

NEPAD TOURISM ACTION PLAN: CHALLENGES AND OPPORTUNITIES FOR AFRICA AND TURKEY TO COOPERATE

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INTRODUCTION

Africa is the cradle of humankind, so human beings across the globe are all her children; they are all her Diaspora. However, this is a contested fact, because of racism and many people of other pigmentation would argue otherwise. Thus when many people speak of the Diaspora they refer to Africans only or black people or people who consider themselves Africans despite their colour. We will also for the purposes of this paper also use the same concept. We will show how Africans interacted with people from various parts of the world, through various forms of trade, which eventually led to her subjugation and colonisation. Africa's own trajectory of growth and development was muted and her destiny was now determined externally, a situation that has continued even after the post-independence period. We argue that the birth of the African Renaissance presents an opportunity for Africa to use the present to fashion her future.

As part of this renaissance Africa in 2001 launched the New Partnership for Africa's Development (NEPAD). Some of its tenets include African self reliance and international partnerships which are mutually beneficial. Tourism is one route which can revive the development of Africa. This sector has a extensive value chain which has multiplier effects across various industries and the development landscape. Africa though endowed with a wide array of natural attributes and human wonders is at the bottom of the global tourism ladder. In an attempt to change this situation a tourism action plan was initiated in 2002 in southern Africa which was eventually approved by the African Union summit in 2004. This paper will explore how this plan was developed and what has transpired since then.

Furthermore, Africa has under NEPAD initiated or through it strengthened partnerships with countries and regions across the globe. These have included Asia, China, Europe, India, Japan, South America, USA etc, where Africa has been provided with debt relief, development assistance, markets and other opportunities. Some of these initiatives have been very successful and Africa has benefited tremendously. Others have continued to reinforce the unequal relations between Africa and other parts of the globe. Now a new initiative between Africa and Turkey is being explored, the question is what is going to be new about it. Can Africa based on the experience from the other partnerships ensure that this one truly reflects the NEPAD principles? Turkey under the Ottoman Empire extended over various parts of North Africa until the early part of the 20th century, Will she be different from other former colonial powers, will she ensure that the benefits are mutual? This paper will explore these issues through the prism of the NEPAD Tourism Action Plan.

HISTORICAL BACKGROUND OF AFRICA

The science of paleoanthropology traces Africa as the origins of the human race, through various fossils found in South Africa (Taung child and Mrs Ples in the 1920s to 1940s respectively. The latter is estimated to be 2.15 million years old), Lucy (having lived over 3.2 million years ago) in Ethiopia in 1974. Recently human fossils aged over 6 million years were found in Tchad. Africa, particularly Eastern Africa, is widely regarded as the origin of humankind. These fossils are of the first homo-sapiens, the first to stand upright and walk on two legs and to develop big brains and create modern societies. According to the *Oxford Atlas of World History*, agriculture arose independently in both the tropical portions of West Africa. Ancestors of the all human beings came from one source in Africa and then migrated over time across the world. Adaptations to the different environments led to amongst others various skin colours and other geographic specific features.

As human development went through various epochs Africa was not left behind. It has a rich history of civilizations and empires; Benin, Ghana, Songhai, Mali, Egypt, Sudan, Monomotapa, Zulu and others. Africa was a leader in agriculture, education, mining etc. However, the continent had various challenges especially its dependence on oral knowledge, numerous small and vulnerable states, harsh climatic conditions, limited productive capacity, exposure to numerous diseases etc. Africa is the world's second largest and second most populous continent after Asia; covering 10% of the Earth's total surface area and about 14% of the world's population (estimated at \pm 930 000 000 people) with 53 sovereign states including all the island groups. The con-

continent has a wide diversity of nations which were cut across by colonial boundaries, numerous cultures and religions, with different levels of development.

COLONIALISM AND THE SCRAMBLE FOR AFRICA

Between the seventh century and fifteenth centuries, the Arab slave trade developed, taking as many as 15 million slaves from Africa to parts of the Muslim world. This was later followed by the Atlantic slave trade where Europeans transported millions more slaves to different parts of the globe. Africa's development was negatively affected by these violent interventions by outside who used divide and rule to subdue various communities and go others to collude with them and then also subjugated them. Millions of slave died during raids, whilst in captivity, during the journeys to new lands and upon their arrival there. The foundations of the global racism that exist today in which people of African origin are at the bottom and Caucasians at the top were laid then.

By 1884 European countries – Britain, France, Germany, Holland, Portugal, Spain and Turkey met in Berlin and carved Africa up, with the exception of two independence nations namely: Liberia (partly settled by African Americans) and the Orthodox Christian Ethiopia (known to Europeans as “Abyssinia”). Africans were subjugated through divide and rule, harsh military might, economic strangulation, robbery and other unscrupulous means. Colonial rule existed until the collapse of white minority rule (Apartheid) in South Africa in 1994. Colonialism took Africa off its own home grown development path and underdeveloped the continent, as writers like Chinweizu and Walter Rodney have observed. Colonialism under the British, French, Germans, Portuguese, Spanish bequeathed Africa numerous weak states, different languages, legal systems and foreign norms, undermining African values and cultures. African countries became sources of raw materials and markets for the colonial powers. They now produced what they did not consume and vice versa. Much as some might argue that colonialism had numerous benefits, the domination of one people by another can never be supported and many of Africa's woes today are linked to colonial heritage.

POLITICAL INDEPENDENCE

Ethiopia and Liberia were the only free African states in by the end of the 19th century. In the 20th century Egypt joined them in the 1920s, followed by other north and then west African states by the middle of the century. The formation of the Organisation of African Unity (OAU) in 1963, was mainly to fight for the liberation of African from colonialism. It was a compromise between countries that wanted one united African immediately like Kwame

Nkrumah who led the Casablanca group and those like Nnamdi Azikiwe of the Monrovia group which recommended the gradual approach. The OAU is not be remembered for much except its Liberation Committee which played an important role especially in the struggles against white minority rule in southern Africa. It was only in the mid 1990s that decolonisation was complete with South Africa, bar Spanish Sahara. The international community played a vital role in the liberation struggles, especially in southern Africa. The Diaspora was prominent in supporting Africa decolonisation struggles, using this to fight for their own rights in Europe and the Americas. International support included lobbying for cultural, economic and sports boycotts of these minority regimes; providing resources to the liberation movements and exiles, scholarships, accommodation and other forms of assistance.

The post-independence period over the past century has been a mixed blessing. Africa has witnessed 70 coups and 13 presidential assassinations between the period of the 1960s and 1980s. Between 1960 and 1990 there were numerous conflicts estimated to have caused over \$300bn, displaced millions and damaged communities, infrastructure and institutions. Many countries were ruled for long periods by either one party or military dictators. Human rights abuses, corruption, weak administrations, waste and pilferage and poor economic policies were the norm. This led to huge dependency on aid, high levels of illiteracy, numerous pandemics causing tremendous health challenges and high death rates, plus over 500m living in poverty.

Although Africa as a continent has abundant natural resources, it remains the world's poorest and most underdeveloped. Widespread poverty, malnutrition and inadequate water supply and sanitation, as well as poor health affect a large majority of the people who reside in the African continent. On average, in 2003 it was poorer than it was in 1973. For instance, 36.2% of the population are living under \$1 per day. According to the United Nations, the bottom 25 ranked nations (151st to 175th) were all African.

However, over the past two decades there has been a rebirth as peace broke out across the continent, better policies were implemented, the rule of law returned and Africa sought to solve its problems. Many countries have grown at an average of 5% annually, investment is rising and there is a commodity boom, fuelled mainly by demand in China and India. Some nations in the continent have experienced sustained economic success, most notably South Africa, Mauritius, Tunisia, Botswana and Nigeria. There is also growing people to people interactions across borders in Africa, involving business, cultural exchanges, education, employment, tourism etc.

FORMATION OF THE AFRICAN UNION

The OAU was criticised for being a club of rulers who chose to spun interference in each other's affairs, no matter what. Consequently, genocides, mass abuses of human rights, poor economic policies, one party states, military rulers were the popular images of Africa. In the economic sphere there were numerous OAU plans and the most popular and comprehensive being the Lagos Plan of Action in 1980. But the implementation record has been poor.

The relatively poor performance of the OAU in the economic field and slow progress in continental integration led to the conceptualization of the New Partnership for Africa's Development (NEPAD) by South Africa, Nigeria, Algeria, Egypt and Senegal and its launch in 2001; an African economic programme building on the Lagos Plan of Action of 1980. This led to the transformation of the OAU into the African Union (AU) in 2002; consisting of all Africa's states (except Morocco) established to further enhance continental development and integration. The AU offers hope for greater cooperation and peace through its NEPAD blueprint, which has the following primary objectives:

- To eradicate poverty;
- To place African countries, both individually and collectively, on a path of sustainable growth and development;
- To halt the marginalisation of Africa in the globalisation process and enhance its full and beneficial integration into the global economy; and
- To accelerate the empowerment of women.

The NEPAD Secretariat is based in South Africa and there is a Heads of State Implementation Committee made up of Algeria, Egypt, Nigeria, Senegal and South Africa, countries that spearheaded the formation of the organisation. Both these bodies report to the AU Summit regularly. The AU has established certain principles for membership, including democracy, rule of law, respect for human rights etc. This has led to the large number of multiparty elections during this decade and over 20 countries have signed for African Peer Review Mechanism.

Furthermore, the AU is leading the way in defining regional and sub-regional programmes for the continent which should engender greater integration and cooperation amongst African countries. The AU has defined five sub-regions in Africa viz Central Africa, Economic Community of Western African States (ECOWAS), Southern African Development Community

(SADC), Of course there are many more political or economic groups in Africa cutting across these five sub-regions. Noting that no continent or country is an island, Africa has indicated what its needs and our international partners now need to show their solidarity with us. In seeking international partnerships we will choose carefully ie those who really want genuine partnerships of equally and mutual respect.

The following principles of NEPAD should be considered in order to strengthen and develop a political framework for cooperation between Africa and its international partners:

- Good governance as a basic requirement for peace, security and sustainable political and socio-economic development
- African ownership and leadership, as well as broad and deep participation by all sectors of society;
- Anchoring the development of Africa on its resources and resourcefulness of its people; Partnership between and amongst African peoples;
- Acceleration of regional and continental integration;
- Building the competitiveness of African countries and the continent;
- Forging a new international partnership that changes the unequal relationship between Africa and the developed world; and
- Ensuring that all Partnerships with NEPAD are linked to the Millennium Development Goals and other agreed development goals and targets (http://www.uneca.org/era2002/kit/era_Businessday.htm).

Over the past seven years there has been a varying picture in the implementation of NEPAD programmes at the national, sub-regional and continental levels. Limited capacity at the NEPAD Secretariat, insufficient resource mobilisation, divisions within the NEPAD Implementation Committee, competition between NEPAD and the AU are some of the challenges facing Africa in implementing its development programmes.

POLITICAL AND SOCIAL PERFORMANCE OF AFRICA

Africa is presently experiencing rapid urbanization across various countries, fuelled by both internal and external migration. Internally there are high rates of rural urban migration which is coupled with natural growth of the latter population. External migration is mainly to countries where there are commodity booms, high economic growth rates and perceptions of better opportunities and good governance. In addition to the above there are large numbers

of Africans who are leaving the continent. Consequently, Africa has a combination of receiving or sending countries and some that display both attributes. Migration, especially of skilled personnel is robbing sending countries of their development potential; whilst the receiving states gain from this extra human capacity. Migration is also posing challenges like increased crime, insecurity, straining the infrastructure of receiving countries, etc. But there are benefits like spread of new cultures, development of new enterprises, immigrants challenging locals to work harder etc.

African multinationals investing both on the continent and globally in agriculture, aviation, banking, education, infrastructure, manufacturing, mining, retail, telecommunications, tourism, transport etc have seen an explosive growth. This is leading to increased capacity building, strengthening of institutions, growing economic development, positive branding, a growing middle class, job creation and poverty reduction. The breakout of peace in previously war ravaged nations and the reduction in conflict means there are less than ten countries at war unlike less than a decade ago when almost twenty countries were at war. Consequently, there has been tremendous growth in regional trade, travel and tourism. This has led to vigorous GDP growth of over 5% during the past two decades in Africa and with sustained commodity demand especially from China and India this growth is expected to continue.

Nevertheless, OXFAM in its latest report on arms purchases shows the link between crime, conflicts and development challenges across a number of African countries. Those mired in conflict being the worse performers in socioeconomic development these include DR Congo, Somalia, Sudan, Tchad. On-going conflict of varying levels across Africa, have since the 1960s cost more than \$300 billion. Some conflicts like in Angola, DRC, Somalia, Sudan, Uganda have spanned more than 20 years on average. The destruction of communities, and deep division of nations means sustainable peace will continue to elude many of these countries. Furthermore, development in these countries has been set back for decades. A vicious cycle of weak states, deprivation, high levels of poverty and violence becomes their fate. Others like South Africa that have spent huge amounts on arms deals, have sacrificed substantial development opportunities. Furthermore, rapid urbanization, poor waste management infrastructure, inadequate housing, inadequate urban planning, growing informal settlements, high crime, increasing poverty, weak linkages between rural and urban areas, over reliance on few commodities, inadequate job creation, poor agricultural production, corruption and weak institutions are some of the challenges facing Africa.

Africa has the highest prevalence of HIV/AIDS globally, 24.5 million living with AIDS, 2.7 million infected by the end of 2005 alone, mainly in southern Africa. Various countries have with the support of the international community implemented programmes to prevent and treat this pandemic. Added to these are other health challenges like cholera, malaria, tuberculosis, typhoid, river blindness, which continue to cause high death rates across Africa.

Africa also suffers inadequate access to portable water leading to poor sanitation and spread of diseases. Women and children, especially girls spend an inordinate amount of time searching for water and energy like firewood. Roughly 500 million of the continent's 932 million population lack access to electricity. Flying over Africa at night one usually only sees few lighted areas, mainly in the north and south.

Interestingly, the recently released 2008 Mo Ibrahim Foundation index (measuring economic stability, corruption, security, human rights, laws, elections, infrastructure, poverty and health), using two year old data indicates that in sub-Saharan Africa, 31 out of 48 countries have seen an improvement in corporate governance. Liberia achieved the best improvement and Somalia is the worst performer. However, there is synergy with the findings of OXFAM on conflict ridden countries and poor performance.

However the report also indicates that thirty countries improved their macroeconomic stability and financial integrity. Consequently, foreign direct investment to Africa is also growing, averaging over \$20bn annually, though this is a few countries. This improving investment climate is having spillover effects leading to further growth in different sector.

FACTORS UNDERPINNING THE REGION'S ECONOMIC PERFORMANCE

Over most of the post-independence period many African countries have been raw material producers will little value add to their products. These countries received little returns for their exports whilst they paid high prices for imports. The economic climate was not always favourable for investors and there were high levels of corruption and red tape. There was no guarantee about the rule of law. Many of the manufacturing plants established were not profitable or the goods produced were not competitive. Foreign aid was used to top up budgets and numerous foreign technical experts were spread across Africa. Many countries became highly indebted to global financial institutions and commercial banks. The decades of the 1980s and 1990s were lost decades for various countries and people. Consequently, the World Bank and

International Monetary Fund and other financial institutions advised various countries to implement structural adjustment programmes. The belt tightening may have worked for sometime but at great cost. This included right sizing of the public sector, removing subsidies from government services, especially education, food, health, transport, utilities etc. There was a rise in migration as many people sought better opportunities in better performing countries in Africa or abroad.

However, economic performance began to improve in numerous countries towards the end of the last decade. Higher commodity prices, increased demand from China, India and other countries, couple with the adoption of the NEPAD and other principles for good governance have led to a better economic climate across Africa. There is growing foreign direct investment, particular in commodity producing countries or those with better managed economies.

BACKGROUND TO GLOBAL TOURISM

The UN World Tourism Organization estimates that 903million arrivals globally in 2007 and generated about \$856billion; estimated arrivals for 2020 are 1.6billion. These developments have been fueled by growing wealth, availability of leisure time, improved air access, increased knowledge about different regions etc. Tourism covers various sectors and is a catalyst for sustainable development. These include: agriculture, entertainment, manufacturing, media, retail, transport, etc. However very little of tourism benefits Africa, which accounts for less than 5% of global arrivals and receipts. There is high leakage through numerous imports in the sector, foreign ownership of tourism products and services etc. Nevertheless much has been done to develop tourism across Africa, over the past 4 decades.

DEVELOPMENT OF NEPAD TOURISM ACTION PLAN

Africa is the cradle of humankind, it has strong cultural heritage, vast biodiversity resources and stunning geophysical attributes. However, Africa needs to turn these resources into advantages to attract greater numbers of international tourists. The big question was how the continent would achieve this and through what means?

The process commenced in 2002, when South Africa was requested by the Regional Tourism Organisation for Southern Africa (RETOSA) to develop a tourism plan for the sub-region. The draft document was accepted by the Tourism Ministers meeting in Kasane, Botswana in June 2002. They then requested that the document should be shared with other sub-regions in the spirit of learning from each other's experiences. The best route was through

the then World Tourism Organisation's Commission for Africa (CAF) which has 48 members. The north Africa states are in the Middle Commission. The document was debated and accepted in April 2003 in Luanda, Angola by CAF, with the recommendation that Minister of Tourism for Mozambique, Mr Sumbana lead the process of approaching the NEPAD Secretariat to fund a study converting the high level strategy document into an action plan. The NEPAD Secretariat funded a study by African experts which developed the NEPAD Tourism Action Plan which was adopted by the African Union Summit in July 2004. The Plan identifies 10 strategic objectives which will now be dealt with.

ENABLING POLICIES AND REGULATORY ENVIRONMENT

The United Nations World Tourism Organisation (UNWTO) has assisted many African countries to develop tourism master plans. However, they often do not have poverty eradication strategies nor are they linked to the countries' economic and physical planning, legal and institutional frameworks. Furthermore, there has been a poor record of implementing these plans. This is partly because the tourism sector is not given prominence in many African countries. The economic importance of this sector and how much it can contribute to the development of these countries is under-estimated.

Furthermore, NEPAD requires member countries to be guided by the principles of good governance, accountability, transparency, and the rule of law as foundations for reviving Africa's development. International partners are expected to support these principles in working with Africans. The absence of these frameworks hampers the development of strong tourism sectors, which for a long time have been constrained by inappropriate policies and inefficient and weak regulatory environments. Red tape, corruption, poor service delivery and a weak public service has dampened the growth of most economies, including the tourism which was never a priority in most countries. The plan calls for the necessity to improve the enabling policies and regulatory environment if African economies including tourism are to reach their true potential.

INSTITUTIONAL CAPACITY

Greater efforts are required to improve and strengthen civil society across Africa, in order to engender the effective development of most economies and countries. Tourism is a multifaceted and complex sector with cross cutting facets linked to different aspects of the economy. Thus it requires proper coordination and cooperation from different agencies in government and with various social partners – business, labour, civil society and international partners. However, often tourism is not a priority for governments and the relevant ministry and department have little clout in the government hierarchy.

For example, South Africa after 1994, re-organised its tourism sector and gave it prominence. The Tourism Act recognized that tourism is government-led, private sector-driven, community-based and labour-depedant and that tourism is everybody's business. Government has through its Accelerated and Shared Growth Initiative (ASGISA) of 2005, recognized tourism as a priority sector. This has encouraged inter-governmental cooperation from other levels and sectors of government. There is greater joint planning and implementation of programmes, with departments working as clusters rather than in silos. Thus tourism benefits from other sectors supporting its plans, prioritizing initiatives that have multiplier effects for tourism etc. The tourism sector has also learnt to work better with other sectors and show them the value they also benefit from a growing tourism economy. There are other examples across Africa like Botswana, Egypt, Kenya, Mauritius, Seychelles, Tunisia etc that we should learn from.

Without the proper institutions, with sufficient resources, good leadership and cooperation by all stakeholders tourism will not be effective as a sector. There must be regular monitoring and evaluation of plans, with the requisite remedial action taken when necessary. It must be prioritized by the country and given all the necessary support.

TOURISM MARKETING

Tourism like any other product or service does benefit from focused marketing to the right consumers with the right message. With the poor manner in which Africa is portrayed the task is made doubly difficult. In addition, it is far from many global tourism markets, has weak tourism infrastructure and many people outside the continent know little about it.

Marketing does not come cheap, especially the electronic and print media. Often marketing authorities have limited resources and tourists have numerous options and the results usually only show returns about eighteen months later. Consequently, many governments prefer spending their resources on other ventures. Tourism ministers have to convince their colleagues that this sector is a viable one. However, the rapid developments in information technology and communication, especially the internet, present Africa with wonderful opportunities to reach a global audience. This will allow for speedy and greater coverage across Africa, which can be accessed by millions across the globe instantaneously. This way global perceptions and images about Africa can be changed with more emphasis on the good stories and developmental issues.

The question is how do they attract more tourists to Africa, encourage them to stay longer and spend more resources? The attractions that tourists want to experience are always not in one country, thus there is a need to for different countries to work together. This will require greater marketing efforts and cooperation between various sub regions in the continent in selling our splendors, vast beauty, innumerable cultural attributes and hospitable people. The marketing of Africa's sub-regions must be effected by the regional economic communities. Here the work of the Regional Tourism Organization of Southern Africa (RETOSA) is instructive. This organization was established in the late 1990s, under the Southern African Development Community (SADC) to develop tourism in southern Africa and to market the region. In 1998, at the SADC summit all countries, except, Angola signed the Tourism Protocol. The SADC Treaty requires two-thirds of the members to have ratified a protocol for it to become part of the treaty and to be in force. This figure was reached in October 2002 when South Africa deposited its instrument of ratification with the SADC Secretariat.

Article five of the tourism protocol provides for ease of movement of SADC citizens in the region, subject to meeting certain immigration conditions in each country; and the creation of a univisa for citizens of other countries. Since then the tourism sector has pushed hard for the waiving of visa requirements for SADC nationals by each country. These efforts have borne fruits apart from Angola, DR Congo and Madagascar which still require visas for most SADC nationals, the other countries have drastically reduced this requirement. The visa imposition is mainly for security reasons, but it is doubtful that many of these countries have the capacity to properly deal with this challenge. (The island nations have the best chance of managing the flow on migrants, but it is impossible for those on the continent). Others are worried about the lost revenue from the visa fees. This is miniscule compared to the huge revenues that would come from greater numbers of tourists that ease of movement allows. SADC can learn from ECOWAS where visas for nationals of member states were waived in 1979. There have been challenges, but the region has coped well and this has also enhanced the feeling of regionalism amongst citizens and member states.

The progress around the univisa has been slower. In spite SADC members agreeing a list of countries whose nationals already do not need visas to enter all SADC states, they have not been able to develop a univisa, like the Schengen one, which would allow entry in one SADC country to be access to whole region. Security concerns again have slowed this process. However, this issue should be dealt with piece by piece. SADC members should synchronise matters like the kind of information required from travelers on arrival and

departure forms, amount of time granted for particular stays, stamps used at immigration, computer systems etc This way a foundation can exist when the univisa is eventually introduced.

SADC members have developed a tourism plan for the 2010 Football World Cup to be held in South Africa. The intention is to upgrade their tourism facilities and increase the stay and revenue from the large number of tourists who will be attending the event. The plan is founded on developing the trans-frontier conservation areas across a number of countries in the region and marketing these to the globe.

Member countries contribute to RETOSA's budget proportionally based on their GDP. There are huge advantages especially for the smaller states. RETOSA is able to market them much more effectively and to stretch its budget further than they would be able to do on their own. By marketing the region all the states gain from the wider pool of attractions. The other sub-regions of the continent do not have similar undertakings, except the East African Community and they can learn from RETOSA.

Tourists must be turned into ambassadors on behalf of the countries and regions they have visited, as word of mouth is known as one of the most effective marketing tools. If they are treated well, they spread the news. Investors and business people must be encouraged to lobby on behalf of the countries and regions they do business with. Having received good returns they will tell other investors about the opportunities in Africa. Partnerships between various social partners locally and internationally must be engendered to sell Africa, to encourage self reliance and allow the continent to be a full and equal member of the global village. Africa has the capacity and does not need to continue being perceived as a basket case.

RESEARCH AND DEVELOPMENT

African countries will need to develop strong research capacity and tourism satellite accounts (TSA) to determine the size and attributes of the sector. The TSA consists of ten tables which outline different aspects of the tourism value chain including in and outbound arrivals, revenue generated by different sections of the economy etc. A number of African countries have begun developing TSAs, building local capacity to conduct the required research and using the results to further improve their tourism sectors.

Through research we can explore our strengths and decide what kind of tourism we should invest in. Whatever we do it must be pro-poor and sustainable. We should ensure that our tourism is based on economic, environmental and social sustainability. Our cultures should not be mortgaged to meet the

interests of tourists and local people should benefit and there must be equitable sharing of same. Indigenous knowledge should be preserved and used to support the tourism industry. Local research capacity must be strengthened and partnerships created with institutions and statistical agencies globally.

Large sectors of some African tourism economies are not captured under the formal economy especially arts and craft, traders, guesthouses, catering stalls, photographers, retail shops, transport, etc. These entrepreneurs through innovation and hard work keep the supply chains going and meet the demand for goods and services which the formal sector ignores or cannot meet. Often sophisticated systems like the TSAs do not cover informal sectors and therefore underestimate the size of tourism economies in places like Africa. Better research tools will be needed to take into account these scenarios. Furthermore, if any improvements need to be made or lessons to be made, these can be discovered through the information gathered.

In South Africa a lot of work has been done in this area called the Second Economy with the aim of creating better synergy with the formal economy. Many tourists actually prefer to spend their resources in these communities because they get a better understanding of indigenous culture and they can make a contribution under the triple bottom principles particularly the social aspects. Sometimes we are not sure who benefits more the communities or the tourists.

Effective systems to enhance the contribution of tourism to national economies in Africa must be implemented. More highly skilled personnel especially in data and information systems must be trained across Africa. Community development workers must be trained in participatory research methods so that they are better able to understand and do research in the informal economy and contribute to lifting people here out of poverty and to make them more productive.

INVESTMENT IN TOURISM INFRASTRUCTURE

Tourism does not thrive in areas with little or poor infrastructure. There must be reasonably good accommodation, energy, communication and transport systems etc. Africa's relative state of poverty means most of its people are not tourists so there is over dependency on non-Africans visiting. Since Africa is long haul market good air links are prerequisite for the development of its tourism economy. Many of countries are off the tourism map because they lack good air links internally or externally.

African countries will need to improve their capacity in this area. The assistance of the International Civil Aviation Association and International Air

Travel Association and others would play a pivotal role. However, Africa will also need to appreciate the urgency required in ratifying its own plans. Since 1988, when the Yamassoukro Decision on creating great efficiencies in aviation (through creating open skies amongst African carriers) was agreed upon, an insufficient number of countries have ratified this agreement. The safety record of African carriers and security in airports must be improved. In other cases the infrastructure is available but poorly maintained. This creates backlogs, eats up the precious holiday time of tourists and spoils their experiences, making them poor ambassadors for these countries. Most of this infrastructure provision does not fall directly under the tourism ministries and they have to engage in delicate negotiations to get colleagues to understand how they depend on them to grow the sector.

There is presently growing investment in telecommunications, transport, energy infrastructure and other facilities across Africa. As numerous countries, particularly in southern Africa seek to benefit from the 2010 Football World Cup they are increasing their tourism infrastructure. Finance development institutions like the African Development Bank, Industrial Development Corporation, Development Bank of Southern Africa, International Finance Corporation, World Bank etc have discovered the importance and value of tourism and they are supporting various investments across Africa. Private capital is also growing especially in the accommodation, retail, transport and other sub-sectors. South African hoteliers are the largest investors across Africa, followed by Middle East firms. There is also a growing interest from China, India and Europe.

Greater progress needs to be made with the improvement in corporate governance, our legal standards, reduction in red tape, more cooperation between the public and private sectors etc. Some investors have left in frustration over the time taken to approve applications, weak logistics chains, the lack of supporting infrastructure for their products and services, poor rule of law etc. There will need to be streamlining of standards for infrastructure provision in Africa, training of relevant personnel, making our ports of entry more effective and efficient and reducing the cost of doing business.

HUMAN RESOURCES AND QUALITY ASSURANCE

Tourism is a people to people sector, which requires sufficient, properly trained staff. The standards and intensity of the training varies from very highly skilled to low skilled workers depending on the jobs to be carried out. This can range from pilots, cleaning staff in hotels. In some cases there are people available but the trainers and institutions are in short supply. In other cases the wrong course are offered, countries have not determined what their needs or

those of tourists are, so the industry gets poorly served. Some people say the training is not as important as staff having the right attitude. The humbleness, willingness to learn and serve are all important in this regard and people in the developing world triumph here and are good ambassadors for their countries. African indigenous knowledge must be recognized and given value, like is the case in many other parts of the globe. This is an asset and must be used as Africa's unique selling point.

Where African countries do not have sufficiently skilled human resources to run their economies and tourism sectors, appropriate technical assistance will be sought. Donors, international organizations, educational institutions have played vital roles in this area. The United Nations World Tourism Organisation from 2001 established a special programme for Africa, which concentrates mainly on human resource development and has trained numerous staff. Institutions like the African Development Bank, Development Bank of Southern Africa, United Nations Economic Commission for Africa, United Nations Environment Programme, United Nations Development Programme, United Nations Educational, Scientific and Cultural Organisation, United Nations Conference on Trade and Development, International Monetary Fund, World Bank, European Union and others must be approached to develop training institutions and programmes in tourism in Africa.

Africa will have to develop its human resources and keep its skilled personnel employed on the continent; our brain drain is too high. We must also provide opportunities for staff exchanges so staff gain experience across different regions of Africa, they learn other languages and cultures. They then become ambassadors for the whole continent and can educate tourists about Africa holistically. Educational and skills development curricula and standards must be synchronized across Africa, through cooperation by the relevant public and private sector institutions. We should take advantage of information technology to train many more people, regularly share information and to upgrade skills.

Quality assurance systems are very important in tourism, since they assist in measuring the value of products and services supplied. They also allow for a relatively fair comparison of what is on offer. What Africa must insist upon is going beyond measuring hardware or infrastructure. We are strong with the soft skills and tourists value and remember these more from their holidays. We must ensure that our quality standards build on our strengths, our unique selling points.

CROSS CUTTING ISSUES

Following the World Summit on Sustainable development in 2002, many tourism developments in Africa are following the triple-bottom principles of environmental, economic and socially sustainability. Further efforts in these areas must be encouraged to ensure that tourism remains sustainable for generations to come. Reduction of leakages must be pursued and greater ownership and the spread of the benefits of tourism encouraged. Greater involvement of women, youth, disabled and communities in tourism development and implementation must be encouraged, so that they are able to become more self-reliant, reduce poverty and increase their employment opportunities. The negative impacts of tourism on culture, environment and economies must be studied and reduced, otherwise communities will not welcome visitors. Some countries like Thailand have faced these challenges. Greater coordination and cooperation between African countries and sub-regions in tourism development is occurring and must be increased.

Tourism cuts across numerous sectors and it will be important to monitor these linkages and to ensure synergy and inter-linkages across them. The tourism sector must lead in this process of creating awareness, especially of what it can contribute to nation building, economic development, regional integration, global understanding etc. Perceptions must be changed of this sector being unsophisticated, easy to enter and make quick money in, contributing little to overall development, only involving the rich etc.

CODE OF ETHICS FOR TOURISM

There is a need for tourism development to be based on international best practices, quality standards maintained, whilst respecting cultural norms and values of local people. We must promote an understanding to discourage over-exaggerated negative travel advice vis-à-vis developing countries which can destroy their travel industries. Algeria, Egypt, Kenya, South Africa Zimbabwe are some of the countries that have been victims. Global cooperation is required in this area to balance safety concerns with development needs. Tourism cannot thrive in atmospheres of conflict; peace and tourism are two sides of the same coin. However, it is also necessary that tourism does not entrench the deep inequalities between the developing South and developed North. Its benefits must be shared equitably, within countries and across regions. The UNWTO's Global Code of Ethics outlines some of the attributes of good tourism and we require UNWTO member states to adhere to the spirit of this Code, especially developed countries. This way global tourism can become sustainable and provide a strong foundation for development now and into the future.

The formulation of NEPAD Tourism Action Plan was guided by the Code amongst other documents. This means its implementation would assist in developing a sustainable tourism industry in Africa.

MOBILISING FINANCIAL RESOURCES

Based on its potential Africa continues to attract a myriad of resources. We have the attractions and capacity to attract investment into the tourism sector in Africa and various partners will need to assist in this exercise. NEPAD estimated in 2004 that \$50 million dollars would be needed over the next 5 years to operationalise its tourism plan. This is a miniscule amount and indeed should have been contributed by African countries themselves if they were serious about the plan. However, there has been very little systematic implementation of the plan since adoption in 2004. Various African countries, the regional economic communities, African Union, NEPAD Secretariat, development partners and the private sector have not advanced the objectives of the plan. Coupled with this the NEPAD Secretariat has since 2004/05 not had a specific officer dealing with tourism issues, so this plan and the sector have received scant attention. The UNWTO has also provided limited support for the plan. Are we seeing another plan bite the dust, sit on shelves and not be implemented. This will be a real indictment for Africa and its partners that we spend so much global resources on arms, luxuries and unnecessary waste, but cannot mobilize relatively miniscule resources for such an important cause.

IMPLEMENTATION FRAMEWORK

The NEPAD implementation framework has three levels. The national level which is the foundation where each country is expected to create a strong base. The greater the effectiveness and efficiency of the tourism sector in a country, the greater the multiplier effect at the next level, the sub-region. This is where greater integration is supposed to be created across different countries, linking their tourism sectors, amongst others. The five sub-regions must then replicate the linkages amongst themselves. The result is then a network or cobweb of a strong, interlinked tourism economy for the continent. International partners should then join this process based on engendering the self-reliance and trajectory defined by Africa.

However, there has been limited success in the implementation. National tourism sectors remain weak and under-resourced in many countries. It is only in parts of east, north and southern Africa is tourism taken very seriously. Some countries in west Africa have lately began support this sector. Consequently, it is not surprising that the three sub-regions mentioned above also have the strongest tourism sectors. In addition, continental tourism is only

as strong as the weakest link that Africa has. Here the NEPAD Secretariat and the UNWTO's Commission for Africa (CAF) are tasked with driving these processes. However, the NEPAD Secretariat does not have a tourism advisor. So virtually no work is presently done in this area. CAF meanwhile has not provided strong leadership, even though the plan was adopted at its meeting in Seychelles in 2004. The challenge is how the weak states, their sub-regions and the continent, can be assisted by the stronger ones and through international support. This is one area that the research and development theme in the NEPAD Tourism Action Plan must consider.

Having outlined the NEPAD Tourism Action Plan, the question is what role Turkey can play in improving its tourism cooperation with Africa through this instrument.

TOURISM COOPERATION: WHAT ROLE FOR TURKEY?

The NEPAD Tourism Action Plan already outlines the areas where Turkey can cooperate with Africa. It should choose areas where it is capable and depending upon its resources. South South cooperation between Africa and Turkey should be a combination of bilateral, sub-regional or continental levels of engagement. Turkey is a single country and there are huge opportunities for it to develop and strengthen its relations with Africa a continent of 53 countries. What are the opportunities and challenges for cooperation between Africa and Turkey in tourism? With Turkey being one of the world's twenty strongest economies it has the resources to invest in the wide range of tourism economies in Africa. Turkey also has a strong construction sector and this could lead in the development of infrastructure in Africa.

Turkey has long standing ties to North Africa going back centuries, it is a former colonial power in north Africa being there until early in the 20th century and is a bridge into Asia, Europe and Middle East. It should be used by African countries as a springboard into these regions. There should be plans to increase the number of tourists in both directions. The countries of North Africa which are muslim and closer to Turkey are likely to gain most. There are other Moslem dominant African states which could cooperate with Turkey. These are in east and west Africa. However, countries like South Africa with strong tourism economies and direct air links through Turkish Airlines, which is in the Star Alliance with South African Airways, is also a leading beneficiary. Other states are improving their political and economic relations with Turkey and this is impacting positively on two-way tourism. Airlines from African countries should explore possibilities of flying to Turkey and onward to other countries if necessary. Marine tourism should also be explored and

Turkey is already strong in this area and can assist various African coastal states

As marketing happens and business and people to people contacts strengthen relations between various African countries and Turkey greater knowledge of each other will ensue. African countries and Turkey should undertake joint marketing initiatives. Sports tourism, especially football, should be strengthened, leading to the 2010 Football World Cup in South Africa. There are already various Africans playing football in Turkey and these numbers should be increased. Training of coaching and other sports officials should be undertaken.

Human resource development and training in the tourism field should be explored, with different countries emphasizing their competitive advantages. Proper research to determine the needs and capabilities of countries and institutions should be undertaken. There should be exchanges of both teachers and trainees, whilst information technology should be utilized to create virtual educational institutions in order to reach a large number of trainees.

TOURISM COOPERATION – CHALLENGES FOR TURKEY

There are challenges to engendering cooperation between Africa and Turkey that we must overcome if the tourism cooperation is to be fruitful and I will now outline some of them. The period when the Ottoman Empire extended to parts of North Africa has led a minority of about two million Africans now residing in Turkey, a country of over 70 million people, largely Turks, with some minorities, mainly one religion and a diverse economy. Can this minority of Africans be a bridge to the continent or will Turkey use Islam as the main instrument for partnerships with Africa? How will it deal with 53 countries, five sub-region, numerous integration schemes and continental bodies like the AU and NEPAD? This is not assisted by the limited, though growing diplomatic missions that Turkey is establishing in Africa. There are also few African diplomatic missions Turkey and may be they should explore how they can act on behalf of others in their sub-regions. Turkey would need to increase its capability in various languages – Arabic, English, French, Portuguese, Spanish etc in order to interact more effectively with Africa. We will in turn need to expand our understanding of Turkish. This will require agreeing and implementing practical training programmes both in Africa and Turkey.

We have very little knowledge of each other and most of this is through the biased media which can a lot of stereotypes and negative images of Africa and Turkey. We will need to increase our knowledge of each other, our histo-

ries, culture etc and this must include media cooperation. It is encouraging that various Turkish universities and think tanks are concentrating on African studies. But very little of the opposite is happening. We also are separated by geographic and mental distance which must be crossed if we are to get closer to each other. However, we may be further constrained by expensive travel costs. Tour operators must explore charters and low cost options. If we increase our economic and trade relations this will also help reduce the distance and gaps between us and hopefully engender our tourism relations. Perceived differently, these challenges are actually opportunities which should be exploited and harnessed for our mutual benefit. Encouraging dialogue has begun, but must be guided by realistic plans, commitment of resources and measurement tools. We must involve all social partners – business, civil society, governments and organised labor as we seek to grow our tourism relations.

CONCLUSION

African governments have recognized the important role tourism can play in contributing to economic development, employment generation, government revenue, as a catalyst for domestic and foreign investment. However, a number of key actions and investments - in infrastructure, human resources development, environment conservation, marketing - are necessary. Where the benefits of tourism are well harnessed, local people can be empowered, the environment can be conserved, and the quality of life of people in Africa can improve.

Tourism in Africa must avoid disastrous impacts on the environment, social dislocation and economic underdevelopment that have been experienced in other parts of the world. It must lead to profitable investments, social inclusion and poverty eradication. Our plans must consider the role of tourism in societal development, whilst ensuring that tourism in Africa becomes internationally competitive.

The NEPAD Tourism Action Plan present vast opportunities for Africa and Turkey to explore mutual opportunities for tourism cooperation, with the latter acting as a catalyst to revive implementation of the plan. But Africa must also pull itself up by its boot straps. Furthermore, we must explore opportunities in Turkey so that this is a real partnership.

Last but not the least, Africa and Turkey must create the proper institutional mechanisms to discuss areas of cooperation in the field of tourism and outline specific and practical actions steps, within particular timeframes that the two partners must take to derive mutual benefits. Furthermore, sufficient resources must underpin this partnership. There must be effective monitoring

and evaluation processes to track progress to provide means to deal with challenges. Specific institutions must be tasked with undertaking these programmes.

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