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Namibia: Conservationist Lures Adventurers

Absalom Shigwedha 14 October 2010

NAMIBIA'S success story of how it managed to help rural people to gain benefits from natural resources and community tourism has impressed the Adventure Travel Trade Association (ATTA).

Conservationist John Kasaona made a presentation on this at the annual Adventure Travel World Summit held in Aviemore, Scotland, earlier this month.

"They were all over it," the Tourism Business Advisor at the World Wildlife Fund (WWF) in Namibia, Keith Sproule, told The Namibian.

Sproule, who accompanied Kasaona to the gathering, said this is the largest meeting for adventure tour operators in the world and Kasaona's presentation impressed many people.

He said the talk put Namibia in the spotlight as one of the world leaders in creating opportunities for the rural poor to gain benefits from wildlife and natural resources in a sustainable manner.

Impressed by Namibia's achievements, some senior leaders of ATTA have decided to visit Namibia next month, said Sproule.

About 600 people from around the world attended the conference.

Kasaona is the assistant director of Integrated Rural Development and Nature Conservation (IRDNC).

In July, he was named the Cheetah Conservation Fund's 2010 Conservationist of the Year.

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