

The Political Economy of Tourism Development in Africa

Edited by
Peter U. C. Dicke
University of Strathclyde
The Scottish Hotel School
Curran Building
94 Cathedral Street
Glasgow G4 0LG, Scotland, UK



Contents

Dedication	i
Foreword	xi
<i>David J. de Villiers</i>	
Acknowledgements	xiii

Chapter 1. The Nature and Scope of the Political Economy of Tourism Development in Africa 1

Peter U. C. Dieke

Summary

Introduction

Conceptualizing the Political Economy of Tourism Development

The *Prima Facie* Case: Tourism in Economic Development

PET and its Relevance to Africa

Plan of the Book

Part I: Theoretical and Comparative Prisms

Chapter 2. Tourism in the African Economic Milieu: A Future of Mixed Blessings 29

Robert A. Poirier

Summary

Introduction

Importance of Tourism

Tourism and Development

Conclusion

Chapter 3. Tourism in Africa: The Social and Cultural Framework 37

David Harrison

Summary

Introduction

The Historical Background

The Infrastructural Inheritance

Images of Africa

The Development of Global Tourism

White Tourism and a Black Backlash

Conclusion

Chapter 4. Tourism and Political Geography in Southern Africa	52
<i>David B. Weaver</i>	
Summary	
Introduction	
The Nature of Political Geography	
Political Geography and Southern Africa	
Tourism and Political Geography in South Africa	
Conclusions	
Chapter 5. Tourism Policy Formulation in the Southern African Region	62
<i>Carson L. Jenkins</i>	
Summary	
Introduction	
Aspects of Policy Formulation	
Tourism in the Southern Africa Region	
Tourism Policies in Southern Africa	
Conclusion	
Part II: The Case Studies of Selected African Countries	
Chapter 6. Planning Sustainable Tourism in Ghana	77
<i>Edward Inskeep</i>	
Summary	
Introduction	
Planning for Sustainable Tourism Development	
Overview of Ghana	
Organization of the Tourism Program	
Applying Concepts of Sustainability in Ghana	
Tourism Policy and Plan Formulation	
Conservation and Development of Tourism Resources	
Plan Implementation and Tourism Management	
Conclusions	
Chapter 7. Planning Tourism in a Reconstructing Economy: The Case of Eritrea	98
<i>Peter M. Burns</i>	
Summary	
Introduction	
Planning: A Critical Appraisal	
Government Roles in Tourism Planning and Policy-Making	
The Case of Eritrea	
Tourism Policy and Advice: The 1993 Conference	
Implications for Development	
Conclusions	

Chapter 8. The Development of Tourism in Namibia	113
<i>Carson L. Jenkins</i>	
Summary	
Introduction	
Background	
Development Problems	
Development Assistance	
Contribution to Development	
Development Issues	
Conclusions	
Chapter 9. Tourism Development in Kenya	129
<i>Isaac Sindiga</i>	
Summary	
Introduction	
Geography of Tourism	
Development of Tourism	
Development of Kenya Tourism in the East African Context	
Tourism and the Kenyan Economy	
Challenges of Kenya Tourism	
Future Prospects of Kenya Tourism	
Conclusion	
Chapter 10. Tourism Development in Botswana: Problems and Potential	154
<i>Adams Dambe Chilisa</i>	
Summary	
Introduction	
Developing Tourism in Botswana	
Botswana Tourism Potential	
Conclusions	
Chapter 11. Ecotourism in Zanzibar, Tanzania	167
<i>Abmada H. Khatib</i>	
Summary	
Introduction	
The Search for a Definition	
Ecotourism Perspectives	
Tourism in Zanzibar	
Developing Ecotourism in Zanzibar	
The Case Study: Jozani Forest Reserve	
Future Prospects of Ecotourism in Zanzibar	

Chapter 12. Tourism and Conservation: The Application of Economic Policy Instruments to Wildlife Tourism in Zimbabwe 181
M. Thea Sinclair and Alan Pack

Summary

Introduction

The Economic Context

International Tourism in Zimbabwe

Valuing Natural Resources

The CAMPFIRE Program

Conclusions

Part III: Institutional Structures and Strategic Policies

Chapter 13. Institutional Support for Tourism Development in Africa 195
Erik Holm-Petersen

Summary

Introduction

The Situation Within Tourism

The Tourism Product Base: Protection of Natural Resources

Community Involvement in Tourism and Wildlife

Trends in Institutional Support

Future Possibilities

Conclusion

Chapter 14. Tourism and the Transatlantic Slave Trade: Some Issues and Reflections 208
Nathan K. Austin

Summary

Introduction

The Transatlantic Slave Trade

Opportunities for Development in Tourism

Issues of Concern

Some Reflections

Conclusion

Chapter 15. Regional Cooperation and Tourism Development in Africa 217
Victor B. Teye

Summary

Introduction

International Tourism in Africa

Benefits of Regional Tourism Cooperation

Regional Cooperation Efforts in Africa

The Southern Africa Development Community

Conclusion

Chapter 16. RETOSA and Tourism Development Cooperation in Southern Africa	228
<i>Shepherd Nyaruwata</i>	
Summary	
Introduction	
Southern Africa Development Cooperation	
Need for Tourism Cooperation in Southern Africa	
Tourism Policies and Institutional Framework	
An Assessment of Work Program	
Conclusion	
Chapter 17. Open Africa: An African NGO Tourism Initiative	238
<i>Noel N. de Villiers</i>	
Summary	
Introduction	
Tourism in Africa	
Human Compulsion	
The Law of Supply and Demand	
Open Africa	
Conclusion	
Chapter 18. African Tourism Training and Education: Hits and Misses	247
<i>Roger Doswell</i>	
Summary	
Contemporary Africa and Tourism Education and Training	
Irrelevance and Cultural Bias	
Public Sector Administration	
Hits and Misses	
Training Needs	
Level of Responsibility and Skill	
The Institutional Approach	
A Vocational Education and Training Strategy and System	
Chapter 19. Tourism and Land Tenure in Sub-Saharan Africa: The Expansion of the Modern Space Economy	260
<i>David B. Weaver</i>	
Summary	
Introduction	
Modernization and Tenure Patterns in the Sub-Saharan Space Economy	
Implications for Resource Use and Tourism	
CAMPFIRE	
Conclusions	

Chapter 20. Tourism and Foreign Investment in Africa	274
<i>Desmond Omotayo Brown</i>	
Summary	
Introduction	
The Problem	
Why Firms Invest Abroad	
The Potential Benefits of Foreign Tourism Investment for Africa	
Africa's Touristic Attractiveness for Foreign Investment	
Impediments to Foreign Direct Tourism Investment in Africa	
Market Entry Strategies of Foreign Tourism Investors	
Current Market Entry Strategy Trends in Africa	
Some Incentives to Increase Foreign Investment in Africa	
Discussion	
Conclusion	
Chapter 21. Community Participation in Tourism in Africa	285
<i>Laud A. Dei</i>	
Summary	
Introduction	
Rationale of the Community Concept	
Case Studies: Ghana and Zimbabwe	
The Consensus Model of Planning With Communities	
Conclusion	
Part IV: Future Perspectives	
Chapter 22. Tourism and Africa's Long-Term Development Dynamics	301
<i>Peter U. C. Dieke</i>	
Summary	
Introduction	
Perspectives From the Chapters	
Economic Policy Challenges for Africa's Tourism Development	
Future Agenda	
Contributors	313
Bibliography	317
Index	337

List of Figures

1.1. Map of Africa	2
6.1. Tourism structure plan for Ghana	87
6.2. St. George's Castle at Elmina	90

6.3. Durbar of chiefs at the Pan African Festival (PANAFEST)	92
6.4. Village tourism accommodation in the northern savannah	93
7.1. Characteristics of contemporary development planning	100
7.2. Influences on the development process	101
7.3. Roles of government in planning tourism	102
7.4. Map of Eritrea	104
7.5. Krippendorf–Eshel polarities of tourism policy advice	110
11.1. Ecotourism model	169
11.2. Location of Zanzibar	171
11.3. Red colobus monkey	177
11.4. Board walk in Jozani Forest Reserve	178
12.1. Tourist arrivals in Zimbabwe	183
12.2. Tourist arrivals by origin: 1996	184
12.3. Tourism receipts and expenditures	185
12.4. Hotel occupancy in Zimbabwe	186
16.1. Position of RETOSA in the SACD structure	233
17.1. Footprint icon of Open Africa	245
19.1. Sub-Saharan space economy: southern variation	262
19.2. Sub-Saharan space economy: northern variation	263
21.1. Model of planning with communities	297

List of Tables

1.1. Tourism trends by subregions: 1995–1998	18
1.2. Top five destinations in Africa: 1998	19
1.3. Top five earners in Africa: 1998	19
3.1. Top ten tourism earners in Africa: 1997	41
3.2. Selected African countries ranked in terms of importance of holidaymaking and leisure tourism, and in terms of their tourism earnings and GNP	42
4.1. Centrifugal and centripetal forces	53
4.2. Tourism-related centrifugal and centripetal forces	60
8.1. Contribution of tourism to the balance of payments	122
8.2. Tourist arrivals and tourist receipts by country of residence	124
8.3. Contribution to government revenues: 1996	126
9.1. Hotel bed-nights occupied by country of residence: 1997	132
9.2. Number of visitors to parks and game reserves: 1993–1997	133
9.3. Kenya national and marine parks and reserves	134
9.4. Average expenditure of international tourists to Kenya	143
9.5. Direct employment in tourism in Kenya	146
10.1. Botswana international tourist arrivals	158
10.2. Botswana international tourist arrivals: projections	159
11.1. International tourist arrivals by nationality: 1988–97	173
11.2. Visitor arrivals to Jozani Forest Reserve: 1990–97	176
11.3. Visitor arrivals to Jozani Forest Reserve by origin: 1997	176
15.1. Top 20 tourism earners in Africa (1997) international tourism receipts	219

15.2. Tourism trends in Africa by subregions: 1994 and 1997	224
15.3. Tourist arrivals and receipts in selected SADC countries: 1994 and 1997	224
15.4. Significance of regional markets to southern Africa: Tourist arrivals by main markets	225
16.1. Background to southern Africa	229
18.1. Levels of skill and responsibility in tourism enterprises	257
20.1. Frequencies of U.S.-based travel intermediaries' perceptions of touristic attractiveness on profits in Africa	277
21.1. Villagers' perceptions following park establishment	292
21.2. Economic activities and other benefits derived by communities living around the park	292
21.3. Reaction of local communities to issues related to the creation of the park	293
21.4. Views on hunting within and outside the park	293
21.5. Effects of park on prices of some forest products	294