

Laurea University of Applied Sciences

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**Promotion and Development of Tourism
in
Cameroon**

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Abstract

This Bachelor's thesis is aimed to achieve a main goal which is at Promoting and developing tourism in Cameroon. This work will give a broad overview of issues in tourism in Africa and Cameroon, suggesting guidelines to assist countries such as Cameroon, Namibia, Nigeria, to develop a more coherent structure for tourism. Tourism can only develop sustainably if it is united into the country's overall economic, social and physical planning policies and enhancing regional promotion and effective marketing. The government and the ministry of tourism roles are to create the strategic structure that will encourage profitable investment and will ensure good economic revenues and connections with other sectors.

The present thesis presents an analytic overview of the evolution of tourism in Africa in general and Cameroon in particular. If Cameroon can better equip to consumer preferences in originating markets, tourism could have a strong impact on economic growth. This thesis carries out a practical investigation of the role of tourism in economic development in Cameroon.

Development is a process where a society moves from one condition to the other. This transformation in tourism industry has been notice as main factors promoting development. With the different product and services such as transportation, accommodation, food and beverage, and entertainment that tourism industry offers to tourist, global sustainability is required for economy development.

The investigation of this paper was carried out both from an empirical and theoretical point of view. The research data was obtained through a questionnaire was prepared by the writer addressing some issues related to the promotion and development of tourism in Cameroon. This questionnaire was given to participants through emails and direct contact. More still with literal review disclosing that globally, tourism has become a sustainable revenue earner in the developed countries and Cameroon can benefit economically if tourism is promoted and develop by rebranding, marketing and sustainability practices at all levels. More over the improvement of tourism products and service quality, good information technology, quality and numerous infrastructure, environmental management and good policy will take Cameroon to another level of development.

Keywords: *Development, Importance, Promotion, sustainability Tourism Industry.*



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List of acronyms

ATA: Africa Travel Association

CFA: Communauté Financière Africaine or African Financial Community

ECOWAS: Economic Community of West African States

GDS: Global distribution systems

GNP: Gross national product

ICT: Information communication technology

NGO: Non governmental Organization

STEP: Sustainable Tourism Eliminating Poverty

SMEs: Small and Medium Enterprises

TPD: Tourism Projects Department

UNDP: United Nation Development Programme

UNWTO's: United Nations World Tourism Organization

WTTC: World Travel and Tourism Council

WTO: World Tourism Organization



1 Introduction

Tourism in recent years has become a popular worldwide leisure activity. Tourism is travel for recreational, leisure, or business purposes. Our different ways of lifestyle and background have been seen to motivate the minds of numerous people to seek out newness and experience different things. Tourism gives the opportunity to people to visit other countries and see the beauty of nature, different climate and weather. Tourism plays an important role in the economy of the countless countries. Tourism is an attached combination of economic and socio-cultural issues bringing in huge amounts of income in purchase for goods and services in export and import, creating openings for employment, generating tax revenue and stimulating transportation services, hospitality services and entertainment settings. The tourism industry is also important in increasing the economic base through its association with the agricultural, industrial and service sectors. Its role has become particularly important in developing countries (Edgell, Delmstro, Smith & Swanson , 2008, 103-106.)

Tourism stimulates a wide range of other creative economic segments. As the tourism economy develops, business openings for supplying the sector with goods and services advance accordingly. This process supports to spread the benefits of tourism more largely within the economy. Although such supply value-chains progress gradually, contributing to the economy growth as a whole, they can also be caused and reinforced through a diversity of involvements that target at increasing the awareness of business opportunities and development market access to Small local and Medium sized Enterprises (SMEs) in particular. Such initiatives are still in their beginnings, but will begin to multiply once the growth rate of the hospitality economy speeds up following the injection of investment on a larger scale. In fact, tourism creates meanings and authenticities, especially in those settings where its economic potentialities are highlighted as the only means for development (Edgell, Delmstro, Smith & Swanson , 2008, 103-106.)

Tourism can be defined as the science, art and business of fascinating visitors, transporting them, housing and kindly catering to their desires. The concept of tourism is frequently defined as the movement of people from one place to another. Tourism is the short-term



movement for all purposes of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations. All modern societies are characterized by commodification while in capitalist societies, commoditization is based on value and experience. This reflects the level of demand for tourism as well as the condition of tourism production based on value. Tourism is an expression of particular cultural or social goals, representing lifestyle, a statement of taste, experience and status. Tourism experience depends not only on the performance of a number of products but also on that of the individual tourist and other tourists present at the site of the experience. (Gareth & Allan, 2004, 23 & 249.)

1.1 Structure of Thesis

This thesis is presented in eight Chapters. Chapter 1 gives the introduction which describes the thesis in general and gives a picture of what the researcher is looking forward to get at the end mentioning the significance and importance of tourism.

Chapter 2 explains about Tourism, tourism product, motivation to travel and tourism in Africa.

Chapter 3 provides information about Tourism in Cameroon, the history of Cameroon, the language spoken, the map of Cameroon, Climate of Cameroon and the economy of Cameroon. It further tells of the trends and factors promoting of tourism in Cameroon.

Chapter 4 expands on the ministry of tourism, miscellaneous, importance of tourism in Cameroon the economic impact of tourism in Cameroon, and social impact of tourism of tourism in Cameroon.

Chapter 5 talks of the promotion and development of tourism in Cameroon and the role certain group or individual has like the role of government, the role of tourism ministry, the role of policy makers, training and certification, taxes and levies. the role of industrialization, services and management programs and the concept of pro-poor tourism.



Chapter 6 is all about sustainable tourism in Cameroon, and three factors that need to be taken into consideration like environmental sustainability, economic sustainability, economic sustainability, poverty and social inclusion.

Chapter 7 is all about the research Method and data collection, mentioning of how the research was design and result of the research using data analysis and providing suggestion and recommendation to help promote and develop tourism in Cameroon.

Chapter 8 which is the final chapter of this thesis provides the conclusion based on the research method and literal review and also giving a critical review of the whole thesis.

2 Tourism

Tourism is a collection of activities, services, and industries that deals with travel experience such as transportation, accommodation, eating and drinking, hotels, retail shops, and entertainment businesses, and extra hospitality services offered to persons travelling away from home. Tourism is regarded as activity that is vibrant to the life of a nation because of its direct effect on the cultural, social, educational and economic sectors of the host country. Tourism in theory brings about significant economic benefits into a country. It is a vibrant and competition driven industry that continuously adapts to customs, fluctuating desires and needs to meet the people's satisfaction, enjoyment and safety which are the spotlights for tourism business. Thus, taking Cameroon as an example, that the social and economic advantages of tourism are unrealized values and that instead placed strains and stresses on the economy's social, cultural ideals and economic wellbeing. (Wall & Mathieson , 2006, 16 .)

The country provides splendid natural scenery, beautiful climate coordinated by people friendliness and their distinct and attractive culture. According to research, visitors to Cameroon enjoy cultural experiences, myths and entertainment, and natural scenery and beach activities. Tourists promote and support the economy through spending lots on accommodation, travelling around the country, food, souvenirs and entertainment. Thus, tourists help in providing employment opportunities that are made on providing unlimited



services so that they feel welcomed and simultaneously by directly putting money into the country as they pay for the services offered. Tourism in Cameroon can grant a considerable amount of cash to support the culture and heritage and focus powerfully on economic redevelopment. (Wall & Mathieson , 2006, 16 & 17.)

2.1 Tourism Product

The tourism product comprises of the principal resources that the country has to offer to tourists, combined with every aspect of the tourism experience, from the time the tourist decides to travel until his return home. The most frequent types of assets are wildlife for safari tourism, mountains, sun, sea, lakes, rivers, forests and valleys for nature, scenic and adventure tourism. Cultural assets in the form of the built setting (monuments, old cities), a living heritage expressed in unique local customs and songs, dances, art and handicrafts, and museums that reflect the local cultural heritage or an extensive global legacy. The tourism product, however, is wider than the destination's tourism assets and includes transport, hotels and other accommodations; restaurants and other types of food services; and tour services including national parks and city tours. (Seaton & Bennett , 2004, 135-1149).

Moreover, the attractiveness and competitiveness of the tourism product will depend on the value and accessibility of the built assets and ways in which the natural and cultural assets are managed and conserved. In all the inaccessible and remote areas, the tourist must have access to banking, telecommunication and medical services. Another important element of the tourism product is physical security of the tourist and access to proper health services. The tourist's experience at the destination goes beyond the range of tourism service providers. Tourists can interact with the local population and number of officials and their overall memory of their tourists experience are affected to a greater or lesser degree by the attitudes and conducts of these officials.(Seaton & Bennett , 2004, 135-1149.)

2.2 Motivation To Travel

The creation of an extremely competitive product through good management of natural and built tourist resources is most likely to influence the international industry to promote one country over another in the global market. Countries can encourage these external industry managers through an effective and continuing promotion and marketing campaign, but will be



fruitful only if there is a high-quality, competitive product to sell that contests in value and not just price. Competition in tourism is fierce; consumers around the world today face an endless array of choices. A tourist destination is competitive if it can offer products and services (the tourist experience) in a way that creates value for the tourist. Consequently, governments, locals and private sectors need to capture assets from tourist use of natural and built resources. (Seaton & Bennett , 2004, 152-167.)

Competition in the tourism industry is determined not just by price and volume, but also by innovation, technology and entrepreneurial management. Nevertheless, price is, of course, a key component in the tourist's decision to pick one destination over another. A holiday enveloped by an international tour operator, who receives a commission for the service, includes transport as well as accommodation and tourist services. The total cost of the package plays an important role in the choice of a destination for all but high income tourists. If a country can increase the volume of air traffic in a competitive market, price can fall significantly. With the burden of the airfare in the package, hotels can only marginally impact the package price on a short trip, though that stimulus becomes greater as the length of stay increases. (Seaton & Bennett , 2004, 152-167.)

Moreover, pricing of hotel rooms is aggressive and both sophisticated and resourceful. Each hotel room within the same hotel sells for a different price reliant on its location, view and size. But, in addition, the same hotel room sells for a variety of prices depending on several additional features. Similarly prices vary now and then, shoulder and peak seasons for the same room. Sometimes for social, political or even economic reasons, preferential prices apply to national tourists. Several small, two- and three-star category hotels are in trouble worldwide because they cannot cater to the ever-increasing size of international tourist groups. Their endurance rest on the degree to which they pool their resources in marketing, promotion, reservations systems, purchases, training, and obtaining technical and financial assistance from local and external sources for the improvement of management. Some find a niche catering to local and national tourists. There is much at stake here as most countries desire to promote local ownership of small hotels to give nationals positions in the benefits from tourism. (Seaton & Bennett , 2004, 152-167.)

Furthermore, the Internet is increasingly making the scheduled airline reservations systems more efficient. Currently, four global distribution systems (GDS) can directly check airline



availability and make bookings on behalf of customers. While new software keep improving the system making it more efficient, user friendly for agents, opened up access directly to customers and has begun to enlarge the range of products offered to include cruise, car rental, accommodation and even, railways and ferries. Pricing of airline services is complex. In principle, the earlier the ticket is bought the lower the price and the fewer the options for change. The yield management system in airlines is an idiom which is highly dependent. As a consequence, airlines have had to make significant investments in information technology in Africa, because markets are typically small and dispersed; airfares on scheduled carriers are among the highest in the world. (Seaton & Bennett , 2004, 152-167.)

2.3 Tourism In Africa

Early forms of tourism in Africa can be marked out far back to the Roman occupation of Egypt. The Romans discovered the loss of Thebes and tombs in the Valley of the Kings. Followers of Islam and Christian missionaries also travelled widely in sub-Saharan Africa. Over the past half century, tourism has developed into one of the world's most influential, so far controversial, socio-economic forces. As ever, bigger numbers of people have reached the ability, means, and freedom to travel, not only has tourism become increasingly democratized but also both the scale and scope of tourism have developed inevitably. The geographical, historical, and cultural diversity of Africa makes it a region with vast prospective for economic development using tourism as a tool for diversification further than the main traditional economic events. The region remains unarguably the most pitiable on all economic and human development documents. The colonial era laid the grounds for nature-based tourism in forms of several safaris in east and southern Africa. Nevertheless, cultural tourism is a very important element of current tourism in Africa in spite of the comparatively small-sized companies compared with other regions, as well as the size of the continent (Dallen & Gyan, 2009, 170.)

After nearly twenty-five years of operation, the World Bank created a Tourism Projects Department (TPD) in 1969. based on analyses of activity that inspired substantial economic linkages to production and other service sectors ranking sub-Saharan Africa as the World's poorest area with respect to per capita gross national product (GNP), low literacy rates, high infant death, and relatively short life expectancy. The region has some of the wildest population growth rates in the world with populations expanding every twenty to twenty-five



years, beside that political issues such as massed and prolonged civil wars, military interventions and corruption have combined with destructive health and medical problems and natural disasters (drought and famine) to decrease economic development. However, there is common belief that tourism can add in significant ways to sustainable economic development and certainly can support to alleviate poverty in most African countries. Sustainable tourism eradicates poverty in developing countries. The main objective of UNWTO's program Sustainable Tourism Eliminating Poverty is to contribute to poverty decrease through the establishment of community-based tourism development missions that respect the environment and benefit the most disadvantaged inhabitants (WTO 2005.)

More so, to make best use of poverty alleviation and protect cultural assets that are part of the national heritage, through its interventions and through its partnerships with NGOs, public education campaigns to teach tourists as well as local people about the protection of natural resources and respect for cultural heritage. Ensuring a widespread campaign to make tourism sustainable and make sure that the distribution of benefits is equitable. Problems confronting developing countries are the outcome, not the cause of underdevelopment. Nevertheless, it is also a vague to what extend particular developmental vehicles, such as tourism, are sentimental as ways of addressing those issues and challenges. It is also essential to observe that there is a massive diversity of countries that comprise the developing world as geographical, historical, political, economic and social culture features and structures all effects a country's level or rate of development as well as its tourism development potential. However, developing countries are naturally classified according to national and per capita income.(Sharpley & Telfer, 2008, 1-8.)

Furthermore, in poorer countries where tourism is the only development option, the region's small share of travel, tourism and the estimated dynamic growth of the sector worldwide. Sub-Saharan African countries can realistically anticipate increasing their share of the market. Optimism about tourism's future growth worldwide, combined with Africa's small current market share and it's internationally known resource legacy for tourism, is leading several countries to consider ways in which tourism could accelerate economic growth and diversifies their economies. The sub-Saharan Africa's tourism potential is essentially unfulfilled, this can attributed to basic transport network, the common poor organizational framework, and the little level of industry development of most countries, however, some African countries have identified tourism as an area for expansion to attract foreign currency



and enhance their economic situation. This has been most manifested in southern Africa and some of the Islands of the Indian Ocean, but most of the countries of West and central Africa have been less successful (Boniface & Cooper., 2009, 452.)

3 Tourism In Cameroon

Tourism in Cameroon, as we discover it today has been shaped among other things by its history, land, economic and socio cultural traditions. Cameroon is one of the developing countries in the world; full of natural scenes and tourist attractions but due to deficiency of resources, it is unable to completely benefit from these natural gifts. Cameroon is a land of tourist attraction, for lovers of adventure and culture including mountains, lakes, and seaside resort. Like the majority of African countries. Nevertheless, Cameroon stands out with an unaffected identity uttering diversity and stability, modernity and traditions, dynamism and calm, at once. In short, the country concentrates all the beauties of Africa; which explains why people ponder that nobody could really discover Africa without having visited Cameroon. The country is full of sentimental and contrasting views, which provide tourists with a unique sight. This ancestral land counts on a relationship between sea and desert, waterfalls and Sahara area, temperate climate in the South and great heat in the North. (lonely planet 2009, 172-223.)

The relation between ethnic societies and modern cities, the exceptional variety of the flora and fauna, the cohabitation of traditional and democratic leadership, these always give tourists the impression that they are visiting several countries at the same time. During the trip, they may feel in harmony with art, nature and people. Tourism has become the fastest developing industry in Cameroon as a result of the fact that Cameroon commonly known as the Africa in miniature is blessed with diverse cultural and historical events. The government of Cameroon has its own rights to promote tourism industry on both national and international levels. The central and western parts of Cameroon are dominated by high mountains and Plateaus respectively. Both the western range and the Central high plateau are affected by volcanic and tectonic activities giving rise to faults, volcanic cones and volcanic lakes. These two sectors constitute the main watersheds of Cameroon's drainage systems through the



Sanaga, the Benue, the Wouri, Moungo-Cross or Manyu and Donga-Mantung, towards the Atlantic Ocean. (lonely planet 2009, 172-223.)

The southern section of the country is dominated by a plateau which gently slopes to the east (Congo basin) but falls by steps to the Atlantic coast. Volcanic and tectonic activities affected this area too. While the far North is dominated by the lake Chad Basin, its southern periphery is characterized by the River Benue Basin. The southern coastline region is rocky, cliffy and strewn with artifacts; rocky islets, dating from the early volcanic period. The environment can be described as all that surrounds man. In today's world, the surroundings are experiencing changes due to man's activities on the landscape. This has led to global ups and downs that are today translated by a loss in biodiversity, land deprivation and sterility, deforestation, floods, migration amongst others. Cameroon is today experiencing environmental connected problems. An increase in deforestation, pollution, urbanization, farming practices amongst others, is leading to several difficulties that need to be addressed. (lonely planet 2009, 172-223.)

3.1 History, Language and Religion of Cameroon

The name Cameroon is resulting from the Portuguese word, Camaroes, meaning shrimps. A Portuguese sailor Ferdinando Poo in 1472 arrived at the River Wouri in Douala and found so many shrimps in the river that he decided to call it Rio Dos Camaroes (River of shrimps, in Portuguese). It was from this word that the region derived its name which is now spelt in various forms: Spanish spelt it Cameroes; Germans as Kamerun ,English as Cameroon; and French as Cameroun. The territory was colonized by the Germans in 1884 and after the end of the 1914-1918 war, Cameroon was assigned by the League of Nations to the French and British governments. France took the greater sector, formally known as East Cameroon, while Britain took responsibility over former West Cameroon known then as Cameroon under British Administration. On the first of January 1960, the French Sector became independent under the new name of Cameroon Republic. (lonely planet 2009, 172-223.)

Following agitation for independence by the Southern Cameroon, a plebiscite was held in that sector of Cameroon on February 11th 1961 under the United Nations supervision. The result of the plebiscite which was overwhelming for reunification gave Southern Cameroons automatic independence and unification, which was achieved on October 01st 1961. Cameroon is located



in Central Africa, at the juncture of the Gulf of Guinea. It is bounded on the North by Chad, on the East by the Central Africa Republic, on the South by Congo, Gabon and Equatorial Guinea and on the West by Nigeria. Cameroon has more than 240 tribes which are found in three main ethnic groups; Bantus, Semi-Bantus and Sudanese. French and English are the official languages, which are spoken by 70% and 30% of the population respectively. Spanish and German are equally spoken by a few city-dwellers. Cameroon is a secular state with two major religions which are Christianity and Islam. Good Friday, Easter, Ascension, Pentecost, Assumption, Christmas, End of Fasting, Feast of the Ram, New Year, Youth Day (11th February), Labour Day (1st May), National Day (20th May) are the major public holidays. (lonely planet 2009, 172-223.)



3.2 Map Of Cameroon



By Lonely Planet



3.3 The Ten Regions In Cameroon And What They Have To Offer

Adamawa Region	Regional capital Ngoundere full of craters, lakes, cattle, ranches, wild animal, underground minerals and several caves.
Centre Region	Regional capital Yaounde, the political capital of the country with so many natural sites such as Akok-Bekoe, monuments of Charles Atagana (colonial figure) and the forest reserve of Ottomo.
East Region	Regional capital Bertoua, tourists can enjoy the biodiversity of Dja reserve, get to view the culture of Gbaya and Maka and tourists can easily get into camps set by pygmies.
Far North Region	Regional capital Maroua, apart from the numerous wild animals which make this region a pleasurable destination for hunting, there is a wide variety of landscapes, lakes, handicrafts and national parks such as Waza park, Mozogo park and Kalamaloué park.
Littoral Region	Regional capital Douala, rich with seaside activities such as Ngongo festival, historical monuments and natural attractions such as waterfalls of Ekom Kam, Lake Ossa and large commercial plantations.
North Region	Regional capital Garoua, with wide variety of options ranging from Benoué and Faro national parks, hunting area, horse displays, traditional palaces, the Benoué river with a dam at Lagdo and several archaeological sites where fossil remains of dinosaurs have been found.



North West Region	Regional capital Bamenda, rich with hills, mountains and grass field landscape with wide variety of traditional palaces, waterfalls, crater lakes, handicrafts shops and cultural artefacts.
West Region	Regional capital Bafoussam, A mountainous region with many traditional palaces, craters lakes, colorful funeral ceremonies and the ngoun which is a great annual festival of the Bamoum people.
South Region	Regional capital Ebolowa, an area with dense forests and small islets, visitors here can also enjoy the beaches along the coast and the Lobe waterfalls. There are also abundant reserves of sea food.
South West Region	Regional capital Buea, Home of the highest Mountain in the country and in West Africa, Mount Cameroon. The coastline here also has attractive beaches. Further inland, the Korup national park has a wide variety of rare animals and trees.

3.4 Climate Of Cameroon

Dry and rainy seasons alternate in the country, with the dry season generally going from November to April. Temperatures range from 23 to 31°C in January to 21 to 35°C in July. Cameroon falls within the intertropical zone and experiences yearly temperatures varying between 20 to 28 degrees Celsius. The temperature is also influenced by the proximity to the sea; the more you go hinterland, the hotter it becomes. Both situations are however waved off in several cases by altitude which influences the temperature; the higher you go, the colder it becomes. This is a phenomenon that is influenced by proximity to the sea and also the south to north extension of the country. Same too as temperature, it is also influenced by altitude. The advent of the dry season in most parts of the country is often manifested by a total stop in the rainfall, harsh sun, blue skies and a generally dusty atmosphere. The arrival



of the rainy season on the contrary is like the advent of new hope especially for farmers who get back into total activity. The landscape at this time is evergreen and nature blossoms out. (Molua E.L & Lambi.M.C, 2007, 5-7.)

3.5 Economy Of Cameroon

Furthermore, Cameroon for several years experienced an economic boom from sectors like the exportation of agricultural products; coffee, cocoa, rubber, cotton and petroleum. But with a fall in world prices for primary products, Cameroon experienced serious crises. This drop affected petroleum as well as other primary products that were exported at the time. To cope with this crisis, the government in a first place put in place a policy of internal adjustment in which salaries of civil servants were reduced and other costs of production. The reduction in the standards of living and the influence of the state in the economy did not seem to be making the situation any better. Cameroon will continue to depend on agricultural ability and the industrial sector remains weak and needs to be expanded. Crisis keep occurring now and then and research has proven that though Cameroon has been economically in progress since independence, compared with other African countries, this progress is so small and is looked upon by most Cameroonians as a sense of failure and they foresee a gloomy future for the country. (Delancey.M.D, Mbuh.R.N & Delancey.M.W, 2010, 13-14.)

4 Trend Of Tourism And Factors Promoting Tourism In Cameroon

Tourism is a principal industry in the service sector at the global level as well as a major source of jobs and a significant generator of foreign exchange at the national level. Tourism has become one of the leading and fastest growing industries in the global economy. The urge of tourist to travel is based on different attractions that exist in a particular destination. The tourism industry gives the tourist the opportunity to view and have good memories. Planning and managing attraction is what makes the difference and makes the visitor to stay longer or repeat visitation. Cameroon has many factors and trends to promote tourism in Cameroon such as seaside tourism, ecotourism, safari tourism, mountain tourism, sport tourism and cultural heritage that make it a captivating destination. The Ministry of Tourism and leisure's



has coined the phrase ‘a miniature Africa’ as its slogan. (The ministry of Tourism and Leisure’s Cameroon 2014.)

4.1 Seaside Tourism

Cameroon has what it takes to attract lovers of the sea and the beach. The country is blessed with a conducive terrain and natural sandy beaches. Limbe and Kribi are the two main poles of tourist attraction. Cameroon is a peaceful and stable country that is the envy of many other countries. The temperate climate is very pleasant. Cameroon is described as ‘all of Africa in one country’, Cameroon has a truly diversified environment stretching from the Sahel in north to the rainforests of the southeast, the luxurious green mountains of the west and white sandy beaches of the south .Seaside tourism in Cameroon is available in “plages de Souelaba, Reserve de Douala/ Edea,Ocean Division”(Kribi),Fako Division(Limbe). The ministry of Tourism and Leisure’s Cameroon 2014.

4.2 Ecotourism

Cameroon is characterized by a variety of ecosystems which offer her the possibility of developing her ecotourism. Coastal and marine ecosystems for a main part made of mangrove swamps; multifaceted forests ecosystems made up of various national parks and reserves which are fit for ecotourism for example watching of animals, birds, and flora. In these ecosystems, there are also pygmies who are mainly ancient people of the forest with habits and customs peculiar to them. Moreover, mountain ecosystems with a variety of wildlife, flora and populations are characterized by crater lakes and wonderful waterfalls. If Camerons ecotourism experiences growth, the country will be far more than what it is today. Ecotourism can be enjoyed in places like the vast plains bordering the Logone River in the Far-North and the Benoue in the North, Waza National park, Mobombe Waterfall, Parc National de Korup and the Ebogo ecotourism site. (The ministry of Tourism and Leisure’s Cameroon 2014.)

4.3 Cultural Tourism

Cameroon’s cultural potential reflects the ethnic diversity of its people, made of over 250 different ethnic groups. This cultural variety is illustrated in the lifestyle, folklore, dressing



and handicraft. A unique quality for Cameroon is its “chefferies”, the French term for traditional chiefs. They offer the visitor a hint of culture and folklore. The most renowned “cheffery” is Bamoun in Fouban in the western region. Its history dates back to the 16th century and is made of the Sultan and his court. One most famous and interesting festival in this region is the Ngon festival, where the king is judged by his subjects. This event takes place every two years. There is also one of the “chefferies” in the north called “Oudjilla” known for “its king with 40 women” and its little round boxes hung on the mountain side. Travelling around the country to visit the many chefferies of the west, south, east and north lead to the discovery of a fabulous mountainous and agricultural area. (The ministry of Tourism and Leisure’s Cameroon 2014.)

4.4 Safari Photo And Park Tourism

The environment and biodiversity protection policy put in place by the Cameroonian government following the country’s independence led to the creation of many protected areas. This protected areas situated mostly in northern Cameroon are the Zones par excellence for safari photos. The various animal species found here will leave no tourist indifferent. Fighting tracks, watchtowers, and hiding places ease taking snapshots while pools of water and salt marshes cause animals to settle. Cameroon support flora and fauna of bewildering variety. Tourist can enjoy this kind of tourism in Jardin Zoologique de Mvog beti, Parc National de la Mefou and Gorges de Kola. National parks such as Waza and Lobéké, and nature reserves like Dja and Mt Cameroon. (The ministry of Tourism and Leisure’s Cameroon 2014.)

4.5 Game Hunting, Mountain and Sport Tourism

In Cameroon, there are some national parks and wildlife reserves, several leased game hunting zones in which game hunting guides and tourists can practice sports game hunting. This activity is greatly regulated with fees, game hunting license and slaughter taxes as stipulated by the law. The presence of mountains in Cameroon greatly contributes to mystifying the beauty of the country. The chains of mountains with unique beauty charms attract tourists. Most famous mountains in Cameroon are mount Cameroon, Mount Mandara and Mount Manenguba. Mount Cameroon is prone to Volcanic eruption with the most recent on May 28, 2000. The characteristic of sport tourism in Cameroon refers to games like hiking,



trekking, swimming, golf, tennis, fishing, rock climbing, horse riding and mountaineering. Sport is popular in Cameroon and brings unity amongst Cameroonians. Sport tourism can be enjoyed in places like Mount Cameroon, Mont Febe, Fako Division(Limbe) ,Plages de kribi et Grand Batanga. (The ministry of Tourism and Leisure's Cameroon 2014.)

5 The Ministry Of Tourism In Cameroon

The Ministry of tourism in Cameroon is known as the Ministry of tourism and leisure's. Following Decree No.2005/450 of 9 November 2005 to put in order the Ministry of Tourism in Cameroon, the latter is responsible of conceiving, implementing and assessing government policy in this area. Thus, it is in charge of setting up tourism strategies and development plans, identifying and promoting tourist sites, creating standards in hotel trade and catering as well as controlling tourism establishments, promoting domestic tourism, drafting bills related to tourism and in charge of the relation between the government and private national or foreign associations or organizations interested in tourism in Cameroon. The ministry of tourism and leisure's in Cameroon also takes part on behalf of the Cameroon government in the activities of the World Tourism Organization and those of international cooperation organizations dealing with tourism. This is the motive why Cameroon epitomizes all African tourist destinations. (The ministry of Tourism and Leisure's Cameroon 2014).

5.1 Miscellaneous

Cameroon's currency is the CFA francs. 656 CFA francs is equivalent to 1 euro. The commonly accepted foreign currencies are euro and US dollar. The exchange is achievable in standard offices, banks, major hotels and some tourism agencies. Banks in Cameroon are generally opened to customers from 7:30 a.m. to 3:30 p.m. Prime hotels accept some credit cards. Offices are opened from Monday to Friday from 7:30 a.m. to 3:30 P.m. Shops are opened until 6:00 p.m. even on Saturdays. The time zone is GMT + 1 in winter and Cameroon has no time difference with France but in summer it changes to GMT - 1. Cameroon is electrified at 220 volts and its electrical sockets are of European standards. However, it is advisable to have a torch lamp in case of power outage. Dressing in Cameroon is simple, simple clothes, sunglasses, a hat, woolen clothes for the evening and a raincoat if possible.



Taking photographs in national parks is permitted upon payment of a fix rate per camera. It is recommended to seek people consent when it comes to reproducing their images or taking snapshots of them. (The ministry of Tourism and Leisure's Cameroon 2014.)

5.2 Importance Of Tourism In Cameroon

Tourism is an ever growing service industry with latent vast developing potential and has, therefore, become one of the crucial concerns of not only the nations but also of international community as a whole. In fact, it has become the pace of socio-economic development worldwide. Thereby it has come to balance significantly in the growth strategies of the developed countries as well as those of the developing ones. It is being observed as an important instrument of economic development. Most countries have sought the answer in development through the tourist recreation industry by exploiting their historic-societal-cultural and environmental resources to provide a valuable source of income. (Bhatia .2007,36.)

Tourism industry is known for generating income, employment, wealth, encouraging innovations in addition to satisfying human needs In other words, tourism is generally examined for its abundant potential to give rise to changes in the economic, ecological, societal and cultural edifice of a country. However, two aspects of tourism is important for the development of tourism in Cameroon, its capacity to generate employment, both directly as well as indirectly, and its potential to earn hard international currency creating increasingly advantages only for the business sector but also for the concerned academic and management institutions. Although tourism is sensitive to the level of economic activities, it provides more fixed earning than primary product.(Bhatia .2007,37.)

Tourism especially is a software product with relatively high value addition and so needs to be exploited to its full. Cameroon should determine their national priorities and tourism's role in a suitable 'hierarchy' of priorities to devise its optimum tourism strategy. This strategy should define, amongst others, the balance to be sought between tourism development and environment and priority attention should be carefully chosen and controlled development of tourist infrastructure, facilities, demand and overall tourist volume in order to safeguard the environment and local resident population, so as to minimize, if not avoid, any harmful impacts which unplanned tourism might produce. Many countries in the world cannot reap



tourism benefit because of infrastructure, the ones having adequate infrastructure are the greatest beneficiaries. (Bhatia .2007,41.)

5.3 Economic impact of Tourism in Cameroon

Tourism known as one of the world's leading industries globally has an impact on a wide variety of economies, in both the developing and the developed world. There is growing awareness of this importance for a number of governments. Tourism is a collection of events, services and industries that deliver a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups travelling away from home. Many countries generate huge sum of money due to the occurrences and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. Tourism income occupy an important place in the national income of a country. (Bhatia A.K.2007,38.)

Cameroon is a very beautiful country and tourism can be very important. Made up of mountains, rivers, lakes, green valleys, waterfalls and parks which are all natural resources, tourist attraction, if well develop will be beneficial not only to the tourism industry but to Cameroon as a whole. It needs a lot of money for development to take place but the natural beauty of Cameroon can be a capital for tourism .For with a little effort made by the tourism industry will bring direct and indirect advantages from tourism for tourist contribute to tax revenue both directly through sales taxes and indirectly through property, profits and income taxes. (Bhatia .2007,39.)

5.4 Social Impact Of Tourism In Cameroon

It is important to understand Tourism as a concept as well as a phenomenon .It is not enough to treat Tourism as an industry and keep conducting research to increase profits. This industry is marketing aspects of a country or a region for profit. This implies that one invites visitors to access a part of one's home or neighborhood. Tourism is contributing to the understanding among peoples of very different backgrounds. But above all, it performs the business of providing a break from stress of routine fulfilling dreams of leisure travelling and better



understanding of people. Tourism stand for the possibility of communication between different civilization and a medium of broadening the limit of human knowledge.(Bhatia A.K.2007,43).

6 Promotion And Development Of Tourism In Cameroon

Development is an ambiguous term that is used descriptively and normatively to refer to a process through which the society moves from one condition to the other to allude a desirable future state .It is a state of transformation that relates to all parts of the world at every level, from the individual to the global transformation process. The tourism industry has been noticed as one of the main factors promoting development. The travel and tourism industry is well-defined by a different collection of products (durables and non-durables) and services (transportation, accommodation, food and beverage, entertainment, government services, etc.) that are delivered to visitors. It is important for policy-makers at national and local levels to see that this diversity has several complex links to all parts of the economy. This is what makes the economic impact of tourism so significant for development.(Sharpley & Telfer , 2002,23 & 27.)

Moreover, although the aim of development had become broadly defined with investment in education, housing, and health facilities, economic growth and modernization remain the fundamental perspectives. Indeed, the concept of global sustainable development depends upon growth in the economy world. Development is the continues and positive change in economic, social, political and cultural dimension of the human condition guided by the principles of freedom of choice limited by the capacity of the environment to sustain such change. (Sharpley & Telfer , 2002,23 & 27.)

6.1 The Role Of The Government

Governments need to safeguard tourism development strategies both locally and internationally. Many governments have been increasing their struggles to identify and plan tourism improvement at all levels and particularly in areas that can help poor communities. In addition, stimulating the cooperation and partnerships within and between local areas.



Government intervention enhances the contribution of tourism to socio-economic development and poverty reduction. One of the principal roles of Governments is to set policy and legislative frameworks for tourism. The government should be involved in planning, coordinating and implementing national tourism policies with the balance of regional development. (Gautam. 2007, 79.)

The governments should formulate tourism development strategies because first, the tourism industry has many negative externalities, in particular negative social and environmental impacts that need to be regulated and managed at national or local levels. Secondly, tourism can offer major opportunities for local economic development, which can enhance the positive effects of tourism on local socio-economic development and poverty reduction. Local government plays an important role in promoting sustainable tourism development by providing infrastructure and amenities which the sector requires and also allocating a budget for the development of tourism as well as investment. (Gautam. 2007, 79.)

6.2 The Role Of Tourism Ministries

As tourism moves up the national agenda, the government departments dealing with tourism needs to be upgraded in order to achieve sustainable management of tourism. The tourism ministry needs coordination, networking and support from other ministries. Tourism ministries have to be observant to the impact of institutional fragmentation on the governance of tourism. This ministry's core purpose is to ensure those tourism policies, planning, coordinating and monitoring of tourism development benefits in the country and improves economic growth. This ministry should make sure that tourism policies result in sustainable, responsible and equitable tourism development paying attention to domestic and international tourism. (Equitable Tourism Options (Equations)2010, 7.)

The functions of tourism ministries should go beyond regulating tourism businesses, marketing and promotion and include wider consultation and coordination. Tourism ministries can provide the government and its agencies with good quality, systematic data, particularly about the effects of different types of tourism on local socio-economic development. Provision of such data can help to substantiate the contribution of tourism and convince policy makers. It is important that the ministry ensure accountability for responsible and ethical forms of tourism development. The ministry also has to ensure responsible global



citizen preventing trafficking, child labour and biodiversity protection. (Equitable Tourism Options (Equations)2010,10 & 11.)

6.3 The Role Of Policy Makers

Regulation in form of law and notification are essential. Policies makers have to encourage the codes of conduct or character that are developed more locally and have bottom up process giving the opportunity for sign agreements, coordination, understanding and implications .Policy makers tend to oversell the benefit of tourism without enough substantiation or research data on the distributive justice of tourism as a development tool. Policy makers should study and understand the impact and benefits of tourism in a long run. (Equitable Tourism Options (Equations) 2010, 12.)

The property rights and development control agencies can encourage the empowerment of communities in planning and running tourism assets by initiating partnership approaches that include poor people. Policy makers need to consider the underprivileged as this is a key variable for maximizing local economic development and poverty reduction and also empowering the women to participate in various tourism activities. Tourism potentials contribute a great deal to development because tourism is a labor intensive industry that is able to alleviate poverty and contribute to development at local levels. Many jobs in tourism sectors are unskilled therefore providing opportunities for women and other marginalized groups. (Burns & Novelli , 2008, 273.)

6.4 Training And Certification

The needs and existing abilities of local people have to be assessed to determine their level of understanding and applicable training provided with certification which will be useful for the development and management, strengthening the informal learning methods and in-place on-the-job training. For example Cameroon needs trained personnel's to work not only in the ministry of tourism but also operation of small businesses like grocery store, souvenir stores. Community's' responses to tourism are partly determined by their prior access to local resources and the level of consent in the community and the degree to which they are able to work with outside institutions such as NGOs and private sectors. Community- based activities is for the locals to have total control over the activities taking place and what benefits it



brings to them therefore a tourism development strategy should be a prime factor. (Burns P & Novelli M ,2008, 275.)

6.5 Taxes And Levies

Taxes on goods, services and transactions, which provide funds for government at the local or national level can be used for development of the country. For instance, In Cameroon, the Planning Commission has identified tourism as one of the major vehicles for generating employment and promoting sustainable funds. Real progress can be facilitated by using a wide range of instruments such as sustainability indicators and monitoring, command and control (legislation, regulation, rules and licensing; land-use planning and development control), economic (pricing, charges and taxation, property rights and trading, financial incentives, and voluntary contributions).The potential of international investment, arrival and departure taxes, sales taxes imposed on tourism related business and import duties are means for tourism development.(Sharpley R, 2009,10.)

6.6 The Role of Industrialization

Industrialization is a project to incorporate strategies intended to work with a wide range of partners to create coalitions for change in support of achieving development at the local and international levels. The theory of demographic transition due to migration based on past patterns is determined by industrialization, economic development and urbanization. It is generally presumed that developing countries such as Cameroon are going through a delayed transition in migration patterns, where urbanization has contributed to falling income levels and fewer job opportunities in rural areas, thus contributing to ongoing rural to urban migration. Infrastructural projects such as airports, harbors, roads, power/water supply, specific facilities and attractions, industries and day to day operations are evidence of tourism development. (Sharpley R, 2009, 9.)

6.7 Services And Management Programs

Good technology and services are appropriate tools for development. The provision of technology and good support services to entrepreneurs and other minor businesses will enhance for the management and better improvement in Cameroon. Through the use of



adjustment and Internet technology, the government organizations concerned, with helping private organizations, can provide the services and management programs, thereby achieving the economies of scale enjoyed by larger organizations. Proper internet connection can be a resource for the locals, tourism industry, to tourists not forgetting the country as a whole. Information communication technology (ICT) has been transforming tourism globally. ICTs evolves constantly providing new tools for tourism marketing and management creating interactivity between tourism enterprises and consumer's as a result developing, managing and marketing tourism products and destinations. (Pease .W, Rowe. M, Cooper M .2007,6.)

6.8 The Concept Of Pro-Poor Tourism

Pro-poor tourism is an approach to tourism development and management that results in improved net benefits for poor people by enhancing link as get between tourism businesses and poor people. Its strategies emphasise on the local or community level and aim at increasing tourism's contribution to poverty reduction and encouraging poor people to participate more effectively in tourism development. Types of pro-poor tourism strategies include economic benefits, livelihood benefits and increasing local participation by building mechanisms for consultation. The local community is expected to play a role in decision making of the development of that area which will benefit everyone. This benefit should be an additional advantage to support the local economic activities so that they complement rather than replacing the local traditional practices. (Smith M & Duffy R, 2003, 137-138.)

Less economical developed countries struggle to develop their tourisms due to inappropriate infrastructure, lack of trained personnel and corrupt or inefficient and inexperienced government. Those to be considered are staff, neighboring communities, land-holders, manufacturers of food, fuel and other traders, operators of micro-companies, informal enterprises, craft-makers, other users of tourism infrastructure and resources. If tourism is to be a tool for development, it must focus on creating opportunities for the local people. Small scale tourism sectors have a greater impact on improving rural living standard. Small scale tourism places value on natural and cultural resources and can be developed without great capital investment. (Burns P & Novelli M ,2008, 274.)



7 Sustainable Tourism In Cameroon

The term sustainable tourism means, tourism that is developed in such a way so as to meet the needs of the present without compromising the ability of future generations to meet their own needs (Lawton & Weaver 2006, 343). This is an important concept when analyzing the various impacts of tourism industries within a particular area. Keeping this in mind, the Sustainable tourism values and principles model will be used to demonstrate points of interest, and to analyze the various impacts in more details. It is difficult to translate the conceptual principles of sustainable tourism development into feasible, workable set of policies and practices relevant to real world of tourism. Consequently, more widespread sustainable tourism development remains elusive. However, tourism remains a growth sector in the international economic and social development. (Sharpley 2009,57.)

Sustainable tourism development needs to be well managed and implemented in order to obtain the benefits. The Tourism Industry now demands more meaningful involvement and more responsible and sustainable tourism practices. There is often more than one barrier to implementation and many factors influence each other .However, the push for economic growth has priority over social and environmental concerns. Policy makers believe that achieving sustainable tourism development requires a mode of tourism towards a niche product focus and quality initiatives to attract more up market tourist. A call for collective action, regime and adaptive management theories is a way forward policy in its formulation, adoption and implementation process. (Gössling , Hall & Weaver , 2009, 53-54.)

7.1 Environmental Sustainability

Environmental sustainability involves making decisions and taking action that are in the interest of protecting the natural world, with particular emphasis on preserving the capability of the environment to support human life. It is an important topic at the present time, as people are realizing the full impact that businesses and individuals can have on the environment. Sustainable tourism grew out of emerging unease about the impacts of tourism. While tourism is capable as a development tool, it has a strong negative environmental,



cultural, and social impact. Sustainable tourism's aim is to try to stop negative changes. The key to achieving sustainable tourism is however to carry out analytical review and criticism, then implementing effective management techniques. (Gössling , Hall & Weaver , 2009, 21.)

7.2 Economic Sustainability

Almost all sectors of an economy benefit economically from tourism". The monetary benefits that are generated by the local economy can be used to re-invest in the tourism industry, and also be used in sustainable development practices. It is important to recognize the different scales at which sustainable tourism can operate that are through local, regional, national, continental and global scale and rising difficulties. It is usually at the local scale that most immediate damages takes place, not forgetting the global impact however. Sustainability has been endorsed and adapted in many areas and has been seen as the best way forward for all sectors (economic, social, and environmental). However, one might argue that while there is confusion over sustainability in the context of tourism, there is even less appreciation of the overall importance of the concept. (Gössling , Hall & Weaver , 2009, 51-52.)

7.3 Poverty And Social Inclusion

Citizens now demand more meaningful involvement and more responsible and sustainable tourism practices. Local communities and Non Government Organizations today have a very important voice in the way in which tourism is developed and resources allocated. Tourism Industry includes everything that a traveler does on a trip; eat, sleep, party, attend a conference, rent a car, take a taxi, shop, change foreign currency etc. It means that all of the economic activities of farmers, fishermen, cooks, shopkeepers, bartenders, tour guides, banks, hotels, carnival bands, entertainers, electricians, customs, immigration and literally every job that impacts directly or indirectly on tourism are all part of the tourism value chain. It is clear that the tourism industry is far-reaching and is indeed everybody's business. Both public and private sectors initiatives are now involved in promoting sustainable tourism. (Sharpley 2009,59.)

8 Research Method and data Collection

Research comprises innovative work undertaken on an organized basis in order to increase the stock of knowledge, including awareness of man, culture and society, and the use of this knowledge to create new applications. It is used to establish or verify facts, solve new or existing problems, or develop new theories. A research project may also be an improvement on past work in the field. The researcher has chosen correlation research method to carry out this research using quantitative research methods. Quantitative research refers to the systematic empirical examination of social phenomena via statistical, mathematical or numerical data or computational techniques. The intention of quantitative research is to develop and employ models, theories and or hypotheses pertaining to phenomena. (Baggio and Klobas 2011, 11 & 12.)

8.1 Research designs and Result

The study has been designed to investigate how tourism can be promoted and develop in Cameroon. The researcher has chosen this research method because it is essentially about collecting data to explain a particular phenomenon; particular questions seem immediately suited to being answered using quantitative methods which will help to improve the situation of Cameroon tourism at hand. This research method is important to the researcher because for the promotion and development of tourism in Cameroon, there is need of addressing measurement theory and practice in tourism research.

This method has eventually provided an understanding of tourism development, understanding specific kinds of tourism experience, research associated to managerial concerns, evolutionary focus of experience research and understanding the environment and inspirational activities that can be created, innovated, modified for the promotion and development of tourism in Cameroon. In order to promote and develop tourism in Cameroon, a number of techniques can be used like rebranding, remarketing, good management and sustainability



The researcher has asked broad questions and collected word data from participants through emails and direct contacts. The researcher has described the information in themes and patterns exclusive to that set of participants. For example questions like; in your opinion what factors can influence Cameroon as a tourist destination?. Do you think that there would be more potentials to increase tourism in Cameroon?. What kind of services could be offered to tourism?. If you were given an opportunity to promote tourism in Cameroon, what issues will you focus on?. How do you experience the relationship in terms of interaction between tourists and local residents in Cameroon?.

The researchers consider the negative as well as positive aspects of the experience. The researcher is hoping the outcome will yield an unbiased result that can be generalized to some larger population. The questionnaire contained questions attempting to address some important issues related to the promotion and development of tourism in Cameroon. 50 questionnaires were given and sent by mails to tourists who have been to Cameroon and Cameroonians who are interested in the development of tourism in Cameroon and 30 responded with an overall percentage of 60%.

The results are seen on the table below. The results revealed that in Cameroon, there is the lack of information regarding tourism trends and development among the people, no strategic plans for the enablement of sustainable tourism development, lack of adequate facilities to attract and provide for visitors were identified as their major problems. The researchers noted that there is an urgent need to involve the community members and local councils in tourism planning in Cameroon, lack of partnership between private and public sectors within the tourism industry. The government and ministry of tourism and leisure's should not assume the role of planning and developing tourism.

	Males	Females	General
Challenges facing tourism in	-Bad Roads -Maintenance of	-poor network -bad roads	-Bad network -Poor roads-



Cameroon	tourist sites -Bad policies -poor technology -Infrastructures	-pollution -Deforestation -Infrastructures -Maintenance	-Infrastructures -Maintenance -Lack of planning & implementation
Tourist experience	-Hospitality -Cordial -Interactional	-Good morals -Hospitality	-Hospitality -Positive
Main tourism to focus on	-Ecotourism -Cultural tourism	-Ecotourism	-Ecotourism
Sustainable Tourism	-Education -Maintenance -Government effort -Government encouragement	-Government should plan and implement good tourism policies -Renovation of tourism sites	-Government should plan, implement and maintenance

9 Data Analysis, Suggestions And Recommendation

Correlation analysis examines the strength of the association between two variables such as service quality and tourism satisfaction, or perceived destination image and visit intention .The data have been sorted manually and the result of the responses presented in order to answer the research question which is the promotion and development of tourism in Cameroon. Based on the result of the data collection and secondary sources of information like books, journals and articles, the researcher found out that foreigners finds Cameroon irresistible as it is a storehouse for art, culture, dance and drama. Cameroon moreover is a peaceful and hospitable country that attracts several tourists who love nature and has desire to collect accessories and various artifacts. Responsible tourism is accompanied by way of



giving the tourist the right concept in tours. Planning and implementation policies will improve the situation of Cameroon tourism.

A call for good telecommunication network will be for the betterment of tourism in Cameroon. Providing accessibility and making it easier for a visitor to have a pleasurable stay. The government should consider the development of network as part of a bottom-up business oriented approach to developing the tourism sector. Advances in information and communication technologies can contribute significantly to expansion of tourism while making the trip fascinating. The public and private sectors should build-up ICT infrastructure and services as well as intensification capabilities to utilize ICT in tourism.

The hygiene situation in some areas need to be improved and the wells maintained. Hotels and cultural sites are an all around attraction and are most likely important aspect of tourism. It is very much vital for a visitor to enjoy the stay and this is enhanced by amenities like road transport, guides and good hotels. Building quality and numerous infrastructures in Cameroon will be a good policy to develop and promote tourism. Many hotels have multi cuisine to accommodate the choices of foreigners who generally find the Cameroonian food delicious.

For the betterment of tourism in Cameroon, planning and implementation of touristic sites needs to be prepared with specific objectives to be incorporated within a country's overall economic and social development objectives. The plan needs to have a comprehensive strategy, implementation plans and priorities to advance the role of tourism in socio-economic development and poverty reduction. The government should reflect on establishing inter-ministerial committees with representatives of the tourism industry to coordinate and monitor implementation of the plan.

Private sector and public partnerships should be strengthened in a number of areas such as tourism expansion planning, policy formulation and implementation, monitoring and assessment, infrastructure improvement and investment for the tourism sector, tourism promotion, marketing and product growth, environmental management of tourism and preservation of cultural heritage, human resources development, accessibility, facilitation of travel, risk management in tourism, pro-poor tourism initiatives, and alertness about tourism's role in the socio-economic development.



Human resources development survey should be done often to assess workforce requirements by the demand for skill levels and present and future training requirements in the tourism sector, and expand a national tourism training plan. The Cameroon government should consider establishing national tourism training committees, consisting of representatives of the Government, training institutes and the tourism industry. The governments should make special efforts to promote domestic tourism in view of its potential amount, spatial density, cultural attraction, language commonality or similarity, and role in a risk-management strategy.

The government needs to create a proper environment capable of removing barriers and enticing the private sector and community members into participating in tourism development. The government need to build the necessary infrastructure required for sustainable development such as roads and hotels. It is suggested that there should be some teamwork between the state and the community. The researcher strongly believes that if the government and the community members should be involved in decision making and realization of tourism development strategies, tourism will flourish in Cameroon in no time.

Some tourists may have criminal personality and commit crimes any time that may greatly affect culture and believes of the people in Cameroon. So the government should strengthened the security system .The society should be educated and guided on how to interact peacefully with the tourist. More so, language plays an important role in human life. Out of all the languages in the world, English is considered as the international language. Cameroon is a bilingual country, speaking French and English. Cameroon should use this language opportunity as strength, incorporating it with the natural resources for the promotion and development of tourism in Cameroon.



10 Conclusion

The foregoing study has clearly established the fact that tourism is playing a major role in the development in many countries. Service quality and tourist experience based on cost, travel, accommodation, facilities, authenticity associated with product quality, diversification and professionalism distinguishes on tourist destination to the other. Tourist place images are important sources of information to potential visitors. Available information, word of mouth, advertisements are being utilized by visitors directly and indirectly within the framework of past experience and evaluation of attractions, environment and values are important because they help the tourist to formulate an image of the place. (Ryan 2003 131 & 132).

The study has confirmed that tourism plays an important role in the development of a country. The social significance of tourism is measured in terms of employment which is huge. Moreover, tourism plays a role in raising the standard of living and reducing poverty in local communities. If Cameroon wants to take advantage of the potential benefits of tourism, the government has to play an important role by providing infrastructures, good telecommunication system, awareness, accessibility, creating good policies, planning and implementation, maintenance and sustainability. Then, in no time, Cameroon will enjoy the benefit of tourism just like many other countries.

Cameroon should focus on improving its infrastructures. Infrastructure investment projects are successful in providing benefits from tourism. Smaller projects with investment in improving facilities and providing technical assistance are more useful and yielding higher returns. Projects involving cultural site development and promotion are also effective in yielding large benefits. In terms of environmental impacts, the projects should generally follow good practice and ensure that negative environmental impacts are avoided. This will create employment and sustainability for the promotion and development of Cameroon.



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13 Appendix

Questionnaires

Good day and welcome to this questionnaire session of my research. To begin with, I wish to thank you for accepting to participate in my research despite your busy schedule. My name is Frida-Tolonen Feh Fofang, a Bachelor student at Laurea University of Applied sciences, Kerava, Finland. Your experience and knowledge in Promotion and development of tourism will be of great help to me.

1. What sex are you? Male Female

2. Which age group do you belong? 20-35 35-45 45+

3. What impression about tourism you have in your life? Positive Negative

4. In your opinion what factors can influence Cameroon as a tourist destination?

5. (A) Do you think that there would be more potential to increase tourism in Cameroon? Yes
No
- (B) What kind of services could be offered to tourists?

6. How can Tourism benefit Cameroon?

- 7 If you were given an opportunity to promote tourism in Cameroon, what issues will you focus on?



8. How do you experience the relationship in terms of interaction between tourists and local residents in Cameroon?

9. Do you know if nature and the environment have been affected in any way by tourists in Cameroon?

10. Do you have any advice to improve sustainable tourism development in Cameroon?

11. Based on your experience, what kind of tourism do you think interest tourist in Cameroon?

12. What might be the challenges the tourism industry is facing in Cameroon?

13. Would you like to work in tourism industry in future? Yes No

14. Any other issues that you would like to raise?



14 Critical Review

Writing this piece of work has not been easy. Starting from choosing the topic, getting the literature, doing the research and coming out with possible suggestion for a better future of Tourism in Cameroon. Travelling has helped me to view tourism at another angle. Seeing what tourism has done to many countries in the world I said to myself that why not Cameroon, why not promote and develop tourism in Cameroon and that is how I came to my topic “Promotion and Development of tourism in Cameroon”. Tourism development and promotion can be defined as the promotion and marketing of various tourist destinations. It involves the development of tourist products, research and possible suggestions on how to carry out this project successfully.

The tourism sector plays a important part in the in most countries and the government’s efforts to achieve growth and create new jobs. Tourism has grown progressively in recent years, and the local and district authorities are also eager to strengthen the tourism industry as part of their support for local economic promotion. Through targeted investments and cooperation with the private sector and trying to create new job opportunities in tourism. The promotion and development of tourism has been identified as key approach that can lead to the economic upliftment, community development and poverty relief in the developing world. In the recent years, tourism has emerged in a substantial development of poor countries. Cameroon is a developing country and can use tourism to boost up its economy. Majors such as economic, social and environmental resources in Cameroon can be managed and developed to improve the economic situation.

To promote and develop tourism in Cameroon, the government, tourism sector and the community has to come together to work according to the tourism development policy for the betterment of the country. By practicing reconstruction of roads, infrastructure, sustainably, marketing, innovation and good management, the situation of Cameroon will change for good within a short period of time. This should result in better public services being provided more quickly, local democracy improved and above all the local people benefiting from sustainable development.