

**DRAFT**

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**CONFERENCE THEME: "TOURISM: PATHWAY TO A PEACEFUL  
AND PROSPEROUS AFRICA"**

**1.0 INTRODUCTION**

Tourism is the world's largest industry and studies predict its increasing growth. It is the largest business sector in the world economy, generating US \$3.6 trillion and employing 200 million people. It accounts for one in every 12 jobs worldwide.

The World Tourism Organization (WTO) estimates that between 1950 and 2002, the number of international tourist arrivals grew from 25 million to 715 million, corresponding to an average annual growth rate of 7%. In spite of the impact of terrorist attacks, the number of international tourist arrivals in 2002 exceeded the 700 million mark, for the first time in history. Receipts from international tourism (excluding international fare receipts) reached US\$476 billion.

Additionally, the World Travel and Tourism Council (WTTC) forecast shows that travel and tourism will continue to expand faster in the global economy than other comparable industries. It is estimated that, by 2011 travel and tourism will account for US \$ 7.0 trillion of economic activity and 260 million jobs worldwide.

## **2.0 TOURISM IN AFRICA**

Africa's potential for tourism is "exceptional"; it is recognized that Africa has a lot to offer that can no longer be found elsewhere. The continent holds sympathy and certain romanticism as the continent of the explorers and as a place for adventurers. There are unique places, some of the greatest views in the world and natural attractions that few other regions can match.

It is encouraging to note that, in Africa today, the tourism sector is increasingly becoming strong contributor to GDP and exports in more than half of all African countries. In particular, since the early 1990s there has been a significant growth in tourist arrivals in Africa. According to the World Travel and Tourism Council (WTTC) the travel and tourism industry generated US\$39.8 billion of economic activity in Sub-Saharan Africa in 2003, contributed 2.4% to the region's GDP and provided 5.4% of all employment in Sub-Saharan Africa

Despite its positive endowments and good growth in tourism over the past decade, it remains true that Africa's tourism potential is under utilized and undeveloped. In 2002 Africa attracted less than 4% of total international tourists, and received less than 2% of international tourist expenditure (WTO, 2002).

In Sub-Sahara Africa, only South Africa is amongst the top 40 global tourist destinations and only 13 of the 315 "Leading Hotels of the World" are situated in Africa. The challenge is great for Africa to revert this trend.

## **2.1 Tourism for Peaceful and Prosperous Africa**

The Second IIPT African Conference on Peace through Tourism, organized in partnership between International Institute for Peace Through Tourism (IIPT), the Africa Travel Association (ATA), the Corporate Council on Africa (CCA) and Ministry of Natural Resources and Tourism in December 7-12, 2003 in Dar es salaam, Tanzania, marked an historic beginning in developing Strategic approaches and partnerships for poverty alleviation on this important continent which is a home to most of the world's least developed countries.

During this conference, some 350 participants from 25 countries took part in the six-day conference. Among the outcomes of the conference included the development of a **21-Century African Agenda for Peace and Poverty Reduction Through Tourism** with a focus on implementation of strategic initiatives and projects that empower local communities to achieve jobs with dignity and sustainable futures. The 2<sup>nd</sup> IIPT African conference on peace through tourism was most successful in establishing the necessary background, foundations and conceptual framework for the 3<sup>rd</sup> IIPT African conference on peace through tourism, with a theme: **Tourism: pathway to a peaceful and prosperous Africa.**

It was so well received that Zambia knowing the important role tourism plays in poverty alleviation in Africa, has accepted to host the third African Conference on Peace Through Tourism. The task before us in the 3<sup>rd</sup> IIPT African conference, is to use this opportunity to the best of our collective wisdom and experience to develop a 21st Century Vision for African Tourism with a focus on implementation of strategic initiatives and projects that empower

local communities to achieve jobs with dignity and sustainable futures as well as enhancing awareness within Africa that tourism is a pathway towards sustainable development and poverty reduction.

It is recognized that, peace remains the most precious commodity in the world tourism; it represents the first step on the road to development, progress, social order and fulfillment. We need peace in order to meet the major challenges that threaten our survival. In today's world of high technology, there comes a time when man as a social being needs to interact with other human beings, be treated with kindness, be shown affection, welcomed, cared for etc. which fosters harmony, respect and understanding. Only tourism can meet these requirements, because; -

- i. Tourism facilitates direct contacts between the visitor and the host communities.
- ii. Destinations and tour operators are linked by common interests, which bring about cordial relations and trust among them.
- iii. Tourism itself connotes movement of a person from the place of usual residence to another, thus involving travel. During travel, the visitor meets, shares a seat, a table or even a chat over a drink with a "stranger" who might become a friend by the time they reach their destination. Colour, nationality, belief, economic/political status do not count.
- iv. Tourism is a service industry a tourist entrusts his/her life to housekeepers, cooks, waiters, etc. believing that nothing will be done to harm or endanger his/her safety. This feeling of trust indicates peace with oneself, therefore leading to harmony and,

- v. Tourism is an effective mechanism for fostering trans-national culture. The potential benefit of Tourist joint ventures in these economic blocks is obviously great.

Tourism can thus play a major role in spearheading an atmosphere of reconciliation, forgiveness and peace in the world and the African continent in particular.

On the other hand, reducing poverty through tourism has become one of the most compelling challenges in Africa. A belief in the power of tourism as an instrument of prosperity can be a major factor in responding to the challenges of poverty and inequity in Africa. It is true that tourism can be the driver for poverty reduction and the agent for human improvement in the condition of life across the continent. Tourism is particularly well placed to meet the needs of the poor if properly developed. This is because: -

- (i) Tourism is one of the few sectors/activities in which many countries in Africa have actually a comparative advantage in terms of cultural heritage, natural wildlife, climate etc.
- (ii) Tourism has the opportunity to support traditional activities such as agriculture and handcrafts, which are very common in Africa.
- (iii) Tourism also brings non-material benefits such as pride in local culture as well as valorisation of the surrounding natural environment in the eyes of local communities, which also stimulates sustainability of the resources for tourism.

- (iv) Tourism will offer local communities in African countries an opportunity to supply goods and services to tourism enterprises as well as direct sales of goods and services to visitors by the poor.
- (v) At some instances, there could be voluntary giving by tourism enterprises and tourists; which may include payments into general charities and programmes such as HIV/AIDS programmes by tourists or tourism enterprises.
- (vi) Poor communities can also benefit from investment in infrastructure stimulated by tourism. This may include the provision of roads, energy supplies, sanitation, clean water, entertainment areas etc, on the background of tourism investments.
- (vii) Tourism is a relatively decentralized industry that is highly capable of diversifying regional economies, and hence is more suitable in affording the region equitable development.
- (viii) Tourism is an important vehicle for promoting cultural exchanges that enhance international understanding and goodwill among the diverse peoples of the world.

### **3.0 COMMUNITY TOURISM AS A GATEWAY TO POVERTY REDUCTION IN TANZANIA**

Tourism must be crucially linked to the New Partnership for African Development (NEPAD), whose main objective is to alleviate poverty on the African continent through developmental programmes that are economically viable and sustainable. One of

the ways the fight against poverty can be won is by making local community enjoy the benefits accrued from tourism through job creation, a task Community Tourism can fulfil effectively and efficiently within the framework of the NEPAD and its many avenues for implementation.

In Tanzania for example, tourism plays a significant role in its economic development. The industry is credited for being one that offers employment opportunities either directly or indirectly through its multiplier effect. The sector directly accounts for about 16% of the GDP and nearly 25% of total export earnings. It directly supported an estimated 198,000 jobs in 2003. Foreign exchange receipts from tourism grew from US\$ 259.44 million 1995 to US \$ 731.00 million in 2003. Tourist arrivals have shown a steady increase from 295,312 in 1995 to 576,198 in 2003.

### **3.1 Community Based Tourism Development**

The importance of Community Based Tourism to the overall development of the Tanzania tourism industry and rural poverty alleviation is reflected within various planning and policy documents. The Rural Development Strategy identifies tourism as a key tool in rural poverty alleviation, advocating, “the rural economy is linked to the new engines of economic growth, particularly tourism,” in order to stimulate “pro-poor growth”

Tanzania’s Integrated Tourism Master Plan advocates developing Community Based Tourism in the northern part of the country on village lands. The Wildlife Policy of Tanzania also supports Community Based Tourism by advocating the placement of “future major tourist developments outside protected areas (PAs) in order

to reduce negative impacts and enhance benefit sharing with local communities”.

This has led to the rapid development of Community Based Tourism in recent years as the tourism industry seeks to broaden and diversify its product beyond that available in National Parks and other protected areas. Partnerships or joint ventures whereby local villages receive payment in exchange for access to their lands are multiplying in the northern part of the country.

Community Based Tourism is now widely practiced in areas such as Ngorongoro, Monduli, Simanjiro, Babati, Mbulu, and Karatu Districts. These activities provide a new source of communal income through tourism joint ventures, as well as a source of employment and a limited market for local goods. Seven villages in Loliondo Division are now earning over US\$100,000 annually from several Ecotourism joint ventures carried out on their lands.

All of these revenues are governed by contracts between the villages and the tourism companies based on the villages rights under the Local Governments Act of 1982 and Village Land Act of 1999. Tanzania continues to support such initiatives and encourages other African countries to do the same.

#### **4.0 CONCLUSION**

Tourism is the pioneer among the industries in boosting the development process round the globe. And at the same time it will surely act as a catalyst in bringing peace and harmony to mankind. To ensure tourism plays a role as a true pathway to a peaceful and prosperous Africa, there is a need to strive to



incorporate in the planning process measures that will ensure tourism spending benefits the lower-income groups. This can be adequately achieved by ensuring that:

- a) **There is assurance that**, sustainable tourism development is included in general poverty elimination programmes.
- b) **There is a strong Partnership** between public and private sector bodies, with a common aim of making tourism a leading sector for economic development and poverty alleviation
- c) **There is an equitable distribution** of wealth accrued from tourism among all stakeholders.
- d) **There is an empowerment** for local community to enable them have access to information and influence in decision-making. etc.

Further, while thinking of tourism for a peaceful and prosperous Africa, it is worth also recalling that, today's Travellers are looking for a variety of travel experiences in the countries and cities they visit: different cultures, different traditions, different heritage and different lifestyles. Opportunities exist for us to build on these expectations to enrich the attractiveness of Africa as a preferred and most rewarding destination.

**THANK YOU FOR YOUR ATTENTION**

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