

Tourism, Hospitality & Event Management

Michael Z. Ngoasong

Ogechi Adeola

Albert N. Kimbu

Robert E. Hinson *Editors*

New Frontiers in Hospitality and Tourism Management in Africa

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Editors

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Editors

Michael Z. Ngoasong
Open University Business School
The Open University
Milton Keynes, UK

School of Hospitality and Tourism
University of Johannesburg
Johannesburg, South Africa

Albert N. Kimbu
School of Hospitality and Tourism
University of Surrey
Guildford, Surrey, UK

School of Hospitality and Tourism
University of Johannesburg
Johannesburg, South Africa

Ogechi Adeola
Lagos Business School
Pan-Atlantic University
Lagos, Nigeria

Robert E. Hinson
University of Ghana Business School
University of Ghana
Accra, Ghana

ISSN 2510-4993

ISSN 2510-5000 (electronic)

Tourism, Hospitality & Event Management

ISBN 978-3-030-70170-3

ISBN 978-3-030-70171-0 (eBook)

<https://doi.org/10.1007/978-3-030-70171-0>

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The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

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Managing Tourism for Economic Development in Africa: Past, Prospects and Policy Implications



Oluwatosin Adeniyi and Oludele Folarin

1 Introduction

The tourism sector has been identified as a sector that has the potential of improving the lives of the poor around the world, including African countries, due to its labour-intensive structure (Binns and Nel 2002; Dieke 2003; Folarin et al. 2017; Folarin and Adeniyi 2020). As a result of this, most African countries have adopted tourism as a tool for development (UNCTAD 2017). Hence, considerable attention has been given to the development of the sector by most governments in Africa, which in turn has resulted to an increase in the number of international tourists entering the continent over the last few years (Kester 2003; Rogerson 2007). In 2019, for instance, a total of 72.4 million tourists arrived Africa, an increase of approximately 14.4% over two years, relative to 63.3 million in 2017 (UNWTO 2020a). Infrastructures such as road and air transportations have been identified as a major catalyst to tourism development (Khadaroo and Seetanah 2007; Kimbu 2011). The extent of the development of these facilities has been found to be associated with locations where the colonialists resided in the most prior to independence (Harrison 2000). Thus, the development of the tourism sector in Africa is expected to be uneven.

In this chapter, we argue that the development of the tourism sector goes beyond whether a country was a former settler society. Settler societies are spaces where the colonial authorities mostly resided. Since the colonial authorities provided for themselves basic infrastructure to aid their activities, the settler societies naturally tended to have better infrastructure than other cities (Harrison 2000). It is, of course, important to acknowledge the importance of infrastructure in enhancing tourist experience thereby increasing the chances of a tourist to revisit the tourist sites as well as recommend the location to others (Khadaroo and Seetanah 2007; Kimbu

O. Adeniyi (✉) · O. Folarin

Department of Economics, Faculty of Economics, University of Ibadan, Ibadan, Nigeria

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M. Z. Ngoasong et al. (eds.), *New Frontiers in Hospitality and Tourism Management in Africa*, Tourism, Hospitality & Event Management,
https://doi.org/10.1007/978-3-030-70171-0_2

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2011; Adeola and Evans 2020). In this chapter, we engaged published literature on some selected African countries to address a key research question: how does colonial settler status influenced the tourism development path in African countries?

This question is important for hospitality and tourism management in Africa for two important reasons. First, the question highlights the importance of history in understanding the trajectory of tourism development. Without a historical account, it would be difficult to recognise, comprehend and appreciate the importance of appropriate government policies in transforming the hospitality and tourism industry in African countries (Adu-Ampong 2019). Second, the question helps in appreciating how the quest for alternative sources of development by government authorities in the face of crises, which could be in the form of economic crisis or natural crisis influence African governments policies on tourism. For instance, natural crisis in Morocco, the earthquake that destroyed the Agadir in 1960 (Almeida-Garcia 2018), and the economic crisis in Kenya and Mauritius. In the case of Kenya, the economic crisis originated from the shortfall in foreign exchange earnings from exported crops in mid-1960 (Akama 1999). In Mauritius, the country was faced with an economic crisis immediately after independence due to the collapse of the sugar industry, the country's main source of employment, foreign exchange earnings and government revenue during colonial era (Sharpley and Naidoo 2010).

From a management perspective, our findings suggest that the quest for national development led to exploring tourism as an alternative development tool. Hence, African countries, whether or not they were settler societies, identified the potential of the tourism sector in providing access to additional foreign exchange earnings, complementing existing sources of government revenue and fostering employment generation and how they gave a special role to the tourism sector. This line of thought is enriched in the Resource Based view, which argues that an enterprise will experience higher performance due to its effective use of rare resources (Barney 1991; Peteraf 1993). In this chapter, the management concept is reflected in the decision made by government officials in Ministry of Tourism, Destination Management Organisations, National Tourism Councils and Regional Tourism Authority, the enterprise is regarded as a country while the resources are the tourism sites. Therefore, an optimal use of tourism resources by government officials through appropriate policies is expected to bring about the development of the sector, which in turn will contribute to national development. Optimisation includes how to rethink priorities for tourism development in response to an economic crisis as witnessed in Mauritius (Durbarray 2004; Sharpley and Naidoo 2010), transitions in economic ideology from socialist ideology to economic liberalisation in the 1980s that led to the development of the tourism sector in Tanzania (Curry 1990; Wade et al. 2001) and the design policies that place the tourism sector on the path of growth in Morocco (Almeida-Garcia 2018; Gray 2000).

This chapter is structured as follows: Sect. 2 focusses on the historical account of tourism in six African countries. Section 3 provides insight on the trend of tourism development in African countries. The fourth section discusses the developmental role of tourism. Finally, the policy recommendations on how to strengthen the tourism sector in Africa is presented in the fifth section.

2 Historical Account of Tourism Development in Selected African Countries

Harrison (2000) provided a political economic analysis of tourism development in Africa. The author argued that tourism was birthed by the Europeans for the benefits of Europeans. It was long afterwards that tourism was conceived by the various government in developing countries, including Africa, as a tool for national development. This follows the thinking that tourism has the potential of being an alternative source of development (Milne and Ateljevic 2001). Thus, government policies were designed purposely to develop the tourism sector to enhance national development. For instance, the government of Morocco in her 1965 Triennial Social and Economic Development Plan ascribed great role to the tourism sector, which resulted in the creation of Ministry of Tourism afterwards (Almeida-Garcia 2018). This means that because some governments in Africa placed premium on the development role of the tourism sector, they embarked on initiatives that have in part contributed to the observed growth in their tourism sector.

While African countries such as South Africa, Namibia, Zimbabwe, Kenya, Morocco and Tunisia share the status of settler societies (Harrison 2000), their dominance in the Africa tourism sector goes beyond being settler societies. Settler society here implies that a high fraction of white population resided in the country during the colonial era. It is equally noteworthy that the colonial masters usually made their residential areas comfortable to ensure maximum satisfaction and productivity. Thus, the settler societies tended to have improved levels of infrastructure than non-settler societies. The importance of infrastructure cannot be downplayed in attracting foreign tourists as well as ensuring their return visits (Khadaroo and Seetannah 2007; Kimbu 2011). This suggests that even after the departure of colonial administrators from African countries, it is observed that these settler societies are usually preferred to non-settler societies as they still ranked high in the list of tourist destinations in the continent of Africa (Harrison 2000). In this chapter, this position is not contended but seeks to reveal another dimension of tourism development from the perspective of a country identifying tourism as a tool for development and then initiating policies that are aimed at contributing to the growth of the sector, as reflected in Resource Based view, which emphasises the use of rare resources to attain higher performance level (Barney 1991; Peteraf 1993; Duarte Alonso 2017).

To understand the effort exerted by African countries that regarded tourism as an alternative tool for development, this research relied on past studies to achieve two things. First, trace tourism development path of countries with impressive records and second, document concrete efforts initiated by the government of those countries. It is important to state clearly that the exercise did not cover all African countries but selected six countries based on access to published studies with useful information. Adu-Ampong (2019) used similar qualitative approach in understanding tourism governance in Ghana. In this study, African countries with impressive Tourism sector development were first identified.

Table 1 Milestone in the development of tourism in the selected African countries

Countries	Major milestone(s)
Kenya	Establishment of Kenya Tourism Development Corporation (KTDC) in 1965
Mauritius	Development of Export Processing zone in 1970
Morocco	Assignment of significant role to the tourism sector in the Triennial Social and Economic Development plan introduced in 1965
Namibia	The quest to reduce poverty level immediately after gaining independence
Tanzania	Change from social ideology to the adoption of Structural Adjustment Programme in early 1980s, which led to adoption of tourism sector friendly policies
Tunisia	Establishment of hotel training schools in 1980s following the prominent role assigned to the tourism sector since the 1970s

Source: Authors' compilation

Following from this exercise, it was discovered that not all the countries place significant emphasis on the potential of tourism sector to drive growth. As a result, the analysis was limited to African countries that recognise and put in place appropriate policies to strengthen the development of the sector. Thus, focus was placed on six countries, namely: Mauritius, Morocco, Tunisia, Kenya, Tanzania and Namibia.¹ The government of the selected African countries made concrete efforts to develop the tourism sector because the sector was seen as an alternative path to development (Akama 1999; Almeida-Garcia 2018; Ben Aissa and Goaid 2017; Durbarry 2004; Nelson 2012; Nyakunu and Rogerson 2014). In other words, the quest to develop the tourism sector in the selected African countries, therefore, arose from the need to address their economic crisis that required an alternative source of foreign exchange and means of cushioning the shortfall in government revenues. Table 1 documents the major milestone in each of the selected countries in strengthening the development of the tourism sector in respective countries.

3 Country Specific Case Studies

3.1 *Mauritius*

Prior to independence in 1967, Mauritius economy relied mainly on the sugar industry for employment, foreign exchange earnings and government revenue. Sugar had been the main industry in the country as far back as 1715 when the country was colonised by the French (Durbarry 2002, 2004; Sharpley and Naidoo 2010). The industry however experienced limited growth and employment after independence in 1967. In the quest by the government to diversify away from

¹Due to space limitation, we focused on six countries with detailed published research work. The published studies serve as input in understanding the development of tourism sector in the selected countries.

sugar, the tourism sector was developed alongside other sectors under the Export Processing Zone implemented in 1970 and since then, the sector has been contributing significantly to the country in terms of foreign exchange earnings and it is currently the largest sectoral employer of labour in the Island (Sharpley and Naidoo 2010).

3.2 *Morocco*

The tourism sector in Morocco commenced with the construction of La Mamounia hotel in 1929 in Marrakesh. After independence in 1956, in the quest to create jobs as well as end economic dependence, the government adopted the socialist developmental model. Hence, government investments were mainly targeted at agricultural sector and in the provision of water infrastructure. The first two economic development plans for Morocco ascribed little role to tourism,² the third economic development plan, which is referred to as the Triennial Social and Economic Development Plan ascribed significant role to the tourism sector, including provision of foreign exchange earnings, job creation, enhanced savings level and attraction of foreign investment. To reflect the seriousness of the government with the assigned roles, the Ministry of Tourism was created in 1965, the same year the plan was implemented. Furthermore, it was reported that the government through its state intervention provided subsidies as high as 95% for bed space in hotels within the Priority Planning Zones (Almeida-Garcia 2018; Gray 2000). This economic strategy could not be sustained in the 1990s, which led to the closure and privatisation of government owned hotels.

From the 1990s till date, the government of Morocco has been exercising regulatory role, which ensures that they design and implement policies that encourage private sector participation in the sector. For instance, in 1999, the government decided to make tourist attraction its main goal. To actualise this goal, in 2001, the government designed and unveiled the vision 2010 plan for the tourism sector with the following objectives: to attract 10 million tourists by 2010 and to increase the share of tourism in total gross domestic product from 6.5% in 2001 to 8% by 2010. Given the impressive performance of the country in achieving vision 2010, the government unveiled vision 2020 plan with the ambiguous goal of making Morocco one of the top-20 tourist destinations in the world (Almeida-Garcia 2018). In 2019, Morocco is the leading tourist destination in Africa, followed by South Africa, rising from the fourth position it occupied in 1995 (see Table 2). It can be inferred that the policies of the Moroccan government over these two decades have been effective in transforming the country tourist sites, thereby making them more attractive to new as

²The sequence of the first two Economic plans in Morocco: First Economics Plan was introduced in 1958 while the Second Economic Plan was introduced in 1960.

Table 2 International Tourism arrival in Africa (hundred thousands)

Country name	1995	2000	2005	2010	2015	2016	2017	2018	2019	Ranking 1995	Ranking 2017
Morocco	26.0	42.8	58.4	92.9	101.8	103.3	113.5	122.9	129.3	4	1
South Africa	44.9	58.7	73.7	80.7	89.0	100.4	102.9	104.7	102.3	1	2
Egypt, Arab Rep.	28.7	51.2	82.4	140.5	91.4	52.6	81.6	113.5	NA	3	3
Tunisia	41.2	50.6	63.8	78.3	53.6	57.2	70.5	83.0	94.3	2	4
Algeria	5.2	8.7	14.4	20.7	17.1	20.4	24.5	26.6	23.7	7	5
Zimbabwe	14.2	19.7	15.6	22.4	20.6	21.7	24.2	25.7	22.9	5	6
Kenya	9.2	9.0	14.0	14.7	11.1	12.7	16.7	19.3	NA	6	7
Namibia	2.7	6.6	7.8	9.8	13.9	14.7	15.6	16.2	NA	12	8
Uganda	1.6	1.9	4.7	9.5	13.0	13.2	14.0	18.5	NA	16	9
Senegal	2.8	3.9	7.7	9.0	10.1	12.1	13.7	NA	NA	11	10
Mauritius	4.2	6.6	7.6	9.4	11.5	12.8	13.4	14.0	13.8	8	11
Tanzania	2.9	4.6	5.9	7.5	11.0	12.3	12.8	13.8	NA	10	12
Lesotho	2.1	3.0	3.0	4.3	10.8	12.0	11.4	NA	NA	13	13
Zambia	1.6	4.6	6.7	8.2	9.3	9.6	10.8	10.7	NA	15	14
Ethiopia	1.0	1.4	2.3	4.7	8.6	8.7	9.3	8.5	NA	20	15
Eswatini	3.0	2.8	8.4	8.7	8.7	9.5	9.2	7.8	6.8	9	16
Malawi	1.9	2.3	4.4	7.5	8.1	8.5	8.4	8.7	NA	14	17
Sudan	0.3	0.4	2.5	5.0	7.4	8.0	8.1	8.4	NA	28	18
Cabo Verde	0.3	1.2	2.0	3.4	5.2	6.0	6.7	7.1	7.6	29	19
Togo	0.5	0.6	0.8	2.0	2.7	3.4	5.1	5.7	8.8	22	20
Seychelles	1.2	1.3	1.3	1.8	2.8	3.0	3.5	3.6	3.8	19	21
Burundi	0.3	0.3	1.5	1.4	1.3	1.9	3.0	NA	NA	27	22
Benin	1.4	1.0	1.8	2.0	2.6	2.7	2.8	3.0	NA	17	23
Angola	0.1	0.5	2.1	4.3	5.9	4.0	2.6	2.2	2.2	31	24
Madagascar	0.8	1.6	2.8	2.0	2.4	2.9	2.6	2.9	3.8	21	25
Congo, Rep.	0.4	0.2	0.4	1.0	3.6	2.2	2.1	1.6	NA	25	26

Mali	0.4	0.9	1.4	1.7	1.6	1.7	1.9	2.0	NA	24	27
Niger	0.4	0.5	0.6	0.7	1.4	1.5	1.6	1.6	1.9	26	28
Gambia, The	0.5	0.8	1.1	0.9	1.4	1.6	1.6	5.5	NA	23	29
Burkina Faso	1.2	1.3	2.5	2.7	1.6	1.5	1.4	1.4	NA	18	30
Comoros	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.4	0.5	30	31

Sources: World Bank, World Development Indicators (2019); UNWTO (2020b)

Note: NA means data not available

well as returning foreign tourists that are looking for either seaside resort or cultural heritage or both (Yasin et al. 2011).

3.3 Tunisia

Similar to Morocco, Tunisia offers tourists different kinds of tourist products for attraction along its Mediterranean coast in the form of seaside resorts (Ben Aissa and Goaid 2017; Gan and Smith 1992). When designing its first development plan in 1962, the Tunisian government assigned significant role to the tourism sector from inception, unlike what was observed in Morocco (Gan and Smith 1992; Poirier 1995). In Tunisia, the government contributed to the development of the tourism sector through the enactment of policies that are believed to encourage active participation of the private sector. The private sector serves as the driver of the development of the sector while the government influences the level of development through its policies. Also, the decisive effort by the government to provide training for people working in the tourism sector, which led to the establishment of the government hotel schools in the 1980s. This in part contributes to the development of tourism industry in Tunisia (Gan and Smith 1992).

The effort of the Tunisian government in attracting tourists have been adversely affected over the years by war, including the Gulf war in the 1990s and the Arab war in more recent times. The occurrence of these wars has created negative images in the minds of people, especially after the 9/11 event (Avraham 2015; Hazbun 2007). This implies that the Tunisian government as well as other North African countries, in a bid to attract increasing number of tourists, need to first make potential visitors feel secure that there will not be breach of security. After the Gulf war, specifically in 1991, the Tunisian National Tourist Board embarked on massive rebranding campaign in Europe with the aim of achieving its pre-war tourist arrival level (Gan and Smith 1992). Similar action was initiated after the Arab spring uprising in 2011 (Avraham 2015).

3.4 Kenya

The colonial government fostered the initial development of the tourism sector in East Africa, which Kenya is part of, through provision of basic transport and communication infrastructure (Akama 1999; Mayaka and Prasad 2012). After gaining independence in 1963, the quest for national development made the Kenyan government to pursue strategies targeted at promoting the cultivation and export of cash crops. While the government realised foreign exchange earnings through exporting of crops, the drastic decline in agricultural commodity prices during the mid-1960s lowered the realisable earning from exporting crops. To address the shortfall in foreign exchange earnings, the Kenyan government introduced measures

that were targeted at developing the country's tourism sector. The Kenyan government invested heavily in tourism communication and strategies in the 1960s and 1970s with the intension of attracting tourists from the North America and Europe (Smart 2018).

Also, in 1965, the Kenya Tourism Development Corporation (KTDC) was established and was saddled with the responsibility of managing tourism investment initiatives and facilities. Barely a year after the establishment of KTDC, the Ministry of Tourism and Wildlife was established in 1966 with the responsibility of ensuring that Kenya's tourism and wildlife resources are put into effective use (Akama 1999; Mayaka and Prasad 2012). More recently, the Kenyan government return to its old strategy of sponsoring brand image marketing events in Europe and North America countries by hosting "Kenya Week" in Italy in 2015 with the intention of creating awareness about tourism destinations in Kenya to potential tourists (Smart 2018). Kenya's example also reflects that colonial effort is not adequate in ensuring continuous attraction of tourists to a tourist destination but deliberate efforts by the government matters. This effort could however be motivated by quest for development which could arise from the need to secure alternative sources of foreign exchange earnings in a bid to actualise national development targeted at creating employment and improving the living conditions of the citizenry.

3.5 Tanzania

In Tanzania, tourism is concentrated in the capital Dar es Salaam and the Northern Wildlife Area (Curry 1990; Nelson 2012; Wade et al. 2001). Unlike Kenya which from the inception of her independence had showed commitment towards developing the tourism sector by encouraging private investment, Tanzania's government paid little attention to this sector due to her economic ideology. For the first few decades after independence, the Tanzanian government adopted socialist ideology and as a result, facilities in the tourism sector were owned and controlled by the government with little or no role ascribed to the private sector (Curry 1990; Wade et al. 2001). Tanzania Tourist Corporation, a government agency, was saddled with the responsibility of building and managing tourism facilities in the country. The activities of Tanzania Tourist Corporation were limited because the government of Tanzania believed that developing the tourism sector will undermine the country's quest to be self-reliant but rather make the country dependent on the developed countries. Hence, the government focused more on developing the other sectors of the economy (Wade et al. 2001).

The closure of the border that linked Tanzania to Kenya and the war with Uganda had an adverse effect on tourist arrivals in the late 1970s. The country experienced severe economic crisis in the early 1980s, which made the government to abandon its social ideology to adopt structural adjustment programme (Curry 1990; Wade et al. 2001). As a result, the government viewed tourism as an important sector and implemented policies with the sole aim of developing the sector. Furthermore, in

1985, the border with Kenya was reopened. Implementation of pro-tourism sector policies as well as reopening of the border with Kenya had significant effect on tourist arrivals as it was reported to grow at an average rate of 10% during the 1990s (Wade et al. 2001). Hence, the story of Tanzania is like that of Morocco, where the sector was initially given little recognition in national development due to the ideological leaning of the leader of the country post-independence. In both countries, economic crisis forced the governments to recognise the potential in the tourism sector in promoting national development. The turnaround of the tourism sector in Tanzania initiated in the mid-1980s has continued to make the country one of the most preferred tourist destinations in Africa and has ensured less reliance on the Kenyan tourism industry (Nelson 2012).

3.6 *Namibia*

Tourism in Namibia can be traced to her pre-independence days when the country was still a part of South Africa. In Namibia, tourism is in the form of wildlife and wilderness. Thus, the government manages and controls the national parks and game reserves while the private sector manages the lodging segment (Ashley 1998; Novelli and Gebhardt 2007). Upon independence from South Africa in 1990, the Namibian government sought to reduce the level of poverty and inequality in the country (Ashley 1998). Given the tourism potential of the country, the government looked inwards by developing plans aimed at improving the level of attractiveness of the tourism destinations. This is reflected in the various policies and initiatives implemented since independence. The Namibian government believed that tourism could serve as a veritable tool to be leveraged upon in alleviating poverty and stimulating economic development (Nyakunu and Rogerson 2014). Currently, the tourism industry is among the largest employer of labour in Namibia, employing a little above one hundred Namibians in 2019 representing 15.4% of total employment. Similarly, in 2019, tourism sector contributes 14.7% of total GDP (UNWTO 2020a). It can be inferred that tourism sector has been contributing significantly to new job creation in the country as well as improving the livelihood of people.

4 **Trend of Tourism Development in African Countries**

To understand the development of tourism in Africa, we begin by examining the trend of international tourist arrivals into African countries over the period of 1995 and 2019.³ In 1995, South Africa, Tunisia, Egypt, Morocco, Zimbabwe, Kenya,

³The period used was informed by the availability of data. The data on tourism arrival at international level, which is comparable across countries, started in 1995.

Algeria, Mauritius, Eswatini and Tanzania occupied the top ten positions in terms of the total number of international tourist arrivals. In each of these countries, a minimum of two hundred and eighty thousand international tourists visited those countries and we observed high degree of disparity of international tourist arrivals within these African countries. For instance, the total number of tourists that entered South Africa, which ranked 1st in 1995 is more than ten times of those that entered Mauritius, which ranked 8th.

The number of international tourist arrivals increased significantly over the two decades for nearly all the selected African countries. For instance, in 1995, 4.5 million tourists entered South Africa, it rose to 8.9 million in 2015, recording almost 100% increase over two decades, and it further rose to 10.2 million in 2019. Similarly, 2.6 million tourists entered Morocco in 1995, this increased by more than 300% to reach 10.2 million in 2015 to become the most preferred international tourists' destination in Africa. In 2019, more than 12.9 million international tourists entered Morocco, an increase of 27% over a four-year period (see Table 2). The significant spike recorded in Morocco between 1995 and 2010 suggests that various policies and initiatives implemented in Morocco have been effective in boosting the image of the country as a tourist destination, thereby making it the most preferred location in Africa ahead of South Africa, Tunisia and Egypt. These initiatives include the vision 2010 and vision 2020, which have been the tourism action guide for more than a decade (Almeida-Garcia 2018).

As seen in Table 2, Algeria, Cabo Verde, Namibia, Uganda, and Sudan experienced an upward movement in their 2017⁴ ranking when compared to the 1995 ranking. The ranking shows the relative position of African countries using the number of international tourists that entered the countries in 1995 and 2017. Therefore, an upward movement in the ranking implies that the country is more preferred in 2017 among other African countries in relation to what was observed in 1995. For instance, Uganda ranked 16th in 1995 and moved up to 9th position in 2017. Likewise, Cabo Verde moved ten steps upward from 29th position in 1995 to 19th position in 2017. The recorded upward movement by these African countries shows improvement in the relative attractiveness of these country's over the last two decades.

Furthermore, Table 2 shows that African countries such as Kenya, Eswatini, Mauritius, Burkina Faso, and The Gambia became less attractive over the same period. The loss of attractiveness of these countries is inferred from the decrease in country ranking in 2017 when benchmarked against 1995 ranking. It is important to point out that even in these countries, the total number of international tourist arrivals in 2017 is higher than what was recorded in 1995 (in most situations the total number of international tourist arrivals in 2017 is three times what was observed in 1995). For instance, Eswatini ranked 9th in 1995 with a total of three hundred thousand international tourists. The number of arrivals increased to a little above nine hundred

⁴The ranking was based on year 2017 not year 2018 or 2019 because these periods had missing data points for some of the selected African countries.

Table 3 Contribution of tourism receipts to gross domestic product (percent of GDP)

Country name	1995	2000	2005	2010	2015	2016	2017	2018	2019
Algeria	0.08	0.19	0.46	0.20	0.21	0.15	0.10	0.12	0.12
Angola	0.49	0.37	0.28	0.87	1.01	0.62	0.72	0.55	0.42
Benin	3.92	2.20	1.64	1.57	1.30	1.09	1.26	1.21	N/A
Burkina Faso	N/A	0.78	0.75	1.04	1.28	1.34	1.21	1.10	N/A
Burundi	0.24	0.16	0.17	0.10	0.07	0.06	0.09	0.13	N/A
Cabo Verde	5.95	11.87	18.21	23.25	23.80	23.87	25.43	26.64	27.42
Comoros	5.52	4.28	3.73	3.88	5.34	4.99	5.62	6.51	N/A
Congo, Rep.	0.69	0.39	0.66	0.32	0.55	0.47	N/A	N/A	N/A
Egypt, Arab Rep.	4.91	4.66	8.03	6.23	2.07	0.99	3.67	5.06	4.70
Eswatini	3.18	1.38	2.43	1.16	0.35	0.34	0.30	0.35	0.32
Ethiopia	2.31	2.49	4.30	4.79	3.53	2.88	3.06	4.21	2.96
Gambia, The	3.56	N/A	5.74	5.18	8.93	8.16	7.74	10.34	N/A
Kenya	8.68	3.94	5.17	4.05	2.49	2.13	1.98	2.03	N/A
Lesotho	2.89	2.03	1.60	1.01	1.43	2.22	0.96	0.93	0.89
Madagascar	2.76	3.28	4.69	4.26	6.15	7.71	6.44	6.34	1.73
Malawi	1.57	1.66	1.31	0.65	0.61	0.55	0.56	0.62	0.62
Mali	0.96	1.59	2.38	1.95	1.42	1.44	1.34	1.32	N/A
Mauritius	15.25	15.70	18.32	15.84	14.37	14.91	15.12	15.24	14.37
Morocco	3.76	5.87	8.70	8.77	7.67	7.67	8.28	8.08	8.43
Namibia	7.05	5.03	5.10	4.20	4.79	3.27	3.52	3.63	3.61
Niger	0.30	1.03	1.00	1.35	0.83	0.82	0.81	0.84	N/A
Senegal	2.72	2.57	3.03	2.86	2.34	2.30	2.23	2.38	N/A
Seychelles	44.08	36.59	29.27	36.29	35.06	35.40	38.37	38.52	37.96
South Africa	1.71	2.45	3.35	2.75	2.88	2.97	2.78	2.66	2.61
Sudan	0.06	0.04	0.43	0.13	1.28	1.95	2.27	4.00	4.34
Tanzania	9.55	2.85	4.54	4.00	4.06	4.32	4.25	4.25	4.15
Togo	0.99	0.74	1.18	3.06	5.07	4.97	5.08	5.07	N/A
Tunisia	10.19	9.21	8.68	7.89	4.33	4.08	4.48	5.83	N/A
Uganda	1.36	2.66	4.24	3.03	3.27	3.86	3.11	3.19	3.39
Zambia	N/A	1.86	5.36	2.43	3.11	3.26	2.52	2.75	3.55
Zimbabwe	2.04	1.87	1.72	1.12	0.96	0.94	0.72	N/A	N/A

Source: World Bank, World Development Indicators (2020); UNWTO (2020b)

thousand in 2017 but the ranking stood at 16th. The relative decrease in the position of Eswatini among other African countries, despite the growth in the total number of international tourist arrivals over the two decades covered, suggests that other African countries such as Namibia, Senegal, Zambia, Uganda and Lesotho that attracted low international tourists in 1995 welcomed more tourists in 2017. Namibia's impressive tourism development can be linked to the significant reforms, highlighted earlier, initiated in the sector (Nyakunu and Rogerson 2014).

The contribution of tourism to total gross domestic product is presented in Table 3. It is seen that tourism contributed the most in Seychelles, followed by

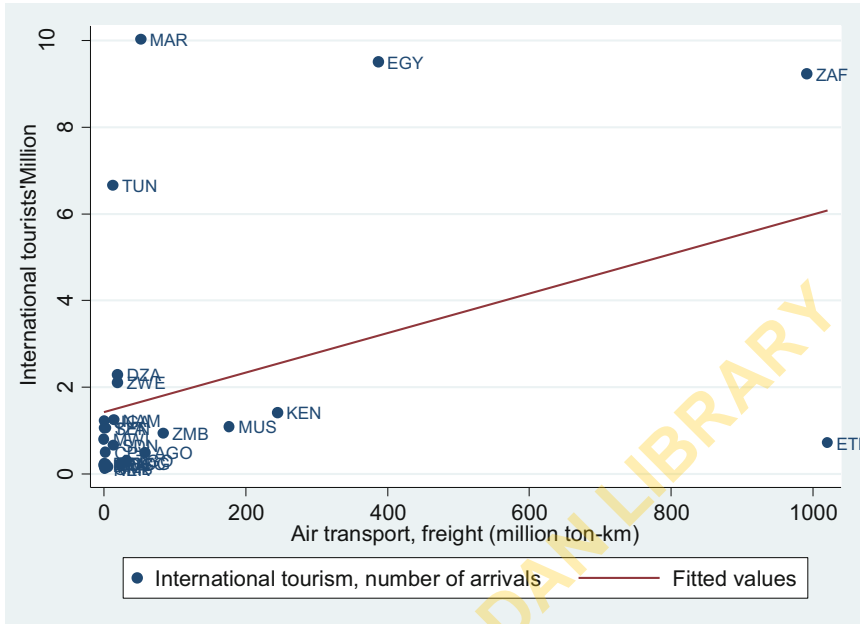


Fig. 1 Air transportation and tourist arrivals in African countries

Cabo Verde, and then by Mauritius. Tourism contributed more than 10% on average to these countries’ gross domestic product from 1995 to 2019. Specifically, in 2019, tourism receipts represented 38% of total output in Seychelles, 27.42% in Cabo Verde and 14.4% in Mauritius. In more than 40% of African countries, tourism constituted more than 3% of total gross domestic product. This further explains the increasing role associated with tourism development in developing countries, including those in Africa.

Infrastructure has been argued to shape tourists experience, which in turn informs the decision on whether to return or not, as well as whether to recommend the tourist destination to others (UNWTO 2017). We consider three of these infrastructures in this study, namely: air transportation, telecommunication and digital banking. Figures 1, 2 and 3 below shows the association between selected infrastructural facilities and international tourist arrivals in African countries.⁵ From each of the charts, we observed that there is positive correlation between infrastructure and international tourist arrivals. The positive relationship was strongest when infrastructure was measured using information and communication technology (ICT). This could

⁵The average of the variables over the period of 2010 to 2017 was used in plotting the scatter diagram. The choice of the eight years was informed by the need to eliminate the effect of a one-time decrease on increase in both international tourism arrivals and the measures of infrastructure.

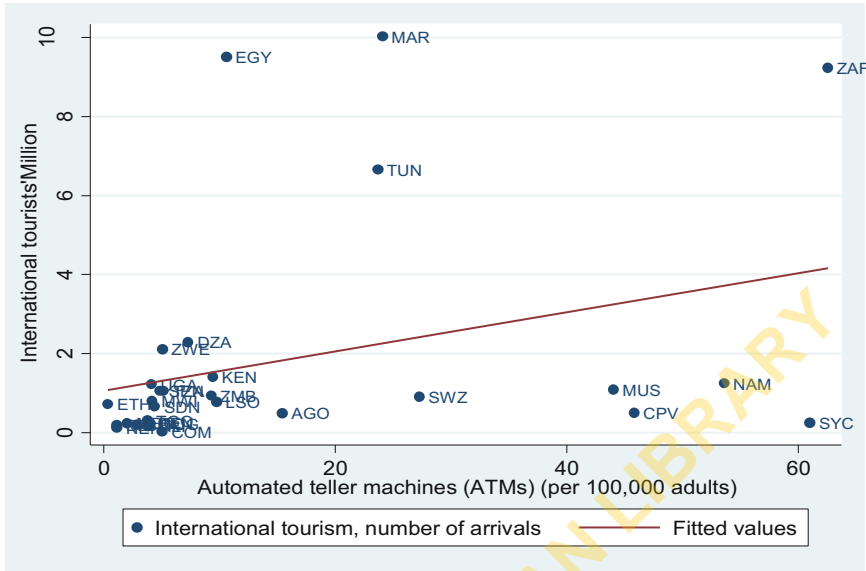


Fig. 2 Banking facilities and tourist arrivals in African countries

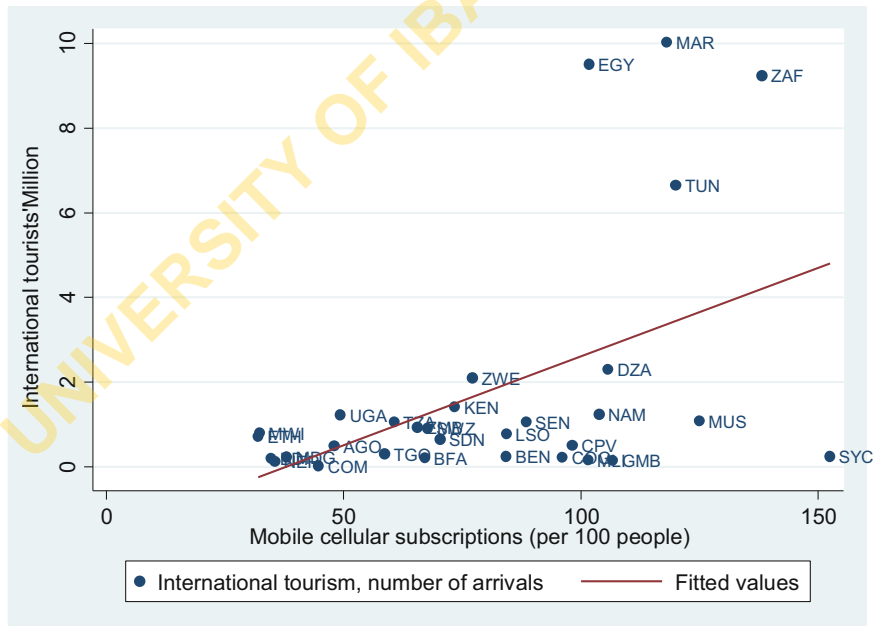


Fig. 3 Information and Communication Technology (ICT) and tourist arrivals in African countries

mean for instance that tourists are more likely to travel to African countries with reliable internet access.

Apart from association, the charts provide some useful information about the state of tourism-related infrastructure in African countries. From Fig. 1, except for few countries such as South Africa, Ethiopia and Egypt, most African countries' air transportation is underdeveloped going by the average freight. This suggests that the underdevelopment of the air transportation sector might be contributing in part to tourists' preference of non-African destination countries. Furthermore, Fig. 2 shows that the number of automated teller machines per one hundred thousand adults in most African countries is less than 40. This suggests an underdevelopment of the digital payment system in Africa. Since most tourists are from Europe and America, they are most likely used to digital payment. Hence, underdevelopment of the payment system could somewhat lower their spending.

5 Recent Account of Tourism as a Tool for Economic Development

This section dwells largely on two recent studies, namely: UNCTAD (2017) and UNWTO (2017). Both studies reflected on the capacity of the tourism sector in contributing to the economic development⁶ of African countries through job creation and serving as alternative source of foreign exchange. Both studies argued that the potential of the tourism sector in most African countries is yet to be fully maximised. Since tourism takes place both in rural and urban areas, tourism development has the potential of affecting the quality of life of people that reside in rural and urban areas. The impact of tourism development is, however, expected to be higher in a rural area than in an urban area. The fact that rural areas have limited opportunities for economic development explains why tourism is receiving increasing recognition as a vital tool for economic development in these areas (Sharpley and Naidoo 2010).

The development of the tourism sector in this chapter is viewed from the ability of a country to attract tourists, since tourists have multiple tourist destinations they can choose from. A tourist's preference for one tourist site over other tourist sites could be interpreted as tourism development in the location where the tourist prefers (Rogerson 2007). Hence, when the total number of tourists that entered a country in current year exceeds the preceding year, this suggests that tourism has improved and an improvement in tourism implies tourism development. Tourism development is dependent on the state or condition of facilities in tourist destinations. An

⁶Economic development in this chapter is viewed from the perspective of an improvement in the quality of life of an average citizen in a country. Citizens' quality of life is expected to be better in the presence of an improvement in household livelihoods. This is particularly because households are able to make informed decisions which are expected to enhance their present and future living conditions.

improvement in the state of facilities at the tourist site is expected to attract more tourists (Fourier and Santana-Gallego 2011). Thus, the market for locally produced goods and services expands.

Embracement of entrepreneurship arising from the expansion of the tourism sector and improved linkages between tourism and other sectors of the economy is expected to contribute to economic diversification, thus, boosting economic growth and development. Local businesses relating to tourism such as accommodation, transportation and tour guides are expected to experience an expansion as the tourism sector develops. As a result, owners of businesses offering tourism-related goods and services would earn more income, thereby increasing government revenue as well as serving as an alternative source of foreign exchange. With additional foreign exchange accruing from tourism expansion, it is expected that capital equipment that are not produced in the domestic economic but are necessary for production in other sectors of the economy would be acquired through importation, and thus, enhancing the rate of economic growth. In countries such as Mauritius, the tourism sector is ranked among the top three sources of foreign exchange (Sharpley and Naidoo 2010).

In 2019, tourism sector employed 24.6 million people in Africa representing 6.8% of total employment (UNWTO 2020c). UNCTAD (2017) argued that tourism can create jobs in African countries, most especially for the youth with the highest rate of unemployment. The youth are estimated to be twice more likely to be unemployed when compared to the elderly. Furthermore, African countries have a population that is dominated with the youth. This demographic structure can be converted into opportunity by ensuring that a large percentage of the youth are gainfully employed, thereby reducing the proportion of youth that are dependent. With reduction in the dependency ratio, the region may also experience demographic dividend. This is one of the benefits associated with a decrease in the dependency ratio. This benefit can accrue from youth employment. Hence, through youth employment in the tourism sector, the region will not only address its unemployment crisis but also situate itself in the position to reap the demographic dividend.

6 Conclusion

Using Resource Based view, this study showed that the development of the tourism sector in Africa depends more on the realisation of tourism as an alternative source of development by African governments. In situations in which little role is ascribed to the tourism sector, little or no development in the sector will take place, since the sector responds mainly to policies and reforms initiated by the government. We argue in this chapter that being a colonial settler society could provide a leverage for the development of the sector as evident in Kenya. However, the study also provided some evidences to show that being a colonial settler is not a enough condition, given the competitive nature of the global tourism market. Hence, government

commitment towards the development of the sector via initiation of relevant policies and reforms is equally crucial.

The tourism sector is a customer service driven sector. Tourism destinations with a good sense of customer service are more likely to experience high level of revisit by tourists, who are also more likely to recommend the place to other people. This explains why the government of Tunisia established hotel schools in the 1980s in order to enhance the country's manpower in the tourism sector. In recent literature on human resource management in tourism, inadequate training of manpower in the tourism industry were argued to constrain tourism development (Croes et al. 2020; Folarin et al. 2017). While there is at least one hotel training school in each African country, the current number of training schools is inadequate to cater for the growing demand for tourism services (UNWTO 2017). Hence, Ministry assigned with tourism industry and destination management organisation should work in a collaborative structure to provide an enabling environment for the establishment of more tourism-related training schools. This is important in enhancing the quality of service delivery by those people working in the tourism-related sector, as well as introduce them to recent development in the sector. Also, the training school will allow tourism destination managers to acquire relevant skills needed for effective management of tourist sites and facilities, which in turn, will sustain and retain the attractiveness of the location.

Furthermore, it is observed that tourist destinations could become less attractive as a result of breach of security. Therefore, without necessary positive image projected to potential tourists, the level of tourist arrivals in such tourist destination will decline with time. This explains why the Gulf War and Arab spring had adverse effect on tourist arrivals in North African countries (Avraham 2015; Gan and Smith 1992). Tourists are likely to prefer other tourist destinations with guaranteed security compared to insecure destinations. Hence, peace and security are important in bringing about an increase in international tourist arrivals (Ajogbeje et al. 2017; UNCTAD 2017). In the same vein, the low level of tourism-related infrastructure in most African countries suggests that the potential of tourist destinations in Africa is yet to be fully explored. The future of tourism industry in Africa depends on the commitment of African government to design and implement appropriate policies that will increase tourism-related infrastructure, which in turn, will strengthen the competitiveness of the tourist destinations in the continent.

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Oluwatosin Adeniyi teaches in the Department of Economics, University of Ibadan, Nigeria. His research interests straddle several areas, including the Economics of Tourism. He has published many scientific papers in reputable scholarly outlets. He can be contacted at: saino78@yahoo.com.

Oludele Folarin is a PhD candidate in the Department of Economics, University of Ibadan, Nigeria. His research interests are primarily in the areas of Financial Economics and Development Economics. To his credit, some of these research outputs on tourism have been published in recognised field journals such as *Tourism Economics* and *Journal of Travel Research*. He has equally presented his research to academic audiences at conferences locally and internationally. He can be contacted at oludelefolarin@gmail.com.