
지속가능한 관광개발 전략에 관한 연구: 카메룬 관광개발을 중심으로

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관광개발을 통한 국가발전을 도모하기 위한 전략은 모든 국가들의 공통된 사안이다. 특히 경제적으로 안정된 선진국보다는 개발도상국이나 미개발국가에서 매우 선호되는 국가성장대안이 된다. 특히 인문자원보다는 자연자원을 활용하여 관광개발을 추진하려는 국가에서는 매우 신중한 개발전략 모색이 요구되며, 관광개발의 효과를 극대화하기 위한 방안들이 수립되어지고 있다.

본 연구는 미개발국의 성장동력을 관광개발로 지정하고, 모든 가용자원을 집적화하여, 미래의 생존전략을 모색하기 위한 방안을 강구하기 위한 실증분석을 목적으로 한다. 이를 위해 아프리카 카메룬의 관련 전문가들을 중심으로 설문과 면접을 통해 국가성장동력으로서의 관광산업을 지속가능하게 추진할 수 있는 전략을 제시하였다.

〈색인어〉 지속가능한 관광개발, 미개발국, 지역개발효과

I. Introduction

While the overall global prosperity and development has quadrupled far more than during any century in human history, human kind continues to be confronted with disparities. The Sub Sahara African sub-region is worst as it is beset by poverty and the region's inability to get the better off its socio-economic obstacles. Despite her endowment in natural resources, Sub Sahara Africa is still the least developed region of the world and the majority of its citizens lack basic health facilities, drinkable water, education and housing. A July 2008 World Bank Report states that 38 of the 49 World's poorest countries are in Sub Sahara Africa.

Though Cameroon economic growth improved in the early 2000s placing the country among the Lower Middle Income Countries, the country has been torn in severe economic perils from the mid 80s and only saw slight recovery in the early 2000s. The economic downturn where in part due to loss of revenue and trade deficits caused by a sudden drop in the prices of the export goods of Cameroon in the international market causing a decrease in living standards, increase in absolute poverty, and rural-urban migration. Against this backdrop of economic and social crisis, the country has been executing different strategies to attain sustainable development. Among these is Structural Adjustment Policies (SAPs) recommended by the Britton woods Institutions to developing countries as the panacea to their economic woes to help them climb out of poverty. Structural adjustment is a term used to describe the policy changes implemented by the International Monetary Fund (IMF) and the World Bank (the Britton Woods Institutions) in developing countries to liberalize their markets, privatize state owned corporations and allow market based pricing.

Structural Adjustment Policies recommends restructuring of state owned and managed enterprises. Under SAPs state owned enterprises or cooperation are privatized with full transfer of ownership handed to private sector for efficiency and increased productivity. Developing countries are coerced to liberalize their markets by removing all forms of tariffs; a process J.W. Smith described this as "the greatest peacetime transfer of wealth from the periphery to the imperial

centre in history". Sadly though, SAPs failed to bring about the expected economic benefits to move the country forward and the Structural Adjustment Policy was replaced in 1999 with Poverty Reduction Growth Facility (PRGF) and Policy Framework Papers with Poverty Reduction Strategy Papers by the IMF. This too was merely the same repackaged SAP policies and they failed to reverberate with the anticipated economic gains and in most cases resulted to loss of jobs and increased cost of basic social amenities formerly provided cheaper to the citizens under government control

As often the case, it is Multinational Corporations that buy over these state owned corporations because they are the ones that can afford the huge cost and therefore are the ones that benefit from the economic restructuring processes under SAP. Multi-National Corporation embark on huge capital flight through remittances, retrenchment of workers, increased price of commodities or services to the local inhabitants, leaving the host countries more impoverished. While the government of Cameroon adopts various strategies to speed the economic growth of the country, policy planners have failed to sit back and identify and re-define the country's economic endowment so as to make feasible investments in key sectors with growth potentials. In recent years, Tourism has increasingly been recognised for its prospects to the reduction of poverty. However, despite the numerous economic advantages of tourism to Cameroon's Economy, very little attention has been accorded this industry as a tool for achieving sustainable economic growth. Instead much emphasis has been placed on exports from agricultural products amidst declining prices of such products in the world market. Cameroon's economic recovery chances remain slim, not even an increase in exports from cocoa, coffee, timber, cotton can change the trend.

1.1 Statement of Problem

Why has development policies in Cameroon during the last two decades not succeeded in achieving Economic growth? Why is the country still beleaguered by poverty and debt despite having implemented various economic development plans?

-This research aims to advocate for an innovative indigenous approach to

growth and development that harnesses the country's tourist's resources to attract needed capital to help fight the problem of Poverty and Economic crisis in the country.

- Tourism has the potentials to create employment and eradicate poverty

- Tourism is an invisible export which if utilized effectively can help improve balance of payment deficits, generate economic growth in all sectors of a country's economy.

- Tourism has the capacity to increase exports, bring in capital investment, and boost economy's GDP.

1.2 Research Objectives

- The main objective of this research was to explore the contribution of tourism to the economic development of Cameroon.

- Second this research provides a new approach for attaining economic growth in Cameroon.

- Lastly, this work attempts to evaluate the prospect of tourism development as an alternative blueprint for growth and development for Cameroon

1.3 Significance of the Study

The basic Economic Development programs in Cameroon have not fully incorporated the advantages that tourism could bring to the social, economic and ecological impediment of the country. Emphasis to attain growth and development has been placed mainly on the manufacturing and agricultural industries. Also, Cameroon like most Countries south of the Sahara is heavily dependent on financial Aid from the north, the World Bank, IMF the European Union and other donors. This situation only causes the Country and the sub-region to become less self reliant and self sustainable.

This research is a noteworthy contribution to efforts aimed at elevating the economic, social and environmental conditions of Cameroon and other sub Saharan African countries.

The research serves as an alternative development model to policy formulators, governments in SSA, international organizations - the UN, IMF and

World Bank to help SSA countries and in particular, Cameroon attains sustainable development.

II. Literature Review

Though extensive experimental research work to attest the economic benefits of tourism to developing countries has been done, a bulk of the research on tourism has been geared towards environmental protection and cultural aspects of tourism. Though this is not to overlook the importance of the environment and culture for a destination to sustain its tourism base, it is no doubt however that the enormous economic prospects that tourism brings in its wake have grossly been unincorporated into development efforts of sub Sahara Africa.

According to the World Tourism Organization (WTO, 2005) estimates, 766 million tourists who traveled world-wide in 2004 generated about \$626 billion (excluding transport). The contribution of tourism to economic growth and development is reflected in the form of exports since it represents 40 percent of all exports of services, making it one of the largest categories of international trade (UNWTO, 2006). In 2005, the tourism sector accounted for about 10% of the GDP of developing countries (UNWTO, 2005). Consequently, it is not surprising to imagine that tourism can be a viable export-oriented economic growth strategy for bringing jobs and development to the people of Cameroon and SSA and help in the reduction of abject poverty.

The importance of tourism to development and reduction of poverty has been lauded by the United Nations World Tourism Organization (UNWTO), which launched the Sustainable Tourism to Eliminate Poverty (ST-EP) Program in developing countries as part of the U.N's Millennium Development Goals (MDG). The aim is to encourage developing nations to promote social, economic and eco-tourism with the intend of achieving one of the UN's goal-poverty alleviation through employment from tourism activities. In his study of the economic growth performance of Greece Dritsakis (2004) validate that tourism has a sustained economic growth effect. Cantavella-Jorda (2002) also establishes the legitimacy of tourism-led growth premise for long-run economic

performance, and Guduz and Hatemi (2005) for Turkey have also found empirical support for the tourism-led growth hypothesis.

Similarly, Barro and Sala-i-Martin (1992a), Proenca and Soukiazis (2005) examined the impact of tourism on the per capita income growth of Portuguese regions and draw the conclusion that tourism can be considered as an alternative solution for enhancing regional growth in Portugal if significant measures are put in place to develop and promote this sector. Tourism is known to induce growth not only in the socio-economic domain, but also on the environment. These days, the perception of the Third World as death zones, famine and poverty stricken regions in the minds of the developed world has been taking a gradual new dimension. Developing Countries (DCs) are now looked upon as exotic, natural and stimulating new destinations for western tourists. This is because of their environmental beauty, wild life, and rich cultural heritages.

Research by (Ashley, Goodwin & Roe) 1998 on Pro-Poor Tourism Partnership has demonstrated that tourism can contribute to poverty reduction and that for many of the least developed countries, and in many rural areas, tourism is one of the few current viable strategies for economic development. (De Kadt, 1979) contend that Tourism development in Asia represented an important part to the region's economic development. In the near future, similar lessons could benefit Cameroon and other SSA countries. The new tourists producing markets of France, UK, Germany, Asia and the African region will be instrumental to the growth of the Cameroon's tourist industry.

As far back as 1973, Robert Erbes stated that "Everything seems to suggest that developing countries look up to tourism as 'manna' from heaven that can provide a solution to all their foreign settlement difficulties". While this statement may have seemed laughable at the time, it fits squarely into the present day development struggles of most developing countries and has been echoed in several literatures addressing the economic challenges of LDCs. Tourism best answers the inherent problems of unemployment, balance of trade deficits, environmental degradation, and climate change, social and infrastructural development that Third world countries like Cameroon are hard-pressed to achieve. This is not to suggest however that every thing about tourism is all

milk and honey. Poorly managed tourism is known to bring detrimental consequences, by so doing exacerbating the problems and challenges of development.

The argument regarding the ability of tourism to generate foreign currency has received more light by advocates like (Diamond, 1977). They contend that while tourism is able to lessen the deficit in foreign earnings in developing countries that has often been a setback on economic development as well as generate the necessary revenue and infrastructure and alleviate urban unemployment, tourism in the long run can substitute for traditional (agricultural) exports that face less secured futures. Following these arguments, the debate for tourism promotion as a strategy for economic growth has received widespread approval particularly among policy makers in developing countries (Alister, Geoffrey, 1984)

In fact, the related range of incentives that tourism presents makes Cameroon more competitive internationally to what other sectors like the agricultural industry affords for the country economically. With the sweeping effects of globalization, the unsympathetic and fierce terrain of free trade coupled with declining prices of primary, often agricultural commodities as well as loss of government's control of state enterprises owing to privatization ushered in by the IMF and World Bank policies towards LDCs, tourism offers the single most important chance for Cameroon and other LDCs to regain and attain economic development.

Ann pittifer & John Hanlon notes that the "World Bank and IMF's top-down conditionalities has undermined democracy, and leaders of borrowing countries are more accountable to Washington than to their citizens". This statement denotes the fact that over reliance to the World Bank and IMF by LDCs for financial Aids has removed every incentive for self sustainability among developing countries and this has violated the pillars of democracy to developing countries. Taping on to tourism will be a great step not just towards self sustainability and financial autonomy but a boost to pro-poor efforts in LDCs. Cameroon and other African countries find it mandatory to invest in health, education and infrastructure to be able to compete in the international arena where the SAPs conditionality of IMF and World Bank has coerced them to play

alongside their formidable and highly industrialized counterparts. Tourism offers the strongest comparative advantage to countries south of the Sahara, including Cameroon to earn the necessary hard currency to offset the cost in their health, educational and infrastructural development as well as ecological conservation.

Cameroon can capitalize on its human and natural diversity as a potential source to gain a competitive edge in the world tourism industry. Sadly, notwithstanding the abundant natural, cultural and historical richness of Cameroon's tourism, the government is yet to devote a significant investment in the promotion, preservation of tourism that would have been an important source of income and which could also help fight massive unemployment in the country.

While Cameroon has been described as the microcosm of Africa, imbued with enormous natural and human tourist resources, its population is poor in the midst of plenty despite the abundance of core tourist resources; the government is yet to harness these resources to achieve growth and development for its population. Cameroon's diversity as a representation of every bit and pieces of Africa makes it uniquely suited for tourism development and growth. Successful tourist destinations that attract more tourist possess the capacity to offer not just the particular tourist products of scenery, sun and sea, but the political stability required to ensure the safety of visitors, all of which Cameroon harbors. What is needed is rather the improvement of these attractions and engaging a marketing strategy that would sell the country's tourist industry to the world.

As a country with a vibrant indigenous culture, rich history and majestic landscapes museums, arts galleries, Cameroon can effectively use these assets to attract tourist within its collective enclave. Furthermore, as one of Africa's best soccer nations with its current rank as 13th best soccer nation in the world and first in the African continent, Cameroon can use its soccer prowess to showcase its hidden treasures to the world. Sport tourism can flourish in Cameroon because the Brand names already exist. Despite being a sporting giant and haven won the Africa cup of nation four times, it has hosted the Game only once in 1982. The good news though is that Cameroon is in contest to host the 2012 African cup of nation.

A game known to attract millions of athletes, fans and sport officials to the host destination. Cameroon soccer stars have made headlines on soccer pages,

the likes of Samuel Eto'o, Roger Miller, Patrick Mboma, to mention just a few. It is not uncommon for such world recognized personalities to help in the promotion and advertising efforts of corporations and industries. Recently South African soccer star Lucas Radebe has been appointed as SA Tourism's 2010 Ambassador. Cameroon tourist developers and promoter can showcase its natural and cultural tourist endowment using the established brand name recognitions that these stars have earned around the world.

The underlying reason why tourists visit a destination is to experience something different, pristine, exotic and original. Cameroon's population is heterogeneous with over 240 ethnic groups speaking over 240 native languages yet still melt down to two national languages English and French. It is fascinating and eye popping for tourists to find eighteen million people co-existing in such a heterogeneous nature and consequently this serve not only as a reason to promote tourism but an attraction for tourists to visit

III. Methodology

Data for this study was obtained through primary and secondary sources. The primary data was gotten by use of questionnaires. Secondary data was drawn from written works and publications such as, research journals, text books, articles, Course lectures, and statistical data from Cameroon's ministry of tourism, travel agents and tour operators.

To conduct the study, questionnaires were distributed/mailed to 150 respondents. A hundred of these respondents reside in Cameroon. To get the most out of this group of respondents, the author did sample segmentation in which only people with some kind of affiliation or interest in tourism were carefully selected and served with a questionnaire across the Republic of Cameroon. It should also be understood that mailed surveys achieve best results when the target sample is well-educated, as a result therefore; the author targeted mostly educated people and people with a particular interest in the field of Tourism which in this case include Tour operators, employees of major hotels, employees of the ministry of Tourism, game managers, airline employees,

to achieve best response levels.

The other 50 questionnaires were administered among Cameroonians who reside in Korea. However, due to mailing difficulty, only 100 questionnaires were mailed back. 60 of them were from respondents in Cameroon and 40 from those in Korea. The questionnaire consisted of both open ended and closed ended questions. The first part was comprised of closed ended questions where the respondents had multiple choice answers to questions and the last part of the questionnaire comprised of open ended questions to allow respondents variety of responses in order to gather a wider and truer reflection of their views and opinions.

One major problem encountered was in administering the questionnaire especially to respondents residing in Cameroon. The author mailed postcards to them notifying them to watch for a questionnaire in the next week or two. I later followed that up with a mailed after a couple of weeks. With the exception of Cameroonians who reside in Korea, (40% of respondents), a majority of the questionnaires were mail questionnaires (70%) As a result, time was a major obstacle and the response rate was very low, especially that of respondents from Cameroon. I had to wait several months after mailing out questionnaires before I got some of the questionnaires back. Yet, despite the fact that mail surveys take longer than other kinds, some respondents (40%) did not mail back their questionnaires.

IV. Founding

The founding in this study are based on a survey of a hundred respondents are followed.

<Table1: Demographic characteristics of the respondents>

Variables	Category	Tot. No.	Percentage
Gender	Male	48	48%
	Female	52	52%
Age	20-39	54	54%
	40-50	31	31%
	51+	15	15%
Employed (including family members) in Tourism related employment	Respondents	61	61%
	Family members	25	25%
	Not employed	14	14%
Types of Occupation involved	Transportation	19	19%
	Food & Restaurants	22	22%
	Students/ unemployed	14	14%
	Hotels & Lodging	21	12%
	Sales & services	14	14%
	Park & game mgt.	10	10%
Annual Income	High income	13	13%
	Medium income	33	33%
	Low income	54	54%
Country of residence	Cameroon	60	60%
	Republic of Korea	40	40%
Level of Education attained	High Schl.	25	25%
	College	59	59%
	Postgraduate	16	16%

From the table above, the percentage of the respondent based on gender is not the same, 52% for the female and 48 % for the male. These figures show that tourism as the largest and fastest growing industry in the world has captured the attention of both men and women around the world. Of interest though is the age variable. From the table, people between the ages of 20 -39 represents 54% of respondents and since 61% of respondent (see table above) work in the tourism and service industry we can agree with the fact that a large proportion of the employees in tourism industry are youths. Airey & Frontistis, (1997) also concluded that young people are seen as a resource ripe for recruitment if the industry is to attract the best possible workforce.

Also, Hakim, 1996, Lucas & Lammont 1998, assert that because of the flexible nature of tourism and hospitality jobs, a lot of young people are working part-time and study full-time, during term time and full time during vacation. This view is also held by Salih Kusluvan who asserts that in the UK, (office of national statistics 1999), over 71 % of teenagers working in the hospitality industry were full-time students.

Some countries such as USA, Canada and UK, require students to gain professional experience along side their study and hospitality and tourism industry is the most suited because of its flexibility as well as transferable skills to other industries. The percentage of income disparity amongst high, medium and low income brackets is so wide. 54% of respondents are among the low income bracket. This is a perpetual problem affecting the travel and tourism industry—low pay despite long hours of work. 33% fall within the medium income bracket while just 13% are classified among the high income bracket. These figures are no doubt because though travel and tourism is the largest and fastest growing industry, it still remains the lowest paying. The reason for this could partially be due to the fact that travel and tourism has many entry level positions requiring little or no training as compared to other industries that require high level training and expertise to qualify for a job.

However, Tosun, (2006), states that locals are merely induced or coerced into tourism activities by the foreign managers who own the businesses. Local citizens are in most cases not included in drafting up tourism development initiatives and are often given low or entry level positions, putting to question the assumption that tourism can help alleviate poverty, (Ashley et al, 2005, Zang et al, 2005). The employment figures places the food & restaurant (22%), Hotel & lodging (21%), and transportation (19%) sectors respectively as the most employee absorbing categories of the industry in Cameroon. These give you an idea of how rapidly fast the industry is growing and with it the potential to improve family income levels.

<Table2: Respondents statements on Tourism Socio-cultural Impact>

16. Tourism creates contacts with foreign people	75	25
17. We can show our culture to others	81	19
18. Tourism cause prostitution and other diseases	54	46
19. Tourism adulterate our local customs	70	30
20. Tourism increase gambling and crime	61	39
21. Tourism encourages multi-lingualism	70	30
22. I learn about other cultures	77	33
23. I'm fashion crazy , tourism exposes me to foreign dress styles	77	33
24. Tourists are arrogant	54	46
25. Tourism help damage historic antiquities	69	31
26. Tourism causes child pornography, kidnapping & trafficking	70	30
27. Tourism increases rural-urban migration	75	25

In this section, seven of the twelve questions on the socio-cultural impact of tourism are negative indicating that residents view tourism as an agent of cultural annihilation. For example, tourism increase rural -urban migration (75%), adulterate our local customs (70%), cause child pornography, kidnapping and child trafficking (75%). Boissevain, (1997), describes how cultural tourism in Malta had impacted negatively on the local population thus validating the belief that tourism could be described as an agent of cultural destruction. This view is also held by Melanie K. Smith, (2003) in his study of cultural tourism in Southern Italy.

A minor alteration on the very attractions that draw visitors in the first place drives them away when they perceive that those attractions have been overused or they no longer look pristine. The high negative approval demonstrates the fear of loss of identity on the part of the local residents. Kluckhohn, C., & Kelly, W.H. defined culture as "all those historically created designs for living, explicit and implicit, rational, irrational, which exist at any given time as potential guides for the behavior of men." Culture is a people's identity and any violation on it is sharply reproached.

While social life pressurize human beings to be gregarious, we are automatically programmed by nature to be defensive of our identity when ever

we perceive that it is been tempered upon. Richez, (1996) holds the view that residents are adamant to cultural tourism if it dilutes their values or put their local customs at stake. Perhaps this is a clear suggestion why respondents show more negative approval about cultural tourism. However, though the respondents show excessive negative opinions, they hold modest positive social benefits and expectation from tourism. Statements like, "we can show our cultures to other (81%), and tourism increase contacts with foreign people (75%) show some degree of openness.

Another importance observation is the statement;" Tourism increases rural-urban migration." (75%). Cameroon, like most developing countries has a high unemployment rate. The need for jobs cause residents in the country side to migrate to urban areas with the goal of finding jobs as janitors, cleaners, gardeners, sales agents and in restaurants and hotels, provided by the service industry. The consequence is overcrowding and increase crime wave.

<Table3: Respondents statements on the envt. Impact of Tourism>

28. Tourism promotes environmental conservation	88	12
29. I think tourism encourages environmental education	90	10
30. Tourism helps maintain clean environment	88	12
31. Tourism improves drainage and waste disposal	78	22
32. Tourists litter the parks	50	50
33. Tourism encourages reforestation	85	15
34. Tourism has improved our beaches and islands	90	10
35. Tourism leads to overcrowding in parks	40	60
36. Local farmers are deprived of farming land.	69	31
37. Tourism helps beautify our cities.	80	20

The environmental impact of tourism generally received high positive approval mark. Comments like; "tourism promotes environmental conservation (88%), I think tourism encourages environmental education (90%), Tourism helps beautify our cities (80%), and Tourism has improved our beaches and islands (90%) depicts that properly managed tourism can be a solution to environmental

degradation. Tourism can 'Make' or 'Mar' its survival. It is an industry whose resource base is it self. There is a clear connection between tourism and environmental deterioration (Hunter & Green, 1995, Inskip, 1991) Tourism is dependent on the environmental beauty of the destination, (Johnson & Thomas, 1996); yet, poorly managed tourism destroys the environment and extinguishes the tourism base. (O'Reilly, 1998, Zimmerman, 2000). The relationship between tourism and the environment has been summarized in the concept of Carrying capacity (WTO, 1993). This concept has been addressed in detail in chapter Four. Environmental education (conservation and protection) has become a crucial subject of discourse in both academia and public in Cameroon. Fueled by global warming and the depletion of the ozone layer, environmental sustainability is crucial to the challenges facing developing countries, (Lele 1991; Chifos 2006).

This accounts for the overall positive mark given by respondents on the environmental impacts of tourism to the country. The ministry of tourism in partnership with the ministries of environment and agriculture collaborate in preserving the country's biodiversity. Cameroon forest reserves have been classified by UNESCO as the richest and oldest in the world, in this respect (, MINEF, 2005), the government, civil society and NGO's are devoted on educating the citizens of environmental protection.

Yet, despite these noble and reasonable objectives, there's frustration at galvanizing support and implementation of policies towards environmental conservation. Ndenecho, (2007). Cameroon being a predominantly agricultural economy, farmers always conflict with environmentalists over shortage of arable land. This situation presents difficulties to the environment and tourism ministries

An important aspect of open ended questions to the respondents is for the researcher to buy into the unrevealed opinions of respondents that could otherwise never be gotten from the closed ended question format. As Robert Kintigh, (2007) puts it, this kind of questionnaire helps you to push people to talk. This questionnaire format allows respondents the choice to give variety of hidden suggestions thereby enabling the researcher to gather a wider and truer reflection of the opinions of the respondents far beyond the researcher's initial scope. Table 4 shows that the respondents are positive about the prospects of

tourism. For example, government should Promote / market tourism abroad (86 %), create a tourism map and improve roads (70%), preserve cultural heritage (70%), develop green tourism (80%). Most studies on tourism development suggest a study on resident's attitude, perceptions and expectations, Andriotis & Vaughan 92003); Lankford & Howard, (1994). These suggestions indicate what they perceive, expect or want for the industry. Such findings serve as guide to help tourism planners and promoters in the destination.

<Table4: Suggestions & Expectations of Tourism>

38. Develop more tourist sites.	50
39. More investment in green or eco-tourism is needed	80
40. Build monuments to honor brave citizens	30
41. Government should Promote / market tourism abroad	86
42. Cameroon tourism is not well known, no website	75
43. Make tourism map, create roads	70
44. Improve service quality	50
45. Few hospitality management institutes	70
46. Poor sanitation and waste management	60
47. Preserve cultural and heritage sites.	70
48. Tourism revenue and number of visitors should be documented	40
49. Reduce business and airport taxes	55
50. Build museum of tourism	60
51. Provide security and eliminate corruption	45

In his study of Community attitude towards tourism, Konstantino Andriotis, (2009), cites Allen et al, (1988); Andriotis and Vaughan (2003); Lankford & Howard, (1994); Ritchie, (1988) that a balance of residents' perceptions of the costs and benefits of tourism is considered a major factor in visitor satisfaction and is, therefore, vital for the success of the tourism industry. Thus, Allen et al. (1988) propose that residents perceptions of, and attitudes towards tourism must be continually assessed to ensure that action is taken in good time and through such action the residents are willing partners in the development process. Table 5 shows that residents hold high expectations from the tourism industry. Their suggestions are also a demonstration that local residents anticipate that the industry could expand from the current stage to a more advanced stage

where it could help them identify and pursue more lucrative adventures like employments and other businesses, (Gatt & Holm, 2006).

The findings in this study are based on a survey of a hundred respondents and validated by numerous scholars whose works support tourism development as a feasible economic development growth alternative to destinations. More than two and a half decades ago, Hughes, (1984) declared that "tourism is too important and encompassing an activity for governments to ignore". Cameroon is a country beset by poverty and underdevelopment, yet bestowed with an array of tourist resources and as Binns & Nel, (2002), Simpson, (2007) said, one way to advance community development is by tourism.

But despite the high potency of tourism to bring economic growth, not much has been done to advance this course by the government of Cameroon. The call for government here denotes the fact that government stands out as the only capable source to finance the cost of tourism in Cameroon and this view is confirmed by Akama, (2002), by his observation that in almost all developing nations where tourism has evolved and flourished it has been achieved mainly through direct government support. Similarly, Gatt & Holm, (2006) assert that because local residents often lack the resources to invest in tourism, the government stands out as the main source to assist local entrepreneurs to identify and invest in lucrative businesses.

Cameroon's major challenge is fiscal poverty. This can be reduced through employment, balance of payments and generating economic activities. Tourism has the capacity to deliver these needs. Economically, there is a high positive approval rate of the economic benefits of tourism by respondents. Tourism generates employment (80%), attract investment (86%) and generate foreign exchange, (90%). The economic benefit of tourism has been recognized by several scholars including Goeldner & Brent, 2006, and Rangialli, 2007. They consent that tourism is the only industry with the capacity to improve balance of payment and boost GDP especially in destinations with few alternatives. This opinion has also been supported by Fayissa et al, (2007).

Further, a study by Yunus S. Saliu, (2008) on the economic growth of tourism of 42 countries in Africa using panel data between the years 1995-2004, revealed that tourism receipts showed major contribution to economic growth and that

African governments stand a better chance to achieve economic growth by strengthening their tourism industry. Tourism development creates infrastructures. Respondents are optimistic that infrastructural development by tourism help improve their standards of living, for example, (90 %) of respondents agree that tourism improves living standards, (91%) approve tourism as an agent of infrastructural development. Infrastructure and living standards are interrelated because infrastructural development impact on standards of living of a people. This view is confirmed by Hoeve & Marieke, (2007) by citing the World Tourism Organization (2005) that tourism can facilitate in improving living conditions for local communities.

Tourism does not only alleviate poverty but help give value to environmental preservation as well as the protection of cultural heritages. It can be seen from the responds that Cameroon can successfully solve environmental problems through tourism promotion. Tourism calls for conservation, because tourism is underpinned by the environmental quality of the destination (Johnson & Thomas, 1996). In sum, Economic development, environmental and cultural preservation can not be dissociated from sustainable development. These three crucial factors are crucial in any development initiatives and can best be achieved through tourism development. The findings also reveal that Cameroon's tourism is not well known abroad. There's lack of publicity on the country's tourism beyond its territorial limits. Eighty percent of respondents identify this need and urge government to carry out promotional activities as well as develop a well defined map showing the location of tourist sites.

There's also lack of trained personnel due to the fact that there exist just a few institutions for the training of personnel in hospitality fields. This shortage in trained personnel usually does not only lead to poor or low service delivery which is bad for the hospitality industry but also is a cause of low output and low salary. In fact Ladkin and Thanika (2000), conceive that education and training are an essential determinant for promotion in the hotel industry. The Tourism industry employs the youth more than any other manufacturing industry world wide and in Cameroon, 54 % of respondents working in tourism are young people. A greater percentage of Cameroon's population is made up of youth, 64 % (2009 census). Because tourism is popular with a young workforce,

(Lucas & Ralston, 1997), it can be a very lucrative industry for the government of Cameroon in its effort to reduce unemployment.

V. Conclusion and Recommendation

The biggest challenge facing Africa today is how to attain economic growth (USAID, 2008). Over the years this intricacy has grown not only complicated but daunting in scope especially in the countries of Sub Sahara Africa. Hall and Jones, (1999) observed that political institutions are the major determinants of economic growth. This view has been supported by Sachs & Warner, (1997) who maintain that the institutional strength of a country will determine its economic growth and development. In a study by Anupam et al, (2000) they identified certain core factors as key influence to the level of a country's development, amongst which are investments, change in economic policy and increase in the work force. Tourism has the potential to offer growth and development C.C Lee, (2008). Many developing countries have embraced tourism as an important economic diversification sector, Sinclair, (1998). With Cameroon's abundance in tourism resources, it stands out that the country's financial and employment crisis can be attained by investing in tourism.

Tourism presents a new model for development that is dissimilar to the economic development models engaged in the past decades. Tourism has the potential to offer Cameroon an indigenous and country specific economic growth. This assumption is accepted by Martins & Morals (2004). They conclude that tourism is favorable to developing countries. Cameroon and other LDCs can take advantage of globalization by redirecting investment in the Travel and Tourism industry through infrastructure, education and transportation to support expansion and growth. This sector has proved to attract new investment, earn foreign currency, create employment and save the environment from peril.

Also, because of tourism's position as the highest tradable economic activity spanning Airlines, Airports, Hotels, Manufacturing, tour operations, travel agencies, car rental companies, convention and visitors business, food chains restaurants health and other travel related services, it constitute the main debate

on how to move forward the debate for economic growth particularly in developing countries like Cameroon. Olusegun(2008), Peter U. Dike, (1994) argued that because most developing countries faces mounting debts, unemployment, deficits and inflation, tourism development will provide not only short term relief but also long term economic viability. While Cameroon enjoys relative peace at the horn of Africa, she lacks a democratic system of government, political accountability, respect for human rights and the rule of law. Formica, (1998) states that these factors act as the bedrock for growth to any nation in terms of attracting foreign investors, Undemocratic regimes can be deciphered as dictatorial regimes and they are bad for business and economic growth.

Findings by Konings and Nyanja (1997), Forgha (2008) also hold the view that one of the reasons why Cameroon fairs poorly in economic growth is because her leaders lack charisma to navigate beyond archaic, mundane and recycled ideas for achieving economic growth. Mbaku and Takougang (2004) assert that the political environment in Cameroon deters investment and badly need change. If the country needs to recover from the devastated economy, ill practices like corruption, bad governance and unaccountability must be reversed G. Hyden, (2007).

The country need leadership that is democratic, creative and articulate about what economic development plans to seek and what goals to accomplish. CHIBUZO, Awoke (1987) Ajakaye et al, (2008), J. Rubongoya, (2006), faults African leaderships for Africa's Economic demise and Ogbunwezeh, (2006) also calls for good governance, a type that create opportunity to engage and mobilize citizens, policy makers and civil society for development. Such leadership will apply sound microeconomic policies and attract investment in different sectors including Travel and Tourism. The need to attain sustainable development has for too long eluded many developing countries including Cameroon. As a predominantly agricultural driven economy, with the consistent fluctuation in prices of such product in the world market, the country remains vulnerable to economic poverty (Parfait et al, 2004).

From the preceding chapters, sufficient facts and data presented establish that Cameroon can tap on tourism to stimulate growth and development instead of placing all emphasis on foreign Aid and export of primary products amidst

declining prices in the world market. It is worthy of note that no amount of foreign Aid, or increase in agricultural productivity can help Cameroon climb out of poverty and underdevelopment. This is because government priorities with Aid money have habitually and grossly neglected rural development and sustainable needs. The findings presented herewith denotes that the conditions for any sustained economic development effort for Cameroon rests in the execution of a dynamic economic alternative program rooted in the socio-economic, geo-political and environmental situation of the country.

This research presents the stock of the tourist resources available in Cameroon and there exist compelling literature and data that has been proved by other researchers on the economic fallouts that tourism could bring to Cameroon and other sub Saharan African Countries if policy Planners, governments and local communities make investment in this sector, promoting their countries as a destinations by redefining economic development approach and prioritize tourism as an important business and economic growth alternative.

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A Study on the Alternative Approach to Sustainable Tourism Development in Cameroon

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Abstract

The drive for sustainable economic growth for the sub Saharan African region continues to occupy a central place in the debate of how to move the region forward. For decades, governments, policy makers, Non Governmental Organizations and world bodies including the World Bank, IMF, ADB, USIAD and the European Union have engaged policies aimed at bringing solutions to the horrendous poverty crisis to nations of this region. Despite these noble actions and intents, poverty and underdevelopment has prevailed in countries of the region such as Cameroon.

Cameroon is mainly an agricultural economy with its products facing declining prices and competition from synthetic substitutes resulting to deficits of balance of trades. This has resulted to borrowing and debt. At the same time, it is a country blessed with an abundance of tourist resources. From the literature review, tourism potency to economic growth is overwhelming.

This research was motivated by the quest to find answers to questions such as; why development policies during the last two decades not succeeded in achieving Economic growth in countries of this region particularly Cameroon and why the country/ region still beleaguered by poverty and debt despite haven implemented various economic development plans.

In recent years, the role of tourism has become increasingly recognized in its role of economic growth and poverty alleviation. This study attempts to unveil tourism's contribution to economic growth and to push for Tourism development as an alternative economic growth alternative to Cameroon.

Previous economic policies have ignored to tie economic growth within the

country's socio-economic, geo-political and environmental circumstances. Findings from this work suggest that any sound economic policy can not afford to ignore the country's stock of both human and fiscal capital. Findings presented herewith validate Tourism as a feasible indigenous economic growth alternative that helps bringing employment, capital investment and protect the environmental ruin.

Key words : sustainable tourism development, underdeveloped countries, effects of regional development