



UNWTO Regional Workshop for Africa "Keys to Success in Quality Product Development in Tourism Destination"

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A Quantitative and Qualitative Approach to Tourism in Africa

A Presentation

by

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A QUANTITATIVE AND QUALITATIVE APPROACH TO TOURISM IN AFRICA

Through research we understand the dynamics of tourism development - Whether it is quantitative or qualitative.

Research provides 2 approaches:

- ✓ Quantitative: Involves using mathematical data to understand the problem through quantifiable indicators, measuring D, S, Arrivals, Receipts etc.
- ✓ Qualitative: involves the understanding of the underlying reasons and opinions., measuring behavior and motivations.

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Through such research we are then able to tell that:

Quantitative Approach

Destinations will focus on:

- ✓ Maximizing numbers of tourists
- ✓ Built up environs
- ✓ Arrivals and receipts
- ✓ See/Enjoy and go
- ✓ Generally low value tourism

Qualitative Approach

Maximize on benefits for tourists/locals

Pristine environs

Meeting tourist demands & expectations

A See/Stay longer/Come back again & or Refer

High Value and Low Volume tourism

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Quantitative

Tourist will focus on

- ✓ Consume & enjoy for now
- ✓ Not sensitive to impacts
- ✓ Low spenders
- ✓ Affordability/price sensitive
- ✓ Short stay

Qualitative

- Conserve for Future Generations
- Highly Sensitive
- High spenders
- Will pay for experience & benefits gained
- long stay

QUANTITATIVE AND QUALITATIVE APPROACH TO TOURISM IN AFRICA

- ✓ The above is a very simplified and generalized presentation of issues.
- ✓ In reality these issues are more complex, situational, contextual.
- ✓ An area with a high carrying capacity can take mass tourism. In such a case a quantitative tourism approach is the best option.
- ✓ If it is communities & culture, some communities maybe more vulnerable and without the necessary protective measures , their cultures are easily eroded. In such a case a qualitative approach to tourism development is more relevant.
- ✓ Therefore within a single destination tourism development may be different from one area to the other depending on prevailing factors.

Experiences of Southern Africa

Member States in the region have realized tourism is a very competitive global industry and that for the regional tourism industry to grow we need to up the game.

Key growth and development factors we have agreed to focus on include:

- ✓ Quality and Value for money tourism, with increased local content and beneficiation.
- ✓ Sustainable Tourism Development, focusing on Consumption and Production practices.

The region is coming from behind, was slow to follow but is now catching up.

Experiences of Southern Africa

Regional Member States have agreed to:

- ✓ Harmonize and upgrade tourism quality standards.
- ✓ Set Minimum Quality Standards to be implemented by those of our Member States lagging behind.
- ✓ Create a strong regional structures and linkages between the 2 programs on Tourism Quality Standards and Sustainable Tourism Development.
- ✓ Running regular conferences/workshops creating platforms for our member states, including private sector and civic society to meet regularly, exchange information, ideas and experiences.

Experiences of Southern Africa

Progress / Achievements to date

- ✓ Effective capacity building programs targeting key stakeholders including local communities

Resulting in:

- ✓ High levels of awareness at both public and private sector levels
- ✓ High levels of Community Participation/Decision making/Ownership
- ✓ An increase in the size of protected areas
- ✓ Introduction of protective, sustainable tourism guidelines within the national policy, planning, legislation and regulatory framework
- ✓ An increasing strong link between Sustainable tourism practices and Tourism Quality standards

Experiences of Southern Africa

Our Member States have agreed to an approach of continuous improvement, moving from high volume tourism to high value tourism.

- ✓ Ensuring tourism growth and development in areas with high tolerance to high volumes is closely monitored.
- ✓ But focusing on value addition/beneficiation/increased local content and diversification of tourism products.

Based on the above we continue to measure progress of our Member States as follows:

High performing countries in Southern Africa:

- ✓ Namibia; Botswana; Mauritius; Seychelles, South Africa, Tanzania and Zambia (Besides South Africa, tourism development approach in these countries is focusing on maximizing on value - qualitative tourism development)

Medium Performing countries include;

- ✓ Zimbabwe, Mozambique, Madagascar, Lesotho, Swaziland, Malawi (In these countries tourism development approach has to focus on attracting as many tourists as possible, they want to catch up. Mass Tourism - Quantitative tourism development approach)

Countries like Angola and D R Congo were affected by political instability for long periods but are catching up fast. They have the advantage of learning from the experiences of others and we expect to see a mixture of the 2 approaches with qualitative tourism in identified vulnerable areas and quantitative tourism approach to the rest of the destinations.

CONCLUSION

What is exciting is that member states are continuously developing the necessary capacities at regional, national and local levels to be able to implement agreed programs including sustainable tourism practices as well as Value for money Tourism Quality Standards.

Based on our experiences in Southern Africa, I can say Africa is coming of age.

- ✓ We are getting more competitive each year
- ✓ There is increased accessibility, connectivity and reliability
- ✓ There is increased investments in product renewal & new product development.
- ✓ The quality of our tourism products/services is improving
- ✓ But we still have a long way to go. It is important that we continue to share experiences and to harmonize our standards at continental level. And not have pockets of high quality tourism in the middle of poor quality tourism. To the global market Africa is one.
- ✓ I want to therefore conclude by thanking the UNWTO for creating a platform like this one and for providing much needed technical support at both regional and national levels.

✓ THANK YOU