



A Commitment to Ecotourism

David Anderson has gained international recognition for his commitment to protecting the ecosystems and cultures of Africa. As chairman of the Focus on Africa project, David Anderson organized 136 photographers during 1993 to capture the magic of Africa on film. The best images were chosen for his first book, ***FOCUS ON AFRICA: WILDLIFE, CONSERVATION, AND MAN***, which addresses the role tourism plays in the conservation of Africa's wildlife.

Protecting Africa's Future

Last year, he recruited 141 photographers to join him on the second Focus on Africa project. Their images helped create ***ON SAFARI: THE SOURCE FOR SAFARIS IN EAST AND SOUTHERN AFRICA***. The goal of *ON SAFARI* is to convince people to visit Africa, which will create jobs and generate foreign exchange for schools, clinics, and conservation projects.

The money earned from tourism in Africa helps in three very important ways. First, the foreign exchange helps build developing economies. Second, the money paid for game park fees is used for conservation, and third, the local people earn money from working in the tourism industry. This provides an incentive to the local people to protect the wildlife of Africa, thus ensuring employment for generations to come.