

Addressing Africa's Narrow Range of tourism Products

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- Introduction
- Historical Perspective
- Challenges
- Conclusion and recommendations

Tourism is an important economic sector, it –

- ✓ 8% of continent' s GDP
- ✓ Is larger than manufacturing and banking sectors combined
- ✓ Generates 7.1% of total employment etc
- ✓ projected to grow faster than continent' s average growth rate

But, the sector faces a range of challenges – narrow range of products

















- Tourism arguably rooted in the colonial era
- Colonial legislation – created national parks and reserves e.g. Nairobi (1946), Tsavo (1948), Mt Kenya (1949), Serengeti (1951)
- Postcolonial – national parks and reserves developed into key tourist attractions targeting the Western markets
 - Conservation efforts mainly driven organisations e.g. AWF, WWF, IUCN under programmes e.g. COBRA supported by USAID, CBNRM of which CAMPFIRE is a strand, CORE
- Most countries major source markets remain respective the former colonisers
- Perspective enables an understanding of what has informed and is informing tourism product development in Africa

Narrow range of tourism products dependence has led to:

- Perpetuation of the *myth of the uncivilised*
- Homogeneity of African tourism products
- Unsuitability of products for African market
- Overexploitation natural resources, resulting in conflicts – human-wildlife, encroachment, armed conflicts etc
- Minimal benefits to local communities – low linkages and high leakages of benefits

- The narrow range of tourism products is a challenge to the development prospects of the sector
- There is urgent need for diversification informed by innovative and creative ideas – R&D key

THANK YOU!
MERCI BEAUCOUP!

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