

The tourism industry in senegal tourism essay



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Senegal is a country in Western Africa, with a estimated population of 12 millions inhabitants, according to the last census done by Senegal National Agency of Statistics. Tourism sector in Senegal is second after fishing in terms of direct and indirect jobs generated, and tourist expenditure, Parker, P.(2006). According to World Travel and Tourism Council, 1 in 13 jobs are generated by the Tourism industry. The tourism industry in Senegal is expected to decline -1. 5% in 2010 and and grow from next year an average of 4. 4%. Senegal has a tropical climate, with a distinct rainy season from June until September and a dry season between October and May when is very hot with temperatures getting up to 35 degrees and minimum 24 degrees Celsius, Hughes, R. H.(1992). The water temperature is warm most of the year-round.

According to Shackley, M.(2006) Senegal is relatively new to British travelers, Senegal has been a favorite destination for French and Belgian people, because of it's warm weather, sandy beaches and a varieties of activities to offer to holidays makers of all ages. There are many airlines that fly to Senegal, directly from Paris, and indirectly from most of the major European cities. There are a number of charter flights that go to Senegal during the high season time. A direct flight from Paris would normally take 5 hours and half, and an indirect flight 6 hours and half, according to travelmath. com. Dakar, the capital of Senegal, well-know in western countries for the famous motor race Paris-Dakar and a popular Carnival that takes place annually, is a city well equipped with convention facilities and attracts many business travelers from Africa and not only.

The international airport is near Dakar, who benefits from being the main entry point into the country. The cultural capital of Senegal is St. Louis, situated on the northern coast being the first french settlement in Africa, and was declared a World Heritage Site because of it's impressive colonial architecture, Burke. A. (2002).

The Djoudj National Park, is 30 miles far from St. Louis, part of the World Heritage Site and the it is one of the most important wetland bird sanctuaries in the world, partly because it is one of the first places south of the Sahara with permanent water. The park is used by the migratory birds (mostly pelicans and flamingo) who comes from other parts of the world during the winter period. Accomodation and camp grounds are available at the entrance in the park, Riley, W.(2005).

According to Burke, A. (2002) Senegal have a variety of birds, scuba diving potential, a rich traditional culture, arts scene, wildlife, secluded beaches provide diversification of the tourist product that can be found in the country. The tourism sector has provided base for economic development in Petite Cote, which is the principal tourist region in Senegal on the coast with many tourist attractions. The Petite Cote region, is the main resort area, has extraordinary beaches, generally calm sea and bays. The principal season for resort tourism is the contrasting climate in Europe winter, Burke, A. (2002).

According to Moltke, A. (2002) game fishing is an important component in the area attractions. There are some hotels that specialize in fishing services and because of that their season are extended, which would normally close in April, up to October and even November in some years.

Distance, reverse climate and lack of extreme climatic conditions are Senegal most important tourism assets. Because of it's climate Petite Cote main competitors are in Caribbean, Southern Africa and South Pacific. According to Ham, A. (2006) The region of south-east of Senegal, is the main area of hunting and attracts different niche tourist markets: wildlife, adventure tourists, nature, hiking, cultural tourism. One of the main attractions in the region is Park National de Niokolo Koba, Senegal largest national park and one of the largest in Africa.

Around 350 species of bird and about 80 species of mammal reside in the park, including lion, leopard and the last elephants remaining in Senegal.

According to Gritzner, J. H. (2005) Cap Skiring, it's one of the most visited attraction in Senegal, and have one of the finest beaches in the world. Because it's people are Diola in their majority and non-Muslim, the region has distinctive traditions from the rest of Senegal and attracts cultural tourism. Cap Skiring has an airport with direct flights from Paris and Milan, wikipedia. org. Indirectly flights can be made from all major European and African countries, but the journey takes much longer, expedia. com.

According to Jeffreys, A. (2009) in Cap Skiring, are many attractions, which include a Golf Club which appeals to families and travelers who are looking for relaxation and some sport. Tourists to Cap Skiring have a wide range of activities. During the day, travelers can enjoy horse riding along the beach, fishing, hiking or walking; jet ski and other water sports. If in January in Dakar, it's difficult to swim because the water is not as warm, in Cap Skiring, the water stays warm all the time. During the night visitors to Cap

Skirring can go to bars, clubs or pubs. Visitors to Cap Skirring can take day trips to Carabane Island. According to Burke, A. (2002) the island is one of the most exotic and unique places in the world. Carabane Island is surrounded by mangroves and has many historic sites, such as Catholic mission built in 1880.

Cap Skirring has a variety of hotels, there are several international standard hotels and several luxury resorts. Most hotels in Cape Skirring have a restaurant with international or local cuisine. The local authorities or private people operates campsites in and around the national parks, there is a possibility for camping but tourist have to come with their own tent.

Recommendations for a better destination

Better Security for tourists:

Regrettably, tourism in Casamance which Cap Skirring is part of, has been seriously affected for the past 20 years by civil war and resulting security issues for tourists and local people. Even that a peace deal was done in 2004, the region has remained unsafe, mostly because the rebels and their insubordinate activities, Zeppel, H.(2006)

According to Mansfeld, Y.(2006) security issues are more important than financial ones when a tourist makes his decision to travel, and most of the tourist will avoid to travel in an area affected by terrorism, kidnapping, theft, rape, murder etc. As it can be seen in Table A, the reason of low occupancy rates in the Casamance region it is the security issues that stopped many tourists to travel there.

Lower taxes:

According to Jeffreys, A. (2009) Senegal has one of the highest VAT in Africa and is difficult to compete with other destinations who offer same service at lower prices. Senegalese tour packages are very expensive, comparing with their main competitors in the area like Gambia. While competitors from Morocco, Tunisia and Gambia pay about 5.5%, hoteliers in Senegal pay 18% VAT. This has made the country a less attractive destination for tourist with less money to spend during the recession time. Big VAT made the country and Cap Skirring in particular less attractive for international private investments in infrastructure(electricity, transport, roads) that could make the destination look better. See Appendix 1

Safari facilities

The government should invest more money in safari facilities, which are very popular for middle and upper income earners from Europe. Safari facilities can be made at a low cost and it can use the existent wildlife and natural assets.

More promotion and marketing:

Even that there is an airport in Cap Skirring that brings international tourists into the town, there are not any domestic flights that could bring tourists from Dakar or other regions. Because the country it's not well-know in other countries other than francophone ones, the government should promote the destination in the principal tourism markets, such as: Germany, United Kingdom, Italy, United States of America, China, India, Russia, See table B.

Senegal shouldn't be dependent on one country as a source of tourists. It's essential to build country awareness in other countries than France and Belgium, to fill the hotels who at the moment have a rate of 35% - 40% occupancy.

Building a Marina

Building a marina for small boats could attract more tourists who have more money to spend than those who choose an all inclusive beach holiday. In Cap Skirring there are not many attractions for young people, a water theme park could be built to attract families with kids, and made them stay in the area longer than the estimated average of 3.5 days in 2006, according to nationsencyclopedia.com.

Port facilities for cruise liners:

According to Ernie, H.(2003), there is five market segments that are growing in importance: cultural tourism, thematic tourism, cruise market, adventure and ecotourism, Senegal has four already it's tourism portofolio. Facilities for cruise liners is the only market segment that Senegal hasn't have it yet. Because the cruise liners are becoming more and more popular, Cap Skirring could be a stop for many cruise liners, but the city doesn't have a port. Cruise liners could be a good source of money for local businesses and could help local economy.

Advertise as a niche market

The demand for niche tourism is the fastest growing sector in tourism. Even that the demand for niche markets such as: fishing, diving, ecotourism, <https://assignbuster.com/the-tourism-industry-in-senegal-tourism-essay/>

boating, bird watching, is less in volume than beach holiday. Tourist niche products combined with beach holiday could make the destination far more interesting for a wide variety of travelers, Collins, V. R.(1999). According to Whittington R. (2008) is cheaper and more effective to concentrate on your existing market and products, building up your position on the market than trying to find new products and markets.

Business conference facilities

Cap Skirring has a lack of convention and conference facilities, Jeffreys, A. (2009). International conferences, team building, could bring business travelers into town people and fill the hotels and restaurants all year round.

Modern medical facilities

According to Wilks, J.(2003) access to medical facilities is a major concern for tourist when traveling abroad. Tourist decision to travel can be influenced by the lack of medical facilities. The government should invest in modern medical facilities, trained doctors and nurses, making Cap Skirring and Senegal in general more safe for tourists.

Infrastructure

The investment in infrastructure in Cap Skirring has stopped during the Civil War, and as a result the roads present alterations and need repairs.

According to Dwyer, L.(2006) tourism infrastructure is very important for tourism development and a good infrastructure can improve the efficiency of producing and delivering tourism services. Infrastructure can provide long term base for tourism growth in Senegal.

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Conclusion

Senegal seaside tourism which Cap Skirring is part of, represents 54% of the total tourists that arrives in the country, Jeffreys, A.(2009). The area has many natural assets that are not fully exploited by the national authorities, and due to the lack of promotion overseas the country is not well know. The tourism can play an important role in Senegal national and local economy if there would be more international investments that could create more jobs for local people. Because of the security issues many tourists avoid to travel to Senegal and many events have been canceled in the last years, affecting tourism industry and the local population who are dependent on tourism industry. The country has a wide range of tourist products on offer, from resort to eco-tourism, fishing, golf, cultural tourism, many niche markets that are growing worldwide and could be an important part of Senegal economy.

Strength Weaknesses

Close Distance to Europe Equipment and infrastructure

Sun during the winter Health conditions (vaccinations required)

Flora, Fauna, Topography Ground and air transportation (no domestic flights)

Eco-tourism Lack of security (Casamance Region)

A hospialier population Poverty of the local population

Few complaints by tourists Expensive air transport and lack of airlines

Warm weather all year No ports or modern medical facilities

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Market Share

Stars: Beach Holiday, Wild Life.

Question Marks: Diving, Bird Watching, Eco-tourism, Golf.

Cash Cows: Business travelers,

Music festivals.

Dogs: Bird watching, boating,

Market

Growth

Appendix 1

SENEGAL TOURISTIC MAP

Table A. Distribution of Beds, Average Length of Stay, Tourist Bednights
and Occupancy Rates by Region Year 2000

Region

Beds

%

Av. Length of Stay

Days

Tourist

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Bednights %

Occupancy Rates

%

Dakar:

34.9

2.4

38.4

31.6

Thiès:

25.7

5.6

45.7

48.1

Ziguinchor:

21.0

5.2

7.6

36.2

Saint Louis

6.4

2.0

4.4

20.0

Fatick

6.4

2.7

2.8

19.6

Tambacounda

3.0

1.6

0.6

9.4

Kolda

1.3

1. 5

0. 2

6. 9

Kaolack

0. 9

1. 7

0. 4

19. 0

Louga (Grand CÃ¸te)&Diourbel

0. 4

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—

100

3. 4

100

35. 4

Source: Senegal Ministry of Tourism