

## TOURISM AS THE BACKBONE OF ECONOMIC GROWTH IN AFRICA

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### Abstract

*This paper will discuss to details how the tourism industry has become economically outstanding in upgrading people's living standards and advancement services provisions at the individual and national level. It is true that tourism in any county has a direct relationship with people's lives especially in the economic sphere, since it is the leading sector in terms of recruitment of people in both steady and temporary employment such as tour guides, hoteliers, drivers and tour operators. All these groups pay taxes in their country, take part in socio-economic activities and that is marked as one of the Unemployment solution, and a catalyst for positive changes in people's life in economic spheres. Not only through the provision of employment, but also through investment have doors been opened up in the tourism sector. This article will describe in detail how tourism operates in most African countries with Tanzania as the case study. The country's objectives for this sector will be seen, as well as how the people there benefit and depend on this sector. Here below are the three parts of this paper named part one, two and three. Part one will briefly explain the general concept of tourism in relation to economic developments, how people get benefits, tourism operations and direct outputs of tourism in the government.*

*The second part will deliberately discuss the basis of tourism sector that is important for economic development, contribution of tourism sector to national economy, implication of tourism industry in social and physical infrastructure developments, and government policies that help tourism industry to grow in Africa.*

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*The last part will give out recommendations on what should be done to improve this sector and make it a more independent sector, especially in developing countries.*

Key Words: *tourism industry, backbone, economic growth, VAT, development, Africa*

JEL classification: *Z32, R58, R11*

## **Introduction**

Tourism industry is a newer sector in African economic structure. It started back in the 1980's when some Africans (who lived outside of Africa for different reasons such as wars and colonialism) started to visit their motherland, and when some Europeans started to visit Africa to see if the stories about Africa were true. At the time, tourism was not considered to be a profitable economic branch. It was seen as a set of social activities that involves interactions between people outside of Africa and Africans. However this tendency began to change over the years, depending on the number of people who visited the southern part of the Saharan desert countries, gradually the governments started to become involved in this sector by creating some policies, laws and boards that would take measures concerning tourism sector. This became the turning point of the tourism industry, and an axis of economic development in African countries. From that point onwards many acts and amendments were made to insure that the sector would become one of the important sectors in economic stabilizations. Apparently, reports state that tourism will be employing more than 6.7 million people in Africa by 2021. A point to note here is that Africa's 48 countries currently have the capacity for tourism success through establishing a strong political support for developing the industry and attracting increased private investment to help finance and sustain it (The World Bank, 2013).

Tourism in some countries, like Tanzania for instance, has grown over the past decade by 300% and estimated to attract more than one million visitors annually where majority come for wild life safari and beach tourism. Tourism industry in Tanzania has created its benchmark as a significant source of foreign income, whereby it is useful in economic strategies especially in export and import of commodities from abroad. Tourism government initiated different boards to insure proper operations, for instance tourism boards, the national parks board, the cultural conservation board. This has helped many people to perform different duties which

enable them to sell different tourism products such as ornaments and cultural commodities. Interpreters, taxi drivers, fruits vendors and others get employment in tourist hotels. The sector employs almost a half million people and it is the only sector where women are considered in different positions. All of these tourism outputs are vital for the economic growth in Africa, because they provide employment, help investments reach the hotels in Africa that employ (chefs, security, and other operators at hotels). Africa's tourist attractions include wonderful wild animals, mountains such as Kilimanjaro, beautiful beaches with conducive climatic conditions throughout the year. This qualifies Africa as a one of the world's dream destinations. All this has influenced many people to visit the southern part of the Saharan desert for tourism activities. These tourists pay taxes and fees directly to the government. Airline companies also pay taxes to the government, as well as hotel owners, tour car owners and workers. The payment of taxes helps the government to keep the economic situation in the country stable and run its daily activities such as buying medicines for hospitals, constructing roads, paying salaries to public workers such as teachers, doctors etc.

### **Tourism in Africa**

Tour operators and tour agencies deal with tourist logistics from abroad to destination points. Tour operators are there to make sure that tourism industry is a legal and formal entity which enables tourists and other tourism stake holders to work together. They coordinate tourists with airline companies, hotels, transporters at the destination point, as well as insure the proper arrangement of all logistics for tourists so that they do not encounter any kind of obstacles during their trip. These tour operators and tour agencies make sure that tourism attractions are branded, advertised worldwide, and that connections are created. In 2012, Africa attracted 33.8 million visitors, which is a significant rise compared to 6.7 million visitors in 1990. The income from tourism for the same year amounted to over US\$36 billion or 2.8 percent of the region's GDP (The World Bank, 2013).

Tour agencies must be registered and pay taxes including other charges with VAT from their business. It is not easy for tourists to come to Africa without a host that will take care of everything during their stay, The government makes profit through tour operators because they hire different workers such as drivers, technicians, interpreters and tour guides. Employing professionals in these fields reduces the unemployment problem. In 2017, this sector's contribution to Tanzania's GDP was 9.0%

and it was forecasted to rise up to 9.1% in 2018. This sector directly supported 446,000 jobs which is 3.3% of total employment and was expected to rise up to 7.1% in 2018. Salaries earned by workers help people run their businesses (food vendors, transporters etc.) hence government benefits through its people (International Trade Administration, 2019).

Tourist hotels and apartments are in the basis of tourism activity. Hotels play a massive role in impressing tourists to come again to a certain country. These hotels can be the reason for tourists to choose another destination in next visits or to revisit the previous destination due to services that she or he were provided with by the hotel. The report projected an increase of 6.7% in guest nights in 2018/19 that pushes occupancy to 54.2% and total room revenue beyond 2015 levels to \$240m, up to 11.1%, while the number of rooms will rise to 8100. But it forecasts a compound annual growth rate (CAGR) of available hotel rooms by 2% by 2017-2021 when there should be a total of 8500. Due to this it will raise guest's nights to 1.8m, with CAGR of 2.4%, pushing total rooms to \$313m. The total hotel, lodge and tented camp accommodation requirements in Tanzania are 12,000 rooms, of which an estimated 8,500 rooms would be of international standard. Of the 8,500 rooms required, 5,000 are operating nearly to an international standard and approximately 500 are currently under construction or refurbishment. The development of the remaining 3,000 rooms require new capital investment either for refurbishment of existing rooms or construction of new rooms. On the other hand, these hotel investments help to boost national economy through recruiting workers such as chefs, security, mostly domestic workforce, then tour guides whose duty is to take tourists to all important places like museums. These workers, whose number is estimated to be more than 467,000 people, pay taxes to the government, which helps to facilitate some development in the surrounding places. Also hotel owners are active members in paying fees and other charges like business licenses, operational fees; value added tax (VAT) and hotel license, thus increasing government income (Oxford Business Group, 2018a).

Transport agencies deal with transportation (Ignjatijević et al., 2019) of tourists from their home land to tourism destinations, here including airlines companies that take tourists from other parts of the world to tour destinations, car rental companies such as tour buses, cabs, and ships or boats. Earnings from travel accounted for 60.4% of services income and grew by 13.6% to USD 2,403.2 million in the year ending in June 2018. This was due to an increase in the number of tourist arrivals following

enhanced promotional activities by the government and private sector (Tanzania Tourism Revenues and Arrivals Up in 2018, 2019). According to the latest available International Visitors' Exit Survey Report of 2017 by the National Bureau of Statistics of Tanzania (NBS) (2017), tourism earnings were USD 2, 13 billion in 2016 with 1.2 million arrivals. And sometimes even these companies can be from outside of Africa and to work in a particular country they have the obligation to pay some fees before the installation of their companies. All these fees are paid to the government directly, helping the government to cover costs of constructing hospitals, buying medicines, books for students and other costs necessary for the functioning of the government (Tanzania Tourism Revenues and Arrivals Up in 2018, 2019).

### **Contribution of tourism industry on national's economy**

Increase in foreign currencies: tourism activities include the arrival of foreigners in the destination country, where they come with their currency for consumptions, and once they exchange it for the domestic currency, the foreign currency remains in the destination country. These foreign currencies are vital for trading and economic strategies. In most African countries they import different commodities such as cars, products, spare parts, and using these foreign currencies facilitates the foreign exchange and improves internal business that later on helps the government in tax collections and revenues. The overall expenditure in Tanzania per person per night increased to \$193.0 compared to \$162.0 recorded in 2017 while the average expenditure per person per night for visitors who came as part of a package tour arrangement was \$331.0 while that of non-package visitors was \$331.0. Tourism activities continue to be the center of tourism attraction for Tanzania due to the existence of the numerous National Parks and Game Reserves. However the country's strategy was to utilize the geographical diversity including tourist forums by increasing tourist's infrastructure. These foreign currencies also play a massive role in national stock exchange and in bank stock for external uses (Shekighenda, 2019). The Ministry's Permanent Secretary, Prof Adolf Mkenda told journalists in Dar es Salaam that in 2018, MNRT in collaboration with the Bank of Tanzania (BoT), National Bureau of Statistics (NBS) Immigration Department and The Zanzibar Commission for Tourism (ZCT) conducted an International Visitors 'exit survey in order to get information for compilation of national accounts and balance of payments statistics; planning and policy formulation; and promotion of tourism (Mirondo, 2019).

Tanzania's tourism earnings increased by 12.1% to USD 2,131.6 million in 2016, from USD 1,902.0 million recorded in 2015. The surge was mainly driven by the number of arrivals, which increased to 1,284,279 being 12.9% percent higher than the number recorded in 2015 (National Bureau of Statistics, 2015). Revenues from Tanzania's tourism sector increased by 13.6% to USD 2,403.2 million in the year ending in June 2018 compared to 2016/17, showing increase in arrivals of foreign visitors, transport, and other services. The following figures show Tanzania export services. The amounts are presented in US Dollars in three different years from 2015-2018 (Tanzania Tourism Revenues and Arrivals Up in 2018, 2019).

Figure 1: *Tanzania service exports*



Source: *Tanzania Tourism Revenues and Arrivals in 2018, (2019)*, <https://www.tanzaniainvest.com/tourism/tanzania-tourism-revenues-and-arrivals-up-in-2018>, (11 February 2020).

Increases in foreign investments in Africa: tourism sector plays a great role in making foreigners pay a visit to Africa in order to search for places or sectors where they can invest. When coming to Africa, tourists have a big chance to find an opportunity to invest, such as in poor transportation services in order to improve them. Government officers can make use of the fact that tourists come to their countries to discuss different opportunities that would be beneficial for both parties. For example, in Tanzania new hotel openings show that investors and international hotel brands are still confident about Tanzania's tourism outlook (Milojević et al., 2018).

For instance, in different tourist hotels owned by foreigners the workers and other staff are the citizens of the country that is invested in, thus the beneficiaries of the collaboration are the people, their government and investors as well.

### **Implications of tourism in advancement of infrastructures**

Facilitating construction of Roads: tourism industry is playing a great role in ensuring that roads are improved in the destination country. It is well-known that most of African countries especially Tanzania are still developing in terms of socio-economic affairs. Although its infrastructure is still poor and being developed constantly, through tourism industry most of African governments do their best to ensure that all roads that are used by tourists in their routes are being improved. For example, the tarmac road constructed from Songea to Tunduru aimed at increasing hunting tourism and animal tourism in the Selous game reserve, which is simply to say that tourism industry has a positive impact on influencing the governments in constructing better roads for community and tourism use. On the other hand, apart from the fact that tourism has facilitated roads constructions, most of the charges and fees collected by the government are used to improve roads used by both tourists and other community members.

Rehabilitation in health sector: tourism sector has managed to rehabilitate health sector in a way that most of hospitals and health centres, which are saving both tourists and other community patients have undergone different rehabilitations and improvements in all spheres such as equipment, medicines, professional doctors, specialists, and other hospital's infrastructures so that to meet the required standard for international needs (Jumia Africa Hospitality Report, 2019).

Improvement of clean water services: tourism industry has managed to improve the accessibility of clean water services to every member of the community. It is clear that all tourist hotels have a proper water system for their customers, hence it is required that members of the society around those tourist hotels should be considered for that water services provision. Most of the areas around the hotels have the water system for their community that implies that the presence of tourist hotels facilitates and improves access to clean water of every member of the entire community (Krstić et al., 2012). But again the taxes paid by tourists, charges collected from tourist hotels, and other sub-sectors from tourism are enabling the government to cover all costs for serving its people, such as construction of water channels to the targeted people, stabilization of water infrastructures that improves constant supply of water to everyone in the community.

Consolidation of constant supply of electrical services: tourism industry has managed to consolidate constant supply of electrical service to all people. The presence of tourist hotels and apartment has improved the constant supply of electrical service to the all people nearby the apartments and hotels. But also government and other private sectors dealing with electrical supply and productions tends to bring their services near tourist hotels and apartments in order to provide service for tourists. This is automatically enabling even other community members who live outside the unplanned places for electrical system installations to have access to electrical supply since they are nearby tourist hotels. This implies that accessibility of electrical services in people's surrounding sometimes depends on the number of consumers or the economic activities that take place within a particular place. Therefore whenever there are tourism activities, there is availability of electricity in advance, and whoever lives in nearby places is likely to have access to electricity services.

### **Government effort's on improving tourism sector through policies**

The new policy can draw on both the government's overarching Five-Year Development Plan II 2016/ 17-2020/21 (FYDP II) and a report on the tourism industry published by the Ministry of Industry, Trade and Investment (MIT) in 2016 under the diagnostic trade integration study (DTIS). The former provides a framework and targets for development, and the latter offers a more granular analysis of the challenges that the sector faces and ways to address them.

### **Five-Year Plan**

The FYDP II, unveiled in April 2016, acknowledges the importance of tourism to GDP, foreign currency earnings and job creation. It aims to increase tourism's share of GDP from 17.2% in FY 2014/15 to 18.3% by FY 2020/21, and then to 19.5% by FY 2025/26, raising the sector's real growth rate to 6.2% by the beginning of the next decade and 6.5% by FY 2025/26. Visitor arrivals should grow to 1.76m by FY 2020/21 and 2.47m by FY 2025/26. The Tanzania Tourist Board set a considerably higher target of 3m by 2022.

The FYDP lists key interventions to achieve this: aggressive promotion and marketing of Tanzania as a unique tourist destination, diversification of tourism products, infrastructure upgrades, improving training and skills development, encouraging local tourism and creating a broader enabling

environment for tourism business. These seek to emphasize Tanzania's strengths and address the industry's existing weaknesses (Oxford Business Group, 2018b).

The first National Tourism Policy was adopted in 1991 to provide the overall objectives and strategies necessary to ensure sustainable tourism development in the country. Nearly a decade later, there have been considerable changes on the political, economic (Majstorović et al., 2016) and social fronts within the country, which raised the need for regular review of the policy. The thrust of these changes have been towards stimulating efforts to expand the private sector, in tandem with the disengagement of the Government from the sole ownership and operation of tourist facilities. Knowing the potentiality of tourism sector, as a strategy for poverty alleviation, the National Tourism Policy of Tanzania was reviewed in 1999 to cope with the dynamism of the tourism industry. The overall objective of the policy is to assist in efforts to promote the economy and livelihood of the people, essentially poverty alleviation through encouraging the development of sustainable and quality tourism that is culturally and socially acceptable, ecologically friendly, environmentally sustainable and economically viable.

Alignment with private sectors and institutions in growing of tourism sector, this has been seen through collaborating with Stanbic Bank from China and ICBC, and launched the special campaign of "I GO TANZANIA", This initiative, part of ICBC's I Go Global rewards scheme for its cardholders in China, was unveiled in Tanzania on 6th August 2019. It will capitalize on the growing appetite among Chinese travelers to visit Tanzania by offering a range of discounts and special offers from merchants across the travel, hospitality and lifestyle sectors, says Standard Bank's group head of card and emerging payments across Africa in personal and business banking, Lincoln Mali. I Go Tanzania offers a number of benefits specifically for ICBC cardholders traveling to Tanzania for leisure. These include up to 12% discounts on certain transactions and up to 30% discounts on unique wildlife safari getaways among many other incentives (Tanzania Tourism Revenues and Arrivals Up in 2018, 2019).

Also China and Tanzania have launched a new straight flight route from China to Tanzania. Recently, Tanzania's Ambassador to China, Mr. Mbelwa Kairuki, disclosed that the China National Travel Service Group Corporation (CTS) is planning to invest in Tanzania's tourism sector by constructing hotels on the mainland and Zanzibar, this implies that Tourism

has now taken control with international partners to make it viable for economic advancement. Due to these measures, according to the reports from WEF in 2019, Tanzania is among the ten most visited countries in Africa for tourism as shown here below:

Table 1: *Top African Countries for Travel and Tourism (WEF Competitiveness index 2019)*

S/N	COUNTRY	SCORE	SCORE
01	Mauritius	4.0	4.0
02	South Africa	4.0	4.0
03	Seychelles	3.9	3.9
04	Morocco	3.9	3.9
05	Namibia	3.7	3.7
06	Kenya	3.6	3.6
07	Tunisia	3.6	3.6
08	Cape verde	3.6	3.6
09	Botswana	3.5	3.5
10	Tanzania	3.4	3.4

Source: *World Economic Forum, Global Competitiveness Report, (2019), [http://www3.weforum.org/docs/WEF\\_TheGlobalCompetitivenessReport2019.pdf](http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf), (11 February 2020).*

### **The current problems facing African tourism**

Corrupt and incompetent leaders in African countries: most of African leaders are not competent enough in leading and ensuring the development of their people. They are corrupt and lack strong strategies to boost tourism sector in advance. This is due to the fact that some of them are holding primitive ways of operating tourism activities in their countries, others are imposing many taxes and charges such as entry fees to tourist attractions, reducing the number of tourists who then seek other places of leisure in Asia or America. Also some of African leaders lack creativity in investment and the way foreigners are invited to invest. For example, Rwanda's government invested in tourism advertisement through football clubs in 2018 and 2019 but was among the five countries in Africa with low economy status. That means its leaders lacked the best way of investing in tourism through football, for instance there was no need of putting more than \$39 million in Arsenal's sleeve sponsorship while they earned only 5% visitors from England in 2018.

**Ineffectiveness of Government:** this is measured by the quality of public service provision, the quality of bureaucracy, the competence of civil workers and credibility of the government's commitment to policies. Now most of countries especially in Africa have encountered this problem, where some services such as airports are not quality enough whether because of outdated technology used or personal problems, some tourists have complaints about the airport logistics and services. Also existence of bureaucracy in public services such as accessibility of Visa and other permits to enter the country somehow prolonge procedures and contain too many protocols to follow up on. This marks a static problem in most African countries.

**Problem of terrorism and eruption diseases:** the governments lack appropriate solutions to tackle these problems, for example Kenya is a leading country in east Africa for tourism activities followed by Tanzania but currently Kenya is witnessing frequent terrorist attacks from Al-shabaab ethnic group that have killed many people including foreign people. These attacks have lead different governments to provide frequent notifications for its people not to visit Kenya due to threats from terrorism and killing of innocent people. For example, on 06<sup>th</sup> Jan 2020 three American were killed in the attacks, on 15<sup>th</sup> Jan 2019 one British national was killed. There was an attack on Garissa university college on 02<sup>nd</sup> April 2015 in which at least 148 people were killed, and over 60 people including six British nationals were killed in the September 2013 attack on the Westgate shopping mall in Nairobi.

**Poor transportation system:** tourists are witnessing the problem of poor transportation systems and infrastructures in Africa. This is due to the fact that most African countries are still developing (Pantić et al., 2019), therefore they encounter different challenges to solve and to initiate new programs like modernization of infrastructures for tourism. This implies that many sectors are still poor and need the government to invest a lot of money in them. For example health sector, education sector, and employment of the people are still biggest problems in Africa hence most governments are investing money in those sectors as immediate measures to eradicate poverty and to ensure people are getting proper health services, quality education for the children, while other sectors such as infrastructure are still poor. However tourism sector is among the sectors which is currently taking lead in most of African countries in contributing national's income but still encounters this challenge of poor transportation system,

although some measures have been taken to make sure the transport systems is upgraded to the maximum level.

### **Recommendations and discussion**

The government must invest in tourism sector. African governments should invest more money and make an extra effort in tourism sector. Most of African governments do not put energy in promoting their tourist attractions such as national parks, game reserves, mountains in different platforms that can be seen global. For instance, the Rwanda government through the Development Board has made a giant step throughout the African continent in advertising its attractions through football platform. In 2018 Arsenal football club of English premier league with many fans in the world has signed a contract valued \$39 million with Rwanda government to advertise Rwanda's tourist attractions with its campaign "Visit Rwanda" on their sleeve sponsorship. But also in 2019 Paris Saint Germain (PSG) of France League One signed a three-year contract with Rwanda government, to advertise their tourism attractions valued between \$9 million-\$11million through Women's Kit, stadium branding and male players as a part of the deal. It is well-known that these two are the biggest clubs in the world and have influential players who can convince their fans to visit Rwanda for tourism activities (Hemed, 2019). This shows that Rwanda's government has made a massive investment in tourism sector and plays a great role in making sure that tourism become the national's focus in uprising economy at the individual and national level. Therefore African governments must invest in tourism sectors so that they can see direct impact of their existence in Africa. Apart from that, African governments must keep a special focus on tourism industry in a way that they must improve services provided by the government and other agencies of government such as TANAPA. This will increase credibility of their services and market widening at a global level. Also African tour operators and tourism stakeholders must re-innovate their services by learning from other developed countries such as China, United States of America and others. This will enhance their services and upgrade their status with customers.

Creating conducive environment for tourism activities: African government should create conducive environment for tourism activities such as consolidation of security systems, preparing competent tour operators through seminars, preserving historical sites, maintenance of infrastructures used by tourists and creating good policies for tourism sector. This will enable many tourists to come and visit Africa frequently.

The report indicates that there are some improvement and expansion of tourism sector in some Africa countries, and suggests that 33 of sub-Saharan Africa's 48 countries currently have the capacity for tourism success through establishing strong political support for developing the industry and attracting increased private investments to help finance and sustain it. Different reports cite successful examples of countries including Cape Verde, Kenya, Mauritius, Namibia, Rwanda, South Africa, Tanzania and others, who have simplified their tourism policies, liberalized air transport, and diversified tourism while protecting their communities and environments (Hemed & Jovanović, 2019), which created a positive investment climate for tourism development. Some countries do not have conducive environment for tourism activities such as in the Democratic Republic of Congo where there are constant wars, outbreaks of dangerous diseases such as Ebola. This makes them places that tourists do not prefer to visit although they have a plenty of tourism attractions such as gorillas, big rivers inhabited by crocodiles and hypotenuse, bigger forests than any other country in Africa but all of these are not strong enough to convince tourists to visit Congo for tourism activities because there is no conducive environment especially in security affairs.

Deduction of unnecessary cost and bureaucracy: governments should remove all kind of prolonged procedures for visa applications, and must set standards of cost depending on appropriate services, since some tour operators and other tour agency companies tend to put unnecessary cost on tourism activities. By doing so some tourists change their mind and opt for another destination in the next visits in order to avoid the expensiveness of the services, therefore there should be a set of cost standards and limit according to the services provided. This must include fares to the destination country, hotels cost, transport services in the destination country, telecommunication charges and entry fees. By setting the standard of cost, tourists will have a sense of security and be comfortable in the foreign country. Example: through tourism policy and strategies, Tanzania's government has set zero percent (0%) of imported capital goods, VAT exception on ground transport run by tour operators, easy acquisition of other permits such as residence and work permit for tourists. Creating a special offer for the famous people to pay half or free entry when entering some tourist attractions gives them motivation to advertise and encourage other people to visit, especially their followers.

Promotion of Private Investment in the Tourism Industry: the government should be aware that an increase in investment and technology

advancement require deliberate promotional policies. Because many policies in Africa are not favouring foreign and private investors in tourism sector, therefore there should be international measures to be taken in amending investment policies so that to accommodate private investors in tourism sector. This will increase tourism development in Africa. Africa's tourism industry is now the second fastest growing in the world, as in 2018 more than 67 million tourists visited. This means a rise of 7% from a year earlier, making Africa the second-fastest growing region when it comes to tourism after Asia Pacific. This does not come by accident; it is due to the promotions and conducive policies for investment. African countries are now trying their best to introduce positive policies coupled with increased investments in the sector. For example, Ethiopia has relaxed visa restrictions while improving flight connectivity into regional transport hub, overtaking even Dubai as the world's gateway to Africa. This has made Ethiopia become Africa's fastest growing travel country, growing by 48.6% in 2018. Also Tanzania has been another good example is creating favourable policies for private investors in tourism. Its investment policies and strategies state that there is:

- Zero percent import duty on project capital goods.
- The ease of obtaining other permits such as residence permit, construction licence, trading licence and work permits.
- The right to transfer outside the country 100% of foreign exchange earned profits and capital.
- Automatic permit to employ 5 foreign nationals on the project holding certificate of incentives.

These initiatives have so far attracted a good number of investors in the country in tourism sector. For instance, in 2018 Tanzania hosted more than 1.5 million tourists and estimated to rise up to 2 million by 2020.

Invention in mode of operations of tourism sector: government and private tourism stakeholders must renovate the existing operational model that does not provide them with a worldwide platform. The current tourism operations focus much on income and leave behind some important issues to deal with, such as stopping poaching wild animals, invasive human activities such as agriculture and pastoralism in game reserves, bush firing and deforestation which reduce the nature of Africa's pride. Also African governments must advertise their attractions worldwide in advance through different modern ways of branding and advertising, such as posting about attractions in social networks, appointing famous people as tourism ambassadors, creating blogs, websites and opening offices in affiliated

countries to ease accessibility to full and clear data about tourism activities of a certain country. That means to say that tourism should be diversified and integrated for different marketers all over the entire world.

### **Conclusion**

Africa is the most beautiful continent for tourism activities; it is rich in wild animal's tourism, historical sites and beaches tourism. Tourism has created a benchmark in provision of employment especially for young people. For instance in Tanzania, one in twenty people is a beneficiary of tourism employment whether permanently or temporarily employed. This shows that once this sector is given enough support from the government it will have a great chance to employ many people and resolve the problem of unemployment in Africa. Africa's governments must open up a door for foreigner investment and private investment in tourism sectors so as to solve some existing problems which this sector encounters. Also the tourism stakeholders must take international initiatives to educate people about proper environmental conservations and proper integrations with tourists in making sure that this sector is benefiting and the government in particular. This article has outlined different aspects of tourism in relation to their motives in the socio-economic development especially in African countries. It has also analysed the contribution of tourism in stabilization of physical and social infrastructures, which intends to show that tourism is inseparable from the social development of the people surrounding these activities.

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