

# The Night Sky as a potential tourism resource for Namibia

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**KASANE, BOTSWANA**



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## Introduction & Background

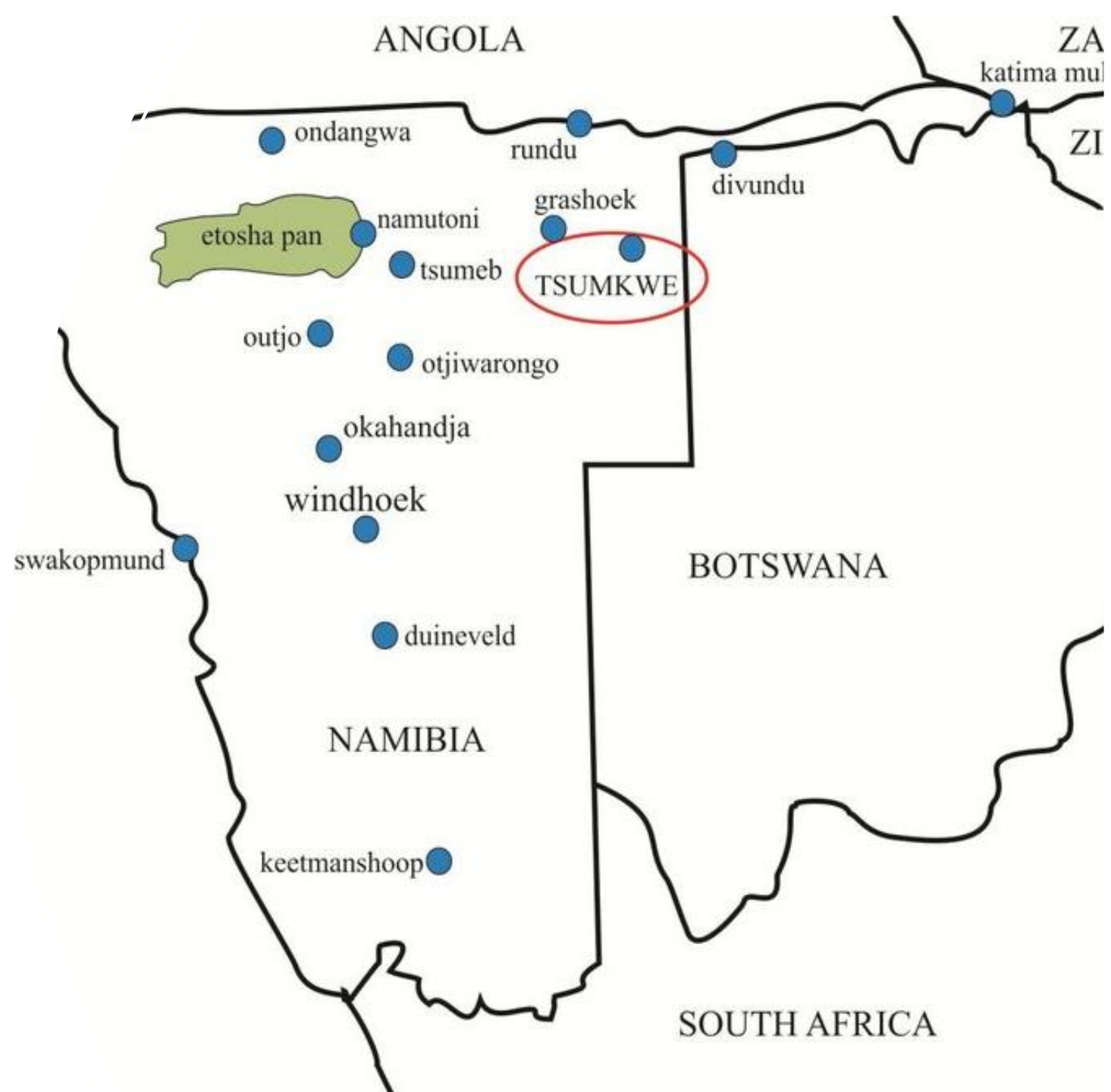
- ❑ **Pollution** focus: air, water, land and **light pollution overlooked**
- ❑ **Limited awareness:** artificial light on our visibility of the night sky, harm to the ecosystems & human health
- ❑ Night sky under-recognized as tourism resource
- ❑ Destinations seek sustainable tourism innovations
- ❑ Dark Skies a unique experiences, growth of Astro Tourism

## Namibia Context

- ❑ **Southern Africa** nation with very **low population density**
- ❑ Vast areas of **pristine, unpolluted night skies**
- ❑ Rich Indigenous astronomy narratives and cultural depth for Astro Tourism
- ❑ Exceptional stargazing opportunities with **global tourism appeal**

# Map of Namibia showing the north-eastern town of Tsumkwe

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Retrieved 23.03.2026 from:

[https://www.researchgate.net/figure/Map-of-Namibia-showing-the-north-western-town-Tsumkwe-which-is-accessible-by-the-C44\\_fig18\\_326648178/download](https://www.researchgate.net/figure/Map-of-Namibia-showing-the-north-western-town-Tsumkwe-which-is-accessible-by-the-C44_fig18_326648178/download)

# RESEARCH AIMS & OBJECTIVES

Comprehensive understanding of Astro Tourism as a tool for Sustainable Development

## Sustainable Astro Tourism development in Namibia

- ❑ Opportunities for growth and innovation
- ❑ Challenges to long-term sustainability
- ❑ Contribution to Sustainable Development Goals (UNSDG's)

## Strategic positioning of Namibia

- ❑ Establish as a recognized global dark sky destination
- ❑ Develop a Sustainable Community-Led Astro Tourism Model for implementation

## RESEARCH QUESTIONS

- What opportunities exist for Namibia's Astro Tourism growth?
- What challenges limit Namibia's recognition as an Astro Tourism destination?
- How can indigenous knowledge enrich Astro Tourism experiences?
- What strategies ensure sustainable Astro Tourism development?
- How does Namibia compare with leading global destinations in Astro Tourism?

# Literature Review: Indigenous Astronomy



It has been **argued that ancient knowledge of astronomy** can be a **resource for the socio-economic upliftment** of communities if used as a development base for **tourism product development** (Kwanya, 2015).

This knowledge **fails to garner adequate recognition** (Koot, 2015).

The study of **indigenous communities within tourism** has become an **important research inquiry** among scholars and researchers (Fletcher, Pforr, & Brueckner, 2016).



# RESEARCH METHODS

## Research **Exploratory Approach**

- Non-systematic
- Research to Practice and Practice to Research

## Research **Focus**

- Explore multidimensionality of Astro Tourism
- Assess potentiality through reflexive analysis

## Preliminary Findings

- Several unpolluted night sky areas identified in Namibia's rural regions
  - Opportunity to attract niche international markets seeking authentic dark sky destinations
  - Rural communities could leverage dark spots for tourism income
  - Potential to integrate Indigenous knowledge and cultural storytelling
  - Strengthens Namibia's positioning as a global dark sky destination
  - Supports sustainable tourism diversification and conservation goals
- 
- A faint, light-colored silhouette of a person holding a bow and arrow is visible in the background of the slide. The person is shown from the side, aiming the bow towards the right. The background is a light, neutral color with a subtle gradient.

# Conclusion



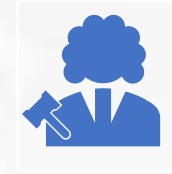
**Tourism** related to the **observation of the night skies** is becoming increasingly popular **worldwide**.



**Indigenous knowledge of Astronomy** is often no longer shared and is thus at **risk of being lost altogether**.



This **research illuminated the potential to incorporate Indigenous astronomy** into the tourism experience for the purposes of **empowering indigenous communities** in Namibia.



Indigenous communities are **losing connection to the night skies**, which threatens an indigenous **community's sense of belonging**.



There is a need for **documentation and preservation of Indigenous astronomical knowledge** and **protection of the night skies** for future generations.

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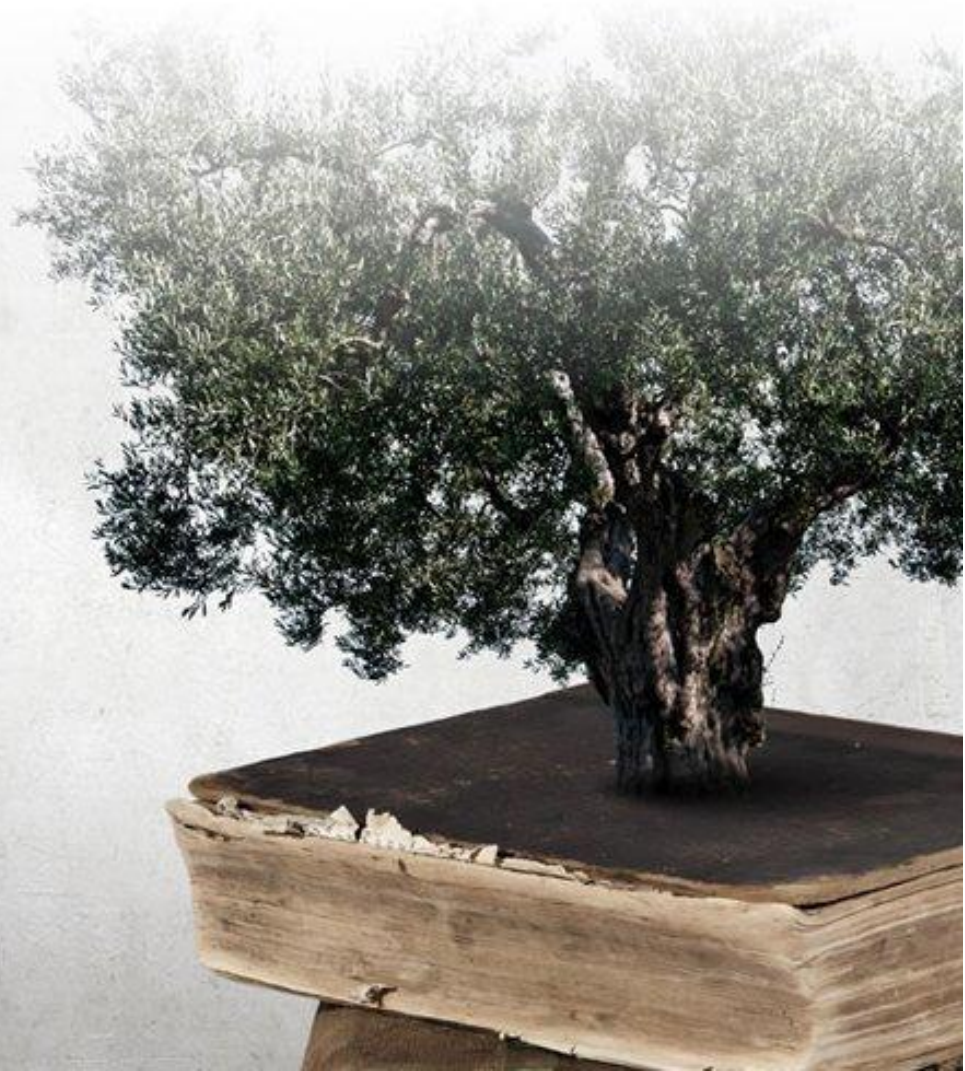
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KNOWLEDGE IS LIKE A  
GARDEN; IF IT IS NOT  
CULTIVATED, IT  
CANNOT BE  
HARVESTED.

**African Proverb**



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# Ke a leboga