



Evaluating Captive Wildlife Attractions & Activities

A tool to help you make good choices

Use this **Decision Tree**, that follows a process of elimination via 6 sequential questions, to assist you **rapidly select** which Captive Wildlife Tourist Attractions & Activities to **support** and which to **avoid**.

(A “YES” answer to question 1 gives you an immediate green light. A “NO” answer takes you through further questions where any subsequent “NO” answer disqualifies the Attraction. Only if you reach question 6, can you consider supporting the Attraction).

Developed by the Southern African
Tourism Services Association

SATSA 
The Voice of Inbound Tourism

1

Does the facility practice ALL the criteria for a true sanctuary or rehabilitation centre:

- ▶ No breeding of animals
- ▶ No trading of animals
- ▶ No performing animals
- ▶ No animals in tactile interactions/ walking with the public
- ▶ Animals are in captivity because they were sick, injured, orphaned, rescued, donated and/or abandoned
- ▶ The animals will have a home for life or will be used for in-situ repopulation by reintegration back to the wild or be relocated as part of a recognised conservation programme
- ▶ And the facility is compliant with all relevant legislation and is transparent in its operations and marketing collateral



SUPPORT

**ASK MORE
QUESTIONS**

**CONSIDER
ACTIVITIES/USE
on the next page**

2

Does the facility offer any one or more of:

- ▶ Performing animals
- ▶ Tactile interactions with all infant wild animals e.g. cub petting
- ▶ Tactile interactions with predators or cetaceans
- ▶ Walking with predators or elephants
- ▶ Riding of wild animals

YES

NO →

AVOID

**ASK MORE
QUESTIONS**

**CONSIDER
DESTINATION
on the next page**

3a

**Do any of the animals
end up in:**

- ▶ canned hunting
- ▶ trade in body parts
- ▶ Illegal trade

3b

**Is there breeding
of lions and/or tigers?**

YES

**NO OR
NOT SURE** →

AVOID

**ASK MORE
QUESTIONS**

**CONSIDER
MARKETING
on the next page**

4

Is there any indication of:

- ▶ misleading advertising
- ▶ deceptive behaviour
- ▶ lack of transparency

YES

AVOID

NO →

**ASK MORE
QUESTIONS**

**CONSIDER
COMPLIANCE**
on the next page

5

Is there any indication of illegal operations?

Any indication of non-compliance with or lack of relevant permits and permissions?

YES

NO →

AVOID

**ASK MORE
QUESTIONS**

**CONSIDER
SOURCE AND REASON
on the next page**

Do any of the following apply?

6a

Are any of the animals wild captured, purchased, bred in captivity OR traded commercially (unless part of recognised conservation programme)?

6b

Is any animal's freedom of choice to participate in a tourist activity restricted in any way?

6c

Are any of the animals kept in captivity only for tourism/entertainment purposes?

YES TO
ONE OR
MORE

NO
TO ALL

**SUPPORT
WITH
CAUTION**

SUPPORT