



SUSTAINABLE DEVELOPMENT OF AIR TRANSPORT IN AFRICA

Maximising Benefits of Air Transport & Tourism

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INTRODUCTION

- ▶ Air transport connectivity and accessibility are critical for the development of air transport & tourism
- ▶ Tourism rely heavily on air transport as well as imports for hotels, food and beverage operations for restaurants, catering and other businesses
- ▶ Concurrently, tourism provides passengers and creates opportunities for new and increased business for the aviation sector
- ▶ Thus the relationship between tourism and air transport is mutually reinforcing and inter-dependent
- ▶ Air transport access is especially critical for Island States which depend to a very significant extend on tourism.





AIR TRANSPORT AND TOURISM



- Need for air transport and tourism authorities to collaborate and coordinate their policies to drive the development of these related industries
- Air transport is by far the most effective transport mode for international travel constituting around 50% market share of all transport modes
- The most remote areas can now be reached, which is critical in Africa where surface transport infrastructure is inadequate in many States.



MAKING AIR TRANSPORT ACCESSIBLE

- Tourism is characterized by a high level of price elasticity
- The exploitation of the huge tourism potential in Africa is constrained by high aviation industry costs
- Passenger charges at many stations in Africa vary between \$40-\$120 which is way above the world average
- The price of fuel at some stations in Africa is 2.5 times above world average
- The cost of air transport has a direct influence on the cost of tourism products and indeed on the consumer's choice of destination
- Tourism Ministers and Ministers responsible for civil aviation called upon to lobby for the reduction of high industry costs



FACILITATE GROWTH OF COMPETITIVE CARRIERS

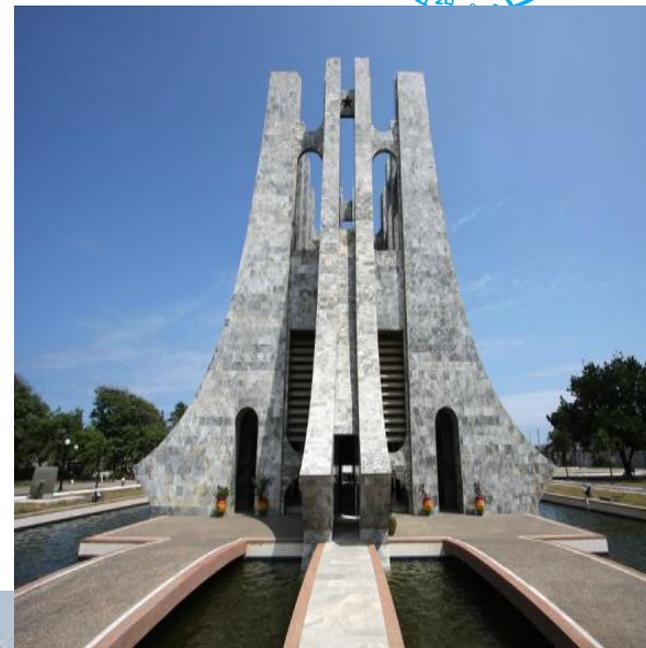


- ▶ A Liberalised air transport will facilitate the growth and development of competitive carriers
- ▶ There has been steady growth of low cost carriers (LCC) in the other continents where air transport liberalisation has taken root but so far not in Africa
- ▶ LCCs have brought several benefits to consumers.
- ▶ LCCs have brought air travel to the mass market
- ▶ LCCs will potentially bring air travel to many secondary points that are currently not viable.
- ▶ Governments will need to reduce the high industry costs to facilitate growth & development of competitive carriers



TOURISM ACCESSIBILITY

- ▶ The accessibility of a destination is an indicator for tourist arrivals, which increases tourist receipts to the country
- ▶ Affordable air transport can make traveling more convenient for destinations
- ▶ Physical & market access to a destination are important & contributes to the attractiveness of a region
- ▶ Travel visa restrictions a major impediment to growth in tourism and air transport
- ▶ Travellers from developed countries, e.g. EU, are facing the least restrictions to travel to Africa than Africans.



TOURISM ACCESSIBILITY (Contd)

- ▶ Inter African tourism would be facilitated if the continent is treated as one domestic market similar to the EU
- ▶ Often takes long to get a visa
- ▶ Some need a visa to transit via some states
- ▶ Where visa required, it should be obtainable at the port of entry & the process should be speeded up to get it in one day
- ▶ Regions urged to adopt uni-visas which facilitate travel in the whole region





PROVISION OF ADEQUATE INFRASTRUCTURE



- ▶ There is need for adequate infrastructure to facilitate efficient, fast and inexpensive movement of people
- ▶ In Africa, air transport and tourism industries are constrained by poor infrastructure at many stations
- ▶ This includes inadequate transit facilities at some airport, need for additional parking spaces for aircraft, irregular power supply which is critical for the employment of information technologies at airport
- ▶ Some major airports urgently need a second runway in case of one being closed for any reason
- ▶ Air traffic services in some states need urgent revamping
- ▶ Tourist traffic will be attracted to airports that are user friendly, are comfortable and convenient



- ▶ Growth in airport, tourism and air traffic capacity has to be accompanied by growth in skilled manpower
- ▶ Governments have a critical role to play and need to work with industry to provide adequate training places and programmes
- ▶ Airlines and tourism organisations need to invest adequate resources to train and retrain people, more than required to take care of forecasted attrition
- ▶ Aviation entities and tourism service providers urged to pay competitive salaries and conditions of service to retain expertise



CONCLUSIONS

- ▶ Many of the travel destinations in Africa rely on air services for their visitor traffic
- ▶ Adequate system of air services is an essential requirement for the successful development of tourism to many destinations
- ▶ The growth of competitive carriers contribute to the increase in tourist arrivals as it caters to the different markets of consumers





Thank You Very Much
Asante Sana
Merci Beaucoup
Gracias Tanto
Muito Obrigado
شكرا جزيلاً

Thank You!

