

Finding a balance within  
**the captive-bred lion industry**  
in South Africa



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# **FINDING A BALANCE WITHIN THE CAPTIVE-BRED LION INDUSTRY IN SOUTH AFRICA**

A research to analyze the (contrasting) view of the stakeholders on the captive-bred lion industry in South Africa. Based on findings this research will attempt to investigate a possible sustainable approach towards wildlife tourism taking the welfare of captive-bred lions into consideration and minimizing the possible negative consequences.

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‘I hereby declare that this thesis is wholly the work of Loes Peskens. Any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgements together with the nature and the scope of their contribution.’

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## PREFACE

This thesis is written as my last assignment of the requirement to obtain the bachelor degree International Tourism Management and Consultancy at the NHTV University of Applied Sciences in Breda, the Netherlands. Writing my thesis for 20 weeks gave me the opportunity to gain more knowledge about a topic that highly intrigues me and because I personally think that the tourism industry has to become more aware of this. The eager to create a better understanding of the captive-bred lion industry, intriguing yet controversial topic, has helped me to stay motivated and curious to find out more about this till the end.

I always thought that I had a clear image of animals as an attraction and the animal welfare in the tourism industry. This believe was due to the fact that I was always highly interested in this topic and therefore read enough journals/articles and even gained more insight while writing my TCC essay about animal welfare in my second year. However, during my time in South Africa, I came across the terms ‘canned hunting’, ‘cub petting farms’, ‘cuddle farms’ and the captive-bred lion industry. After doing more research, I got familiar with these terms and started to gain more knowledge and in-depth information concerning this tourist attraction.

I consider myself fortunate with the possibility of choosing a topic of own interest since I got the opportunity to research a rather unknown subject. Hopefully, this will lead to an increase in awareness and understanding of every organization involved in the near future. In the mean time, I will keep a close eye on the captive-bred lion industry in South Africa to see how the story evolves over the upcoming years.

This thesis would not have been established without the help of my supervisor Ray Boland. He has guided me though the whole process, provided me with the necessary literature and valuable feedback and has supported me with his knowledge on so many levels while giving me the opportunity to work independently and allowing me to make my own decisions. Secondly, I would like to thank Simone van Eckhardt from the organization SPOTS for all the effort and her guidance throughout the process of writing my thesis. With her extensive knowledge of the captive-bred lion industry in South Africa, her information sources as well as the people she brought me in contact with ultimately led to the improvement of my thesis. In conclusion, I would not have been this satisfied with my thesis report if it was not for their help and encouragement over the last months.

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## EXECUTIVE SUMMARY

The use of animals in tourism is a topic often discussed in the literature and while the welfare issues gain more attention nowadays, it is only recent that the captive-bred lion industry and the welfare of these lions is discussed. The lions bred in captivity serve different industries such as the canned hunting industry, the tourism industry for commercial and economic reasons and is the supplier of the Asian bone trade.

The release of the documentary Blood Lions harvested the necessary questions towards this industry which led to a fierce discussion between the stakeholders involved. Consequently, this industry is mainly influenced negatively. Stakeholders involved are criticizing each other without listening to the other side of the story. As a result, the industry continues to consist in its current form while action should be undertaken. These actions will not only be beneficial for the captive-bred lions but also in the interest of the stakeholder involved.

In response to what has been written above, the main goal of this thesis is to analyze the contrasting views of the stakeholders involved in South Africa. With the findings of this thesis, the research will attempt to investigate a possible sustainable approach towards wildlife tourism taking the welfare of captive-bred lions into consideration and minimizing the possible negative consequences.

For this thesis, both primary and secondary research were applicable to answer the research questions. In order to obtain more information secondary data was applicable and useful for the literature review though also of great importance in research analysis to support the primary findings or to provide additional information.

The primary research was of uttermost importance to reach the goal of finding out about the contrasting perspectives of the different stakeholders involved. Several presentations, discussion workshops were joined and people were interviewed at the ITB in Berlin, the Jagd und Hund hunting exhibition in Dortmund and the Vakantiebeurs in Utrecht to conduct several interviews. During the visits notes were made concerning the observations, feelings involved, personal opinions and were directly translated on paper. A qualitative approach was used since it is a rather sensitive topic and allows a better understanding of the perspectives of the stakeholders involved. The interviews were semi-structured as the freedom of the conversation was highly valued. A topic list was set up so that questions could easily be modified to the interview. Through the coding process a clear overview was set per stakeholder or issue so that this could be used in the research process. The actual findings and the methodology of the primary research can be found in chapter 8.

The main conclusion concerning this thesis involves the different perspectives of the stakeholders involved within the captive-bred lion industry in order to understand the practices and their view on this industry. While more stakeholders are becoming aware of the practices within the captive-bred lion industry, the industry is mostly affected negatively. The most important step in favor of the lions concerns the cooperation between the stakeholders. The opinions are widely divergent but instead of blaming each other, it becomes an uttermost important step that they start listening to find a way to conserve wildlife and enhance the welfare of the captive-bred lion. While the awareness of the tour operators and the travel agencies might be lacking, the majority of the tourists are also not aware of what the practices on the captive-bred lion industry and the consequences lions will face because of the behavior of the tourists and the volunteers. Similarly, the welfare of these lions is mainly based on moral considerations and the value that the different stakeholders have towards animals. It should be acknowledged that the human-wildlife conflict is still a concern and that it will continue to exist whilst stakeholders involved are not even aware of this which affects the hunting associations who are positively involved in this conflict.

The recommendation part gives advice on finding a balance within the captive-bred lion industry. Therefore, the most important step to be taken is to enhance the welfare of the captive-bred lion by the creation of stakeholder awareness and to have a look at the influences the different stakeholders have on this industry. Likewise, trying to understand the other side of the story is an important step to take into consideration if conserving wildlife is one of their main priorities. The government has to consider setting a standard set of rules for the industry implemented in every province to have more consistency within the country. Besides that, the cub petting farms and the breeding facilities have to provide data about the captive-bred lion if they indeed do support the conservation of the wild lion. Similarly, the hunting associations have to justify the different forms of hunting in order to defend their sustainable and ethical practices. Furthermore, tour operators and travel agencies have to make sure that they follow the guidelines from the ANVR to ensure the rights and the welfare of the lions, and to make sure that only the sustainable projects will be visited. Additionally, they have to do more in-depth research before offering an activity which involves a captive-bred lion and inform tourists about the practices on the cub petting farms and breeding facilities. Additionally, tourists should make responsible choices and to their research beforehand. Likewise, the human-wildlife conflict can be solved and managed on different levels. It should be considered as important to educate local people which increases the commitment towards wildlife.

The recommendations made should be beneficial for both, the stakeholders and the lions. this means that the stakeholders are allowed to use animals as long as the welfare of the lion is ensured. Thus, the lions should be able to express normal behavior and need to be free from hunger and thirst, pain, injury, disease and discomfort. Moreover, it is stated that the use of animals in tourism, such as the captive-

bred lion, is permitted as long as the welfare of the lions is guaranteed. Thus, in order to ensure the benefits of both the tourism industry and the animals, the five forms of freedom set up by the World Society for the Protection of Animals (2012) should be implied. These five forms signify that animals should have the ability to express normal behavior, and that they should be free from hunger, thirst, pain, injury, disease, and discomfort. However, more research should be conducted on the view of stakeholders to find out if there is a possible sustainable approach within the captive-bred lion industry.

## LIST OF ABBREVIATIONS

Within this thesis, several abbreviations standing for organizations or reports that are mentioned multiple times. Although, the full name of these abbreviations are specified in this thesis it might be appropriate to have a clear overview from the beginning on.

- **CACH** Campaign Against Canned Hunting
- **CIC** International Council for Game and Wildlife Conservation
- **CWT** Consumptive Wildlife Tourism
- **IFAW** International Fund for Animal Welfare
- **IUCN** International Union for the Conservation of Nature
- **NSPCA** National Council of Societies for Prevention of Cruelty to Animals
- **PHASA** Professional Hunters' Association South Africa
- **SANparks** South African National parks
- **SAPA** South African Predator Association
- **SPOTS** Save and Protect our TreasureS
- **ToPS** Threatened and Protected Species
- **WWF** World Wide Fund for Nature (World Wildlife Fund)

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# INTRODUCTION

The aim of this chapter is to introduce the reader to the topic as well as an overview of the structure of this thesis. Moreover, this thesis is written with the help of the organization SPOTS with the goal to gain more knowledge, to show the different sides of the story as well as creating more awareness for the captive-bred lion industry in South Africa.

## 1.1. Personal introduction

In the framework of my study I decided to go on an internship in an African country. From march upon august 2015 I spent 6 months in South Africa, during 5 of which I successfully completed my internship at Abang Africa Travel, a sustainable tour operator in Cape Town. During these months I became aware of the captive-bred lion industry in this country.

After returning to Breda, it was time to start thinking about a suitable thesis topic. The captive-bred lion industry stayed in my mind during those months. Hence, I did not think of this as a suitable thesis topic. Nonetheless, after the recent death of Cecil the lion in Zimbabwe and the release of the documentary Blood Lions harvested critical questions towards the captive-bred lion industry and led to a fierce discussion. Because of this, I found myself reading articles about the captive-bred lion industry and I was eager to gain more knowledge.

I came across the organization SPOTS (Save and Protect Our TreasureS). This organization aims at the protection of wild cats, especially the ones who are endangered and creates more awareness concerning the captive-bred lion industry. SPOTS does not support any breeding programs or shelters which keep wild cats. The organization strives to a world where wildlife is still wild, with the opportunity for humans to see these animals in their natural habitat. The organizations aim for this goal in several ways; they give lectures at school, they have a big influence on social media where they spread information, and SPOTS creates a network for several organizations that have the same common goal in order to gain more awareness for the endangered wild cats. Lastly, SPOTS is lobbying against tour operators, travel agencies, volunteer agencies, breeding facilities etc., to try and make them stop offering activities that include animals with a special focus on the captive-bred lions in South Africa. Since I was still highly interested in the captive-bred lion industry, I decided to send SPOTS an e-mail to explain my thesis idea and after an intense e-mail conversation between the owner of SPOTS, Simone Eckhardt, and me, we met in person to discuss this even further. Ultimately, this led to a cooperation between SPOTS and me and, an interesting yet challenging thesis topic.

As already mentioned, I thought I had a clear image about the welfare of animals and the use of animals as an attraction in the tourism industry. However, this turned out to be the opposite since I was not familiar with the captive-bred lion industry in South Africa before I actually went there. The research I conducted in order to write my thesis gave me the opportunity to gain more knowledge about this controversial topic and showed me that it is much broader than I thought it would be at the beginning. As I got insight into this issue I noticed that I had a strong opinion towards this industry, mainly influenced negatively since I was highly against the practices. While I recognize the need for change and understanding when it comes to human-wildlife conflict, I find it difficult to accept the captive-bred lion industry in its current form. Additionally, my understanding of the complex situation the captive-bred lion industry is facing now has definitely increased during my months of research for this thesis. Hence, while reading, the reader will notice that this thesis is not completely objective since it is influenced by my feelings and opinions towards this industry.

## 1.2. Context analysis

Consumptive wildlife tourism such as hunting, fishing and shooting are seen as popular outdoor activities in many countries (Lovelock, 2008). The non-consumptive form of wildlife tourism occurs in the natural environment of the animal or in captivity. Non-consumptive wildlife increased in popularity and interacting with and observing wildlife has moved from niche markets to the mainstream market of the industry (Higham, Lusseau and Hendry, 2008 as stated in Shani, 2009) whilst the consumptive form is still seen as a niche market (Lovelock, 2008).

The captive-bred lion industry can either be seen as the consumptive form of wildlife tourism or as non-consumptive wildlife tourism. This industry has increased enormously over the recent years and most of the lions hunted in South Africa are captive-bred (Lindsey, Alexander, Balme, Midlane, Craig, 2012). This form of hunting is also referred to as canned hunting. Canned hunting is when a captive-bred lion is chased and killed in a small fenced area. This form of hunting has a high chance of success and the hunter is guaranteed of the ability to take a trophy back home (Lovelock, 2008). The non-consumptive form of the captive-bred lion industry are the cub petting farms. On these farms tourists and volunteers get the opportunity to interact and take care of a little lion cub or walk with lions. Cub petting farms are also known as cuddle farms. The lions are bred on breeding facilities who sell the cubs to cub petting farms or for canned hunting purposes.

Within the existing discussion of the captive-bred lion industry, the relationship between humans and animals appears to be an important point of contention. The way animals are treated and perceived in tourism highly depends on how people see animals and perceive them. There are people that believe humans are the central point of the universe whilst others claim that animals should be treated as

individuals with an intrinsic value on their own (Shani, 2012). The welfare of animals has not been discussed often since the focus of researchers mainly lied on the ethical aspects of the use of animals in experiments or for food (Shani, 2007). Over the recent years, people became aware of the welfare of the captive animals due to the change in interest and the preference to see animals in their natural habitat (Shani, 2009). Even though, the relationship between humans and animals is evolving, it is important to understand that this does not occur everywhere. Human-wildlife conflict still causes a lot of problems for both human beings and wildlife. The main reason for this is the overcrowding of the human population in the habitat of wildlife (Woodroffe, 2000; Woodroffe et al. 2005 as discussed in Anthony, Scott and Antypas, 2010). Likewise, wildlife destroys the livelihood of the local communities which causes more tension between these two parties. Consequently, the people will poison or kill these animals in order to protect their own land and cattle (Clarke, 2012). Therefore, the view of locals living close to lions often have a different (negative) view on lion than people who live in areas where these animals do not occur (Chardonnet, Soto, Fritz, Crosmary, Drouet-Hoguet, Mesochina, Pellerin, Mallon, Bakker, Boulet and Lamarque, 2010).

The captive-bred lion industry has never received much attention since it has always been overshadowed by the poaching of rhinos in South Africa. Meanwhile, South Africa continues to be the supplier of lion bones for the Asian market which means that more lions in captivity are bred in order to fulfill the needs and wants of the market (Williams, Newton, Loveridge, Macdonals, 2015). However, with the release of the documentary *Blood Lions* in July 2015, the industry caused a lot of commotion globally and the opinions towards this industry are widely divergent. Consequently, the industry is mainly affected negatively. However, where the cub petting farms are criticized by NGO's that the industry is purely commercial and economic exploitation of the animals, the breeding facilities and cub petting farms claim that it helps with the conservation of wild lions. NGO's, travel agencies, tour operators and several hunting associations involved are slowly working towards the improvement of the welfare of the captive-bred lion whilst this industry is legal in the eyes of the breeding facilities and the government of South Africa. At the same time, tourist and volunteers continue to 9take part in these activities without being aware of the practices of the captive bred-lion industry (Gali, n.d.).

All of this mentioned, this thesis tries to identify the several stakeholders involved within the captive-bred lion industry in order to find out about their perspectives and opinions when it comes to this topic. So far little information is given about canned hunting, cub petting or the captive-bred lion industry in general. Looking within scientific literature which especially focuses on trophy hunting rather than the captive-bred lion industry and is mainly negatively communicated. Likewise, most of the articles published on the internet give negative attention to the captive-bred lion industry. This explains why still so little is known about this topic, also about the attitudes, perspectives and behavior of the different stakeholders involved. Based on this lack of knowledge and attention within the scientific literature I

believe that that the view of the stakeholders towards this industry is not fully understood and opinions are mostly based on what is written on the internet. Since there is a lack of knowledge with regards to the captive-bred lion industry, a lot of people are unaware and take part in activities which involve captive-bred lions without knowing what is happening with the lions in a later stage. Moreover, the evolving relationship between humans and animals will play a vital role in this thesis since we will only be able to understand the different perspectives if we know how human beings value animals and if they consider the welfare of animals in captivity as something important. Nonetheless, the main, ultimate goal of this thesis is to steer the industry towards the right direction, stopping the bad practices, and from where we can continue taking the welfare of the captive-bred lion into consideration. In order to reach this, several research questions are covered in this thesis. Hence, this thesis will highlight several important issues namely; wildlife tourism, the captive-bred lion industry, the use of animals in tourism, animal welfare, the wild and captive lion population, human-wildlife conflict and the stakeholders involved.

### 1.3. Research goal and research questions

#### Research goal

The goal of this research is to critically analyze the (contrasting) view of the stakeholders on the captive-bred lion industry in South Africa. Based on findings this research will attempt to investigate a possible sustainable approach towards wildlife tourism taking the welfare of captive-bred lions into consideration and minimizing the possible negative consequences.

#### Research questions

1. What stakeholders are involved in the captive-bred lion industry?
2. What are the views and the interests of the stakeholders involved?
3. To what extent are stakeholders aware of captive-bred lion industry?
4. What do the stakeholders in this industry think of the objections against the captive-bred lion industry made by the organization SPOTS?
5. What can be done to raise awareness about the actual nature of the captive-bred lion industry in order to preserve the rights of the lion in South Africa?
6. How can wildlife tourism be an approach and implemented in a sustainable way taking the welfare of lions in the captive-bred lion industry in consideration and minimizing the possible negative consequences?

## 1.4. Thesis structure

### **Chapter 1:**

This chapter introduces the reader to the topic, relevant background information, the aim of this thesis with its goal, research questions and a context analysis.

### **Chapter 2:**

The second chapter, methodology, describes the research methods involved and the limitations faced during the research.

### **Chapter 3:**

This is the first chapter of the literature review and describes tourism with the main focus on wildlife tourism in South Africa. Moreover, it mainly focuses on the different forms of hunting that can be found in South Africa. Likewise, the reader will be introduced into the terms canned hunting, breeding facilities and cub petting. Lastly, an explanation is given about the South African Lion population and how it is divided in South Africa.

### **Chapter 4:**

The second part of the literature review deals with the lion population in South Africa and gives an insight in the percentages of lions living in the wild and lions living in captivity. Moreover, it shows how the South African lion population is classified according to the government and other scientific journals. Likewise, a small sub-paragraph gives more information about the changing status of the lion living in South Africa.

### **Chapter 5:**

The third part of the literature review, chapter 5, describes the evolving relationship between humans and animals. It provides the reader with information about the welfare of animals and how they are treated in captivity or as an attraction in the tourism industry.

### **Chapter 6:**

Chapter 6, the fourth part of the literature review, describes the human-wildlife conflict in Africa, what kind of an impact it can have on the livelihood of locals and how these conflicts arise. Likewise, it is explained how locals often have a misunderstanding with the government and people coming from the western countries since they have different values towards wildlife. A main focus lies on human-lion conflict in a different sub-chapter.



**Chapter 7:**

Chapter 7, the final part of the literature review, clarifies the role of the stakeholders involved in the tourism industry. Who are the stakeholders involved, what kind of a role do they fulfil and how they influence each other?

**Chapter 8:**

Chapter 8, the research analysis. This part shows the outcomes of the primary research which has been done over the last months and, will be discussed and analyzed. Moreover, the outcomes are compared to the literature review.

**Chapter 9:**

The conclusion of the whole of the thesis is written in this part.

**Chapter 10:**

In this chapter, recommendations are given for the captive-bred lion industry. Moreover, it is briefly explained what kind of research has to be conducted in the future with regards to this topic.

# METHODOLOGY

## 2.1 Research methods

The methods used to conduct this thesis concern both primary and secondary research. The secondary research was mainly to find out what was already written about this thesis topic. Hence, it gave the possibility to gain more background knowledge about the captive-bred lion industry, allowing to explore the subject and has been used to establish the literature review to a more in-depth level. The secondary research has been retrieved from all kinds of sources including the library of the NHTV with its extensive collection of books and scientific articles, the internet that provided all the information with regards to the organizations and articles, social media, and most importantly, the information given by the organization SPOTS. The results acquired from the literature review were essential to structure relevant questions for the interviews with the different stakeholders.

Primary research was of great value for this report. A qualitative approach for the interviews was chosen over a quantitative approach since more information about the underlying opinions and motivations and the insights into the different perspectives of the stakeholders had to be researched. The conversations and discussions were of great importance to understand the captive-bred lion industry and the various organizations. Before the interviews my knowledge of the stakeholders was limited and without having these interviews, I would never be able to understand their view on the captive-bred lion industry. Therefore, it can be concluded that these conversations were of vital importance. When interviewing the different stakeholders involved, it was noticed that the captive-bred lion industry is a controversial topic because some people were not willing to talk publicly about this subject. They either reacted irritated or became a little bit enraged when trying to find out more about their perspective on the captive-bred lion industry. Moreover, it was always mentioned in the e-mails and interviews that this thesis would be conducted in cooperation with SPOTS. This led to positive reactions and to some negative responses from lion farms who were not willing to answer the questions because of this. Likewise, observations were also considered as important since the behavior and attitudes of different people involved showed how passionate they are about this topic. Moreover, when going to the ITB, a topic list was appropriate for the interviews since I did not know who I would talk to during that day and if I was even able to have the ability to interview someone.

Questionnaires were used to obtain information from several organizations based in South Africa such as the government, the breeding association, the breeding facilities and several farms who offer activities where you can interact with lions. These questionnaires were structured consisting out of a few questions based on information needed to acquire in order to complete the research.

## 2.2. Limitations

During the research several limitations were noticed which are presented in the work here.

Firstly, if primary research was conducted on location, it would have been more extensive. Furthermore, an interview with one of the owners of a breeding facility or someone from the South African government would have been an addition to this thesis.

Secondly, every stakeholder involved has a different opinion about the captive-bred lion industry which made it more difficult to interview those stakeholders and to have a conversation with them about the perspectives of other stakeholders involved.

Thirdly, the captive-bred lion industry is a relatively sensitive, controversial topic. According to Naylor, Maye, Ilbery, Enticott and Karwin (2014), controversial, sensitive and complex issues can be difficult and thus, primary research can be challenging. The captive-bred lion industry can be considered as such an issue. In the recent years, little was known about the captive-bred lion industry in South Africa. However, after the documentary Blood Lions which was released on the 22<sup>nd</sup> of July 2015 and the death of Cecil the lion a few days' later people became aware of this industry. The death of Cecil the lion caused a lot of commotion, particularly in the media the debate became quite intense. People found out about the practices behind the captive-bred lion industry and this led to people criticizing and blaming organizations such as the hunter organizations.

Fourthly, few of the lion farms contacted did not want to conduct an interview due to the social media attacks they had to face when they tried to engage in an interview.

Lastly, while conducting the interviews some interviewees confirmed something while other people claimed the exact opposite about the same topic. Due to the contrasting answers received it was very difficult to analyze the interviews.

# LITERATURE REVIEW

## 3. Wildlife tourism

In this chapter, a brief explanation will be given to create a better understanding of the terms canned hunting, breeding facilities and cub petting farms. Lastly, a brief description of tourism and different forms of hunting in South Africa can be found here.

While reading this thesis, the reader will most likely come across several ‘unfamiliar’ terms which will be used often and therefore, a brief explanation is necessary. Firstly, the breeding facilities are the farms where the lions are bred and most likely sold to cub petting farms or for canned hunting purposes. Secondly, cub petting farms are known as the places where the tourists go to pet a little lion cub or walk with a lion as an activity. Some of the cub petting farms have the ability to breed lions themselves whereas the rest of the farms buy the lion cubs from a breeding facility. Thirdly, cub petting farms can be connected to the canned hunting industry since they may sell their adult lions to hunters for the canned hunt.

### 3.1. Tourism in South Africa.

South Africa, a country located in the most southern region of Africa, bordering the Indian Ocean and the Atlantic Ocean. The neighboring countries of South Africa are Mozambique, Botswana, Zimbabwe and Namibia and the country encompasses the countries Swaziland and Lesotho which are both independent kingdoms. South Africa has not only one but three capital cities, namely Bloemfontein, Pretoria and Cape Town (Thöne and Peskens, 2015).

Based on own experiences, South Africa can be regarded as one of the most diverse countries in the world. The differences in cultures, the diverse landscape, the history and its people makes South Africa a perfect tourist destination. The country offers many possibilities and activities for every kind of traveler. According to South Africa (n.d.), there are several reasons why one should visit South Africa namely; its natural beauty, the adventure, wildlife, the good weather and the rainbow nation. South Africa is mostly famous for its wildlife and nature which mostly attracts wildlife tourists.

### 3.2. Wildlife tourism

Wildlife tourism includes activities that are categorized as ‘non-consumptive’ and ‘consumptive’. Non-consumptive tourism activities occur in the natural environment of the animal or in captivity. These activities include feeding, photography and interacting with wildlife in different ways. The activities classified as consumptive can include hunting, killing or capturing wildlife (Lovelock, 2008). The low-

consumptive side of wildlife tourism entails the zoos and aquaria. (Newsome, Dowling and Moore, 2005). Wildlife tourism can entail tours, encounters that travelers face unexpectedly, attractions at fixed sites, or experiences that tourists can have with wildlife at their accommodation.

### 3.3. Hunting tourism

Hunting tourism also known as consumptive wildlife tourism (CWT) is a niche product in the tourism sector (Lovelock, 2008). CWT is more than 'just hunting or killing' since it is also seen as a form of cultural tourism. People search for ways to participate or for new and deep experiences on a cultural level either emotional, intellectual, psychological or aesthetic (Stebbins, 1996: 948, as cited in Lovelock, 2008). People who go on a hunting or fishing holiday often share a lot of cultural norms and values from their own countries with the hosts (Lovelock, 2008).

#### 3.3.1. Trophy hunting

People sometimes assume that canned hunting is the same as trophy hunting but there is a major difference. When hunters go trophy hunting they kill wild lions which have past their breeding age and kill the animals that are not the 'leading animals' of a group anymore (see appendix 11.2 & 11.3). Besides that, a professional hunter is guiding the amateurs on these trips. The money that is earned during this activity is used to increase the employment for game keepers, trackers, gun porters and the people of the lodge where most of the hunters stay (Cuddihy, 2015). This form of hunting is also known as 'fair chase' because it is undertaken in such conditions that the lion is actually able to escape from its hunter.

#### 3.3.2. Canned hunting

Canned hunting gained more awareness internationally in 1997 (Wilkins, Houseman, Allan, Appleby, Peeling and Stevenson, 2005). Canned hunting is a practice also referred to as 'execution-style killing' but attracts a majority of tourists interested in hunting (Lovelock, 2008). With canned hunting a captive lion is chased and killed (Beales, 2015). This animal is either drugged, baited (by leaving chunks of meat in a place or hanging it in a tree or human imprinted thus a tame animal). Moreover, they hunt the lion in such a small fenced area that the lion is unable to escape and that the traditional form of hunting is not possible (Wilkins et al., 2005). This form of hunting attracts a lot of hunters since they have the guarantee that they will succeed to collect an exotic trophy to take home as a souvenir (Lovelock, 2008). Moreover, the areas where these lions are hunted down are smaller than elsewhere and the numbers of days to hunt the lion are shorter. These factors give the hunt a higher success rate (Lindsey, Alexander, Balme, Midlane and Craig, 2012). Most lion hunting is from captive-bred animals since numbers show that between 0.9% and 1.1% of lions hunted in South Africa in 2009 and 2010 were wild, free roaming animals (CITES Scientific Authority 2013 as mentioned in Williams, Newton, Loveridge, Macdonalds,

2015). The hunting of captive-bred lions occurs mostly in South Africa, and most of these hunts (82% in 2010) take place in the in the provinces situated in the northwest (Williams, et al, 2015).

### 3.3.3. The cub petting farms / breeding facilities

Cub petting farms are very popular in South Africa. At the moment South Africa has around 140 cub petting farms (Williams et al., 2015) with an estimation of 3600 to 6000 lions in captivity (Government Gazette, 2015) which has already increased to a number of almost 8000 lions in captivity (Richardson, 2014) (Blood Lions, 2016). On these farms tourists and volunteers get the opportunity to interact and take care of a little lion cub or walk with lions. The lions are bred on breeding facilities who sell the cubs to cub petting farms or for canned hunting purposes. At the cub petting farms, tourists get the opportunity to interact, cuddle and play with little lion cubs, also known as cub petting, and get the chance to walk with lions in a surrounding area. As a consequence, these little lion cubs will get used to interaction with humans. A high number of tourists and volunteers are interacting with these little cubs on a daily basis. Most of those tourists and volunteers do not know what will happen to these cups when they get too old or too dangerous in the eyes of the human being (Knuffelfarms, n.d.) (Richardson, 2014).

## 4. The South African lion population

In this chapter a brief explanation of the South African lion population is given and how these are classified according to the government and other scientific articles. Likewise, it is shown in this chapter that the number of captive-bred lions is significantly higher than the number of wild lions. Lastly, a small sub-paragraph is written about the changing status of the lion.

### 4.1. The classification of the lion

The southern African lion population is more or less 35% of the global lion population. However, most of these animals live in protected areas. An estimation was made in percentages of lion populations living in South Africa in 2013 which is provided in appendix 1 and shows that most of the lion are captive-bred and only a quarter of the lion population roam freely in the large areas of the South African National Parks (SANparks) (Williams, Newton, Loveridge, Macdonald, 2015).

According to Williams, et al., (2015), the lion population numbers used in this report are collected via different sources; published and unpublished sources, personal communication, information provided by provinces, etc. Funston & Levendal (2014) mention that the government of South Africa classifies the population of the wild African lion in different categories. Consequently, this leads to confusion since it is unclear whether the African lion is divided in 3 categories or 5.

Williams et al., (2015), cite that the the lion population is divided into five categories namely;

1. Wild and relocated wild lions which roam freely within SANparks.
2. Lions that have been relocated into areas where they were previously extinct or into new areas where they did not occur yet. These lions are protected and roam freely in state-owned provincial game reserves.
3. Lions which have varying genetic origins that are privately owned and managed in small areas.
4. Lions living in sanctuaries, zoos, lion parks (also known as ex situ) where the lions are protected but breeding occurs. For example, lions that have been rescued from the canned hunting industry live in these facilities.
5. Captive-bred lions, where lions are bred for consumptive and commercially purposes.

(Williams, 2015).

Whilst Funston and Levendal (2014) state that the government defines the lion in 3 different populations namely:

1. Wild lions, most of these animals are unmanaged and roam freely. These lions only exist in game reserves and proclaimed national parks. The demographics of the lions and the vital rates are not manipulated.
2. Managed wild lions, this group includes all the lions that live in smaller fenced areas where they have been re-introduced, and are managed in order to limit the growth of the population and to control the genetic diversity.
3. Captive lions are the lions that are bred to generate money. The vital rates and demographics are actively manipulated.

#### 4.2. Captive-bred lions

The high number of captive-bred lions can be linked to the significant increase of the breeding farms since 2005, (Wilkins, et al., 2005) which can be seen in appendix 2. The number of captive-bred lions in South Africa has not diminished since there are currently around 6000 captive-bred lions on breeding farms (Funston & Levendal, 2014). While there are so many captive-bred lions in South Africa there are approximately 2939 free-roaming wild lions and the majority of these lions are protected in the SANparks reserves (Williams, et al., 2005).

#### 4.3. Status of the South African lion

The African Lion is mentioned as vulnerable on the red list of the International Union for the Conservation of Nature (IUCN) and as vulnerable on the South African list of ToPS. However, the government of South Africa wants to change the status of the lion from vulnerable to least concern or

near threatened because of the number of mature adults (the combination of managed wild and wild populations). This number is 1600 and to qualify for near threatened, the number of wild lions has to be less than 1500. Therefore, the South African lion is not seen as threatened in the eyes of the government of South Africa (Funston & Levedal, 2014).

## 5. The evolving relationship between humans and animals

### 5.1. Animals in tourism

(Newsome, Dowling and Moore, 2005 as described in Cohen, 2009) mention that tourist-animal engagements are increasing in popularity and may take place in different settings along with captive, semi-captive and wild. Likewise, these different settings come with a variety of ways to interact with animals from passive observation to touching or/and feeding the animals. The setting in which tourism-wildlife engagement takes place plus the level of interaction are strongly shaped by the values that humans have towards the relationship with animals (Kontogeorgopoulos, 2009). Bentrupperbäumer (2005) as mentioned in Kontogeorgopoulos (2009), discusses the 4 different values that determine the view that people have towards wildlife in the context of tourism. First of all, the 'dominionistic' view, which sees the human being as the more dominant species than animals. Humans are in control of animals. Secondly, the utilitarian view states that animals are only valued for their ability of providing benefits on a social, economic and psychological level to humans. Third, Hughes (2001), the anthropocentric (Cambridge Dictionary, 2016) belief that human beings are the central point in the universe is challenged by the moralistic view stating that the welfare and rights of animals are equally as valuable as the desires and needs of the human beings. Fourthly, the protectionistic aspect supports the use of animals in wildlife tourism for the financial support, the conservation and protection of species and to engage in the captive breeding programs. However, a fifth value could be added to the other four namely; the intrinsic value of animals (which is explained more in-depth in chapter 5.4. Animal Rights). A lot of debates have been going on that animals do not have an intrinsic value. Animals are often seen as objects rather than subjects meaning that they are not accepted and treated as actors in their own but more frequently manipulated. As such, animals can be described as creatures with instrumental value instead of intrinsic value within the tourism industry. This means that they are acknowledged for the value they can provide to people instead of the value animals have for their own sake. Over the years, several efforts have been undertaken to move towards moral standards in tourism with regard to animals, their rights and their welfare (Hughes, 2001).

### 5.2. The use of animals in tourism

The way animals are used in tourism and how it is perceived depends on the point of view of the different individuals. The research conducted in animal-based attractions contributes to the human understanding



of different species, from which animals are able to benefit as well as that it is believed that many endangered species would have been extinct without the conservation and breeding programs involved in animal-based attractions (Shani, 2012).

### 5.2.1. Commercial exploitation

For years already, animals are used as experimental subjects, as sources of food, and are killed for their fur. Moreover, animals are included in the tourism industry in various ways (Gannon as described in Shani and Pizam, 2008). It is stated that the use of animals as an attraction started in the eighteenth and nineteenth century when this became more popular after this was, for most people, the only venue for interacting and observing the wildlife (Beardsworth & Bryman as cited in Shani, 2012). Animals are kept in zoos and aquaria, some species have to entertain the public in a circus or are active on festivals or on the streets and some of them are shot in leisure hunts (Fennell, 2012). Furthermore, animals are often utilized as a form of transport to amuse the public (elephant riding in Thailand and horse riding in New York). As is seen often, animals become the symbol of a country or a place (Shani and Pizam, 2008). Images of animals are used in brochures and as symbols in marketing which increases the desire for tourists to visit a certain place to see the wildlife with their own eyes (Meethan, Anderson and Miles, 2006). Even though, all these animals are used for different purposes and activities, common among these uses is that animals are used as resources or products to please the human being (Wearing and Jobberns as discussed in Fennell, 2012). That being mentioned, Hughes (2005) as discussed in Shani and Pizam (2008) states that animals are rather seen as objects instead of subjects, animals are not perceived as individuals with their own rights.

### 5.2.2. Farming of wildlife

The farming of wildlife, also referred to as game farms, is a rather small industry in Zimbabwe, Namibia and Botswana. However, South Africa is the leading country in farming of wildlife in the entire world (Lovelock, 2008). In South Africa, the industry started to grow after it has been proven that farming of wildlife was more profitable than farming of livestock. Due to the commercialization of hunting farms since the 90's, the game farms increased in number for tourism purposes (Lovelock, 2008). This led to farmers treating the animals as commodities. Over the recent years, people have discovered that wildlife can be very beneficial on an economic level so they started treating them as commodities. Not only the lion is bred on facilities but the number of other wild animals that are being transported, traded or captured for the hunt is increasing (Wilkins, et al., 2005).

### 5.2.3. The use of lions in captivity

Most of the lions living in captivity originate from the captive-bred industry and 'serve' different industries. First of all, the lions are used for the canned hunting industry, as explained in the chapter;

3.3.1. Canned hunting. Secondly, South Africa is the new supplier of the lion bone trade in Asia. The skeletons of the captive-bred lions are sold to countries in Asia where the bones are used for traditional medicines. More information on the Asian bone trade can be found in chapter; 6.1.1. The South African trade in bones and other parts of the African Lion. Thirdly, the females are used for breeding and once they have ceased to breed, their bones will be used for the Asian bone trade. Finally, the little lions cubs are used as a tourist attraction for commercial and economic reasons which is explained in chapter; 3.3.3. Cub petting farms.

## 5.3. Animal welfare

Animal welfare is a topic, which has not been discussed with frequency in relation to the tourism industry. Over the years, research has mainly focused on the ethical aspects of the use of animals in experiments or for food. The discussion of animal rights and its movement towards the improvement of the welfare of animals, as we know it today in the western world, only started in the early 70's (Shani, 2009). Additionally, the welfare of animals in captive-setting has increased to a certain degree over the years due to the change of visitors' interest. In the 50's it was normal to keep performing animals in small cages to entertain the public. This was mainly because most of the people were not as educated and less was known about wildlife and their behaviour (Shackley, 1996). Even though, people became more aware and preferred to see animals in their natural habitat, animal-based tourism attractions are still considered as places of entertainment whilst the educational motives of keeping animals in cages is less important (Bostock, 1993, Ryan & Saward, 2004 as mentioned in Shani, 2009). A major shift in the way human look at animals took place over time and it seems to be getting even stronger (Fennell, 2012). Animals are no longer seen as property that can be abused and used, without taking the welfare of the animal in consideration which makes this shift one of biggest changes in Western morality (MacQueen, 2009).

### 5.3.1. Animal welfare in sustainable ecotourism

Both domestic- and wild animals play an important role in sustainable ecotourism. This form of tourism employs a high amount of people working in tourism. According to the World Society for the Protection of Animals (2012), "when sustainable tourism depends on animals as a key component of the tourism product, their health and welfare are fundamental to long-term business success, consumer satisfaction, economic development, and biodiversity conservation."

#### *5.3.1.1. Negative and positive points of freedom*

Negative point of freedom is when there is a lack of obstacles, forces and barriers which restrict an individual of doing something he or she wants to do. Positive freedom is having the ability to act or to

have the capacity to decide over the existence of their opportunities while not being restricted by other forces (Stanford Encyclopedia of Philosophy, 2012).

The World Society for the Protection of Animals came up with 5 forms of freedom for the animal welfare namely;

- Freedom from hunger and thirst
  - *Negative point of freedom*
- Freedom from discomfort
  - *Negative point of freedom*
- Freedom from pain, injury and disease
  - *Negative point of freedom*
- Freedom to express normal behavior
  - *Positive point of freedom*
- Freedom from fear and distress
  - *Negative point of freedom*

(World Society for the Protection of Animals, 2012)

These five forms constitute the basis on which the welfare of the animals can be evaluated in any service where animals are used for human purposes. The National Council of Societies for Prevention of Cruelty to Animals (NSPCA) claims that all animals have intrinsic value and that all of them are sentient beings. Therefore, human beings are responsible for the welfare of animals since we are the ones who domesticated them and because of the fact that we encroached their natural environment. Moreover, every human being should feel responsible for this, whether or not they benefit from the utilization of domestic animals (NSPCA, n.d. as discussed in Wilkins, et al., 2005).

If these forms are implemented in the sustainable tourism business, it can promote a more environmentally, economically and socially responsible environment. However, it has to be taken into account that sometimes locals depend on animal-based attractions for their livelihoods (World Society for the Protection of Animals, 2012). According to Animal Welfare (2009), there are around 650 million of the 1 billion poorest people on planet earth that rely upon animals in order to ensure their own income (as cited in World Society for the Protection of Animals, 2012).

### 5.3.2. Welfare of the captive-bred lion

There are several impacts involved when it comes to lions within the tourism industry. The captive-bred lion industry is supported by a significant breeding industry especially for lions. At the moment, around 6000 to 8000 predators are living in captivity in South Africa and most of them are lions (MacSween, 2013).

Most of the stories published online are negative, described as cruel. The majority of the lions are bred for commercial purposes. The little lion cubs that are used in the cub petting experience on cub petting farms are taken away from their mother shortly after birth. While being on the farms, the tourists or the volunteers who work there can interact with these cubs so that these animals are habituated to human contact and thereafter they will lack natural avoidance behavior (see appendix 13.2). It happens occasionally that the cubs have their teeth and claws removed, and are drugged before meeting with tourists (Turner (n.d.) as mentioned in Okonjima, 2008). Put it another way, these animals have the potential to attack humans so precautions have to be taken into account. Most of the tourists or the volunteers are not aware that the little lion they are cuddling with on cub petting farms is most of the times especially bred for hunting (Della-Ragione, 2013). They are told that the money earned is all part of ‘conserving the species’ and to increase the lion numbers in the country (Haslam, 2008). However, releasing the captive-bred lions into the wild is almost impossible because the game reserves and national parks are exceeding their capacity and outside the reserves the lions are shot by fearful locals (Eckhardt, 2013). When the lions become too old and too dangerous to be used in tourism, they are sold to hunters, used for breeding or harvested for the bone trade to Asia (Westwood, 2015).

On the one hand, lions are endangered species and in 26 countries they have been extinct already. Only 7 countries are home to the African lion nowadays and South Africa is one of them on the list (Goldenberg, 2011). The captive-bred lion industry claims that they significantly help with the conservation with lions, on a financial level or either by protecting the species in South Africa. Activities dealt with wildlife and animals in captive setting is one of the most popular activities in tourism. It can be argued that tourists prefer to see lions in captive settings which are controlled and supervised rather than risking going out in the wild to see a lion with the possibility to disrupt the flora and fauna in its natural habitat. On the other hand, conservationists mention that the genetics of captive-bred lions are different than the genetics of the lions in the wild, due to inbreeding of captive-bred lions (Hunter, White, Henschel, Burton, Loveridge, Balme, Breitenmoser, Breitenmoser, 2012). These genetics are unhealthy and make it unable for captive-bred lions to be released back into the wild. The lion needs to live in protected areas with sufficient habitat to roam freely and enough food available to feed on (SABC Digital News, 2013).

#### 5.4. Animal rights

A viewpoint is that people have all the rights to use animals to serve their needs because animals do not have an intrinsic value of their own (Gannon, 2002, as specified in Shani and Pizam, 2008). According to Machan (2002) as explained in Fennell (2012), traditionally, humans are seen as more valuable and more important than animals. Thus, using animals or killing animals for human activities may be

required. Sometimes, people are not even concerned about the welfare of animals because of a belief that animals do not experience pain and pleasures in the same way as humans do because they assume that animals reside outside the realm of moral concern (Fennell, 2014).

Having mentioned this, Regan (n.d.) argues that whether animals are rational or non-rational, we as human beings, do not have the right to treat them differently and although the fact that animals only possess minimum inherent value, makes this still a valid reason to discuss their reason for existence (Bull, 2005). In addition, Ryder (1993), Rollin (2005), and Franklin (2005) as examined in Fennell (2012), argue that sentience is an important position to argue for the right of animals since we do not only have duties towards humans but to animals as well. This theory shows human beings that they cannot use sentient nonhuman individuals such as animals instrumentally. However, Kant (n.d.) as mentioned in Fennell (2012) states that only the animals that possess the ability to control their decision through free will, also known as moral agency, should not be used as a means to an end. Thus, in his opinion, animals can be considered as resources and instruments to satisfy people. Regan (n.d.) responds to this theory that respect and value not only counts for human beings as moral agents but that animals are able to have this as well as moral patients (those who lack the capacity to know what is morally wrong or right (Fennell, 2012). Hence, this means that the moral patients are always innocent because of their inability to know what is morally right or wrong. Even though, moral patients are never wrong or right in a moral sense they can still be the ones that suffer from a right or wrong act from moral agents. This means that we, as moral agents, cannot justify the abuse of an animal since it is just wrong (Regan, 2004 as discussed in Fennell, 2012). McCloskey, (1965), Regan, (2004) as deliberated in Fennell, (2012) state that if we have a moral right, we are entitled to claim something and are entitled to receive the same treatment. Not only human beings deserve this right but all being with inherent value including animals are entitled to have the same moral rights.

## 5.5 Classifying animals

When looking at the Actor-Network theory it can be stated that animals have never been placed in several layers within their category. They were always put into two categories either Society or Nature (Latour, 1986 as mentioned in Hamilton and Taylor, 2013). Do wild animals have a voice of their own and is it possible to treat them as actors on their own in a wild environment? We often classify animals as objects or things. However, this leads us to ignoring the autonomy, the rights and the agency of animals, the non-humans. Because of Latour's theory that animals are not just things, he had challenged the way Sociologists treated the relationship between humans and non-humans. Nonetheless, the acceptance that non-humans have a form of agency and a right to speak for themselves has been increased over the last years.

## 6. Human-wildlife conflict

Human-wildlife conflict arises when the wildlife requirements invade on those of humans (IUCN as discussed in Lamarque, Anderson, Fergusson, Lagrange, Osei-Owusu, Bakker, 2009). The human-wildlife conflict does not only arise on the African continent but it happens all over the world, whether developed or not. Living alongside wild animals can have a significant impact, especially financially, on the local people. More information on the impacts caused by wildlife is explained the other chapters underneath.

### 6.1. The nature of animals

Usually, wildlife should not pose a threat to humans since most of the animals walk away as soon as a human being approaches them. However, quite the opposite is true when it comes to humans. People prefer to be as close to an animal as possible which is seen in different form of tourism. ‘Ecotourism’ and ‘nature tourism’ have increased significantly and tourists want nothing more than to experience the wilderness and they are willing to take a chance to get as close as possible to a lion or an elephant. The naivety of people about bonding with wildlife is influenced by the different TV shows about people getting close to dangerous animals such as Steve Irwin, ‘the crocodile hunter’. However, wildlife does pose a threat to the African population who deals with wildlife species on a daily basis. The locals invade the area of wildlife because the population is growing and, they have to grow crops which attracts herbivores, they need to have cattle which attracts carnivores and so a conflict arises.

### 6.2. The African continent

In general, human-wildlife conflicts are more common in Africa because of local communities living in the same area as wildlife and more dangerous animals are occurring on this continent than for example in the Netherlands. Even though, there are more animals causing problems in Africa, the larger herbivores (buffalo, elephants and hippopotamus), mammalian carnivores (lions, cheetah, leopards, wild dogs and spotted hyenas) and crocodiles are mostly seen as major problems for human-wildlife conflicts (Lamarque et al., 2009). It has been proven that more people are killed in Africa by predators wherever the amount of smaller animals has been diminished due to poachers and bushmeat hunters in the same area. Moreover, another reason for a higher amount of people killed is because of bushpigs. These animals raid the crops of the human population and therefore the humans are forced to sleep outside to protect their livestock. Consequently, this is where (lion) attacks take place. It is stated that in two years’ time 265 locals of Mozambique were killed of which 24 by lions, 31 by elephants, 12 were killed by hippos, and one each by snakes, baboons, buffalo and most of the rest because of crocodiles (Packer as reviewed in Clarke, 2012). Furthermore, most of the livestock of people is destroyed by elephants, buffalos, hippos and bushpigs while people are mostly attacked by lions, hyenas and leopards (Clarke, 2012).

### 6.3. The issues

Although, humans and wildlife have a long history of co-existence, the number of human-wildlife conflict has increased over the last years. The main reason for this is the increase in human-population and as a consequence, the human activities expanded as well (Woodroffe, 2000; Woodroffe et al. 2005 as discussed in Anthony, Scott and Antypas, 2010). The control of human-wildlife conflicts in African countries is important for a number of reasons. First of all, the damage to livelihoods caused by wildlife in terms of injuries, crop and livestock losses, damages to their properties (Happold 1995, Emerton 2001, Choudhury 2004, Dublin & Hoare 2004, Hill 2004, Graham et al. 2005 as mentioned in Anthony et al., 2010). Second of all, Mishra (1997), Woodroffe (2001), Hazzah et al. (2009) as explained in Anthony (2010), the number of wildlife is significantly diminishing due to locals killing animals when they form a threat for their livestock. Thirdly, McGregor (2005), mentions in Anthony (2010) that human-wildlife conflicts, especially in the poorer countries, can be harmful for society by creating and reflecting on bigger conflicts of value, class and other interests. Finally, the increase of people harvesting wildlife leaves the wild lion with less natural pray (Chardonnet, Soto, Fritz, Crosmay, Drouet-Hoguet, Mesochina, Pellerin, Mallon, Bakker, Boulet and Lamarque, 2010).

Some of the issues are for example crop-raiding and loss of stored food (Pimentel et al., 2005; Perez & Pacheco, 2006), attacks on humans (Loe & Roskaft, 2004; Packer et al., 2005), animals transmit diseases to the livestock or even humans (Thirgood et al., 2005), loss of livestock or game (Thirgood, Woodroffe & Rabinowitz, 2005), or the opportunity costs, where local people are affected economically and in their lifestyle choice as a result of the presence of wildlife or the conservation areas (as discussed in Dickman, 2009).

#### 6.3.1. The local communities and the government

Baldus (n.d.) says that locals have no interest in conserving the wildlife in their surrounding areas because they do not have a say in it. He believes that if local communities are involved in the management of wildlife, they can help conserving and increasing the biodiversity of Africa (as discussed in Clarke, 2012). Nonetheless, in most of the countries in Africa, the majority of people living in close contact with wildlife do not have a say in how the wildlife in their region is managed. According to the villagers, wild animals are government property. The majority of the countries in Africa do not give any compensation to the villagers for damages caused to their livestock by wildlife. It is stated by them that the the compensation will not make up for the losses and won't solve the conflict. Moreover, they think that might even encourage the local people to lack precautions (Clarke, 2012).

Most of the attacks on people and the damage done to livestock is mainly concentrated in the areas near the game reserves. It happens that locals have to leave their ancestral land in order to make space for the

reserve. As a consequence, the locals take revenge by killing, poaching or poisoning the wild animals (Clarke, 2012). For example, the communities living next to the National Kruger Park in South Africa are disappointed in the authorities of the park due to damage done their livestock, incidents between humans and wildlife that are not solved adequately. These social consequences can form hazard for the national park and its wildlife on the long term (Anthony et al., (2005).

### 6.3.2. The local communities and the Western nation

*“While the presence of potentially man-eating lions or crocodiles adds a tingle of excitement to the foreign visitor’s experience in Africa, it is the bane of many who live there”*

*(Clarke, 2012).*

Wildlife tourism can be affected by the host communities in either a negative or positive way. It all depends on the value that locals place on the wildlife in their area. If the locals use the wildlife as a food source, the assigned value may be rather high instead of low. However, in areas where wildlife is disrupting the livelihood of the host communities, for example destroying crops or eating their cattle, the value is more likely to be negative. If it turns out that there used to be little interaction between the community and wildlife, the value is presumably neutral. Hence, the success of wildlife tourism in certain areas highly depends on the values that the local communities have towards wildlife (Higginbottom, 2004).

In the last years there was a widespread realization of people in western nations towards conservation of nature and wildlife. However, the African population living in rural areas does not have the same sentiment since they have other priorities than conserving wildlife namely survival being one. Tourism is one of the biggest industries in Africa since it has grown significantly over the last years being the most popular destination for adventurous tourism. Notwithstanding, most of the local people living in rural areas of Africa do not benefit from the revenue made with game hunting. Moreover, the developed world’s wildlife societies donate millions of dollars into Africa while being deceived thinking that the money goes to the conservation of wildlife. However, the majority of Africans are totally unaware of the economic benefits of wildlife, yet the national and regional income from wildlife is supposed to trickle down to people. In much of Africa, it trickles up (Clarke, 2012).

For people living outside the areas where wildlife roams freely, it is hard to imagine what it is like for the locals to hear a herd of elephants destroying the crops during the night. The loss of these crops could mean weeks or months of hunger for the local people which might even lead to starvation. Because of poverty some communities are facing, they become so desperately that the locals knowingly risk their



own lives for food and income. This clarifies why local people will do everything in order to save their livestock (Clarke, 2012).

### 6.3.3. Human-Lion conflict

The tension between lions and human beings has always been a conflict in history and present. However, it seems that coexistence has become more difficult nowadays. The main conflict between lions and humans is the lion predation on cattle. This occurs mostly around protected areas where human expansion takes place and both lions and humans have to compete over land (Chardonnet, et al., 2010). Hence, it is stated by Frank (2006) as specified in Chardonnet et al., (2010), that the human-conflict concerning predation on livestock is a result of the 20<sup>th</sup> century practice in South Africa where they tried to manage livestock and wildlife separately. As a consequence, national parks were allocated and, locals and their livestock were excluded while outside of the protected areas most of the wildlife was hunted because they interfered with the locals (Frank, 2006 as mentioned in Chardonnet et al., 2010).

Locals who lived in rural areas were forced to move to other parts of the country due to geographical pressure in parts of Africa which led to people living in wild land where lions roamed freely. It happens occasionally, that locals have to move to another area because they live within the boundaries of a new park that has been created for wildlife. As a resentment, the locals let their cattle inside the park to graze which increases the attacks of lions and leads to more encounters between lions and humans. As a result, locals farm next to the boundaries of the park which leads to more conflicts between these parties. The lion predation on livestock causes direct losses for example in cattle which is killed and indirect economic losses for the local population since animals have more stress which results in reduced breeding. For the poor communities in Africa the economic loss is severe since this is often the only income they have. One other aspect of human-lion conflict and often ignored is lion predation on endangered species. Even though, this is part of nature, rangers have to help the rare species escape to prevent them from extinction (Chardonnet et al, 2010).

#### 6.3.3.1. The negative perception of locals on the lion

As already mentioned in chapter 5.3.2. The local communities and wildlife tourists; communities that live close to lions often have a different perspective on lions than people who live in urban or suburban areas. In addition, lions were considered as pests because of the threat they form to other animals (Chardonnet, et al., 2010). For example, in Kruger National Park, South Africa, the predation of lions on the roan antelope was seen as the most important cause of the decline of this specie (Harrington, Owen-Smith, Viljoen, Biggs, Mason, Funston, 1999). On the one hand, in a research conducted in and around the Queen Elizabeth National Park situated in Uganda, 28% out of 156 respondents said that people should be lectured on how to avoid lions, 37% thought that the lions who enter the village should

be killed and 35% states that a fence should be built around the protected area (Driciru, 1999, as discussed in Lamarque, et al., 2009). On the other hand, even though the population in Tanzania's Rufiji district suffered from 92 lion attacks, they still had a high tolerance for lions. This was due to lions helping the local villagers to control the bush pig population (Clarke, 2012).

## 7. Stakeholders

In this chapter, the different stakeholders and their interest within this industry are researched. The captive-bred lion industry involves different parties which can be seen as stakeholders but these parties can vary over time. These stakeholders were selected in various ways. The stakeholders involved were identified while doing secondary research online and with the conservations held with Simone from SPOTS.

Freeman and Reed (1983) as stated in Mitchell, Agle, Wood (1997) speak about the term stakeholders as a rather broad concept by describing it as 'any group or individual who can affect the achievement of an organization's objectives or who is affected by the achievement of the organization's objectives'. The stakeholders involved in the captive-bred lion industry such as the government, the NGO's, the tourism industry, and other stakeholders influence and are influenced by each other within the industry. The article of Mitchell et al., (1997) explains that the nature of stakeholders is based on power relations and dependent on the different variables that determine the power balance between the different groups involved. The stakeholder identification is based on 3 variables namely; power, legitimacy and the urgency. Power is defined as the power to influence. Etzioni (1964) as cited in Mitchel et al., (1997) explains that power can be used as an extent to which an organization is able to have access to coercive (physical resources), normative (symbolic resources) or utilitarian (material, financial resources) to meet their needs and desires. Legitimacy is mentioned as the second variable and defined by Suchman (1995) as mentioned in Mitchel et al., (1997) as an overall perception or assumption that the actions conducted by a stakeholder are proper, acceptable and correct within a social system of values, beliefs, norms and definitions. Urgency is explained as a certain degree of attention paid to which a stakeholder calls for action. The degree depends on certain factors such as the relationship, the importance of the claim and time-sensitivity. However, only power does not ensure high salience but gains authority through legitimacy and exercise via urgency (Mitchel et al., 1997).

Every stakeholder involved in this industry has its own interest, aim and is characterized by the relationship and contacts it has with other groups and/or individuals (Saftic, Težak, Luk, 2011). As a result, several stakeholders involved are being affected by other stakeholders involved. The host-communities possess the legitimacy but does not possess the variables urgency and power, and therefore

are largely dependent on other stakeholders. In addition to this, volunteers, tourists and also the tour operators and agencies have a certain indirect power to influence the other stakeholders but lack the legitimacy due to not knowing what is proper and acceptable in a certain country. The cub petting farms and breeding facilities have the power and urgency to desire their needs without possessing the variable legitimacy since their practices are not socially accepted by everyone which also counts for the hunting associations. The government possesses all three variables since they have the power to influence other parties and to set up different regulations with regards to the industry. The hunting associations have the indirect power to influence other stakeholders but they also have the urgency to call for action. Finally, the NGO's have an indirect power by influencing different stakeholders such as tourists and volunteers via their actions.

### 7.1. The government of South Africa

The issue of canned hunting causes a passionate debate between the ministers of the South African government. The environmental minister claims that canned hunting is helping to create more jobs, the development of the community and social upliftment (Dzimwasha, 2015). Even the president seems to be pro-canned hunting. There is no ethic of animal welfare in S.A. government structures; on the contrary the President himself has stated publicly that "compassion for animals is 'un-African'. There is a strong hunting culture at all levels and across the racial divide." (Mercer, n.d., as discussed in Brophy, 2015) However, the captive-bred lion industry is not perceived positive by the the South African Minister of Tourism and claims that this has a negative influence on the brand South Africa.

Regulating the captive-bred lion industry is quite complex since there is no standardization in South Africa. Thus, every province in South Africa has passed different laws. The Department of Environmental Affairs tried to put a restraint on the industry in 2005, ensuring that lions had to be released into the wild 24 months before hunting (Polley, 2014). However, this ended up in a court case where the The South African Predator Association (SAPA) challenged the Department of Environmental affairs. This resulted in the decision that the Department of Environmental affairs is not allowed to regulate the period of release which meant that they had to fall back to the provincial regulations which is implemented different per province. In the province the Free State a lion must roam freely through the wild for 3 months before it gets shot. However, in the North-West, the law states that a lion can be hunted after 4 days with a bow and arrow which is strictly forbidden in the Free State. Consequently, conservationists and activist accuse the Department of Environmental Affairs for allowing the lion farms to exploit lion for economical profit. (SABC Digital News, 2013).

In 2007, the Department of Environmental Affairs won a court case requiring captive-bred lions raised by humans to be released in game parks for 2 years before hunting in order to remove the human

imprinting on them. However, SAPA managed to change the decision of the judge in court. Nowadays, the captive-bred lion can be hunted 4 days after release. According to the South African Predator Association, (2014), it would be an economical loss for the captive-bred lion industry to have a lion roam freely through a game reserve for 3 months since no farmer is able to afford this (SABC Digital News, 2013).

Nonetheless, Carroll, (2013) as mentioned in SABC Digital News (2013), states that the laws in South Africa, in particular the environmental legislation will preserve the wild lion. This means that the law will do everything to ensure that the conservation of the lion will be done in a sustainable way. Regulations will be set up and if necessary the captive-bred lion industry will be prohibited (SABC Digital News, 2013). Unfortunately, regulations get even more complicated because wild lions fall under the Department of Environmental Affairs and the captive-bred lions under the department of Department of Agriculture, Forestry & Fisheries because they are bred in captivity on farms (SABC Digital news, 2013). This results in both the departments lacking in taking responsibilities (Blood Lions, n.d.).

#### 7.1.1. The South African trade in bones and other parts of the African Lion

The trade in lion bones has been overshadowed for a long time due to the case of the rhino, poached for its horn in traditional medicines in Asia. The life of the rhinos in Africa is threatened due to near extinction of the Asian rhino species and the increase of rhino poaching which forms a serious problem in Africa. South Africa is specifically targeted because the rhino population living in this country represent approximately 90% of Africa's total population (Clarke, 2012). Appendix 3 shows the increase in rhino poaching over the last 8 years in South Africa. In 2014 only, 1215 rhinos were killed which is around one rhino every 8 hours (Save the rhino, 2016).

The Asian bone trade is not seen as something unsustainable in the eyes of the South African government since the number of rhinos killed for its horn has increased significantly over the years. The captive-bred lion industry appears to be the supplier of the bones for the Asian Market since the bones are seen as a by-product of the hunt (Kitshoff, n.d. as mentioned in Findlay, 2015). Appendix 4 shows the increase in the export of lion skeletons from South Africa to Asia. Moreover, it shows the number of rhinos killed and the number of rhinos horns exported from South Africa to Vietnam. The vertical lines in the figure indicate the years that rules were adopted in order to protect the Asian big cats and the Tiger. These measurements that were adopted to protect the Asian big cats resulted in a shift from the traditional tiger bones to including parts of other big cats such as the bones of the African lion. The figure shows that the export of lion skeletons to Asia, especially China, Laos, Thailand and Vietnam, indeed increased over the recent years (William et al., 2015).

The increase in bone trade will have a negative effect on the welfare of the lions in captivity. The Asian market is only interested in the skeleton of a lion and therefore, it does not matter in what kind of wealthy condition the lions are. The lion bone trade is a threat to the lion population roaming freely in the wild, because the traditional Chinese medicine practitioners believe that the skeleton of a wild lion is stronger than those from a captive lion (Williams, et., 2015). It is stated by the Republic of South Africa (2015) that the wild lions will be safe from the Asian market as long as the bones of the captive-bred lions are used as the source of derivatives (SABC Digital News, 2013). When it comes to the bone trade, there is a little threat to the wild lions but this population is safer than the captive lions. However, this raises the concern about the welfare of lions in captivity since the female lions are bred repeatedly which causes inbreeding, deformation, depression etc. The weaker lions are unnecessary and therefore likely to be put down (Williams et al., 2015).

## 7.2. The NGO's

There are several NGO's that focus on issues caused by canned hunting and cub petting. SPOTS is the Dutch NGO focusing on the big cats, this includes the captive-bred lion. Campaign Against Canned Hunting (CACH) is the only NGO in South Africa that is trying to increase the welfare of the captive-bred lions. They tried to work at a policy level, trying to give the government some input on the Threatened and Protected Species regulations. However, this never worked out due to the fact that the hunting industry has more power and is too strong. CACH is now cooperating with organizations which come from the developed world like SPOTS. Via this way they try to cut off the sources of funding and get the important of lion trophies banned in the European Union. (Mercer, n.d. as stated on the Campaign Against Canned Hunting)

## 7.3. Breeding facilities and the cub petting farms

A distinction has to be made between the breeding facilities and the cub petting farms, also referred to as cuddle farms as already mentioned in chapter 3.

The captive-bred lion industry with its cub petting farms is a growing, legal industry in South Africa. With more than 140 breeding farms it is one of the fastest growing industries in the country. Appendix 5 shows the number of breeding facilities in South Africa per province where you can see that only a few provinces breed lions in captivity (Williams et al., 2015). The chairman of the South African Predator Breeders Association mentioned in a comment that there are 15 hunting facilities all over South Africa whilst the number in reality is significantly higher (Pers. Comm., 2013 as mentioned in Williams et al., 2015). The Free State does not allow hunting and breeding on the same facilities which resulted in a decline of breeding and hunting facilities. Hence, you can see in appendix 2 that the numbers of facilities dropped in 2013, this was due to the strengthening of regulations which made it more

difficulties for breeders to set up new facilities in several provinces of the country (Williams et al., 2015).

#### 7.4. The hunting associations

According to several hunting operators based in South Africa and other African countries, the captive-bred lion industry reduces the hunting pressure on the wild lion population and benefits the South African economy (Lindsey, et al., 2012). (Meyeridricks, 2015, as stated in International Business Times, 2015) “the money from canned hunts goes back into South Africa's game reserves in a virtuous cycle which is sustainable, enabling people to maintain large tracts of land where animals can roam free.” However, the operators state that banning the captive-bred lion industry in South Africa will cause a constraint and leads to a decrease in the number of wild lions and will increase the demand for hunting in another African country (Lindsey, et al., 2012). Within the hunting association there is a growing group of professional hunters stating that they are against the practices of canned hunting (Bloodlions, 2015).

##### 7.4.1. The complex relationship between SAPA and PHASA

PHASA used to be in close cooperation with SAPA but at the end of 2015, they announced to distance itself from the captive-bred lion industry. They decided to do this until SAPA was able to prove to PHASA and the International Union for the Conservation of Nature (IUCN) that these practices were helping with the conservation (Professional Hunters' Association of South Africa, 2015). That PHASA indeed took its distance from practices like canned hunting, and that their members involved in these practices would be expelled from the organization was confirmed during an interview held with the vice-president of the hunting association (see appendix 11.1). The fact that even the biggest hunting association from South Africa, who was always in close contact with SAPA, turned its back against canned hunting, triggered the animal activists to lobby even more against these practices. Nonetheless, at the end of February 2016, the news was published that PHASA and SAPA rediscovered common ground and continued the cooperation. The main reason brought forward by PHASA to reunite with SAPA was to solidify the hunters and the hunting industry against the animal activists who claim that all forms of hunting are bad (South African Predator Association, 2016). According to CEO from PHASA, Unwin (2016), as mentioned in South African Predator Association (2016), the members of PHASA are suffering from the resistance from animal activists and the rest out there against what hunters are doing. Therefore, working together, and sorting this out is necessary and more important than fighting among the organizations.

## 7.5. Tour operators and travel agencies

A lot of tour operators and travel agencies do not know about the actual nature of cub petting and therefore still offer it as an activity to their clients. This is due to cub petting farms promoting themselves as 'ethical' which makes it easier for tour agencies and tour operators to send tourists and volunteers to these farms (Captured in Africa, 2016).

### 7.5.1. The ANVR as a guide for the tourism industry

Unknowingly, tour operators and travel agencies support the captive-bred lion industry. Consequently, there is still a stimulating demand from volunteers and tourists to join these activities. On the one hand, there are a lot of agencies adapting the guidelines 'the use of animals in Tourism' from the ANVR and warn tourists for these activities and some of them do not even offer it anymore. The guidelines made by the ANVR in cooperation with SPOTS, IFAW and World Animal Protection were presented at the Vakantiebeurs 2016 in Utrecht, the Netherlands. The guidelines were set up in cooperation with World Animal Protection, SPOTS and International Fund for Animal Welfare (IFAW). With this set of guidelines, the ANVR is guiding its 280 members to a tourism industry and hopes that tourists and the tourist industry become aware of animal-based tourist attractions (World Animal Protection, 2016, Stichting SPOTS, n.d.). On the other hand, there are agencies and operators that still offer these activities to their clients even though they are aware of the practices on the cub petting farms. (Stichting Spots, n.d.)

### 7.5.2. Voluntourism

Over the recent years, voluntourism has increased in popularity and more commercial tour operators and agencies are trying to find ways to add volunteer programs to their itineraries. Business in the tourism industry see a lot of potential opportunities within the voluntourism industry due to the rapid growth. Moreover, they start to recognize the potential this industry has to positively influence a destination or a community. However, there have been several concerns with regards to programs that have been badly managed which led to negative impacts from both the volunteers and the host communities (The International Ecotourism Society, n.d.).

## 7.6. The host communities

The population of South Africa is growing and more land is taken for agricultural or other developments made by humans. This means that the land where the lions roam freely is diminishing. This leads to the wild habitat living in closer contact with humans which causes human-lion conflict. More information about human-wildlife conflict and its issues is explained more in-depth in chapter 6. The recent death of Cecil the lion in Zimbabwe was perceived as something horrifying and outraged people worldwide. However, a gap of attitudes could be seen when comparing locals and the western society. Zimbabwe is

going through some economic challenges at the moment, leaving the locals behind with pressing needs for food, employment and shelter (Magaisa, 2015). Thus locals depend on the animal-based attractions for their own livelihoods. The captive-bred lion industry is creating economic activity and helps locals to get a job within this sector.

The private ownership of captive lions has a long history in South Africa. (Hunter, et al., 2012). Implying that the locals have different perspective on the captive-bred lion industry. However, the total contribution of the tourism to the South African economy exceeds the amount of 95 billion rand, while the game ranching activities and the hunting is less than 6% of this. Unfortunately, there is no research published that shows how many locals contribute from the captive-bred lion industry and if this actually increases the welfare of the local community. Besides that, it is mentioned in the documentary 'Blood Lions' that the industry does not help the local community but only uplifts the welfare of the operator who runs the facility (Pacelle, 2015).

### 7.7. Tourists

There are two types of tourist involved in this industry. On the one hand you have the tourists that come to South Africa especially for canned hunting. This form of hunting attracts hunter tourists due to the guarantee that they will have a trophy to take back home (Lovelock, 2008). On the other hand, there are the tourists that are not aware of the practices of the industry. The tourists think that their experience of cuddling with lion cubs and walking with young lions is authentic. It is stated that 80.9% of the tourists is not aware of what will happen with the lions when they are full grown adults (Gali, n.d.).

### 7.8. Volunteers

Voluntourism is a relatively new phenomenon which is seen more often in the captive-bred lion industry which consists out of a mixture between traveling and volunteering in another country, as explained in chapter 7.5.2. The development in the voluntourism sector led to a significant growth in the captive-bred lion industry. Due to the unawareness of the volunteers, they unknowingly pay a high amount of money for volunteering which is associated with a lot of risks, especially looking at the animal projects (Africa Geographic, 2015).

As already mentioned in chapter 3.3.3. The cub petting farms, a high number of tourists come from all over the globe to interact and volunteer with lions. Volunteers can stay at a cub petting farm for a certain period of time to interact with these little lion cubs. On the one side of the story, volunteers will be involved in conservation projects and research initiatives to protect since the captive-bred lion will eventually be the savior of the wild lion. The volunteers will form part of a lion conservation team. However, the other side of the story states that the industry is not helping to protect or conserve the wild



lion since captive breeding won't be the solution for survival (Lion ALERT, n.d.). However, the problem lies with the breeding facilities and the volunteer agencies. The marketing messages about conservation forwarded to the volunteers are often incorrectly represented. Moreover, the information about conservation released by the breeding farms is obscure and confusing. Likewise, volunteers are often deceived with the wrong messages by the volunteer agencies which makes them think they are doing the right thing for wildlife (Blood Lions, 2016).

# RESEARCH ANALYSIS

## 8. The selection of my research approach

### 8.1. Collecting data

As already mentioned in chapter 2, the methodology, interviews were of vital importance for this report. A qualitative research approach was preferred over a quantitative research in order to reach beyond the surface to get a clear picture of the perspective of the stakeholders involved. A qualitative research is the ideal method for researching a sensitive topic and therefore, allowed me to get a clear picture of the emotions, honesty and the involvement of the stakeholders within the captive-bred lion industry.

The interviews held were semi-structured, as the freedom and flexibility of the conversations was highly valued. Because of this, questions could simultaneously be added or changed depending on the answers of the interviewees.

A topic list was developed, prior to the interviews (appendix 6.7). This list would help to structure the interviews, to cover the necessary, different topics and questions and to follow a logical order during an interview. Thereby, a topic list because was set up so it would be easier to modify and adapt to the situation and the responses of the interviewees.

### 8.2. Recording and transcribing

Some of the interviews took place in form of video calls (Skype), or e-mail. Other interviews conducted at the ITB, Vakantiebeurs and Jagd und Hund exhibition were recorded via my iPhone and MacBook in order to obtain all the necessary information. The length of the interviews ranged from only 5 minutes with the tourists at the Vakantiebeurs to 45 minutes of useful information. Moreover, while interviewing important notes were written down. Likewise, the notes made during interviews or during the talks with Simone from SPOTS helped to cover some important findings. Besides that, impressions, thought and the selection of respondents were written down and can be read in the three subchapters down here.

### 8.2.1. Vakantiebeurs

Date: January 15, 2016

Location: Utrecht

I went to the Vakantiebeurs on Friday the 15<sup>th</sup> of January in the afternoon. I chose this time of the day due to a high number of visitors since it was also open in the evening and it was the day before the weekend. All the interviews I did took place in-between 1 and 4 o'clock.

I selected the organizations by checking which one of them offered trips to South Africa. When I approached them, I asked one of the working members if it was possible to talk to someone who is specialized in South Africa. Before I started with the interviews, I asked them if they had some time for me and explained why I wanted to ask some questions and that is was used as research material for my thesis. Moreover, before interviewing them I told them that I was in cooperation with the Dutch NGO SPOTS, and explained briefly who SPOTS is and what they are doing.

With regards to the visitors, I noticed that it was slightly different. I found it harder to select them because they were not as approachable as the organizations. However, in order to create awareness for cub petting farms, SPOTS had 3 girl walking around dressed up as cats. people were able to go on pictures with them. They got a lot of attention therefore I decided to walk with them for a while and approached the people who stopped or wanted to go on pictures with them. I noticed that the girls were slightly influential and consequently, some of the respondent's opinions were based on what they just saw. The reason for this was that they first talked to the 3 girls who explained to them that SPOTS was a foundation protect the endangered wild cats. Moreover, they told the visitors about cub petting farms in South Africa and how cruel these farms are. As a result, when interviewing the visitors, they told me that they would never visit a farm like this and that they do not believe that these farms are helping and protecting the lion.

After a while I went on my own to interview some visitors so that they were not influenced by the 3 girls. I selected the respondents by age, I chose the younger generation (20-30 years old) since this generation mostly travels to South Africa and is often highly interested in petting a little lion cub. Unfortunately, I did not talk to someone who actually went to a cub petting farm to get their point of view.

### 8.2.2. Jagd und Hund hunting exhibition

Date: February 12, 2016

Location: Dortmund

I never thought of going to a hunting exhibition because I never really wanted to get to know this world. However, because of my research into the different perspectives of stakeholders I needed to get to know the world of hunting as well. I was lucky that Simone, the owner of SPOTS, introduced me to Matthias Kruse, who is the editor in chief of the magazine Jäger. Besides that, he is one of the organizers of this exhibition and the first one who succeeded to ban canned hunting from this exhibition in Dortmund. Matthias and I were in contact via e-mail and I told him about my thesis. After a few e-mails, he invited me to the hunting exhibition so that I could discover this world in person and he knew some interesting people I could interview for my thesis.

On the 12<sup>th</sup> of February, I left to Germany to visit the exhibition. I chose this day because I was not able to go there on the other days. I arrived there in the morning around 10.30 so that there would be enough time for my interviews and all of them took place between 11.00 and 15.30.

On arrival, I met Matthias at the entrance and he took me to his stand. We talked for an hour and he told me about his work and his perspective on hunting and canned hunting. After that he took me to several people he already informed about me. This was very useful since I only interviewed people who had a higher position in the hunting industry with a clear perspective on canned hunting. Due to this I was able to interview or talk to the president of the Nordrhein-Westfalen hunting association, the vice-president of PHASA (Professional Hunters' Association of South Africa), and a few who offered hunting trips in Namibia and tried to conserve the wildlife over there. Because of the ban on canned hunting on the exhibition, I did not meet anyone who took part in a canned hunt before or who was pro canned hunting.

Everyone I interviewed was against canned hunting and corrected me as soon as I spoke about the term 'canned hunting' because in the eyes of the hunter this is not seen as a form of hunting, they rather speak of the term 'canned shooting'. Matthias explained to me that every hunter will agree, that people who take part in a canned hunt are not allowed to call themselves hunters since no real hunter will take part in such an activity. According to Matthias, real hunters go into the area where the animals roam freely whilst in a canned hunt the lions are basically produced for the hunt, released in a fenced area and sometimes even drugged so that it becomes easier to shoot the animal.

### 8.2.3. ITB Berlin

Date: March 10, 2016

Location: Berlin

I did not intend to visit the ITB in Berlin this year because I did not know about their program until Matthias Kruse, the hunter who invited me to the Jagd und Hund exhibition, told me about it. He explained to me that the captive-bred lion industry was going to be an important point of discussion this year and that it could be of great advantage for me to go there.

After doing some research into the ITB and their program, I decided that it would be a wise idea to go to the ITB this year because I would definitely gain more in-depth knowledge about the captive-bred lion industry. However, attending the ITB on a trade visitor day turned out to be more difficult than expected in the beginning since I was not allowed to enter the ITB as a student on these days. Nonetheless, I talked to several teachers in school and they told me I could easily join this exhibition as a student. Even though I was more convinced I still wanted to have assurance that I could enter the ITB. Therefore, I decided to contact SPOTS if they were planning to send a representative to the ITB. Luckily, they were not joining the ITB, thus I could buy a trade visitor pass as a representative from SPOTS.

Before joining the discussions and the workshops at the ITB about the captive-bred lion industry I talked to one of the producers of Blood Lions via e-mail, Pippa Hankinson, about my thesis topic and we agreed on meeting each other on the ITB. Moreover, as a preparation for the ITB, I ordered business cards online and made a topic list for the interviews. I decided that a topic list would be more convenient because I was not sure yet who I was going to talk to during this day.

I went to the ITB on Thursday, the 10<sup>th</sup> of March. I chose this day because there were several discussions and workshops about the captive-bred lion industry. On my way to the ITB, I was very excited and had high expectations of the workshops. Unfortunately, my expectations were not fulfilled entirely during the day. On arrival, I could immediately join the panel discussion 'Imagine helping Africa' which was basically about who assures the quality in the volunteering sector and is voluntourism good for Africa. Moreover, the captive-bred lion industry was also discussed. Afterwards, I wanted to talk to Pippa but she told me to come back later to their stand when she would have more time for me. I decided to do interviews with some agencies and tour operators from South Africa but most of them did not feel like discussing this topic with me or did not have time to answer my questions. I noticed that people felt uncomfortable when asking them about the captive-bred lion industry since this is such a sensitive topic. When I visited the Blood Lions stand in the afternoon to have a chat with Pippa, she still did not have the time to talk so in the end of the day I did not have a conversation with her. When watching the

documentary Blood Lions and joining the workshop afterwards, I realized that I was already aware of most of the content which was satisfying.

Concluding my day at the ITB, it was not what I expected from it. The panel discussion and the workshop were not giving me the insight I was hoping for. I expected an intense discussion between the stakeholders involved but basically everyone got a question and answered it. Moreover, I was hoping to conduct more qualitative interviews on the ITB instead of just one but this was not the case, unfortunately. Besides that, I really wanted to have a conversation with Pippa since she did some intensive research in the captive-bred lion industry for the documentary. However, in the end I managed to get some useful information, for example from the minister of Environment, Wildlife and Tourism of Botswana about their policies with regards to hunting.

### 8.3. Coding

After transcribing the interviews and putting everything in the right order it was time to code the interviews so that it would be easier to analyze them without listening the recording or reading the whole transcript all over again. Different colors were used per topic, to have a structured and clear overview while analyzing and putting together the results of the interviews, workshops and discussions. All the interviews can be found in the appendix.

## 8.4. Gathered research outcomes

To gain more knowledge about captive-bred lion industry, to have a better understanding of the perspectives of the different stakeholders involved, and in order to give recommendations in the end, the interviews have been analyzed and researched. The outcomes of these interviews are mentioned in this part of the report.

The main focus of the interviews was researching the perspective of the stakeholder involved. Therefore, to present the findings in a clear and structured manner, the results of the interviews are divided per stakeholder. The chapters can consist out of several sub themes.

### 8.4.1. The government of South Africa

Several people interviewed while doing the research claimed that the government of South Africa is one of the most important stakeholders in putting a ban on the canned hunting industry. Regulations and legislation have to change within the country. The government needs to take their responsibilities towards the captive-bred lion industry. In the documentary *Blood Lions*, the minister of Tourism specifies that he thinks the captive-bred lion industry already damaged the brand South Africa.

As can be read in chapter 7.1. The government of South Africa, the government once tried to regulate the captive-bred lion industry. However, this ended up in a court case, which the breeders won. This was also discussed during the workshops at the ITB, and one of the members explained that this court case led to a lot people believing that canned hunting was actually banned.

### 8.4.2. NGO's

Both the NGO's interviewed for this thesis, specifically focus on the captive-bred lion industry. One of them focusses on the protection of the big cats all over the world whilst the other specifically focuses on the captive-bred lion in South Africa. In cooperation with each other they try to influence the European market in an attempt to create more awareness which is done in several ways. Via e-mails to tour operators and travel agencies who are still offer cub petting or lion walking as an activity, the NGO's try to make the industry become familiar with these activities. Moreover, social media plays a very important role since it reaches a high amount of people. Besides that, it was confirmed by one of the lion farms that social media is a very effective platform for animal activists, *"to hi-jack serious animal rights issues in order to promote their own fund-raising campaigns"* (appendix 12.1). Moreover, the Global March for lions is organized once a year to ask for attention for the welfare of these animals. Likewise, the NGO's often have to give lectures on conferences or schools. As a result, they think that all these actions will definitely have an influence on the industry on the long term. However, both the NGO's mentioned that they assume that banning canned hunting won't change a lot and this industry

will continue with what they are doing. Probably, a number of breeders will continue anonymous to serve the Asian bone trade. If this continues the welfare of the lions will decrease significantly since the Asian market is only interested in the skeletons. Chapter 7.1.1. The South African trade in bones and other parts of the African lion already states that the wealthy condition of the lion is not that important for the Asian market. Therefore, this NGO strives for a ban on canned hunting but also on the breeding of captive-bred lions as well.

#### 8.4.3. Breeding facilities and the cub petting farms

As mentioned in chapter 3.3.3, a distinction has to be made between cub petting farms and the breeding facilities since not every cub petting farms breeds lions. Besides that, it happens that some breeding facilities offer any cub petting experience of walking with lions as an activity. Even after conducting interviews with 2 cub petting farms, it is still unclear if they breed lions or buy the cubs from another breeding facility. While interviewing these lion farms, both of them asserted that they did not consider themselves to be breeders. They preferably called their organizations an awareness and conservation project to facilitate their educational programs.

##### *8.4.3.1 The welfare of the captive-bred lion*

In chapter 5.3.2. Welfare of the captive-bred lion, the positive and negative sides of the captive-bred lion industry are mentioned. In general, it is stated that breeding lions is unethical because the lions are bred for commercial purposes and it is cruel to take the cubs away from their mother shortly after birth. This was mentioned by a volunteer who worked at a lion farm as well. She specified that there were over 15 lion cubs younger than 4 months. When she went back home again, she heard that 4 lion cubs were taken away from their mum when they were only 3 days old. She explains that she became suspicious and started to ask questions. However, she got credible answers from the people working there; the cubs were removed from their mum after a few days otherwise the other lions in the pride would kill these little cubs. One of the hunters interviewed claims that the breeding facilities and the cub petting farms have to change their practices. *“You can’t take the cubs away from their mother when they are a week old. You can’t human-imprint all these animals, you can’t keep on feeding them, they got to catch their own stuff” (appendix 11.3)*. It was stated by one of the lion farms that they carefully control the numbers of lions that are born on their property. They mention that the lionesses are not force-bred and actually have an easier life than wild lion when it comes to the frequency of giving birth. A volunteer mentioned that the lions were indeed taken care off, they did not look skinny and their fur looked healthy.

According to one of the lion farms, when their lions become too old and finish their time walking with tourists, these animals are donated to game parks that are in need of lions. However, in the chapter 5.3.2.



Welfare of the captive-bred lion, it is mentioned that releasing the captive-bred lions into the wild again is most of the time impossible due to the parks exceeding their capacity. *“One of the problems in South Africa is that there are too many wild lions in small game reserves. So if it was necessary to breed lions for conservation, we could easily use the wild lions instead of breeding captive lions”* (appendix 6.6). Moreover, during the workshops at the ITB it was confirmed that there is yet to be a single successful predator released into the wild. Likewise, it was specified by one of the NGO’s in an interview that captive-bred lions will never be able to return to the wild because they are habituated to human contact and therefore lack natural behavior. Moreover, one of the volunteers who did volunteer work at a lion farm stated that the little lion cubs were constantly touched by people, they even slept in the room of the volunteers because they were not used to the cold outside. Similarly, in the literature review chapter 5.3.2. it is stated that when the lion become too old and dangerous, they are sold to the canned hunting industry which is the opposite of what the lion farms are claiming.

In the chapters 3.3.3. Cub petting farms / breeding facilities and 5.2.3. The use of lions in captivity it is explained that the little lion cubs are used as a attraction for economic and commercial reasons. Tourists pay a high amount of money to cuddle with a little lion cub or to walk with a lion. The tourists pay around 60 euros to cuddle with a little lion cub and to walk with a lion afterwards. It was purely commercially, and the lion farms always managed to have new-born little lion cubs as specified by the volunteer.

#### *8.4.3.2. The genetics of a captive-bred lion*

As mentioned in chapter 5.3.2. Welfare of the captive-bred lion, the lion is an endangered specie and that the captive-bred lion industry helps with the conservation of the lion. The lion farms reported that they indeed have several education programs where they teach locals about what is still left in the wild and how to conserve it. Moreover, they facilitate several research programs in cooperation with researchers and international universities. Their research focuses on critical issues such as diseases that occur in the wild, as well as ethical breeding practices and genetic diversity. *“We have six breeding lions, but in assembling this group we have been very careful to ensure that all our breeding lions have extremely varied genes – in fact one of our breeding lions has North African lion genes”* (Appendix 12.2). However, as specified in the same chapter, 5.3.2. Welfare of the captive-bred lion, conservationists mention that the genetics of the wild lion are not comparable with the genetics of lion bred in captivity, due to inbreeding of the captive-bred lion. According to one of the NGO’s, it happens occasionally that wild lion cubs are taken from their mother so that the industry has the ability to start breeding with new genes.

#### 8.4.4. Hunting associations

##### 8.4.4.1. *The ethical way of hunting*

All the hunters confirmed during interviews held at the Jagd und Hund exhibition in Dortmund that trophy hunting was also seen as the ethical way of hunting. They also referred to trophy hunting as sustainable hunting. As mentioned in the literature review chapter 3.3.1. Trophy hunting, sometimes people refer to canned hunting as trophy hunting. The hunters stated “*there is no such thing as canned hunting.*” (appendix 11.3.). With canned hunting the hunter will always succeed to take a trophy back home within 48 hours, as mentioned by one of the NGO’s, which is also cited in chapter 3.3.2. Canned hunting.

Trophy hunting is ethical in the eyes of the hunters because they hunt on species in a sustainable way without hurting the locals. With this form of hunting, hunters look at the social status of a certain animal before shooting it. This means that they search for lions that are not the leader of a pride anymore, they will never shoot a lion that is younger than 6 years old and he must be single or a nomad. Moreover, one hunter stated that even though there are other ways of hunting, they believe this is the sustainable way. “*The only person who can sustain a wildlife population is the true ethical hunter*” (appendix 11.3).

##### 8.4.4.2. *Hunting as a conservation tool*

“*In todays modern world, the only true conservationist is the true hunter because that individual is the only person who has got a real interested that his or her kids can still hunt*” (appendix 11.3).

As written in chapter 6 Human-wildlife conflict, the conflict between humans and wildlife is increasing due to overpopulation of mankind. All the hunters interviewed agreed that if trophy hunting is banned, the conflict between wildlife and the existence of people in the same area will only get bigger which will lead to starvation of families and the poisoning of animals. “*Because of the ban on hunting in Botswana, there were illegal lion hunts and 600 lions were killed or poisoned*” (appendix 11.2 & 11.3). However, the Minister of Environment, Wildlife and Tourism of Botswana mentioned that hunting was banned because of a decline in species due to hunting. Notwithstanding, the hunters state that hunting is necessary as a conservation tool otherwise the local community will poison that animal since it is in conflict with their lives. The ethical hunters can solve this problem by shooting one animal to conserve the rest of the population. If a farmer faces a lot of problems with for example a lion that kills his cattle, he will keep on poisoning every lion in the area to save his cattle. This is where the hunter comes in; the hunter will pay the farmer a certain amount of money to hunt an old lion in that area which serves as a compensation for the economic losses. If this happens occasionally, the farmers help the hunters conserving wildlife since they won’t poison or kill a lion anymore. “*The people on the ground who are being eaten and their cattle being killed will only conserve wildlife if they get remuneration through us.*”

*They won't kill or poison them because they know they get money from us for each lion they conserve” (appendix 1.3).*

#### *8.4.4.3. Canned hunting? Canned shooting!*

The term canned hunting is a rather sensitive term for hunters. As already mentioned in the part the 8.4.4.1. The ethical way of hunting, they state that there is no such thing as canned hunting. *“Rather canned shooting instead of canned hunting since it has nothing to do with hunting” (appendix 11.2).* Hunting is about free living animals which belong to those areas where hunters go and try to catch them. Canned hunting is in their eyes a form of shooting because the lion is produced to be killed in a later stage. *“It is like a zoological garden where you go to kill them” (appendix 11.2).* This confirms the canned hunting practices as explained in chapter 3.3.2. Canned hunting in the literature review since it states that the areas where these lions are hunted down are smaller than elsewhere. Likewise, another part worth mentioning is that the prices of a canned hunt are immensely high, and even worse, you are able to ‘book’ the lion you would like to shoot beforehand. This was also confirmed in the Blood Lions documentary which was presented at the ITB in Berlin. *“Canned hunting is not accepted in its current form, I can't understand and defend the practices of canned hunting the way it is right now” (appendix 11.1).* Canned hunting is a big industry, purely commercially which is also stated in the literature review in chapter 3.3.3. The cub petting farms / breeding facilities and 5.2.3. The use of lions in captivity. *“Local communities do not even benefit from this industry; it is only the breeder that pockets the money” (appendix 11.3).* Additionally, this is also mentioned in chapter 7.6. The host communities also confirm that the captive-bred lion industry does not benefit the local community but only uplifts the living standards of the owner of the breeding facility. Hence, the money earned with a canned hunt is not benefiting the local community since the hunt takes place on private property and not in the national parks of South Africa. Therefore, it can be stated, that canned hunting is not investing in conserving wildlife (as mentioned by one of the NGO's).

#### *8.4.4.4. PHASA and SAPA*

It was mentioned by one of the interviewees at the Jagd und Hund that PHASA distanced itself from the canned hunting industry and that all their members involved would be disciplined to change their businesses or they would be expelled from PHASA. *“These kind of actions are the only way we can clean up this industry” (appendix 11.1).* However, in the chapter 7.4.1. The complex relationship between SAPA and PHASA, it is explained why PHASA and SAPA rediscovered common ground and that the main reason was because of the animal activists lobbying against all hunting practices. While being on the hunting exhibition in Dortmund, it was confirmed by several hunters that the main aim of the animal activists is to stop all kinds of hunting, which was one of their biggest concern. This is due to consequences that the local communities will face when trophy hunting is banned completely which is something that the animal activists do not even consider. *“The animal activists are just sitting in their*

towers, judging the hunter without trying to find out how we actually think” (appendix 11.3). One of the hunter found it very disappointing that the animal activists and the NGO’s did not even try to find out about the true story of the hunter and how they do everything in their power to conserve the wild life. “The majority of the people believe we are the bad guys; they want to stop us” (appendix 11.3).

#### 8.4.4.5. The different perspectives of the hunter

Compared to the European hunters, the hunters of the USA have a different perspective when it comes to hunting. Their perspective is coming, killing, measuring (if it is a big trophy or not). Apparently, most of the hunters coming from the US turn out to be disappointed when the trophy is not big enough or does not have beautiful black manes, this is not what sustainable hunting is about. “I only take 15 clients a year on a hunt because to me it is about the experience, not the trophy. I even send them home without a good trophy. It has to be a learning experience; we do not kill for pleasure. I kill what I love, to preserve it” (Appendix 11.3). One of the hunters’ stated that for him a success trip is to show others what hunting in Africa looks like and that it is not about how many trophies are exported back home. “It is about the experience, not about the trophies” (appendix 11.2). It was repeatedly mentioned that most of the German hunters most likely do not even know what canned hunting is.

#### 8.4.4.6. Cecil the lion and the host communities

In chapter 7.6. The host communities, it is explained how the death of Cecil the Lion was perceived as something horrible. However, in the eyes of the local people it was absurd that the western countries made such a problem out of it. During one of my interviews it was stated by one of the hunters that people in Africa do not give wild animal a name. This is the personification of mankind.

#### 8.4.5. Tour operators and travel agencies

Out of the six interviews I held with several tour operators and travel agencies, one confirmed that they were not familiar with cub petting farms. The rest of the companies heard of it and one of them offered activities to a cub petting farm before but was already in the process of deleting this from their program. “We do not offer elephant rides anymore and decided to erase Lion Park in Johannesburg from our program” (appendix 7.5).

Even though the tour operators and the travel agencies are aware of what happens to the lions on some of these farms which is seen as unethical, they cannot prevent people from going there. Most of the organizations confirmed taking the animal welfare into account and therefore, the majority do not offer this as an activity, hence, it is visible that the animals live in wealthy conditions with enough space to roam freely. “Animals as a tourist attraction per se are not a problem, as long as animal welfare is guaranteed” (appendix 7.6).

Based on the interviews, it can be concluded that most of the tour operators and travel agencies are not educated enough when it comes to the captive-bred lion industry. The majority has never done any research or gain more in-depth information with regards to the different farms involved in the industry. *“Not all the lion breeders are bad people, there are some people that do the correct thing” (appendix 11.1).* The minority of the organizations confirmed being on the road to review and contract their suppliers. When visiting these places, the lion farms for example, they take the welfare of the animals into account as well. The other agencies and tour operators specify that they have never been there but decided to distance themselves from these activities where animals are used to entertain tourists because it seen as something irresponsible in their eyes. *“Also, certain clients have specifically asked for it to be excluded” (appendix 7.6).*

It is important that the people who sell the package to the end consumer, are informed and educated about captive-bred lion industry. The next step is to inform the travel trade in what to sell and what not to sell. Another step is that breeding facilities and lion farms need to be provided with a stamp, an accreditation system which identifies the ‘good’ breeding facilities.

#### *8.4.5.1. The ANVR*

Most of the Dutch tour operators and travel agencies are member of the ANVR, and following all the guidelines set up, thus, also the guidelines presented by the ANVR, SPOTS, IFAW and World Animal Protection with regards to the use of animals in tourism, which can be reviewed in chapter 7.5.1. The ANVR as a guide for the tourism industry. The South African tour operator who was interviewed for this research was not (yet) aware of these guidelines, however, they follow the guidelines required from them by their Dutch agents. Consequently, this could mean that they indirectly follow the guidelines from the ANVR.

When asking them whether they think these guidelines have an influence/ will make a change to their operation, most of them state that they do not think it will have an influence on their organization since they already followed the guidelines of the ANVR. One interviewee of one of the travel agencies specified that she hoped that these guidelines will have an influence on the organizations that still offered activities with animals in tourism will open their eyes to see what cruelty is behind some of these activities. She thinks that the tourism industry will change positively because of this since no organization wants to be associated with these kind of activities. *“To be honest, I think that there are tour operators and agencies that do not care about the welfare and rights of animals in tourism but follow the guidelines because of the rules of the ANVR” (appendix 7.2).*

#### 8.4.5.2. *Voluntourism*

As mentioned in chapter 7.5.2. the tour operators and travel agencies start to recognize the positive influence of voluntourism on the communities and the destination. However, it was stated during the workshops at the ITB, that the volunteers are being influenced by the marketing message which is very aggressive nowadays. The volunteers are told that they can change the world and that their help is needed for the locals on the destination to survive. This is actually the opposite since it was also noted at the ITB that the volunteers are not helping to improve the livelihoods of the communities but they are helping the locals with specific tasks that need to be accomplished. Volunteering has to be seen as an opportunity to learn.

#### 8.4.6. Tourists

*“Nice experience being so close with a lion”, “Lion is the symbol of Africa”, “I had never seen a real lion before, and it would be really cool to actually walk so close with such animals” (appendix 9).* Most of the tourists interviewed who had been to a lion farm described their experience as authentic and totally worth it. While asking tourist who have never been to a lion farm state that they would love to visit a place like that. However, they would never do it because lions have to be in the wild.

##### 8.4.6.1. *The decision-making process*

The tourists who have visited a lion farms did not specifically do their research beforehand, only on a basic level, costs, location. Likewise, most of them specified not doing some intensive reading or searching online on the animal welfare on these lion farms. However, they read some reviews online. *“We didn’t really have the time and access to internet to search for information about the farm, but normally a private game reserve has good animal welfare and the reviews and ratings on the internet were really positive. I knew that there are animal farms where they abuse animals to make them behave calm before people. This is something I repulse and was not hoping to see in this farm we visited (appendix 10.5).* Only one person mentioned going to a specific farm from which she read several positive stories.

In chapter 3.3.3. The cub petting farms / breeding facilities it is mentioned that most of the tourists and volunteers do not know what will happen to these cups when they get too old or too dangerous in the eyes of the human being. During the workshops at the ITB it was mentioned that this was one of the main problems. People are unaware, do not do their research properly and therefore do not take responsible choices. From the tourists who never visited a place like this, they said that the animal welfare and the condition of the lion is an important factor in their decision making process. *“I’d want the animals to be treated with respect and that they are able to live as naturally as possible. I would try to find a farm that does not use drugs or anything to calm the animals down but I guess it’s hard to*

*judge whether it's the truth they are telling you" (appendix 9.1). This is due to some of them visiting similar places like this and therefore have a negative perception of lion farms. "I kind of regret going to the tiger farm in Thailand because looking back at it now, I realize how bad it is for the animals. It's not only dangerous for me as a visitor but it's also not how it's supposed to be" (appendix 9.1).*

#### *8.4.6.2. The experience*

The interviewees said that the trip to a lion farm was very educational and exciting. Before and during the activity they were provided with all kinds of information about the lion, about their behavior, how they live in their natural habitat, how they are taken care of at the farm, etc. One of the tourists mentioned that he was so satisfied afterwards, that he came back several times to see how the cubs grew up and to do these activities more often. However, one of the tourists interviewed at the Vakantiebeurs mentioned that he would never undertake such an activity because it does not feel natural. After interviewing someone who went to a lion farm, I got the exact same response. *"These lions are obviously raised by humans and therefore they behave like dogs. The pictures that were taken were very pretty and are a nice memory of a great time in South Africa but the lion walk itself feels very unnatural. Lions are not supposed to be raised by humans and we are not supposed to be so close to lions without them feeling they should attack us" (appendix 10.1).*

#### *8.4.6.3. Level of awareness*

Only 1 interviewee mentioned that the lion farm told her that they were involved in several conservation projects, the rest could not confirm this. Likewise, most of them could not specify how the lions got there in the first place since they were not provided with specific information about that. Although, one tourist mentioned that the lions she walked with were saved from the illegal market where the lions would probably end up in the hunting industry.

Moreover, all the interviewees assumed that the lions were taken good care of when they were getting older and bigger. They thought they would either stay at the farm and are taken care of till they die, or that they will be sold to game reserves and used for conservation purposes. In the literature review chapter 5.3.2. it is mentioned that when lions become too old they are often sold to hunters, used for breeding or harvested for the bone trade. Only one of the interviewees was aware of this and said that it might be possible that these lions are sold for hunting purposes. This was also explained by one of the volunteers. *"Lions older than 1 year went to another property [...] this were all different cages, with a lot of lions in there. Probably 12 lions per cage and I can still remember that there were 3 cages, especially for the 'lion walks'".*

Most of the people interviewed had never heard of the term canned hunting before. However, 2 out of the 5 respondents had heard about canned hunting before and they confirmed going to a lion farm again

if they would get the opportunity. It has to be mentioned that they would go the same farm again because it was in their eyes an ethical farm that took good care of their lions.

#### 8.4.7. The future

In the part 8.2.4.1. The ethical way of hunting it was already mentioned that a high amount of people think that canned hunting is the same as trophy hunting. The problem is that people do not know what trophy hunting is and therefore make decisions based on their own personal assumptions. *“Mention the word trophy hunting, everyone is against it but if you use the word hunting, the broader public does not have a problem with it” (appendix 11.1).* Almost every interviewee suggested that the only way to ban canned hunting is when all the stakeholders involved put their heads together, to find a way to stop these practices.

During the discussion at the ITB in Berlin several people were asked what they wanted to see from the tourism industry with regards to the captive-bred lion industry? And how to prevent tourists from visiting one of these farms. They came up with several answers;

- Identifying the good and bad
- To take responsible choices, to encourage everyone to do their research
- Ensure that what you are going to do as a volunteer is beneficial for the conservation in South Africa
- It is of great importance that the inbound tour operators and tour guides in South Africa become aware of the industry,
- Tour operators should support a sustainable fair product
- Everyone in the tourism chain has to be involved, they all need to get the message
- For tourism in Africa we need to keep the wildlife wild.

##### *8.4.7.1. The future of the captive-bred lion*

After PHASA and the Deutscher Jagdverband took their distance from the captive-bred lion industry, the South African Breeders Association (SAPA) started to look at ways to make the breeding of lions more acceptable. According to one of the hunters, the breeders start to realize that the breeding of lions is no longer socially acceptable in today's society, even though it is a major money market. They realize that its current form has to change to make it more acceptable on the long term. However, he also confirms in his interview that the breeders do have some benefits to the conservation of the wild lion on the long term (this is also specified in chapter 5.3.2. Welfare of the captive-bred lion). Although, the breeders created a market and serviced that market but how they have done it, is not acceptable anymore. Even though, most of the interviewees stated that they still have a long way to go. It is important that the people who sell the package to the end consumer are informed and educated about captive-bred lion



industry. The next step is to inform the travel trade in what to sell and what not to sell. Another step is that breeding facilities and lion farms need to be provided with a stamp, we need to have an accreditation system which identifies the 'good' breeding facilities.

# CONCLUSION

## 9. Conclusion

This chapter is meant to conclude what has been discussed and analyzed in the previous chapters. The following 6 questions were asked, analyzed and answered in the whole of my thesis.

1. What stakeholders are involved in the captive-bred lion industry?
2. What are the views and the interests of the stakeholders involved?
3. To what extent are stakeholders aware of captive-bred lion industry?
4. What do the stakeholders in this industry think of the objections against cub petting and canned hunting made by the organization SPOTS?
5. What can be done to raise awareness about the actual nature of the breeding farms in order to preserve the rights of the lion in South Africa?
6. How can wildlife tourism be an approach and implemented in a sustainable way taking the welfare of lions in the captive-bred lion industry in consideration and minimizing the possible negative consequences?

This thesis concentrated on the captive-bred lion industry and addressed the several stakeholders involved with the aim to find out about their perspectives and opinions. Four research questions focused on the stakeholders, who is involved, their level of awareness, their views and what they think of the objections made by NGO's. The other 2 research questions on the captive-bred lion and what can be done to enhance the welfare of these animals within the industry.

### 9.1. The stakeholders

#### 9.1.1. The government

Within the government, departments have different points of view about the captive-bred lion industry, and therefore a lot of debate has been going on. The Minister of Tourism states that the industry is damaging the brand South Africa whilst the Department of Environmental Affairs states that this industry helps with the conservation of the lion. Likewise, it would be an advantage for the breeders if the breeding of lions falls under the Department of Agriculture, Forestry & Fisheries whilst if the interest of the lion would come first, they should fall under the Department of Environmental Affairs. Moreover, the regulation of the captive-bred lion industry is difficult since there is no standardization within the country which allows every province to set their own standards. This has to change according to other stakeholders involved since they claim that the government exploits the lions for economical profit. Similarly, there is no standardized method for the classification of the lion which allows everyone to classify the lion in different categories.

### 9.1.2. NGO's

Even though, the awareness of the captive-bred lion industry is limited, it can be stated that with the help of the NGO's this is definitely increasing. The NGO's involved cooperate together in order to create better living standards for the captive-bred lion with the goal to ban the industry in the near future. The European market is especially influenced via social media, e-mail to organizations, lectures given and the Global March for Lions which is organized once a year.

### 9.1.3. Cub petting farms and breeding facilities

Wildlife is one of the push factors for tourists to come to South Africa. The sector exists out of non-consumptive and consumptive forms of tourism. The non-consumptive form consists out of interacting with wildlife in different ways. The cub petting farms in South Africa can be linked to the non-consumptive form since this attraction allows tourists or volunteers to interact with little lion cubs or walk with a lion. Trophy hunting and canned hunting fall under the consumptive form of tourism since this form of tourism includes hunting, killing or capturing wildlife. Canned hunting is a form of hunting where a captive-lion is chased and killed in a small fenced area.

Distinguishing cub petting farms and breeding facilities is quite complex since most of the lion farms claim not to breed lions whilst they do have breeding facilities. As a result, it is hard to identify the farms who only offer the activities to tourists, the farms who breed lion and offer cub petting and lion walking as an attraction or the farms who only breed the lions and sell them again. Likewise, identifying the ones who are involved in canned hunts were impossible to identify. Hence, the lion farms that were interviewed for my research considered themselves awareness and conservation projects instead of breeders.

The need of ethical and sustainable breeding farms and cub petting farms is increasing in importance, the industry claims to be ethical and supporting the conservation of the lion with releasing the captive-bred lion in the wild. However, actual adherence of these practices are not visible since the farms never published their data and information which could serve as evidence. Moreover, these lions are habituated to human contact, lack natural behavior and therefore unable to be released into the wild again. Likewise, the captive-bred lions have different genetics than wild lions due to inbreeding which makes it more difficult to release a captive-bred lion.

### 9.1.4. The hunting associations

Canned hunting damages the hunting industry since all forms of hunting are seen as bad practices which leads to more hunting associations turning their back against the canned hunting industry. There is no

such thing as canned hunting but rather canned shooting because it is not a real form of hunting. The canned hunting industry forces the hunters to defend their practices because of animal activists and NGO's trying to stop all forms of hunting. However, banning all forms of hunting will cause problems on different levels. Trophy hunting is also known as sustainable hunting or ethical hunting. This form of hunting is a conservation tool with the aim to protect wildlife and to decrease the tension between human-wildlife. If this form of hunting is banned, the tension between human and wildlife will increase significantly which will lead to the starvation of people and the decrease in wildlife due to poisoning.

#### 9.1.5. Tourists and volunteers

Even though, the awareness of this group of stakeholders is increasing, it must be noted that the lack of knowledge about the captive-bred lion industry is still present. While there is not much known about the future of the lions and canned hunting, the tourists consider going there because of the nice experience they will have or already had. This is also caused due to the limited research conducted beforehand. As analyzed in the interviews, on one side tourists and volunteers tend to do their research even though this was quite limited whilst on the other side, they confirmed not doing intensive research due to lack of time or did not consider it. Even though, welfare becomes an important point in the decision making process, tourists do not conduct their research properly, and therefore do not make responsible choices because of unawareness. Nonetheless, the majority of the tourists and volunteers are against the practices of this industry and find the welfare of these animals important. Although, it seems that they are not aware that their actions have a great impact on the industry. It is a difficult task but it seems that the necessary awareness is increasing among the volunteers and tourists due to the other stakeholders informing them about the practices of this industry.

#### 9.1.6. Tour operators and travel agencies

While blaming the breeding facilities and cub petting farms of bad practices with regards to the captive-bred lion industry, it is important to realize that the other stakeholders fulfill an important role in offering these kind of activities due to a lack of knowledge. This is because the majority of the travel agencies or tour operators never pays a visit to the farms and never gained more in-depth information concerning the different farms. Nonetheless, the awareness is increasing and more organizations are becoming aware of the industry. As a consequence, more steps are taken into consideration to increase the welfare of the lion on these farms. This is done by the ANVR, IFAW, SPOTS and World Animal Protection, with a set of guidelines regarding the use of animals in tourism. While the results are not visible yet, the travel agencies and tour operators think it will have an influence on the industry since the majority of the organizations within the industry are a member of the ANVR.

### 9.1.7. Local communities

There has always been tension between humans and wildlife which causes conflict affecting both parties but this has increased over the years due to the overpopulation which leads to humans invading the area of wildlife. As a result, the wildlife damages the livelihood of the local communities and as a consequence, the people poison the animals to protect their own cattle or crops. Likewise, the value that local communities have towards wildlife is mostly more negative than the value that Western nations have due to foreign people not knowing how it feels living so close with wildlife. Moreover, people coming from Western countries want to conserve the wildlife and nature. However, local communities do not have a mutual feeling since they often face poverty due to wildlife destroying their food and income.

## 9.2 The value of animals

The value of people towards animals shapes the level of interaction in which tourism-wildlife engagements takes place. These values vary from humans as the more dominant specie than animals to the conservations and protection of endangered wildlife species. Animals are always used as resources or products, whether for experimental subjects, farming, transportation or for tourism purposes with the aim to entertain human beings. Animals are noted to be less worthy than human beings, seen as creatures with instrumental value instead of intrinsic value and not treated as actors on their own. Nonetheless, in the recent years the discussion arose that animals have inherent value and thus, need to have the same moral rights as human beings.

### 9.2.1. The welfare of the captive-bred lion

The captive-bred lion industry is seen as cruel, especially looking at the conditions the lions have to live. These condition are lack of proper care, overbreeding, inbreeding, overloading, tigers and lions sharing a cage, use of violence and/or drugs which results in damaging the health of the lions, physically and mentally which leads to early death, diseases. Meanwhile, the lion farms stated in primary research that they do look after the welfare of their lions. Hence, it was confirmed that the captive-bred lions on the farm indeed looked healthy. The five forms of freedom were set up by the World Society for the Protection of Animals (2012) to guarantee the welfare of the animals whilst benefiting the tourism industry. These five forms consist out of freedom from hunger and thirst; from discomfort; from injury and disease; from fear and distress and having the possibility to express normal behavior and differ per lion farms. Nonetheless, lion farms should be able to preform much better to ensure the welfare of the lions. Likewise, only the bones of the lions will be used for the Asian bone trade and thus, it happens that the condition of the lions is not seen as something important

# RECOMMENDATIONS

## 10. Recommendations

The recommendations focus on answering the main research goal which is; ‘To critically analyze the (contrasting) view of the stakeholders on the cub petting farms in South Africa. Based on findings this research will attempt to investigate a possible sustainable approach towards wildlife tourism taking the welfare of captive-bred lions into consideration and minimizing the possible negative consequences.’ However, this part aims to give advice what future research might be interesting and relevant to the subject of the captive-bred lion industry in South Africa.

### 10.1 Stakeholders

The following recommendations focus on the first part of the main research goal; ‘To critically analyze the (contrasting) view of the stakeholders on the cub petting farms in South Africa.’ This part will give recommendations for the stakeholders involved in the captive-bred lion industry and how this view can change aimed on the benefits of both the captive-bred lion and the stakeholder involved.

#### 10.1.1 The government of South Africa

Due to the different laws implemented in the different provinces it is quite complex to regulate the captive-bred lion industry. Applying different laws per province makes it more difficult to set a standard for this industry. For example; in The Free State a lion must roam freely for 3 months whilst in The North West a lion can be shot after 4 days. Therefore, the government of South Africa should consider having one set of rules which are implemented to have more consistency within the country. For example; clarifying the release period of a captive-bred lion prior to a hunt; handling of the lionesses and their cubs; prevent the cubs from contact with tourists; the methods that are allowed to be used on a hunt; the Asian bone trade. Similarly, a standard method for the classification of the lion has to be developed to avoid confusion within the industry.

Likewise, the captive-bred lion falls under the Department of Agriculture, Forestry & Fisheries whilst the wild lion falls under the Department of Environmental Affairs. Ensuring that both parties fall under one department allows the government to regulate the industry in a more structured way. If both, the captive and the wild lion, fall under the department of Environmental Affairs, it would be in the interest of the lion since this Department values wildlife more than the other department. If we place the interest of the breeders first the lions fall under the Department of Agriculture, Forestry, Fisheries since this allows the breeder to entrench the farming of wildlife.

### 10.1.2. NGO's

One important step to consider for NGO's, is to take the other side of the story into consideration as well. During my days at the ITB and Jagd und Hund Hunting Exhibition I noticed that the majority of the NGO's are lobbying against all hunting practices which is also one of the reasons why PHASA reunited with SAPA again. However as explained before, hunting is necessary for species to survive. Moreover, the NGO's should start realizing that the ban of hunting will have serious consequences for the local communities living closely with wildlife. Hence, an important step for the NGO's is to do some research into the ethical form of hunting whilst going more in-depth into the human-wildlife conflict to see how hunters are protecting wildlife from extinction.

### 10.1.3. The cub petting farms and breeding facilities

The cub petting farms and the breeding facilities should provide the other stakeholders involved, especially the ones who are lobbying against the captive-bred lion industry, with information about their projects. The data they collect during their projects could serve as an important source of information, especially when they show evidence of the numbers of lions donated to game parks or the conservation programs of the wild lion. This prevents them from being insulted of helping the canned hunting industry by selling them their lions. Moreover, showing that they do not force-breed their lionesses, might reduce the number of actions from animal activists against them.

### 10.1.4. The hunting associations

A necessary step to consider for the hunting associations is to justify the different forms of hunting, especially to all the organizations that are lobbying against them. As this research showed, there are different forms of hunting which are the complete opposite of each other such as canned hunting and trophy hunting. The hunting associations have to explain the different forms of hunting and provide people with information on how trophy hunting is beneficial for the conservations of wildlife and endangered specie. Moreover, make clear or demonstrate how trophy hunting helps the local community solving the human-wildlife conflict. Likewise, revealing the real nature of canned hunting and what they do to ban the practices of the industry might help them to find common ground with animal activists.

### 10.1.5. Tour operators and travel agencies

The research done showed that the majority of the tour operators and travel agencies are not that well informed about the captive-bred lion industry. Organizations should educate and conduct some primary and/or secondary research before selling an activity which involves a captive-bred lion. Moreover, if possible it would be valuable for the organizations to visit lion farms first before offering this as an activity. Tourists and volunteers deserve to know what kind of activities they are taking part in. It should be deliberated to be the task of the tour operators that offer these kind of activities to inform their clients. The organizations cannot prevent people from going there hence they should provide tourists with

specific information concerning these activities on the animal welfare in relation to the captive-bred lion industry. Being aware of the captive-bred lion industry and its practices before undertaking these activities, it will become more likely for tourists to consider visiting certain cub petting farms. Likewise, informing tourists with brochures or leaflets about the use of animals in tourism allows people to decide for themselves if they still want to take part an activity. Moreover, when organizations inform tourists about the captive-bred lion industry on their website, they should include a link that redirects them to the website of World Animal Protection where they can find all the necessary information. Also, if tour operators decide to offer cub petting or lion walking as an activity, they should do some research and support the ethical, sustainable projects.

The ANVR serves as an important source of information, especially after applying the guidelines for the use of animals in tourism. Even though, around 280 tour operators and travel agencies are member of the ANVR and adapt these guidelines, it is important for other travel organizations to follow. Moreover, it is of great value that not only organizations are aware of these guidelines but that these are also presented to the tourists to increase the awareness. This might create a better understanding and help tourist to get familiar with the attempts made to increase the welfare of the captive-bred lion.

#### 10.1.6. Tourists and volunteers

The first important step is the awareness of the tourists and the volunteers. While it is clear that people are becoming more familiar with the practices of certain animal-based tourism attractions, the majority is still taking part in an activity which involves a captive-bred lion because of unawareness. It is of great importance that tour operators and travel agencies inform tourists and volunteers of the position that the captive-bred lions have within this industry and what happens with them on the long-term via different links on their website which redirect the people to animal welfare websites. Additionally, it is important that people become aware of how they contribute to the canned hunting industry when interacting with a lion. Moreover, before booking a trip or an activity with an agency or tour operator they should do some research to find out if these organizations are sustainable and offer ethical projects or activities. When tourists or volunteers decide to volunteer or take part in an activity which involves a captive-bred lion, they should make responsible choices and to their research beforehand. Moreover, while being there, asking the right questions could be of great value. For example; is there human interactions with the lions? Do you trade the lions? What happens with the lions when they get older?

#### 10.2. Human-wildlife conflict

The conflict between human and wildlife can be managed on different levels. However, solving these problems is very difficult because there is no option that can resolve all the problems at once. However, there are several ways to reduce the tension between humans and wildlife and, methods for locals to co-



exist with wildlife. In the following sub 8chapters, I explain three resolutions that address the human-wildlife conflict in Africa.

#### 10.2.1. Community awareness

Awareness within communities is import at different levels. Hereby you can think of training and education in schools or for adults. This might increase the commitment of local people towards the conservation of wildlife (Lamarque et al., 2009). Another important aspect is removing the field with crops near villages and cattle or pets should not be unfenced (Quigley and Herrero, 2005 as mentioned in Chardonnet, 2010). Moreover, local people should wear bush-colored clothes when they go to the fields and avoid working during night times. Example given; 50 farmers near the Kakum National park in Ghana were trained several techniques to prevent the crop raiding of wild animals. In the end it turned out that the trained farms educated the other farmers and as a result there was a reduction of over 70% in crop losses (Lamarque, 2009).

#### 10.2.2. Compensation for the economic losses of livestock

Arrangements about compensation should be made to ensure that people who live with wildlife on a daily basis will not turn against conservation. These arrangements have to ensure that the locals get a certain amount of money as a compensation for the costs of damage caused by wildlife and/or it has to be beneficial for the locals in terms of income-generating activities through employment (Chardonnet et al., (2010).

#### 10.2.3. Grazing and herd management

Clarke (2012) states that mitigating the lion and human conflict is by creating fenced areas so that the cattle is locked up during the night. In addition, it is of great importance to avoid an overkill of several species that lions prefer over humans, for example small mammals or antelope's. Moreover, cutting trees and clearing woodlands helps locals to detect approaching wildlife. For example; farmers in Namibia build small fenced areas near their settlements where they keep animals which are more vulnerable or more valuable than the rest such as cows with calves. This diminished the predation on calves during the most vulnerable stage of their life (WWW, 2005 as mentioned in Chardonnet, 2010).

### 10.3. Further research

#### 10.3.1. The captive-bred lion industry

While more people are becoming aware of the captive-bred lion industry and more action is undertaken to enhance the welfare of the captive-bred lion, it still deserves more attention. More research should be conduct on the topic of the captive-bred lion industry and tourism studies have to present this subject to

their students. Likewise, more research should be conducted to understand the captive-bred lion industry and the perspective of the stakeholders involved. Currently, the industry receives little attention and therefore less people are aware of it. Media is a powerful source and this can have negative and positive effects. Therefore, it is important that enough information from both sides is published online, whether it is in scientific journals, via documentaries or on the internet, as long as people understand and are aware of both sides, they can consider and form their own opinion about the captive-bred lion industry. Moreover, this can also contribute to the discussion of the welfare of the captive-bred lion which may create more discussion towards improvement and enhancements of the practices within the captive-bred lion industry.

Moreover, it is stated that the use of animals in tourism, such as the captive-bred lion, is permitted as long as the welfare of the lions is guaranteed. Thus, in order to ensure the benefits of both the tourism industry and the animals, the five forms of freedom set up by the World Society for the Protection of Animals (2012) should be implied. These five forms signify that animals should have the ability to express normal behavior, and that they should be free from hunger, thirst, pain, injury, disease, and discomfort.

#### 10.3.2. The next research step within the captive-bred lion industry

With the research conducted, the different perspectives of the various stakeholders involved are discussed and analyzed. Thus, the first part of the main research goal is accomplished with this thesis. The second part of the research goal was: ‘this research will attempt to investigate a possible sustainable approach towards wildlife tourism taking the welfare of captive-bred lions into consideration and minimizing the possible negative consequences.’ However, the different stakeholders have different perspectives on sustainability. Therefore, this thesis can be seen as the first step towards a possible sustainable approach within the captive-bred lion industry. Hence, the next person who is willing to conduct more research on this topic can focus on sustainability and enhancing the welfare of the captive-bred lion.

#### 10.3.3. The next research step

Besides conducting more research on the captive-bred lion industry, several points were discovered that deserve more attention. Firstly, the regulation of the lion industry and the wild lion. How can governments manage this industry, are there specific techniques that could be used? Secondly, the different cultural perspectives towards animals. Instead of judging certain cultural traditions which include the use of animals, it is important that we understand their cultural norms and values and perspectives first. We will never understand the reason behind something if we do not listen to the other side of the story. Thirdly, the animal ethics in tourism should be an important topic. Even though, the

awareness is increasing, there are still a lot of people unfamiliar of how animals are treated as an attraction in tourism. Finally, the human-wildlife conflict is still present in most of the African countries. Therefore, understanding the causes of the conflicts and coming up with solution in order to help them would be an important step to consider.

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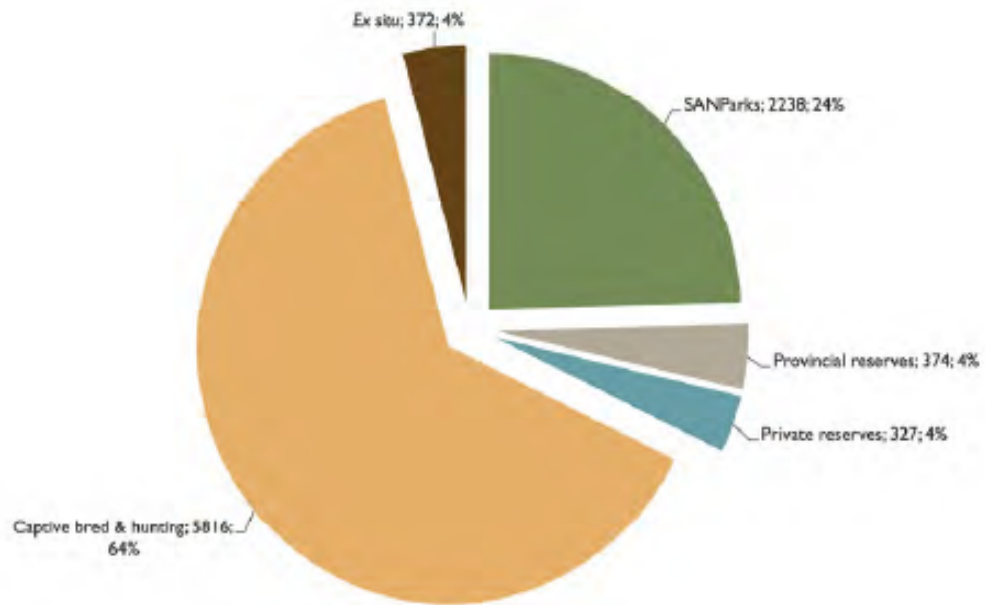
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# APPENDICES

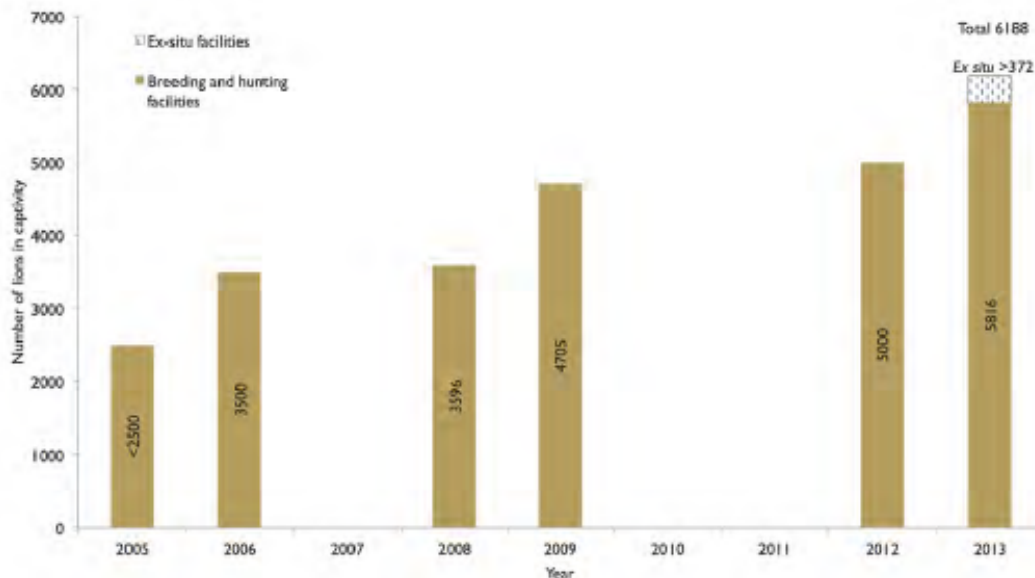
## Appendix A. Figures and Tables literature review

### Appendix 1. Number of lions in South Africa



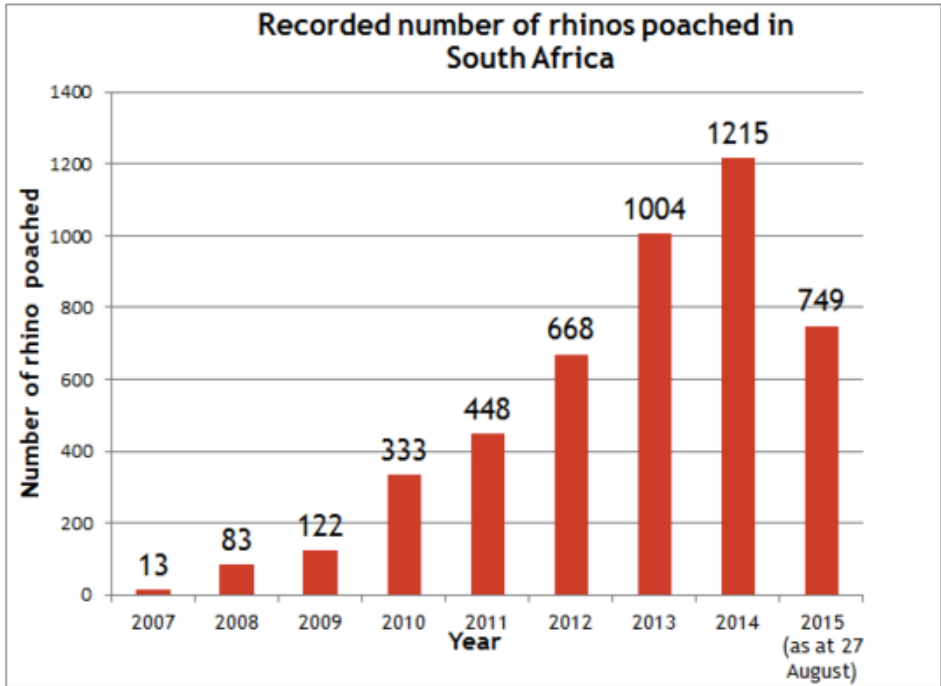
Source: Williams, Newton, Loveridge, Macdonald (2015)

### Appendix 2. Estimated number of lions in captive facilities



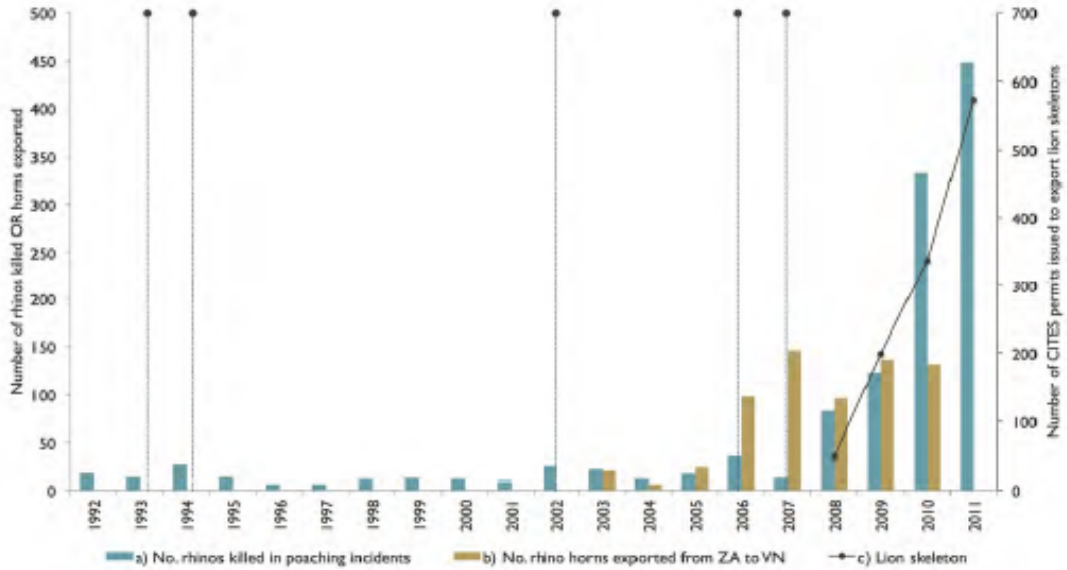
Source: Williams, Newton, Loveridge, Macdonald (2015)

Appendix 3. Recorded number of rhinos poached in South Africa



Source: Save the rhino (2016)

Appendix 4. Export of rhino horns and lion skeletons



Source: Williams, Newton, Loveridge, Macdonald (2015)

Appendix 5. The number of captive breeding and hunting facilities in South Africa.

Province	No. breeding facilities	Estimated no. Lions	No. hunting facilities	Reference
Eastern Cape	10	250	>2	CITES Scientific Authority (2013)
Free State <sup>1</sup>	70 breeding only	3000	2	W. Boing (pers. comm., May 2013).
Gauteng	0	0	0	CITES Scientific Authority (2013)
KwaZulu-Natal	0	0	0	CITES Scientific Authority (2013)
Limpopo <sup>2</sup>	2	350	?	CITES Scientific Authority (2013)
Mpumalanga	0	0	0	
North West	64	2196	12	CITES Scientific Authority (2013)
Northern Cape	0	20	1	CITES Scientific Authority (2013)
Western Cape	0	0	0	CITES Scientific Authority (2013)
<b>Total</b>	<b>146</b>	<b>&gt;5816</b>	<b>&gt;17 excl. Limpopo<sup>3</sup></b>	<b>Total hunting and breeding facilities ≈152.</b>

Source: Williams, Newton, Loveridge, Macdonald (2015)

## Appendix B. – Notes

### Appendix 6. Notes ITB

#### Notes ITB Panel discussion

What would you say to a tourist who does not want to come to South Africa anymore because of the captive-bred lion industry? Just be aware of where you going, make sure that you check beforehand, ask the right questions (is there human interaction, do you trade?)

Voluntourism: products/mixture of traveling and volunteer work. Voluntourism is everything below 3 months. This could include working 2/3 weeks and after that 2/3 traveling. It is associated with a lot of risks, looking at the animal projects

General problem is the perception of Africa being the needy continent. Being in need to have their children look after, and that we are able to play with wildlife. The image of romantic nature symbolized by the lion king. We have to look at ourselves in Europe and really reconsider the image of Africa.

What measures could be taken beforehand to make sure that the volunteers are aware of where they are going and what they are going to do?

The marketing towards volunteering is very aggressive nowadays → volunteers can change the world, make it a better place and that the locals need the volunteers in order to survive. Marketing is the responsible factor of the sending organizations

Organizations have to be make clear towards the volunteers that volunteering is not helping because it is based on a local assessment, what the locals need on their ground and who they need for this specific task. Volunteering has to be seen as an opportunity of leaning and needs a good preparation.

#### Appendix 6.1. Presentation Pippa Hankinson - producer documentary Blood Lions

The documentary Blood Lions was made to expose the captive-bred lion industry and canned hunting in South Africa. The tourism industry responded very positive on this documentary. A lot of people were completely unaware that this was happening in South Africa.

200 lion breeding facilities in South Africa which have around 6000 – 8000 lion and other predators bred in captivity. These species are mass bred, crossbred and inbred.

It is a thriving business model with a range of revenues streams and unfortunately the international travel trade allowed this to happen by supporting these projects.

There is not training and NSPCA has confirmed that a number of accidents happened over the years.

The captive-bred lion industry sends out fraudulent marketing messages about the captive lions. They talk about lion cubs being orphaned, research projects, sanctuaries and that these projects are conservation projects. These cubs are not orphaned; they are taken away from their mum after 1 week so that the lioness will continue with the rapid breeding cycle. There is not one lion according to lion ecologists that we have spoken to that has been rewilded into wild areas. They have been put into other enclosures but not into the wild.

Research is that there are some scientific research projects that have been done but they don't need a number anywhere near the number of cubs or lions that are bred nowadays. And the conservation message is literally very confusing and many of the conservationists and lion ecologists believe that it divergent crucial, funding that should be going to going towards proper lion conservation.

Captive lion breeding sustains canned hunting and the tiger bred trading for lion bones trade to Asia and the figures speak for themselves. In 2009, 169 skeletons were transported to Asia, in 2011 this number already increased to 574 skeletons. We can confidently say that 98% are captive-bred, hand-bred, bottle fed animals. And we know this because there are only between 5 – 10 lion permits allocated every year whereas between 8 and a 1000 lion trophies are exported as well as over a 1000 carcasses of lions to Asia for the lion bone trade every year. The lion bone trade supports the tiger wine and the tiger bone industry in the east of Asia. This is rapidly growing and this is a very worrying statistic because we believe that the market who is using rhino horn and elephant ivory is an accessible market.

The impact of the film has been amazing and with the news of killing Cecil the lion hit a couple of days later, and with that everything just went crazy. Partnerships have established with universities and school to educate people and 42 airlines have now banned the transport of trophies. Moreover, we have partnered up with several conservation organizations and welfare organizations for example; Welfare Act, Fair Trade Tourism, Gloabal Nature Fund, African Working Group and Born Free Foundation.

The aim of the documentary Blood Lions is to empower the viewer, to really ask the right questions. Where do the cubs come from? Where do the lions go?

## Appendix 6.2. Presentation Dr. Simon Morgan - Wildlife Act

Conservation is in the wild and the difference between the use of volunteer in a wild situation versus the use of volunteers in a captive environment with wild animals. We really try to push for keeping wildlife wild.



By conserving animals in the wild the number of populations will increase which has a positive influence on the tourist numbers which means we can run more groups of conservation volunteers and will offer more safari opportunities versus on the other side, which purpose are we talking about? The captive-breeding sanctuaries which use volunteers will only lead to an increase in the captive-bred animals which are impossible to release back into the wildlife again.

### Appendix 6.3. Presentation Tshekedi Khama - Minister of Environment, Wildlife and Tourism of Botswana

In Botswana, this is the second year running that we have banned hunting. The reason for this is that we noticed that the species were declining. One of our biggest challenges next to the decline is species is what we are doing as a subcontinent to make sure that the species that we have the numbers grow.

I want to give you a view of an event what is happening time and time again in Africa. We are very quick to blame other nations and say that they are the reason for ivory and rhino horn and lion bones. They are doing that because they have a source, which are the Africans because they are allowed to poach.

In Botswana we have anti poaching strategies all over the countries. The reason for this is conservation, we have amongst the lowest incidents of poaching since we banned hunting 2 years ago.

It is one of the things that we have to make sure, if we are not on top of it we will end up in a situation where we do not have these species on our continent anymore. And it is us who is going to be responsible.

The challenge we have in protecting the species should be the challenge from an informed position. It is a position where we say, we are responsible for what we are doing and we know why we are doing it.

The only time we will realize that we've lost is when there is nothing more to hunt, nothing to see or nothing to trade.

It is about corruption; it is about being misinformed. In Botswana the government, fortunately, has conservation and environment in the same ministry. The reason is because we do not separate the two since they rely on each other and they are a holistic approach on how we promote our country, how we promote our ecosystems,

The captive-bred lion industry in South Africa is unacceptable, it is purely greed.

Regulations and legislation in South Africa have to change. Governments need to be responsible towards the captive-bred lion industry. In this case, if farming is allowed to be the platform for which a person is allowed to breed captive-carnivores or wildlife we give them the authority over those animals.

#### Appendix 6.4. Discussion panel after the documentary Blood Lions

The NSPCA reported that accidents often happen with tourists or visitors when they are interacting with predators.

Every province in South Africa sets its own norms and standards when it comes to the captive-bred lion industry. Most of the breeding facilities are located in the Eastern Cape, Limpopo, Free State and North West.

Government tried to regulate the industry by a 2 year put and take regulation meaning that every specie was supposed to live in their own habitat for 24 months before being shot. However, due to pressure of the breeder's associations the government lost this case. As a result, a lot of people thought that canned hunting was banned because of this court case.

A remarkable point is that 800 to 1000 lions are shot on an annual basis while there are only 5 to 10 wild lion hunting permits given away per year. This means that the rest of the lions that are shot, are shot in canned hunts.

In the documentary of Blood Lions the minister of tourism of South Africa says that he thinks the captive-bred lion industry already damaged the brand South Africa.

#### Appendix 6.5. Predator interactive voluntourism

How can tour operators identify ethical sanctuaries and volunteer projects?

Does the marketing show the real image of south Africa because why do all these youngsters want to be involved into voluntourism? The reality should be taken away from the movie the Lion King and the romanticized image that people have of South Africa. People should have a more realistic picture of what Africa is about. They still think that people in Africa are extremely poor and in need for western people to help them develop their communities.

## Appendix 6.6. General challenges in the context of conservation, tourism and ‘development’ ‘Conservation’ vs ‘local economic benefits’

Around 3.2 million people living near the border of Kruger park

The level of intensity is very high in the northern part of south Africa and we have to understand that conflicts happens and living in areas near parks is not seen as dreamland. We have to take into consideration that jobs need to be created for people

It is all about education, it is quite a new thing since the last 5 years.

“Volunteer said: I though it was doing something for conservations, helping nature and preserving the species but after a weak I realized I was wrong. I worked there for 2 months. After a year I came back because I was suspicious, at that time they employed 18 volunteers.”

Now that we are brief on the problem, we are entitled to educate and inform those that sell the package to the end consumer. We cannot press and shout about it, we have to give them subtle information. I would inform them on the exact details. If they have a trade for example fair trade tourism, it is something that can be believed in. 300 highly involved African organizations in Africa. small companies managed by couples can be easily informed about the canned hunting industry. The next step is to inform the travel trade in what to sell and not to sell. Another step is that facilities need to be provided with a stamp, we need to have an accreditation system identifies the ‘good’ breeding facilities.

The hunting business is by passing the travel trade. They have their own channels and own regulations. Conservation point of view; what to sell and what not to sell

Conservation is about wild animals and anything outside that is animal welfare or entertainment industry as in captive bred. People should only be involved into the wild environment, not in the captive bred industry

There is yet to be a single successful predator released into the wild.

One of the problems in South Africa is that there are too many wild lions in small game reserves. So if it was necessary to breed lions for conservation we could easily use the wild lions instead of breeding captive lions. There are private reserve that have a management hunt which makes sense as an income generation and to prevent the reserves from overpopulation of species.

The key is differentiation between a captive bred and an animal that is bred in a game reserve. The differentiation factor is that the animal is free and has the possibility to interact with other animals.

South Africa is the most popular continent for their commercial interactions and canned hunts with lions. The countries Zambia and Zimbabwe only offer walking with lions as an activity.

What would you like to see from the tourism industry with regards to the captive-bred lion industry and how to prevent tourists from visiting one of these breeding farms?

- Identifying the good and bad
- To take responsible choices, to encourage everyone to do their research
- Ensure that what you are going to do as a volunteer is beneficial for the conservation in South Africa
- It is of great importance that the inbound tour operators and tour guides in South Africa become aware of the industry,
- Tour operators should support a sustainable fair product
- Everyone in the tourism chain has to be involved, they all need to get the message
- For tourism in Africa we need to keep the wildlife wild.

#### Appendix 6.7. Topic list for the ITB

- Captive-bred lion industry
- Canned hunting
- Level of awareness
- Perspective of the stakeholder on the captive-bred lion industry
- The future
- Human-wildlife conflict
- Conservation of the wild lion

## Appendix C. – Interviews

### Appendix 7. Touroperators and travel agencies

#### Appendix 7.1. Interview travel agency 1

Date: January 15, 2016

Location: Vakantiebeurs Utrecht

**Have you ever heard of Cuddle Farms or cub petting farms?**

*Hebben jullie ooit van cuddle farms of cub petting farms gehoord?*

Nee, daar hebben we nog nooit van gehoord.

**Did you ever offer this as an activity? Did you stop with offering this to tourists? why?**

*Hebben jullie deze activity ooit aangeboden? Zijn jullie daar uiteindelijk mee gestopt en zou u me misschien kunnen vertellen waarom?*

Nee volgens mij niet, we zijn altijd wel voorzichtig met dat soort initiatieven

**Do you think these farms helps with the conservation of the wild lion?**

*Denkt u dat deze boerderijen op deze manier werken aan de bescherming van de wilde leeuw?*

Ik ben er niet voor om mensen bij wilde dieren neer te zetten als dat niet nodig is. Bij Djoser hebben we ook besloten om om een beetje van zulke projecten te distantiëren, zoals bijvoorbeeld met projecten waar je de dieren dus gebruikt voor vermaak. Game drives en dieren in het wild bekijken doen we wel maar niet het aanraken van dieren.

**Did you know or did you ever try to find out about the welfare of the animals on these farms?**

*Hebben jullie uitgezocht of geprobeerd uit te zoeken hoe de leeuwen behandeld worden op deze boerderijen?*

-

**Are you going to follow/are you already following the guidelines with regards to the welfare of animals used as an attraction in tourism as presented by the ANVR on the Vakantiebeurs this year?**

*Gaan jullie de richtlijnen gepresenteerd door de ANVR met betrekking tot diervriendelijk toerisme in praktijk brengen of deden jullie dat al?*

Ik heb nog niet van deze richtlijnen gehoord.

**Have you heard of these guidelines before and do think whether these will make a change to your operation?**

*Hadden jullie al van deze richtlijnen gehoord en denken jullie dat deze een invloed zullen hebben op de service en producten die jullie aanbieden?*

Ik heb er nog niet van gehoord, en wist tot nu toe ook niet dat deze richtlijnen waren gemaakt en zouden worden gepresenteerd op de vakantiebeurs. We proberen ze wel een bepaalde richting in te sturen zodat ze geen attracties met dieren bezoeken maar we kunnen ze niet dwingen. Als er mensen zijn die een ritje op een olifant willen maken kunnen wij niet zeggen dat ze dat niet mogen maar we willen het zeker niet stimuleren. Ik denk dat deze attracties in de toekomst wel zullen afnemen maar aan de andere kant zie je ook wel dat er een meer diverse groepen de wereld over gaan reizen. Tegenwoordig kunnen alle lagen van de bevolking op reis en daardoor kan het gaan gebeuren dat sommige mensen de behandeling van dieren belangrijk vindt terwijl de andere groep het niet erg interesseert en het als een kermisattractie gaan zien.

Appendix 7.2. Interview travel agency 2

Date: January 15, 2016

Location: Vakantiebeurs Utrecht

**Have you ever heard of Cuddle Farms or cub petting farms?**

*Hebben jullie ooit van cuddle farms of cub petting farms gehoord?*

Riksja Travel heeft een aantal jaar geleden al besloten om de excursies waar iets met dieren wordt gedaan uit hun pakket te halen. Olifantenritten etc., bieden we niet aan aangezien we daar niet achter staan. Er zijn wel verschillende farms waar goed voor de dieren gezorgd wordt dus er zal ook heus niet op elke plek dierenleed voorkomen maar we willen het niet promoten.

In Zuid-Afrika geven we informatie aan de mensen om ze zo voor te bereiden op hun reis. Dus de mensen kunnen daar ook lezen dat ze naar Zuid-Afrika gaan en dat de dieren daar ook gewoon wild rondlopen in de grote parken en dat ze niet naar cuddle farms of petting zoos zullen gaan. We hebben een blog op onze website en daar plaatsen we vaker artikelen. Zo hadden we pas geleden een blog over de neushoorn die nu massaal wordt afgemaakt vanwege zijn hoorn. We proberen altijd voor deze dingen aandacht te vragen maar we zijn geen dierenbescherming. We zijn en blijven een reisorganisatie maar het is toch belangrijk dat de manier waarop en de manier van reizen dat dat wel blijft aansluiten bij hetgeen waar wij achter staan.

**Did you ever offer this as an activity? Did you stop with offering this to tourists? why?**

*Hebben jullie deze activity ooit aangeboden? Zijn jullie daar uiteindelijk mee gestopt en zou u me misschien kunnen vertellen waarom?*

Nee, we hebben dit nooit aangeboden. Het is natuurlijk wel zo dat op bepaalde plekken dieren opvang centers zijn, zoals cheeta rehabilitatie center. Maar op deze plekken is het dus wel echt de bedoeling dat deze beesten uiteindelijk weer in het wild worden uitgezet. Ik moet zeggen, ik heb het met eigen ogen gezien en ik had er best wel een goed gevoel over. Op een plek waar ik was geweest hadden ze 2 cheeta's die niet meer uit konden worden gezet in het wild. En dan vraag ik me wel af; wat als deze cheeta's doodgaan? Is het dan gedaan met het aaien van deze beesten op die plek of komen er dan gewoon 2 nieuwe voor in de plaats? Dat zou kunnen natuurlijk en daar sta ik niet achter en omdat die grens heel moeilijk te bepalen is hebben wij als organisatie ervoor gekozen om dit niet te promoten. Mocht er echt vraag zijn vanuit mensen om naar een breeding project te gaan dan kan ik ze wel wat informatie of namen geven maar het is heel moeilijk om daar die lijn tussen te bepalen.

**Ja, het is natuurlijk heel moeilijk want je kan het die mensen ook niet verbieden om erheen te gaan.**

Ja precies, en dan geef ik de mensen liever het adres van een plek waar ik zelf een goed gevoel over had. Echter, die hele opvang voor de welpjes die daar worden grootgebracht en uiteindelijk uitgezet worden in gebieden waar er op hun gejaagd wordt. Dat er dan ook echt reisorganisaties zijn die toeristen laten jagen op deze leeuwen is natuurlijk vreselijk, daar zouden wij natuurlijk nooit achter staan als organisatie. Maar dat is natuurlijk echt de extreme kant. Maar als er een organisatie is waar de lijn heel moeilijk te vinden is, ja daar willen wij als Riksja Travel niet mee in zee gaan omdat je gewoon nooit 100% zeker weet of het oprecht en eerlijk is. Riksja Travel is natuurlijk ook een organisatie die reizen aanbieden waarvan zij denken dat dat oprecht en eerlijk is. Er zijn zeker wel mensen die met onze organisatie bijvoorbeeld naar Thailand afreizen en daar bijvoorbeeld wel op een olifant gaan rijden. Dat zou best kunnen en tuurlijk heb je via je lokale agent dan wel wat namen die je door kunt geven maar het is gewoon heel moeilijk om iets te vinden wat 100% goed is en daar moet je zelf als bedrijf niet achter willen staan.

**You probably heard about the guidelines presented by the ANVR?**

***Jullie hebben dan natuurlijk wel gehoord van de richtlijnen van de ANVR?***

Jazeker, wij zijn ook bij de ANVR en de SGR aangesloten dus dat betekent ook wel dat wij aan bepaalde voorwaarden moeten voldoen. Ook gewoon om als bedrijf ervan verzekerd te zijn dat je je reis kan uitvoeren maar ook wel onder bepaalde voorwaarden.

**Do you think whether these guidelines will make a change to your operation?**

***Hadden jullie al van deze richtlijnen gehoord en denken jullie dat deze een invloed zullen hebben op de service en producten die jullie aanbieden?***

Ik hoop het wel, ik hoop dat de organisaties die hun ogen ervoor hadden gesloten nu hun ogen wat meer gaan openen en gaan inzien wat het allemaal inhoudt en wat het nou precies voor effect heeft. Ik denk

dat het heel goed is dat de regels daarvoor zijn aangescherpt en dat je eigenlijk als organisatie zelf niet geassocieerd wilt worden met zulke praktijken. Ik denk dat er best organisaties zijn die niet zo begaan zijn met de rechten van de dieren maar die het nu doen puur en alleen vanwege de regelgeving. Maar dat is ook gewoon goed want je bereikt hetzelfde effect.

**Ja precies, het is ook een bewustwording en dat duurt enige tijd.**

Appendix 7.3. Interview travel agency 3

Date: April 4, 2016

Location: Breda

**Hoe denkt u over het gebruik van dieren als toeristische attractie?**

Wij zijn van mening dat het gebruik van dieren als toeristische attractie niet is toegestaan, mits de dieren in goede en gezonde omstandigheden leven en de vrijheid hebben om te bewegen. Dieren in game reserves/parken/wild moeten worden gestimuleerd om zich te kunnen ontwikkelen, in goede gezondheid.

**Hebben jullie ooit weleens van lion farms gehoord (ook wel cuddle farms of cub petting farms genoemd) waar toeristen met leeuwenwelpjes kunnen knuffelen of met leeuwen kunnen wandelen?**

Ja daar hebben wij van gehoord. Wij zijn van mening dat deze wijze niet gezond is voor de leeuwen. Het gaat tegen de natuur in van de leeuw om als 'knuffeldier' voor de mens te fungeren.

**Hebben jullie dit ooit als activiteit aangeboden?**

Nee nooit

**Zijn jullie daar uiteindelijk mee gestopt en zou u me misschien kunnen vertellen waarom?**

--

**Denkt u dat deze boerderijen op deze manier werken aan de bescherming van de wilde leeuw?**

Nee, wij zijn van mening dat deze reserves geen bescherming bieden van de wilde leeuw. Immers, het temmen van leeuwen heeft niets meer te maken met een wild dier/leeuw.

**Hebben jullie ooit uitgezocht of geprobeerd uit te zoeken hoe de leeuwen behandeld worden op deze boerderijen?**

Er kan een verschil bestaan tussen de verschillende organisatie die zich met dergelijke activiteiten bezighouden, en de wijze waarop de dieren worden behandeld. Onderzoek is nodig om te bepalen, per



reserve, hoe de dieren worden behandeld. Zo zijn er organisaties die wilde dieren opvangen omdat er bijv. op ze wordt gejaagd. Nobel om ze een shelter te geven. Maar belangrijk om te onderzoeken hoe er vervolgens intern met de dieren wordt omgegaan. Naar mijn weten hebben wij hier nooit onderzoek naar gedaan, maar wij boeken per definitie niet bij organisaties die toeristische attracties aanbieden.

**Gaan jullie de richtlijnen gepresenteerd door de ANVR met betrekking tot diervriendelijk toerisme in praktijk brengen of deden jullie dat al?**

Wij houden ons aan de richtlijnen, maar worden niet geschoold in kennis uitbreiding. In Kaapstad werken wij met een lokale agent die op de hoogte is van alle dier(on)vriendelijke activiteiten en organisaties.

**Denken jullie dat deze invloed zullen hebben op de service en producten die jullie aanbieden?**

Nee, aangezien wij ons aan deze richtlijnen houden en door onze samenwerking met een lokale agent, zal er niets veranderen aan onze service en producten.

Appendix 7.4. Interview travel agency 4

Date: April 05, 2016

Location: Breda

**Hoe denkt u over het gebruik van dieren als toeristische attractie?**

Wij zijn tegen dergelijke attracties en proberen dit ook uit te dragen richting onze reizigers.

**Hebben jullie ooit weleens van lion farms gehoord (ook wel cuddle farms of cub petting farms genoemd) waar toeristen met leeuwenwelpjes kunnen knuffelen of met leeuwen kunnen wandelen?**

Ja, hier heb ik wel van gehoord.

**Hebben jullie dit ooit als activiteit aangeboden?**

Wij hebben dit nooit actief als activiteit aangeboden. Wel weet ik dat in Namibië verschillende plekken zijn waar dergelijke activiteiten mogelijk zijn. Wij kunnen niet voorkomen dat mensen tijdens onze reizen zelf deze excursies boeken.

**Zijn jullie daar uiteindelijk mee gestopt en zou u me misschien kunnen vertellen waarom?**

Zoals ik zei bieden wij deze excursies niet aan. Onze reisbegeleiders worden ook goed geïnformeerd dat het niet de bedoeling is deze excursies actief aan te bieden of te helpen in het regelen hiervan.

**Denkt u dat de boerderijen op deze manier werken aan de bescherming van de wilde leeuw?**

Ik denk niet dat knuffelboerderijen bijdragen aan de bescherming van de wilde leeuw. Wel zijn er zogenaamde opvangboerderijen voor bijvoorbeeld Cheetah's. Het blijft lastig de precieze motivatie van deze boerderijen te achterhalen. Gelukkig door zich aan te sluiten bij bijvoorbeeld Stichting Spots krijgen we hier een beter inzicht in.

**Hebben jullie ooit uitgezocht of geprobeerd uit te zoeken hoe de leeuwen behandeld worden op deze boerderijen?**

Niet wij persoonlijk, nee.

**Gaan jullie de richtlijnen gepresenteerd door de ANVR met betrekking tot diervriendelijk toerisme in praktijk brengen of deden jullie dat al?**

Dat doen wij al.

**Denken jullie dat deze invloed zullen hebben op de service en producten die jullie aanbieden?**

Nee, wij vinden het belangrijk om op een verantwoorde manier met toerisme om te gaan en waar wij kunnen zullen we hierin ook bijdrage. In dit geval is dat door onze reisbegeleiders te informeren over dergelijke dierenfarms, hen te verbieden deze excursies aan te bieden aan reizigers en zich afzijdig houden van de organisatie ervan.

Appendix 7.5. Interview travel agency 5

Date: April 8, 2016

Location: Breda

**Hoe denkt u over het gebruik van dieren als toeristische attractie?**

Ik vind dat dit alleen kan wanneer er ook op een diervriendelijke manier mee omgegaan wordt. In de praktijk is dat moeilijk te controleren voor reisorganisaties.

**Heeft uw reisorganisatie de richtlijnen voor diervriendelijk toerisme van de ANVR in praktijk gebracht?**

Wij zijn steeds meer bezig dieronvriendelijke reisonderdelen te schrappen. Zo bieden wij geen olifantenritjes aan en schrappen Lion Park in Johannesburg uit ons programma.

**Voordat u toeristen de mogelijkheid biedt om naar leeuwen boerderijen te gaan, onderzoekt u dan eerst hoe het er voorstaat met het welzijn van de leeuwen op deze desbetreffende locatie?**

Wij gaan niet echt naar leeuwenboerderijen.

**Heeft u de mogelijkheid om informatie over het welzijn van de dieren op te vragen bij de desbetreffende locatie?**

Via onze agent ter plaatse kunnen we proberen informatie te krijgen. Echter, hoe betrouwbaar is deze informatie?

**Denkt u dat het ethisch verantwoord is om leeuwen te fokken?**

Dat hangt af van de context. In principe horen dieren in het wild te leven. Echter, er zijn ook vele dierentuinen op de wereld met leeuwen.

Appendix 7.6. Interview tour operator 6

Date: April 18, 2016

Location: Breda

**How do you feel about the use of animals as an attraction in tourism?**

We offer as many responsible excursions as possible, taking into account the requests from the agents we work for. Animals as a tourist attraction per se are not a problem, as long as animal welfare is guaranteed. For example, elephant back riding is scaled down and guides instructed not to offer activities that do not comply with responsible standards.

**Have you ever heard of lion farms (also known as cuddle farms/cub petting farms) where tourists can go to cuddle with a little lion cub or walk with lions?**

Yes, we've heard of the lion farms.

**Did you ever offer this as an activity? Did you stop with offering this to tourists? why?**

We do not offer tours to lion farms as it is seen as irresponsible. Also, certain clients have specifically asked for it to be excluded.

**Do you think these farms helps with the conservation of the wild lion?**

It is a topic of hot debate, and to give you a good answer I'd have to dig much deeper into the topic.

**Did you know or did you ever try to find out about the welfare of the animals on these farms?**

Yes. The contracting department is constantly on the road to review and contract suppliers.

When visiting activities, they take animal welfare into account too.

**Are you going to follow/are you already following the guidelines with regards to the welfare of animals used as an attraction in tourism as presented by the ANVR on the Vakantiebeurs this year?**

I'm not yet aware of the guidelines you refer to but we certainly follow all guidelines required from us by our Dutch agents.

**Have you heard of these guidelines before and do you think whether these will make a change to your operation?**

Not heard of then yet.

## Appendix 8. Tourists – Vakantiebeurs

### Appendix 8.1. Interview tourist 1

Date: January 15, 2016

Location: Vakantiebeurs Utrecht

#### **Wist u dat er op dit moment 6000-8000 leeuwen in gevangenschap zitten in Zuid Afrika?**

Tourist 1: Joh, dat meen je niet!

#### **Heel veel mensen zijn zich hier niet bewust van en hebben er dus ook nog nooit van gehoord.**

Tourist 1: Nee inderdaad, dat klopt ik had hier nog nooit van gehoord. Je moet gewoon heel vaak Discovery Channel kijken of Animal Planet kijken, daar komen deze dingen wel eens voorbij.

### Appendix 8.2. Interview tourist 2 & 3:

Date: January 15, 2016

Location: Vakantiebeurs Utrecht

#### **Wisten jullie van het bestaan van ‘knuffelboerderijen’ in Zuid-Afrika, had u daar al eens eerder van gehoord?**

Tourist 2: Ja

Tourist 3: Ja toevallig vanmorgen op tv gezien.

#### **Wat was er op het nieuws?**

Tourist 3: Ik weet het niet meer precies. Alleen dat mensen ervoor gewaarschuwd werden dat ze niet aan moeten deelnemen aan attracties met dieren in het toerisme.

Tourist 2: ik heb wel gehoord dat olifantenritten inderdaad verboden zijn geworden.

Wij zijn een aantal jaar geleden po de foto gegaan met een jachtluipaard in Zuid Afrika.

#### **Daar ben je je misschien op dat moment niet bewust van?**

Tourist 2: Nee, precies op dat moment niet. Daar ga je naartoe en dat beest gaat dan op de grond liggen, je moet het beest inderdaad niet laten schrikken maar ik heb er wel prachtige foto's van. Dat vind ik toch anders dan met een aapje of met een slang om je nek.

#### **Hoezo, als ik vragen mag?**

Tourist 2: Nou met aapjes en slangen lopen ze echt rond en kunnen mensen mee op de foto. Bij zo'n jachtluipaard bijvoorbeeld werd je toegelaten op het gebied waar hij rondliep, je komt dan eigenlijk op zijn eigen terrein. Dat vind ik dan weer een ander verhaal want ze lopen er niet mee rond.

**Ja en nu, je weet dit nu allemaal en en stel je gaat nog een keer op vakantie in Zuid Afrika, en dit wordt je aangeboden?**

Tourist 2: Dan zou ik dat toch niet meer doen hoor, toen nog niet bij stilgestaan.

Tourist 3: De richtlijnen van de ANVR zullen in ieder geval een positieve uitwerking hebben. Het heeft misschien niet gelijk op iedereen invloed maar de mensen, al is het maar de helft, dat scheelt al. Voor de lokale bevolking is dit een bron van inkomst en zij hebben vaak een heel ander beeld van dieren dan ons.

Appendix 8.3. Interview tourist 4

Date: January 15, 2016

Location: Vakantiebeurs Utrecht

**Was u bekend met knuffelfarms?**

Tourist 4: Nee daar weet ik nog niks vanaf.

**Weet u wel wat de NGO SPOTS, die voor u staat allemaal doet?**

Tourist 4: Ja daar heb ik inderdaad weleens van gehoord.

**Zou u weleens naar zo'n leeuwen boerderij willen gaan?**

Tourist 4: Nee die horen in het wild te zitten, bij hun moeder en niet bij mensen.

**Mensen gaan vaker eerst online en zoeken naar informatie over een desbetreffende plek. Doet u informatie opzoeken van tevoren?**

Tourist 4: Ik kijk altijd van tevoren even. Ik wil heel graag wild zien, dat ik ze kan fotograferen en dat ze daar gewoon los rondlopen. Ik wil niet met hun op de foto of de beesten aanraken.

Appendix 8.4. Interview tourist 5

Date: January 15, 2016

Location: Vakantiebeurs Utrecht

**Bent u bekend met SPOTS?**

Tourist 5: Nee

**SPOTS zet zich in voor de leeuwen die gefokt worden op boerderijen in Zuid Afrika. Toeristen kunnen daar eventueel heengaan en met deze leeuwen wandelen of op de foto gaan.**

Tourist 5: Is dat gezond?

**Wat denkt u zelf?**

Tourist 5: nee dat denk ik niet.

**Denkt u dat het meehelpt aan de bescherming van de wilde leeuw?**

Tourist 5: Nee ik denk het niet, niet op die manier in ieder geval

**Had u voorheen al van cuddle farms gehoord?**

Tourist 5: Ik had er wel al eens van gehoord maar het hoort gewoon niet, vind ik. Die beesten horen gewoon in het wild en eigenlijk moet je minder toeristen in het wild hebben.

Appendix 8.5. Interview tourist 6 & 7

Date: January 15, 2016

Location: Vakantiebeurs Utrecht

**In Zuid-Afrika heb je de zogeheten cuddle farms waar toeristen heen kunnen gaan om met een welpjes te knuffelen of om met leeuwen te wandelen. Dit is best wel booming in het toerisme sinds er heel veel mensen zijn die wel een ontmoeting met een leeuw willen meemaken**

**Zouden jullie zoiets wel willen doen?**

Tourist 6: Met leeuwen knuffelen?

**Ja met kleine leeuwenwelpjes, niet met de grote volwassen leeuwen want dat is natuurlijk een beetje gevaarlijk.**

Tourist 6: Nee ik vind dat een beetje onnatuurlijk

Tourist 7: Ik zou het wel leuk vinden maar ik zou het niet doen

**Omdat?**

Tourist 7: Het hoort niet. Ik vind dat ze je beter in de natuur kan opzoeken, in het wild. Dat je ze in hun eigen territorium ziet rondlopen.

Tourist 6: Ik vind het een beetje commercieel misbruik maken van de natuur. Dit is hetzelfde als met olifanten ritten.

## Appendix 9. Tourists

### Appendix 9.1. Interview tourist 8

Date: April 14, 2016

Location: Breda

#### **Are you familiar with cuddle farms/cub petting farms?**

I have been to a tiger farm in Chiang Mai, Thailand where it was possible to cuddle with baby tigers. So I am a bit familiar with the topic but have never done much research into it. However, I have never played with the idea of visiting a lion farm but that's also because I have never been to South Africa or similar places where it is possible.

#### **What criteria would you use to decide whether you would go to farm with lions?**

##### *Animal welfare, educational content, preservation of the species, source of the cubs?*

Well, to be honest, my first criteria would be the “bravery” it shows and the “once in a lifetime” aspect. Of course, I'd want the animals to be treated with respect and that they are able to live as naturally as possible. I would try to find a farm that does not use drugs or anything to calm the animals down but I guess it's hard to judge whether it's the truth they are telling you. Plus, the second aspect would also be the price of the visitation (as bad as that sounds).

#### **Would you like to go there if you get the opportunity?**

It definitely has an appealing pulling force. But from what I have heard, I think I would not do it anymore knowing the background. I feel like a better way to “experience” lions in their natural habitat by doing a safari.

#### **What do you expect to see there?**

You mean a lion farm, right? I would expect to see lions in different age groups. It's probably possible to take pictures with them or play with them (esp the babies).

#### **What is the first reaction you have when thinking of cuddling a lion cub?**

To be honest, it sounds awesome!

#### **If you get the chance, would you go to a lion farm and cuddle with a cub or walk with a lion?**

As said earlier, I don't think I would anymore. I kind of regret going to the tiger farm in Thailand because looking back at it now, I realize how bad it is for the animals. It's not only dangerous for me as a visitor but it's also not how it's supposed to be.



## Appendix 9.2. Interview tourist 9

Date: April 15, 2016

Location: Breda

### **Are you familiar with cuddle farms/cub petting farms?**

Not really. Though, I went to a sanctuary where one can hold a koala, crocodile, snake, spider, and other crazy reptiles...

### **What criteria would you use to decide whether you would go to farm with lions?**

*Animal welfare, educational content, preservation of the species, source of the cubs?*

I would love to visit a place like that, however; the lion has to live in a large large large area, free, no petting or stuff, only educating. I think it is of great importance that the animal is treated correctly; it should live in the bush and in freedom. Keep it that way.

### **Would you like to go there if you get the opportunity?**

Depending on the sort of farm; if it is like I said is important in the above, yes I would. Only to see how lions live etc. in Africa I can imagine this. But I won't go to a farm to cuddle them. I don't like to see drugged animals.

### **What do you expect to see there?**

Drugged animals ☹

### **What is the first reaction you have when thinking of cuddling a lion cub?**

OMG cute! But the second is: POOR POOR POOR THING! I think if I had actually seen this with my own eyes I would feel sad. I know I have hold a koala, but this is a type of animal that is always lazy and sleeping and therefore it is possible. The crocodile however had its jaws taped together; very sad...

### **If you get the chance, would you go to a lion farm and cuddle with a cub or walk with a lion?**

I would love to but I wouldn't do it because I don't wanna support animal cruelty.

## Appendix. 9.3. Interview tourist 10

Date: January 15, 2016

Location: Vakantiebeurs Utrecht

### **Are you familiar with cuddle farms/cub petting farms?**

Yes, I am because of your research.

**What criteria would you use to decide whether you would go to farm with lions?**

*Animal welfare, educational content, preservation of the species, source of the cubs?*

Animal welfare, the way animals are treated and taken care of, is of great importance for my decision.

**Would you like to go there if you get the opportunity?**

No, not after knowing that they are being hunted afterwards!

**What do you expect to see there?**

Cute lion cubs in free space/ not being locked in any cage

**What is the first reaction you have when thinking of cuddling a lion cub?**

At first sight I find the idea quite adorable and tempting because I was not aware of what happens to the lion cubs at a later point! After knowing that lion cubs are being hunted down at a later point I am definitely against cuddle farms.

**If you get the chance, would you go to a lion farm and cuddle with a cub or walk with a lion?**

No not after knowing what is going to happen to the cubs

Appendix 9.4. Interview tourist 11

Date: April 19, 2015

Location: Breda

**What criteria would you use to decide whether you would go to farm with lions?**

*Animal welfare, educational content, preservation of the species, source of the cubs etc.*

Definitely the condition of the lions. How they are being taken care of, what their natural habitat looks like etc. I wouldn't go to a farm with lions if you could see that they are suffering because their living conditions are bad.

**Are you familiar with cuddle farms/cub petting farms?**

A little.

**Would you like to go there if you get the opportunity?**

Not sure, right now I would say no but maybe once I get the opportunity I might say yes.

**What do you expect to see there?**

Wild animals stuck on iron wires, animals with scars from beating to keep them calm and maybe drugged animals to keep them calm as well?

**What is the first reaction you have when thinking of cuddling a lion cub?**

Well my first thought is "absolutely cute", but then I think that they are wild animals and are not supposed to be cuddled.

**If you get the chance, would you go to a lion farm and cuddle with a cub or walk with a lion?**

Same as question 3.

## Appendix 10. Tourists - who visited a lion farm

### Appendix 10.1. Interview tourist 12

Date: April 05, 2015

Location: Breda

#### **Did you know about this activity before departure or did you find out about these lion farms while being in South Africa?**

Yes, I visited a Dutch friend in South Africa and she had done the lion walk already before.

#### **Did you do some research before going to these farms?**

No I did not really search for information beforehand as my friend went there before and looking at her pictures I decided I wanted to do it as well.

#### **Did you have access to information on animal welfare and what did you know about the condition on these farms?**

No I did not, and before we went I did not know about the conditions.

#### **Why did you want undertake this activity to cuddle with a little lion cub or walk with a lion?**

Honestly I had seen the pictures of my friend who had done it before with other friends and I really liked these and therefore I told her I wanted to do the lion walk as well.

#### **Can you tell me about your experience on the lion farm? Was it educational, exciting?**

My experience was exciting, I was a bit hesitant when we started as I suddenly realized that we were very close to lions, and as far as I know lions are pretty dangerous. However, these lions are obviously raised by humans and therefore they behave like dogs. After all the pictures that were taken were very pretty and are a nice memory of a great time in South Africa but the lion walk itself feels very unnatural. Lions are not supposed to be raised by humans and we are not supposed to be so close to lions without them feeling they should attack us.

#### **Did the employees provide you with information about the lions? For example, how did they end up there without the mother lion?**

They did give some information about the lions, more about lions in general, what they do and how they behave, not necessarily specifically about the lions we walked with.

**What do you think will happen with the lions if they get older and grow bigger?**

The lions I walked with weren't baby lions if I am not mistaken, so I do not think anything bad will happen to these lions when they grow older. The rangers really show their love for the lions, so I believe the lions are in good hands with these rangers, however as I said before, lions should not be with humans so that is the part that makes it strange and unnatural.

**Was the farm involved in conservation programs of the lion?**

To be honest I do not have an idea of what else the farm was involved in. I did the activity at the Zorgfontein Reserve if you're interested.

**Have you ever heard about the term 'canned hunting'?**

No.

**If you get the chance, would you go there once more to interact with lions?**

No, I would not do the lion walk again. As I said earlier, the only thing it gave me is nice pictures, but the lion walk does not at all represent the wild life in South Africa. I also would not recommend it to others, it is expensive and does not give the thrill that other activities in the surroundings would. I would much rather recommend a safari with your own car in Addo Elephant Park ;-)

Appendix 10.2. Interview tourist 13

Date: April 05, 2016

Location: Breda

**Did you know about this activity before departure or did you find out about these lions farms while being in South Africa?**

**Had je al van deze activiteiten gehoord voor vertrek of hoorde je tijdens je reis door Zuid-Afrika van deze leeuwenboerderijen?**

Ik had er voor vertrek al van gehoord.

**Did you do some research before going to these farms?**

**Heb je van tevoren gezocht naar informatie over deze boerderijen?**

Niet voor mijn vertrek naar Zuid-Afrika, maar vlak voor mijn bezoek aan de leeuwenboerderij heb ik er wel dingen over opgezocht.

**Did you have access to information on animal welfare and what did you know about the condition on these farms?**

**Heb je van tevoren gezocht naar informatie over het welzijn van de leeuwen en wat weet je over de situatie op deze boerderijen?**

Ja, ik wist dat de leeuwen op een groot aantal van zulke boerderijen slecht behandeld worden, maar over de leeuwen op de boerderij die ik bezocht kwam ik eigenlijk louter positieve berichten tegen – zowel van buitenstaanders en deskundigen als van de boerderij zelf.

**Why did you want undertake this activity to cuddle with a little lion cub or walk with a lion?**

**Waarom wou je zo graag met leeuwen wandelen of met leeuwenwelpjes knuffelen?**

Het was sowieso onderdeel van een meerdaagse tour langs de Garden Route die ik deed, maar ik wilde het zelf ook graag omdat ik leeuwen ontzettend indrukwekkende dieren vind en ze heel graag een keer van dichtbij wilde zien en meemaken. Daarnaast is de leeuw natuurlijk ook een symbol van (Zuid-) Afrika, waardoor ik vond dat het eigenlijk wel bij mijn verblijf in Zuid-Afrika hoorde.

**Can you tell me about your experience on the lion farm? Was it educational, exciting?**

**Zou je me iets kunnen vertellen over je ervaring op deze boerderij? Was het educatief, was het plezierig?**

Het was zowel educatief als plezierig. Bij aankomst kregen we eerst – voordat we de leeuwen zagen – een uitgebreide introductie en instructie over de leeuwen. Waar komen ze vandaan, hoe leven ze hier, hoe worden ze verzorgd, wat zijn de regels tijdens de wandeling, etc. Tijdens de wandeling werden de regels strikt nageleefd door de crew, die bestond uit acht begeleiders. Zij zorgden voor voldoende afstand tussen de leeuwen en de bezoekers, vertelden onderweg veel over de leeuwen en maakten tijdens twee stops foto's van de leeuwen met degenen die dat graag wilden.

**Did the employees provide you with information about the lions? For example, how did they end up there without the mother lion?**

**Toen je deelnam aan deze activiteit hebben de werknemers je voorzien van informatie over de leeuwen? Bijvoorbeeld; hoe dat het mogelijk is dat deze welpjes hier zonder moeder zitten?**

Ja, we hebben uitgebreid uitleg gekregen over hoe de leeuwen op de boerderij terechtkwamen en mochten daar ook vragen over stellen. De leeuwen waar ik de wandeling mee maakte waren geen welpjes meer toen ze op de boerderij terecht kwamen, zij kwamen van de zwarte markt waar ze in eerste instantie verkocht werden voor de jacht.

**What do you think will happen with the lions if they get older and grow bigger?**

**Wat denk je dat er gebeurt met de leeuwen als ze ouder worden?**

De crew van de leeuwenboerderij vertelde ons dat als de leeuwen ouder worden, ze min of meer 'met pensioen' gaan. Ze hoeven dan niet meer met toeristen te wandelen, maar mogen op de boerderij blijven en worden verzorgd tot hun (natuurlijke) dood.

**Was the farm involved in conservation programs of the lion?**

**Was de boerderij betrokken bij projecten voor de bescherming van de leeuw?**

Ja, onder andere een project om leeuwen van de zwarte markt te kopen om zo te voorkomen dat ze worden verkocht voor de jacht.

**Have you ever heard about the term ‘canned hunting’?**

**Heb je ooit gehoord van de term ‘canned hunting’?**

Ja.

**If you get the chance, would you go there once more to interact with lions?**

**Als je de kans zou krijgen, zou je dan nog eens overwegen om ernaar toe te gaan?**

Ja, wel naar deze boerderij, omdat ik weet dat de leeuwen daar goed verzorgd worden en niet bestemd zijn voor de jacht.

Appendix 10.3. Interview tourist 14

Date: April 12, 2016

Location: Breda

**Did you know about this activity before departure or did you find out about these lions farms while being in South Africa?**

**Had je al van deze activiteiten gehoord voor vertrek of hoorde je tijdens je reis door Zuid-Afrika van deze leeuwenboerderijen?**

I found out about the lion farms only when I arrived in South Africa.

**Did you do some research before going to these farms?**

**Heb je van tevoren gezocht naar informatie over deze boerderijen?**

No.

**Did you have access to information on animal welfare and what did you know about the condition on these farms?**

**Heb je van tevoren gezocht naar informatie over het welzijn van de leeuwen en wat weet je over de situatie op deze boerderijen?**

I think there was brochures at the lion farm but I didn't read them upfront or during my stay at the farm. To me the farm looked like they would really take good care of the animals, also because it was a rather small farm and because the staff was really helpful.

**Why did you want undertake this activity to cuddle with a little lion cub or walk with a lion?**

**Waarom wou je zo graag met leeuwen wandelen of met leeuwenwelpjes knuffelen?**

Yes, I did.

**Can you tell me about your experience on the lion farm? Was it educational, exciting?**

**Zou je me iets kunnen vertellen over je ervaring op deze boerderij? Was het educatief, was het plezierig?**

The experience on the farm was pretty exciting which is the reason I went there several times to see animals (especially the lions) in a different age. I wouldn't say the stay was very educational though.

**Did the employees provide you with information about the lions? For example, how did they end up there without the mother lion?**

**Toen je deelnam aan deze activiteit hebben de werknemers je voorzien van informatie over de leeuwen? Bijvoorbeeld; hoe dat het mogelijk is dat deze welpjes hier zonder moeder zitten?**

No I was not provided with any information as I did not ask for it to be honest, but I am pretty confident that the staff would have given me the information if I had asked for it.

**What do you think will happen with the lions if they get older and grow bigger?**

**Wat denk je dat er gebeurt met de leeuwen als ze ouder worden?**

I think they will be sold to private and national parks and be used for conservation purposes.

**Was the farm involved in conservation programs of the lion?**

**Was de boerderij betrokken bij projecten voor de bescherming van de leeuw?**

I don't know.

**Have you ever heard about the term 'canned hunting'?**

**Heb je ooit gehoord van de term 'canned hunting'?**

No, I have never heard of this term before.

**If you get the chance, would you go there once more to interact with lions?**

**Als je de kans zou krijgen, zou je dan nog eens overwegen om ernaar toe te gaan?**

Yes, I think I would, as it was a nice experience to be so close to the animals.



#### Appendix 10.4. Interview Tourist 15

Date: April 15, 2016

Location: Breda

**Did you know about this activity before departure or did you find out about these lions farms while being in South Africa?**

**Had je al van deze activiteiten gehoord voor vertrek of hoorde je tijdens je reis door Zuid-Afrika van deze leeuwenboerderijen?**

Ik had er al eerder van gehoord; of eigenlijk gelezen in een boekje.

**Did you do some research before going to these farms?**

**Heb je van tevoren gezocht naar informatie over deze boerderijen?**

Nee, niet specifiek naar die boerderijen; eerder oppervlakkig als locatie – prijs etc.

**Did you have access to information on animal welfare and what did you know about the condition on these farms?**

**Heb je van tevoren gezocht naar informatie over het welzijn van de leeuwen en wat weet je over de situatie op deze boerderijen?**

Nee, niet gezocht naar info over het welzijn van de dieren.

**Why did you want undertake this activity to cuddle with a little lion cub or walk with a lion?**

**Waarom wou je zo graag met leeuwen wandelen of met leeuwenwelpjes knuffelen?**

Onderdeel van een tourtje + het is een leeuw. En ik ben een mens. Dus dat is cool.

**Can you tell me about your experience on the lion farm? Was it educational, exciting?**

**Zou je me iets kunnen vertellen over je ervaring op deze boerderij? Was het educatief, was het plezierig?**

Leerzaam in die zin dat er veel over eigenschappen van leeuwen wordt verteld en hoe ze de dieren trainen etc.

**Did the employees provide you with information about the lions? For example, how did they end up there without the mother lion?**

**Toen je deelnam aan deze activiteit hebben de werknemers je voorzien van informatie over de leeuwen? Bijvoorbeeld; hoe dat het mogelijk is dat deze welpjes hier zonder moeder zitten?**

Ja, de leeuwen zitten in relatief kleine vertrekken. Ze zouden in gevangenschap geboren zijn en vervolgens opgevoed voor deze activiteiten.

**What do you think will happen with the lions if they get older and grow bigger?**

**Wat denk je dat er gebeurt met de leeuwen als ze ouder worden?**

Ik vrees dat ze of verkocht, gejaagd of gedood worden.

**Was the farm involved in conservation programs of the lion?**

**Was de boerderij betrokken bij projecten voor de bescherming van de leeuw?**

Niet dat ik weet.

**Have you ever heard about the term ‘canned hunting’?**

**Heb je ooit gehoord van de term ‘canned hunting’?**

Helaas wel.

**If you get the chance, would you go there once more to interact with lions?**

**Als je de kans zou krijgen, zou je dan nog eens overwegen om ernaar toe te gaan?**

Als me dat in Sud-Afrika brengt: zeker.

Als ik er al ben; nee, want heb dat inmiddels al gedaan nu.

Appendix 10.5. Interview tourist 16

Date: April 15, 2016

Location: Breda

**Did you know about this activity before departure or did you find out about these lions farms while being in South Africa?**

**Had je al van deze activiteiten gehoord voor vertrek of hoorde je tijdens je reis door Zuid-Afrika van deze leeuwenboerderijen?**

I heard about the activity while I was in South Africa and was already travelling. We were close to Botlierskop and searched the internet for activities in the neighbourhood. That is how I got there.

**Did you do some research before going to these farms?**

**Heb je van tevoren gezocht naar informatie over deze boerderijen?**

Not that much. When we found out about the activity we checked some reviews and ratings.

**Did you have access to information on animal welfare and what did you know about the condition on these farms?**

**Heb je van tevoren gezocht naar informatie over het welzijn van de leeuwen en wat weet je over de situatie op deze boerderijen?**

We didn't really have the time and access to internet to search for information about the farm, but normally a private game reserve has good animal welfare and the reviews and ratings on the internet were really positive.

I knew that there are animal farms where they abuse animals to make them behave calm before people. This is something I repulse and was not hoping to see in this farm we visited.

**Why did you want undertake this activity to cuddle with a little lion cub or walk with a lion?**

**Waarom wou je zo graag met leeuwen wandelen of met leeuwenwelpjes knuffelen?**

I had never seen a real lion before and it would be really cool to actually walk so close with such animals.

**Can you tell me about your experience on the lion farm? Was it educational, exciting?**

**Zou je me iets kunnen vertellen over je ervaring op deze boerderij? Was het educatief, was het plezierig?**

The experience was totally worth it. The farm was beautiful, well maintained and the people knew what they were doing. They gave us information about the farm, the lions and what was going to happen during the walk and how we had to behave and not behave.

**Did the employees provide you with information about the lions? For example, how did they end up there without the mother lion?**

**Toen je deelnam aan deze activiteit hebben de werknemers je voorzien van informatie over de leeuwen? Bijvoorbeeld; hoe dat het mogelijk is dat deze welpjes hier zonder moeder zitten?**

Yes, they gave information about the 2 lions that were walking with us. Where they grew up, how they got here, what their habitat was, what they ate, how often they walk etcetera. During the walk they also provided us with useful information.

**What do you think will happen with the lions if they get older and grow bigger?**

**Wat denk je dat er gebeurt met de leeuwen als ze ouder worden?**

I think they told us that they will stay in the game reserve and will do walks as long as possible. They are used to the people that work there and had a really good bond with them. They also looked very healthy and had plenty of space.

**Was the farm involved in conservation programs of the lion?**

**Was de boerderij betrokken bij projecten voor de bescherming van de leeuw?**

I don't know, but I think that they are. They made a very good impression.

**Have you ever heard about the term 'canned hunting'?**

**Heb je ooit gehoord van de term 'canned hunting'?**

No. I looked it up and it sounds horrible.

**If you get the chance; would you go there once more to interact with lions?**

**Als je de kans zou krijgen, zou je dan nog eens overwegen om ernaar toe te gaan?**

If it would be the same farm or one that was organised as well as this one, then yes, I would.

Appendix 11. The hunters

Appendix 11.1. Interview hunter 1

Date: February 12, 2016

Location: Dortmund

We, as hunters, are at a major point in life where we not only have to educate public but the hunters as well because that is where the biggest problem lies. The only way for us to survive as hunters is that we start to understand where we come from, how it is justified and to enable ourselves to justify what we are doing in public. At the moment there are a lot of negative perceptions.

The reality of hunting is that Human-wildlife conflict is getting greater, we are getting more people and less place. Humanity intervened already and caused the problem originally. However, we have to manage the problems we face nowadays because otherwise the problem will only increase. However, if you do not understand ethics, the culture of the people who face the conflicts you are not allowed to have an opinion. Because that makes it unfair to decide on a culture, the people and their livelihoods.

Who are we as hunters? We are managing what we have to manage

Hunting is an instinct, it is not a sport. We've got to change the public perception of hunting is a sport.

Americans use this word very loosely but it is not.

In an African country if you tell them they cannot eat meat anymore, they will laugh at you. you cannot change their culture, you cannot tell them that they can't eat meat, they will laugh at you. Public perception is we hunt because it is fun and it is as sport, I've been called a psychopath. We, hunters, are being blamed for killing every living animal. We hunt because we love nature and we love animals. We

often hear “how can you kill everything and yet you say you love animals?” If I kill everything, I won’t have anything for next year and for my children to see.

The hunters are the people who started the program ‘hunters care’. Most of the African people are very poor, they do not have the means. Thus, we have to contribute to the local development in the community to get the maximum benefit of hunting in South Africa. When an elephant comes to a village and destroys the crops, farmers often lose their food for a year. When a hunter comes in for an ethical hunt and kills one elephant, the farmers have meat for over a year. This is what people do not understand.

Hunting does not only bring people to Africa it was also of great advantage for the number of tourists which increased significantly over the last years. Hunters come to South Africa to hunt but next to it they will visit other places or do other activities. The impacts of this is enormous since it creates job opportunities.

Canned hunting is not accepted in its current form, I cannot understand and defend canned hunting the way it is right now. The PHASA has distanced itself from canned hunting and all the members, if they are involved in canned hunting, will be disciplined and basically expelled from the organization. These kind of actions are the only way we can clean up the industry.

The government is the biggest challenge and putting a policy on the practices because you are dealing with humans, you’re dealing with greed and a lot of other factors. The point is legislation itself will never stop it, education of individuals is the route to success. Understanding the economic benefit behind it, doing it ethically, those are all noble causes. However, it takes time. Countries have to operate together and I think banning hunting would be the death for wildlife. Nevertheless, we need to go rationally about this topic now, there are certain practices that have to stop. The canned hunting is one of them, what we call put and take. People have to be educated in this process because a lot of them simply do not know about these practices.

People have to stand up now, together and say I am a hunter, I am a proud hunter and I do think correctly and ethically. The society has to manage the individuals who don’t do that. It has been front upon when you go for a canned hunt.

I have serious concerns when it comes to hunting. Some of them said; if we are not going to fight for us, we’re going to lose it. All the effort put in the conservation, all the efforts we put in saving the rhino or other species will go down the drain. Somebody of us has to stand up and speak; this is what were doing, this is how we do it correctly, to make it socially acceptable to the larger population which is the challenge. Urbanization is an increasing factor, people are losing their cultures and traditions.

Last year around 600 lions were hunted in South Africa from where 10 were probably free ranging lions, the rest were all captive-bred lions. Not all the lion breeders are bad people, there are some people that do the correct thing but that is the minority, around 14 of 200 which shows that there is no cooperation. However, they are against us right now because we, PHASA, took our distance from this industry and that everyone who does it will be banned from the organization. It is a big chance to take since we are getting a lot of criticism right now.

It would be a good thing if International Council for Game and Wildlife Conservation (CIC) would make a statement about canned hunting. At this stage, it is important that people receive the right message. Because it is happening right now, at this exhibition that people/organizations are telling the visitors that the captive-bred hunting is acceptable and that the management of the hunting association of Germany agreed to engage with them to make it more acceptable which is the opposite.

We've got to manage the perceptions because we are not looking at the reality but at perceptions. Hunters are not bad people, however, this does not do us any favor.

The only way we can stop canned is when we put our heads together and start thinking 'how do we stop the bad practices and how can we continue from here?' It is really important that we start educating people. If we use the word trophy hunting, everyone is against it but if we use the word hunting, the broader public does not have a problem with it.

The problem is that a lot of people are misinformed and therefore make decisions based on their personal assumptions.

### **Can you explain the difference between sports hunting and trophy hunting?**

I do not believe in different kinds of hunting, it is all hunting. Many people have got this perception that if you only hunt for meat, you're good. Trophy hunters only take the horns and the skin and leave the rest behind, now that is the misconception. Trophy hunting was perceived in the past as 'people coming to Africa, to have sport and to go out and shoot an elephant only for its trophy' which is the perception. The reality behind it, there is a management plan on how the quotas were established to hunt that elephant. We do not shoot the biggest elephant and this is the education process. We want to move away from the old traditional ways of saying let get the ones with the longest tusk or the biggest horn. We want to utilize an animal that is out of its breeding cycle.

### **So basically, the sustainable way of hunting?**

Yes, exactly. However, the word sports hunting and trophy hunting has been associated with guys that come to Africa to shoot an animal for its skin and horns and then leave again. They do not use the meat

etc., but that is nonsense. When we shoot an elephant or another animal, people come with buckets to collect the food and this is what a of people do not see or understand.

There is a lot of false advertising going showing that you can go on a hunt in the Kruger Park, for example. You are not allowed to hunt in a national park. As soon as we approach them, they change their advertisement to hunting next to the Kruger Park. We have a legislation that says you are not allowed to use the word park in your advertisements. Once again, it comes down to policing and that is the unpleasant job that I have to fulfill. However, if we do not stand up for our hunting and the bad practices, we are going to lose as hunters.

**For example, if a canned hunt takes place, what happens with the meat? I know that the bones are shipped of to Asia but what happens with the rest of the lion?**

You have to understand the culture of Africa first. We got a lot of black magic, witch doctors and stuff like that. There are still people that eat lion meat or use the lion fat for their medicines, the whole animal is utilized.

The point is; we have to control the animal population. Because man has intervened, the free areas in South Africa are gone. Our population have grown so rapidly but what do you do? Do you just let the people go and leave the animals the way it is? Because at that moment, when a lion comes and kills a cow, the farmer will get revenge. So if we as hunters, do not hunt the animal in a sustainable way and give it value, what will the local population do? They will shoot it, dig a hole and burry it and no one benefits from it. Or they poison the animal, and it is not only the animal that suffers from it but also the vultures that eat the carcasses, the hyenas, etc. this is what people do not understand, it is a major sensitive environment we manage. From the hunting point of view as well. We go out and try to educate that if they shoot a certain animal, they should not disrupt the social structure of that herd. Go and select individual animals for a real purpose.

Hunting is purely a mechanism to manage the populations of wildlife.

With canned hunting, the problem is not the hunting it is the breeding. Where does that animal go? It does not stay small forever and once it is human-imprinted

**Will canned hunting in its present form survive?**

No, they have to change their practices. You can't take the cubs away from their mother when they are a week old. You can't human-imprint all these animals, you cant keep on feeding them, they got to catch their own stuff. You cant have abnormal populations, with only several male lions in one area. You have to balance and manage these populations.

**If there comes a ban on canned hunting, do you think the breeders will start with something else?**

Well, the South African Breeders Association (SAPA) is looking at ways to make the breeding of lions more acceptable. Those are the challenge that we face, especially if you look at the money that goes into the industry. Just the lion alone, single specie, is almost equal to all other species in South Africa except for the rhino. So it is a major money market. However, the breeders start to realize now that the social acceptance is not there anymore, so that their current form has to change. There has to be a way to make it more acceptable on the long term. They do have some benefits to conservation on the long term. They have taken the pressure of the wild lion hunting because the wild lion population is dwindling. They created a market and serviced that market but how they have done it, that is not acceptable.

**Do you think that in the end, it also benefits the local population?**

The local population will indirectly benefit from it. In some areas of South Africa, every person I employ you got indirect 27 people that are benefitting from these employments. This has a big economical influence on a family. For every person that is employed, and for years they generated a lot of employment for their hunters and supplying the Chinese market with the lion bones. But these are all kinds of practices we have to look at. We can't fool ourselves, this is the reality.

Appendix 11.2. Interview hunter 2

Date: February 12, 2016

Location: Dortmund

**Have you ever been to South Africa?**

Yes, twice. Part of my main job is that once per year we organize tours especially for our readers to different of the world. We do not only go there for the hunt so in the first half of the tour we go on different activities to give them an impression of the country. For example, one of our tours was called wine, whales and wildlife. After the days of sightseeing, we go up to the north for a week of hunting but we do not hunt big game, which is the big 5, but only hunt antelopes, wild board and such animals.

**Do you take the trophies home and why?**

For a hunter it is normal to take them home.

**Is it like a trophy, an award for you?**

It is like a remembering of the holiday you had.

The perspective of the hunters from Europe is different in comparison with the perspective of the hunters of the USA.



**What kind of perspective do the hunters of the US have and what is different about their perspective in comparison to yours?**

Their perspective is coming, killing, measuring if it is a big trophy or not. Most of the US hunters are disappointed if the trophies are not big enough. Another difference is that, for me a success trip is not how many people have actually killed an animal, how many trophies they can take home but it is to give the people an idea what South Africa is and what hunting in South Africa looks like.

It is about the experience, not about the trophies you take home.

We hunted on species in a sustainable way, we did not harm the locals and in my eyes a normal way of using wildlife as a farmer, as a forester, as a hunter. In my eyes, this is a responsible way of handling nature because there is no doubt that all those kind of wildlife with a worth to people will survive. If they do not mean anything to people, then the problem starts. Look at Kenya, 30 years ago the government banned every form of trophy hunting. You could discuss, try to negotiate, argue about it but at the end you have to look at the results. In Botswana, they decided to ban hunting as well. However, in those last years, there were about 600 illegal lion hunts because of the local people. This is due to the fact that hunting is illegal and the locals have to protect their livelihoods which leads to taking action themselves.

I think most of the German hunters do not know nothing about canned hunting. But every hunter is responsible because the future of Africa is not only build in Africa itself but also here, in this hall, where the people go to the exhibitors and ask for information about hunting. And this is where the market for canned hunting is build, this was the main market for these practices. The world leading market for canned hunting is in the USA.

I know about canned hunting because of my south African colleagues/friends. They keep me updated about what is happening in South Africa with regards to the hunting industry.

The movie Blood Lions was also premiered at the EU Parliament in Brussels. I had to go there to represent the hunting association of Nordrhein-Westfalen. I knew that this would have consequences for the hunters and therefore, I was pleased to inform them on this day that the hunters took their position and canned hunting was banned from the Jagd und Hund exhibition from 2016 on.

**Differences responsible hunting and canned hunting**

Canned hunting cannot be called canned hunting but rather canned shooting because it has nothing to do with hunting since hunting is about the free living animals which belong to those areas where you try to get them. So, canned shooting is a form of shooting because they basically produce the animals to kill them, it is like a zoological garden where you go to kill them. In most cases, when they bring the

hunter to a fenced area, they have to drug the lion to be able to shoot. Another thing is that the prices of a canned hunt are immensely high and that you can even 'book' the lion you would like to shoot online on their website.

The 'normal' way of hunting is in those areas where you are allowed to hunt, for example in the free areas from Tanzania, Zimbabwe, Zambia, and parts of Namibia. South Africa is allowed, but there are no free areas. When you want to go for a lion hunt you have to book for a minimum of 21 days and pay a significantly higher amount than you will pay for a canned hunt.

American hunters look for the most beautiful animals, the biggest trophy but that is not a form of responsible hunting. With responsible hunting, they will look at the social status of a certain animal. For example, with lions, they look at lions which are not leading not anymore because this can have negative consequences for a lion group. If it is a leading animal, you are not allowed to kill it. The same counts for elephants, you cannot look for the elephant with the biggest tusks but you have to look for the oldest ones, the ones that do not lead a group anymore. This is a form of responsible hunting. Even though, we know that there are other ways of hunting, our hunting association, believes in the ethical way of hunting. We know it is necessary that people will observe us and criticize us and we have to be able to declare what we are doing, what is good and what is wrong.

### Appendix 11.3. Interview hunter 3

Date: February 12, 2016

Location: Dortmund

**Would it be a solution if we would ban or put a statement against canned hunting because what happens now is that animal activists link canned hunting with all kinds of hunting and I think it is their strategy to ban all kinds of hunting via this way. What is your opinion on canned hunting?**

I'll tell you 2 things. In today's modern world, the only true conservationist is the true hunter because he is the only man and the only woman who has got real interest that his kids can still hunt. So we are looking at sustainability. Our biggest problem is overpopulation of mankind. The worst of creation that has even been made. The old man up there had a bad day when he created us. If we stop trophy hunting in Africa for instance through the import of trophies there are going to be many kids and families that will die of starvation, number 1. Number 2, the conflict between animals and the existence of those people in the wild with their one-hectare field with corn and everything. One elephant comes, needs 1 hour and destroys their whole existence. So what do they do, they poison them.

If it pays it stays. The local communities that have been changed to wilderness areas in Botswana now that the hunting ban is there. In the areas where I live, where I work, where my trackers work, where

their families live, the dark number, the not known number, in just 1 year the lions that have been poisoned is 600. I am telling you that of the ground because I live there. If we don't provide them with meat and an incentive to conserve that animal, they will poison, they will kill it because it is in conflict with their lives. Those lions, I mean if you think of Cecil, we do not know animals that have got names. There is not a Baptist, a catholic, or protestants preacher amongst animals that when they are born, they are given names. That is the personification of mankind.

Come live with me, I haven't got a house, I haven't a dog, I have nothing, I live in the wild. Come live with me and see what I do and how I love animals and how I look after them. How I help local communities with doctors that I bring there for the kids with basic things. On top of that, they get concession fees, lots of money with which those communities can build schools and all those things. If hunting is stopped in Africa, it's going to be a disaster.

**But then we are not talking about canned hunting?**

No, canned shooting please. There is no such thing as canned hunting. Hunting comes from the heart, it is part of our primal instincts that we are born with. What we need to do is canned shooting must stop. We need to form allegiances. We had a NGO here the other from the Netherlands and we had good talks. If we want to save our lions, we have to start working together so that there is a mutual understanding of one and another. What is true ethical hunting? Why do I kill something that I love? I kill something that I love in order to conserve it because a cattle rancher has an overpopulation of leopard he is going to keep on poisoning them because there are too many people that want to eat steaks. Now I come in as a hunter and say "you loose 30 calves a year in a season, if you multiply that over a 10-year period, especially with a female cattle and so on, let me rather pay you big bugs for a leopard and I hunt an old leopard. An old leopard that can't hunt his own game anymore because he is getting too old, he reverts to a cattle killer and I hunt that one but I give you compensation for that. So that it will make up the loss for your cause." And then he says "okay, I will keep my leopard for you, I will help you conserve that leopard." Otherwise he poisons it, or shoots its like a rat. And that is where the true role of a true hunter comes in.

The animal activists start with the cats and will continue with the rest of the animals after that. Their main aim is that they want to stop all forms of hunting. They do not even think of the consequences of those local communities that have to live and watch their kids so that they are not eaten by the lion or killed by an elephant. I wish I could take every activist on a week-tour so that they for once see again what nature is about. And they are sitting here in their towers judging the hunter without trying to find out how we actually think. We kill something because we love it, we want to save it and once again, we are the only group still living on planet earth that is truly interested in the preservation and conservation of our wildlife because we still want our grandchildren to hunt like us. If the kudu disappears of the face

of the earth, 99% of the European community won't even bother and that is where we need allegiances, where we really work for nature's cause. We are not the bad guys, and there are a lot of animal writers, greenies, that are not bad guys, they are just misinformed.

The concept of what nature conservation is about, is what we return back to nature. One of the groups that will teach you how to go back to nature are the true hunters. However, the majority of the people believe we are the bad guys, they want to stop us. It is going to be a sad day because they are going to stop wildlife. Everybody who truly loves the wild should really consider getting to know us true hunters. 40% of the people sitting on this floor do not belong in the bush, they are here for commercial reasons but they are helping for the sustainable use. The other 50% are true hunters, they still teach their kids true hunting.

I was the one in the 90's that stopped canned shooting in South Africa. However, the ones after me decided they were wiser than me, they changed it and last year they changed it back to my initial start. So we are winning but we need support from the outside, we need to join hands even with the most radical associations. So where are we going? Are the people in Europe going to decide about the future of the black people? My trackers? My families? and they don't even understand where and how we live?

I only take 15 clients a year on a hunt because to me it is about the experience, not the trophy. I even send them home without a good trophy. It has to be a learning experience; we do not kill for pleasure. I kill what I love, to preserve it.

We do not shoot the male who is the leader of a pride. We only shoot the nomads, the animals that live on their own and do not lead a pride anymore. We do not shoot a true leader so that the new leader kills all the cubs. We are not allowed to hunt a lion unless he is 6 years and older and he must be single or a nomad. Their argument of helping sustain wild population is bullshit. The only person who can sustain a wildlife population is the true, ethical hunter. The people on the ground who are being eaten and their cattle being killed will only conserve wildlife if they get remuneration through us. They won't kill or poison them because they know they get money from us for each lion they conserve. The second thing about the canned breeders is that it is purely commercially, it is a big industry. Local communities do not even benefit of this industry; it is only the breeder that pockets the money.

The activists must get off their high horses because if they really want to conserve, they must come and speak with us. Come and live on our ground and maybe wildlife has a chance. But the way it is going right now wildlife has no chance, it is sad but it is true.

## Appendix 12. The cub petting farms/ breeding facilities

### Appendix 12.1. Interview cub petting farm 1

Date: April 10, 2016

Location: Breda

**I spoke to the NGO SPOTS who is against the breeding of lions and thinks that it should be forbidden in all cases.**

Please take note: we are not a lion breeding farm.

We have a limited, controlled breeding program under veterinary supervision.

This is to facilitate the various research and educational programs that we host.

Most South Africans could never afford to visit facilities where lions can be seen in the wild. This privilege is enjoyed mostly by Europeans and other foreign tourists who can afford to do so with their strong EURO, POUND and DOLLAR. We do not support this type of elitist thinking. Ukutula hosts more than 3500 South African schoolchildren each year (many from disadvantaged communities) who enjoy participating in our education program. We teach them an appreciation and love for our wildlife.

#### **What are the advantages of breeding lions?**

There is no value in breeding any animal if it is not done for a valid purpose. I cannot think of a better reason than to support the various research projects we host. We work with local and international Universities and researchers.

#### **Does it really help with the conservation of wild lions?**

Our education program teaches the youth to protect what we still have left in the wild.

The research addresses critical issues such as diseases wild populations are suffering from as well as genetic diversity and ethical breeding practices.

Conservation is not saving old zoo or circus lions. It is saving our lions that are still in the wild.

#### **Do you think that there is a possibility that wildlife tourism can be an approach an implemented in a sustainable way taking the welfare of the captive-bred lions into consideration?**

All captive animals should be respected and given the best possible treatment. They should be looked after and cared for as they cannot do so for themselves. Education and research are essential and the only thing that can financially support these activities is tourism. Ukutula does not solicit or beg for funds and donations like most NPOs who rely on this type of income. Our wildlife has great value and

as such people should be prepared to pay to experience it. When an animal is robbed of its value, conserving it becomes a challenge.

**While doing my research, I read a lot of negative stories online about exploitation of the captive-bred lions on the breeding facilities. Do you think that the captive-bred lions are well treated and held in a responsible way?**

Yes, many animals are mistreated. Every holiday many pets fend for themselves as their selfish owners go away and leave their animals to roam the streets for food. That does not mean that every pet owner is guilty of abusing his pet.

Not every captive lion in South Africa is abused and exploited as the dishonest activists would like everyone to believe. Social media has become a very effective platform for some activists to hi-jack serious animal rights issues in order to promote their own fund-raising campaigns. Most of them have never been to South Africa and do not have an understanding of some of the conservation efforts, yet feel that they are entitled to comment and advise.

#### Appendix 12.2. Interview cub petting farm 2

Date: April 16, 2016

Location: Breda

Firstly, we do not consider ourselves to be breeders - we are more of an awareness and conservation project. The vast majority of people that join me on the lion walk have absolutely no idea of the challenges facing the wild lion population in Africa and are shocked when we provide the statistics showing the current number of wild lions compared to 20 years ago (from 250,000 down to about 20,000). We do not consider ourselves breeders because:

We carefully control the number of cubs born here. We aim to have about four litters born a year, so our four lionesses are not force-bred and actually have an easier life than wild lions when it comes to the frequency of giving birth.

We do not sell our lions. Once our lions have finished their time walking with our guests (we stop walking them at 12 months old), they are **donated** to game parks that need lions and can provide certain guarantees to us (e.g. active anti-poaching and a plentiful source of suitable prey for the lions). Again I must stress that this is what we do at Horseback Africa and may not be representative of the industry as a whole.

The biggest challenge facing lions in Africa today is a rapidly shrinking gene pool, caused by the numbers dropping so quickly. We have six breeding lions at Horseback Africa, but in assembling this group we have been very careful to ensure that all our breeding lions have extremely varied genes – in fact one of our breeding lions has North African lion genes. Our gene pool now is as big as the gene pool in the whole of Kruger Park, so when we release our lions throughout Africa (we have released lions in countries including Mozambique, Botswana, South Africa and Zimbabwe) we are simply trying to help increase the size of the gene pool in the wild.

People are often concerned that our lions will not survive in the wild as they have been raised in captivity. I explain to our guests that I live with seven domestic cats and they are provided with the most expensive cat food money can buy (they even have a filtered water fountain to drink from!) so they have absolutely no need to hunt, but they still do. It is a cat's instinct to hunt, so much so that my cats don't even eat what they catch (they leave the dead mice and birds by my bed as presents!). The instinct to hunt is just as strong if not stronger in a lion – especially if they are hungry. Indeed, I have personally witnessed our captive-bred lions hunting in their own enclosures and hunting on the walks we do.

With regard to exploitation on the property, I obviously cannot provide proof of how much we love our lions, I can only suggest you have a look at the reviews on Trip Advisor as it comes across very strongly with the guests how much we love our lions and the strong bond we have with them.

## Appendix 13. The NGO's

### Appendix 13.1. Interview NGO 1

Date: April 15, 2016

Location: Breda

#### **What actions do you undertake to increase the welfare of the captive-bred lions?**

Wij nemen geen actie. Dit is iets wat je niet vanuit Nederland kunt ondernemen en/of controleren. Zou zelfde principe zijn dat als een dierenorganisatie uit bv VS zou proberen hier iets aan de varkensstallen te doen. Dat zouden organisaties terplekke moeten doen bv Vier Voeters, CACH, welzijnsorganisaties in Zuid-Afrika. Zij kunnen ook lobbyen voor wetten aangaande dit onderwerp. Dat is onmogelijk voor een organisatie buiten Zuid-Afrika.

#### **How do your actions have an influence on the industry?**

Tja dat is lastig te meten. Ik denk dat het safe to say is dat door onze lobby oa bij ANVR, reisorganisaties in Nederland steeds meer overgaan tot een stop van bezoeken aan dit soort plaatsen. Door onze lobby bij Activity International zijn ook zij gestopt met aanbod Ukutula. Vanuit Nederland wordt het dus steeds lastiger om dit soort reizen te maken. Verder is het de verwachting dat ook andere brancheorganisaties toerisme in andere landen, richtlijnen gaan opnemen. Zij zullen zich baseren op de nieuwste richtlijnen, die van de ANVR. Waarin dus ook duidelijk staat opgenomen dat knuffelen/wandelen niet ok is. Daarmee maak je ook een impact op andere landen wat ertoe leidt dat er minder toeristen/vrijwilligers naar dit soort oorden gaat. Dit zal leiden tot minder fokken van deze dieren immers, die worden gefokt omdat er vraag is. Als er minder vraag is, zal er minder gefokt worden omdat het de fokker anders alleen geld kost maar niets oplevert.

Verder door onze continue voorlichtingscampagnes, wordt dit een steeds bekender fenomeen. Dat maakt hopelijk dat steeds minder mensen vanuit Nederland dit soort activiteiten doen.

#### **Do you think the NGO's are able to put a ban on canned hunting and the captive-bred lion industry?**

Ja dat denk ik wel. Alles draait, in mijn ogen, om de publieke opinie. Als heel veel mensen (stemmers) tegen dit soort activiteiten zijn, voelt de politiek zich gedwongen 'iets' te doen.

#### **How do you think the future will look like for the lion breeders and for the captive-bred lions?**

Ik denk dat mensen zich steeds meer bewust worden van de negatieve aspecten van cub petting. Dat leidt tot minder bezoeken en dus ook tot minder gefokte leeuwen. Alleen is er nu de opkomende vraag naar leeuwenbotten vanuit Azië. Als die blijft toenemen, zullen de fokkers blijven fokken. Dat



leidt tot enorme misstanden op animal welfare want een knuffelleeuw moet er nog 'goed' uitzien en dus enigszins verzorgd worden. Dat hoeft met een leeuw voor fok botten niet. Daarom is het belangrijk dat er in Zuid-Afrika zelf, actie wordt ondernomen (zie vraag 1) en richting Azie. Bv: voorlichtingscampagnes daar waarbij duidelijk wordt dat leeuwenbotten geen helende krachten hebben.

## Appendix 13.2. Interview NGO 2

Date: April 19, 2016

Location: Breda / Berlin

CACH is een Zuidafrikaanse organisatie die ruim 17 jaar geleden werd opgericht. Zelf doen we niet meer aan rescues, omdat we ervan uitgaan dat elke leeuw die gered wordt uit de klauwen van de industrie, eigenlijk een (financiële) ondersteuning van de kwekers op zich is en je zo een vicieuze cirkel blijft voeren. Voor hen maakt het niet uit aan wie ze de leeuw verkopen, zolang het geld maar blijft komen. Chris Mercer, de oprichter van CACH, heeft daar een interessant artikel over geschreven (en ook de commentaren onder het artikel zijn interessant). Dat vindt je hier: <http://www.cannedlion.org/blog/buying-an-animal-is-not-a-rescue>. Dus alleen wanneer een leeuw geconfisceerd wordt door een officiële instantie is er sprake van een ethische rescue, anders blijft het gewoon een winstgevend handeltje voor de leeuwenindustrie.

Momenteel zijn er zo'n 8000 leeuwen in gevangenschap in Zuid-Afrika. Deze kunnen onmogelijk allemaal gered worden door Animal Welfare organisaties.

Voor ons is het het belangrijkste de industrie op zich aan te pakken. In Zuid-Afrika wordt dit gedaan door te lobbyen bij de politieke instanties, in Europa concentreren we ons, net als onze partner Stichting Spots, op voorlichting. Dit doen we door mailings aan vrijwilligersorganisaties en reisbureau's, via de Global March for Lions die elke jaar wereldwijd plaatsvindt en ook via social media (voornamelijk Facebook). We spreken ook op conferenties die als thema vrijwilligerswerk hebben en wonnen vorig jaar de Responsible Tourism Award in Londen.

Wij zijn ervan overtuigd dat de captive-bred lion industrie geen positief effect heeft op het wildbestand van leeuwen:

- Er worden vaak welpjes uit het wild weggehaald om nieuw bloed aan de genenpool van de captive-bred industrie toe te voegen.
- De doelgroep voor canned hunting en het 'normale' trophy hunting is heel anders. Het jagen in het wild is duur en kan wekenlang duren. Bij canned hunting is de jager ervan verzekerd binnen de 48 uur met een trofee naar huis te gaan. Het gaat hier dus vooral om mensen die weinig geld en tijd willen besteden. Dat ziet er bij een 'echte' jager helemaal anders uit. Daar gaat het nooit om persé met een buit naar huis te keren, maar om de jacht zelf.

- Het geld dat met canned hunting wordt verdiend gaat niet terug naar de lokale bevolking. Aangezien dit soort jacht alleen op private domeinen plaats vindt, wordt er zeker niet in Conservation geïnvesteerd. Canned Hunting heeft niets met natuurparken of reservaten te maken die voor iedereen toegankelijk zijn. Dit zijn private domeinen waar enkel jagers komen.
- Leeuwen die in zulke farms gekweekt zijn kunnen nooit worden uitgezet in de wildernis. Ze zijn gewend aan mensen dus potentieel gevaarlijk omdat ze mensen als voedselbron zien. Bovendien hebben ze nooit leren jagen en weten niet hoe ze in een roedel moeten overleven en hoe sociale functies in zo'n roedel verlopen. En last but not least: er is helemaal geen plaats in Afrika om nog grote groepen leeuwen vrij te laten. Het land is allemaal verkaveld en omheind. Echte wildernis is er bijna niet meer omdat er steeds meer mensen bijkomen en de gebieden voor hun behuizing of voor hun vee inpalmen.

Bij CACH gaan wij van het standpunt uit dat dieren er niet voor ons entertainment zijn en dat er zo min mogelijk interactie moet zijn. Dit staat haaks op het concept van captive breeding. Alhoewel vele projecten beweren door deze interacties toeristen bewust te maken over het lot van de leeuw in de natuur, hebben we eerder het tegenovergestelde ervaren. Momenteel is er een hele hype om met wilde dieren op de foto te gaan. Wat de achtergrondsituatie is interesseert de gemiddelde toerist niet echt. Het gaat meer om immediate satisfaction en om met een mooie foto naar huis te kunnen gaan (op zich ook een trofee). Toeristen die zulke gelegenheden bezoeken zijn trouwens ook geen wildlife toeristen. Iemand die enkele weken op safari gaat, kan je in geen geval vergelijken met een toerist die een dagje naar het Lion Park gaat om zich met een welpje te laten fotograferen.

Nadat de Zuidafrikaanse jagers zich van captive breeding hebben gedistantieerd, heeft de DJV (Deutscher Jagdverband) in maart 2016 hetzelfde gedaan. In het Europees parlement probeert men momenteel een ban op het importeren van trofeen te bereiken. Er is dus veel aan de hand en de druk op de industrie wordt alsmaar groter. Toch gaan wij ervan uit dat alleen een verbod op canned hunting niet veel brengt. Waarschijnlijk duiken vele kwekers dan in de anonimiteit onder en wordt er alleen nog gekweekt voor de Aziatische markt (beenderen voor wijn en elixier). Dat zou de condities van de dieren waarschijnlijk nog verslechteren want een jager wil een mooie leeuw aan de muur, dat is voor het 'oogsten' van beenderen niet belangrijk. Wij willen dus niet alleen een verbod op canned hunting, maar ook een verbod op het kweken van leeuwen in het algemeen.

## Appendix 14. The volunteers

### Appendix 14.1. Interview volunteer 1

Date: April 19, 2016

Location: Breda

#### **How did you find out about the possibility to volunteer on a lion farm?**

#### **Hoe ben je achter de mogelijkheid gekomen om vrijwilligerswerk te doen op een leeuwenboerderij?**

Toen ik op een studiekeuzebeurs was, stonden er ook stands voor vrijwilligerswerk in het buitenland. Aangezien ik altijd al vrijwilligerswerk deed in het dierenasiel, trokken de grote posters met leeuwen meteen mijn aandacht. De posters waren van reisorganisatie Activity International.

#### **Why did you want undertake this experience to volunteer with lions?**

#### **Waarom wou je zo graag vrijwilligerswerk met leeuwen doen?**

Ik wilde altijd dierenarts worden, maar realiseerde al snel dat het niet voor mij was weggelegd. Toch wilde ik graag met dieren werken en wilde ik nog een keer een verre reis alleen maken. Het project van Activity International paste in dat plaatje. Er waren verschillende projecten om vrijwilligerswerk te doen met dieren, maar het project met leeuwen sprak mij het meeste aan, omdat ik daadwerkelijk helemaal gek ben op katachtigen.

#### **Did you do some research before going to these farms?**

#### **Heb je van tevoren gezocht naar informatie over deze boerderijen?**

Ja, zeker! Maar in 2011 kwam niet als eerste Stichting SPOTS als hit op Google wanneer ik zocht op vrijwilligerswerk met leeuwen. En ook zeker niet op verdere pagina's. Ik vond het opmerkelijk dat er altijd welpen waren, dus ging ik op zoek naar reisblogs van ex-vrijwilligers om uit te zoeken hoe dat nou precies zat. Helaas zijn reisblogs natuurlijk geschreven met een enorme dosis enthousiasme, waarin je als lezer wordt meegesleept door al het positieve en je de opmerkelijke facts gewoon even vergeet.. Daarnaast wist ik ook nog niet eens af van het bestaan van knuffelfarms en wat daar de kenmerken van waren! Het enige wat ik me afvroeg, was of er daadwerkelijk bewijs was dat leeuwen terug geplaatst werden in het wild, nadat ze gefokt waren om de populatie in Zuid-Afrika op pijl te houden. Toen ik certificaten en contracten vond van de Universiteit van Pretoria en Ukutula (het bewuste project), was ik toch overtuigd! Het kon niet anders dan een goed project zijn, waarbij ik daadwerkelijk een steentje bijdroeg aan het natuurbehoud. Ook vertelde mijn contactpersoon bij Activity International dat hij er zelf meerdere malen was geweest was en er geen enkele reden was om te twijfelen aan de aard van het project. Achteraf denk ik ook echt dat hij niet wist wat er speelde op Ukutula. Uiteindelijk is begin dit jaar het project wel geschrappt door hem!

**Did you have access to information on animal welfare and what did you know about the condition on these farms?**

**Had je van tevoren gezocht naar informatie over het welzijn van de leeuwen en wat wist je over de situatie op deze boerderijen?**

Zie vraag 3. Ik wist dat de leeuwen goed verzorgd werden, ze zagen er dan ook prachtig uit. Niet vermagerd, mooie vacht. Ook kon ik uit de reisblogs afleiden dat de leeuwen daadwerkelijk de benodigde zorg kregen en er altijd een dierenarts aanwezig was.

**Can you tell me about your experience on the lion farm? Was it educational, exciting?**

**Zouden je me iets kunnen vertellen over je ervaring op deze boerderij? Was het educatief, was het plezierig?**

De meeste vrijwilligers bleven maar twee weken en toevallig bleef ik er 4, waardoor ik veel meer zag en meekreeg. Ik denk eerlijk gezegd ook niet dat als ik er twee weken was, ik zo snel geschrokken was toen ik voor de eerste keer las over knuffelfarms en ik dus van alles herkende. Pas na twee weken daar zag ik opmerkelijke dingen. Toen ik op een morgen de leeuwen ging voeren, waren er 3 leeuwen weg. De eigenaar had ze geruild met een vriend van hem voor een hyena die ik nooit heb gezien. Hier kreeg ik dus mijn twijfels. Ik wist dat ik bij de eigenaar hier niks over los zou kunnen krijgen, dus stapte ik naar een meisje wat daar al een jaar meedraaide. Zij vertelde mij dat ze er lang genoeg werkte om met zekerheid te zeggen dat het project echt bijdroeg aan natuurbescherming. Toch was ik achterdochtig, er bleven maar welpjes komen en gasten betaalde enorm hoge prijzen voor het vasthouden van een leeuwje. Ook waren er tijgers, luipaarden, cheetah's, hyena's en servals. De rangers en de eigenaar hadden het over niets anders dan om daar welpen van te krijgen. Er was iets goed mis, dat wist ik eigenlijk wel zeker. Het draaide echt puur om zoveel mogelijk geld te verdienen. Toen ik steeds maar door begon te vragen over waarom er zoveel leeuwen gefokt moesten worden en waarom dit ook bij de andere dieren gebeurde, wimpelde de eigenaar mij steeds af. De rangers wilden er wel met me over praten, maar zeiden allemaal dat ik niet van het slechtste uit moest gaan, omdat ze met zekerheid konden zeggen dat het welzijn van de dieren en het behoud van de dieren centraal stond. Ik probeerde toen toch nog te genieten van mijn laatste weekje en ging er vanuit dat ik onterecht overal wat achter zocht. Al bij al heb ik echt een enorm leuke tijd daar gehad, desondanks mijn twijfels.

**Did the employees provide you with information about the lions when you volunteered? For example, how did they end up there without the mother lion?**

**Toen je deelnam aan deze activiteit als vrijwilliger, hebben de werknemers je voorzien van informatie over de leeuwen? Bijvoorbeeld; hoe dat het mogelijk is dat deze welpjes hier zonder moeder zitten?**

Ja, we werden echt goed voorzien van informatie! Op alle vragen was een antwoord! Vragen werden beantwoord met logische antwoorden. Tenminste, geloofwaardige antwoorden. De welpen werden zo vroeg weggehaald bij de moeder omdat anders andere leeuwen de welpen misschien wel zouden doodbijten, omdat ze in een *pride* leven, waar ook jaloezie in voorkwam. Het blijft toch de natuur, dacht ik.

**Do you know what happens with the lions when they get older?**

**Weet je wat er gebeurt met de leeuwen als ze ouder worden?**

Ja, de leeuwen werden weer uitgezet in natuureservaten in samenwerking met de Universiteit van Pretoria. Helaas kwam ik ruim een jaar later achter de realiteit nadat Activity International een artikel plaatste over het project.

**Was the farm involved in conservation programs of the lion?**

**Was de boerderij betrokken bij projecten voor de bescherming van de leeuw?**

Projecten kan ik me niet heugen, enkel de samenwerking met de universiteit.

**If you get the chance, would you go there once more to volunteer?**

**Als je de kans zou krijgen, zou je dan nog eens overwegen om ernaar toe te gaan?**

Natuurlijk niet. Zoals ik al zei heb ik het prima naar mijn zin gehad. Maar dat weegt zeker niet op tegen het leed wat zich hierachter verschuuld!

**Extra:**

Dingen die mij opvielen tijdens mijn verblijf waren o.a.:

- Toen ik daar aankwam op 5 augustus 2011, waren er 11 "devils", dit waren de welpen die ouder waren dan 6/7 weken tot ongeveer 4 maanden. Hiervan waren er 5 al ongeveer 4 maanden uit hetzelfde nest, en de overige 6 waren toen net 6/7 weken.
- Ook waren er 5 welpen van ongeveer 4 weken oud, waarvan één van een andere moeder kwam, maar zijn boertje/zusje had het niet overleefd. De precieze reden hiervan weet ik niet.
- Toen ik daar vertrok op 2 september, waren er 4 nieuwe welpjes, van drie dagen oud. Later hoorde ik dat deze later in de middag weggehaald waren bij de moeder.
- Er waren rond de 13 "Gremlins", dit waren de leeuwen tot ongeveer 1 jaar oud. Deze zaten in een, naar mijn idee, kleine ruimte. Halverwege de maand augustus, waren er drie leeuwen verdwenen. Het zou zo zijn geweest dat de eigenaar, Willy, deze had geruild voor een hyena. (Hiermee wilde hij ook een programma opstarten)
- We kwamen haast nooit in andere gedeeltes van de farm. We waren echt beperkt tot het zien/verzorgen van de welpen, de "devils" en de "gremlins".

- Leeuwen die ouder dan een jaar waren gingen naar een ander verblijf. Ik ben hier misschien 3x geweest. Dit waren verschillende hokken, met héél veel leeuwen erin. Ongeveer 12 per hok en ik kan me heugen dat er 3 hokken waren. Deze waren bestemd voor de "Lion walks"
- De gasten betaalde ongeveer 60 euro omgerekend om de welpen de fles te geven en vervolgens met de oudere leeuwen een wandeling te maken. Het maakte ook niet uit hoe druk het was. Toen we 5 welpen hadden en we hadden 20 gasten, dan moesten het geven van de fles verdeeld worden, dit allemaal in ongeveer 20 min tijd. Al hadden we maar 4 gasten, hadden deze veel meer tijd met een welp. Maar daar werd geen rekening mee gehouden met de prijs. De welpen waren constant in handen, want al waren er geen gasten, moesten de vrijwilligers bij de welpen gaan zitten. En 's avonds moesten ze in kooitjes en gingen ze mee naar de kamer van de vrijwilligers, omdat het buiten de koud was, tenminste dat zeiden ze. Achteraf gezien zal dit allemaal wel geweest zijn om de welpen zoveel mogelijk aan mensen te laten wennen.
- Er waren twee tijgers (ik kon me de andere niet meer herinneren!)
- En er waren 5 cheetah's. Één heet Emma, zij was gered uit een dierentuin zoals ze zeiden. Ze was handtam en de gasten betaalde ervoor om even met Emma te knuffelen. Zij zat in een aparte enclosure. De overige 4 cheetah's waren verdeeld over twee enclosures. De rangers bleven maar vertellen dat het de bedoeling om daar welpen van te krijgen.
- Verder wat heel raar was, was een cadeau dat Willy kreeg van een vriend van hem. Het was een luipaard, en zijn kleur was anders, waardoor hij dus zeldzaam was.
- En ze zochten steeds een soort van nieuwe "attractie" had ik het idee.. Ze wilde welpen van de cheetah, hyena's en ze hadden ineens voor dat je het hok binnenkwam bij Emma een serval zitten. De gasten moesten dan eerst door het hok van de serval en deze was van jongs af aan opgegroeid bij de dochter van de eigenaar. En in het verblijf van de "devils" stonden huisjes waar de gasten in konden verblijven.
- Dan had je ook nog een gedeelte waar de oudere leeuwen zaten. Hoe oud deze precies waren weet ik niet, maar wat wel opviel is dat er één leeuw tussen 8/9 leeuwinnen zat. Ook waren er maar 6 (misschien 7, maar echt niet meer) mannetjes. Waarvan er één tussen de twee tijgers zat en nog 3 bij elkaar. De andere zaten tussen de leeuwinnen.