

## **COMMUNITY AND HUMAN IMPACT**

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### **No effect of tourism exposure on knowledge and attitude of Morondava vendors towards conservation**

#### **Abstract**

Many tourists travelling in Madagascar are attracted to its unique biodiversity, while at the same time the biodiversity of this country is decreasing due to illegal hunting and habitat loss. Measures including environmental education are already in place to mitigate biodiversity loss but tourism itself could have a positive effect on knowledge and attitude towards biodiversity. In this study we examined whether exposure of street vendors to tourists in Morondava has an influence on their knowledge about biodiversity. Using questionnaires, we interviewed 88 street vendors in three different market areas in Morondava, Menabe, western Madagascar. Our results show that market location in Morondava is correlated to the tourist exposure. There was no correlation between tourist exposure and knowledge. Possible reasons for these findings are discussed and to consolidate our results, we recommend repetition of this study with a different methodology for testing people's knowledge.

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