



# SUSTAINABLE DEVELOPMENT OF AIR TRANSPORT IN AFRICA

## Air Transport & Tourism

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# INTRODUCTION



- } Air transport connectivity and accessibility are critical for the development of tourism
- } Tourism rely heavily on air transport as well as imports for hotels, food and beverage operations for restaurants, catering and other businesses
- } Concurrently, business and 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



- Ø Need for air transport and tourism authorities to collaborate and coordinate their policies to drive the development of these related industries
- Ø Air transport is by far the most effective transport mode for international travel constituting around 40% market share of all transport modes
- Ø The most remote areas can now be reached, which is critical in Africa where surface transport infrastructure is inadequate in many States.





# HIGH INDUSTRY COSTS



- Ø Tourism is characterized by a high level of price elasticity
- Ø The exploitation of the huge tourism potential in Africa is constrained by high aviation industry costs
- Ø Passenger charges at many stations in Africa vary between \$40-\$80 which is way above the world average
- Ø The price of fuel in Africa is about 21% above world average, according to IATA
- Ø The cost of air transport has a direct influence on the cost of tourism products and indeed on the consumer's choice of destination
- Ø 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 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 South Africa
- } Where visa required, it should be obtainable at the airport or the process should be speeded up to get it in one or 2 days
- } 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 tourists
- } 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





**Merci beaucoup!**

