

List of acronyms

ATA: Africa Travel Association

CFA: Communauté Financière Africaine or African Financial Community

ECOWAS: Economic Community of West African States

GDS: Global distribution systems

GNP: Gross national product

ICT: Information communication technology

NGO: Non governmental Organization

STEP: Sustainable Tourism Eliminating Poverty

SMEs: Small and Medium Enterprises

TPD: Tourism Projects Department

UNDP: United Nation Development Programme

UNWTO's: United Nations World Tourism Organization

WTTC: World Travel and Tourism Council

WTO: World Tourism Organization

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1 Introduction

Tourism in recent years has become a popular worldwide leisure activity. Tourism is travel for recreational, leisure, or business purposes. Our different ways of lifestyle and background have been seen to motivate the minds of numerous people to seek out newness and experience different things. Tourism gives the opportunity to people to visit other countries and see the beauty of nature, different climate and weather. Tourism plays an important role in the economy of the countless countries.

Tourism is an attached combination of economic and socio-cultural issues bringing in huge amounts of income in purchase for goods and services in export and import, creating openings for employment, generating tax revenue and stimulating transportation services, hospitality services and entertainment settings. The tourism industry is also important in increasing the economic base through its association with the agricultural, industrial and service sectors. Its role has become particularly important in developing countries (Edgell, Delmstro, Smith & Swanson , 2008, 103-106.)

Tourism stimulates a wide range of other creative economic segments. As the tourism economy develops, business openings for supplying the sector with goods and services advance accordingly. This process supports to spread the benefits of tourism more largely within the economy. Although such supply value-chains progress gradually, contributing to the economy growth as a whole, they can also be caused and reinforced through a diversity of involvements that target at increasing the awareness of business opportunities and development market access to Small local and Medium sized Enterprises (SMEs) in particular. Such initiatives are still in their beginnings, but will begin to multiply once the growth rate of the hospitality economy speeds up following the injection of investment on a larger scale. In fact, tourism creates meanings and authenticities, especially in those settings where its economic potentialities are highlighted as the only means for development (Edgell, Delmstro, Smith & Swanson , 2008, 103-106.)

Tourism can be defined as the science, art and business of fascinating visitors, transporting them, housing and kindly catering to their desires. The concept of tourism is frequently defined as the movement of people from one place to another. Tourism is the short-term

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movement for all purposes of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations. All modern societies are characterized by commodification while in capitalist societies, commoditization is based on value and experience. This reflects the level of demand for tourism as well as the condition of tourism production based on value. Tourism is an expression of particular cultural or social goals, representing lifestyle, a statement of taste, experience and status. Tourism experience depends not only on the performance of a number of products but also on that of the individual tourist and other tourists present at the site of the experience. (Gareth & Allan, 2004, 23 & 249.)

1.1 Structure of Thesis

This thesis is presented in eight Chapters. Chapter 1 gives the introduction which describes the thesis in general and gives a picture of what the researcher is looking forward to get at the end mentioning the significance and importance of tourism. Chapter 2 explains about Tourism, tourism product, motivation to travel and tourism in Africa.

Chapter 3 provides information about Tourism in Cameroon, the history of Cameroon, the language spoken, the map of Cameroon, Climate of Cameroon and the economy of Cameroon. It further tells of the trends and factors promoting of tourism in Cameroon. Chapter 4 expands on the ministry of tourism, miscellaneous, importance of tourism in Cameroon the economic impact of tourism in Cameroon, and social impact of tourism of tourism in Cameroon.

Chapter 5 talks of the promotion and development of tourism in Cameroon and the role certain group or individual has like the role of government, the role of tourism ministry, the role of policy makers, training and certification, taxes and levies. the role of industrialization, services and management programs and the concept of pro-poor tourism. Frida-TolonenFehFofang

Chapter 6 is all about sustainable tourism in Cameroon, and three factors that need to be taken into consideration like environmental sustainability, economic sustainability, economic sustainability, poverty and social inclusion.

Chapter 7 is all about the research Method and data collection, mentioning of how the research was design and result of the research using data analysis and providing suggestion and recommendation to help promote and develop tourism in Cameroon.

Chapter 8 which is the final chapter of this thesis provides the conclusion based on the research method and literal review and also giving a critical review of the whole thesis.

2 Tourism

Tourism is a collection of activities, services, and industries that deals with travel experience such as transportation, accommodation, eating and drinking, hotels, retail shops, and entertainment businesses, and extra hospitality services offered to persons travelling away from home. Tourism is regarded as activity that is vibrant to the life of a nation because of its direct effect on the cultural, social, educational and economic sectors of the host country. Tourism in theory brings about significant economic benefits into a country. It is a vibrant and competition driven industry that continuously adapts to customs, fluctuating desires and needs to meet the people's satisfaction, enjoyment and safety which are the spotlights for tourism business. Thus, taking Cameroon as an example, that the social and economic advantages of tourism are unrealized values and that instead placed strains and stresses on the economy's social, cultural ideals and economic wellbeing. (Wall & Mathieson , 2006, 16 .)

The country provides splendid natural scenery, beautiful climate coordinated by people friendliness and their distinct and attractive culture. According to research, visitors to Cameroon enjoy cultural experiences, myths and entertainment, and natural scenery and beach activities. Tourists promote and support the economy through spending lots on accommodation, travelling around the country, food, souvenirs and entertainment. Thus, tourists help in providing employment opportunities that are made on providing unlimited Frida-

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services so that they feel welcomed and simultaneously by directly putting money into the country as they pay for the services offered. Tourism in Cameroon can grant a considerable amount of cash to support the culture and heritage and focus powerfully on economic redevelopment. (Wall & Mathieson , 2006, 16 & 17.)

2.1 Tourism Product

The tourism product comprises of the principal resources that the country has to offer to tourists, combined with every aspect of the tourism experience, from the time the tourist decides to travel until his return home. The most frequent types of assets are wildlife for safari tourism, mountains, sun, sea, lakes, rivers, forests and valleys for nature, scenic and adventure tourism. Cultural assets in the form of the built setting (monuments, old cities), a living heritage expressed in unique local customs and songs, dances, art and handicrafts, and museums that reflect the local cultural heritage or an extensive global legacy. The tourism product, however, is wider than the destination's tourism assets and includes transport, hotels and other accommodations; restaurants and other types of food services; and tour services including national parks and city tours. (Seaton & Bennett , 2004, 135-1149).

Moreover, the attractiveness and competitiveness of the tourism product will depend on the value and accessibility of the built assets and ways in which the natural and cultural assets are managed and conserved. In all the inaccessible and remote areas, the tourist must have access to banking, telecommunication and medical services. Another important element of the tourism product is physical security of the tourist and access to proper health services. The tourist's experience at the destination goes beyond the range of tourism service providers. Tourists can interact with the local population and number of officials and their overall memory of their tourists experience are affected to a greater or lesser degree by the attitudes and conducts of these officials. (Seaton & Bennett , 2004, 135-1149.)

2.2 Motivation To Travel

The creation of an extremely competitive product through good management of natural and built tourist resources is most likely to influence the international industry to promote one country over another in the global market. Countries can encourage these external industry managers through an effective and continuing

promotion and marketing campaign, but will be Frida-
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fruitful only if there is a high-quality, competitive product to sell that contests in value and not just price. Competition in tourism is fierce; consumers around the world today face an endless array of choices. A tourist destination is competitive if it can offer products and services (the tourist experience) in a way that creates value for the tourist. Consequently, governments, locals and private sectors need to capture assets from tourist use of natural and built resources. (Seaton & Bennett, 2004, 152-167.)

Competition in the tourism industry is determined not just by price and volume, but also by innovation, technology and entrepreneurial management. Nevertheless, price is, of course, a key component in the tourist's decision to pick one destination over another. A holiday enveloped by an international tour operator, who receives a commission for the service, includes transport as well as accommodation and tourist services. The total cost of the package plays an important role in the choice of a destination for all but high income tourists. If a country can increase the volume of air traffic in a competitive market, price can fall significantly. With the burden of the airfare in the package, hotels can only marginally impact the package price on a short trip, though that stimulus becomes greater as the length of stay increases. (Seaton & Bennett, 2004, 152-167.)

Moreover, pricing of hotel rooms is aggressive and both sophisticated and resourceful. Each hotel room within the same hotel sells for a different price reliant on its location, view and size. But, in addition, the same hotel room sells for a variety of prices depending on several additional features. Similarly prices vary now and then, shoulder and peak seasons for the same room. Sometimes for social, political or even economic reasons, preferential prices apply to national tourists. Several small, two- and three-star category hotels are in trouble worldwide because they cannot cater to the ever-increasing size of international tourist groups. Their endurance rests on the degree to which they pool their resources in marketing, promotion, reservations systems, purchases, training, and obtaining technical and financial assistance from local and external sources for the improvement of management. Some find a niche catering to local and national tourists. There is much at stake here as most countries desire to promote local ownership of small hotels to give nationals positions in the benefits from tourism. (Seaton & Bennett, 2004, 152-167.)

Furthermore, the Internet is increasingly making the scheduled airline reservations systems more efficient. Currently, four global distribution systems (GDS) can directly check airline Frida-

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availability and make bookings on behalf of customers. While new software keep improving the system making it more efficient, user friendly for agents, opened up access directly to customers and has begun to enlarge the range of products offered to include cruise, car rental, accommodation and even, railways and ferries. Pricing of airline services is complex. In principle, the earlier the ticket is bought the lower the price and the fewer the options for change. The yield management system in airlines is an idiom which is highly dependent. As a consequence, airlines have had to make significant investments in information technology in Africa, because markets are typically small and dispersed; airfares on scheduled carriers are among the highest in the world. (Seaton & Bennett , 2004, 152-167.)

2.3 Tourism In Africa

Early forms of tourism in Africa can be marked out far back to the Roman occupation of Egypt. The Romans discovered the loss of Thebes and tombs in the Valley of the Kings. Followers of Islam and Christian missionaries also travelled widely in sub-Saharan Africa. Over the past half century, tourism has developed into one of the world's most influential, so far controversial, socio-economic forces. As ever, bigger numbers of people have reached the ability, means, and freedom to travel, not only has tourism become increasingly democratized but also both the scale and scope of tourism have developed inevitably. The geographical, historical, and cultural diversity of Africa makes it a region with vast prospective for economic development using tourism as a tool for diversification further than the main traditional economic events. The region remains unarguably the most pitiable on all economic and human development documents. The colonial era laid the grounds for nature-based tourism in forms of several safaris in east and southern Africa. Nevertheless, cultural tourism is a very important element of current tourism in Africa in spite of the comparatively small-sized companies compared with other regions, as well as the size of the continent (Dallen&Gyan, 2009, 170.)

After nearly twenty-five years of operation, the World Bank created a Tourism Projects Department (TPD) in 1969. based on analyses of activity that inspired substantial economic linkages to production and other service sectors ranking sub Saharan Africa as the World's poorest area with respect to per capita gross

national product (GNP), low literacy rates, high infant death, and relatively short life expectancy. The region has some of the wildest population growth rates in the world with populations expanding every twenty to twenty-five years.

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years, beside that political issues such as massed and prolonged civil wars, military interventions and corruption have combined with destructive health and medical problems and natural disasters (drought and famine) to decrease economic development. However, there is common belief that tourism can add in significant ways to sustainable economic development and certainly can support to alleviate poverty in most African countries. Sustainable tourism eradicates poverty in developing countries. The main objective of UNWTO's program Sustainable Tourism Eliminating Poverty is to contribute to poverty decrease through the establishment of community-based tourism development missions that respect the environment and benefit the most disadvantaged inhabitants (WTO 2005.)

More so, to make best use of poverty alleviation and protect cultural assets that are part of the national heritage, through its interventions and through its partnerships with NGOs, public education campaigns to teach tourists as well as local people about the protection of natural resources and respect for cultural heritage. Ensuring a widespread campaign to make tourism sustainable and make sure that the distribution of benefits is equitable. Problems confronting developing countries are the outcome, not the cause of underdevelopment. Nevertheless, it is also a vague to what extent particular developmental vehicles, such as tourism, are sentimental as ways of addressing those issues and challenges. It is also essential to observe that there is a massive diversity of countries that comprise the developing world as geographical, historical, political, economic and social culture features and structures all effects a country's level or rate of development as well as its tourism development potential. However, developing countries are naturally classified according to national and per capita income. (Sharpley&Telfer, 2008, 1-8.)

Furthermore, in poorer countries where tourism is the only development option, the region's small share of travel, tourism and the estimated dynamic growth of the sector worldwide. Sub-Saharan African countries can realistically anticipate increasing their share of the market. Optimism about tourism's future growth worldwide, combined with Africa's small current market share and it's internationally known resource legacy for tourism, is leading several countries to consider ways in which tourism could accelerate economic growth and diversifies their economies. The sub-Saharan Africa's tourism potential is

essentially unfulfilled, this can attributed to basic transport network, the common poor organizational framework, and the little level of industry development of most countries, however, some African countries have identified tourism as an area for expansion to attract foreign currency

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and enhance their economic situation. This has been most manifested in southern Africa and some of the Islands of the Indian Ocean, but most of the countries of West and central Africa have been less successful (Boniface & Cooper., 2009, 452.)

3 Tourism In Cameroon

Tourism in Cameroon, as we discover it today has been shaped among other things by its history, land, economic and socio cultural traditions. Cameroon is one of the developing countries in the world; full of natural scenes and tourist attractions but due to deficiency of resources, it is unable to completely benefit from these natural gifts. Cameroon is a land of tourist attraction, for lovers of adventure and culture including mountains, lakes, and seaside resort. Like the majority of African countries. Nevertheless, Cameroon stands out with an unaffected identity uttering diversity and stability, modernity and traditions, dynamism and calm, at once. In short, the country concentrates all the beauties of Africa; which explains why people ponder that nobody could really discover Africa without having visited Cameroon. The country is full of sentimental and contrasting views, which provide tourists with a unique sight. This ancestral land counts on a relationship between sea and desert, waterfalls and Sahara area, temperate climate in the South and great heat in the North. (lonely planet 2009, 172-223.)

The relation between ethnic societies and modern cities, the exceptional variety of the flora and fauna, the cohabitation of traditional and democratic leadership, these always give tourists the impression that they are visiting several countries at the same time. During the trip, they may feel in harmony with art, nature and people. Tourism has become the fastest developing industry in Cameroon as a result of the fact that Cameroon commonly known as the Africa in miniature is blessed with diverse cultural and historical events. The government of Cameroon has its own rights to promote tourism industry on both national and international levels. The central and western parts of Cameroon are dominated by high mountains and Plateaus respectively. Both the western range and the Central high plateau are affected by volcanic and tectonic activities giving rise to faults, volcanic cones and volcanic lakes. These two sectors constitute the main watersheds of Cameroon's drainage systems through the Fida-TolonenFehFofang

Sanaga, the Benue, the Wouri, Mounjo-Cross or Manyu and Donga-Mantung, towards the Atlantic Ocean. (lonely planet 2009, 172-223.)

The southern section of the country is dominated by a plateau which gently slopes to the east (Congo basin) but falls by steps to the Atlantic coast. Volcanic and tectonic activities affected this area too. While the far North is dominated by the lake Chad Basin, its southern periphery is characterized by the River Benue Basin. The southern coastline region is rocky, cliffy and strewn with artifacts; rocky islets, dating from the early volcanic period. The environment can be described as all that surrounds man. In today's world, the surroundings are experiencing changes due to man's activities on the landscape. This has led to global ups and downs that are today translated by a loss in biodiversity, land deprivation and sterility, deforestation, floods, migration amongst others. Cameroon is today experiencing environmental connected problems. An increase in deforestation, pollution, urbanization, farming practices amongst others, is leading to several difficulties that need to be addressed. (lonely planet 2009, 172-223.)

3.1 History, Language and Religion of Cameroon

The name Cameroon is resulting from the Portuguese word, Camaroës, meaning shrimps. A Portuguese sailor Ferdinando Poo in 1472 arrived at the River Wouri in Douala and found so many shrimps in the river that he decided to call it Rio Dos Camaroës (River of shrimps, in Portuguese). It was from this word that the region derived its name which is now spelt in various forms: Spanish spelt it Cameroës; Germans as Kamerun, English as Cameroon; and French as Cameroun. The territory was colonized by the Germans in 1884 and after the end of the 1914-1918 war, Cameroon was assigned by the League of Nations to the French and British governments. France took the greater sector, formally known as East Cameroon, while Britain took responsibility over former West Cameroon known then as Cameroon under British Administration. On the first of January 1960, the French Sector became independent under the new name of Cameroon Republic. (lonely planet 2009, 172-223.)

Following agitation for independence by the Southern Cameroon, a plebiscite was held in that sector of Cameroon on February 11th 1961 under the United Nations supervision. The result of the plebiscite which was overwhelming for reunification gave Southern Cameroons automatic independence and unification,

which was achieved on October 01st 1961. Cameroon is located
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in Central Africa, at the juncture of the Gulf of Guinea. It is bounded on the North by Chad, on the East by the Central Africa Republic, on the South by Congo, Gabon and Equatorial Guinea and on the West by Nigeria. Cameroon has more than 240 tribes which are found in three main ethnic groups; Bantus, Semi-Bantus and Sudanese. French and English are the official languages, which are spoken by 70% and 30% of the population respectively. Spanish and German are equally spoken by a few city-dwellers. Cameroon is a secular state with two major religions which are Christianity and Islam. Good Friday, Easter, Ascension, Pentecost, Assumption, Christmas, End of Fasting, Feast of the Ram, New Year, Youth Day (11th February), Labour Day (1st May), National Day (20th May) are the major public holidays. (lonely planet 2009, 172-223.)

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3.2 Map Of Cameroon

By Lonely Planet

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3.3 The Ten Regions In Cameroon And What They Have To Offer

Adamawa Region

Regional capital Ngoundere full of
crates, lakes, cattle, ranches, wild
animal, underground minerals and
several caves.

Centre Region

Regional capital Yaounde, the
political capital of the country with
so many natural sites such as Akok-
Bekoe, monuments of Charles
Atagana (colonial figure) and the
forest reserve of Ottomo.

East
Region

Regional capital Bertoua, tourist
can enjoy the biodiversity of Dja
reserve, get to view the culture of
Gbaya and Maka and tourist can
easily get into camps set by
pygmies.

Far North Region

Regional capital Maroua, apart
from the numerous wild animal
which makes this region a
pleasurable destination for
hunting, there is a wide variety of
landscape, lakes, handicrafts and
national parks such as
Waza park, Mozogo park and
Kalamaloué park.

Littoral Region

Regional capital Douala, rich with
seaside activities such as ngongo
festival, historical monuments and
natural attractions such as
waterfalls of Ekom Kam, lake Ossa
and large commercial plantations.

North
Region

Regional capital Garoua, with wide
variety of options ranging from
Benoué and Faro national parks,
hunting area, horse
displays, traditional palaces, the
Benoué river with a dam at Lagdo
and several archaeological sites

where fossil remains of dinosaurs
have been found.

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