

4TH IIPT AFRICAN CONFERENCE KAMPALA SERENA

TOURISM: A BASIS FOR SUSTAINABLE DEVELOPMENT IN AFRICA

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GLOBAL TOURISM GROWTH



GLOBAL TOURISM



- ✓ Average 800 Million Arrivals
- ✓ Tourism spending: **\$6 Trillion**
- ✓ 10% of World GDP
- ✓ 220 Million Jobs
- ✓ Represents 40% of all exports and services

SOURCE: WORLD TOURISM ORGANIZATION

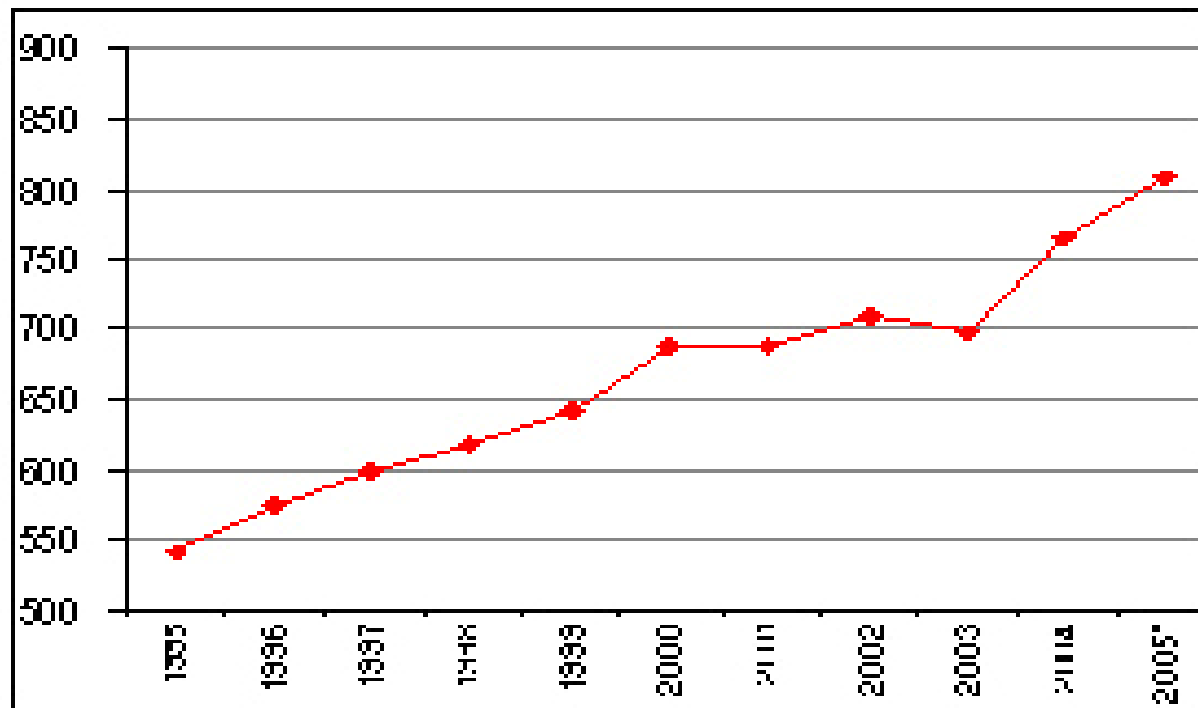
WORLD INBOUND TOURISM

INTERNATIONAL TOURIST ARRIVALS

World: Inbound Tourism

International Tourist Arrivals

(million)



Source: World Tourism Organization (WTO) ©

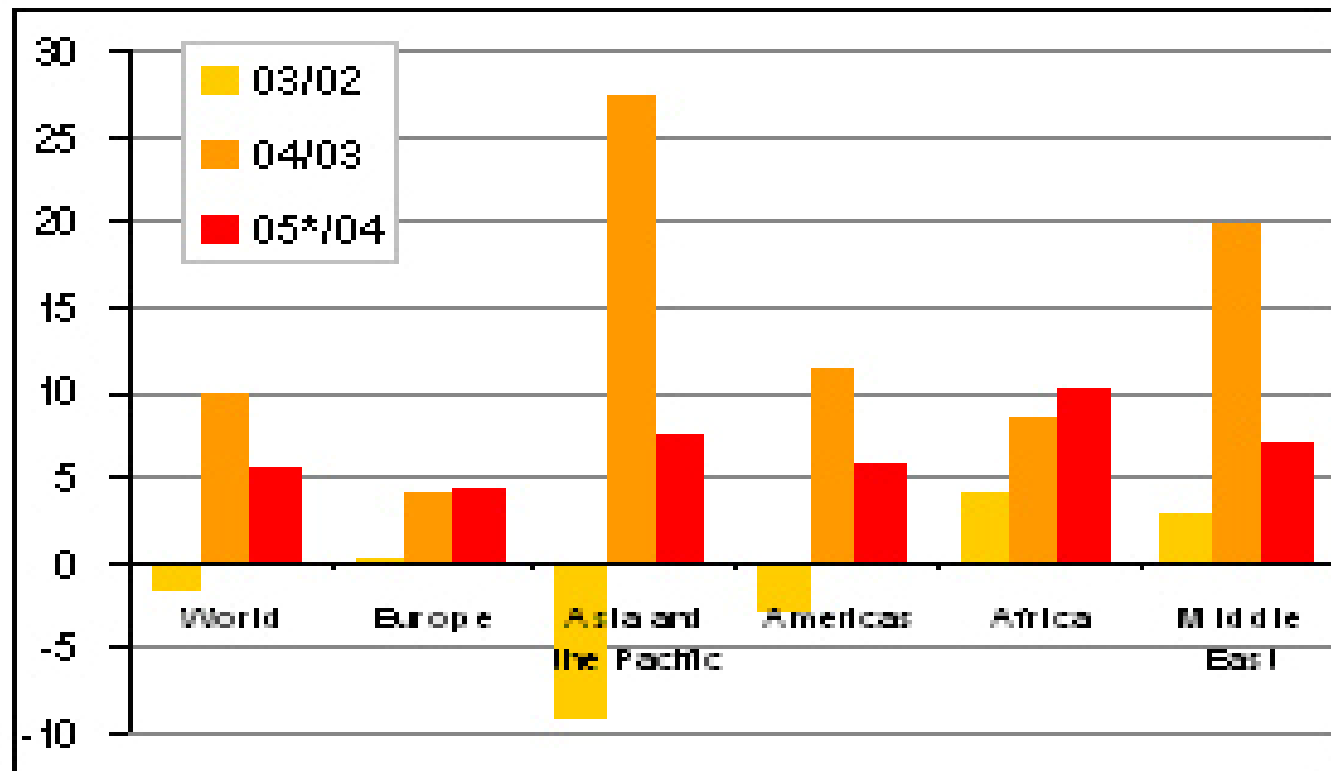
WORLD & REGIONS: INBOUND TOURISM

INTERNATIONAL TOURIST ARRIVALS

World and regions: Inbound tourism

International Tourist Arrivals

(change, %)



Source: World Tourism Organization (WTO) ©

TOURISM GROWTH IN AFRICA

- Africa led the way in 2005 with 10% growth
- Sub-Sahara showed the strongest growth at 13%
 - Mozambique 37%
 - Kenya 26%
 - South Africa 11%
- Africa's share of global tourism remains small at 4%.
- Bulk of tourism on the continent dominated by a few countries: S. Africa, Tunisia, Morocco, Egypt, Kenya, Tanzania, Botswana, Mauritius & Ghana among others



CHALLENGES TO TOURISM DEVELOPMENT IN AFRICA

- War, terrorism, political instability
- Human capital deficiency
- Poor infrastructure
- Environmental degradation



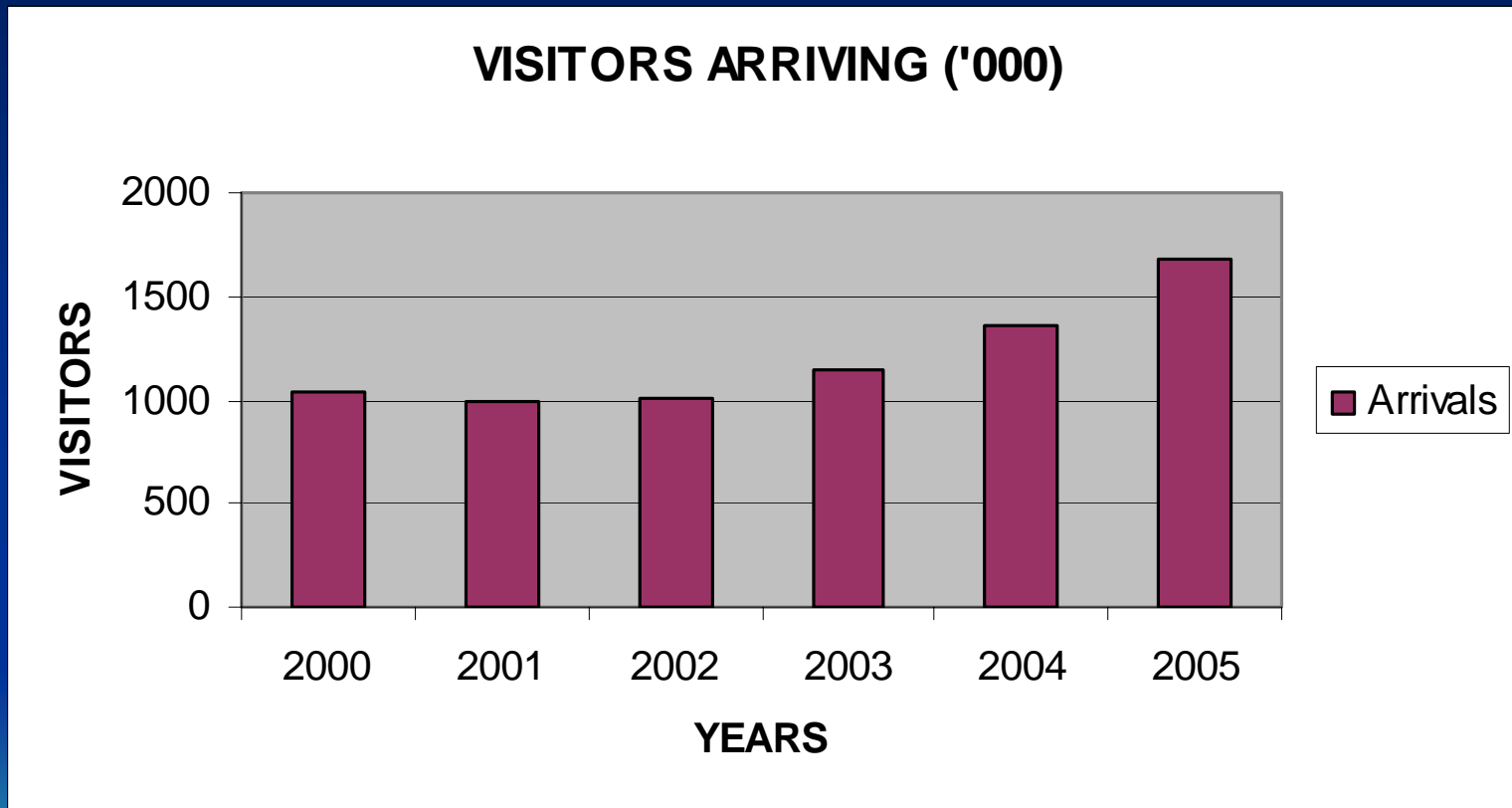
KENYA: A CASE STUDY

Tourism's Contribution to Economy:

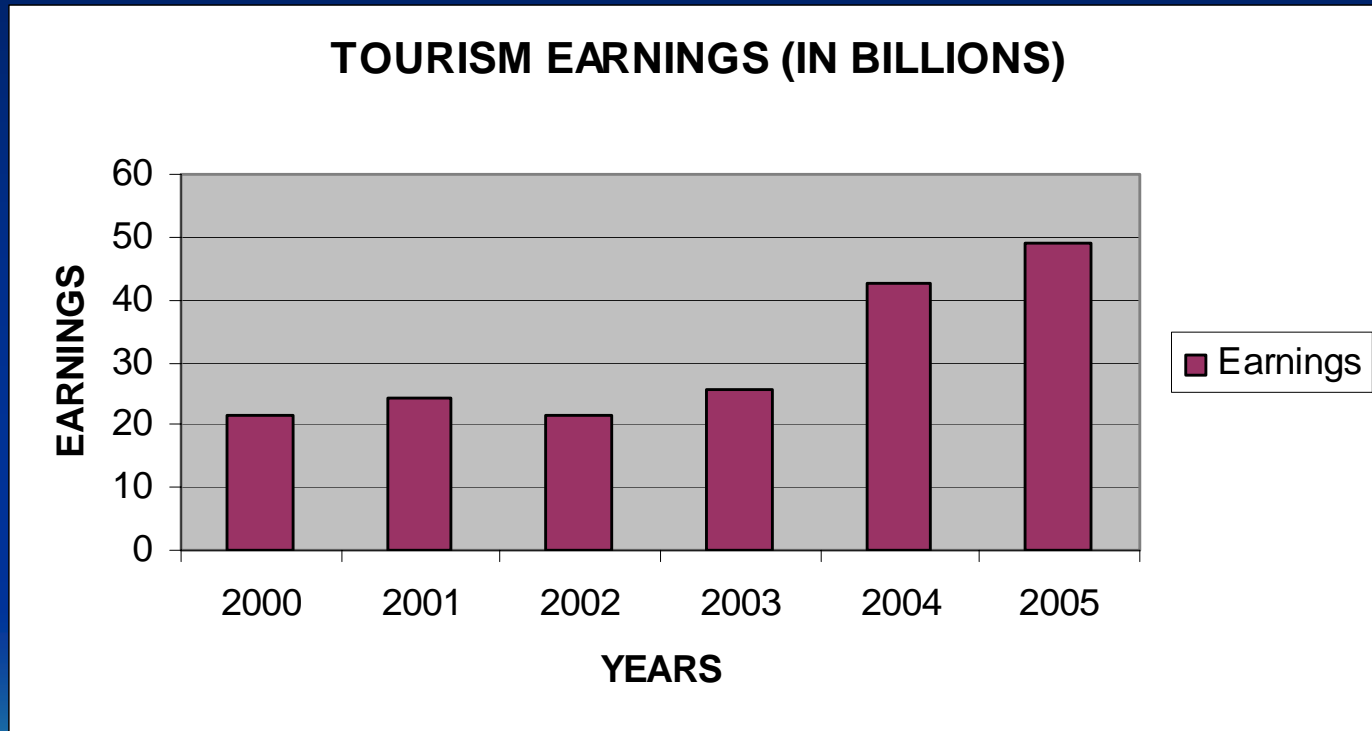
- Tourism second to Agriculture in contribution to GDP.
- Was the fastest growing sector in 2005/6.
- Tourism accounts for:
 - 12.7% of GDP
 - 16.5% of export earnings
 - 11% of Exchequer revenue
 - 9.2% of total formal wage employment and 60% of informal sector employment



TOURISM PERFORMANCE – KENYA: 2000-2005



TOURISM PERFORMANCE – KENYA: 2000-2005



HOW CHALLENGES FACING KENYA TOURISM ARE BEING ADDRESSED

1. Increased funding for Marketing
2. Close Cooperation between Government Ministries: Ministry of Tourism, Ministry of Roads, Ministry of Transport & Communication, Ministry of Local Government



HOW CHALLENGES IN KENYA ARE BEING ADDRESSED

3. Effective Public/Private Sector Partnership
Issues being addressed jointly include:
 - Airports – JKIA/MIA
 - Security – Tourist Police Unit
 - Infrastructure
 - Investment

4. Tourism Trust Fund Support
 - Tourism Diversification & Sustainable Development (TDSDP)
 - Tourism Institutional Strengthening & Market Promotion Programme (TISMPP)



TOURISM AS A BASIS FOR SUSTAINABLE DEVELOPMENT

Development of Community Tourism

- Ensuring tourism contributes to poverty alleviation
- Ensuring tourism contributes to preservation of natural resources
- Local communities offer strong potential for the development of tourism centered on income generation and sustainable use of natural resources
- To be successful projects must ensure buy-in, participation and ownership from the beginning



Characteristics of Community Tourism

Social

- Involves Participatory Planning at all levels
- Provides opportunity for local training & education
- Supports community institutions
- Encourages social cohesion
- Builds community pride & self esteem
- Enhances Individual development
- Adds value to local culture & traditions



Environmental

- Sustainable uses of natural resources
- Uses a wide range of resources rather than exploiting a few
- Ensures protection thro' community input into development of regulations
- Encourages non-consumptive use of resources



Economic

- Provides infrastructural benefits
- Creates jobs & opportunities within new economic activities
- Creates economic linkages among various sectors
- Does not replace existing sustainable economic activities
- Is economically viable with strategy to attain financial autonomy
- Provides a pre-identified market for products
- Contributes to balanced tourism development



Product Enhancement

- Ensures high quality visitor experience
- Builds new linkages with traditional tourism
- Builds linkages with other similar initiatives in the region
- Diversifies the tourism product by providing options



TOURISM ON LOCAL DEVELOPMENT

IMPACT OF COMMUNITIES

- . **Financial** – Communities can earn cash from:
 - Salaried Employment
 - Sales of goods & Services – traders
 - Shares of Collective Community Income



TOURISM ON LOCAL DEVELOPMENT IMPACT OF COMMUNITIES CONTD.

Non – Financial

- Access to infrastructure, water, health, education, security

3. Empowerment

- Institutional development & participation in local decision making

4. Commercial Viability

5. Conservation Impact



SUGGESTIONS FOR COMMUNITIES TO DERIVE MAXIMUM BENEFITS

- Establish unified organisations & fair, transparent management
- Promoting participatory processes for decision makers with stakeholders
- Increasing residents awareness of their full rights as wildlife trustees
- Most rural economies earn capital, trained management & marketing links



PRIORITISING TOURISM IN AFRICA

- Tourism has a huge multiplier effect
- Can grow rural economies much faster than other sectors
- Contribute to the conservation of the environment
- Countries that have faced war and political instability have placed emphasis on tourism to help grow their economies



THANK YOU

