

## Geography | World Problems and Development | **Tourism**

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### TOURISM

Tourism refers to an invisible trade where people move in search of pleasure, curiosity and study. The movement can be categorized into as:

a) *Domestic tourism*—which involves movement in search of curiosity, pleasure, and study within the boundaries of a country. This mainly includes holidaymakers, students and others.

b) *Foreign (international) tourism*—which involves foreigners from different countries of origin moving to another country in search of pleasure, study and curiosity.

**Tourism potentials:** These things attract tourists to a specific place or country. These are both physical and man-made. Physical tourism potentials unique natural phenomena that tend to attract tourists like relief features, water bodies, vegetation, and wild animals, climate etc

Man-made tourist potentials include cultures (dressing, marriage, dances), historical sites, traditional burial sites, archeological sites, industrialization, mining, farmlands etc

### General role of tourism in economic development

1. Tourism generates foreign exchange to the economy because it is an invisible export. The tourists bring in foreign currency when they spend on travel, hotel resort accommodation, entertainment, shopping local items and crafts. The foreign currency is used to purchase foreign technology, payment of expatriates, which helps in the development process.
2. Tourism leads to international recognition and respect of the country. For example, today Switzerland is recognized worldwide based on the developed tourism industry. It is for this reason that many head quarters of international organizations are located in Switzerland such as FIFA, Red cross etc

More so tourism promotes international relationship / cooperation, which can be expanded economically. This arises from free movement and interaction of the foreign visitors and the host population, which acts as a basis of economic contacts and trade between the respective countries. It also encourages the inflow of investors.

3. Conservation of natural beauty/ the environment of the country. Tourism helps in the conservation and preservation of the natural environment for future generations such as the temperate forest species, tropical vegetation, animals (fauna) etc
4. Facilitates the development of other sectors such as the service sector. Increased flow of tourists increases the demand for institutions to convert currency such as banks, forex bureaux, shopping services, transport services which are always upgraded to international standards to cater for tourists needs. More so tourism stimulates the construction industry due to hotels, resorts etc. The tourists provide market for local goods such as food items for tourists, art and craft; hence improving the general standard of living.
5. The tourism sector generates employment opportunities to the people such as tour guides, hotel operators, tour and travel agencies, game rangers, instructors etc. This is because tourism has a range of interconnected activities, in which direct and indirect employment is created. The people earn wages and salaries which they use to improve their standards of living.
6. Tourism leads to innovation and invention of technology due to the need to increase the standards such as accessibility. Facilities like electrified railway systems, cable cars, ski-lifts, satellite telephone, aerial photographing, remote sensing which are continuously upgraded.
7. Facilitates the development of transport infrastructure such as electrified railway in Switzerland, South Africa, and USA. It also facilitates the development of runways and airports to cater for tourist arrivals and departures. These transport networks are also used to develop other economic activities such as trade and commerce, agriculture.
8. Tourism promotes urbanization in the country, that is , the development of urban centres. These develop as tour resorts but have attracted population concentration as the tourist activities increase. These urban centres develop with accompanying services such as health, accommodation, education, shopping facilities etc
9. Promotes diversification of the economy since tourism acts as an alternative income earner to the respective countries instead of over depending on a few sectors like agriculture, mining. More so tourism leads to the development of many related activities such as trade and commerce; which helps to stabilize incomes and the general economy.

10. Tourism generates government revenue through taxing the tour operators and the workers' incomes. The revenue generated is used to develop the social services like health, education, power supply, recreation services etc
11. Promotes cultural exchange and diffusion of ideas. The tourists bring their cultures and traditions such as way of construction, language, and way of dressing, which are incorporated into the host country. This enhances transformation of society.

### **Shortcomings / negative effects of tourism**

1. Pollution of the environment such as air and water pollution. Tourism reduces the quality of air and water through sewage disposal from hotels, restaurants, lodges, camping sites. Also the powered boats used or boat racing cause water pollution through fuel spillage. Much of this damage is caused by increased number of tourist arrivals at particular destinations.
2. Destruction of vegetation cover due to increased tourism activities. Natural vegetation is destroyed in order to set up accommodation facilities and recreation facilities for the tourists. This also leads to environmental degradation.
3. Displacement of other activities / occupies land that would be used for other economic activities such as agriculture, industry, etc. The conservationist and preservationist theory of tourism conflicts with economic development.
4. Displacement of people which normally occurs when the local community is shifted to provide room for national parks, game reserves and sanctuaries or any form of protection. Many people lose their settlement areas and sometimes they are not compensated.
5. Results into urban-related problems such as increased crime, congestion, alcoholism, prostitution, high cost of living and other social evils. Tourism accelerates criminal tendencies since the tourists are normally associated with wealth/ money of which the idlers take advantage such through highway robbery.
6. Results into cultural degeneration due to the commercialization of tourism. It leads to the removal of culture with tourism becoming a business. There is total distortion of culture to encourage tourism audience for example by turning the traditional mud and grass-thatched huts into brick huts. More so it leads to the adoption of foreign cultural and evil activities such as poor

dress code, drug trafficking, distorted language –hence eroding the cultural heritage.

7. Results into spread of diseases due to the influx of foreigners into the host country such as STDs; which eventually reduce labor productivity and life expectancy in the country.
8. Political –related problems because some people disguise as tourists but are political spies or terrorists who are likely to carry deadly bombs and even plotting coups. This explains why today there is a limit on international travels and tourism in some developed countries.

## **TOURISM IN KENYA**

In Kenya tourism is the second most important foreign exchange earner after the agricultural sector and it is a fast growing sector. Tourist arrivals are mainly from Europe and North America.

### **Major attraction centres and potentials**

1. **Nairobi.** Nairobi itself is an attraction and a focal point of many tourists. It has a higher altitude giving it pleasant weather and it is the largest city in East Africa. Many tourists spend their holidays here and equip themselves ready for safari to the other areas such as interior Kenya, Uganda, and Tanzania.
2. **Nairobi National Park**-in the heart of the city enables residents and business tourist who lack enough time to make a quick tour through it. It has animals like gazelles, lions, zebras, giraffes, buffalos, cheetahs, leopards, rhinos.
3. **Tsavo Park (West Tsavo and East Tsavo).** It is the largest park in Kenya and divided into two by the main road to Mombasa. It is famous for big games like lions, elephants (red elephants), giraffe, and rhinos.
4. **Aberdare Park.** This is famous for its treetops hotel –which view point enables the tourists to watch hundreds of elephants, buffalos, and rhinos which visit the rift valley floor that the hotel overlooks.
5. **Lake Nakuru Park.** This is famous for millions of flamingos which provide an exciting unique attraction and other attractions.

6. **Other National Parks and Reserves of importance include:** Amboseli NP, Malindi and Watamu marine NP, Sibiloi NP, Meru NP, Fort Jesus park, Marsabit park, Masai Mara national Park, Mt. Kenya NP, Simba hills reserve, Amboseli reserve, and Rahole reserve
7. **Relief features.** There are many mountain ranges which include: Mt. Kenya (with glacial features)—the second highest mountain in Africa (*after Kilimanjaro*), Mt. Elgon on the western border. In addition, the eastern arm of the Great Rift Valley appears in Kenya.
8. **Drainage features.** These include: the warm beautiful beaches at Mombasa for sun bathing, coastal features (like caves, stacks, arches, cliffs at Mombasa and Malindi). The famous beaches include: Nyali, Kikambala, and Shanzu. Lakes include: Lake Turkana—Kenya's largest lake, Lake Victoria (Victoria Nyanza), Lake Baringo, Lake Nakuru, Lake Magadi, Lake Bogoria among others. Rivers include: Tana, Athi, and Nyando. These lakes and rivers have creatures like fish, crocodiles, hippopotamus—which attract tourists.
9. **Vegetation.** Kenya has diverse plant life. This includes savanna vegetation consisting of grassland and tree species like Baobab, Euphorbia and Acacia; Tropical rainforests, Mangrove forests and palm trees along the coast; some temperate forests on the higher levels of highlands (above 3000m); Desert and Semi-desert vegetation. All these attract tourists.
10. **Historical and cultural attractions.** Historical sites include: Fort Jesus at Mombasa (built by the Portuguese in the 1590s), Fort Gedi near Malindi, the national museum of Nairobi, Kariandus, Olorgesailie (showing conditions of early Stone Age).

One culture is that of the Maasai –which centres on their cattle for food, prestige and wealth. They believe that they own all cattle in the world. Other groups / tribes include Kikuyu, Luhya, Luo, Kalenjins, and Nandi.

### **Factors responsible for the development of the tourism industry in Kenya**

The tourism industry of Kenya is more developed than other east African countries. This is explained by the following factors:

1. **Availability of various fauna potentials in the country** for example Kenya is endowed with the largest and richest animal species in the world such as giraffes, antelopes, lions, elephants, zebras, buffalos, leopards; plus ostriches, flamingo birds and vultures conserved in various national parks

and wildlife reserves such as Nairobi NP, Tsavo NP, Lake Nakuru NP, and Maasai-Mara. This promotes sport hunting and animal/bird viewing. Kenya's major parks are also near Nairobi and Mombasa which minimizes inconveniences to tourists and encourages more return visits.

2. **Varied vegetation types** which include savanna vegetation consisting of grasslands and tree species like baobab, acacia and euphorbia; tropical rain forests, mangrove forests (along the coast), desert and semi-desert vegetation. Therefore, many people who live in the large urban centres/conurbations of Europe and North America where nature has been destroyed are attracted to the large stretches of natural vegetation in Kenya for study, relaxation and adventure.
3. **The magnificent / beautiful landform scenery that attracts tourists** including Mt. Kenya with glacial features (like arêtes, cirques, and pyramidal peaks), Mt. Elgon, Mt. Longonot, Machakos Ranges, Mathew range. There is also the Great Rift Valley and associated features (such as escarpments). This encourages mountaineering, rift valley viewing and thus attracting many tourists for pleasure and study.
4. **Presence of many attractive drainage features**/Water bodies such as L. Turkana, L. Nakuru, L. Natron, L. Naivasha, Nyando River, Galana River, Tana River, Athi River, and the Indian Ocean. These water bodies do promote swimming, boat racing, rafting which activities attract tourists. More so coastal ports and beaches have developed such as on Malindi island, Pate and Lamu islands; important for tourism such as for sun bathing. This attracts a large number of tourists.
5. **Presence of varied climatic types for tourism.** Kenya's climate contrasts with other parts of the world and varies within Kenya itself. For example the cool to cold Kenya highlands and the warm to hot Mombasa coast. The tourists in need of cool conditions go to the Kenya highlands. The Mombasa coast attracts tourists from the cold regions at the time of winter in countries like USA, European countries and Asia to enjoy the warm tropical sunny conditions at the coast for sunbathing. The northern part has a semi-arid climate which also attracts many tourists for study and adventure.
6. **Geographical location near the coast (proximity to the coast)** which promotes easy movement and accessibility of visitors into the country (unlike the big Tanzania and landlocked Uganda). Therefore, Kenya experiences more tourist arrivals and return visits since inconvenience to

tourists is minimized. This also explains why Kenya's tourist industry is more developed in the region.

7. **Availability of large sums of capital to invest in the tourist industry** provided by foreigners from Europe and Asia, prosperous Kenyans as well as government. This has been invested in developing and maintaining parks and reserves, developing accommodation facilities, tours and agencies to the required standards. This in turn increases the number of tourist arrivals.
8. **Improved transport network** including road and railway networks, and a more efficient air transport responding to the required tourism standards. The Air ports include Jomo Kenyatta international air port which is linked to many international airlines, and hence Kenya is an entry point for tourists from far origins into the region. Others are Moi and Nairobi international Air ports. There are also smaller but improved Airports/ Air strips in strategic locations such as Kisumu and Malindi –transporting many tourists each year.
9. **Rapidly developing accommodation facilities** for example Kenya has the best hotels in the region, more in number and on international standards. These include: *Hilton hotel, Serevo Stanley hotel, Hotel Diplome, Intercontinental hotel, Ambassadors hotel, Fairview hotel, and Tiwi travelers beach hotel*. These provide good accommodation, local and western foods, entertainment to tourists. It is impossible to view the skyline of Nairobi without being impressed by the number of hotels, symbolic of modern developments in tourism.
10. **Presence of skilled and semi-skilled labour** recruited by the tourism agencies as Tour guides, game rangers, receptionists in hotels and lodges, hotel managers, chefs/professional cooks, supervisors among others. These have been trained to cope with international tourism standards—hence attracting more tourists.
11. **Relatively stable political atmosphere for a long period of time.** Remember that tourists are easily discouraged by an atmosphere of unrest/insecurity. But since independence Kenya has been relatively stable which has boosted the confidence of tourists and also promoted the development of the required infrastructure such as modern roads in Nairobi. This in turn has encouraged tourist arrivals in the country.

12. **Efficient tourism management** and this was spearheaded by the Kenya Tourist Development Corporation established in 1965. Today there is the Kenya Wildlife Authority controlling/ managing the wildlife attraction areas, many Tours and Travel agencies which are linked to many international companies which offer attractive tour packages to tourists. This also leads to increase in the number of tourists.
13. **Effective and increasing publicity/ advertising, both locally and internationally** such use of local and international newspapers, magazines, DSTV, internet, brochures, and stickers. Such informative and persuasive adverts have opened Kenya's tourist potentials to the outside world, hence its development.
14. **Hospitality of the Kenyans/ long presence of foreigners in Kenya.** The Kenyan coast was earlier settled by the Arabs and the Portuguese who influenced the early developments. Kenya was also a British colony and many Europeans settled especially on the Kenya highlands. The European presence has continued to create an impression that Kenya is a friendly country, hence boosting the confidence of many tourists visiting Kenya, implying more tourist arrivals.
15. **The cultural diversity of the country** with various ethnic sites and cultures attracting many tourists such as the **Maasai** with their pastoral culture and the way of housing, the **Kikuyu**—the largest tribal group in Kenya, **Luhya, Luo, Kalenjins, Kamba, Kisii**. This relates to the way of living, homesteads, dressing, food eaten, and cultural dances. Besides, there are many historical sites especially related to the Portuguese and the Arab settlement on the coast like Fort Jesus mosques. This increases the inflow of tourists especially adventurers and education-oriented tourists.
16. **Favourable government policy for tourism** for example encouraging economic diversification to reduce over reliance on the agricultural sector. The government also supports tourism through maintaining good international relations with many western countries; carrying out publicity campaigns abroad. It has also established tourist promotion offices in all the major tourist markets such as Paris, Newyork, London, and Tokyo. This has motivated the tourists and thus increased tourist arrivals.
17. **Increasing research in the tourist industry** for example the department of zoology—University of Nairobi, Tsavo ecological research centre—conducting research in eco-systems to maintain natural settings, improve wild life ecology. This has controlled the destruction of tourist

potentials and continuous attraction of tourists from various parts of the world for study, pleasure and adventure.

18. **Development / growth of package tour flights in Europe and North America** –from which Kenya has benefited. Many people are given the opportunity to visit various parts of the world especially during winter when there are very few activities going on. This explains the increased number of tourists during this time of the year in countries like Kenya.

## **PROBLEMS FACING THE TOURISM INDUSTRY IN EAST AFRICA**

1. **Poaching** which is the illegal hunting and killing of animals in national parks and game reserves –for meat, hides etc. The white rhinos are now almost extinct. Other threatened animals are elephants, buffalo, and chimpanzee. This reduces the tourist potentials in East Africa.
2. **Population pressure/ rapidly** Increasing population leads to increased demand for land for both settlement and farming such as in Tsavo Park in Kenya, and Kibale Park in Uganda –hence reducing the biodiversity and hence reducing the number of tourist arrivals.
3. **Political instability/ insecurity in some areas** which makes tourism both difficult and expensive such as in parts of northern Uganda (like Gulu district) and western Uganda (in Bundibugyo and Kasese) which have experienced insurgency for a long time. In the past rebels also attacked tourists in Bwindi impenetrable national park and of recent there has been terrorist attacks in some parts of Kenya. This is discouraging tourists and thus reduced income from the tourism sector.
4. **Poorly developed transport net work/ remoteness of some tourist attractions** far from the main cities of Mombasa, Nairobi, Dar es Salaam, and Kampala. For example Marsabit wildlife reserve in northern Kenya, Sibiloi national park in northern Kenya, Serengeti national park in northern Tanzania, Katavi plain reserve in Western Tanzania, Kidepo national park in north eastern Uganda. Poor road net work, lack of railway facilities and airstrips in many tourist attraction areas limit tourist visits. In East Africa, many roads are not up to standard which increases the costs and inconvenience to tourists and hence discourages return visits.
5. **Less developed accommodation facilities** for example very few hotels , lodges, camping sites and resorts to accommodate tourists ; and many of

these existing facilities do not much to international standards and hence limiting on the number of foreign tourists. There are limited /no hotel facilities in some areas with tourist attractions such as Northern Kenya, North eastern Uganda and South western Uganda. This also limits the number of tourist arrivals.

6. **Limited skilled man power**/professional labour to manage the tourism industry such as managers and guides in hotels, tours and travel agency workers who can perform to international standards. This explains the poor management standards in many cases /areas in East Africa. This leads to a bad image and discourages many tourists.
7. **Limited capital to invest in tourism** which limits the setting up of tourist facilities such better hotels because it requires large capital investment. The alternative source of funds is borrowing, and yet tourists may not come in large numbers to cover costs and pay debts. This limits the growth of the tourism sector.
8. **Low level of advertisement**/ Inadequate publicity which limits awareness about the existence of some attractions and hence limiting the number of tourists visiting the areas. In East Africa it is Kenya which has performed better in international advertisement of the tourism potentials.
9. **Competition from other countries** such as South Africa, Egypt, morocco, Switzerland, Mexico —which countries have even better facilities. There is also competition among the East African countries due to the general similarity of tourist attractions such as wild animals and wild birds. This limits the benefits from the tourism sector as some areas receive a small number of tourists per year.
10. **Presence of hostile tribes** to foreigners in their land who they at times suspect to have intentions of stealing their property especially grabbing land and animals. Such tribes include Karamajong of northeastern Uganda, the Turkana of northern Kenya, and the Maasai of Kenya rift valley. This also discourages the coming of many tourists and thus low tourism income.
11. **Negative attitude/lack of a strong tourism spirit among local people in East Africa**. Most people do not treasure wild life and other tourist attractions. And thus few local people tour within the region even when the charges are lower for local tourists. Therefore, the over reliance on foreign tourists undermines the development of the tourism industry in East Africa.

12. **Low income levels among the local people** and the majority spend their limited incomes on basic necessities such as food, clothing and shelter; instead of spending on travels for tourism. This factor also discourages local tourism and limits tourism revenue.
13. **Language barrier between local people and foreign tourists** due to limited use of international languages in many parts of East Africa, but a multiplicity of local languages. This limits communication with the tourists and hence few tourist arrivals. The main international languages are English and to some extent Kiswahili.
14. **Geographical location** far from areas where international tourists come from such as USA, Europe and parts of Asia. This has meant increased costs to foreign tourists and therefore many of them choose to visit neighboring countries such as the tourists from USA visiting more the Caribbean countries and parts of West Africa instead of visiting distanced countries of East Africa.
15. **Seasonality of tourism activities**/International tourists are seasonal and tend to come during the harsh winters in their homelands (that is, North America, Europe and Asia). This implies that East Africa doesn't receive large numbers of tourists throughout the year; and this undermines the development of the tourism industry.
16. **Tropical pests and diseases** which include tsetse flies causing sleeping sickness, mosquitoes causing malaria. This scares away many international tourists from visiting countries in the tropics including East Africa.
17. **Pollution** is becoming a major threat in some areas. For example Lake Nakuru and Lake Victoria is threatened by pollution from the various chemicals and oils from industries, vessels and farmlands. This makes such places less attractive to tourists and thus reduces the tourist arrivals.
18. **Seasonal migration of wild animals** to neighboring countries due to weather changes and other reasons. This implies seasonal reduction /lack of the attractions in certain tourism centres. This discourages return visits.
19. **Poor management of some tourist attractions/tourism facilities** for example uncontrolled tourism which has resulted into damaging of the environment. In some cases the tourists congest in specific areas, and in other cases the wild animals congest in particular areas—hence over straining the natural habitat.

20. **Fires** have destroyed some parts of parks, wild life reserves and forest reserves. The fires are either intentional or accidental caused by cultivators, hunters or careless smokers near or in the wild life conservation areas. This undermines the tourism potential in East Africa.
21. **Unfavourable government policy towards tourism sector** for example the government has given out some potential attraction areas to investors to carry out plantation farming such as parts of Ssesse islands given out for oil palm growing. Many swampy areas/wetlands have been turned into industrial sites –hence limiting the tourist potentials and thus reduced number of tourists. The government also imposes high taxes on hoteliers and tours agencies which discourages some of them.

### **Steps being taken to solve the above problems**

1. Regular patrols and setting up anti-poaching units to minimize poaching of wild animals, hence maintaining tourist potentials.
2. Eviction of encroachers and reduction of the human population within the surroundings of national parks, forest and wild life reserves.
3. New national parks have been opened up in various parts of East Africa purposely to protect the rare species such as gorillas, baboons, Chimpanzee, and Impala. This also increases the tourist potentials.
4. Diversifying the tourist products. This involves providing various tourist attractions apart from the traditional wild life attractions such as cultural, historical attractions and entertainment parks, in turn increasing the tourist arrivals.
5. Using population control measures to reduce population pressure on conservation areas.
6. Resettling of people to avoid encroachment on the tourist attraction areas.
7. Restoration of political stability through peace talks and democratic governance, to raise the confidence of tourists.
8. Improving accessibility to the tourist attraction centres by rehabilitating roads and constructing airstrips.
9. Building more hotels and other accommodation facilities and also renovating the existing facilities to the required standards.

10. Educating and sensitization of the local people about the values of wild life conservation through the media, wild life clubs, and educational centres. There is also massive sensitization aimed at increasing the number of local tourists. Community participation is being encouraged to reduce poaching and encroachment on conservation areas.
11. Training manpower both locally and abroad to carry out work in the tourist industry such as tour guides, travel agents, and managers.
12. Attraction of local and foreign investors to invest in the tourist industry such as by constructing hotels, lodges, camps, travel agencies. Currently private investors have been allowed to construct hotels and develop other attractions such as amusement parks.
13. Increasing the advertisement of the tourist attractions / potentials through the media, stickers, and brochures, to raise awareness both locally and abroad; and hence increase the number of tourists.
14. Hostile tribes are being disarmed such as the Karamajong, and they are also being sensitized about the value of tourism.
15. Discouraging the burning and clearing of vegetation in areas surrounding parks and game reserves.

### **Guiding questions**

- 1) Account for the growth and development of the tourist industry in Kenya.
  - 2) The development of the tourist industry in Kenya is mainly attributed to physical factors. Discuss.
  - 3) Examine the factors that have hindered the development of tourism in Sub-Saharan Africa.
  - 4) (a) Identify the major tourist potentials of East Africa.  
(b) Discuss the problems facing the tourist industry in East Africa.
- © What steps are being undertaken to develop the tourist industry in the East African region?

## **Tourism in South Africa**

South Africa is located in the southern part of the African continent. Tourism has expanded greatly in South Africa providing a great potential for job opportunities and foreign exchange.

During the apartheid years, the tourism potential could not be realized because of the country's negative image and perceived political instability. However, since 1994 the industry has expanded dramatically, with the number of overseas visitors greatly increased. Generally, the country receives over 3 million tourists per annum).

### **Tourist attractions**

#### **1) Relief landforms.**

The scenic beauty of the cape mountain ranges region, the Drakensburg, Mpumalanga Mountains and the Highveld plateau mountain Aux sources near Lesotho is a major tourist mountain.

#### **2) Drainage features**

The rivers include Orange River, Vaal River and Limpopo River. Other shorter rivers include Great fish, Tugela, Umfolosi, Umgeni, UMzimkhulu and Umkuse. South Africa's notable lakes are artificial and include those created by Vaal dam and Gariep dam on the Orange River. Other attractions are the Atlantic and Indian Ocean beaches. Notable coastal beaches are at Cape Town, East London, Durban, Port Shepstone, Mosselbaai, Cape Agulhas, and Cape of Good Hope.

#### **3) Vegetation types**

Grassland covering most plateau areas, resembling a prairie on the nearly treeless Highveld. The Bushveld is characterized with scattered trees like baobab in the Limpopo province. There are coarse desert grasses in the semi-desert Northern Cape. The extreme southwest has Mediterranean vegetation. There are also flowers of Cape Town.

#### **4) National parks and national reserves.**

The national parks include Kruger national park (the largest and oldest reserve) with nearly every species of indigenous wildlife such as impala, small black rhinos, elephant, baboons, lions, leopards, zebras, giraffe, and antelopes. Other parks are Kgalagadi Transformer Park (shared with

Botswana) in the northwest, Addo Elephant national park near Port Elizabeth, Mountain Zebra national park, Tanka-Karoo national park, west coast national park, Bontebok national park, Zuurberg national park, St.Lucia park.

The game reserves include Maputo elephant reserve, Giant Castle reserve, Umfolosi reserve, Mala Mala reserve, Mkambati reserve.

#### **5) Historical sites, libraries and cultural attractions.**

There are many large museums and the most notable include National Museum in Bloemfontein, Museum Africa in Johannesburg, South African National Gallery in Cape Town, and South African Cultural History Museum in Cape Town. These have ancient collections like archaeology, paleontology and anthropology collections; as well as the history of South Africa. The libraries include Johannesburg public library, South African library in Cape Town, state library in Pretoria, and university libraries.

There are also historical monuments such as Blood River monument in the east, Voortrekker fort north of Pretoria. Rock paintings and caves such as east of Mt. Aux sources, Kango caves near Bontebok national park are also attractions to tourists.

There are cultural attractions in Zulu land such as Zulu wood carvings, basket work and stone carvings.

#### **6) Recreation attractions.**

Sports are a major activity in South Africa. South Africa's rugby and cricket teams are among the world's best. Rugby is most popular among Afrikaners and cricket among the English speakers. Rugby and cricket taught in many schools and hence other groups of people are taking up the games. Swimming and water sports, tennis and golf are also popular in the white community.

#### **7) Mineral resources and associated industry.**

Gold fields on the Witwatersrand, diamond fields in Pretoria, Bultfontein and other areas. Other minerals are coal, tin and iron ore. There are many industries set up on the rand such as in Kimberley, Pretoria, Johannesburg, and Witbank.

#### **8) Major fishing ports**

These include: Port Cape Town, port Nolloth, Saldanha port—all on the western coast.

### 9) Farming systems/areas.

This includes Sugar cane growing in Natal region, Vine growing in Cape region, sheep rearing and cattle rearing especially ranching.

### 10) Climate

## **Factors which have favoured the development of the tourism industry in South Africa**

1. ***Varied climatic types***. South Africa enjoys a generally warm temperate climate. Most of the country experiences light rainfall and long hours of sunshine. There is semi-desert climate in the north west of the country with desert features which attract tourists. The extreme southwest has a Mediterranean climate. There is a striking difference between temperatures on the east coast and west coast. The east coast has higher temperatures due to the warm Mozambique /Agulhas current while the west coast is cooler due to the cold Benguela current. This therefore attracts tourists of different interests.
2. ***Varied vegetation types*** which includes grasslands covering most of the plateau areas of the Highveld, savanna vegetation with scattered trees like baobab in the Limpopo province, coarse desert grasses in the semi-desert Northern Cape, and Mediterranean vegetation in the extreme southwest. There are also planted coniferous pines from Europe and North America –to provide timber and wood pulp. All these attract many tourists interested in study and adventure.
3. ***Presence of many/ a variety of fauna potentials*** which include large mammals like Lions, Elephants, Zebras, Leopards, cheetah, Baboons, Hippopotamuses, Rhinos, and Antelopes. These are conserved in the national parks and reserves like Kruger national park, Kgalagadi Transformer Park, Addo Elephant Park, Mountain Zebra national park. The various birds like Ostrich, Francolin, Quail, Guinea fowl, Grouse, and Cape sugarbird. This also attracts tourists for study, adventure and leisure.
4. ***Beautiful landform scenery*** which includes mountains like Cape Ranges, Drakensburg, and Mpumalanga Mountains. These attract many tourists for

mountain climbing and mountain viewing. There are also many coastal beaches such as at Port Elizabeth, East London, Saldanha bay, Durban, and Cape Town which attract many tourists to the sea activities like sun bathing, and boat racing.

5. **Presence of attractive drainage features/water bodies** which include the Atlantic and Indian Ocean, rivers (like Vaal, orange and Limpopo). These water bodies help in transporting tourists to various tourist destinations, and in other tourist activities like sport fishing, and boat racing. Besides the oceans offer beautiful beaches which attract more tourists for leisure activities.
6. **Developed economic activities** such as mining, industry, farming, trade and commerce. The mining of gold on the Rand, iron ore, coal, diamonds, and platinum attracts many tourists. South Africa is the most industrialized country on the continent with many industries concentrated on the Rand. Many people are attracted to these economic activities especially the scale of operation and the technologies involved—hence increasing the number of tourist arrivals.
7. **Variety of heritage sites, monuments and historical sites in the country** such as large museums—National Museum in Bloemfontein, Museum Africa in Johannesburg. Another unique museum is the Kimberley Mine Museum (to see the world famous diamonds). The historical monuments include Blood River monument in the east, Voortrekker fort north of Pretoria, rock paintings and caves. These attract many tourists who are interested in study and adventure in South Africa.
8. **Presence of diverse cultures** due to various ethnic groups in South Africa with different lifestyles such as dressing, dances, music, and cultural events. Each ethnic group has its own eating customs and etiquette. The groups include the whites, Afrikaners, the Zulu, Swazi, Xhosa, Sotho, and Tswana. Whereas the urban people tend to adopt western patterns, the rural people tend to preserve the traditional cultures. All these cultures offer interesting attractions to the tourists.
9. **Strategic coastal location of South Africa** which enables South Africa to receive tourists from all parts of the world such as North America, South America, Europe, Asia and Australia. This location makes it easily accessible by tourists since transport costs are reduced, and this increases the number of tourist arrivals.

10. ***Presence of developed accommodation facilities*** catering for all needs and classes of tourists such as Hotels, Rest houses, camping sites; coupled with entertainment facilities and dishes in various parts of the country. The national parks have lodges such as Kruger National Park with African-style huts. This increases the number of tourist arrivals. Examples of hotels in South Africa include: Cape Town Blouberg Beach Hotel, Haga Haga Hotel in East London, Trans—Karoo Hotel south of Kimberley, Mountain Peak Hotel and Holiday resort in Kwazulu Natal and Cathedral Peak Hotel in Kwazulu Natal.
11. ***Presence of modern/developed transport facilities*** with railways, roads and air lines comparable to Western Europe and North America. As such the tourists travel to and from South Africa quickly, easily and relatively inexpensive, and more so comfortably. More so the transport facilities themselves provide another attraction such as the electrified railway. This increases the number of tourists.
12. ***Hospitality of the South Africans***/they are welcoming people given the long presence of whites in the country. More so, the end of apartheid changed the attitudes of many people of South Africa towards foreigners, hence accommodating all sorts of people from different parts of the world. This has increased the number of tourists in the country per year.
13. ***The diversity of languages spoken*** which adds to their ability to handle various categories of tourists regardless of social and political consideration. The languages include Afrikaans, English, Kiswahili, Dutch, Zulu, Tswana, and Xhosa. Many tourists have therefore been encouraged to visit South Africa due to easy and comfortable communication.
14. ***Presence of skilled labour to manage tourism*** such as game rangers, receptionists, chefs, tour guides, managers, supervisors in hotels, tours and travel agencies, tour resorts in various parts of South Africa. These have been trained to cope with the world tourism standards, and hence attracting more tourist arrivals from different parts of the world.
15. ***Efficient tourism management standards*** such as by developed Tours and Travel Agencies with experienced management and many of them are linked to international companies which offer attractive tour packages. South Africa has some of the best beach hotels on the continent such as Cape Town to Durban with developed beach tourism that measures to world standards-hence attracting many tourists.

16. **Availability of adequate capital to develop the tourism sector** provided by the government, local and foreign investors. More capital is also generated from mining, industry and farming. This has enabled the modernization of accommodation facilities, developing of more tourist attractions, payment of labour and doing more research in the tourism industry. this attracts more tourist arrivals.
17. **Improved communication and advertisement** (developed local and international publicity), with increased use of local and international news papers , magazines , journals; use of the internet , use of DSTV system. This has increased the number of local and international tourists, since more information is given about the tourist potentials that South Africa has to offer.
18. **Relative political stability of the country** unlike other African countries, which has enabled tourism investment. More so, since the end of apartheid the tourism industry has greatly expanded with the number of overseas visitors increasing by a large percentage. This is because of the improved international image and increased confidence of tourists of South Africa.
19. **Supportive government policy towards tourism development** such as by gazetted national parks and wild life reserves such as Kruger National park, Maputo Elephant reserve; encouraging local and foreign investors in the tourist industry to develop accommodation facilities and in the tours and travel companies. It has also developed road and railway net work. This has modernized the tourism sector.
20. **Good international relationship between South Africa and other countries** due to developed import and export trade such as the Rest of Africa, Asia, North America, and South America. There are also many foreign investors in South Africa. Therefore, many people have links with the country and encourage their colleagues to do business, study and adventure in South African tourism.
21. **Participation in international organizations.** With the end of apartheid, South Africa resumed participation in international organizations from which it was excluded for many years for example the United Nations in 1994 and it also became a member of the Common Wealth in the same year. South Africa is also a member of the African Union and the Southern African Development Community. The delegates pass on information about tourist potentials, hence increasing the inflow of many tourists.

22. ***High level of technology employed***
23. ***Developed research in the tourism sector***
24. ***Historical factor.***

Note: **rafting**—an outdoor leisure pursuit of floating on a lake or river in a raft.

### **Tourism in Switzerland**

Switzerland has one of the most developed tourist sector in the world and tourism is the leading source of foreign exchange and a dominant employer. Switzerland's tourism started way back in the 18<sup>th</sup> century when Europeans admired and described the diversity of scenery and beauty of the Alps. The first were the British who discovered Switzerland as a holiday resort, followed by German visitors. In the last 80 years, the Swiss tourist industry has witnessed a complete revolution to the extent that today it commands a global image.

### **Tourist attractions and tourist resorts**

- 1) **The Alps**—a magnificent mountain scenery which is also snow-capped with many glacial features such as hanging valleys, U-shaped valleys, pyramidal peaks, arêtes, corries/cirques, cirque lakes/tarns.
- 2) **Water bodies.** The Alps are dissected by rivers such as the Rhine River (one of Europe's major rivers), Rhone River, Ticino River, and River Inn. Lakes include Lucerne, Geneva, Constance (Bodensee), Lugano, Maggiore, Neuchatel and Lake Zurich.
- 3) **Wild life** including plant and animal life. In the cooler more northerly parts , there is a mix of deciduous trees and coniferous trees—which are carefully managed to prevent any net loss of woodlands , preserving water quality and scenic beauty. The forests contain animal species such as the deer, fox, graceful chamois, ibex (wild goat); and many bird species such as wood pecker, peregrine falcons, golden eagles, and jay.
- 4) **Industrial centres and urban centres.** Due to the traditional policy of neutrality, many Swiss cities retain their good image such as Zurich, Basel, Bern, Geneva, Blenna, Vevey, Interlaken, St.Moritz, Le Locle, and St.Gallen among others. The main industries are: engineering, watch making, textiles, and chemical industries.

- 5) **Culture and traditions.** Swiss culture especially paintings, music and architecture are of great interest to tourists. There are many roman monuments in the towns of Martigny and Windisch; numerous cathedrals. The Swiss museums found in most towns contain thousands of old and rare works that date from the 8<sup>th</sup> century. The national museum in Zurich houses many historical collections.

**Note: A Tourist resort** is a place which attracts large numbers of holiday makers and having special facilities to look after them. In summer, the greatest activity is in the towns of the Swiss plateau such as Lausanne, Geneva, Bern, Zurich and the shores of Lake Lucerne. In winter the well known resorts are Grindelwald, Kandersteg, Murren, and St.Moritz. St.Moritz has the second largest number of hotels to Geneva.

### **Factors favouring the development of the Swiss tourist industry**

#### **Physical**

1. **Magnificent landform scenery** which includes the Alps Mountain ranges dissected by many rivers and also glaciated with snow capped peaks and features like U-shaped valleys (*e.g. Brunnen valley*), hanging valleys, cirques and pyramidal peaks. The Swiss Jura is also a lower mountain found in the north west of the country and the ranges are separated by valleys and having limestone features. Many people are attracted to mountaineering and mountain viewing.
2. **Varied drainage features** for example Switzerland is the source of four major rivers of Europe, which have their sources from the heavy water precipitation and glacial melt waters of the Alps. **Rhine River** is the biggest river covering the central—northern part. Other rivers are **Rhone** flowing into Lake Geneva, **Ticino** flowing into Lake Maggiore, Inn flowing north east to join Danube River into the Black sea. Lakes include Geneva, Constance, Zurich, and Neuchâtel; which water bodies promote tourism activities like swimming, sun bathing, boat racing, blue water viewing, and sport fishing.
3. **Varied vegetation types** such as a mix of deciduous and coniferous trees which dominate in the cooler northerly parts. The most common deciduous trees include oak, beech, maple, and chestnut. Coniferous trees include spruce, pines and firs. There are also alpine flowers which attract tourists. The vegetation promotes forest walk, flower viewing, and hence a holiday resort for adventurers and study tourists.

4. **Presence of many fauna potentials** such as Chamois, marmot and ibex inhabit the Alpine region as well as the golden eagle and vulture. The forests contain animal species like the deer, fox; and many species of birds like the wood pecker, pheasant, peregrine falcons, and jay. All these promote animal and bird viewing and study tours, hence attracting large numbers of tourist arrivals.
5. **Ideal climate for tourism** and this has given Switzerland an opportunity throughout the year. In summer, the warm sunny days enable tourists to view the magnificent scenery of the snow capped peaks, clear blue lakes, and cascading waterfalls. In addition there is swimming, sun bathing, and boat racing among other activities. During winter, the big attraction is the abundance of snow on mountain slopes enabling ice skiing and ice skating.
6. **Limited viable natural resources** such as due to the rugged relief of the Jura and Alpine regions discouraging other economic activities such as crop growing due to the rocky soils and problems of mechanization. The Swiss Jura is also composed of limestone soils, which are highly permeable and thus not good for farming. Switzerland has limited viable mineral resources. All this has meant that tourism is the best alternative economic activity alongside industry.
7. **Strategic geographical location in the centre of Europe and the link to the Rhine River** which has enabled Switzerland to have a wide market of the rich nations with many people capable of making holiday tours from all directions. About 70% of the tourists approximately come from European countries like Germany, France, Britain, Austria, Belgium, and USA. The remaining 30% are Swiss guests. This implies that the country receives very many tourists per year.

#### **Human factors/ other factors**

8. **Presence of large sums of capital to invest in tourism sector** provided by the developed banking sector (*with a network of over 4400 bank offices covering the whole country*). Many nations and wealth personalities have accounts in Swiss banks. This has facilitated easy converting of currency and provision of the required capital to develop various tourist facilities in form of loans. Many of the bank customers are also tourism investors.
9. **Developed accommodation facilities** such as hotels which are built to keep pace with the tourist demands. Originally, these were small inns and turbans to cater for travelers. Also chalets and camping sites to keep pace

with the demand of holiday accommodation have been set up. These accommodation facilities occupy areas like Geneva, Montreux, Martigny, Zurich and St. Moritz. St. Moritz has the second largest number of hotels to Geneva.

10. **Modernization of transport facilities** such as the electrification of the railway system with modern tracks and locomotives to transport millions of visitors each year to various destinations in the country. About 99% of the Swiss railway is electrified. There are also cable cars and ski-lifts to ferry tourists to the higher grounds. The improved accessibility has meant lowered transport costs and saving time since the means are relatively quick, safe and comfortable.
11. **High level of technology used in tourism** which has enabled the development of cable cars, ski-lifts, and electrified trains. There are hundreds of finely engineered tunnels and bridges across the country's rugged terrain (Trans-Alpine tunnels that permit travel through the Alps). This increases efficiency in the tourism and encourages more tourist arrivals.
12. **Hospitality of the Swiss people/** the Swiss are very welcoming people , whose culture of hospitality results from the fact that Switzerland is composed of diverse people in language , religion and culture ; yet they have stayed together for over 7 centuries. The Swiss are very friendly and always willing to serve the tourists regardless of political and social consideration.
13. **The diversity of international languages spoken by the Swiss people** such as German, Italian, Spanish, English, French, Rhaeto-Romania; and this has helped the natives to comfortably communicate with the tourists regardless of origin. In fact many people are bilingual and with English being the first language to be taught in school , many people become trilingual which has positively influenced service delivery in the tourism industry.
14. **Efficient publicity and advertisement of the tourism sector** such as using internet (*a computer-based global information system*) via which millions of tourists can access information about the Swiss tourist industry. The tourist industry is also well advertised worldwide through newspapers, magazines, televisions, brochures and this has greatly widened the market for the Swiss tourism sector, hence more tourist arrivals.

15. **Highly skilled labour to manage the tourist industry** since tourism has been a tradition for long. This tradition dates back in the 18<sup>th</sup> century when the Europeans admired and described the diversity of scenery and beauty of the Alps. Many people have been trained as hotel managers, supervisors, accountants, tour guides, chefs, and drivers. This has increased the quality of service delivery and encouraged more tourist arrivals.
16. **Efficient tourism management standards** catering for the particular needs of tourists like entertainment and food in relation to modern standards. The Swiss have a genuine art in hotel management with a classic worldwide example. There are many tours and travel agencies which organize tour packages on a very large scale such as air, coach travel, train travel, and arrange accommodation for the tourists in various attraction areas.
17. **Switzerland's policy of neutrality** which dates back since the 16<sup>th</sup> century with the Swiss confederation not being involved in any war. This has made the country politically stable so as to save the resources available for promotion of tourism, unlike other countries which spend their resources on military warfare. A stable political history has also made Switzerland a holiday resort for many people from various parts of the globe.
18. **Switzerland is the headquarters of many international organizations** such as the International Labour Organization (**ILO**) in Geneva, World Health Organization (**WHO**) based in Geneva, International Committee of Red Cross (**ICRC**), and Federation of International Football Association (**FIFA**) in Zurich. This attracts many delegates who are either tourists or even tourism investors.
19. **The developed industrial sector of Switzerland** for example it is the world's leading watch making country based in the Swiss Jura region. The country exports over 97% of her watches and satisfies a large percentage of the world demand. Other major industries include engineering, textiles, chemical and precision instrument industries. Many tourists are attracted to see the advancements in technology in the industrial sector.
20. **Supportive / positive government policy towards tourism** such as large capital investment in the sector, regulated tourism standards through policy, spearheaded and encouraged tourism research to modernize the attractions as well as private investment in the tourist industry. This is due to the need to protect the global image of Switzerland.

### **Problems facing the tourism industry in Switzerland**

- **Competition from other tourist countries which reduces the number of tourist arrivals.** The countries include USA, Italy, South Africa, and Mexico—which countries have many facilities. Some countries like Italy have some similar tourist attractions such as glaciers, wild animals and wild birds. This limits the benefits from the tourism sector by limiting the number of tourists per year.
- **Seasonal nature of tourism which leads to fluctuation in incomes from tourism.** There is a variation in the number of tourists depending on seasons of winter, spring, summer and autumn because the tourists have different interests. For example, some tourists do not want to visit the country during harsh winters. Therefore, the country doesn't receive large numbers of tourists throughout the year; and this undermines the development of the tourism industry.
- Harsh winters which limits the movement of tourists, hence limiting tourist arrivals.
- **Rugged / mountainous landscape in some areas making them less accessible to tourist.** For example, some parts of the Alps are not easily accessible by tourists due to rugged landscape. This limits the tourist from fully experience the tourist potentials. The use of cable cars increases the costs to the tourists.
- **Language barrier in some cases which limits the number of tourist arrivals .** There is a Language barrier between local people and foreign tourists due to some tourists are not familiar with the international languages in many parts, which limits communication with the tourists and hence few tourist arrivals.
- **The threat of deadly diseases today in some parts of the world** such as *ebola*, which limits the number of tourists visiting the country. Deadly diseases break out in various parts of the world such as *ebola* which broke out in many parts of West Africa in 2014. Accordingly, the various countries including Switzerland restricted on the number of people coming from Africa to control the spread of the disease, hence limiting on the number of tourists and hence reduced tourist incomes. Still some tourists

just fear to move around the world to reduce risks of interacting with infected people.

- **Poaching of wild animals which reduces the tourist potentials in the country.** Poaching is the illegal hunting and killing of animals in national parks and wildlife reserves –for meat, hides etc. Some of the animals and birds are threatening extinction and this reduces the tourist potentials.
- **Wild fires such as in the coniferous forests which also reduces the tourist potentials.** Fires sometimes destroy some parts of national parks and forest reserves in some areas. The fires are either intentional or accidental caused by hunters or careless smokers near or in the wild life conservation / tourism potential areas. This undermines the tourism potential and thus limiting the incomes from the sector.
- **Pollution of the environment such as water and air pollution** due to disposal of wastes and emission of dangerous gases which destroys tourism potentials. Pollution is becoming a major threat in some areas with many industries such as the Swiss Plateau. This makes such places less attractive to tourists and thus limiting incomes from tourism.
- **Shortage of labour** to manage the tourism industry. This is because some people prefer to work in other sectors with better payment, and this limits efficiency.
- **Population pressure in some areas which** leads to increased demand for land for both settlement and other activities, hence reducing the biodiversity and hence reducing the number of tourist arrivals.
- Restrictions in the giving of visas, deportation of some people, which limits the number of tourist arrivals.
- World economic recession which has reduced world incomes and therefore reducing the numbers of tourists.
- Terrorism threat in the world today which limits the number of tourist arrivals/ which scares away tourists.
- Accidents due to avalanches, and melting ice which leads to the death of tourists, hence scares some other potential tourists.

## **Tourism in USA**

USA is part of North America and the country has a well developed tourism industry which plays an important role in the development of the country.

### **Major tourist attractions**

#### **a) Drainage features**

These include the St. Lawrence Seaway which connects the Greatlakes region to the Atlantic seaboard. It has several locks, canals and dams. The Greatlakes (lake superior, lake Michigan, lake Huron, lake Erie, and Lake Ontario). Rivers such as Mississippi river, Tennessee river, river Ohio, river Colorado , river san Joaquin and river Sacramento. Waterfalls such as Niagara Falls (known as a natural wonder)

#### **b) Relief features**

These include the Appalachian Mountains in the east (states of North Carolina, West Virginia and Virginia). The Appalachian mountain system is nearly parallel with the Atlantic coast extends up to 2400 long. The Rocky mountain system in the west, the Sierra Nevada Mountains in California.

#### **c) Varied climatic types**

This ranges from cool temperate, warm temperate to arid climate. The arid climate of southern California with plenty of sunshine is a major tourist attraction. In winter season (Nov—Feb.) the tourists engage in skiing and ice skating while in summer the tourists enjoy sun bathing , boat racing and swimming.

#### **d) Wild life**

The varied vegetation types include coniferous forests, Mediterranean vegetation, desert vegetation, sub-tropical forests. Most tropical vegetation and animals exist in the southern sunny states of USA. Also yellow stone national park is famous for geysers and cascading waterfalls.

#### **e) Historical sites and cultural attractions**

USA has several museums such as Newyork international museum; Croker Art Museum in Sacramento, the Oakland Museum of California. The Statue of liberty in Newyork city, the famous Golden Gate Bridge in San Francisco. Mt.Rushmore National Memorial (in the Black hills of Dokota) with

magnificent carvings of America's past presidents (like Washington, Jefferson, Lincoln and Roosevelt).

USA has many cultures ranging from blacks, Red Indians, Spanish, Italians, Dutch and mixed races; with varying ways of life including dressing, dances etc

- f) **Industrial establishments** such as in the Greatlakes region, Newyork, Boston, Pittsburgh, San Francisco, Los Angeles. The industries include: iron and steel, chemical, motor vehicle, food processing, and the unique film industry in California State.
- g) **Water management schemes** which include Tennessee valley project, the delta Mendota scheme in California, Shasta dam and Friant dam in California.
- h) **Mineral resource areas.** These include the Rocky mountain region, Appalachian region, and the Greatlakes region. The minerals include iron ore, gold, coal, copper, petroleum, and natural gas.

### **Factors favouring the development of tourism in USA**

1. ***The varied climate types*** from region to region. The winter season occurs between November and February; spring follows between February and April; summer (April to August) and autumn (September to November). In summer the tourists enjoy sun-bathing, boat racing and swimming while in winter they engage in skiing and ice skating. Newyork area has an attractive sub-tropical (warm temperate) climate. California is an example of a semi-arid especially the southern part (with associated desert features). This leads to large numbers of tourists with varying interests.
2. ***The magnificent landform scenery*** for example the western highlands (Rocky Mountains) running from Mexico to Alaska for 4800km parallel to the coast. The eastern highlands (Appalachian Mountains) running from the end of the St.Lawrence river to the Gulf of Mexico and parallel to the coast. USA also has beautiful beaches on both the eastern and western coasts conducive to accommodate tourists such as Newyork, Boston, and Santa Monica beach on the coast of California. Many people are attracted to mountaineering and coastal activities.
3. ***Presence of varied drainage features*** like Niagara falls, St. Lawrence, the Greatlakes, Mississippi River, Tennessee, Colorado, San Joaquin. Such

water bodies are tourist attractions and also help in transporting tourists and other tourist activities like boat racing.

4. **Presence of varied vegetation types** which include coniferous forests, warm temperate vegetation and desert vegetation. For example the temperate grassland on the interior plateau towards the prairies attracts many study tourists. There are also a variety of flowers and in fact Georgia and Carolinas are famous to be 'homes of flowers'. These attract many tourists for pleasure, curiosity and study tours.
5. **The varied fauna potentials** for example most tropical animals and birds exist in the sunny southern states of USA. The conservation of wildlife is done in national parks, reserves and research centres. The national parks include Rocky Mountains national park, Zion national park and Bryce canyon national park, Grand Teton national park in Salt Lake City, Yellowstone national park. The western states boast of having the most spectacular national parks in North America. USA has bird species like California condor, bald eagle, parrots. All these attract many tourists for curiosity, adventure and educational tours.
6. **Availability of large sums of capital to invest in the tourism sector** provided by the banking sector, wealthy local businessmen, and government and foreign investors.
7. **Well developed accommodation facilities such as hotels, lodges, holiday apartments, and camping sites.** The luxurious hotels attract high-class and middle class tourists especially on the coastal seaboard (New York, Boston, Halifax, Los Angeles, San Francisco). Hotels include Hilton in New York, California Holister beach hotels, and Miami Beach hotels in Florida.
8. **Efficient transport and communication system** with the most dense railway and road network in the world. USA also has the greatest air traffic in the world and world standard airports such as New York airport and John F Kennedy airport in New York, Los Angeles international airport and San Francisco airport. Other transport systems include the St. Lawrence Seaway, Pacific and Atlantic Ocean transport. This facilitates easy movement of tourists to various attraction centres and yet they are attractions themselves.
9. **Efficient publicity and advertisement for the tourist industry.**

10. **USA's position as the head quarters of many international organizations** which include United Nations Organization (UNO) in New York, IBRD (World Bank), international monetary fund (IMF).
11. **USA has been politically stable** for a long time and not been directly affected by major wars since even the world wars were fought off the continent of North America. The peace and stability has enabled the continuous improvement of the tourism attractions, and also gives confidence to the tourists.
12. **Presence of many people in the affluent class (many rich people)** and the country has a high per capita income. This factor avails more local tourists in USA and the development of package tours. The high population of USA further enhances tourism development.
13. **Historical factor and cultural heritage** for example USA is made up of people of various origins such as blacks, Spanish, red Indians, Chinese, and Dutch with diverse cultures. There are also many historical centres/sites.
14. **Presence of skilled manpower to manage tourism.**
15. **The hospitality of the Americans**
16. **The diversity of international languages used**, which include Arabic, Jewish, Spanish, Afrikaner, English, German, Latin, French, etc
17. **Presence of a developed economic activities such as mining, industrial sector, trade , farming etc**
18. **Advancement in technology in the tourism sector.**
19. **Rapidly growing research to promote the tourism sector.**
20. **Favourable government policy towards the tourism sector. The federal governments fund tourism development.**
21. **Strategic geographical location of USA** bordered by the Atlantic and Pacific oceans.

**[Note: The tourist activities include: picnics, educational and scientific research, forest viewing, forest walk, animal viewing, flower viewing, sun**

*bathing, boat racing, rafting, mountaineering / mountain climbing, ice skiing, ice skating, etc*

**Tourism industry** *involves development and conservation of tourist potentials like conservation of nature; transportation of tourists, tour guides and operators, hotel management etc]*

**Guiding questions:**

- 1) Assess the contribution of the tourist industry to the economic development of either developed or a developing country.
- 2) To what extent are physical factors responsible for the development of tourism in either Switzerland or Egypt?
- 3) Examine the factors that have contributed to the development of tourism in Switzerland.
- 4) Account for the growth and development of the tourist industry in either republic of South Africa or USA.