To Explore Diverse Perceptions Regarding Trophy Hunting: A Case Study of South Africa

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Signed Statement

I Courtney Rose, declare that this dissertation has not already been accepted in substance for any degree and is not currently submitted in candidature for any degree. It is a result of my own independent research except where otherwise stated.

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Name………………………………

Student Number………………………………

Date…………………………….
Abstract

This dissertation has set out to investigate diverse perceptions regarding trophy hunting within South Africa. The author has achieved this aim by conducting interviews with industry workers from within South Africa and conducting focus groups with individuals who have not yet entered the tourism industry and are still in college education. This allowed the author to analyse the participants’ opinions and perspectives on the topic and later provide an in-depth comparison between the interview and the focus groups collected data.

This dissertation contains a critical literature review that has been undertaken to provide a rational for the study, and a justification for its place amongst current academic research surrounding the chosen topic. Within this dissertation, is a detailed breakdown of the research methods used to conduct and complete the project, also an in-depth results section which has been analysed and discussed from the collected data. Further, the main findings of the dissertation have also been discussed, which highlights that negative and positive opinions towards trophy hunting aren’t the only two sides people take when discussing the activity. Factors like education, conservation and laws and regulations are large issues that affect people’s opinions on trophy hunting. Finally, those of whom work within South Africa have a better understanding of its eco-system and present better knowledge of how trophy hunting can ethically have a place within tourism in South Africa. However, those yet to enter the tourism industry provide opinions and perspectives not specific to South Africa, but determined by their own individual feelings and knowledge about the activity. Overall, revealing that diverse perspectives surrounding trophy hunting don’t fit within for or against but in fact provide a much more complicated understanding of trophy hunting within South Africa.

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List of Abbreviations

UNWTO- United Nations World Tourism Organisation

IFAW- International Fund for Animal Welfare

RCVS- Royal College of Veterinary Surgeons
Chapter 1: Introduction

1.1 Introduction
1.2 Incentive to Research
1.3 Identifying and Locating Suitable Participants
1.4 Aim and Objectives
1.5 Summary and Dissertation Outline
1.0 Introduction

This dissertation will explore diverse perceptions regarding trophy hunting and further explore different opinions relating to the tourism activity. This chapter will provide the background to the tourism activity and the aim and objectives the researcher has set for the project.

1.1 Background

Trophy Hunting is the killing and tracking of wild animals, depending on the preference of the hunter’s weapons such as guns and bow and arrows which are used to make the kill. The animal is killed with the intent on keeping a part of the animal as a reminder of the success of the hunt, providing the hunter proof of the hunt and the kill they have made (League, 2017).

Hunters insist that Trophy Hunting provides a major amount of revenue over vast areas, and helps conservation efforts in the Tourism Industry (Fennell, 2006). Whereas, Animal rights groups state humans have no right to treat animals with such disrespect, to place them on a wall as a souvenir after killing them in cold blood (Lovelock, 2016). These two statements show the extent of the controversial debate over the involvement of animals within tourism, which is continuously being discussed through media and literature sources. Lindsey (2008) reports that from a study conducted using 150 hunters, who have Trophy Hunted within South Africa, 85% of the participants stated they preferred hunting and staying in areas that could guarantee the money helped local communities and conservation projects.

Trophy Hunting contributes 201 million a year from 23 Sub-Saharan African countries, attracting 18,500 international clients (Lindsey, 2008). An estimated 150,000 trophies are imported and exported around the world. Flack (2016) provides statistics for 2015, stating 7,633 overseas hunters have travelled to South Africa for the chance to hunt big game, these statistics include 32,000 trophies which are gained from the South African big five. This tourism activity is providing those with an interest in trophy hunting the opportunity to experience hunting the South African big five. The Big 5 include; Black Rhino, Leopard, Lion, Elephant and Buffalo, as these animals are the hardest to hunt on foot (The Kruger National Park, 2018).
The chance to trophy hunt within South Africa provides their economy with an estimated $68 million in gross revenue in 2012 (Ripple et al, 2016). The International Fund for Animal Welfare (IFAW, 2016) provide statistics on a global scale of the number of transported trophies around the world. Countries like America have imported an estimated 150,000+ trophies from 2004 to 2014. IFAW (2016) estimate trade between countries reaching 1.7 million animal hunting trophies being transported over the 10-year period provided.

These estimated statistics show the amount of money Trophy Hunting brings in to the tourism industry within South Africa. The UNWTO (United Nations World Tourism Organisation) has released statistics from 2016, stating international tourist receipts are at $126 Billion. These statistics provide a better understanding of how much money trophy hunting provides to the economy in South Africa, revealing that trophy hunting can be a very profitable tourism activity for the countries that provide it. However, the believed benefits of trophy hunting are not always appreciated due to the controversy that surrounds this tourism activity and its place in the modern world.

1.2 Incentive to Research

The author had been to South Africa and has developed an understanding of trophy hunting and its negative and positive effects. While volunteering within South Africa the author also heard many conflicting opinions on trophy hunting and its status as a tourism activity. As a student studying tourism the author felt further research needed to be undergone to gain a better understanding of diverse perceptions on trophy hunting and its place as a tourism activity in today’s modern world.

1.3 Identifying and Locating Suitable Participants

The researcher identified the gap in research that exists between those working within South Africa and those currently studying tourism before they enter the industry. Therefore, the author decided to conduct interviews with the workers from South Africa and focus groups with the students currently studying Travel and Tourism at college. This will provide the author with enriched data on trophy hunting from those within South Africa and those yet to enter the industry of tourism,
providing the understanding of diverse perceptions on trophy hunting within South Africa.

The participants in the interviews will be the authors peer volunteers and workers from within South Africa, friendships that were attained while volunteering within the destination. On the other hand, the participants from the focus groups will be sourced from the authors old college, where the author also studied Travel and Tourism. These participants will allow the author to gather the most in-depth and focused research on the topic.

1.4 Aims and Objectives

Dissertation Aim: To explore diverse perceptions regarding Trophy Hunting: A case study of South Africa

Dissertation Objectives:

1. To critically review the literature on Trophy Hunting’s ethical issues
2. To investigate the ethical issues generated by Trophy Hunting using interviews and focus groups
3. To draw conclusions from the primary research regarding diverse perceptions caused by Trophy Hunting
4. To provide recommendations to the tourism industry regarding the development of Trophy Hunting

1.5 Summary and Dissertation Outline

Throughout this chapter the author has introduced the study topic of trophy hunting, providing the understanding of the activity required for the research project. The aim and objectives that have been presented by the author provide an understanding of what the author wishes to achieve after conducting the study.
This chapter will then be followed by a critical review in chapter 2 of the current literature, further providing a rational for the study. Followed by a methodology in chapter 3 which will provide insight into the choice of data collection and an overview of the study. This will then be followed by a critical analysis of the primary data collected from the interviews and focus groups in chapter 4. Finally, this chapter will be followed by a conclusion, which will draw on the findings to provide conclusions and recommendations in chapter 5 for the industry in the future.
Chapter 2: Literature Review

1.0 Literature Review

2.1 Introduction

2.2 Argument for Trophy Hunting

2.2.1 Trophy Hunting, The Hunter and The Provider

2.3 Against Trophy Hunting

2.3.1 The Ethics of Trophy Hunting

2.3.2 Animal Welfare

2.3.3 Animal Rights

2.4 Trophy Hunting Theory

2.5 Conclusion
2.0 Literature Review

This part of the dissertation project will provide a critical review of the literature supporting my aim and objectives. The literature review will also support the suitability and viability of the topic for a research project.

2.1 Introduction

This chapter will evaluate and critique the current literature surrounding the research topic, providing further insight and rational into the authors choice of the research topic. The chapter will firstly present the literature available that is in support of trophy hunting around the world and within South Africa. The chapter will then focus on literature that provides a negative view and understanding of trophy hunting. Finally, it will examine the theory that underpins those for and against trophy hunting.

2.2 Argument for Trophy Hunting

2.2.1 Trophy Hunting, The Hunter and The Provider

Novelli (2012) discusses the idea that hunters perceive what they do as a form of recreational tourism, that provides them with ‘an outdoor experience, based on elements of adventure, the thrill of the chase, challenge of shooting and uniqueness of the landscape’ (Novelli, 2012: 173).

This tourism activity is seen through the hunter’s eyes to benefit conservation, local communities and the protection of species, including those at risk of extinction. Schelling (2015) investigates how hunters feel about what they do, with hunters arguing money goes to local communities and conservation efforts. The potential for trophy hunting to help conservation and bio-diversity is possible. Moufakkir and Burns (2012) support this stating the revenue created from trophy hunting can be directed into conservation efforts. For example, a hunter will visit a game reserve and pay to shoot their chosen animal, the money paid by the hunter is then reinvested into the game reserve to allow further breeding and care of the reserve. Gunn (2001) also supports the help for conservation stating, ‘hunting is justified’ in the contexts of hunting for food and to protect endangered species. Those offering
the chance to get involved in trophy hunting as a tourism activity are part of the conservation effort, with those that supply trophy hunting to the hunter breeding different species to accommodate the demand. Furthermore, being observed through some perspectives, including the perspective of the hunter to help protect endangered species (Gunn, 2001).

Furthermore, Moufakkir and Burns (2012) discuses that hunting allows the hunter to go back to nature. This revealed the needs of the hunter can be used to benefit different animal species and the economy within the destination. Its argued that the hunter will look to embody themselves in rural activities and local affairs more than a tourist (Moufakkir and Burns, 2012). As a tourist is argued to have an intrinsic need to for fill their own pleasure, whereas on the other hand the hunter wishes to for fill an internal need as well as create an external benefit (Fennell, 2006). These benefits include putting money into the local economy and helping to conserve animal species around the globe (Novelli, 2012). Furthermore, the demand for trophy hunting by hunters has allowed those with an interest in providing trophy hunting to supply the demand.

However, Parker (2014) argues that income from big game hunting is helping to protect and breed big game. He provides evidence that a 10-day trip to hunt an elephant costs $36,000 dollar’s, not including other expenditures, raising the question that are ethical issues affecting conservation and the tourism industry? Parker (2014) discusses that the revenue provided by tourists is an average of R6,525 which is equivalent to $486.83 Dollars per person, compared with one hunter who spends an average of $36,000- $100,000 per Hunting Trophy. These statistics reveal that 74 tourists would need to visit South Africa to provide the same amount of revenue as one hunter, spending $36,000 dollars. A hunter spending $100,000 dollars on one big game hunt will provide the same amount of revenue as 205 tourists within South Africa. The statistics provided reveal the size of Trophy Hunting within the tourism industry, and how it can provide benefits for conservation and different economies, supporting the argument for trophy hunting.
2.3 Argument Against Trophy Hunting

2.3.1 The Ethics of Trophy Hunting

Trophy Hunting raises more opinions and critique than any other form of hunting, with the images of animals being hunted down and killed, to simply keep a part of its body as a souvenir of the kill they’ve made (Markwell, 2015). This form of hunting is viewed as a tourism activity rather than a primal form of hunting, where the goal is to eat the meat to sustain life. Arguments are made from both those for and against Trophy Hunting, with limited perceptions from those who work within the sector of tourism.

However, Ripple et al (2016) argues it’s uncertain how sustainable this form of conservation will be on wildlife, with undefined regulations being used for trophy hunting. These include the conditions in which the animals live in and the way in which they are killed. This may include the hunter using a vehicle for the hunt to ensure their chance of getting a successful kill and taking home a trophy. Furthermore, opinions from those who work within conservation are undefined within literature based around trophy hunting’s effects (Ripple et al, 2016).

2.3.2 Animal Welfare

Animal welfare groups look at the experience the animal has within the tourism industry, and how to make it cruelty free, and to ensure the animal’s well-being (Lovelock, 2013). Lovelock (2013) state’s although animal welfare groups think about the animal’s well-being, they also consider the human interaction element of animals within tourism. Bowman cited by Macqueen (2009) supports animal welfare groups stating that the 20th century has seen a major shift in how animals are viewed. The shift regarding animal welfare has changed the way in which animals are viewed ‘no longer as property to be used and abused’ (Fennell, 2012:25). However, animal welfare groups acknowledge that some forms of tourism using animals are seen to be acceptable, if the animal’s welfare is considered. ABTA (2013:7) state that if an animal’s in a ‘reasonable state of welfare, if it is healthy, comfortable, well-nourished, safe, able to express its own behaviour and if it is not suffering from unpleasant states such as pain, fear and distress’. This warrants that if animals are
treated with respect and don’t feel any pain or suffering while being part of the tourism industry, then it’s acceptable to use them within the industry.

2.3.3 Animal Rights

Animal Rights groups view any animal interaction for human gain, including hunting and the use of animals as entertainment to be wrong. They state that humans do not have the right to use animals for anything that may cause harm or mistreatment towards any species. Animal Rights groups refuse to acknowledge any benefits to using animals for entertainment, sport or tourism, they reject the idea that humans have any right to use animals, no matter what the benefits to the economy, conservation or local people can be (Lovelock, 2013). Moufakkir and Burns (2012) provide the argument to support animal rights groups, that the history of trophy hunting has provided evidence of species being pushed to the brink of extinction. Therefore, revealing that those against trophy hunting are forming their opinions on past events in history, and don’t want to see it repeated in the modern world. Both Animal Rights and Animal Welfare members believe animals are worth more alive than dead and they shouldn’t be used in tourism, simply for a hunter to kill them and keep a part of the animal as proof of the kill. This is supported by Smulewicz-Zucker et al (2012) who discusses the fact that we share the same planet as animals, yet we take them from their natural habitats, either by placing them in captivity or killing them. Furthermore, supporting animal rights groups, that we as a species are on the same planet, and have no right to do this to them. Also, that our understanding of how these things effect animal species is still limited and we know little about the damage we could be causing to the environment.

2.4 Trophy Hunting Theory

It has become possible for animals to be viewed with rights, even though the animals have no way of claiming these rights (Fennell, 2006). Fennell (2006) discusses three starting theories, no obligation, indirect obligation and direct obligations. Fennell (2012) cites Cohen (2009) stating the use of animals within the tourism industry has only recently started to be discussed by academics. However, a very small amount of academic writing referring to animals in tourism relates to ethics (Fennell, 2012).
The theory of no obligations, reviews the use of animals in the tourism industry and how there may not be any restrictions in place on what they can be used for (Fennell, 2006). This theory therefore relates to trophy hunting allowing the demand for the tourism activity to surpass the rights of the animal. Indirect obligations are also discussed as a theory, stating ethical reasoning is justified if it doesn’t interfere with direct human obligations. Therefore, effecting the boundaries in which animal rights obligations fit in with the use of animals in tourism, and its effect on humans (Fennell, 2006). This includes a human’s personal need of income to benefit themselves, which will overcome the needs of the animal. Furthermore, Fennell (2006) discusses the theory of direct obligations, that ethical restrictions should be put into practice. The theory of direct obligations justifies ethical restrictions for the intrinsic need of the animal (Fennell, 2006). Therefore, allowing the need of the animal to be the main priority when they are presented to be used in the tourism industry, including trophy hunting.

These three different ethical theories provide a simplistic overview of the ethical theory related to trophy hunting. However, opinions of animal rights and animal welfare groups have become a major influence for those less aware of trophy hunting and its effect (Markwell, 2015). Furthermore, revealing the limited academia and theory available today, regarding trophy hunting and its current position within the tourism industry.

2.5 Conclusion

The literature that has been discussed has revealed a limited amount of research regarding animals within the tourism industry. As presented throughout the literature review, Trophy Hunting is perceived by many, including animal rights groups to be unfair and unnecessary. However, the hunter and those that offer the chance to trophy hunt feel it can have direct benefits to the country providing the tourism activity. Trophy Hunting can provide benefits to the hunter, poor local communities and conservation efforts, which has been discussed within the literature review previously, that when trophy hunting is executed correctly it can have some positive benefits. Throughout the literature review, it has become evident that perspectives, both negative and positive are felt towards trophy hunting.
hunting. However, there is limited research into diverse perspectives of those involved in some form of tourism within South Africa. Therefore, using participants that work within South Africa will provide insight into trophy hunting’s effects on the ground, from the perspectives of individuals who have personally witnessed its positive and negatives. Furthermore, those who are currently studying to enter the tourism industry will provide a further dynamic perspective on trophy hunting, and its place in the modern world. Therefore, identifying the perspectives of those who will one-day work in the industry and their current opinions on trophy hunting’s place in tourism. The current literature available has provided a gap within the tourism industry. The researchers project will provide the research needed to fill this gap, providing an insight into diverse perspectives on trophy hunting: a case study of South Africa.
Chapter 3: Methodology

2.0 Methodology

3.1 Qualitative and Quantitative Data

3.2 Approach to Selection

3.3 Approach to Interviews and Focus Groups

3.3.1 Numbers of Participants

3.4 Thematic and Content Analysis

3.5 Ethical Considerations

3.6 Participant Protect and Confidentiality

3.7 Conclusion
3.0 Chapter 3: Methodology

This chapter will examine, present and defend the rationale of the proposal and provide an analysis of the research process, and how the research was conducted. The literature review has revealed a gap in the research regarding Trophy Hunting within South Africa, resulting in the research question; To evaluate diverse perceptions on Trophy Hunting: A case study of South Africa. This study will examine the controversies identified throughout the literature review, however providing further insight from an industry perspective. Furthermore, gaining perspectives from those that have not yet entered the tourism industry and comparing these opinions with those from within the industry.

Additionally, this chapter is made up of multiple sections, providing the approach to selection and how the author went about the selection process. Also, qualitative and quantitative research will be analysed providing advantages and disadvantages, the ethical considerations, participations and confidentiality will be discussed to evaluate the ethical risks and issues that the author has faced. Furthermore, allowing control measures that were put in place to ensure the research project stayed within rules and regulations of ethical values.

3.1 Qualitative and Quantitative Data

Qualitative data analysis is the analysis of data that can’t be amendable to numerical measurement (Lancaster, 2005). Whereas, Quantitative data analysis can be translated into numerical attitudinal scales and graphs to represent the collected data. Quantitative data focuses mainly on questionnaires providing information about topics and reaching large numbers of people. However, its argued that Qualitative research deals with complex issues and explores them in a more realistic way, discovering opinions and perspectives, compared with numerical data (Finn et al, 2000). The use of qualitative and quantitative methods of data analysis have both been examined by the researcher, resulting in the decision to use qualitative methods. The use of qualitative data collection, provided in-depth perspectives and opinions to fully answer the research question. However, the use of quantitative data collection would have produced statistics and numbers that would not have
provided the diverse perceptions required to answer the research question (Coles et al, 2013).

The use of qualitative data within the research project has provided in-depth information on the research project, this is supported by Coles et al (2013) who discusses that qualitative methods are useful to provide opinions and perceptions on complex ideas. This has resulted in the author conducting semi-structured interviews and focus groups to provide the best data for analysis. This enabled the researcher to gain the most in-depth and detailed understanding of the research topic, provided by using semi-structured interview and focus group data collection methods.

3.2 Approach to Selection

The author has examined and identified those that will provide the most relevant data for the research project. The sample for the research project consists of female employees/volunteers who have worked within South-Africa, who have experienced some form of hunting within the tourism industry. However, it’s proven too difficult to find a participant who was willing to be interviewed, who has taken part in trophy hunting as a hunter. Furthermore, suggesting that those who take part in trophy hunting aren’t as willing to talk about their perspectives on the activity, compared with those who view it from an outsider’s perspective. This could be because of the controversy surrounding the activity, and the disapproval of those whom were discussed throughout the literature review. Consequently, the sampling process has been conducted in different stages to ensure the best outcome of data for the research project.

Therefore, the respondents that were used throughout the research project, included students from Petroc college, who participated in the focus groups, and those the author met while in South-Africa, who participated in the interview. The author also attended Petroc college keeping in touch with previous lecturers, which made it easier to organise the access to the students. The participants were selected because they have provided perceptions and opinions on trophy hunting in South-Africa, from those who haven’t yet entered the tourism industry. On the other hand, the participants from the interviews have provided opinions and perspectives from
those working within South-Africa. The sampling process has provided insight into those working within South-Africa providing the diverse perspectives of those who have experienced some form of trophy hunting. Furthermore, the students have provided diverse perspectives from those who haven’t yet entered the tourism industry, but are currently studying travel and tourism.

3.3 Approach to Interview’s and Focus Groups

The semi-structured interview was made up of twenty questions to gain an understanding of industry perspectives on trophy hunting within South Africa, see appendix’s C for the questions used from within the ethics from. These questions were developed from themes and opinions discussed within the literature review, to fill the gap within current research about diverse perspectives on Trophy Hunting. The setup of the semi-structured interview provided the structure required to for-fill the research question, however, allowing the interviewee’s the freedom to express their own opinions and ideas (Lewis and Thornhill, 2012). The semi-structured interview was also conducted over skype, this was due to the participants being in Edinburgh and Canada. However, because of conflicting time zones and schedules the two one-to-one interviews had to be conducted at the same time, as both participants had limited time and availability within their job roles to commit to two different interviews. This meant that the interviewee participants became very reliant on one another’s opinions, causing the collected data to reflect this, with limited responses that were conflicting.

The Focus groups were also conducted by the author to provide further insight into the research project. The focus groups were made up of a semi-structured layout, involving seven questions that provided guidance for the groups, see appendix’s C for the focus group questions within the ethics from. However, the focus group structure provided the participants with the freedom to discuss further opinions, views and feelings towards Trophy Hunting within South Africa. The focus groups also allowed the participants to spark each other’s thinking and provide the possibility of conflicting opinions (Mason, 2014). The only disadvantages presented from the focus groups, was that some participants were more dominant throughout the discussion, with some failing to provide an opinion. However, this presented the
author with the opportunity to encourage those who hadn’t yet spoken to become part of the discussion, adding valuable perspectives that contradicted those that had already been presented (Mason, 2014). The author recorded the participants and later transcribed the data, however, if the author could redo the focus groups the use of a video camera would have made it easier to identify each participant, when writing the transcript after all the data was collected.

3.3.1 Number of Participants

<table>
<thead>
<tr>
<th>Focus Group</th>
<th>Interview</th>
</tr>
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<tbody>
<tr>
<td>Focus Group 1: 4 Participants</td>
<td>Interview 1: 2 Participants</td>
</tr>
<tr>
<td>Focus Group 2: 5 Participants</td>
<td></td>
</tr>
<tr>
<td>Focus Group 3: 4 Participants</td>
<td></td>
</tr>
</tbody>
</table>

The number of students within each focus group was decided by the lecturers of the college, because the researcher was interfering with day to day classes. Therefore, the author agreed to the number of participants within each focus group, to ensure the college was willing to allow the disruption to their teaching hours and the students could participate. On the other hand, due to conflicting work obligations involving both the interview participants, the one-to-one interviews had to be scheduled together. The researcher agreed to this change to ensure they would have participants for the interviews, and that they ethically wouldn’t cause them issues within their current jobs.

3.4 Thematic and Content Analysis

The author decided the best method of analysis for the collected data was thematic analysis. The use of thematic analysis helped interpret the collected data using themes, reoccurring codes and repeated words or phrases (Crowe et al, 2015). The use of thematic analysis allowed the researcher to read the transcripts from the interviews and focus groups, and analyse for reoccurring themes. Furthermore, allowing the author to pick out themes from both the qualitative methods of data collection, to develop a discussion and analyses to answer the research question.
The use of content analysis was also evaluated, which is very similar to thematic analysis, however uses observation of the participants opinions to form categories that can be further discussed and analysed (Smith, 2010). The categories are then analysed further to indicate the importance of them and the themes that run throughout. For this study, the author used thematic analysis because it was more reliable with the collected data, than content analysis. Thematic analysis provided the researcher with a method of coding the data, searching for themes and possible conflicting opinions. This allowed for an in-depth analysis to be conducted on the interviews and focus groups, and ensured it was done fairly for both the methods of data collection. Further, ensuring the data provided an insight into diverse perceptions on trophy hunting and could later be discussed and presented in the results chapter of the project.

3.5 Ethical Considerations

The study complies with the ethical code of conduct of Cardiff Metropolitan University, and the project and completion of the research has been approved by an expert panel from within the university, see appendix’s C.

To keep within the rules and regulations of ethics, which refers to the morality of human conduct (Singh, 2017) the researcher gained permission from the college to conduct the focus groups with the students. However, because of the age range of the students being sixteen to eighteen, a lecturer was present with the researcher throughout the collection of the data. Before the focus groups where conducted, all participants were given the opportunity to choose not to participate for any reason, or to leave the study at any point if they felt uncomfortable with what was being discussed. This was stated within the participant consent form, which were signed by all that participated within the study, see appendix’s D. Moreover, the college and the student participants also had to consent to being recorded throughout the study. This was asked of the participants within the consent form, if any were uncomfortable with being recorded they had the right to leave the study at any time. Furthermore, the college agreed that they consented to the students being recorded, however, it was dependent on the participants if they felt comfortable to do so.
The author had to consider the working days of the interviewees and the time difference when choosing to conduct the research. To ensure the project stayed within the rules and regulations of ethics, the interviewees were given the opportunity to choose the date they would be available. This ensured their participation within the project did not interfere with their working day or any other obligations they may have had.

3.6 Participant Protection and Confidentiality

It’s important within ethics to ensure all participants are protected, and that they have confidence within the researcher, to feel the role and the participation they provided within the research project would be handled with complete confidentiality. The researcher has discussed with all participants, that they have full consent to withdraw any opinions, feelings or observations they have provided within the study. All participants have been provided with contact information that can be used to reach the author at any time throughout the study. Moreover, allowing them the possibility to pull any participation they have offered to the project, if they should feel uncomfortable or unwilling to allow the information to be used further.

3.7 Conclusion

The use of the methodology has helped the author conduct and reflect on the data collection process. The use of qualitative methods, including one to one interviews and focus groups has provided in-depth perceptions and opinions from those who were chosen to participate. These methods have allowed the author to gain insight into trophy hunting within South-Africa and the effects it has on those working within the industry. As well as, the opinions of those who have no yet begun a career in tourism, but are currently studying it in college. The use of these two methods has allowed the researcher the chance to gain relevant and reliable information, to meet the researches aim and objectives in answering the research question. However, if the researcher had the chance to conduct the project again the use of a pilot study for the interviews and focus groups would have helped bring to light any issues. This includes not videoing the focus groups, causing further work for the researcher when
transcribing them, and both interviewees needing a joint interview, which has potentially limited the data collected. Overall, the methodology presents a rational and details of the research project and the collection of the primary data.
Chapter 4: Results and Discussion

4.1 Introduction

4.2 Focus Group Data Introduction
4.2.1 Trophy Hunting Within the Tourism Industry
4.2.2 Education
4.2.3 Laws and Regulations
4.2.4 Dead or Alive?
4.2.5 Conservation

4.3 Introduction to Semi-Structured Interview Data Collection
4.3.1 Rules and Regulations
4.3.2 What Trophy Hunting Should Achieve
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4.3.5 Dead or Alive?

4.4 Comparative Results of the Interview and Focus Groups
4.4.1 Laws, Rules and Regulations
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4.4.4 Trophy Hunting, Acceptable or not?

4.5 Summary
4.0 Results and Discussion

4.1 Introduction

This chapter will present the results and a discussion of the primary data research collected using semi-structured interviews and semi-structured focus groups. For this research project, the author has decided to analyse, present and discuss the results of the focus groups and the interview separately. The researcher has decided to conduct the analysis this way to ensure the collected data is analysed efficiently and provides the most in-depth data, that can later be used to make a comparison between the two types of primary research. The data from the focus groups will be analysed under five themes that were identified during the analysis, this will then be followed by the analysed interview data which will also be presented underneath five themes that were identified throughout the analysis process. This will ensure consistency throughout the discussion and ease of comparison. The data that has been presented throughout the discussion, will then be used to provide a comparison of the focus groups and the interview data, which will allow the researcher to answer the research question. The researcher will also compare the analysed data from both the focus groups and the interview, with themes and theory presented in the literature review, providing a link between already existing research and that of the researcher’s project.

4.2 Focus Groups Data Introduction

The author conducted a thematic analysis of the data collected from the focus groups. This has presented the researcher with categorised themes to gain the most effective insight into the primary research collected.

4.2.1 Trophy Hunting within the Tourism Industry

The first question the researcher asked the focus groups, referred to trophy hunting within the tourism industry and required the participants to reflect on trophy hunting’s position within tourism. The focus groups revealed that most participants were confused about trophy hunting’s place within the tourism industry.
‘Confusing to me that trophy hunting is part of tourism’- FG2, P3

‘I feel like it doesn’t fit with my idea of tourism, it shocks me that some people view hunting as a tourist holiday’- FG1, P4

These two quotes present the level of confusion the participants felt when thinking about trophy hunting as a tourism activity. It became clear that many of the participants felt the link between tourism and trophy hunting was none existent, that it was simply something a hunter wanted to do and that was all. However, the researcher probed the focus groups to discuss further why they had different opinions about trophy hunting within the tourism industry. Many points of view referred to it not being acceptable as a tourism activity, with some strong comparisons being made to other controversial issues.

‘This is the same for prostitution it happens but it’s not a form of tourism’ - FG2, P1

‘I don’t agree with it because you’re paying someone for a part of an animal you wouldn’t pay someone for a part of a child in comparison would you’- FG3, P4

These two statements from the focus groups reveal the extent of how people feel about trophy hunting being a part of tourism, although this has not yet been discussed throughout current literature. The participants compare trophy hunting with prostitution and the concept of paying for a part of a child, rather than an animal. This suggest that some participants feel it shouldn’t be a tourism activity, that it’s not an acceptable form of tourism, even comparing it to prostitution, which is illegal in countries around the world, including South Africa. Furthermore, revealing the extent of disapproval people feel towards trophy hunting and that they can compare it to these other extreme controversies.
On the other hand, some participants from within the focus groups didn’t agree with its place in tourism, but interpreted tourism as a more leisurely activity and stating it involves travel agents, the economy and airlines. This presented the researcher with the opportunity to inform the participants, that the hunter will get on an aircraft to South Africa and stay in accommodation to participate in trophy hunting, within the destination. This allowed some participants to be more open to trophy hunting as a form of tourism, viewing the benefits of the hunter, travelling to South Africa as positives. These benefits included using airlines and local accommodation, rather than just being involved in trophy hunting.

‘Holidays, the economy such as travel agents, airlines and even cafes’-FG2, P3

‘This is good because if the hunter stays locally and eats out around different areas it reduces leakage and benefits the local community and economy’-FG2, P1

This suggests an awareness that trophy hunting doesn’t just benefit the economy through the payment of shooting the animal, but can benefit local communities and businesses, when a hunter chooses to stay in local accommodation and eat within the local area. This is supported by the literature, provided by Lindsey (2008), who states 86% of 150 hunters who have trophy hunted within South Africa preferred hunting if they knew the money they contributed would go back into the local area. This allowed those who may not have viewed trophy hunting as a tourism activity to be more open minded towards its place in the industry, because of its potential to reduce leakage and help local communities.

The focus groups then began to discuss how they would feel about working within the tourism industry, which was involved with trophy hunting. This revealed very mixed feelings and opinions from the participants. Many of the participants said they wouldn’t want to work within this type of tourism activity, because they didn’t feel it was right and didn’t want to be associated with it.
‘No, I wouldn’t want to be involved with it within tourism, even in a hotel they were staying at I’d feel like I was holding the gun’- FG1, P1

This presents the extent of disapproval some people can feel towards trophy hunting and its place within the tourism industry. This statement also reveals the extent to which people wouldn’t want to be associated with the activity in anyway, because they would almost feel as if they were aiding the hunter or even pulling the trigger themselves. This is reflected within the literature theory that discusses direct obligations, that views ethical restrictions to be a must for the intrinsic need of the animal (Fennel, 2006). Therefore, supporting the theory that some individuals may share the opinion that they have direct obligations to that animal’s welfare, even if they don’t pull the trigger. This is also reflected within the literature review, from the perspective of animal rights groups who don’t agree with trophy hunting and refuse to be associated with it unless it’s to help prevent it from happening (Lovelock, 2013).

4.2.2 Education

Throughout the 3 conducted focus groups education become a prominent theme presented throughout the discussions on trophy hunting within the Tourism industry. Many participants felt that without the education they had received through college about trophy hunting and its place within the tourism industry, they would view it as a negative activity to be associated with.

‘Now i feel more educated I’m willing to look at the back ground of the hunting, however before I would say it’s definitely not good’- FG1, P4

The value of education today is invaluable, however when it comes to an activity like trophy hunting people automatically focus on the negative, as discussed by the focus
group. This suggests that the topic of trophy hunting has little support in the way of educating those that don’t understand it. Furthermore, the literature that was explored throughout the literature review, provides minimal understanding of how education can affect people’s opinions and views towards trophy hunting. On the other hand, those that have received a more educated view on the activity, are more willing to be open and understanding towards its possible positive impacts. This is supported by the literature review, which provides insights into the positive effects of trophy hunting, such as a boost to the economy and help towards conservation (Moufakkir and Burns, 2012. Gunn, 2001). This suggests that individuals who may once have viewed trophy hunting as a negative activity could potentially change their opinions and feelings, with the right education and context of how trophy hunting is not all negative.

‘It’s because it happens behind closed doors people don’t know enough about it so they automatically have a negative view of trophy hunting because it involved killing animals’- FG2, P1

The quote from participant 1 from focus group 2, reveals the feelings and opinions of most of the focus group participants. That not only is their limited education on the topic, but it happens behind closed doors and isn’t a very openly discussed topic from all points of view. This is supported by the literature review, with most of the opinions about trophy hunting being negative, rather than looking further into the positive effects (Moufakkir and Burns, 2012. Fennell, 2012. Lovelock, 2013). This suggests that the focus groups have identified the use of education within the tourism industry, and how it can be used to encourage more people to accept trophy hunting in the future.

Moreover, the focus groups began to discuss education from the point of view of the hunter, suggesting someone who wishes to hunt shouldn’t be allowed to without the right education. This included knowing where to shoot the animal to make the death as humane as possible, ensuring it was a shot to kill, not to wound.
‘They should be trained on where to shoot and how to do it right’ - FG2, P1

This suggests that the focus groups felt, the training a hunter receives is just as important as educating those who know little about trophy hunting. If the hunter wishes to be involved in trophy hunting they should understand how the animal will be affected and understand there is a humane way to kill an animal.

‘They should have training on how to kill and if they don’t pass training they shouldn’t be allowed to do it’ - FG3, P4

This represents the feelings and opinions of most of the participants from within the focus groups, that if a hunter is going to be given the right to hunt it should be in the most respectful and humane way possible for the animal. This is supported by animal welfare groups who understand the use of animals in the tourism industry, but require them to be respected and cared for, no matter how they are used within tourism (ABTA, 2013). This reveals to an extent, that if the animal has had a good life, they are taken care of correctly, respected and able to express their nature then using them within trophy hunting is acceptable, if the hunter provides a quick and painless death (Fennell, 2012). However, some individuals felt that if it was advertised more to hunters through training and the use of training facilities, that involved practise targets, it could cause more people to want to hunt.

‘I feel it will get out of control and loads of people will want to do it and it will become dangerous’ - FG3, P2.

This suggests that although most participants felt training the hunter to make a one kill shot would help it become more acceptable, others felt it could become more of
a problem. The added advertisement and educational requirements could make it more appealing to those who had limited knowledge or interest in trophy hunting. Furthermore, the implementation of education for trophy hunters could help those with a negative view of trophy hunting become more accepting, knowing the animals suffering would be limited and humane. Moreover, those who feel it will only encourage the activity within tourism further, feel South Africa will need to take steps to control and restrict the number of animals killed through trophy hunting. This reflected the current literature, that a consensus between those for and against trophy hunting hasn’t yet been found, which was then presented within the focus groups.

4.2.3 Laws and Regulations

The implementation of laws and regulations became a highly discussed theme throughout all three focus groups, with viewpoints provided by many of the participants. It’s been identified by the participants that for trophy hunting to be recognised as a form of tourism and viewed with less criticism, South Africa needs to implement rules and regulations to control the activity.

‘I think if laws are set in place and people understand exactly what is right and allowed and what’s not then it can have a place in tourism’ - FG1, P4

This suggests that if more rules and regulations surrounded trophy hunting, then more people might find the tourism activity acceptable. This would allow hunters to understand what can and can’t be done within the activity, also putting control in place for those who offer the activity, to ensure the animals welfare is taken care of. This is supported throughout current literature, by animal welfare groups, who express the opinion that laws and regulations implemented on behalf of the animal will begin to make trophy hunting more acceptable to those who view it negatively (Fennell, 2012). Throughout the focus groups, many participants felt that laws and
regulations could control what species of animals could be used in trophy hunting. This would include the number that could be killed annually, and guarantee its help towards protecting different species. This would possibly control species numbers, and ensure they don’t drop to a dangerous level, that could be a potential threat of extinction. Further, attempting to give animals that are still able to breed and continue the species, the chance to live longer than those that can’t provide this guarantee.

‘It should be limited to a certain number a year, depending on population and health of the animals’ FG1, P1

Taking this perspective into account trophy hunting allowed many participants to become more accepting of it in a positive way. This suggests that if people felt animals wouldn’t be pushed to extinction or shot in their prime of breeding, then trophy hunting could become a more accepted tourism activity. However, a minimal number of participants within the focus groups argued the case that it will be almost impossible to control, within South Africa.

‘People don’t always stick to the law so how can they make sure people stick to this’ - FG3, P4

This suggests that even with the implementation of laws and regulations, a minimal number of participants feel they still won’t be enforced full. This reflects the issues found within the literature review, that history has seen animals being pushed to the brink of extinction because of hunting, and will laws or regulations prevent this from happening in the future (Moufakkir and Burns, 2012). Furthermore, most of the focus group participants felt that laws and regulations needed to be implemented, and they need to be strict on ensuring they are followed correctly, to guarantee the future protection and continuation of animal species throughout South Africa.
‘As long as the government stick to these laws and they are strict about them then yes it can work’ - FG3, P4

This suggests that the implementation of more laws and regulations associated with trophy hunting can not only help more people understand its positives, but begin to control animal numbers and the futures of different species. Although some participants did argue, how will they control these regulations, it’s become clear that the majority feel they need to be put in place to further the development of trophy hunting within South Africa, in a positive way.

**4.2.4 Dead or Alive?**

The researcher used the concept are animals worth more dead or alive as discussed by many animal rights groups throughout the literature, to provoke a debate within the focus groups. It became evident throughout the responses that the answers were very dependent on the individuals feeling towards the worth of the animals. Although, a few participants viewed animals to be worth more dead and alive, with the perception that they can bring in money alive through safari activities and also money from being killed through trophy hunting within South Africa.

‘They are useful both ways they can bring money in tourism and aren’t a waste if they are hunted before they naturally die’ - FG2, p1 and P3

However, focus group 1 as a majority viewed animals to be worth more dead than alive within South Africa, discussing how high the cost is to shoot an animal and how this can’t compare to the revenue produced from using animals for viewing purposes, including safaris.

‘Worth more dead’ - FG1, P4
‘I agree they produce so much money from being shot, they are worth more to people dead than alive’ -FG1, P5

This suggests that the views of individuals can differ when it comes to deciding if animals are worth more dead than alive. From the perspective of focus group 1 animals are worth too much money when it comes to being shot through trophy hunting for this to compare with them being alive. In contrast with this, focus group 2 feel that its dependent on the animal’s contribution to its species and if it can continue to build its numbers through breeding, that determines whether they are worth more dead or alive. Therefore, allowing the animals who are healthy and able to breed to continue to do so, but those that may soon die naturally to be worth more dead, because of the benefits to the economy they would provide by being shot by a trophy hunter. This presented the difference in opinion between the two different focus groups, and could potentially reflect the dominance of one individual’s perception that was agreed with by the other participants. Therefore, revealing that some individuals may have found it easier to agree, rather than disagree with the dominant voice or voices within the focus groups.

‘This is why I think there needs to be a balance so healthy ones are alive and the animals that aren’t able to breed are worth more dead’ FG2, P3

The participants began to view trophy hunting as more acceptable if the animals that could still breed were kept alive to continue the species. This was reflected in the literature, with many academic views worrying about the loss of species because of trophy hunting (Ripple et al, 2016. Lovelock, 2013). However, the focus groups considered a way of continuing species through the protection of animals that can continue to breed, but still allowing those that wish to hunt the chance to do so with animals close to a natural death.
‘if they can still breed they are too important to kill’ - FG2, P2

On the other hand, the participants began to debate what this would cause for the hunter, and if it might take away from the experience for them if the animal was already close to death. This could possibly make trophy hunting become more relatable to euthanasia ‘painless killing to relieve suffering’ (RCVS, 2017:1), rather than hunting to tell the story of the strong healthy animal the hunter killed. However, this raised issues within focus group 3, who discussed the problem that would it be possible to know when an animal is close to death or suffering for some medical reason. This suggests that the participants within focus group 3 were struggling to accept trophy hunting without an alternative reason for the animal to be killed, such as old age or close to death. Although participant 6, of focus group 3 took the angle of the hunt, from the trophy hunters point of view, and believed they wouldn’t be satisfied with the idea of euthanasia or helping an animal that was suffering. This suggests that some individuals perceive someone who enjoys trophy hunting to be almost inhuman and unwilling to take a life if it can prevent an animal from suffering. The hunter is simply there to take the strongest and fittest animal, to ensure they can show them proudly as a trophy and not as a sympathy hunt and kill.

‘I personally don’t feel a trophy hunter will want a dying head as a trophy or an old animal’ FG1, P6

Furthermore, highlighting the reality that the main reason hunters want to be involved in trophy hunting, is to put a chosen part of the animal on display to represent the hunt. This suggests that trophy hunting is still very determined by what the hunter wants, currently no rules or regulations within South Africa exist to control the animal of choice the hunter decides to kill. Therefore, the opinion
provided by participant 6, from focus group 1 provides an insight into how people view some hunters needs when it comes to trophy hunting.

4.2.5 Conservation

Conservation is an issue that’s continuously discussed throughout the literature, with those agreeing trophy hunting can help with conservation, and those disagreeing with this statement (Gunn, 20012. Ripple et al, 2016. Moufakkir and Burns, 2012). Throughout the focus groups the author asked the participants if they knew if trophy hunting could help conservation? This produced many mixed responses, and a minimal number of the participants didn’t understand how it could be a positive thing within conservation.

‘It’s weird to think shooting an animal can actually protect them’-FG1, P4

This suggests that because of the name and nature of trophy hunting people don’t always know or understand how trophy hunting can help conservation, including its benefits for different species (Novelli, 2012). Furthermore, because trophy hunting involves killing an animal it can almost feel unbelievable to some individuals that you are initially taking a life to save a different species. It became apparent, that the participants felt more accepting of trophy hunting after discussing the positive effects it can have on different species, with discussions surrounding breeding and decreasing the chance of extinction.

‘Knowing the animals are being bred also helps you know they will not disappear and it can help them to get out of the extinction worry’ -FG2, P4

This suggests that many of the participants hadn’t explored the possibility of trophy hunting creating benefits within conservation, revealing the limited education individuals receive surrounding trophy hunting and its benefits for conservation. This
helped them discover the benefits of further breeding animal species, including the South African big 5 and the protection of their habitat’s, resulting in more participants agreeing trophy hunting was a benefit to conservation and it should become more official within South Africa (Lovelock, 2012). Therefore, supporting the implementation of more rules and regulations, which has been discussed within the chapter previously.

‘I feel if it benefits conservation its more acceptable’-FG3, P4

Overall the discussion of conservation across the focus groups resulted in most participants becoming more accepting of trophy hunting, after establishing the effect it can have on conservation efforts within South Africa. This is supported by current literature, with academics like Moufakkir and Burns (2012) and Gunn (2001) who say it is possible for trophy hunting to have positive effects on conservation.

4.3 Introduction to Semi-Structured Interview data collection

The author conducted a thematic analysis of the data collected from the Interview with two participants, whom have worked with in South Africa. This has presented the researcher with categorised themes, to gain the most effective insight in to the primary research collected.

4.3.1 Rules and Regulations

Throughout the interview that was conducted with two participants, rules and regulations were discussed in-depth relating to trophy hunting within South Africa. The two interviewees seemed to share the same opinion, that trophy hunting could work within tourism, if the right rules and regulations were implemented to ensure it was controlled and managed correctly.

‘Yes, I feel it can work with the right rules and regulations’ -I, P1
This suggests that those who work within South Africa feel trophy hunting can have a place within the tourism industry, however, it wouldn’t be acceptable to have no rules and regulations implemented. Although, it was argued that animals that are over populated and create a potential threat to other animal species, are shot and killed using a process called controlled hunting. This was discussed as being a more acceptable and necessary form of hunting within South Africa, which could be conducted by a paying trophy hunter. This would mean instead of the hunter choosing the species of the animal, they would only be allowed to shoot animals that were over populated within South Africa.

‘Trophy Hunting is a different kind of hunting when the hunter is allowed to choose the animal they kill but it could also be controlled and do what controlled hunting does. Controlling and protecting animals but it will provide a much larger and useful income’- I, P1

This suggests that those who work within South Africa have a better understanding of the environment and its requirements when it comes to the wildlife and its inhabitants. This reveals that trophy hunting could be accepted by those who work within the industry, if it is undertaken were it is most needed and necessary, as discussed by replacing controlled hunting with trophy hunting. Further, boosting the income to local economies and helping to protect and preserve the natural landscape within South Africa and its wildlife.

It became evident that those who work within South Africa feel that rules and regulations need to be implemented to ensure endangered species don’t suffer from trophy hunting. They proposed that only animals such as elephants should be involved in trophy hunting, because they are severely over populated and a danger to the environment and its inhabitants.
‘I think hunting animals like elephants that are over populated is ok, however Lions, Rhinos and Cheetahs, not okay they are endangered’ - I, P1

This therefore indicates that those who work within the industry have different perception on trophy hunting depending on the species involved, revealing if animals are used within trophy hunting to protect other animals its acceptable. However, if animals are involved in trophy hunting that are endangered, it becomes very apparent that this wouldn’t be acceptable to the interviewees. This is supported by the current literature, Gunn (2001) discusses that trophy hunting is justified if it helps protect endangered species and doesn’t put them or other species further at risk.

4.3.2 What Trophy Hunting Should Achieve

The researchers structure of the interview questions allowed the interviewees to openly express any opinions or feeling they have towards trophy hunting in South Africa. Furthermore, allowing them to present their individual points of view, on what trophy hunting needs to achieve if it is to become a more understood and accepted form of tourism. This provided further insight into what trophy hunting could do within South Africa, which currently hasn’t been discussed in today’s literature.

‘Benefits include the meat of the animal that is killed going to local communities who make agreements to protect animals from poaching in areas like Kruger Park. Also, the money goes to local communities and conservation efforts to help endangered species thrive and their habitats are taken care of correctly. These benefits will need to be strictly implemented across trophy hunting in South Africa for me to fully agree with its continuation’ - I, P1

This statement suggests the potential benefits that can come from an activity like trophy hunting, and for these interviewees they are important enough to begin to
accept trophy hunting within tourism. This suggests that if the potential benefits presented by those from within South Africa, could be demonstrated to individuals who feel negatively towards trophy hunting, then a potential balance and understanding could be reached within this controversial issue.

4.3.3 Conservation

Conservation was discussed throughout the interview to be something trophy hunting needs to ensure it benefits all those involved, including the species of animal. Therefore, both participants agreed that trophy hunting should become an official form of conservation. This was due to the financial benefits it would bring to conservation efforts around South Africa and natural habitats, like Kruger Park. This is reflected within the literature by Ripple et al (2016), who discusses the fact that trophy hunting can provide income that can benefit conservation efforts. The interviewees felt that using trophy hunting to control over populated animals would be a form of tourism, and the benefits would enable habitat’s and endangered species to be protected.

‘I think it is when you look at how the money can help and lower elephant’s populations but boost endangered species population by better protection from poaching and safer habitats’-I, P2

The opinions and feelings of the interviewees provides a better insight into the experiences of those working within South Africa. This reveals a level of understanding of nature and how trophy hunting can fit within this natural balance they seem to be trying to create. This shows that the interviewees view trophy hunting to be more of a conservation effort than a tourism activity, from their point of view. Further, using trophy hunting to fund conservation efforts, while only removing the animals that propose a threat to habitats and other species within South Africa.
4.3.4 Education

The themes that have so far been discussed have presented the interviewees to have more insightful views on trophy hunting within South Africa, and what it could achieve if conducted correctly. This has presented a continuous theme throughout the interview, regarding education, with an emphasis on those who believe what they are told, and know little about the reality in South Africa.

‘It’s about people listening and forming their own views rather than listening to what they are fed by unreliable sources’-I, P2

This statement suggests that interviewee two feels that those who formulate an opinion on trophy hunting, gain the information from sources that don’t know the true effect it can have within South Africa. This presents the need for education around the world, to ensure people have the right information, which will allow them to formulate opinions on the truth, rather than what they perceive to be the truth. The statement below also reveals the perception that many people gain their knowledge from TV programmes and internet articles, which may not always be reliable. This suggests that media sources are one way that people are wrongly educated on the effects and use of trophy hunting within South Africa.

‘Education is important, you shouldn’t always believe what you see on TV or on the internet unless you have truly researched it and have all sides of the story’-I, P2

Following on from this statement, the researcher asked the interviewees if they felt trophy hunting could be accepted within the modern world, in South Africa. This also lead both interviewees to agree it could be accepted but only if the correct education and understanding could be taught to everyone. However, it’s evident
within the current literature that some perspectives will never be altered from perceiving trophy hunting as a negative tourism activity, including animal rights groups (Lovelock, 2013).

‘yes of course it just takes people to listen and not jump the gun to things being wrong or cruel when they don’t understand the severity of the natural world within South Africa’- I, P1

This presents the understanding that individuals who work in South Africa, have regarding the natural balance and how we perceive different species to be endangered, however in South Africa it’s not their reality. This suggests that the use of education could help enlighten and even change opinions on trophy hunting, if people understood more of its true benefits and the problems that the natural environment in South Africa faces, because of over populated species. There is currently nothing to support this within the current literature, with no discussions about education or the positive effects trophy hunting can have on different environments, including South Africa’s.

4.3.5 Dead or Alive

The researcher asked the interviewees to answer if they thought animals were worth more dead or alive, as discussed in the literature (Lovelock, 2013). This revealed that both interviewees felt animals were worth more alive, but not in the sense of money, more in their worth to the world. This suggests that animals should be valued throughout the world, because of the joy they bring and they live on this planet, just as we do. This is supported by Smulewicz-Zucker et al (2012), who also views animals to be worth a lot to the world, and also states that we share the planet with them. However, it became evident that this was the personal feelings of the interviewees and they understood how they could be worth more dead. They
argued that no matter how special they thought their existence to the world was, they understood that in terms of money, they are worth much more dead.

‘In terms of money they bring in from being shot no but I believe they are worth so much more alive to humans. To enjoy them and see how they interact and I just love animals but I understand they are worth a lot more dead in terms of money. Over populated animals are worth more dead because of the danger they can cause to the environment and the eco-system within South Africa’- I, P1

This suggest that even through these two individuals feel animals are worth much more to humans alive than dead, they are still willing to lose some individual animals to protect the environment and the eco-system. This revealed the level of understanding these interviewees have for the environment they work in, and how willing they are to view something they don’t necessarily agree with in a positive way.

4.4 Comparative Results of the Interview and Focus Groups

The focus groups and the interview have revealed a great deal about perceptions of trophy hunting within South Africa. However, it has become evident throughout the analysis that all participants have presented positive and negative opinions regarding trophy hunting, and to explore these further the researcher will be conducting a comparison of the collected data.

4.4.1 Laws, Rules and Regulations

While analysing the data collected from the focus groups and the interview, it became clear that similar themes would appear within both forms of data collection. The focus groups and the interviewees discussed the need for rules and regulations, with the majority stating they are very important when it comes to trophy hunting.
'yes, I feel like it can work, with the right rules and regulations' - I, P1

'I feel as long as its controlled it can be ok' - FG3, P2

Nevertheless, differences in opinions became evident on what kind of rules, laws and regulations should be implemented within South Africa. The participants from the interview, felt laws should be implemented to make trophy hunting more of a form of controlled hunting, killing animals who are over populated, rather than any animal. However, killing animals that are endangered was not ok.

'It depends, I think hunting animals like elephants that are over populated is ok, however Lions, Rhinos, Cheetahs not ok they are endangered' - I, P1

On the other hand, most of the focus group participants felt it was more important that the hunter killed animals who were close to dying a natural death. They proposed that rules and regulations that are implemented should control the animal of which, the hunter can kill.

'If they were to kill they should kill those that are likely to die in the next few years' - FG2, P1

This suggest that all those who participated in the data collection, feel trophy hunting needs to have more rules and regulations implemented to control it within South Africa. Although the difference in opinion suggests that those who work within South Africa have a better understanding of the environment and what the natural world requires to survive and accept trophy hunting. There was a contrast with the
focus groups who viewed it to be more the age and status of the animal, referring to its ability to breed further. This suggests that those who haven’t visited South Africa or gained an understanding of its wildlife problems, would implement rules that just killed animals that were old and unable to breed. Moreover, those who work within South Africa understand more about the need for trophy hunting when it comes to controlling populations, and further protecting habitats and those that live within them.

4.4.2 Conservation

The researcher asked both the focus groups and the interviewees to discuss conservation, and whether they felt trophy hunting was or could be a part of the activity. This revealed that all the participants from the data collection had the same opinion, that trophy hunting should be an official form of conservation. The consensus from the participants viewed the benefits, such as income and the protection of species as a form of conservation, and understood how trophy hunting could help make this happen. With both the interviewees and the focus groups acknowledging the large income that trophy hunting could produce and the possible use of the meat to local communities.

‘The economy, the possible use of meat’-FG2, P1 and P2

‘The money goes to local communities and conservation efforts to help endangered species thrive and habitats be taken care of correctly’- I, P1

This suggest that those within the industry in South Africa and those who haven’t yet entered the tourism industry understand the importance of conservation, which is supported within the literature (Novelli, 2012). This presented a united front, that trophy hunting needs to become an official form of tourism to help communities and
habitats within South Africa, also raising awareness of the positive sides to trophy hunting.

### 4.4.3 Education

Leading on from conservation it was discussed throughout the forms of data collection that education is a vital part of trophy hunting in society today. Most of the participants viewed education to be a problem when it came to trophy hunting, providing the opinion that people don’t know enough about its positives, and they believe what they are told.

> ‘Education is important, you shouldn’t always believe what you see on tv or see on the internet unless you have truly researched it and have all sides to the story’-I, P2

This suggest that all those involved in the data collection have had some form of education related to trophy hunting, either within a job in South Africa or within a classroom. This provides the understanding that they know the positives and the negatives of trophy hunting and have developed their own opinion on this information. Therefore, supporting the argument that education is important when it comes to trophy hunting, because without the right or correct information people’s opinions will majority of the time be negative.

> ‘I’m not normally an easy person to change my opinion but once you look at it from all points of view of those involved it’s hard not to view it as acceptable’-FG2, P3

### 4.4.4 Trophy Hunting, Acceptable or not?

The question of trophy hunting being acceptable or not was discussed continuously throughout the interview and focus groups. It revealed those who could support trophy hunting and those who were completely against it. The interviewees provided opinions that supported trophy hunting, if it was used as a form of controlled
hunting and didn’t affect endangered species or animal populations severely. Whereas, most of the focus groups viewed trophy hunting to be acceptable because of the benefits it could provide to conservation and communities. However, they felt trophy hunting should be limited to old, unfit or animals unable to breed.

This provided an insight into the different perceptions of those working within South Africa and those not. The interviewees felt any animal could be used in trophy hunting if they were over populated and put the eco-system in danger, even though they both shared a negative opinion of trophy hunting.

‘Here in South Africa Elephants are very over populated and dangerous to the natural habitat of other animals, they should be trophy hunted to raise money for habitats and to help the other endangered animals thrive, even though I hate hunting’- I, P2

Whereas, most of the focus group participants believed any animal could be used in trophy hunting, but would find it more acceptable if they had out lived their use to humans and the species. This suggested that those who live and work in South Africa have a better understanding of its eco-system and what it needs to survive trophy hunting. Whereas, those who haven’t been to South Africa or worked within the industry took a more;

‘if they are going to pass away, then money might as well be made’- FG2, P2.

However, a limited number of participants shared the opinion of the interviewees, by not agreeing with trophy hunting but also not agreeing with it being used to control populations. The limited number of participants couldn’t agree with trophy hunting at all, they viewed animals to be worth too much, to just be shot for a trophy, no matter the benefits it could provide. This revealed that perceptions are very dependent on the individual and their understanding of trophy hunting within
South Africa. The interviewees presented a dislike to trophy hunting but revealed a solution to it being used in a positive way, compared with most of the focus group participants who viewed trophy hunting in a more positive way because of the benefits it can provide. This suggests that even those who view animals as precious and invaluable still feel trophy hunting has a place within tourism, revealing that attitudes towards animals aren’t always negative when someone understands trophy hunting’s positives and its place within the industry.

4.5 Summary

Throughout this chapter the semi-structured focus groups and the Semi-Structured interviews have been analysed and compared with the data identified in current literature. Many of the results that have been presented support the academia identified in the literature review, however the research has also presented new perspectives and a more complex understanding of diverse perceptions on trophy hunting within South Africa. Therefore, providing data that has not yet been identified within current literature. The researcher has included many words used by the participants to present opinions and perspectives that have been identified through the data analysis, to support and provide evidence of the researcher’s findings, reflecting the use of qualitative data within the research project. The author will now present a summary of the key findings found within the data, and provide recommendations in the following chapter.
Chapter 5: Conclusion and Recommendations

5.1 Introduction
5.2 Aim and Objectives
5.3 Main Findings
5.4 Limitations of the Research
5.5 Recommendations
5.6 Summary
5.0 Conclusion and Recommendations

5.1 Introduction

The researcher will now conclude the findings that have been collected from the primary data and the literature review. The researcher will now evaluate the aims and objectives that were set in the first chapter to see if they have been achieved throughout the research project. This chapter will also provide any recommendations the researcher has identified and possible limitations, that have been identified throughout the research project, that could have improved the project.

5.2 Aims and Objectives

To begin the research project the researcher set aim and objectives that should be achieved at the end of the project on its completion, see chapter 1. The completion of the researcher’s project, has lead the researcher to believe that they have achieved the aim that was set for the overall project. This aim was to explore diverse perceptions regarding Trophy Hunting: A case study of South Africa. The researcher has reached this aim by achieving the objectives that the researcher identified at the start of the research project.

The first objective set by the researcher was to critically review the literature on Trophy Hunting’s ethical issues. This was achieved by the researcher and can be found within chapter 2, including an introduction to the topic and a literature review on reliant and relevant sources.

The second objective set by the researcher was to investigate the ethical issues generated by Trophy Hunting, using interviews and focus groups. This was achieved by the researcher, who used qualitative data collection methods as mentioned in the objective to collect primary data on Trophy Hunting and the ethics of the tourism activity.

The third objective set by the researcher was to draw conclusions from the primary research regarding diverse perceptions caused by Trophy Hunting. This was achieved by the researcher and can be found within chapter 5, including a conclusion on the
primary research data collected and future recommendations for Trophy Hunting within South Africa.

The fourth and final objective set by the researcher was to provide recommendations to the tourism industry regarding trophy hunting. This was achieved by the researcher and is discussed further within this chapter under section 5.4.

5.3 Main Findings

The results of the researched data collected have provided an insight into diverse perspectives on trophy hunting within South Africa. The collected data shows, firstly the importance of education and the lack of it when it comes to trophy hunting within South Africa. This was presented as a theme that was identified throughout the interview and focus groups. It became clear to the researcher that those who worked with in South Africa have a better understanding of its eco-system and what it would require sustaining trophy hunting in a positive way. This was compared with the focus groups, who knew little about trophy hunting within South Africa and discussed it in a more general way, although they still supported the importance of education.

Secondly, the researcher identified the importance of conservation throughout the focus groups and the interview, with the majority of the participants agreeing trophy hunting should become an official form of conservation, to ensure it protects and helps species to thrive, not to disappear. However, the interview participants understood more of its positives from the point of view of controlled hunting, compared with the focus groups who viewed conservation to be a positive, no matter how it was used to protect animals.

The third development the researcher found from the primary research was the agreement by all participants from the focus groups and the interview, of the importance of rules and regulations, surrounding trophy hunting within South Africa. All participants understood the need for rules and regulations, to control species numbers and to ensure animals don’t go extinct because of trophy hunting. Also, the importance of regulations, that ensure the money from trophy hunting helps local
communities and conservation efforts, even that the kill could provide meat to local communities to help areas suffering from hunger and poverty. The meat would also be provided to communities surrounding protected areas, with the promise that they report any suspected poaching activity they hear about to local authorities.

Finally, it became clear to the researcher that diverse perceptions on trophy hunting within South Africa were very dependent on the individual’s personal feelings towards animals, and the education they received on its positive effects within the tourism industry. Furthermore, providing current literature more of an understanding of why different perceptions occur when the controversial topic of trophy hunting is discussed in today’s modern world.

5.4 Limitations of the Research

Although the researcher feels they met the aim and objectives of the research project, there were some evident limitations within the project. The researcher feels that there were limited sources surrounding trophy hunting and its presence within South Africa, limiting the critical literature review. The researcher also feels that the interview participants should have been interviewed separately to further aid the research projects aim and objectives. This could have provided a more in-depth understanding of the opinions and perspectives of those who work within the industry in South Africa. Finally, the use of qualitative methods provided the insight into the perceptions of the participants, however because of the length and use of two qualitative data methods, transcribing and analysing the data was extremely time consuming.

5.5 Recommendations

This section will provide recommendations for the research project, if it was being conducted again by the researcher or for future research within the discussed topic. The recommendations section will also discuss the findings of the project and how to potentially make trophy hunting more acceptable as a form of tourism and as a conservation activity, therefore helping trophy hunting develop within the industry.

If the researcher re-conducted the research they would:
• Separate the interviewees to gain a more in-depth understanding of opinions and perspectives of those who work within South Africa, in addition gathering more interviewees to gain a wider range of opinions and insights into trophy hunting within South Africa.

• Further investigate the opportunity to interview someone who has participated in trophy hunting within South Africa, to enhance the knowledge of why the hunter choses to do this tourism activity and how this compares with the opinions of the other participants.

• Conduct pilot interviews and focus groups to further understand how effective the questions would be, to gain the most in-depth and focused responses related to the topic.

Recommendations based on the findings, to improve the acceptance of trophy hunting and its place within conservation:

• Increase the education that people receive related to trophy hunting, ensuring the evidence of what is being taught, including its need for over-populated animals in South Africa.

• Encourage the South African government to implement rules and regulations on animal populations to control species numbers, while ensuring trophy hunting can still benefit communities and conservation.

• Encourage trophy hunting to become a form of conservation, to protect endangered animals and remove over populated animals that are a danger to the eco-system within South Africa.

• Implement schemes that ensure when a trophy hunter takes their trophy, the rest of the animal is given to local people as meat, with the promise to protect and inform government officials if a suspected act of poaching is about to occur.

• Educate and develop an understanding of what positives trophy hunting can have on South Africa for communities and animal species, further
allowing individuals to have an opinion on trophy hunting knowing they understand its positives and negatives within South Africa.

5.6 Summary

The conclusion chapter has identified the achievement of the aim and objectives through the completion of the project. The primary research has provided insight into diverse perceptions of trophy hunting within South Africa. This revealed that the current literature on trophy hunting focuses on two points of view, agreeing or disagreeing with trophy hunting. However, this study has shown that the current literature doesn’t reflect the depth of people’s perceptions and opinions on trophy hunting within South Africa.

This project explored the diverse perceptions of trophy hunting from the point of view of professionals working in South Africa and students studying travel and tourism at college. It was clear that the perceptions of the individuals were very dependent on their feelings towards animals, and the activity of killing them for a trophy. Although, this became dependent on the knowledge and understanding the participants had of its positives within South Africa.

Therefore, presenting the lack of knowledge that is evident in current literature today, as to the need and requirements of trophy hunting within South Africa. Further, presenting the understanding that individuals who feel negatively towards trophy hunting could potentially have a change of opinion, if they are educated and understand its uses and the possible benefits for communities and animals within South Africa.
6.0 Referencing


7.0 Appendices

7.1 Appendix’s A: Focus Group Transcript

7.2 Appendix’s B: Interview Transcript

7.3 Appendix’s C: Ethics Application Approval

7.4 Appendix’s D: Consent Forms

7.5 Appendix’s E: Turn It in Receipt
7.1 Appendix’s A: Focus Group Transcript

Focus Group 1

Question 1

Participant 5: It’s both good and bad, brings in money but isn’t good for the animals

4- shouldn’t be advertised as tourism as much, should be if you’re a trophy hunter you are but it shouldn’t be advertised by major tour operators

1- I think it should be advertised separately, it’s not the sort of tourism a lot of people look at or find acceptable. People don’t want to go away to see animals killed however some people want to do that.

Me: do you think it’s all dependent on the hunter, would any of you guys want to go hunting?

All Participants: No

Me: how would you feel going on a safari and seeing it happen?

4- I think I’d be thrown back a bit but now I feel more educated I’m willing to look at the background of the hunting, however before I would say it’s definitely not good.

Me: how are we feeling about it being a form of tourism?

All Participants: Negative towards it

Me: if it’s not a form of tourism what should it be classed as?

5- it’s a good and bad thing it should be there but I shouldn’t be there, if it’s done it helps the local people and economy but they are also killing innocent animals. Shouldn’t be advertised.

Me: there are both good and bad sides of tourism. How does that make you feel? Does Trophy Hunting fit in with this view point in tourism?

All Participants: Yes

1- Because it’s not the form of tourism we are used too, we are very against it. It’s not something we see every day, we are more a built attraction and theme parks not into trophy hunting

4- It’s not everywhere you go

5- well it is you just don’t see it

4- it’s something that doesn’t need to happen in ever place, it should happen in countries like South Africa where people are deprived

Question 2:

5- Yes

1- it helps local villages and creates money for the economy helping people

Me-you guys don’t like it as a form of tourism but do you feel the benefits could over throw the bad?

6- Some people would, but I can’t agree with it
Me- Could any of you agree with it
5- I could agree it’s good in some perspectives and not in others
4- I could agree if you are only killing one animal like an elephant within a year, more because you need to not because you want to do it.
6- I can see the good sides to it, but I feel the negatives out way it personally
Me- does this come down to how you feel towards the hunter?
4- dependent on the hunter’s reason for doing it, like if it’s to help and support.
Me- what if the reason is both to help and for enjoyment?
6- I think most of the hunters will be going there for their own gain. I’m generalising a bit about hunters but they wouldn’t really care to much about how it helps people. However, it does help people but maybe they are mostly in it for themselves.
Me- So you feel negative towards the hunter for wanting to kill in the first place?
All Participants- yes
Question 3
4- If it brings in money in a good place and not just going into the governments pocket, if it goes to where to money is needed then maybe it’s acceptable
Me- how would they do that?
4- regulations and control I guess
1- It should be limited to a certain number a year, depending on the population and health of the animals
Question 4-
5- it’s good because they will be doing it for a good cause, but the good does out way the bad if it can become a form of conservation
4- it’s weird to think shooting an animal can actually protect them
Me- again we jump on the negative and rarely look at the positive
Question 5
1- If there were set rules and regulations then yes it should become a form of conservation
5- As long as its controlled and there is a valid reason for it to be done
Me- what would you class as a valid reason?
4- an older animal that won’t be around much longer you could be argued and also if areas are over populated
Me- would this be euthanasia, does this make it more acceptable to you?
4- but you never know when an animal is actually suffering, you’d need sufficient proof
6- I don’t feel it’s enough of a reason to shoot and animal but if it was it would have to be as humane as possible and the animal would need to be on the brink of death. I
personally don’t feel a trophy hunter will want a dying animals head as a trophy or an old animal.

5- knowing you’ve killed it when it was already dying might take away from the experience

4- I don’t feel they will get much pleasure out of killing an already dying animal

1- I feel the conservationists should chose the animals of which the trophy hunters kill, so the hunter may not know the animal is in pain or very old but the vets and other conservationists will know this. This will allow them to help.

Question 6

Me- supply and demand.

1- There has to be a way to work around it

4- But I don’t think there will be a way of making sure everyone sticks to it, it will be hard

1 and 5- I believe there has to be a way around it he same as anything in tourism

4- but people don’t always stick to the law so how can they make sure people stick to this?

Me- this is very true but isn’t it better to put in some laws rather than it being free for all

4- as long as the government stick to these laws and they are strict about them, then yes it can work

Question 7

Me- are animals worth more dead than alive?

1- I think its balanced, if they are dead they help the economy in certain countries, a lot of animals help us so it depends on the country and how developed or undeveloped it is

Me- South Africa in particular?

4- worth more dead

Me- is this ethically ok?

4- no because it’s like saying we are worthless when we are dead because we aren’t worth anything dead, however animals are worth a lot more dead than alive

5- I agree they produce so much money from being shot, they are worth more to people dead than alive

Me- what about the animals in a safari? Are they worth more then?

1- I feel if they advertised it more they would gain more tourist that they need to help the economy, they should spend on advertisement to help future development of safari tourism. This will hopefully produce a lot more money

2- Me- do you think there can be a balance then?

1, 4 and 5- yes, a balance can be found
6- I can’t personally get on with it, my step dad is a butcher and my fridge is full of dead animals its off putting when you are around to see the middle part of the animals being dead. Seeing it just effects how it feels and that you don’t want to be involved. Seeing the middle process of what an animal goes through almost makes it hard to be ok with eating them.

Question 8-

1- No, I wouldn’t want to be involved with it within tourism, even in a hotel they were staying at id feel like I was holding the gun

4- I wouldn’t want to be associated to it but I feel people need to be educated because they just don’t know enough

5- I agree, I’d be more willing to educate people to understand both the benefits and the negatives

Me- would this be a job you’d like to take

4 after completing the responsible tourism unit it’s made me more inclined to go into that kind of job

5- I can’t believe how people don’t know about stuff like this and people shouldn’t always associate trophy hunting with being a bad thing

1- If people are educated about both bad and good sides of tourism I feel like there could be a balance

Me- positive and negative parts run throughout tourism. How do you think of tourism?

1 and 4- beach, sun and sand

Me- and then we throw trophy hunting into the mix of being a form of tourism?

4 I feel like it doesn’t fit with my idea of tourism, it shocks me that some people view hunting as a tourist holiday.

Me- after this focus group, how do you all feel about trophy hunting as a tourism activity?

1, 4, 5- yeah it can fit within tourism if the correct balance is found

6- I see the benefits of it and I know I’m looking at it from a very privileged point of view compared with people within south Africa who need it to survive, but from my position I can’t see it as any form of tourism. I know those that do hunt like Donald Trump’s children are very rich and spend their money abroad. Which is tourism but involves simply killing an animal

4 What I don’t get is we kill pigs but people don’t come across the world to see us kill and eat a pig

5- I think it’s more because we don’t see these animals, we find them precious and we keep them I zoos. But they could also do the same over here and wonder why we are killing millions of cows.

4 we label them to be more incredible because we don’t see them every day, overall how do you all feel towards trophy hunting within tourism

Both negative and positive because it has good and bad sides
Focus Group 2

Question 1

3 Confusing to me that trophy hunting I part of tourism because of the money it generates, I can see why it is tourism because of responsible tourism we have recently studied

1- The name of it is confusing when related to tourism because you are actually killing something for it

4 it feels more like its accidentally become a form of tourism because of how much money it has created

Me- I know you say it’s confusing but do you agree with it being a form of tourism

1- It’s difficult really

2- But if its making money it should be

3- I feel like just because its making money doesn’t make it part of tourism

1 this is the same for prostitution it happens but it’s not a form of tourism

Me- so what do you class as tourism

3 holidays, the economy such as travel agents, airlines and even cafes

Me- a hunter gets on a plane to go trophy hunting and a hotel, also pays to shoot the animal

1 this is good because if the hunter stays locally and eats out around different areas it reduces leakage and benefits the local community and economy

1 and 3 I guess when you look at it like that it has a lot to do with tourism

Me- so does it make your more acceptant of it as a tourism activity

4- Yes, if they are travelling overseas

2- Yes, I agree

Me- could you work in this industry?

3 personally I would never shoot an animal but I can understand why you would

Me- becoming a manager of where a hunter is staying? Is that okay?

1 and 2- yes, I’d be ok with that

5- I don’t really know what to think

Me- that’s good because its means you haven’t formed an opinion straight away so it can always change, you all feel it could be part of tourism?

1- Yes, once you look at the use of hotels, flights and restaurants

Question 2

1 and 3- yes for sure

1and2- the economy, the possible use of the meat being given to local people

2- The money going to local communities and poor areas
4- As long as the numbers of animals are stable and they continuously breed

Question 3

3- I don’t know

4- Yes, because as they are being hunted they are still being bread because the numbers will then almost stay the same, and this will benefit the economy in loads of ways

1- If they were to kill they should kill those that are likely to die in the next few years, not saying they aren’t worth as much but if they are going to pass away then money might as well be made

3 there should 100% be laws about who you kill

1 I think there should be rules about the animal they shoot for example not a pregnant animal or a young animal, however if they have had a good life then it’s acceptable

3 I agree with that, there’s a right time

4 it should be humane

Me- what do you mean by humane

4 as quick and painless as possible

2 and 1 Not torturous, they shouldn’t suffer

Me- so is this education of the hunter

3 yes defiantly

1 they should be trained on where to shoot and how to do it right

All say it will be more acceptable if these laws are put into place

Question 4

1 it’s not good or bad really

3 so many points make it good and bad

All saying the killing of the animal is the problem, taking a life

3 it sounds bad saying it but I feel like people’s lives are a bit more important than an animals

1 I agree

4 I don’t agree I feel everything on earth is equal, we are all worth the same

1 not in a horrible way I feel like us as humans have more rights

2 I’m fine with trophy hunting because I understand why it’s done because of the benefits but I feel animals have the same rights as us

Question 5

1 yes, I do

3 so do I
1 because of all the benefits it has a way of benefiting everyone

3 we also do it in our own country just with a different animal, so I don’t know why it’s different because we hunt here

1 it could also be classed as an achievement because you could help the economy and so many people and I would feel good about that

3 me too

4 Knowing the animals are being bred also helps you know they won’t disappear and it can help them to get out of the extinction worry

1, 2 and 3 agree if there were conservation regulations they would become a lot more accepting of trophy hunting, these rules might include keeping a certain number of species alive and the number at a certain amount

3 the amount of money that is going into the economy should make the government and authorities put rules in place and start to control it

4 that would be good as long as the government didn’t take majority of the profits

1 that can happen either way, its behind closed doors now which means no control is surrounding trophy hunting so how can they guarantee these benefits before the rules are put in place

3 I feel after discussing it further I’m more accepting of it because I know the ins and outs

1 it’s because it happens behind closed doors people don’t know enough about it so they automatically have a negative view of trophy hunting because it involves killing animals

4 you hear more about tusks being taken and the animal being killed for simply a piece of it to sell

3 that makes everyone have a negative opinion of it because they don’t understand it

1 it all comes down to education

3 I 100% agree

Question 5

1 comes down to education I believe

Me do you think a middle ground can be found between it being extremely negative and people for it

1 I really hope so

2 if people were educated and had more understanding if the benefits then they hopefully can be a balance

3 I’m not normally an easy person to change my opinion but one you look at it from all points of view of those involved it’s hard not to view it as acceptable

1 yeah, I completely agree with that

Me- number 4 you feel that animals have just as much right as people how do you feel?

4 I think for me the ethical balance is how they are killed and their age
1 but that could just come down to laws

Question 7

Dead or alive?

2 you need them both dead and alive

3 this is why I think there needs to be a balance so the healthy ones are alive and the animals that aren’t able to continue breeding are worth more dead, this sounds so bad

1 yeah, I feel the same but it sounds awful

Me if I said young animals will be shot

1 no that’s not okay

2 if they can still breed they are too important to kill

4 it becomes more of a waste if you let them get old and die when you look at they can make so much money from being hunted and benefit so many people

Me- will a hunter want to hunt if the animal is old and close to death?

3 this is where there should be laws and ages should be documented and the animal should no longer be useful to be alive, it’s all about law

Me- so animals alive? What can they be used for?

All say breeding

Me- within tourism

2 attractions and zoos

1 and 3 they are useful both ways they can bring money in tourism and aren’t a waste if they are hunted before they die naturally

Question 8

3 I would never want to promote it as being okay

1 I disagree id be the person that educated people and id promote it, I wouldn’t do it myself but I would promote it because that’s flights and accommodation and money entering different economies, its generating money

3 I see what you mean, it comes down to culture and its foreign to us hunting and killing animals we view a special, it needs to become more accepting within our culture

Me so would you go into it currently or after people are educated

1 and 3 I want to go into it now to educate and get the word out, if I said to my mom I was going into trophy hunting as a rep she would kick me out because she would hate it but I feel if we discussed it and she researched it she would be more understanding. It’s the circle of life and people need meat and hobbies so it needs to be balanced

Me you’d go into it from a point of view of educating, would you feel guilty for helping the hunter?

1 I wouldn’t because if the benefits

3 I’m the same the I wouldn’t feel guilty but I still wouldn’t want to do it myself
4 if they are killed in the right way and before they naturally die it’s not a waste if you hunt, it has so many benefits that killing when they are old and past their use isn’t a waste

3 yeah, it’s true but it sounds so bad

All say without education they wouldn’t go into trophy hunting as a form of tourism before they learnt more about the topic with responsible tourism

Me- do you feel there is a difference between poaching and trophy hunting?

1 yes, I feel trophy hunting helps other people but poaching doesn’t

3 there is a big difference because one can make a positive difference but the other is just no acceptable

1, 2 and 3 I feel more for trophy hunting as a form of tourism

4 I feel the same as long as laws and the right education is implemented then it could prevent poaching because people will become stronger as a community and value the animals more because of trophy hunting

1 if it’s a hobby you can actually create benefits and feel good about it even if it does involve killing other animals

4 trophy hunting needs to be put more into context as the animals we kill and the animals they kill is about what we all have access too

Me is it a difference if culture?

3 yes, it’s a different of culture because hunting is something people are brought up to do, we need to start accepting it for what it is

1 I also agree with this

1 I wouldn’t say go over there to hunt more to help, that’s how I want to look at it

4 see I feel it’s more the attachment people have to the animal it is rather than what’s done

Me- so how would you feel about the difference between shooting a Buffalo and Elephant

1 and 2 if they are the same age and health then no there isn’t a difference

3 but I used to feel there was a difference because I think of zoo animals and the idea of them getting shot and even eaten is horrible but it happens

Me- Buffalo is one of the big 5 but you feel it’s worth less than the others?

1 yeah it comes down to the species because of how we feel towards them and how they are presented to us because we aren’t used to them

Me- so all animals are different on how they are seen?

1 and 3 yeah because if a rat died I wouldn’t care but an elephant I feel more towards it

All say it’s the culture of where people are from on how precious the animal is to them

3 if I know personally an animal can be shot and killed but it can benefit many people then I feel I would almost have to be ok with it because it creates so many benefits

1 and 2 yeah, their intention might not be to help but it will help in the end

Me- over the focus group do you feel it’s ok to be a form of tourism?
All have said yes.

1. Yeah its changed so much since the start but now we have discussed it I feel it should be a form of tourism

3. As long as laws are implemented and its controlled in the right way to benefit as many people as possible

All Agree with this final statement

Focus Group 3

Question 1

4. It’s not good, it’s not, right, is it? I don’t agree with it because you’re paying someone for a part of an animal you wouldn’t pay someone for a part of a child in comparison would you

2. I agree

3. I kind of agree,

2. I feel the same as 4 but then the benefits are hard to ignore

4. I don’t think it should be classed as tourism

2. I agree, they shouldn’t be making money out of killing animals

3. But it helps local people because it benefits the economy

4. Off course the money has to go somewhere and it’s good that it does benefit the local people

Question 2

4. Yeah, I do think there can be benefits, but the money shouldn’t have an impact on a life

Question 3

4. No I don’t feel the economic benefit is enough to justify it, but you can see why they are doing it because of the huge economic benefit but there needs to be an even balance to make sure wildlife isn’t suffering terribly

2. I feel as long as it’s controlled it can be ok

Question 4

4. I feel if it benefits conservation its more acceptable but I assumed they just shot animals and didn’t really care

Me- now you have looked behind the scenes do you feel more acceptance toward trophy hunting?

1, 3 and 4 yes, now we have looked at it in more depth and understand its benefits better

2. I still feel it’s not right, I understand the conservation side of it but the money can be made in other ways. Maybe not as easily but it’s not worth a life. I feel the benefits don’t out way the negatives

3. I don’t know

Question 5
4 I feel like if people are more aware of it then it should happen
3 but not so much that it becomes bad for the wildlife
4 I feel if it is going to become an official form of tourism then educating people is really key

Me- supply and demand? Is it about the right way or not at all? 

4 I think if laws are set in place and people understand exactly what’s right and allowed and what’s not then it can have a place in tourism

Question 6

3 I think there will always be people against it and for it
2 yeah, I agree

Me- do you guys not feel like you’ve discussed a happy medium

4 yes actually if the correct laws and controls are put into place
3 I agree with this
2 But some people will just not like it and always be against it

Dead or Alive?

4 they are worth more in value if they are dead but their value to the world is more alive
3 we eat animals and they do the same
4 that’s true but if the entire animal is going to be used by many people it’s acceptable as long as it’s a small number of animals that die

Me- so you feel hunting should be done to sustain life as in food?

4 yes but if hunter’s trophy hunt and this also happens I find trophy hunting much more acceptable because it has many benefits for all those involved

2 I can’t help but look at it from the animal’s point of view and I personally don’t think the animal’s life is worth the benefits

Question 7

1 I couldn’t work in the industry because I couldn’t watch animals being killed all the time
3 I could if it was say a manager of the hotel they stayed at
4 see it would be advertised constantly and I would always feel involved, there will always being pictures of brutally killed animals

Me- you say brutal? Is this always how you view it?

4 yeah, I think that is just because of poaching and hunting
1 if the animal dies straight away I don’t think it’s so bad

4 yeah if its straight to the head and a kill shot

Me- is that education of a hunter?

4 they should have training on how to kill and if they don’t pass training they shouldn’t be allowed to do it, if it’s going to be a proper form of tourism you would be able to set up
training courses in your own countries so people could train before they could do it in their own time?

2 I feel it will get out of control and loads of people will want to do it and it will become dangerous

1 I feel as long as the numbers of species are kept high and controlled it will be ok

4 it will have to be monitored all the time and by high up official government that properly control it

Me- regulations aren’t in place now so how does that make you feel that it’s happening now?

4 I’d rather not think about it

2 and 1 say the same

Me- is it because you don’t see it or experience it? If a hunter was here now talking about it?

1 id walk out

2 same here

4 I couldn’t listen to someone brag about how they enjoyed killing animals

Me- someone who hunts birds?

4 I find that more acceptable the animal is seen a lot and it’s not endangered species at all compared with a Rhino, I think it’s completely different

3 I think it’s because elephants are cute

4 see I think it comes down to intelligence and the fact an elephant can be put into a category of a human

1 I don’t think we should kill any animals

Me- what about a rat?

4 are you against fox hunting?

1 yeah, I think so

Me- do you think it’s because elephants are viewed as more special to us?

4 yeah, I do think that but then again people hunt from England and the U.S.A. its popular here but he hunts birds and then eats the kill so he doesn’t put it on his bedroom wall, he enjoys the hobby but eats the kill

Me- how do you feel about that?

2 I don’t think we should kill animals at all

4 not even a chicken?

Me- are you veggie?

2 no that’s the thing but I still don’t think it’s right, if I saw the middle action of the animal getting killed I wouldn’t eat it I hate the thought of it

Question 8
1 yeah but I wouldn’t go out of my way to look for a job

4 if it was advertised as full on conservation and you knew for sure it was creating benefits I would

Me- if I said it wasn’t advertised as a trophy hunting but help people and this...

4 yeah id be more inclined to work within it, also if they had training in their own countries and it was controlled properly, the happy medium need to find a mutual beneficial balance

1 there will always be people that are against it but there has to be a happy middle

4 Gabby isn’t here today because she can’t deal with the story of it all and that’s her opinion because she won’t ever change her ways about it but that just shows some people will always be negative towards it

Me- so does she view animals the same as you guys view humans?

1 I think they should all be viewed the same, no one is worth more than anyone else

4 I think animals can be used for food and warmth, and an animal’s intelligence effects it

Me- so the difference between elephants and buffalo, who would you rather hunt?

4 a buffalo you see them on t.v. I heard and they don’t seem endangered but here all you hear is how endangered elephants are, so I think from that point of view there is a difference between them

2 I don’t think there is a difference between one animal being more important than another, they are just as important as humans they have a reason to be alive

Me- do you think the quality of life an animal has should be taken into account before they are used with trophy hunting?

2 yeah, I think that’s more acceptable if the animals are older and they have had a good life

4 I’d say that doesn’t make a difference from my opinion because why does it matter about the age if you compare it to humans someone at the age of 60 could have had a rubbish life but me an 18 I could have had an amazing life, but the older lady could just be starting to enjoying life. Why should an animal that is 10 be worth less than an animal that is 5?

Me- so would you be ok if the hunter just chose the animal they wanted to kill?

4 yeah but as I was saying early so much research would have to go in to studying the animal’s intelligence to find out what age really, they are fully developed and when they are in there best. It should be regulated that these animals have this and that so it’s okay to shoot them but these animals are too young and aren’t quite ready. It would have to be fully regulated to a t for it to become a proper form of tourism

1 and 3 feel the same

Me- so it comes down to education, regulations and simply being smart about it.

All- agree yes but 2 still feels more against it then for it
7.2 Appendix’s B: Interview Transcript

1: I’ve been in South- Africa for about 1 year
2: I’ve been in South-Africa for 6 months

Question 1, section 3
1: it depends I think hunting animals like elephants that are over populated is ok, however lions, rhino, cheetah not okay they are endangered
2: I also feel the same, here in South Africa elephants are very over populated and dangerous to the natural habitat of other animals, they should be trophy hunted to raise money for habitats and to help the other endangered animals thrive, even though I hate hunting
1: I strongly agree with this

Question 2, Section 3
1: yes, I feel like it can work, with the right rules and regulations and off course as long as safaris are still used to raise income then yes, it’s possible
2: It’s hard to see trophy hunting as tourism but 1 hunter here in South Africa provides so much to the economy

Question 3, Section 3
1: I have seen controlled hunting where elephants are shot if they are of old age and can’t breed because they are a danger to the environment and its inhabitants. Normally shot by vet or trained gun man.
2: This is the same for me also
1: Trophy Hunting is a different kind of hunting when the hunter is allowed to choose the animal they kill but it could also be controlled and do what controlled hunting does. Controlling and protecting animals but it will provide a much larger and useful income.
2: I also agree with this trophy hunting is different but it can be used in the same way as controlled hunting

Question 4, section 4
1: yes, off course, how can it not when the average trophy hunting brings in 100,000 to the South African economy, however regulations need to be put in place to ensure the local people benefit
2: I completely agree the economic benefit is massive and if it can be used to help people and animals I think it needs to be done but in the right way

Question 5, section 5
1 and 2: yes, but as stated before in the right way. With controls on numbers and not the killing of endangered species

Question 6, section 4
1: yes, If the benefits include the meat of the animal killed going to local communities who make agreements to protect animals from poaching in areas like Kruger Park. Also, the money goes to local communities and conservation efforts to help endangered species
thrive and their habitats be taken care of correctly. These benefits will need to be strictly implemented across trophy hunting in South Africa for me to agree it can continuation.

2: I couldn’t agree more; however, I still can’t fully agree with it but the benefits can be good if it needs to continue.

Question 7, section 5
1: Not now but if it’s made official and the right controls are put into place then yes it can be a form of conservation

2: I think it is when you look at how the money can help and lower elephant populations but boost endangered species population by better protection from poaching and safer habitats.

1 and 2: controlled hunting of elephants provides a form of conservation

Question 8, section 5
1 and 2: yes, with the right laws and regulations, to control small endangered populations and lower over populated species

Question 9, section 6
1: Honestly, no I hate the idea that people want to kill animals at all but I understand the world we live in and I think it has a place because people want to do it. It needs to be controlled and enforced correctly

2: I agree working in South Africa I love every animal but in today’s world it doesn’t shock me that people enjoy trophy hunting and if that’s the case we need to control it correctly and ensure different animal species don’t suffer

Question 10, section 6
1: I hate them for killing animals but if they do it once a year and they ensure the money they spend helps the animals and the communities, also that the meat goes to poor communities as well as understanding that they can’t choose to shoot endangered animals then I can accept it. But I personally would never want to kill an animal and I can’t believe someone would want to but like I said that’s the world we live in these days

2: Couldn’t agree more hate them for wanting to do it and enjoying it but here we are

Question 11, Section 7
1: In terms of the money they bring in from being shot no but I believe they are worth so much more alive to humans. To enjoy them and see how they interact and I just love animals but I understand they are worth a lot more dead in terms of money. Over populated animals are worth more dead because of the damage they can cause to the environment and the eco-system within South Africa.

2: Worth more alive to me but 100% more dead when it comes to money

Question 12, Section 8
1: Yes, humane so the animal doesn’t suffer and it’s a kill shot. Also, if they didn’t hunt at all that would be ethically ok. No, I mean the hunter should be on foot and not using any special equipment it should be like hunting back in the days when it was for food. Th hunter shouldn’t have a guarantee of a kill either that’s not hunting it’s just cornering and animal in a vehicle and shooting it when it has nowhere to really go.
2: I can’t really add anything to that

Question 13, Section 6

1: yes, I can understand them all if I’m honest and I believe when it comes to controlling populations and helping conservation efforts its very reasonable

2: yes, I can understand them, not why someone would want to shoot an animal but I understand how it can be seen as reasonable

Question 14, Section 7

1 and 2: 100%

1: you need to understand the background of why it’s happening and where. Within South Africa elephants are over populated and they destroy natural habitats of other endangered animals but everyone outside of South Africa apart from the limited few who are educated enough understand that these things need to be done to protect other animals and until you’ve been here and seen it you won’t full understand what it’s like.

2: Education is important, you shouldn’t always believe what you see on tv or see on the internet unless you have truly researched it and have all sides to the story

Question 15, Section 8

1: yes, off course it just takes people to listen and not jump the gun to things being wrong or cruel when they don’t understand the severity of the natural world within South Africa.

2: Yes, I agree, it’s just about people listening and forming their own views rather than listening to what they are fed by unreliable sources

Question 16, Section 9

1: Unrealistic, people will always focus on the bad and unless they understand some of the circumstances trophy hunting happens in and how it really can make a difference to conservation, the environment and communities lives it will be hard to accept. I should know because I still struggle with the idea of killing animals but sometimes it’s necessary and money might as well be made as long as its goes to places that need it and the animal is overpopulated and doesn’t suffer

2. Again I agree, she’s taken the words right out of my mouth

Question 17, Section 9

1: I want to believe it would because those that are really against it will see its being controlled, done in the right way and is helping animals within South Africa not destroying them

2: Yes, I think it should at the moment there are limited rules and no guarantees of any help to communities or conservation even though we know I some cases it does help but the problem is people will not be willing to listen and that’s a huge problem in today’s world. We are so easily lead by negative publicity that we don’t really see the good sides of things.
7.3 Appendix’s C: Ethics Application Approval

CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

DEVOLVED ETHICS APPROVAL APPLICATION SUMMARY

Student Name: Courtney Rose  
Module Name: Dissertation Project

Student Number: ST20081608  
Module Number: HLT6009

Programme Name: Dissertation Project  
Supervisor Name: Emma Bettinson

To be completed by student and supervisor before submission to Ethics Approval Panel

<table>
<thead>
<tr>
<th>Item</th>
<th>Student Signature;</th>
<th>N/A</th>
<th>Supervisor Signature;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for ethics approval</td>
<td>[x]</td>
<td></td>
<td>[ ]</td>
</tr>
<tr>
<td>Participant information sheet</td>
<td>[x]</td>
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<tr>
<td>Participant consent form</td>
<td>[x]</td>
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<tr>
<td>Pilot interview/s</td>
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<td>Pilot questionnaire/s</td>
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<tr>
<td>Letter/s to participating organisation/s</td>
<td>[ ]</td>
<td>[x]</td>
<td>[ ]</td>
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<tr>
<td>Confirmation of interviewee participation</td>
<td>[x]</td>
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First Submission [ ]  
Resubmission [ ]

Date: __________________________

For use by the devolved ethics approval panel:

Panel Members  
Name: [ ]  
Signature: [ ]

Module leader, Chair: [ ]  
Signature: [ ]

Supervisor: [ ]  
Signature: [ ]

CSM Ethics Committee Representative: [ ]  
Signature: [ ]

Date: 14/12/17  
Date of Reassessment: __________________________

Outcome:

Project Approved [ ]  
Reference number issued: 2016DS3579

Chair’s Action [ ]
Application not Approved [ ]

Comments for projects not fully approved:

[ ]

The original to be retained by the supervisor and a copy given to the student and module leader.
In the case of a resubmission being required this original form should be submitted with the resubmission not a new, blank, one.
**PART ONE**

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Courtney Rose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Emma Bettinson</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff Metropolitan University, School of Management</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>ST20081608</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>International Tourism and Events Management</td>
</tr>
<tr>
<td>Project Title:</td>
<td>An evaluation of diverse perspectives on Trophy Hunting: A case study of South Africa.</td>
</tr>
<tr>
<td>Expected start date of data collection:</td>
<td>28/11/2017</td>
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<tr>
<td>Approximate duration of data collection:</td>
<td>5 weeks</td>
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<tr>
<td>Funding Body (if applicable):</td>
<td>N/A</td>
</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>N/A</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>No</td>
</tr>
<tr>
<td>Will the study involve human samples and/or human cell lines?</td>
<td>No</td>
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Does your project fall entirely within one of the following categories:

| Paper based, involving only documents in the public domain | No |
| Laboratory based, not involving human participants or human samples | No |
| Practice based not involving human participants (e.g., curatorial, practice audit) | No |
| Compulsory projects in professional practice (e.g., Initial Teacher Education) | No |
| A project for which external approval has been obtained (e.g., NHS) | No |

If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required.

If you have answered NO to all of these questions, you must complete Part 2 of this form.

In no more than 150 words, give a non-technical summary of the project.
Trophy Hunting has become one of the most controversial issues to be named as a tourist activity. This project aims to evaluate the perceptions of both industry workers in South Africa, and those just beginning a career in tourism. This will be conducted using semi-structured interviews and focus groups, to gain an in-depth understanding of the ethical issues brought to light from multiple persons. The data collected will be used by the researcher to reflect on the ethical perceptions on Trophy Hunting and its status as form of tourism.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework.

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

<table>
<thead>
<tr>
<th>Signature of the applicant:</th>
<th>Date:</th>
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FOR STUDENT PROJECTS ONLY

<table>
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<tr>
<th>Name of supervisor:</th>
<th>Date:</th>
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<th>Signature of supervisor:</th>
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Research Ethics Committee use only

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<tr>
<th>Decision reached:</th>
<th>Project approved</th>
<th>Project approved in principle</th>
<th>Decision deferred</th>
<th>Project not approved</th>
<th>Project rejected</th>
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Project reference number: Click here to enter

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<th>Name: Click here to enter</th>
<th>Date: Click here to enter</th>
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Signature:

Details of any conditions upon which approval is dependent:

Click here to enter text.

PART TWO

A RESEARCH DESIGN

A1. Will you be using an approved protocol in your project? No
A2 If yes, please state the name and code of the approved protocol to be used:

Click here to enter text.

A3 Describe the research design to be used in your project:

- The researcher aims to gather the completion of 4 interviews to ensure the validity of the study to gain a large amount of data and perceptions.

**Semi structured interviews:**
- Qualitative research methods will be applied to the research project using open ended questions
- Semi Structured Interviews will provide easier freedom of response revealing opinions and perspectives for the researchers use.
- The researcher intends to have 4 Skype interviews with 4 employees/volunteers working in South Africa. As they will provide a more industry understanding opinion from working within South Africa.
- Contact with the interviewees will begin in October/November and the interviews are predicted to be conducted in December.
- Each interview will be recorded and will take approximately 20-30 minutes.

Sample:
- The number of participants that will be required 4 South African members of staff in industries related to tourism. These persons will be selected as they are assumed to provide the relevant knowledge for the project.

Participants:
- The types of participants chosen are to guarantee the relevant information will be produced based on the case study of South Africa.
- All interviewees will be 18 years and over.
- All interviewees have the right to anonymity and can at any point withdraw any data they have so far provided.
- The researcher will record age, gender, nationality and place of birth.

Recruitment:
- The researcher has worked with the participants within South Africa and has contact details for all those who can take part in the project.

Analysis:
- The qualitative data from the semi-structured interviews will be analysed using thematic analyses, to collect specific data to help support the proposal.

**Focus Groups:**
- The researcher intends to conduct approximately 5-6 focus groups with each group having more than 4 participants.
- Contact with the college (North Devon Petroc College) will begin in November and the focus group is predicted for November/December
- Each focus group will be recorded

---

1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here
Sample:
- Approximately 5-6 focus groups will take place as they have the relevant information required to best inform the researchers project.

Participants:
- The Types of participants have been chosen to best inform the research project of its aim.
- Participants will range from ages 16-18, all will be accompanied including the researcher by a teacher who has had a CBR check.
- All participants have the right to anonymity and may with draw at any point during the research and focus group session.
- The researcher will record age, gender, nationality and place of birth.

Recruiting:
- The researcher In previous years has attended Petroc college and has retained contact throughout university. This will allow the researcher to gain access to the participants for the research project.

Analysis:
- The qualitative data from the focus groups will be analysed using thematic analyses of the data collected to support the proposal.

<table>
<thead>
<tr>
<th>A4 Will the project involve deceptive or covert research?</th>
<th>No</th>
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<tbody>
<tr>
<td>A5 If yes, give a rationale for the use of deceptive or covert research</td>
<td>Click here to enter text</td>
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<tr>
<td>A6 Will the project have security sensitive implications?</td>
<td>No</td>
</tr>
<tr>
<td>A7 If yes, please explain what they are and the measures that are proposed to address them</td>
<td>Click here to enter text</td>
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B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants relevant to this project do you have?

- No previous experience

B2 Student project only

- What previous experience of research involving human participants relevant to this project does your supervisor have?

- Has undertaken a PHD.

C POTENTIAL RISKS

C1 What potential risks do you foresee?

- Trophy Hunting Semi-structured interviews
  - Semi-structured interviews may present a risk to the researcher:
    - Questions may provide offence
    - Timings with the structured interviews may clash with the participants working hours
**CARDIFF METROPOLITAN UNIVERSITY**  
**APPLICATION FOR ETHICS APPROVAL**

- May struggle to find participants due to study being based on South Africa and the requirement of those working there for the project

**Semi-Structured Focus Groups**
Semi-Structured Focus Groups may present a risk to the researcher:
- The participants will be from the ages 16-18. Due to the age of the participants an adult who from the college will have to be present always, this may cause problems around their work schedules
- The participants may find the information upsetting or inappropriate
- The members of the focus group may struggle to provide an opinion on the subject, or limited response from those involved

**Interviewing someone who has Trophy Hunted**
- Due to the sensitivity of the project it has proved impossible to gain an interview with someone who has participated in trophy hunting.

**C2 How will you deal with the potential risks?**

**Trophy Hunting Semi-structured interview**
- The researcher will approach the topic with sensitivity and understanding towards the interviewees personal opinions
- A consent form and project description will be sent to all interviewees so they understand the nature of the project and the researcher knows they are fully aware of the project
- The researcher will also ask permission to record the interview, this will be acknowledged in the consent form.
- All Semi-structured interviews will be scheduled around the participants working hours and this will include the time difference of an hour ahead
- The researcher has been to South Africa and has created strong relationships with those who are valid participants for the project, so gaining participants will not be an issue.

**Trophy Hunting Semi-Structure focus groups**
- The researcher will ensure more than one member of staff is present with a CRB check while the researcher is conducting the research.
- The participants will all receive a participation information sheet and consent form which will be sent prior to the research day. Both will need to be filled out and returned to the researcher, for under 18 both the participant and guardians off, will need to provide a signature of consent.
- The researcher will also ask permission to record the focus group, this will be acknowledged on the consent form.
- The researcher will continue to be present during all focus groups to ensure the possibility to probe and push further into the opinions and perspectives arising from the focus groups.

**Interviewing someone who has trophy hunted**
- The researcher will use secondary research to supplement the perspectives of the hunter. Due to the difficulty of finding a hunter willing to be interviewed on a sensitive topic
FOR INTERVIEWS AND FOCUS GROUP TYPE DATA COLLECTION
PARTICIPANT INFORMATION SHEET

An Evaluation of Diverse Perspectives on Trophy Hunting: A case study of South Africa.

Project summary
The purpose of this research project is to establish different perspectives on Trophy Hunting within the tourism industry. Your participation will enable the collection of the appropriate data which will form part of the study undertaken at Cardiff Metropolitan University.

Why have you been asked to participate?
You have been asked to participate because you fit the profile of the population being studied; that is you have either experienced the industry in South Africa or you are studying travel and tourism at college. Your participation is entirely voluntary and you may withdraw at any time.

Project risks
The research involves the participation of an interview and a focus group, which will be recorded to analyse later. This study is concerned with the perceptions individuals have on Trophy Hunting in the tourism industry. We do not believe there will be any significant risks associated with this study. However, if you do feel like any of the questions or pictures are inappropriate then you can stop at any time. Furthermore, you can change your mind and withdraw from the study at any time- this decision will be completely respected.

How we protect your privacy
All the information you provide will be held in confidence. We have taken careful steps to make sure that you cannot be directly identified from the information given by you. Your personal details (e.g. signature on the consent form) will be kept in a secure location by the research team. When we have finished the study, and analysed all the information, the documentation used to gather the raw data will be destroyed except your signed consent form which will be held securely for 5 years. The recordings of the focus groups/interview will also be held in a secure and confidential environment during the study and destroyed after 5 years.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project then please contact:
Courtney Rose, Cardiff Metropolitan University
Cardiff Metropolitan University email: st20081508@cardiffmet.ac.uk
Cardiff Metropolitan University

APPLICATION FOR ETHICS APPROVAL

PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number:
Participant name or Study ID Number:
Name of Researcher: st20081608

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. [ ]

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. [ ]

3. I agree to take part in the above study. [ ]

4. I agree to the interview / focus group / consultation being recorded [ ]

5. I agree to the use of anonymised quotes in publications [ ] [ ]

6. I would like my organisation’s name to be anonymised in all publications [ ]

Signature of Participant Date

Name of person taking consent Date

Signature of person taking consent

SEMI STRUCTURED INTERVIEWS/ Focus Groups
Participation Confirmation Email (Received for the Focus Groups)

From: Jordan, Sarah
Sent: 01 December 2017 15:44
To: courts24@outlook.com
Subject: Focus Groups

Dear Courtney

I can confirm that I am happy for our Travel and Tourism students to participate in the focus groups.

Kind Regards

Sarah Jordan-Gwynn

Travel and Tourism Lecturer
Department of Lifestyle, Care and Foundation Learning
Petros
Old Sticklepath Hill
Barnstaple, Devon, EX31 2BQ

Tel: 01271 852367
<table>
<thead>
<tr>
<th>Order of semi structured interview</th>
<th>Discussed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Ask respondent approval to use recording systems</td>
<td></td>
</tr>
<tr>
<td>Ask respondent to sign and acknowledge consent form</td>
<td></td>
</tr>
<tr>
<td>2) Ask Background questions</td>
<td></td>
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<tr>
<td>Confirm information about;</td>
<td></td>
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<tr>
<td>• years working/volunteering at the organisation</td>
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<tr>
<td>3) Discuss about personal views</td>
<td></td>
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<tr>
<td>Probes</td>
<td></td>
</tr>
<tr>
<td>• How do you feel about Trophy Hunting?</td>
<td></td>
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<tr>
<td>• Is it a form of tourism you feel can work?</td>
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<tr>
<td>• In your opinion, what is the biggest challenge faced by Trophy</td>
<td></td>
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<tr>
<td>Hunting?</td>
<td></td>
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<tr>
<td>• What kind of hunting have you experienced in South-Africa?</td>
<td></td>
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<tr>
<td>• How do other kinds of hunting compare to trophy hunting?</td>
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<tr>
<td>4) Discuss the importance of Trophy Hunting for South Africa’s</td>
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<td>Economy?</td>
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<td>Probes</td>
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<tr>
<td>• Do you think the amount of revenue trophy hunting provides</td>
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<tr>
<td>for South Africa’s economy, will affect people’s views?</td>
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<tr>
<td>• Do you feel the benefits of trophy hunting on the economy</td>
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<tr>
<td>should allow trophy hunting to continue?</td>
<td></td>
</tr>
<tr>
<td>• In your own words, do you feel trophy hunting has enough benefits</td>
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<tr>
<td>to be allowed to continue?</td>
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<tr>
<td>5) Discuss the importance of Trophy Hunting for conservation?</td>
<td></td>
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<tr>
<td>Probes</td>
<td></td>
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<tr>
<td>• Do you consider trophy hunting to be a form of conservation?</td>
<td></td>
</tr>
<tr>
<td>• Have you experienced any form of conservation using trophy</td>
<td></td>
</tr>
<tr>
<td>hunting or any form of killing?</td>
<td></td>
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<tr>
<td>• Do you feel trophy hunting could become a legitimate form of</td>
<td></td>
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<tr>
<td>conservation?</td>
<td></td>
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<tr>
<td>6) Discuss Ethical Issues and Perspectives that are caused because of</td>
<td></td>
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<tr>
<td>trophy hunting?</td>
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<tr>
<td>Probes</td>
<td></td>
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<tr>
<td>Do you personally feel trophy hunting has a place in today's modern world?</td>
<td></td>
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<tr>
<td>------------------------------------------------------------------------</td>
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<tr>
<td>How do you feel towards those who get involved in trophy hunting?</td>
<td></td>
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<tr>
<td>Do you feel animal welfare and rights groups are correct to state 'animals are worth more alive than dead'?</td>
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<tr>
<td>Do you feel there is an ethical way to hunt?</td>
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<tr>
<td>Do you feel the positive views of trophy hunting are reasonable?</td>
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<tr>
<td>Do you feel those against trophy hunting have limited knowledge about the effects?</td>
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<tr>
<td>Is it possible to educate people to understand trophy hunting as a form of conservation?</td>
<td></td>
</tr>
</tbody>
</table>

7) Discuss the possibility of those for and against trophy hunting to find a medium?

Probes

<p>| How realistic do you believe it will be for trophy hunting to be accepted throughout the modern world? |
| Do you feel new laws and rules associated with trophy hunting will begin to end the constant controversial debate? |</p>
<table>
<thead>
<tr>
<th>Order of the focus group</th>
<th>Discussed</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome all the participants and introduce myself and the project title.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make sure everyone has signed consent form and copies to the attendees. Remind them about recording systems.</td>
<td></td>
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</tr>
<tr>
<td>1) In your opinion, how do you feel towards trophy hunting as a form of tourism?</td>
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<tr>
<td>2) Do you feel there could be benefits based around trophy hunting?</td>
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<tr>
<td>3) Do you think the scale of economic benefit provided by trophy hunting is enough to justify the niche form of tourism?</td>
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<tr>
<td>4) Conservation is argued to be a benefit of trophy hunting; how do you feel about this?</td>
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<tr>
<td>5) Depending on your own opinion, do you think trophy hunting should become an official for of conservation?</td>
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<tr>
<td>6) Do you feel there could be an ethical way to go about trophy hunting?</td>
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<tr>
<td>7) Do you feel those for and against trophy hunting could find a balance? Are, animal’s worth more alive than dead? Or are the benefits towards conservation and the economy caused by trophy hunting too important?</td>
<td></td>
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</tr>
<tr>
<td>8) If trophy hunting became a permanent form of niche tourism; how would you feel about this from the viewpoint of students about to entire the tourism industry?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7.4 Appendix’s D: Consent Forms

Please refer to turn it in for the files concerning the consent forms.