Implications of Globalization on Sustainable Tourism Growth and Development in Sub-Saharan Africa

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Abstract
Globalization is a phenomenon that has permeated and influenced the whole spectrum of human activities. One such activity is the tourism industry. This is due primarily to tourism’s geographical scale; its spatial linkages, as well as increased tourist flows to all corners of the world, including Sub-Saharan Africa. While the benefits that have accrued to several countries of the world are well known, the impact of globalization on tourism growth and development to Sub-Saharan Africa has not been thoroughly studied. The main objective of this paper, therefore, is to assess the extent to which tourism globalization has benefited Sub-Saharan African countries. The study is based on secondary data sources. The paper submits that some Sub-Saharan African countries have, through globalization, increased their revenues and foreign currency earnings; created additional employment; introduced new technology in transport, communications and e-commerce; and improved their tourism facilities and services to meet international standards. On the social and environmental fronts, globalization has broadened people’s knowledge; created respect for indigenous cultures; contributed to the protection and conservation of historical monuments as well as the physical environments. Some Sub-Saharan countries have attracted multinational corporations through vertical and horizontal mergers, takeovers and integrations. However, the paper also notes that tourism globalization has not been a panacea. It has also brought negative impacts such as price increases in land values and basic commodities; financial leakages and repatriation of foreign currency. Also, an influx of international tourists has led to a change in some African cultural values, resulting in local communities losing their cohesion and commitment to family life, religion and traditional customs. On the basis of the above findings, the paper recommends that Sub-Saharan African governments should closely monitor the negative impacts of the globalization process while continuing to reap the many benefits that accrue from this phenomenon.

Key words: globalization, spatial linkages, multinational corporations, vertical and horizontal mergers.

Introduction
Globalization is a term that cuts across a wide spectrum of academic fields. As a consequence, it has been defined differently by different scholars, depending on their subject perspectives. A geographical perspective presented by Williams (1995) defined globalization as “the stretching of activities across the globe”. Two other geographers, Shaw and Williams (2002), viewed the globalization phenomenon as “a spatial widening of linkages between places, leading to the internationalization of cultures, more global flows of products and services and increased competition”. From these definitions, Mpofu (2008) concludes that the term globalization is broad and that it embraces a complex series of aspirations as well as increased economic and political integration, socio-cultural interactions, and technological interdependence between people and their activities at different location scales.

Tourism is, in many ways, one of the most powerful exemplars of globalization. The increasingly fluid or porous nature of national boundaries has resulted in the geographical scale of travel becoming greater than it used to be. Consequently, the spatial interactions now take place over greater distances and ever wider circles (Shaw and Williams, 2002). This has led to the internationalization of tourism and leisure and more global flows of tourists (Bhatia, 2006). Thus, globalization has become a major factor in the growth and development of international tourism.

Research Problem
The phenomenon of tourism globalization is felt almost throughout the whole world as there are very few countries which have not been touched, in one way or another, by international tourism. According to Bayly et al. (2004) and Waters (2005), through globalization, the trickles of tourists to the most distant corners of the globe have been transformed into large scale tourist flows, resulting in increased host-guest interaction as apparently distant cultures and societies potentially come face to face with each other at local level.
a very large extent, many travelers now conceptualize the world as a single place, leading to increased density of interactions and willingness by many people to travel to tourism destinations throughout the world. However, not many studies have been carried out to assess the extent to which globalization has affected Sub-Saharan Africa.

Research Objectives
The purpose of this study was to explore the globalization phenomenon and its impact on tourism growth and development in the Sub-Saharan African sub-region. Specifically, the study assessed the impact of globalization on international tourist arrivals in Sub-Saharan Africa and the receipts that accrued thereof. The study also assessed the economic, socio-cultural, environmental and political aspects of the phenomenon.

Figure 1: Political Map of the Study Area (Sub-Saharan Africa)

Source: Microsoft (2011)

International Tourist Arrivals
According to literature, tourism is currently the world’s largest industry (United Nations World Tourism Organization (UNWTO), 2008). In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. According to the WTO Tourism 2020 Vision, international tourism will continue to grow at the average annual rate of 4%. This is primarily attributed to the advent of e-commerce in which tourism products have become one of the most traded items on the internet (World Tourism Organization, 2004).

International Tourist Receipts
Tourism is one of the most rapidly expanding economic sectors in the world, with revenue receipts that average over $3 trillion dollars per year. For example, in 2008, international tourism receipts grew to US$944 billion, corresponding to an increase in real terms of 1.8% (UNWTO World Tourism Barometer, 2009).

Impact of International Tourism
The revenue from international tourism has made significant contributions to the economies of many countries of the world. At macro level, it has increased revenues and brought in foreign exchange. At micro level, it has helped in distributing revenue to local communities, thus contributing to rural development, alleviation of poverty and improvement of the people’s general well-being (Bhatia, 2006).

Opportunities for employment creation have been particularly impressive in the tourism service industries such as transportation services, hospitality services and resorts; as well as entertainment venues, particularly amusement parks, casinos, shopping malls, music venues and theatres. In the United States of America, tourism provides over six million jobs, making it the country’s largest employer (UNWTO, 2008).

Because no country is an island, tourism globalization has encouraged social and cultural contacts with ‘outsiders’. By virtue of its basic element of movement, tourism has become an important medium for interaction between differing “civilizations”, thereby broadening the limits of human knowledge (Mpofu, 2009). According to Bhatia (2006: 459), “tourism has always stood as a unique understanding of people”. This means that when tourists come into contact with a place and its residents, a social exchange takes place and a better understanding is created.

On the important aspect of environmental sustainability, the globalization of the tourism industry has improved the environmental standing of many countries. Countries have been able to improve the management of their tourism destinations by protecting them against degradation in order to enhance the tourist experience. Others have gone on to state their preferred rate of tourism growth through the concept of “low-impact, high-value tourists”. To address environmental and sustainability concerns, new destinations have been opened to broaden tourist products; spread the impacts of tourism to new locations.
Politically, some countries have used tourism to promote cultural exchange programs, international contacts and goodwill. This is significant in broadening the sometimes more conservative stereotypes and narrow values of some people, particularly those living in peripheral regions (Mpofu, 2009). After realizing the contributions from the tourism sector, some Governments have taken a leading role in coordinating the development of tourism as well as the maintenance of tourist infrastructure and related facilities and services.

Factors Facilitating the Globalization Process
A number of factors have played a role in facilitating globalization in general and international tourism in particular. These include:

a) An increase in worldwide business and trade;
b) Technological developments in transport and communications;
c) Increased cultural interaction and political interdependence; and,
d) The involvement of multinational and transnational corporations.

International Trade
Trade, the shift to free market as well as foreign direct investment all require travel abroad and have significantly contributed to the growth of the international business tourism industry and the increased movement of tourists in general (Microsoft Encarta, 2000). In some cases, business tourism has been greatly facilitated by the removal of trade barriers between some countries (World Tourism Organization (WTO), 2003).

Technological Improvements
According to Binns et al (2009), tourism is quintessentially linked to the phenomenon of time-space compression. This is because the increased movement of tourists has been facilitated by improvements in transport and communications. According to Shaw and Williams (2002), international tourism has particularly been advanced through long range aircraft, the internet, computer reservation systems (CRS) and e-commerce. Due to the exponential growth in air transport, global travel experiences have shrunk in terms of time and distance, thus allowing tourists to travel to distant destinations with ease (WTO, 2003).

The deregulation of transport industries around the world has also made tourist travel more competitive and allowed the emergence of budget airlines and cruise lines. According to Microsoft Encarta (2000), these low cost carriers are, in fact, the fastest growing trend in the tourism industry. Competition for terminal slots and space, for example, has created the need for air travel to be expanded and harmonized internationally and regionally.

The introduction of computer reservation systems (CRS) and global distribution systems (GDS) in particular, has revolutionized the supply side of tourist services such as the organization and management of tourist businesses. For example, Inkpen (2008) estimated that there were over half a million GDS terminals around the world, connecting most of the world’s airlines to potential travelers. These include some of the largest terminals that allow travelers to choose their airline, check the time of flight, read the rules for travel and reserve their tickets online.

The internet is regarded as the most important development underpinning the process of tourism globalization. According to Microsoft Encarta (2000), the internet has tended to make national boundaries invisible, thus extending the ability of potential travelers to reach out across the globe in search of new travel information and opportunities. Most of the international and regional agencies, airlines, hotels as well as many travel associations and public sector bodies now have their own websites aimed at promoting tourism around the world. The purchase of Internet-based entertainment has also contributed to the rapid global dispersal of new forms of leisure activities.

The advances in e-commerce have seen tourism products becoming some of the most traded items on the internet (Wilipodia.com, 2006), thus making it much easier to choose, book and pay for holidays from the comfort of one’s home. Further, credit cards are now used to pay for any purchases online in many parts of the world.

Regionalization
Increased interconnections between states that border with each other have also facilitated the globalization of the tourism industry. The spatial pattern of regionalization is particularly distinctive in the two largest international tourism flows between the United States of America (USA) and Canada as well as the trans-Atlantic flows between and within Western Europe and North America. In Western Europe, for example, regionalization has brought the promotion of the four “freedoms”, that is, the free movement of capital, people, goods and services which, along with the open skies policy, have allowed companies to expand their operations across international borders (Shaw and Williams, 2002).

Multinational Corporations
Tourism has been characterized by the active but dominant role of multinational corporations (MNCs) and transnational corporations (TNCs). According to Page (2005), some international companies have taken advantage of globalization to seek for new opportunities to grow their enterprises, reap the benefits of the economies of scale, increase their market share, suppress competition, and achieve global dominance. As a result, the world has witnessed a flurry of different MNC and TNC strategies such as vertical and horizontal alliances, mergers, acquisitions, as well as formal linkages (Burns and Holden, 2005). In the field of tourism, for example, some international tour operators today have their own aircrafts and hotels and are able to move millions of people around the globe each year, while some airlines also offer chauffeur and car rental services (Demenech, 2006). Some global firms have also capitalized on these trends and produced standardized tourism products, thereby contributing to the homogenization of the world tourism market.
Within the aviation industry, horizontal integration has resulted in some airlines expanding their operations into different countries. According to Shaw and Williams (2002), brand names such as Best Western, Marriott, Sheraton, Holiday Inn, Hilton, Accor, Inter-Continental, MacDonald’s, Wimpy, and Avis Rent-a-Car have forged horizontal mergers through licensing and franchising.

Research Methodology
A qualitative research methodology was chosen. It utilized secondary data sources, particularly annual reports of the United Nations World Tourism Organization (UN WTO) and the World Travel and Tourism Council. Published and unpublished reports, books and periodicals, as well as the internet were also used as sources of information for this paper.

Findings and Discussions

Positive Impacts in Sub-Saharan Africa
The study has revealed that the phenomenon of tourism globalization has been felt throughout Sub-Saharan Africa, as there are very few countries, if any, which have not been touched, in one way or another, by international tourism. According to Waters (2005), international tourist movements to some parts of Sub-Saharan Africa have become large scale flows, resulting in increased density of interactions and willingness to travel to tourism destinations in this sub-continent.

Tourism Arrivals
According to Reid (1999), of the total number of tourists that visited Sub-Saharan Africa in 1998, about 53.8% of them came from outside the sub-continent, particularly Europe, followed by North America and then East Asia. In part, this reflects the “discovery” of Africa’s potential by the international tour companies, travel agencies and tourists from the developed world. There has also been aggressive marketing by Sub-Saharan African countries, including the Zimbabwe Tourism Authority. According to Hall and Page (2009), international arrivals to Sub-Saharan Africa increased from about 10 million in 1997, to 15 million in 2000, 20 million in 2006, 23.5 million in 2007, to about 23 million in 2008, an average growth rate of 6.8% per annum. This brought the Sub-Saharan African countries, including the Zimbabwe Tourism Authority, to about 27.3 million in 2008, an average growth rate of 6% for the sub-region as one destination has had a positive impact in increasing tourists through the sub-region. As a result, the Southern African Development Community (SADC) increased its international tourist arrivals from 12.4 million in 1999 to 15 million in 2005, an average annual growth rate of 6% [Regional Tourism Organization of Southern Africa (RETOSA) Annual Reports, 2000-2005].

Economic Impact
An increase in tourist arrivals logically leads to a commensurate increase in economic impacts to the countries concerned. (See Table 2.0 below)

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<thead>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>202552</td>
<td>266207</td>
<td>310785</td>
<td>351079</td>
<td>425047</td>
</tr>
<tr>
<td>Africa</td>
<td>4567</td>
<td>5333</td>
<td>6023</td>
<td>6511</td>
<td>7670</td>
</tr>
<tr>
<td>East Africa</td>
<td>797</td>
<td>1116</td>
<td>1251</td>
<td>1404</td>
<td>1888</td>
</tr>
<tr>
<td>Mid Africa</td>
<td>67</td>
<td>202</td>
<td>106</td>
<td>122</td>
<td>118</td>
</tr>
<tr>
<td>North Africa</td>
<td>458</td>
<td>2297</td>
<td>2515</td>
<td>2622</td>
<td>2751</td>
</tr>
<tr>
<td>Southern Africa</td>
<td>745</td>
<td>1243</td>
<td>1515</td>
<td>1816</td>
<td>2238</td>
</tr>
<tr>
<td>West Africa</td>
<td>500</td>
<td>575</td>
<td>637</td>
<td>547</td>
<td>675</td>
</tr>
</tbody>
</table>

Table 1.0 Top Seventeen Tourism Destinations in Sub-Saharan Africa (1998 and 2008)

In 1996, the leading tourist destinations in Sub-Saharan Africa were South Africa (4.64 million), Zimbabwe (1.74 million), Kenya (0.907 million), Botswana (0.660 million), Mauritius (0.435 million), Namibia (0.405 million), Reunion (0.339 million) and Tanzania (0.326 million) (Reid, 1999). From 2000 to 2005, remarkable growth was recorded in Mozambique (37%), Kenya (28%), with South Africa and Mauritius recording 11% each (UN WTO: Barometer, 2006). In Ethiopia, the numbers almost doubled from 103,000 in 1995 to 210,000 in 2004, and reached 227,000 by 2005 (Tekle, 2006). Between May 2008 and May 2009, Ethiopia hosted 383,400 tourists. This was 25,000 more than the previous year (Zinabu, 2009, cited by The Ethiopian Herald, 12 July, 2009).

At regional level, the establishment of the Regional Tourism Organization of Southern Africa and the promotion of the sub-region as one destination has had a positive impact in increasing tourists through the sub-region. As a result, the Southern African Development Community (SADC) increased its international tourist arrivals from 12.4 million in 1999 to 15 million in 2005, an average annual growth rate of 6% [Regional Tourism Organization of Southern Africa (RETOSA) Annual Reports, 2000-2005].

Table 2.0 Tourism Receipts in Africa (US$ 000)
Source: Reid (2006)

Table 1.0 shows that, due to the increase in tourist arrivals in Sub-Saharan Africa, there have been significant increases in government revenues. As a consequence, tourism has become one of the main export activities within several countries of Sub-Saharan Africa. For example, in 2006, South Africa earned $1.738 million, Kenya $0.493 million, Mauritius $0.473 million, Namibia $0.263 million, Zimbabwe $0.219 million, and Botswana $0.178 million (Reid, 2006).

In Ethiopia, international tourism accounted for 9.2% of the...
Gross Domestic Product (GDP) in 1999 and 12.9% between May 2008 and May 2009 (World Tourism Organization, 1999). This was partly attributed to the expansion of infrastructural facilities and the prevalence of peace in the country (The Ethiopian Herald, 12 July 2009).

Although the receipts accounted for less than 2% of the total global earnings, they contributed significantly to Sub-Saharan Africa’s total export earnings, as they increased from 4.9% in 1995 to 10.4% in 2003 (Reid, 2006). As a result of these positive impacts, international tourism is now viewed as a major source of revenue, especially by some cash-starved countries in the sub-continent. As observed by De Chavez (2003), because of its potential to generate much needed revenue, international tourism has also become one of the packages for debt servicing or bail outs for some Sub-Saharan African countries in distress.

According to the WTO (1981), the generation of foreign currency earnings; increase in government revenues from taxation of multinational corporations, airline tickets and hotel rooms; a positive balance of payments; and the creation of much needed employment opportunities are the main positive economic impacts associated with the globalization of tourism in Sub-Saharan Africa.

Although employment data from most Sub-Saharan African countries are often hard to come by, statistics from Kenya, Zimbabwe and Ethiopia was used to illustrate the trends. In Kenya, about 7500 people were employed in hotels, 1300 as tour operators, 500 as safari out fitters, 100 in air charter, 500 in curio sales and 1600 by government and national parks (Harrison, 2002). According to the World Tourism Organization (2009), in Ethiopia, international tourism was expected to account for 7.1% of total employment during that year.

In Zimbabwe, there was a gradual increase in tourism employment, from 16 000 in 1980 to 338 533 in 1999. However, a downward trend was experienced soon after 2000 due to political instability and a bad country image as perceived by international tourists. Table 3.0 below shows employment trends in Zimbabwe, from 1992 to 2000.

Table 3: Employment Trends in Zimbabwe

<table>
<thead>
<tr>
<th>Year</th>
<th>Employment</th>
<th>As % of Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>98 991</td>
<td>2</td>
</tr>
<tr>
<td>1993</td>
<td>108 557</td>
<td>3</td>
</tr>
<tr>
<td>1994</td>
<td>126 250</td>
<td>3</td>
</tr>
<tr>
<td>1995</td>
<td>156 880</td>
<td>3</td>
</tr>
<tr>
<td>1996</td>
<td>197 657</td>
<td>4</td>
</tr>
<tr>
<td>1997</td>
<td>210 278</td>
<td>4</td>
</tr>
<tr>
<td>1998</td>
<td>233 142</td>
<td>5</td>
</tr>
<tr>
<td>1999</td>
<td>238 533</td>
<td>6</td>
</tr>
<tr>
<td>2000</td>
<td>216 350</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Zimbabwe Tourism Authority (2001)

Tourism Multiplier Effects

The globalization of the tourism industry has created new tourism attractions, markets for African products, as well as additional funds for new infrastructures such as roads, new airports, water, power, and telephones which, in turn, have also benefited local residents (Cooper et al, 2008). The on-going refurbishment of the Victoria Falls airport in preparation of WTO Congress to be hosted by both Zambia and Zimbabwe is a good example.

In a bid to remain viable in an environment of hyper-competition, tourism companies in Sub-Saharan Africa have endeavored to provide high quality and standardized products and services in order to keep pace with international standards (Cooper et al, 2008; Burns and Holden, 2005). The presence in Sub-Saharan Africa of outlets such as international hotels, restaurants and car rentals are all intended to provide products and services of international standards.

Within the aviation industry, globalization has seen some international airlines expand their operations into different countries of Sub-Saharan Africa, while others have forged alliances with such airlines as Ethiopian Airlines, Kenya Airlines, South African Airlines and others (Cooper et al, 2008). Sub-Saharan Africa has also witnessed a number of travel agencies and tour operators move millions of travelers around the sub-continent each year (Demenech, 2006).

Horizontal integration has been achieved through contractual agreements with big brand names such as The Holiday Inns, Hilton Hotels, Sheraton, Intercontinental, MacDonald’s, and Avis Rent-a-Car to sell products or provide services on their behalf for a fee. These global connections have greatly increased the stability of some local companies involved in the tourism in Sub-Saharan Africa. For example, some small hotels, food outlets and transport companies have managed to build linkages with larger international companies in order to attain financial backing and become more secure (Knowles et al, 2001). According to Burns and Holden (2005), this has made them less vulnerable to international economic downturns.

Tourism globalization is also being effected through increased interconnections between states that border with each other. The regionalization of East Africa, Southern Africa and West Africa are good examples. The establishment of the East African Community, the Economic Community of West African States (ECOWAS) and the Southern African Development Community (SADC) has laid a promising basis for integrated economic development, including cross-border travel for tourism purposes. The subsequent creation of the Regional Tourism Organization of Southern Africa (RETOSA), for example, has seen the tourism industry being coordinated, facilitated and promoted across common borders.

Socio-cultural Impacts

By virtue of its basic element of cross-border travel, tourism has become an essential medium for interaction and communi-
cation between Sub-Saharan Africa and different western civilizations. This has helped to broaden the limits of local knowledge and the sometimes conservative stereotypes and narrow values of people living in peripheral regions of the sub-continent. In this context, globalization has served as a vehicle for developing and improving of social and cultural understanding through contact with diverse travelers from outside Sub-Saharan Africa.

Because tourism experiences, by their very nature, have to be enjoyed in situ, they of necessity involve a degree of host-guest interaction. This has sometimes created a better understanding and respect for the value of cultures and norms in Sub-Saharan Africa, resulting in friendships being made between international travelers and their African hosts. It has also helped in conserving indigenous cultures in Sub-Saharan Africa, and contributed to the conservation of historical monuments and architectural buildings such as Amapunguwe in South Africa, the Great Zimbabwe in Zimbabwe, and the ancient town of Axum in Ethiopia, among many others.

The globalization of tourism has also helped in reducing and/or breaking down prejudices, barriers, suspicions and other stereotypes that existed among Africans themselves as well as between Africans and international tourists. Consequently, these positive demonstration effects have, in turn, contributed to new gender and inter-generational relationships as well as the broadening of social horizons. Thus, the globalization of tourism is seen as an important medium for developing some understanding across cultural and international boundaries (Shaw and Williams, 2002). International tourism can, therefore, be a major contributor towards international goodwill.

Environmental Impacts
Because it involves in situ experiences, international tourism can bring about positive environmental impacts on some destination countries of Sub-Saharan Africa. For example, in Zimbabwe, it has led to greater protection and improvements of some unique landscapes such as the Victoria Falls and the Matopo balancing rocks, the Great East African Rift Valley, and Mount Kilimanjaro in Tanzania. These have since been declared ‘World Heritage Sites’ under UNESCO. In Ethiopia, eight tourist sites are on the UNESCO list, and two more are in the process of being so declared.

Political Impacts
Because of the benefits that accrue from international tourism, some governments have gone out of their way to attract MNCs to invest in their countries. Others have used public funds to improve their tourism infrastructure at specific resorts. Hotels schools have been established to improve services and, in some cases, visa requirements have been relaxed to improve access to local attractions.

Because the growth of international tourism in Sub-Saharan Africa is sometimes constrained by a negative image portrayed by the international media that mainly focuses on drought, famine, and wars, countries such as Ethiopia and Zimbabwe continue to develop strategies to improve their international image and positioning. For example, Ethiopia has committed itself to establishing an enabling environment and “better investment incentives” (Ministry of Finance and Economic Planning, 2006:57 and 58).

Negative Impacts
Despite the many benefits that have so far accrued to Sub-Saharan Africa, the process has not been without some ills. The problem of financial leakages to pay for imports and other intermediaries, as well as the repatriation of foreign currency has remained a contested issue among some governments in Sub-Saharan Africa. Page (2005) estimated that the average import-related leakage for most Sub-Saharan African countries was between 40 and 50 per cent, while the remainder of the profits was often repatriated to mother countries of multinational corporations. In Gambia, for example, only about 10% of gross earnings from tourism is often retained within the country (Page, 2005).

Some international travel and tour companies often provide the entire package of services to the traveler, from planning of holidays and purchasing of tickets, right through to travel, accommodation, catering and local tours. This arrangement has deprived Sub-Saharan Africa of sizeable profits as international tourists often spend a larger fraction of their money in their own countries. It is, therefore, not surprising that, while Ethiopia is considering increasing the “volumes of tourists and levels of tourist spending”, the country cautions the tourism sector on the need to “minimize foreign exchange leakages” (Ministry of Finance and Economic Planning, 2006:57).

While investment by Multinational corporations is appreciated, they often drive some locally-owned businesses completely out of business because of price increases of basic commodities and land values (Burns and Holden, 2005). As a consequence, some local businesses may suffer a “displacement effect” as they may be driven further away from the tourism core areas into peripheral areas. In Victoria Falls, for example, the availability of basic commodities has declined at the expense of “international” products, thus forcing local residents to travel long distances to buy basic commodities.

In some countries such as Swaziland, the globalization of tourism has been characterized by expatriate labor, mainly from South Africa. Generally, jobs in high positions are often reserved for expatriate employees while locals are employed in lowly paying and seasonal jobs. Parkins (2000) noted in Mozambique and Swaziland that some foreign-owned companies usually built, owned and managed tourist complexes with little advantage to host countries.

From a socio-cultural perspective, an influx of large numbers of international tourists into some parts of Sub-Saharan Africa has led to a change in cultural values, and not necessarily for the better. This is particularly so among the youths who are...
always keen to mimic their American counterparts.

Experience has also shown that, in some countries, the socio-political dynamics of international tourism has resulted in the local community largely losing its cohesion as well as control over its own affairs. Practices such as prostitution, drug dealing, and black markets are among the often common ills in the resort towns of Cape Town, Nairobi and Livingstone. This has negatively affected some local ways of life which involved a stronger commitment to family life, religion and traditional values and greater sense of community co-operation.

From the environmental front, an influx of large numbers of tourists has led to the destruction of the tourism ambience that attracted tourists in the first place. In some Kenyan game parks, tourist vehicles have been seen driving out of the designated roads in order to get a better view of the game (Sidinga, 2006). Similarly, coral reefs are known to have been severely destroyed through tourism. Unfortunately, many multinational corporations do not rank environmental protection among their priorities. As a consequence, the impacts of their operations are hardly monitored.

Conclusion

In this paper, we submit that the internationalization of the tourism industry into a more global export product has brought many positive impacts to Sub-Saharan African countries. However, the accrual of benefits to each country depends largely upon the country’s level of development; the degree of incorporation into the world economy; as well as the investment climate or policy of that country.

To fully benefit from the positive impacts of globalization, some Sub-Saharan African countries need to improve their image on the world stage through an aggressive marketing strategy. It is critical to realize that tourism is a very sensitive phenomenon that involves the movement of people, not goods or commodities. As such, most people will always consider their safety first before choosing a destination whose security is, from their point of view, suspect. This is a basic natural instinct of most human beings.

However, while striving to benefit from this growing industry, Sub-Saharan African countries need to closely monitor the negative economic, socio-cultural and environmental aspects of globalization. This way, Sub-Saharan Africa can have its cake and eat it, too!

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