Appendix B: Telephonic interview schedule
Telephonic Interview

Good day. My name is Kevin Mearns. I am conducting research on the sustainability of community-based ecotourism in southern Africa and would like to ask you a few questions concerning your tourism venture. It will take approximately 5 to 10 minutes of your time. Would you be prepared to participate in this research?

<table>
<thead>
<tr>
<th>1. Tourism Venture Name:</th>
<th>Santawani Lodge-Sankuyo Tshwaragano Management Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Respondent:</td>
<td></td>
</tr>
<tr>
<td>3. Position:</td>
<td></td>
</tr>
</tbody>
</table>

### TOURISM VENTURE INFORMATION

<table>
<thead>
<tr>
<th>4. Contact details</th>
<th>Add additional or amend incorrect information only:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical address:</td>
<td>On southern boundary of Moremi Game Reserve</td>
</tr>
<tr>
<td>Postal Address:</td>
<td>Santawani Lodge P O Box 21797</td>
</tr>
<tr>
<td>City/town:</td>
<td>Maun</td>
</tr>
<tr>
<td>Postal Code:</td>
<td></td>
</tr>
<tr>
<td>Province:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td>Botswana</td>
</tr>
<tr>
<td>Office hrs tel:</td>
<td>(+267)680 0664/ 712 85183</td>
</tr>
<tr>
<td>After hrs tel:</td>
<td></td>
</tr>
<tr>
<td>Fax:</td>
<td>(+267)680 0665</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:santawanistmt@botsnet.bw">santawanistmt@botsnet.bw</a></td>
</tr>
<tr>
<td>Booking email, if different:</td>
<td></td>
</tr>
<tr>
<td>Website:</td>
<td><a href="http://www.santawanilodge.com">www.santawanilodge.com</a></td>
</tr>
</tbody>
</table>

5. Please describe the location of the enterprise

*Include the distance/directions from airport, major attractions, main roads, etc.*

6. When did the tourism venture first open for tourists? (month/year)

7. What are the main themes of the enterprise?

- **Adventure/Sport**
  - Cultural
  - Desert
  - Golf
  - Game viewing/Wildlife

- **Highway/Roadside**
  - Mountain
  - Natural Area/Park

- **Rural**
  - Health
  - Spa
  - Urban

- **Conference/Business**
  - Other (Please specify):

8. Is it a budget, mid-range or top end enterprise?

*(A backpackers may be budget, a guest house would be mid-range and a luxury tented camp would be Top End.)*

- **Budget**
  - < BWP170

- **Mid-Range**
  - BWP170 - 425

- **Top End**
  - BWP 425 <
9.1 How many visitors can be stay overnight with you at any one time (accommodation or camping)?

<table>
<thead>
<tr>
<th></th>
<th>25-49</th>
<th>50-100</th>
<th>101-200</th>
<th>200 &lt;</th>
<th>No accommodation</th>
</tr>
</thead>
</table>

9.2 How many day visitors can visit you at any one time (day visitor activities)?

<table>
<thead>
<tr>
<th></th>
<th>25-49</th>
<th>50-100</th>
<th>101-200</th>
<th>200 &lt;</th>
<th>No day visitor activities</th>
</tr>
</thead>
</table>

10. Which day(s) of the week do you have the most visitors?

<table>
<thead>
<tr>
<th>Day</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
<th>No specific day</th>
</tr>
</thead>
</table>

11. Which month(s) of the year do you have the most visitors?

<table>
<thead>
<tr>
<th>Month</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>No specific</th>
</tr>
</thead>
</table>

**CONSERVATION**

12. Does the tourism venture support nature conservation?  Yes [ ]  No [ ]

If YES, how?

Validation [ ] Yes [ ] No [ ]

13. How far are you from the nearest national park or other nature conservation area?  Km

14. What is the name of this nature conservation area?

**CULTURE**

15. Do you offer any cultural attractions?  Yes [ ]  No [ ]

If YES, what kind?

Validation [ ] Yes [ ] No [ ]

**EDUCATION**

16. Do you provide your visitors with an introduction or educational experience to the area they are visiting?  Yes [ ]  No [ ]

If YES, how do you do this?

Validation [ ] Yes [ ] No [ ]

**MANAGEMENT AND OWNERSHIP**

17. Who owns the tourism business?

Individual entrepreneur [ ]

Private individuals (more than 1) [ ]

Shareholders [ ]

Joint ownership [ ]

Community trust / organization [ ]

Non-Governmental Organization (NGO) [ ]

Other (please specify) [ ]

Additional notes:
18.1 Is this tourism venture a joint venture? (between community/tourism organization/other organization)  
Yes ☐ No ☐

18.2 If YES, do you have written agreements and contracts?  
Formal ☐ Informal ☐

18.3 What is the name of your Joint venture partner?

19. Who owns the land that the tourism venture is situated on?  
Private Individual/Company/Lease ☐  
Community (Communal land) ☐  
Community organization (e.g. trust) ☐  
Government ☐  
Church ☐  
Not known ☐

Additional notes:

Other (please specify) ☐

20. Is the community involved in making decisions about how the tourism enterprise is run?  
Yes ☐ No ☐

If YES, please describe how this participation takes place?

21. Is the government involved in the tourism venture in some way?  
Yes ☐ No ☐

If YES, how are they involved?

22. Does any other organization assist you in operating your tourism enterprise?  
Yes ☐ No ☐

If YES, who are they and please describe how they assist?

COMMUNITY BENEFITS

23. How many people work at the tourism venture? 

<table>
<thead>
<tr>
<th>How many are:</th>
<th>Full-time</th>
<th>Part-time</th>
<th>Seasonal</th>
</tr>
</thead>
<tbody>
<tr>
<td>People from</td>
<td>Local community</td>
<td>Outside</td>
<td>Local community</td>
</tr>
</tbody>
</table>
24. Besides employment, do you think the community benefits from the tourism venture?  
(Yes, e.g. distribution of profits; community infrastructure; education, conservation, health projects, benefits can be in kind or financial etc)  
If YES, How do they benefit?  

Thank you for your time!