



The Kingdom of Swaziland's  
**BIG GAME PARKS**

## Mission Statement

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Parks are not only for wildlife,  
Parks are also for people.

Believing that one without the other  
is a recipe for poverty,  
the mission of Big Game Parks is:

To promote environmental literacy;  
to develop, conserve and expand  
her land base to increase scale, ecological  
viability and protected biodiversity;

To achieve and sustain optimal economic  
viability in order to facilitate a safe and secure  
future for Swaziland's historically beleaguered  
wildlife within representative habitats;

To promote and to marry eco-tourism  
with all other ethical components of  
environmentally friendly land use and to  
develop these collectively as justification  
against contesting land use;

To uphold and sustain the highest levels of  
conservation integrity, discipline, conservation  
ethics and the rule of law as necessary elements  
to conserve nature and natural resources;

To propound the necessity for limits to growth,  
thereby keeping options open for a better  
quality of life for future generations  
of wildlife and people.

To serve our King and Country with honour and loyalty.