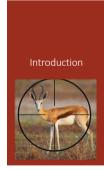




The purpose of this paper is to determine the determinants of trophy hunters spending in South Africa



- One of South Africa's key wildlife product offerings is hunting
- There are approximately 9000+ game farms in South Africa
- Hunting can be divided into two categories namely Biltong and Trophy hunting
- Biltong hunting attracts primarily domestic hunters, while trophy hunting attracts predominantly foreign hunters
- In 2013 the value of trophy hunting was R1.24 billion while biltong hunting contributed R6.5 billion



- The following socio-demographic variables
 Role of age, Language, Marital status, Qualification, Distance,
 Place of residence, Occupation and Income
- The following behavioural variables
 Hunting frequency, Length of stay, Type of hunter,
 Travel party, Purpose of trip and the motive (reason)



• Questionnaire

Quantitative research was conducted where the questionnaire consisted out of 4 sections:

Section A – Demographic information, Section B – Spending and species hunted, Section C – Method of hunting, Section D – Hunting experience and travel motives.

Sampling and survey

The questionnaire was developed by means of Adobeforms Central and the link was posted on the Professional Hunters Association of South Africa (PHASA) website from January to October 2013.

A non-probability sampling method was used by means of an availability sample. 147 fully completed and usable questionnaires were obtained.

Statistical analysis

Data was captured in Microsoft Excel and anaylsed using SPSS 22 and Eviews 8. Two analyses' were performed namely a factor and regression analysis. Both stepwise forward and – backward regressions were used.

	Variable	Description
	ACE:	Age in years
	MARRIED	Dichotomous dummy variable which takes value of I if respondent is murried, 0-otherwise
	RSA	Dichotomous dummy variable which takes value of 1 if respondent is from South Africa, 0 otherwise
	EDUCATION	An ordered nominal variable ranging from 1 = no schooling to 5:: post graduate qualification.
	PROFESSIONAL	Dichotomous durany variable which takes value of I if respondent is in a professional occupation, 0 otherwise
Regression	SHIP	Dichotomous durany variable which takes value of I if respondent is self-employed, 0 otherwise
analysis variables	TROPHES	Number of trophics hunted by the respondent
ariarysis variables	SPOUSE	Dichotomous dummy variable which takes value of I if respondent travels with his spouse, 0 otherwise
	HUNTERS	The number of hunters in the travel party
	PAY	The number of people the respondent is financially responsible for during the hunting trip
	TIMES	The number of times the hunter has hunted in South Africa this hunting season
	NIGHTS	The number of nights the hunter spent on the specific hunting trip
	OWN GLN	Dichotomous dummy variable which takes value of 1 if respondent brought his own rifle to South Africa, 0 otherwise
	Species	Dichotomous dummy variables which take the value of 1 if respondent hunted this specific species during his hunting trip, 0 otherwise. The most hunted species were included as dummy variables, i.e. SPENGHOK, KUDU, DBFALA, MLUE WILDEREST
	Method	The responders had to choose his perferred hursing method from a lot of 5 methods. Staking is the control group and dichoteneous dummy variables were coded for the other four methods: BOWHENTING, WAITING, VEHICLE, HEES
	Menorable experience factors	The results of the factor analysis with factor scores calculated according to the Anderson-Rubin method; PACTOR1, FACTOR2, etc.



	Factor						
	The hunt	Adventure experience	Camaraderie	Well managed game	Adequate amenities	Hunters density	Finding wounded animals
The fact that I shot game I planned to hunt	.778						
Perception that game were abundant in the area	.500						
Number of shots taken at game	.615						
The fact that I killed same	.850						
Quality of trophies killed during the hunt	.493						
Experiencing an African hunting safari		.647					
To have an adventure experience		.914					1
Adventures and adversalin rush hunting experience		.772					
Camaraderie you experience during the hunt			.465				
Being with hunting companions			1.001				
To spend time with family and friends			.866				
To be outdoors and enjoy nature				411			
Well-managed nature and game				.754			
Game population size				.810			
Shooting range to be provided					.649		
Meals and refreshments on game farm					.533		
Adequate batchery facilities on game farm					.911		
Controlling hunter densities						.694	
There should not be too many hunters						.469	
The fact that a wounded animal was found							.556
The fact that a wounded animal got away							.559
Mean Values	3.60	4.22	4.125	4.408	3 603	4.269	3.837
Cmahach Alaba	0.818	0.837	0.82	0.819	0.292	0.621	0.555

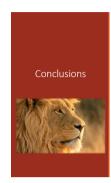


Variable	Coefficient	Std. Error	t-Statistic	Prob.
С	452.3300	153.5925	2.945001	0.0039
RSA	-192.6086	67.28372	-2.862633	0.0050
EDU	-69.08606	37.18066	-1.858118	0.0659
FACTOR 1	63.46167	41.14763	1.542292	0.1259
SPRINGBOK	-113.1449	75.26078	-1.503371	0.1356
HUNTERS	-6.217244	4.689889	-1.325670	0.1877
SPOUSE	156.0003	72.22952	2.159786	0.0330
KUDU	108.3234	66.20601	1.636156	0.1047
FACTOR7	-53.79054	28.06841	-1.916409	0.0579
BOWHUNT	-238.4938	130.0013	-1.834549	0.0693
AGE	2.491112	2.401144	1.037469	0.3018
VEHICLE	-89.07751	82.03147	-1.085894	0.2799
FACTOR6	30.12878	20.15654	1.494740	0.1379
FACTOR3	-25.05662	35.45305	-0.706755	0.4812

R-squared	0.194159	Akaike info criterion	14.66811
Adjusted R- squared	0.098049	Schwarz criterion	14.98820
F-statistic	2.020180	Wald F-statistic	8.540383
Prob(F-statistic)	0.025401	Prob(Wald F-statistic)	0.000000



- First finding: seven interesting factors contributing to a memorable experience of trophy hunters. Those factors that are under the direct control of the game farmer include well managed game, hunters density and adequate amenities. The other factors finding wounded animals, camaraderie, adventure experience and the hunt have more to do with the hunter.
- Second finding: more behavioural variables influences spending compared to sociodemographic variables. Three behavioural variables namely spouse, wounded animals and bow hunting were identified.



- This research confirmed two determinants previously found namely qualification and education. Three new determinants of spending were identified by this research namely bow hunting, hunting with spouse and factor 7 (finding wounded animals).
- The use of factors contributing to a memorable hunting experience in the analysis where four of the seven factors showed some level of influence on spending.



Contact us:

- Melville.Saayman@nwu.ac.za
- <u>Peet.VanDerMerwe@nwu.ac.za</u>

Visit us:

• www.nwu.ac.za/trees



