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EFFECT OF CIVIL WAR ON THE PERFORMANCE OF TOURISM INDUSTRY IN AFRICA

.A CRITICAL LITERATURE REVIEW

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**ABSTRACT**

**Purpose:** The tourism industry is playing an increasingly important role in the global economy, contributing 5 percent of gross domestic product (GDP), 30 percent of service exports, and 235 million jobs. The general objective of the study was to examine effect of civil war on the performance of tourism industry in Africa.

**Methodology:** The paper used a desk study review methodology where relevant empirical literature was reviewed to identify main themes and to extract knowledge gaps.

**Findings:** The study concluded tourists will not travel to countries or areas within large countries where they feel threatened. Some relatively recent examples are the 11 September 2001 events in the United States, the bombing in Bali on 12 October 2002 and the Iraq war of March 2003 (and ongoing). When such events occur, there is an immediate and often massive dislocation to country and regional travel affecting performance of Africa Tourism

**Recommendations:** The study recommends that tourism managers should focus on the value of their product to be competitive in the international market. Tourism managers in Africa should garnering strong political support for tourism at a high level in government. The study recommends that tourism managers should focus on the value of their product to be competitive in the international market. Tourism managers in Africa should garnering strong political support for tourism at a high level in government

**Keywords:** effect, civil war, performance, tourism, industry, Africa

## 1.0 INTRODUCTION

### 1.1 Background of the Study

Low-intensity conflicts, civil strife, and war are major threats to economic growth and sustainable development. Globally, there have been about 140 civil wars since the end of World War II. These wars have killed approximately 20 million people and displaced about 67 million (Doyle and Sambanis, 2003). In sub-Saharan Africa, about 20 countries have experienced at least one period of civil war since independence. The situation is particularly dire for countries such as Angola and Sudan, which have hardly experienced any significant period of peace since independence. While the incidence of civil war has decreased globally, the incidence and intensity of civil war in Africa have been on the rise in the past few decades. According to the *Stockholm International Peace Research Institute (SIPRI) Yearbook 2000*, of the 27 active armed conflicts going on around the world in 1999, about 41 percent were civil wars taking place in Africa.

The adverse effects of civil wars on economic growth and development can hardly be overemphasized. The World Bank has labeled civil wars as “development in reverse”<sup>3</sup> because of the reversal effects of civil wars on economic development. The risk of civil war is much higher in low-income countries than in middle-income or high-income countries. Civil wars, therefore, reflect not only a problem for development but also a failure of development (Collier and others, 2003). Between 1960 and 1999, the per capita income of countries affected by civil wars, on average, was less than that of countries that sustained peace. In addition, countries that sustained peace, on average, grew faster than countries affected by civil wars (UNWTO,2018).

Tourism is one of the Africa’s most promising sectors in terms of development. In 2014, Africa received 56 million international tourists up from 26 million in 2000. International tourism receipts amount to US\$ 36 billion or 7% of all exports in the continent. Africa has a major opportunity to harness the potential of tourism to foster development and increase its participation in the global economy. In addition, tourism creates opportunities for millions of host communities in Africa and provides revenues for cultural and environmental preservation (UNCTAD,2017). Creating capacity in Africa to develop and manage a competitive tourism offer is thus fundamental. Tourism products are a key pillar in the development of any tourism destination. The range and quality of the tourism product offering defines the competitiveness and attractiveness of tourism destinations and the visitors’ experience. As tourism to Africa evolves to become an increasingly important socio-economic sector, it is essential for countries in the region to adopt effective strategies for tourism product development; strategies that promote a more competitive Africa tourism offer in the marketplace and comply with the need and desires of prospect visitors. UNWTO Regional Programme for Africa and UNWTO Affiliate Members Programme joined forces, with the support of Casa África, to develop the present report, which aims to provide African destinations with the appropriate tools and techniques to assist them in increasing their competitiveness in the current rapidly changing marketplace.

The African continent is truly adorned with a rich diversity, an abundance of untouched resources, natural beauty, cultural heritage and historical sites, wildlife, safaris, beaches, deserts and much more that, if channeled correctly, could provide considerable opportunities for cultural tourism, ecotourism, adventure tourism and diaspora tourism (Sharpley, 2017).

Africa has been one of the world’s fastest growing tourism regions, growing a small base of just 14.7 million visitors in 1990, to 26 million international tourists in 2000 and 56 million in 2014. –

International tourist arrivals in Africa are estimated to have increased by 2% in 2014. In absolute terms, the region welcomed a total of 56 million international tourists. Africa's 2% rise however represents a clear slowdown on tourism demand after years of solid growth. – International tourism receipts (+3%) increased by US\$ 1 billion to reach US\$ 36 billion. The region maintained a 5% share in worldwide arrivals and a 3% share in tourism receipts. In North Africa (+1%), international tourist arrivals in leading destination Morocco grew by a modest 2%, following a strong performance in the previous year, while arrivals in Tunisia decreased by 3%. Sub-Saharan Africa grew by an estimated 3% in 2014, based on available information (Jenkins, 2015).

Tourism has however been affected by security challenges from violent extremists and terror groups like Al-Shabaab. Due to the terrorist attacks and subsequent travel advisories from source markets, tourist earning and contribution to the GDP has dropped.

### **1.2 Statement of the Problem**

Most research done on Impacts on Tourism focused on terrorism, political instability, negative media, and crimes. However, much has not been covered on civil war on the performance of tourism industry in Africa yet it is equally a salient feature that affects tourism in the emerging economies. Authors like VB Teye analyzes how political instability can cause tourist activities to stop or be cancelled because of war or a coup d'état. Scholars like Hall & O'Sullivan describe terrorism objectives when they target tourist. Sonmez points out how terrorism causes fear and discourages visitors towards certain travel destination and how negative images portrayed during terrorist attacks, or war affect prospective tourist destination.

### **1.3 Objectives of the Study**

The general objective of the study was to investigate effect of civil war on the performance of tourism industry in Africa.

### **1.4 Justification and Significance of the Study**

Tourism being one of the key income earners for Kenya as a country a lot of focus is put on its development. For this reason there is a lot of interest from various parties who are considered to have part in developing this sector. The information obtained through this study was to go a long way to assist the relevant governments in preparation of its plans and strategies. It will also enable the government to identify areas of priority in its budgetary allocation and policy formulation strategies. The information was to be used by development partners, in evaluating the impact of their support to the industry or sector. For example the international community and its funding partners. The study was to assist all decision makers at all levels in coming up with informed decisions in the area of research. The report was to be used as a reference paper, when engaging in decision-making process

## **2.0 LITERATURE REVIEW**

### **2.1 Theoretical review**

Two theories were found to be relevant in investigating effect of civil war on the performance of tourism industry in Africa. The theories that were found to best inform the research constructs are the rational choice theory (Raymond, 1967) sustainability theory (Rene, 1979).

### **2.2.1 Economic Theory of conflict**

The literature on the causes of internal conflicts can be traced as far back as the nineteenth century. As early as 1835, de Tocqueville considered inequality as the fundamental cause of internal conflict. Lichbach (1989) also points out that many revolutions have been based on moving away from repressive regimes and achieving egalitarian ideas. Two competing models usually link inequality with the risk of violent conflict: economic discontent theory (Gurr, 1970) and political opportunity theory (Tily, 1978). According to the economic discontent theory, income inequality is the basis of all rebellions, and if economic inequality is high, violent political conflict will certainly occur. Political opportunity theory maintains that economic discontent is not as important and that political resources and opportunities determine the extent of violent political conflict within countries.

The economic theory of civil war (Collier, 2000a; Fearon and Laitin, 2000; Grossman, 1999; Tily, 1978) views civil war as the outcome of an expected utility maximization decision. Rebels are rational individuals who will evaluate the expected benefits from war against the expected costs. Rebellion is, therefore, a rational decision, and the financial viability of the rebellion is what determines whether a rebellion will be carried out. Utility is maximized by starting a rebellion if the gains from winning the war outweigh the costs of coordinating a rebellion and the likelihood that the government will be able to sustain a massive military effort to contain or put down the rebellion. Collier and Hoeffler model the demand for rebel labor as the outcome of underlying grievance and the supply of labor as the result of expected utility maximization. As per capita income rises, the government's ability to defend itself also increases, and so does the opportunity cost of the rebellion.

The upshot of Collier and Hoeffler's analysis is that wars in developing countries have become less ideological and are principally fueled not by grievance but by greed, the basic assumption of neoclassical microeconomics. Collier (1999, p. 1) argued that "group grievances beneath which inter-group hatreds lurk, often traced back through history" are not significant factors that make a country prone to war. Instead, economic agendas and economic opportunities are far more likely than social or group grievances to cause civil wars. Collier, defending his analysis, argued that justice, revenge, and relief from grievance are public goods and are therefore subject to free-rider problems that are a disincentive for a rebellion. In addition, people are unwilling to fight for a cause unless they are convinced that the rebellion will succeed; hence, initially, rebellions face a coordination problem. Furthermore, there is a time-consistency problem in that potential recruits can recognize that a leader promising to alleviate grievances may, once in power, turn out not to deliver. However, if a rebellion is motivated by greed, it allows the participants to restrict the benefits to themselves and thereby avoid any free-rider problems.

Critics argue that there is little sense in conflicts feeding on both self-interest and concern for the public good at the same time. Furthermore, the complexity of causes and motivation for a rebellion cannot be captured adequately by the grievance variables, which, as empirically questionable measures of attributes of difference or stratification, are crude tools for capturing social relations in their diversity (Cramer, 1999). In addition, Keen (1998) suggests that some economic motivations for participating in conflict, and indeed for perpetuating and sustaining conflict, may only become paramount once a rebellion has already begun rather than being the main deciding factor in starting a rebellion.

### **2.1.2 Sustainability Theory**

Sustainability theory attempts to prioritize and integrate social responses to environmental and cultural problems. It is a model that focuses on sustaining natural, ecological integrity, biological diversity and social systems through proper utilization of resources and cultural changes. In this regard, sustainable tourism and economic growth (Cheng, Hsun & Huery-Ren Yeh, 2010) According to Hall (2008) sustainable development and tourism present change which refers to the movement from one state or condition to another. Sustainable tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving it requires monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary (Tuğba K, & Murat Ö, 2013). Proper utilization of security and involvement of all stakeholders to enhance sustainability and diversification of tourism industries has been achieved through this theory in similar studies.

### **2.2 Empirical Review**

Asongu (2019) conducted a study that complements existing literature by investigating how military expenditure can modulate the effect of terrorism externalities on tourism. The geographical and temporal scopes are 163 countries and the period 2010-2015. The empirical evidence is based on negative binomial regressions. Terrorism externalities were measured in terms of terror-related incidents, injuries, fatalities and damaged properties. We find that military expenditure significantly lessens the destructive impact of these terror-related incidents in order to induce positive net effects on tourism. This finding was robust to all measurements of terrorism. Homicides and violent demonstrations reduce tourists' arrivals whereas the rate of incarceration of convicted offenders has the opposite effect. The analysis is extended to income levels and regions in order to provide more opportunities for policy implications. Justifications for differences in these comparative tendencies are discussed

Ali, (2021) conducted a study to understand Fiji's situation in this COVID-19 pandemic and examine the country's effect on the tourism and hospitality industry. Multiple approaches were adopted to conduct this study. The secondary data were used from various governments, tourism, and hospitality websites. The study findings showed that nearly 900,000 tourists arrived on Fiji shores representing an overall growth of 4.2 per cent for 2018-2019. In 2019, Fiji's tourism revenue was just over Fijidollar (FJD) 3 billion, comprising FJD 2,080 million in total tourism earnings and FJD 958 million in the provision of air passenger services. The pandemic has forced people to use their retirement funds early as they needed to make a living. Fiji national provident fund confirmed that 86,854 applications were lodged. Seventy-seven thousand five hundred seven applications had been processed with FJD49.1 million paid out. The Reserve Bank of Fiji revealed FJD 54.2 million was paid to members on phase one. In contrast, FJD 17.5 million was paid in phase two over ten weeks which is alarming as it's the reserved revenue for the people who will retire in future; thus, the effect of covid will be felt by the people in years to come. A future study can be carried out on developing models that would help the industry overcome any pandemic situation.

Shaikh, (2021) conducted an attempted to fill this research gap by quantitatively evaluating the impact of the COVID-19 pandemic on the GDP output of Pakistan, through collecting the travelling consultant's opinion-based data. For data analysis, structural equation modelling through Smart-PLS software was applied. The findings of the study revealed that the economic

upheaval brought on by the recent pandemic has a deep embedding impact on the tourism industry in Pakistan. The study recommends some useful suggestions for industry decision-makers to cope with the repercussions brought by the pandemic and proposes a policy framework to counteract the emerging challenges.

Mwamburi,(2020) conducted a study that sought to identify the potential of indigenous forest as a tourism products that influence sustainability in Taita-Taveta County, to assess the influence of cultural tourism products associated with tourism sustainability in Taita-Taveta County, to identify the stakeholders involved in forest tourism development and establish their influence on tourism sustainability and to establish the challenges associated with forest tourism products diversification and their impact on sustainability in Taita-Taveta County. The study employed descriptive cross-sectional descriptive survey design. The target population for the study was 35 destination operators and 57 tourists visiting the forests. Purposive sampling was employed to choose 10 destination operators while census sampling approach was used to obtain 50 tourists visiting the forests. Tourists filled the questionnaires while destination operators participated in the interview session. Quantitative data was gathered using questionnaire while qualitative data was gathered using interview guide. Quantitative data collected using questionnaire was analyzed employing descriptive statistics and inferential statistics while content analysis technique was employed to analyze qualitative data gathered using interview guide. The study found out that forest tourism product, alternative cultural practices, stakeholders' involvement in forest tourism development explained 43.2% of the variations in tourism sustainability. Results revealed that forest tourism product were related with tourism sustainability as supported by ( $r=0.258$ ,  $p=0.001$ ). Likewise, the results revealed that alternative cultural practices were positively and significantly related to tourism sustainability as supported by ( $r=0.334$ ,  $p=0.001$ ). Moreover, findings showed that tourism stakeholders' involvement in forest tourism development had positive and significant relationship with tourism sustainability as supported by ( $r=0.193$ ,  $p=0.046$ ). Basing on the results of the study, it was concluded that forest tourism products, alternative cultural practices/activities and stakeholders' involvement in tourism were related to tourism sustainability. The study recommends that Taita-Taveta County needs to take an inventory of the diverse forest tourism products identified. It also recommends that it should be fully profiled and funds for its full establishment be allocated. The investment on the cultural practices should be prioritized in terms of preferences by the tourists.

Umokoro,(2020) conducted a study on the effect of a pandemic on home-based tourism and tourists' decision to appreciate and patronize local indigenous sites, theater, and other tourism activities. An increase in the global spread of COVID-19 pandemic and incessant rise in deaths, especially in renowned destinations, travel restrictions and subsequent closure of international tourist sites; have pulled Nigerian tourists' motivation away from international destinations. A survey of 250 frequent Nigerian travelers reported their cultural experiences before and during the pandemic and their decision to patronize Homebased tourist-oriented activities. The respondents' primary reasons for the push from international destinations were fear of COVID-19 infection, fear of death, and stigmatization. Significant reasons for pull were the low rate of spread, low deaths, and local traditional remedies availability. While the former was significant push factors identified, the latter were perceived as pull factors. However, respondents never considered facilities, weather, and airfares. Thus, this research significantly models local indigenous tourist sites' projection and cultural activities as tools for revitalizing home-based tourism in the post-

COVID – 19 era. It calls on government, tourism industry, and private firms to turn attention towards the revitalization of local indigenous tourist sites and cultural activities to attract tourists to enhance sustainable home-based tourism development

Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. The specific objectives were to profile recreation behaviour of resident, examining antecedent factors influencing residents' recreation behaviour and evaluating residents' perceptions and attitudes towards domestic tourism. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. Ordinary least square model was used to respond to the hypothesis, Pearson correlation was used to measure the relationships between variables while multiple regression analysis was used to reflect al the independent variables. The findings from the study reviewed that the residents' high income means a positive motivation for participation in domestic tourism in Nasarawa State. The findings also revealed that participation in domestic tourism are influenced by hindrances which must be addressed as it is the case in Nasarawa State. In addition, the study provides that residents' perception and attitudes toward domestic tourism were positive and indicate that how a people perceive the concept and activities of domestic tourism has an influence on whither to participate in tourism or not. Moreso, the result shows that the participation of residents in Nasarawa State, Nigeria can bring more positive than negative to the local economy of the state.so also, the findings revealed that public servants in Nasarawa state, Nigeria engage more in business, visit friends and relatives and wine and dine out during their leisure time and preferred friends, co-workers and family as travel companions when their engage in recreation and tourism activities. Friends and internet media were their sources of information about recreation and tourism activities. Recommendations are given on how government and policy makers in Nasarawa State, Nigeria can make contributions to develop domestic tourism. Finally, the study suggests further studies including conducting same research in Nasarawa State to involve all segment of the population as this focused in the public servants which income can be easily measured. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. Therefore, the only way to sustain domestic tourism participation is through the assessment of residents behaviours toward domestic tourism.

Ogembo,(2015) conducted a study to investigate the contribution of soapstone handicraft industry to the growth of tourism activities in Tabaka sub-location in Kisii County; the study employed a descriptive research design targeting soapstone operators and their leaders in Tabaka Sub-location. The sample for this study comprised of five group leaders purposively selected and 85 soapstone operators selected using stratified random sampling method from five soapstone self-help groups in Tabaka sub-location. Data were collected using a structured questionnaire and an interview schedule. Both quantitative and qualitative data were analysed separately and synchronized. Quantitative data was analysed using SPSS software. Qualitative data was analysed using thematic data analysis method then incorporated with quantitative data in presentations and discussions. The results of this study were presented using descriptive statistics such as frequency tables,



figures and graphs while emerging themes were reported as reflected in the analysis. The response rate of 94% was achieved and deemed to be very good. The findings indicated that there was minimal tourism in Tabaka though majority of Tabaka residents were involved in making soapstone handicraft products largely consumed by tourists at different destinations in Kenya as souvenirs to carry home. Stakeholders played various roles where the government engaged in planning and policy development coordinated both private and public sectors but needed to do more especially in marketing and building of appropriate infrastructure. The industry faced challenges that arose from limited education of operators, limited funding, lack of infrastructure and exploitation by middlemen. However suggestions of strategies to overcome the challenges community residents faced were made as the need for the government involvement in creating awareness, to facilitate the acquiring of potential entrepreneurial skills, lack of modern tools and limited marketing knowledge of members, encouragement of stakeholder participation in providing the needed support, government commitment to the building of infrastructure and support structure and enhancing of marketing of Tabaka as a destination of choice. The study recommended a further research to explore the role of tour planners in promoting Tabaka soapstone handicraft as one of cultural tourism products in western Kenya tourism circuit.

Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. The target population of the study was 800,000 residents of Kibera slum who live in a total of 12 villages, 160 employees of Kenya Tourism Board (KTB) and 38 employees of Victoria Safaris. The sample size was 472 respondents, 384 from Kibera, 50 from KTB and 38 from Victoria Safaris. Simple random sampling was used to select 6 (50%) villages in Kibera. Snowball sampling method was then used to select respondents in those six villages. The initial subjects were identified using purposive technique. The subjects from the KTB were selected using convenient sampling method while all subjects from Victoria Safaris participated. Data was collected by the use of questionnaire. A pilot study was run in Kisumu Ndogo slum village. Reliability of the instrument was determined during the pilot study using test re-test technique. The Statistical Package for Social Sciences (SPSS) was used to analyze data. Data was then presented in tables and figures. The results of the study showed that slum tourism is a viable tourism product as majority of the respondents, 435 (92.2%), affirmed this. There was a strong liking for slum tourism across all categories as majority, 396 (83.9%), view it as beneficial to the slum residents in improving their living conditions. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. There is also need for government to develop a policy whose aim is to guide on ways of conducting slum tours. There is also need for Ministry of Tourism to educate the residents on how to take advantage of the venture and open up businesses like tour firms and how to provide other services in order to reap the benefits of slum tourism

Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. The independent variables that were assessed included, sports as a pull factor that interest tourist to the Kenyan market, the extend of sports facilities, hosting of international sports event, cultural sporting activities, beach sports, high and low attitudes training centers, sports for sports icons. The study also looked at effectiveness of marketing, the level of security and political stability. A validated self-administered questionnaire was used to collect the data. The sample size of 776 respondents that were randomly selected for the study included 46 government officials from the Ministry in-charge of Sports and Ministry in-charge of Tourism in the headquarters Nairobi, and 730 both local and international tourists who resided in starred hotels and high altitude training center within the eight tourism circuit were also visited for data collection. The eight tourism circuits included central Kenya region, Nairobi, coastline, southern region, eastern region, north rift, south rift and western Kenya. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. On average 190(26%) of the tourists were of the view that facilities and infrastructure were not adequate while 30( 65%) of the government official were of the same view. 252(34:4%) tourists were of the view that security and political stability was not fully explored for the development of sports tourism in Kenya. 24(52.2%) of the government officials were of the view that Kenya is capable of hosting major international sports events while 221(30.4%) disagreed on the same. 14( 30.4%) of the government officials did not agree on the promotion of cultural activities while 290(39.7%) of the tourist were of the view that cultural event was a viable product for the development of sports tourism. 363(46.77%) of both tourists and government officials were of the view that high altitude training centers were fully explored for sports tourism development but when-it come to low altitude 396(51.03%) of both had no opinion. 117(16%) of the tourists 'were of the view that organization of sports for Kenya's sports icons was not fully explored while 16(34.73%) of the government officials were of the view that it was fully explored. Ministries in-charge of Sports and Tourism needs to encourage sports tourism as a package in the Kenyan market. Recreational sporting facilities should be a requirement for starred hotels in Kenya. The Ministry of Youth Affairs Sports and Tourism should market sports tourism as a tourism package. Ministries in-charge of Sports and Tourism should beef up security; create more high and low altitude centers, and stadia to host cultural sporting events. Ministries in-charge of Sports and Tourism through the Ministry in-charge of Sports and Ministry in-charge of Tourism need to expand sports tourism as a package and encourage its growth in Kenya.

Muthuri,(2013) conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. The UN Commission on Sustainable Development in the Local Agenda 21 maintains thaiif industry and government are to protect and sustain the social, cultural and environmental wealth that attracts tourists, they must build more ambitious and committed partnerships to plan, manage and invest in this wealth. In the National Tourism Policy document, the Kenya Government acknowledges that due to historical inequities in the tourism industry, local people living in tourist host

communities have rarely been involved in sharing of benefits or planning of tourism activities taking place within their community. In view of the challenges posed by poverty especially in the rural areas of Kenya, and the fact that tourism can effectively be used as a tool for fighting poverty, the objective of this study was to understand reasons why local communities living around Meru National Park are not able to take part in tourism happening in their locality with a view to generating knowledge that could inform initiatives aimed at enhancing local community participation in tourism development. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level. Therefore, the study recommends sensitization of community members by the relevant stakeholders on the benefits of conservation and tourism and the role they can play as individuals and as a community in tourism development.

### **2.3 Research gaps**

Geographical gap is a knowledge gap that considers, the untapped potential or missing/limited research literature, in the geographical area that has not yet been explored or is under-explored. For instance Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies test. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. The studies presented a geographical gap as they were conducted in Nigeria while our current study focused on investigating effect of civil war on the performance of tourism industry in Africa.

Methodological gap is the gap that is presented as a result in limitations in the methods and techniques used in the research (explains the situation as it is, avoids bias, positivism, etc.). Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. The studies presented a methodological gap as it used exploratory and descriptive survey research design while our current study adopted a desktop literature review method

Conceptual gap arises because of some difference between the user's mental model of the application and how the application actually works. Muhalia, (2013) conducted a study to assess

the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. The study presented a conceptual gap as it focused on to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya, while the current study on investigating effect of civil war on the performance of tourism industry in Africa.

### 3.0 METHODOLOGY

The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to effect of civil war on the performance of tourism industry in Africa. Three sorting stages were implemented on the subject under study in order to determine the viability of the subject for research. This is the first stage that comprised the initial identification of all articles that were based on effect of civil war on the performance of tourism industry in Africa from various data bases. The search was done generally by searching the articles in the article title, abstract, keywords. A second search involved fully available publications on the subject on effect of civil war on the performance of tourism industry in Africa. The third step involved the selection of fully accessible publications. Reduction of the literature to only fully accessible publications yielded specificity and allowed the researcher to focus on the articles that related to effect of civil war on the performance of tourism industry in Africa which was split into top key words. After an in-depth search into the top key words (effect , civil war, performance, tourism, industry, Africa), the researcher arrived at 10 articles that were suitable for analysis. The 9 articles were findings from Ali, (2021) who conducted a study to understand Fiji's situation in this COVID-19 pandemic and examine the country's effect on the tourism and hospitality industry. Multiple approaches were adopted to conduct this study. The secondary data were used from various governments, tourism, and hospitality websites. The study findings showed that nearly 900,000 tourists arrived on Fiji shores representing an overall growth of 4.2 per cent for 2018-2019. In 2019, Fiji's tourism revenue was just over Fijiandollar (FJD) 3 billion, comprising FJD 2,080 million in total tourism earnings and FJD 958 million in the provision of air passenger services...

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survey of 250 frequent Nigerian travelers reported their cultural experiences before and during the pandemic and their decision to patronize Homebased tourist-oriented activities. The respondents' primary reasons for the push from international destinations were fear of COVID-19 infection, fear of death, and stigmatization. Significant reasons for pull were the low rate of spread, low deaths, and local traditional remedies availability. While the former was significant push factors identified, the latter were perceived as pull factors. However, respondents never considered facilities, weather, and airfares. Thus, this research significantly models local indigenous tourist sites' projection and cultural activities as tools for revitalizing home-based tourism in the post-COVID – 19 era. It calls on government, tourism industry, and private firms to turn attention towards the revitalization of local indigenous tourist sites and cultural activities to attract tourists to enhance sustainable home-based tourism development

Mwamburi, (2020) who conducted a study that sought to identify the potential of indigenous forest as a tourism products that influence sustainability in Taita-Taveta County. The study employed descriptive cross-sectional descriptive survey design. The target population for the study was 35 destination operators and 57 tourists visiting the forests. Results revealed that forest tourism product were related with tourism sustainability as supported by ( $r=0.258$ ,  $p=0.001$ ). Likewise, the results revealed that alternative cultural practices were positively and significantly related to tourism sustainability as supported by ( $r=0.334$ ,  $p=0.001$ ).

Agbu, (2019) who conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism.

Asongu (2019) who conducted a study that complements existing literature by investigating how military expenditure can modulate the effect of terrorism externalities on tourism. The empirical evidence is based on negative binomial regressions. Terrorism externalities were measured in terms of terror-related incidents, injuries, fatalities and damaged properties. This finding was robust to all measurements of terrorism. Homicides and violent demonstrations reduce tourists' arrivals whereas the rate of incarceration of convicted offenders has the opposite effect

Ogembo,(2015) who conducted a study to investigate the contribution of soapstone handicraft industry to the growth of tourism activities in Tabaka sub-location in Kisii County; the study employed a descriptive research design targeting soapstone operators and their leaders in Tabaka Sub-location. The sample for this study comprised of five group leaders purposively selected and 85 soapstone operators selected using stratified random sampling method from five soapstone self-help groups in Tabaka sub-location. The findings indicated that there was minimal tourism in Tabaka though majority of Tabaka residents were involved in making soapstone handicraft products largely consumed by tourists at different destinations in Kenya as souvenirs to carry home.

Chege, (2013) who conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents.

Muhalia, (2013) who conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market.

Muthuri,(2013) who conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level

#### **4.0 SUMMARY, CONCLUSION AND POLICY IMPLICATION FOR FURTHER STUDY**

##### **4.1 Summary**

Increasing visitor arrivals in the non-peak season or seasons can best be achieved by pricing incentives, by diversifying the tourism product, and by the scheduling of special events, such as film or music festivals, in the off-season. The benefits of non-peak tourism accrue to the providers of accommodation and their employees, who might otherwise be released or work part-time, but also to the many beneficiaries of the tourists' considerable discretionary spending

##### **4.2 Conclusion**

The study concluded that as a general proposition it can be said that perceived threats to tourists especially civil war will decrease international tourism flows and cause a substitution effect. For example, the terrorism incidents in the United States have not only drastically decreased the number of residents and citizens travelling outside the country (international tourism).The study also concluded that Tourists will not travel to countries or areas within large countries where they

feel threatened. Some relatively recent examples are the 11 September 2001 events in the United States, the bombing in Bali on 12 October 2002 and the Iraq war of March 2003 (and ongoing). When such events occur, there is an immediate and often massive dislocation to country and regional travel.

### 4.3 Recommendations

The study recommends that tourism managers should focus on the value of their product to be competitive in the international market. Tourism managers in Africa should garnering strong political support for tourism at a high level in government. It is essential for the government to take the lead in creating effective institutions and coordinating mechanisms to maintain a dialogue with all stakeholders. Understanding the vital role played by the private sector and the need for government to create an enabling environment for investments, as well as to provide supporting infrastructure for those investment.

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