

# ADVANCING SUSTAINABLE TOURISM WITH BIG DATA: THE ELEPHANT PROJECT

The African elephant is the largest animal walking the Earth and it is a symbol of Africa's heritage. The survival of elephants, as of many other wildlife species is threatened nowadays.

The survival of the African elephant represents the survival of wildlife and biodiversity in the continent and for this reason, we name our proposal, **The Elephant Project**.

## TOWARDS A DATA-DRIVEN TOURISM

Uganda, known as the **Pearl of Africa** has a rich natural heritage of acclaimed beauty and relevance for global biodiversity. The abundance of wildlife species in National Parks offers remarkable opportunities to promote sustainable tourism linked to wildlife watching, that can both protect biodiversity and support local communities.

Uganda's second National Development Plan (NDP II) identifies tourism as a pillar for economic growth, but lack of reliable, timely and accurate tourism data hampers its development. Technology and big data can support and fill data gaps to promote sustainable tourism.



## FILLING THE DATA GAP

Pulse Lab Kampala and partners will develop technology tools to harness big data to fill data gaps and support sustainable tourism linked to wildlife in Uganda. Mobile phone records and credit card transactions data among other will be analysed to infer tourism data linked to national parks including number of tourists, where they visit, how long they visit and how much they spend.



Data analysis will be guided by the data privacy and protection principles set out by UN Global Pulse. These principles are designed to ensure that the data analysed is handled with the utmost protection of the interests of individuals.

## IMPACT

Data on the economic value of tourism linked to wildlife watching will be available to inform sustainable tourism policies. Data on the value of tourism linked to national parks will contribute to the survival of the African elephant and other species in danger of extinction such as the cheetah, the mountain gorilla and the rhino. Livelihoods of local communities that live around national parks will improve with sustainable development programs.



UN UGANDA, GOVERNMENT OF UGANDA, UGANDA WILDLIFE EDUCATION CENTER, UGANDA TOURISM ASSOCIATION, UGANDA BUREAU OF STATISTICS, UGANDA TOURISM BOARD, MINISTRY OF TOURISM WILDLIFE AND ANTIQUITIES, UGANDA WILDLIFE AUTHORITY, CIVIL AVIATION AUTHORITY, BANK OF UGANDA, DIRECTORATE OF CITIZENSHIP AND IMMIGRATION CONTROL.

