been noticeable growth in business in the concession despite the hardships being faced. Post 2009, the number of hunting guests arrivals were noted to have increased, furthermore the suspension of hunting in Botswana and Zambia aided business into the country and the concession. Also an increase in regional hunters travel was noted on the concession.

The fourth objective was to assess the potential and prospects of hunting at Matetsi concession. The findings noted that the concession would have good business and success for a short while noting the suspension of the hunting in neighbouring countries and that prolonged success would be hindered if no major plans are taken into place to resolve the current challenges being faced in the concession

The fifth objective sought to produce recommendations to enhance hunting in Matetsi. This was achieved as recommendations were made to resolve matters at hand and these are highlighted in 5.5 section of the chapter.

5.4 Conclusion

From the findings the researcher concludes that hunting is still a viable business in Matetsi. The concession has however been affected by the past economic hardships faced in the country, but it has managed to stand through the harsh years and survive through them. Business has been steady with a noticeable increase in number of hunter visitors. From the research findings the researcher concludes that to date hunting in Matetsi is being affected by poaching and snaring if

animals and that there has been an increase in animal –human conflicts experienced in the concession posing a threat to the future of the hunts and trophy levels. Also deduced from the findings the researcher concludes that the future prospects of Matetsi are bright as noted from the increase in number of tourists in the past few years visiting the concession, partly resulting from the introduction of the multi currency system in Zimbabwe and the suspension of hunting in other close by countries such as Botswana and Zambia.

5.5 Recommendations

Given the outlined findings and conclusions noted, the researcher recommends the following to Matetsi hunting concession Managers:-

1. The researcher suggest the waver of bans on importing ivory to the USA as the closure has created the rise of poaching and creation of the black market in this industry. Engaging in talks with CITES and the nation’s local tourist board as well as ZPWMA may assist in ensuring policies are put in place to protect endangered species as well as coming up with acceptable means and forms of trading ivory.
2. Poaching has been as a result of poverty suffered by the locals. The researcher therefore suggests intervention from the local government to help sustain the communities. Zimbabwe is not the only country suffering poverty, but this has been the problem on the rise globally, therefore the need for global poverty alleviation. There will be a need for the creation on wealth in the long run, understood as economic growth that benefits most of society, is an effective way to not only alleviate but also to solve global poverty (Serafin, 2013).
3. Poaching has been rife in the safari area, therefore the concession could cite examples of successful practices from neighboring country to Zimbabwe – such as the enforcement of law and order in anti poaching. Botswana government has decided to use the military to protect its wildlife from poaching (BOTA, 2014). According to Sekgwama (2012), Botswana is doing well currently concerning law and order and he further notes that there has been an indicative of the low poaching incidents in the country.

4. Also noting from Botswana, there has been challenges with the law and enforcement order policies on anti poaching as these have not been appropriately enforced (Sekgwama, 2012) as such Zimbabwe should not follow suit also and rather be advised to ensure that the policy is clear and is well communicated to all wildlife management concessions.
5. Anti Poaching Units in Zimbabwe for all wildlife concessions is managed by the National Parks and Wildlife Local offices. They have done a great job so far, however the the current policies and any further new policies to lower poaching. According to Army (2010) Measures of performance (MOP) assist the key players to assess their action. Inter alia Sekgwama (2012) denotes that “MOP assists the players to assist the players to assess changes in wildlife conservation status, it also helps to measure whether there is increase or decrease in poaching activities and that it will also assist the participants in wildlife management to either confirm or deny whether they are doing the right things”.
6. Create Conservation awareness programs in the local communities. The concessions could collaboratively sit with the local villages surrounding and form further anti – poaching units from the villages to safe guard the wildlife. By so doing animal- human conflicts can be reduced and this would require the concession managers to fully explain the benefits of conservation to the villagers for a full cooperation. Therefore training programs are recommended for the local communities surrounding.

5.6 Areas of further research

Future studies should examine other hunting concessions.

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APPENDIX A

INTERVIEW GUIDE FOR THE MARKETING MANAGER

MATETSI HUNTING CONCESSION

1. How long have been working for the company?
2. Who is your main target market and how has business been before 2008 and after?
3. How has the concession performed in the past decade in terms of revenue?
4. Who are your competitors and how have you performed against them?
5. How has the introduction of the multi-currency affected hunting at Matetsi Concession
6. What challenges if any do you face at Matetsi?
7. How have you tried to resolve the challenges?
8. How effective have your business strategies been?
9. Where do you see Matetsi Hunting Concession in the next 5 years?
10. What are your future plans at Matetsi Concession?

APPENDIX B

INTERVIEW GUIDE FOR THE CONCESSION MANAGER

MATETSI HUNTING CONCESSION

1. For how long have you been employed at Matetsi?
2. Can you briefly give an insight of the Camp Operation?
3. Who is your main target market and how has business been before 2008 and after?
4. How has the concession performed in the past decade in terms of revenue?
5. Who are your competitors and how have you performed against them?
6. How has the introduction of the multi-currency affected hunting tourism at Matetsi Concession?
7. What are the challenges if any at Matetsi?
8. How have you tried to resolve the challenges?
9. How effective have your business strategies been?
10. Where do you see Matetsi Hunting Concession in the next 5 years?
11. What are your future plans at Matetsi

APPENDIX C

INTERVIEW GUIDE FOR RANGERS

1. How long have you worked for this company?

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2. In your own opinion, what has been the business performance of hunting tourism at Matetsi?

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3. Has there been any factors affecting hunting at the concession?

Yes No

4. If yes please explain

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5. Has there been any improvement in the number of visitors who hunt at the concession in the past decade?

Yes No Indifference

6. Give reasons for your answer above.

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7. What are some of the challenges, if any, that the concession faces in hunting?

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8. How effective has the concession tried to solve these challenges?

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9. What in your view, should the company do to tackle these challenges?

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10. What should other stakeholder's e.g. government do to tackle these challenges?

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11. In your opinion how have the guests' perceived hunting at Matetsi?

Poor Fair Good Excellent

12. Explain reasons why for your answer above

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13. In your opinion what are the prospects of hunting tourism at Matetsi Hunting concession?

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14. What is its potential of Matetsi Concession?

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15. What other suggestions or comments do you have regarding Hunting Tourism at Matetsi?

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APPENDIX D

INTERVIEW GUIDE

ZIMBABWE PARKS & WILDLIFE MANAGEMENT

1. Briefly explain the current state of hunting at Matetsi?
2. What are the challenges faced in hunting?
3. What are any five challenges faced in hunting at Matetsi?
4. How do you see hunting tourism at Matetsi in the next 5 years?
5. What can be done to enhance hunting tourism at Matetsi?