

1. Introduction

One of the foundations of economic growth all across the world is tourism. This industry is a vital aspect of the continent's economic expansion since, between 2005 and 2014, tourists to Africa increased at the greatest pace in globally, putting it on par with Asia-Pacific, following Europe. This is due to the increasing range of experiences available on the continent. But in this essay, I would want to talk about both the value of tourism to Africa and the problems that this industry has that hamper the continent's economic growth.

2. Literature review

In accordance with (Dieke 2020), Africa will gradually attain its position in the world's "pleasure periphery" and become a significant part of it in the near future. Therefore, it is crucial to conduct this study so as to be able to anticipate future trends in the always-evolving tourist field.

By definition, but in compliance with the regional grouping of regions used by the UN World Tourism Organization (WTO) for the purposes of tourism statistics, "Africa" refers to the Islamic nations of the northern sub-region (aside from Egypt and Libya), as well as the central, eastern, southern, and western sub-regions of sub-Saharan Africa, as well as the African islands in the Atlantic and Indian Oceans (Dieke, 2003, 2013). North Africa, however, is the most dynamic region of the continent when comparing all of its regions with respect to the volume of travellers. Due to the many attractions in South Africa, which had the second-highest tourist revenues on the continent in 2014 after Egypt, Southern Africa has the second-largest overall tourism profits following North Africa. Only 15.9% of the total tourism revenue in West African nations came from tourists from abroad, which is the second-lowest share in the world and the lowest in Africa. West and Central Africa are both quite isolated economies. Central part, meanwhile, has the most underdeveloped tourism industry in the world.

Some critics would argue, however harshly, that gaps in Africa's general growth pattern are directly related to the continent's tourist issues. Tourism has not been connected with other economic sectors, and there are no established policies for expansion in general or for it specifically. As a result, while tourism development has been limited or neglected in some African countries (for instance, Cameroon and Nigeria), it has been unsupervised and excessive in others (such as Kenya).

These issues are caused by a number of matters, which include: (1) the general discontent with the economic benefits of the travelling industry; (2) political and social dissatisfaction over the segment's market-driven nature; (3) a lack of skilled labour availability; and (4) the region's general lack of development. (5) insufficient knowledge about the various elements of the global tourist industry; and (6) governments' inability to respond to market signals or changes as a result of their poorly working regulatory frameworks. Ehigiamusoe (2021) applies the Granger causality test and the Dumitrescu-Hurlin Granger non-causality test in order to evaluate tourism as a strong predictor of financial development and economic growth. The bidirectional correlation between elements (5) and (6) and the financial sector as a whole of the continent's economy suggests that implementing campaigns that could enhance the tourist and financial sectors at first would be highly beneficial for strengthening Africa's overall economic performance.

3. Conclusion

In conclusion, tourism has become a critical aspect of Africa's economy in contemporary times, and right now, we may see how rapidly it develops, bringing Africa onto the global arena of tourism industry. There are differences in the profile of the continent's economies at both the regional and national levels, despite the fact that tourism's economic relevance to Africa is one of its key characteristics. North Africa is the most active tourist region on the continent in terms of consumers, total expenditure, leisure tourism spending, and capital investments, buoyed by the strength of the Egyptian and, to a lesser extent, Moroccan, Algerian, and Tunisian markets. After North Africa, Southern Africa has the second-greatest total tourism revenue. The commercial centers in West and Central Africa are both fairly separated.

The lack of awareness of the continent's policymakers about the global tourist business is a direct cause of some of the major problems facing the African tourism sector. Many experts and academics think that putting more emphasis on developing strategies and establishing tighter control over the region's fast-expanding tourist sector would have a positive impact on this part of the world's overall economy.

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