



## **SUSTAINABILITY IN TOURISM**

*Making tourism count to communities, ecosystems and businesses*

**Matayo Mwenesi**

University of Nairobi, Kenya

### **Assessing the sustainability of the Campi ya Kanzi Maasai wildlife conservation trust model 'wildlife pays' on Kuku group ranch**

„Wildlife Pays“ is a wildlife compensation model funded by tourism revenue at Campi ya Kanzi (resident eco-lodge) in partnership with the local community of Kuku Group Ranch under the “Maasai Wilderness Conservation Trust.” An assessment of the impact and sustainability of the program in conservation of wildlife explored the determinants of wildlife compensation, examined trends and made projections as to whether changes in variables have the potential to compromise the continuity of “Wildlife Pays”. Findings indicate that depredation peaks in the second half of the year when it is dry, approximately 90% of incidents occur when herding, and the high number of livestock killed in the dry season are attributed to an increased vulnerability when herders venture far from their villages with emaciated livestock in search of pasture. Given the annual compensation pattern, there is also a higher peak every second year. The average amount of money paid in compensation annually shows a slight positive trend attributed to rising value of livestock, while the compensation pattern shows a diminishing oscillation suggesting that the scheme is progressively becoming stable. The strict conditions put in place to qualify for maximum compensation encourage better constructed homesteads, improved herding methods and deters community members from hunting and retaliation, thus having a positive impact on wildlife populations and managing human-wildlife conflict.