



OVERVIEW OF TOURISM TO AFRICA



with reference to the Asian and Japanese outbound markets

- Africa looks to Asian and Japanese markets for tourism promotion -

Background

This study was developed as a collaborative effort of the UNDP and the UNWTO supported by the Government of Japan in response to the policy recommendations issued at the fifth Africa-Asia Business Forum (AABF V) held in June 2009 in Uganda including recommendations to address constraints to tourism development, support tour operators involved in Asian outbound tourism to increase familiarization with African destinations, take advantage of the opportunities provided by the 2010 Fédération Internationale de Football Association (FIFA) World Cup South Africa; and support long-term tourism promotion.

Unleashing Africa's tourism potential

Only four African countries rank among the world's top 70 tourism competitors and eight of the ten least competitive countries are from Africa. Unlocking Africa's tourism treasures will not only require an image shift but also major improvements in various areas of the tourism value chain including air access, the range and quality of accommodation and hospitality services, improved air and road access to the many exciting destinations and attractions, improvement of local supply linkages for industry goods and services and improved communication and information technology systems. With the 2010 FIFA World Cup South Africa clearly offering Africa a tremendous opportunity of generating increased visitor numbers and awareness in Asia, African countries also have the opportunity of learning about Asian travel preferences and requirements. The study intends to serve as a reference for policy makers and tourism businesses in realizing the tourism potential in Africa with the focus on the Asian, particularly on Japan's outbound market by conducting an analysis of the tourism trends, evaluation of tourism products, and review of tour business development practices in Africa. The Japanese version of the study was launched at Japan Association of Travel Agents' (JATA) World Tourism Congress & World Travel Fair 2009 held in Tokyo.

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Annex: Report on Interviews with opinion leaders in selected African countries, Examples of tour packages being sold in various key markets, Directory of tourism organizations and associations in Africa

Request full study

The study is downloadable on the TICAD Exchange web portal at <http://www.ticadexchange.org>. Should you require a printed version, kindly forward your contact details (name, organization, postal address including country and postal code) to fouzia.habib-uddin@undp.org with a subject heading "Request for "Overview of Tourism to Africa"". Please also indicate whether you have participated in AABF V, JATA World Tourism Congress & World Travel Fair 2009 and/or Ai Tourism Investment Summit 2010. The printed study will be dispatched on a first-come first-served basis until the stock is exhausted.

The report concludes with detailed findings of interviews conducted with tourism opinion leaders in six African countries (Cameroon Mali, Rwanda, Tunisia, Uganda and Zambia) as well as a directory of key tourism associations in Africa.

Some concluding important findings and recommendations of the Study are:

Acknowledging Africa's major tourism potential

- While tourism in Africa is still in its infancy in many countries and the relative size of the industry on the continent is small, the sector already plays an important role in poverty alleviation, job creation, business development and skills development and further tourism development is of vital importance to the social and economic well-being of the continent.
- Although coming off a low base, Africa has recorded good growth in tourism receipts over the past decade, indicating a rise in demand for authentic nature and culture experiences offered by the continent. According to the UNWTO, tourism in Africa is also expected to suffer less than other world regions from the effects of the global economic crisis.
- Opinion leaders interviewed in selected African countries cited wildlife safaris, gorilla and primate experiences, exploration of waterfalls and water bodies and cultural and food experiences as potential attractions for Asian travelers.
- Opinion leaders identified Japan as the Asian market with the most immediate potential for Africa.
- Available market research indicates that there are growing numbers of mature Japanese travellers who are in search of such unique nature and cultural experiences and Africa should appeal to these travellers who are looking for new areas to discover and explore.

Recommendations of the study for policy makers and tour operators

- Policy makers are recommended to brand "Africa" as a safe regional destination with variety of sub-brands and also to put in place a framework to increase the number of air services between Asia and Africa.
- African tour operators are recommended to familiarize themselves more with the travel preferences and behavior of Asian including Japanese tourists through capacity building. They are recommended to seize this opportunity through 2010 FIFA World Cup with anticipated surge in the number of Asian tourists. Cross-border packages tailored-made to meet the interests of Asian tourists are to be developed.
- Japanese tour operators are recommended to enter into partnerships with suitable destination management companies and ground operators with possible training on the preferences of the Japanese tourists and their behaviors. They are also recommended to explore some of Africa's hidden treasures to cater for specific interest groups and take advantage of incentives given by African countries through a thorough investigation.

"Let's work together and harness the collective strength of the TICAD initiative to accelerate the achievement of the MDGs in Africa through tapping into the vast travel and tourism potential of the continent"

Didier Drogba
UNDP
Goodwill Ambassador



For detailed findings and full recommendations, please go to the TICAD Exchange website at <http://www.ticadexchange.org> to download the full study.