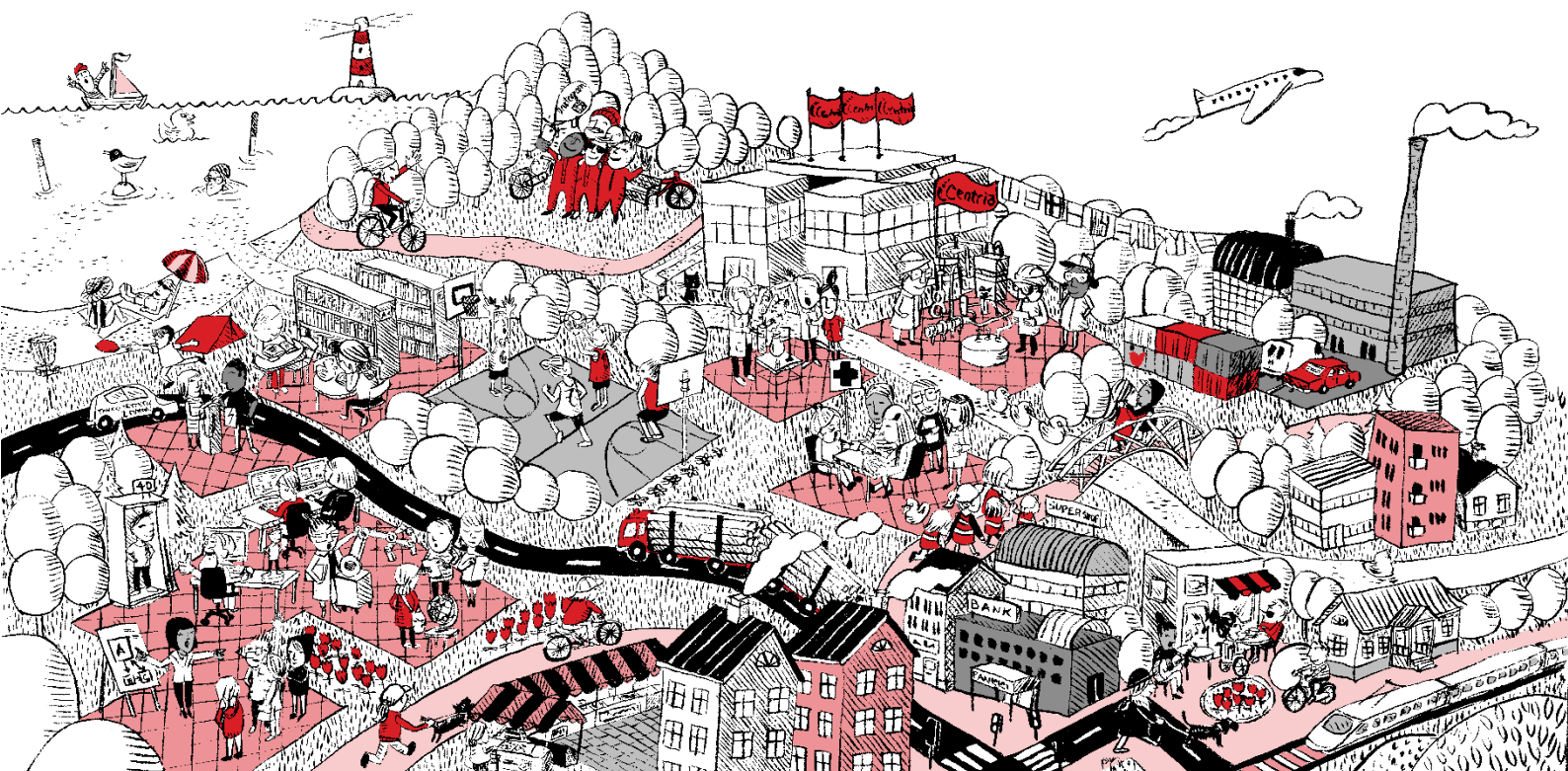


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TOURISM IN CAMEROON

Impacts of Tourism in Cameroon

Thesis
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ABSTRACT

Centria University of Applied Sciences	Date April 2021	Author Rismond Takor
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Instructor Gwendolyn Ndi, Global Bush Travel & Tour, Douala,Cameroon		Pages 50+4
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<p>It is an unarguably fact that the introduction of Tourism Business has greatly influenced many countries in Africa and Cameroon isn't excluded. It started in Cameroon in the 1970's under the leadership of president Ahmadou Ahidjo, and it was quite a small sector by then. In recent times, the sector has been greatly improved and it is amongst the first 10 priorities of the nation.</p> <p>This thesis is aimed at identifying the extent at which tourism has contributed to the economy of Cameroon. This is going to provide recommendations to the commissioner of the thesis for a better transformation and development of its activities.</p> <p>The main tool used for the study was questionnaire. Due to the current location of the researcher, it was deemed appropriate to use questionnaire. Administrators who represented the researcher administered this. The responses from the questionnaire was combined with the information gathered from the theoretical part; recommendations were made to the commissioner as well as other readers who find this thesis necessary.</p>		
Key words Tourism Business, Leadership, Development, Economy, Transformation.		

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1 INTRODUCTION

Generally, a well-structured tourism sector in a country would go a long way to guarantee hope for the future generation, growth to the economy, stability, and as well, a well-functioning national economy. Protecting today's animals' and plants' life means creating a chance of survival for the future generation. A well-organized tourism sector goes to boost the economy of the country, creates jobs, educates and enlightens people about their environment, improvement of living standards etc. Tourism does not end in the home country, but it is also an export product to other countries, thereby selling the country's image to the rest of the world, positively.

The main aim of this thesis is to identify the extent at which tourism has contributed to the economy of Cameroon. The thesis will give a highlight of some theoretical studies made by some other authors about the main topic under study. The background history of tourism in Cameroon, tourist destinations, challenges faced by tourists whilst in Cameroon and the various types of tourism activities practiced in Cameroon will be discussed.

The objective of this thesis is to find out how the introduction of tourism business has helped to grow the economy of Cameroon. The thesis will project how many jobs the sector has created or offered to Cameroonians. I will also investigate the number of entrepreneurs that were created or encouraged as a result of the introduction of tourism business in the country. Both the theoretical and empirical parts of the study will be looked into, to see the connection or link between them.

The commissioner for this thesis is Global Bush. This is a company that handles tourism activities in Cameroon. They play the role of making sure every tourist that gets into Cameroon for tourism purposes, gets satisfied with their aim of visit. They provide almost every help and assistance that a tourist would need whilst in Cameroon. What stands as a motivation behind this thesis is to attract or draw recommendations to the commissioner in one way or the other that would help improve its way of operating or doing business.

The method used in collecting data was the questionnaire method. The questionnaire was basically designed with both closed and open-ended questions. The questionnaire targeted mainly business owners, both large- and small-scale businesses. The responses that followed suit were then concealed,

analyzed and then presented in charts with further discussions. Conclusions were then taken based on the data that was collected.

2 COMMISSIONER

This chapter gives a cursory account about the commissioner of this thesis, Global Bush. Global Bush is in Bonamoussadi, Douala in the littoral region of Cameroon. Global Bush is in a strategic location which is quite easy for tourists who enter Cameroon through Douala to easily get access to their services without stressing, added to the fact that Douala is the economic capital of Cameroon. Global Bush was founded in the year 2010 by Mr. Wainfen Victor and one United States of America based partner who had decided to remain anonymous from the onset. For about some years, the company was being managed as a joint business. According to reports, Global Bush is today owned by just one man. The USA partner decided to sell his own share of the company to his partner Mr. Wainfen who today stands as the CEO. (Wainfen 2020.)

The CEO of Global Bush decided to initiate the company as a family business, he mainly employed his closed family members as top-ranking personnel in the company to make sure that everything goes smoothly. To him, it was a brilliant idea until his initiative started failing because most family member workers neglected the business and mismanaged funds et other properties of the company. He later employed Miss Ndi Gwendolyn who manages the company so well till date. Global Bush offers a wide series of services to majority of tourists who enter Cameroon for tourism purposes. Example of such services are airport pick-ups, provision of accommodation, security, visa assistance, travel tours etc. Global Bush has partnership with other tourist companies such as (ASTA) American Society of Travel Agent. Global Bush, a sub-regional travel agency located in central Africa has the following places as other destinations they help to organize tours and in arranging visas for tourists: Angola, Chad, Congo, Congo DRC, Gabon, Guinea Equatorial etc. (Ndi 2020.)

Tourism business like most other businesses tend to be seasonal at times, but according to Agbor Ben, in Global Bush, their company has never faced this problem before. According to him, Global Bush operates during all the seasons in Cameroon be it during the dry or rainy season. This is key noted to the fact that Cameroon operates in different types of tourism activities which suit the various seasons in the country. According to him the three main types of tourism they operate in Cameroon are eco, cultural, and wildlife tourism. This goes to say that, they always have tourists who visit the country all year round to take part in one of the above-mentioned forms of tourism. It is also important to note that the Cameroon-Anglophone crisis has somehow slowed down tourism activities in the country since most touristic areas are found in the Anglophone regions of the country, he added! Talking of eco, and cultural

tourism especially, one would have to make mention of mount Cameroon, high prolific and beautiful cultural palaces in Bamenda, the lake Muanenguba etc. All these are found in the Anglophone regions of the country and with the ongoing crisis, it is a bit scary for tourists to visit there, he said. The only part left is the wildlife tourism sector which is mostly found in the northern regions of the country, are also affected sometimes by the Boko-Haram terrorist group that has been disturbing many countries in the west and central African zones. Amid all these issues Global Bush and other tourism companies in the country still operate due to adequate security put in place by the government. (Agbor 2020.)

Global Bush has won numerous awards from the ministry of culture as the best tourism agency in Cameroon for 5 years straight. Global Bush has offices in the two major cities of Cameroon, that is Douala and Yaoundé. The head office is found in Douala, the economy capital of Cameroon. Global Bush has about 11 workers in each of the branches. These workers are mostly those in the office. They also have specific freelance workers who are being called up when there is a huge influx of tourists in the country. These freelance workers help with data collection and field assistance when the tourists (accompanying tourists to the touristic sites). The currency being used in Cameroon is the Communauté financière d'Afrique (CFA). The company records millions of FCFA every year, and they have been making great profits since its establishment in the early 2000. (Oyanga 2020.)

3 TOURISM DEFINITIONS AND RELATED TERMS

Tourism is a very broad term. Different persons have different thinking or definitions of tourism. It is important to note or understand that these various definitions all comprise to make up the definition of the word tourism, which are all correct and understandable to their various extents. Some people define tourism as an act when one leaves his/her home and stays away in pursuit of relaxation, creation, and pleasure. It will be surprising to know that even those who travel on daily basis as tourists, if asked what tourism really means, they will find it difficult to define. Although tourism has different definitions and understandings, it is a fact to note that there is always a key aspect in the various definitions which if excluded or not taken into consideration, it would or may therefore not define tourism. The key point is always that tourism is that activity that takes people out of their homes for not more than one consecutive year. This is to say that tourism must not elapse above a year. (Mbiakop 2012.)

Tourism could also be defined as a social, cultural, and economic circumstance that entails the movement of people from their habitats or homes of origin to different areas or locations for various purposes. These travelers are usually termed visitors which may usually be tourists or excursionists; be it residents or non-residents of a said location. Tourism in this context would have to do with their activities, which comprises of tourism expenditure. (UNWTO 2005a.)

Besides, it is the act of spending time away from your family or home with the aim of pursuing certain aspects such as recreation, adventure, relaxation pleasure, research etc. It could still be spending time together with your family away from your original habitat. This pursuit goes along with the commercial provision of services notwithstanding. Tourism today, stands as a product of modern social arrangements, that probably began in western Europe around the 17th century, even though it has antecedents regarding classical antiquity. (UNWTO 2010.)

Dynamism and competition are the main characteristics of tourism. As a tourist industry, it must be dynamic and competitive especially when it comes to adapting to customers. Therefore, it is an industry that requires the consistent adaptation to customers' desires/wishes or needs, since customers' satisfaction, fulfillment and security are always frontline objectives of tourism business. (go2HR 2010).

Furthermore, as broad as tourism is, one would get to discover or see more analysis and definitions of it. From the beginning or start of humanity, people had been traveling. But by then the purposes or

motives for traveling were different from those of recent times. People travelled to acquire resources (do business), food, water, safety and security etc. These were the main motivators of traveling at that time. Sooner or later, the idea of travel for discovery and pleasure came in place. Traveling has always been depending on innovation (technology) in order to determine the mode of travel. Those who traveled for tourism purposes by then, walked or rode domesticated animals. The coming of wheels and sails emerged as new transport modes for travelers. (Tourism teacher 2020.)

Macintosh and Goeldner mention; excursion is the movement of people for leisure motives or purposes but must be in less than 24hours of time. Foreign tourists explain that it is any traveler who goes beyond his/her territorial boundary into another country for at least a time frame of a day. Travel could be the act of moving outside your region into another region for leisure or business purposes, but not for business or school motives. A visitor is anyone who travels out of his/her usual country of residence to another country for different motives or interests aside any other purpose that would generate him/her income in the visited country. (Macintosh & Goeldner 2002).

Most at times, a lot of people get to be confused between tourism and exploration. These two sounds and look kind of similar but are different in that tourists follow a “beaten path” that they benefit from such as already established systems of provision and as befits those who seek for pleasure, are generally protected and insulated from danger, difficulty, embarrassment etc. However, tourism gets to overlap with other activities, interests, and processes that include for example, pilgrimage. As a result, this gives rise to other categories of tourism such as, business tourism, sports tourism and medical tourism. Medical tourism is simply international travel that is undertaken with the purpose of receiving medical care. (Stainton 2020.)

3.1 Exploration

Exploration, could be described as a trip, but more than just a vacation. This entails the going to somewhere with the purpose of new discovery, and to examine new things. This therefore means that exploration is what you undertake or do when you want to just know more about what is happening or going on out there in this wide beautiful world. A very good example of a renowned explorer was Christopher Columbus who discovered West Indies, today known as the United States of America. Others like Neil Armstrong who fashioned their time in researching more about the functioning of other planets such as the moon. One need not necessarily go to the library or dictionary to figure out about the definition, this is because once you start researching or studying something, you could or can still say you are exploring or doing an exploration. In other words, exploration could be the traveling that helps add one's knowledge about something that could relatively benefit an entire nation or globe (Webster 2021.)

For the past two or three decades, tourism has shown a steady increase where touristic activities have become transformed into real industries. In recent times, one can witness that, there is a continuous growth in how people have dedicated themselves in spending their leisure times. There is some great interest in the development of what people consume during these leisure times, especially during holidays. As leisure times increase during the past years, bettering the living conditions of individuals, the demand for tourism has also increase. Globally nowadays, one can side it out clearly that the time for tourism activities has increased drastically while that for working is proportionally going on a low. This is to say that, people have come to understand the importance of taking off time to relax, travel, catch fun, and create leisure time for themselves (Walton 2012.)

3.2 Excursionist

An excursionist could be defined as a visitor who stays temporary in a country. The keyword to take note of here is "temporary". This actually means that the visitor stays no longer than 24 hours in the visited country. Excursionists are more like cruise passengers; they do not stay for longer periods of time. They spend the most and best moments of the few hours they have in the same arena and leave as soon as their mission is over. (Tamika 2012.)

Moreover, an excursion could be a short trip or rather an outing to some location, which is usually for a designated purpose and with obvious prompt return intentions. An example could be weekends on trains, ships etc. to a particular location with friends or family. (British Dictionary 2021.)

4 TOURISM IN CAMEROON

“All of Africa in a single country”. This is a popular slogan that is usually used to describe Cameroon because the country has in abundances everything that could be found in Africa. Tourism gets so interesting in Cameroon because the country has a lot of different types of tourism and touristic sites to visit. There are variety of different animal species and plants. In Cameroon there are species of natural things that can’t be found in any other part of Africa, thus the slogan “Africa miniature”. Cameroon has a diverse cultural background spread over 200 ethnic groups. An outstanding botanic, geological and ecological potential. The country’s wildlife is in its natural form with different climatic conditions. For such reasons, tourism has however been ranked amongst the top 10th priorities of the president of the republic. Cameroon has an extensive sea site and a wide beach that extends about 400 km to the Atlantic Ocean. Limbe and Kribi are the two coastal cities of the country where sea and beach loving visitors can spend memorable times. Inland tourism could also be carried out to other locations from these cities (Mphoweh & Futonge 2009.)

The year 2017 was one of the best years the country recorded a huge number of tourists. Cameroon had a total of 1 million tourists this year. This placed Cameroon in the 131st tourism country in the world according to statistics that year. Cameroon was again ranked the 3rd tourism country in Central Africa in absolute terms and 170th in the world. In this year, the country generated about \$682m from the tourism sector alone. This same year, the GDP of the country rose by 1.7%, and 63% of every international tourism receipt that took place in the central Africa zone (World data 2017.)

In Africa today, tourism stands out as one of the most important sectors that generates income to the economies. Before, people didn’t see or realize the importance of tourism to a country until its proceeds showed positive. In 2015, tourism in Africa generated \$39,2b and created over 9.1million jobs within the sector. World’s tourism generates about \$1,896b. The greatest share of this income ends up in Europe, with almost 40% of the total. It is no doubt that Europe has the highest number of tourist visitors worldwide (Signe 2018.)

Since the 1970’s, the government of Cameroon had created the ministry of tourism in Cameroon under the leadership of president Amadou Ahidjo. The government encouraged investments in the sector by airlines, hotels, travel agencies, security agencies etc. In those days, traveling was not as easy as it is today, so the number of tourists were quite small. In recent times, the government of Cameroon has

passed a lot of degrees and signed documents encouraging investors in the tourism sector. The government has invested millions of FCFA in the sector to help boost the morale of investors. In Cameroon today, tourism stands as one of the most contributing sectors in the country. Foreign investors too, have been given room to partake in the sector (YourInfo 2018.)

The emerging of tourism in Cameroon amongst other sectors, has greatly upgraded the standards of living of most Cameroonians, as most have gained direct employment in the sector. The GDP of the country too has been boosted. The consideration of tourism being one of the most booming sectors in Cameroon by the government comes with other reasons apart from income. One of these reasons is because tourism exposes Cameroon, and its rich diversity in culture and other aspects to the entire globe, thereby selling a wonderful image about the country. Most university graduates now have hopes of getting a job after studies. This alone has encouraged so many youths to concentrate and take their studies seriously (Business In Cameroon 2021.)

4.1 Background of Cameroon

Cameroon is a country that is found in the African Continent. Cameroon is found in Central Africa and it is bounded by Nigeria, Gabon, Central African Republic, Equatorial Guinea, Chad, and the Republic of Congo. Cameroon has an ethnically diverse population, which makes it the most urban in Central Africa. Yaoundé, which is in the South-Central part of the country is the capital city of Cameroon. The name Cameroon was derived from Rio Dos Cameroes which means river of prawns. This name was given by Portuguese explorers who visited Cameroon in the 15th century and named it after the river Wouri estuary. The appellation was also used to describe the river's neighboring mountains, until the late 19th century when the English confirmed the term (the Cameroons). Later in the 1884, the Germans who also came into Cameroon for exploration reasons, also named it Kamerun which still went along the name of the present Cameroon. Cameroon has a diverse in geography, having the coastal plains in the south west, plateau in the center, mountains in the west, and in the north are found the plains. Cameroon has a multi-party regime system, headed by a president as the chief of state and the head of government by a prime minister. Regarding the economic system, Cameroon has a mixed economic system with variety of private freedom mixed with a centralized government and economic planning. The nation Cameroon is also a member of the Economic Community of Central African States (ECCAS). (Benneh 2000.)

Cameroon is a land of abundance mineral resources, ranging from timber, copper, oil and gas, etc. Cameroon has two official languages, which are English and French. The French language is pretty much dominant over the English language, because vast area of the country was colonized by the French and the remaining area by the British, thus the name French and English Cameroon. The main religions practiced in Cameroon are Christianity and the Islam faith. Nevertheless, there are also a small number of other religions and faiths. Cameroon is termed “Africa in miniature”, which means, it is a land that has everything in it. This is to say that, Cameroon has certain natural species of things that cannot be found in any other African country, whereas there is nothing that could be found in Africa that Cameroon doesn't have. This sole reason gives or makes Cameroon a great destination for tourism. Most tourist who finds pleasure in visiting Africa for tourism purposes are never satisfied until they visit Cameroon. Africa in miniature, Cameroon, has diverse landscapes, that go to represent Africa's major climatic zones. The country is full of natural features like tropical rain forests, mountainous areas, white beaches, sparse deserts and savannah grasslands. Living in Cameroon or choosing Cameroon as a tourist destination would always be the best because it is all of Africa in one. (FamousWonders 2001.)

The tourism industry in Cameroon for over the years, has been a growing but a relatively small one. The government of Cameroon had long created the ministry of tourism as far back as 1970. The government also played a vital role by encouraging investors who wished to invest in hotels, travel agencies, and airlines. The wildlife of Cameroon attracts both big-game hunters and safari-goers, since the country stands out as home for many of the continent's iconic animals such as, cheetahs, chimpanzees, elephants, giraffes, gorillas, hippopotami, and rhinoceroses. The country's poor transport infrastructure is one of the major holdbacks for the tourism industry. The government under the former president Amadou Ahidjo had long (1974) put in place programs to help increase and encourage tourism in Cameroon. The president gave a special status to the tourism sector and established the “General Commissariat of Tourism). By the year 1975, the president reconstituted the tourism organ as “Delegation for Tourism”, whose aim or function was to attract and encourage investors to invest in airlines, hotels, and travel agencies. The secondary aim was to publicize tourist literature and publicize Cameroon through advertising. (Longley 2020.)

Both president Ahidjo and his successor Biya, have put in aside different forest reserves and game for the purpose of touristic draws, improving air, rail, and road transportation. All these have been prioritized to popular tourist sites. Regarding the tourism infrastructure in Cameroon, one can say it has greatly improved over the years and has a future. In the year 1960 the country offered over 37 hotels with about 599 rooms for tourism purposes. There number however over the years rose to 203 with 3.229 rooms by

the year 1976. By the year 1980 the country offered over 7,500 hotels rooms, with a good number them found in the major cities of Douala and Yaoundé. In the year 1971, about 29,500 tourists visited Cameroon. The number however increased to 100,000 tourists by the year 1975, and as well rose 130,000 by the year 1980. It is important to note that, most of the tourists at that time came from France, Canada and the United Kingdom, of which most of them were business travelers. The tourism industry has however made significant steps since the 1990s. (TIB 2016.)

4.2 Tourist Destinations in Cameroon

As stated in the paragraph above, Cameroon stands as Africa in one. Cameroon has more than 200 ethnic groups spread all over the ten regions. These ten regions exhibit at least one or more touristic locations or attractions that could pull tourists and visitors. The country has plenty of wildlife with different species of animals, beautiful mountains, landscapes, beaches, iconic traditional palaces, gardens, parks etc. This has so far ranked tourism one of the most important sectors to the president of the Republic of Cameroon, and he does everything possible to keep encouraging the tourism sector in Cameroon, by boasting and encouraging investment in sectors such as airlines, road transportation, hotel etc. (Nzembabyie & Nzembabyie 2009.)

4.2.1 The Waza National Park

The Waza National Park in the far north region of Cameroon has plenty of species of animals that enhance wildlife. Waza National Park stands out as one of the most visited parks in that side of far north Africa. The animal community (population) is so big that it even has endangered species such as giraffe family, antelopes, bird species, jackals etc. The park was discovered around the year 1934 and was first used as a hunting ground. By the year 1968, it was then turned into a national park covering a land area of 1,700 km and was made the UNESCO biosphere reserve that same year. In Waza Park one can see animals in danger of extinction due to dreadful conditions and since the park had ones been used a hunting milieu. Since the park is in the far north region of the country, it had sometimes been facing droughts due to very dry climatic conditions. At the Waza National Park, one can still see animals that survived drought and hunting. Such touristic scenes do attract tourists worldwide. The Waza Park is one of the highest touristic sites that brings in money into the country's coffer regarding the tourism sector.

At the Waza park, one could see elephants in their waterholes, 370 bird species, giraffes always bending to take care of their younger ones. (UNESCO 2020.)

The most favorite period to visit the Waza National Park is during the dry season, that is from December to March because the view of the park depends on the season. During this period, the animals in the park are forced to gather mostly around the waterholes for water and shade. During this period, nearly all the species of animals in the park could be seen, such as giraffes, elephants, hyenas, lions, gazelles etc. Regarding accommodation, tourists are always made to know that the park is isolated far away from residence, thus the only place left as accommodation are the park's bungalows. The bungalows are well spaced to accommodate a good number of tourists with private baths. There also exist the visitor's center which helps to locate tourists to some other types of accommodation which are better than the bungalows but goes with a price. Each tourist would have to hire a guide for each day for an insignificant payment (token). There also exist the safari trips in the Waza Park, but one must bring his/her own four-wheel drive car alongside a guide. (Vigneron 2001.)

4.2.2 The Mount Cameroon National Park

The Mount Cameroon national park is a touristic site one must or needs to visit while in Cameroon. For many years, the mountain has been existing before the creation of a national park, to enhance tourists and other visitors. In the year 2009, the Mount Cameroon national park was created following a decree No 2009/2272 of the prime minister's office on December 18th, 2009. The park is said to have an all-surfaced area of about 58,178ha. The peak of the mountain is found at 4°13'N and 9°10'E. There exist about eight biodiversity hotspots in the Gulf of Guinea forests and mount Cameroon national park is amongst those, with a very rich, diverse, and partly endemic flora and fauna. The park's surrounding and the park itself, exhibits different types of ecotourism potentials. The mount Cameroon, also known as mount Fako stands out as the highest mountain in west and central Africa, and the fourth in Africa. Mount Cameroon is located close to the Atlantic coastline of the Gulf of Guinea. The mountain has a huge volcanic mass with a peak of 4,100m. (Namuene 2015.)

As of date, the park is working with about 41 communities who share boundary with the park directly, with a population of between 40 and 14,000. The plan to manage this was put in place in the year 2014. The main aim globally, is to conserve the mountain ecosystem and its environmental services through collaborative management while promoting ecotourism. The mountain, for over the years has

been having tourists from all over the world who visit it for various purposes. The government of Cameroon in collaboration with MTN, one of the major telecommunication networks in Cameroon, usually put in place yearly competitions around the mountain area such as mountain race, and other sporting activities which pulls tourists from all over to come and witness. This racing event is usually referred to “The Cameroon race of Hope”, where prizes in different forms are usually won by those participating in the race. Majority of the tourists who visit the mountain area usually come from USA, Britain and other parts of Asia and Europe (PSMNR-SWR 2014.)

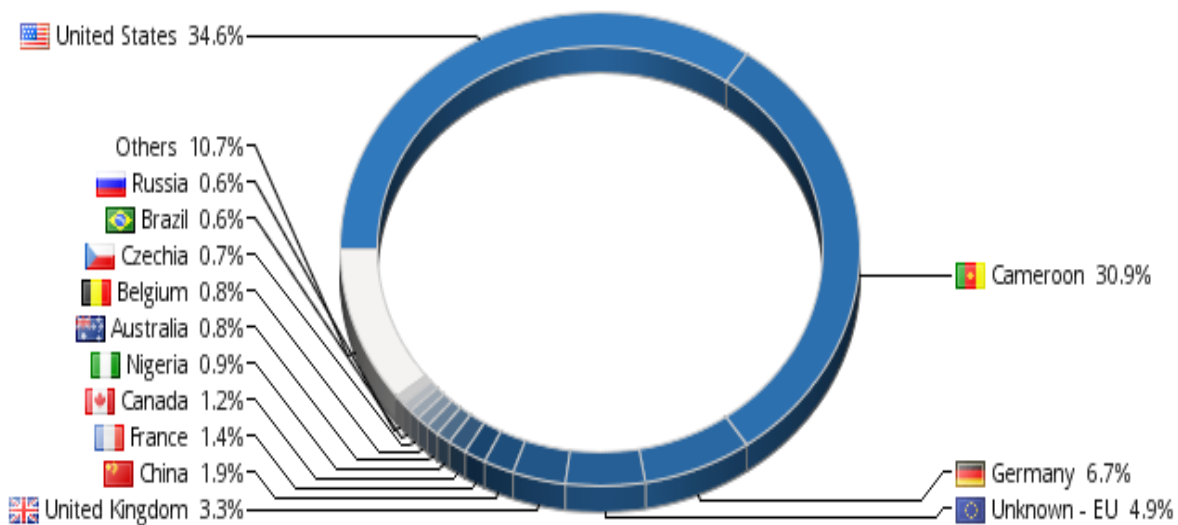


FIGURE1: Countries that have visited the mountain area in percentage (Adapted from IUCN 2014)

4.2.3 The Takamanda National Park

The Takamanda National Park came into existence far back as 1934 under the British Colonial era. At that time, it was just a forest reserve with production objectives. This is to say that; the park was reserved mainly for logging. The national park later gained a national park recognition in the year 2008 under a Prime Minister decree No 2008/2751/PM in November 2008. The national park shares boundaries with the Cross-River national park in Nigeria. The area bounding these two parks is termed “the trans-boundary protected area”. The main aim or agenda of this park is to safeguard an estimated 115 gorillas, which is a third of Cross-River's gorilla population, together with other rare species. This park is in the South West region of Cameroon (between 05°59'-06°21'N and 09°11-09°30'E) which shares some areas of its border with the Okwango division of Cross-River national park Nigeria. It covers an area of about 676 km square within the Guineo-Congolian forest zone. (WCS 2007.)

The topography generally rises in altitude to the north and east of the park arriving an altitude of 1,500m. There, could be found a few distinct peaks in the lowland areas such as the hills around the Obonyi villages, (726m). The drainage of the area generally flows towards the South in two notable rivers of Makone and Magbe rivers. Considering the forest and vegetation formations, the Takamanda national park has a very rich and diverse one. Certain qualities that are enhanced by the preponderance of micro habitat types with a unique of a sharp gradation from lowland forest to montane(highland) forest which shows an associated floristic variation. The Takamanda National Park inhabits more than 1000 plant species with about 953 species and 113 families identified so far including many species of high conservation importance. The vegetation of the Takamanda national park has five main habitat types namely, lowland forest, riverine forest, lowland ridge forest, mid-elevation forest, montane forest and high-altitude grassland. It should be noted that the Takamanda national park had its primary support of creation from a funding partnership between the ministry of forestry and wildlife alongside the German Development Bank (Kreditanstalt Fur Wiederaufbau Bankengruppe) which stood as part of a five-year agenda to protect key conservation, in collaboration with some of the local communities in the South West region of Cameroon. (UNESCOa 2020.)

4.2.4 Lake Nyos

Amongst the most visited touristic locations in Cameroon, Lake Nyos stands out as one of them. The Lake Nyos crater welcomes a good number of tourists from all over the world on frequent basis. Tourists do find interest in visiting this lake due to its three decades history of explosion. The Lake exploded around some 34 years ago leaving behind huge human and material loses. It is described as a crater lake, that is in a village called “Awing”. Most at times or often, locals from this area do refer to it as lake “Awing”. Awing is a small village that is located some 315km from Cameroon’s city of Yaoundé. Nyos is located a few kilometers from the village Awing proper, which is located in the “Santa” sub-division of the North West Region of Cameroon. The lake is described as a very deep lake that is found on the flank of a volcano that is inactive in the Oku volcanic plain, lying on the stretch of Cameroon line of volcanic activity. A volcanic Dam impounds the lake waters. The lake’s crater measures an estimated area of about 158ha, surface elevation of 1,091m, a maximum depth of 208m(682ft), an average depth of 94,9m(311ft). (Bressan 2019.)

Compositely, the Lake Nyos is divided, such that fresh water is found in the upper 50m, and carbon dioxide and sodium rich water are found below. The water mass that is located below 180m is

particularly rich in carbon dioxide and sodium. Majority of this sodium and carbon dioxide comes from sodium-bicarbonate bearing springs, that is gotten from magma chamber underneath, feeding into the lake's bottom. The lake could be seen in a circular molar form. This is gotten when ground water meets with magma, thus leading to an explosion. After the explosion, the hole that is created is then filled with water, thereby creating a crater lake. According to research, some geologists are certain that the Maar in Lake Nyos was formed about some 400years ago, despite the fact that the surrounding or environment of the lake has been quite active. Amid the dangers that come with staying or living near the active volcanic areas, a good population of people still reside close to the lake. Taking into due considerations one will see plenty reasons that push a good number of people to continue living around the crater lake area. (NASA 2014.)

4.2.5 The Fouban Palace

The Fouban prestigious cultural palace outstands as one of the best palaces in Cameroon when it comes to cultural tourism in the country. The palace still has in place its preserved values, and cultural dignity till date. Most tourist do travel to Cameroon just to visit the Fouban palace. The palace is located about 200kilomatres from the capital city of the west region, Bafoussam. Different types of crafts could be found in this palace. Most of them are quite old and attractive, reasons why tourists love visiting there. The entrance of the palace has been beautified with beautiful statuses of different animals such as elephants, tigers, lions, etc. These statuses represent the history of the people of Fouban. Many other crafts could be found in the palace Meseum, it is such an amazing place to visit, they have got almost everything relating to the culture of their people in this Meseum (CRTV 2010.)

The Fouban palace has a long history of welcoming tourists, due to its generational regards the indigenes have for their culture and craft. The sultan of Fouban, his Royal Majesty Njoya, has always been making it a culture for his subjects to always have an annual cultural festival where their cultural values could be show-cased. This in return attracts more and more tourists all over the world. The Fouban palace arena has one of the most beautiful museums in Cameroon. In this museum one will find beautiful crafts and very old statuses that have been for generations. According to the prince of Fouban on a recent interview on the national television, he made it known that, a people without their ancestral and cultural values really cannot say they have a culture, reason why they have been protecting theirs for generation after generation. He added, he is perhaps the 4th generation prince of the Fouban

palace, but the statuses of his forefathers could still be found in the palace, whereas that of other palaces have been sold to researchers (Njoya 2020.)

4.2.6 The Lake Muanenguba

The touristic attraction to Cameroon lakes over many years has been phenomenal. People are attracted to their eerie appearance, and bizarre stories. The Muanenguba twin lakes are located in the Southwest region of Cameroon. They are called the male lake and the female lake. The male lake is accessed only by initiated men. It is still and dangerous. The female lake is more receptive. People go there to fish and swim, and others believe in its medicinal powers so they bottle some of its water and take home with them. (Ngu 2011.)

The Twin Lakes of Muanenguba are a pair of crater lakes on Mount Muanenguba located in Bangem, Kupe Muanenguba subdivision in the South West Region of Cameroon. Surrounded by rolling hills, lush vegetation and smoky skies, the area's appealing sacredness is well talked about in the country and has gained a great deal of popularity with tourists. The Twin Lakes hold a strong cultural significance for the indigenous Bakossi people. The Kupe-Muanenguba Mountains harbor the greatest sacred places in the Bakossi tribe. It is here that the best herbs are found and it is also where sacrifices are performed. (Dunia 2015.)

4.2.7 The Menchum Fall

The Menchum Fall is a beautiful tourist destination and has the ability to stream to all countries in the region of West Africa. The Menchum falls located about 20km South of Wum and 30 km North of Bafut, are impressive and a potential tourist attraction. The Menchum falls are very attractive and people visit this fall often. The river and its tributaries, drains a large area of northwestern Cameroon which in turn is a tributary of the Benue in Nigeria. The Menchum drains the highlands of Oku-Kom, a height of 2400 meters (7900 feet) around Lake Oku and falls to about 800 feet (ft 2600). Highlands, formed by volcanic activity, have been created through the valleys of rivers flowing rapidly. The fertile volcanic soil of the highlands has attracted farmers and ranchers, and the resulting clearings make the area vulnerable to soil erosion. Menchum valley is low and used to be covered in the equatorial forests. These are usually

cleared for timber, so that open grassland, which is used as grazing land, and subject to erosion on the slopes. Efforts are being made to reforest the valley again. (Neal 2019.)

The Menchum falls has the potentials of generating a power capacity of 450MW, which represents about 40% of the overall electricity output in Cameroon. The menchum fall is one of the biggest in West Africa and was to be named the biggest in the entire continent (in the sixties) but a reduction of water tables and deforestation, made the initiative die. The menchum fall, if well managed could be able to generate electricity to the entire nation of Cameroon and other neighboring countries like Gabon, Equatorial Guinea etc. Cameroon follows behind Congo with the country in the entire continent with the most abundant potentials in hydropower. The hydro power is estimated to have a capacity of 12000MW, and the menchum fall constitutes the highest percentage of such given capacity (Acho 2017.)

4.3 The impacts of tourism in Cameroon

Tourism is amongst the 10th top priorities of the president of the republic Cameroon. This is because of the impacts the sector has been creating since the 1970's. In this year, the tourism ministry was created by the president then, his excellency president Amadou Ahidjo. The sector has been a minor one from creation but has been growing rapidly over the years because the government has been gearing in more efforts to make sure the sector grows bigger. Cameroon records about 1 million tourists yearly and generates about \$682m. The tourism sector has however impacted the lives of most Cameroonians, both entrepreneurs and workers of different milieus. Cameroon exhibits different types of tourism which attracts tourists worldwide. Cultural and wildlife tourism are the most common types of tourism that visitors visit the country for. Notwithstanding, other types such as mountain tourism, sports tourism, beach tourism do exist (Tourism teacher 2014.)

The introduction of tourism business in Cameroon has made the government to invest on educational projects on sustainability, especially in the area of wildlife. A good number of Cameroonians now know more about tourism sustainability and protection of wildlife and the ecology in general. This alone is a major plus to the government of Cameroon. It is important to note that, amongst the 54 countries in Africa only about 5 of them benefit majorly on tourism and Cameroon is amongst these countries, alongside others like South Africa, Morocco etc. Socio-culturally, the hinterlands of the nation of Cameroon have now been developed thanks to the coming to tourism business. Most of these areas now have motorable roads, fine infrastructures, electricity, mobile network connections etc. courtesy of

tourism business. Most of these local areas are where a good number of touristic sites are located, thus their development (Projectreserve 2021.)

Festivals and events play an important role in tourism, most particularly cultural tourism. The presence of different cultural festivals and events are being enjoyed and celebrated by the local people of Cameroon and international tourists. Tourism in the 21st century has become a global market and this creates an organic and interdependent system whereby supply and demand see significant changes both in time and space and this is also seen in the perspective of the quantitative and qualitative component. Culture and tourism could be described as the two major growth industries of the 20th century, and towards the end of the century the combination of these two sectors had generated one of the most desirable development options for all countries and regions worldwide. Cultural development in Cameroon has also brought about employment, for many people are being employed as guards, photographers, and conservers thus leading to an increase in the standard of living of the people.

Statistics has it that the number of hotels and restaurants in mainland Douala of Cameroon which is the economic capital of the country has drastically increased as from 2015 till date. More Cameroonians and foreign businessmen have however engaged and invested a lot of money in hospitality business. Since the year 1995, Cameroon has been having a progressive data in the tourism sector. In the year 2016, the sector recorded 508 Million USD, a whopping increase of 6.89% and in 2018, the amount rose to almost 700 million USD. In the year 2016, Cameroon recorded about 994,000 international tourists in the country. In 2017, the amount climbed up to 1,000,000 international tourists as compared to 176,000 in 2005. These statistics and developments have gone a long way to create jobs to numerous Cameroonians and also boost the economy of the country (Indexmundi 2019, Macrotrends 2021.)

5 TYPES OF TOURISM IN CAMEROON

Cameroon has an old tourism sector, that has been in place since 1970. The sector is for sure a small one, but has over the years been growing. The government has however been putting in efforts to support the system in many different ways in order to encourage the sector. Cameroon exhibits different types of tourism. Some of them are; eco-tourism, cultural tourism, health tourism, environmental tourism, sea side tourism, safari tourism, mountain tourism etc. Amongst these listed types, cultural and eco-tourism are the most outstanding ones that call for attraction because Cameroon is rich in culture and has a vast land of forests with different species of plants and animals. Thus, most tourists visit the country most at times for either of the two types of tourism. Cameroon has over 200 ethnic groups, making its culture a very large one (Ngota 2018.)

5.1 Eco-tourism

Ecotourism is a form of tourism directed at preserving fragile environments and eco-systems. Ecotourism commonly occurs in threatened natural environments, where the intention is to provide conservation. Ecotourism efforts include building tourist facilities that have minimal impact on the natural environment, adopting the use of products such as compost toilets or solar-powered electricity. (Tourism Teacher 2019.)

Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies. Ecotourism, as an alternative tourism, involves visiting natural areas in order to learn, to study, or to carry out activities environmentally friendly, that is, a tourism based on the nature experience, which enables the economic and social development of local communities. It focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and their habitats, as well as cultural artifacts from the locality. Carefully planned and operated ecotourism sites, especially if it is village-based and includes local participation, is able to provide direct benefits that might offset pressure from other less sustainable activities that make use of natural and cultural resources. Ecotourism, natural resources, cultural heritage, rural lifestyle and an integrated tourism is a type of local economic activities. Therefore, ecotourism in nature and cultural areas was carried out with a number of elements in their natural

landscape and cultural landscape (water, vista, topography, vegetation, clean air), as well as in the variety of recreational activities suitable for all kinds of environments. Therefore, ecotourism and its natural assets and raw materials to create, as well as directing people to travel is an attractive force. (Kirper 2013.)

Ecotourism helps in community development by providing the alternate source of livelihood to local community which is more sustainable. Its aim is to conserve resources, especially biological diversity, and maintain sustainable use of resources, which can bring ecological experience to travelers, conserve the ecological environment and gain economic benefit. However, achieving the aims in ecotourism depends on whether they are environmentally and ecologically sustainable and economically applicable. Ecotourism helps in involving local community for the conservation of the ecology and biodiversity of the area that biodiversity in return provides the economic incentives to the local community. Eco-tourism contributes to conservation of biodiversity; sustains the well-being of local people; involves responsible action on the part of tourist and the tourism industry; promotes small and medium tourism enterprises; requires lowest possible consumption of natural resources; stresses local participation, ownership, and business opportunities, particularly for rural people; and above all includes the learning experiences. (Kirper(a) 2013.)

5.2 Cultural Tourism

In the world today, cultural tourism is considered as one of the oldest forms of travel and it constitutes a continuing debate because of the meaning of the word culture. Culture means different things to different people. Adams (1995) defined cultural tourism as travel for personal enrichment but it is also defined as a commercialized manifestation of people's desire to see how others live. This aspect of culture is based on satisfying the demand and the curiosity of tourists to view other people in their authentic environment as well as discovering the physical manifestations of their life style through their arts and crafts, music, literature, dance, handicrafts, language, rituals food and drink.

The Wisconsin Heritage Tourism Program (1999) defined cultural tourism "as the practice of travelling in order to experience historic and cultural attractions and at the same time learn about the community heritage in an enjoyable and educational way". Lord Cultural Resources (1999) defined cultural tourism "as a visit by people from outside the host community motivated wholly or in part by interest in

historical, artistic, and scientific or lifestyle heritage offering of a community, region, group or institution”.

5.3 Health Tourism

Health tourism, also known as medical tourism, refers to the act of travelling to another destination for the purpose of medical treatment. Motivations of medical tourists may include reduced costs for treatments or higher quality of provision. Medical tourists may seek life-saving treatments unavailable to them at home, cosmetic surgery or dental procedures amongst a range of other medical needs. Popular destinations include India, Turkey and Panama. (Tourism Teacher 2019.)

Health tourism is consist of three main components; medical, wellness(health enhancement) , and spa. These components are different but they overlap as well. Wellness is quite broad, and its meaning goes according to various cultures, especially in the EU. For example, in the scandinavia wellness is mostly related to outdoor activities such as swimming and walking. In the southern parts of Europe wellness has a lot of connection with the seaside, the meditteranian diet, and also the slow pace of life. This makes the definition of wellness tourism even more diverse across the EU and could be seen as overlapping between wellness and spa tourism (Regiondo 2018.)

5.4 Environmental Tourism

Environmental tourism is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions. Responsible ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. With increased awareness of the fragile nature of our planet and its beauty, it is not surprising that there has also been an increased demand for travel to unique and remarkable environments around the world, known as environmental tourism. This is the phenomenon of increasing travel to places of environmental interest. It is travel that focuses on the ecological surroundings of the destination, which is generally a place overflowing with natural beauty and wonder. The concept of environmental tourism is that people will become more engaged with the ecological and sociocultural concerns of the world through firsthand experience, and thus be more active in conservation and making change. The idea evolved in the late 1980s along with growing consumer awareness of issues

surrounding conservation and consumption. Not only is environmental tourism an adventure into the wilderness aimed at helping save the planet, but it also expands the profitable travel industry to developing countries where jobs are scarce and economies are struggling. Although the objectives of this type of tourism are well meaning, there are consequences that arise from the practice. (Achi 2020.)

Environmental tourism can have the added effect of creating more sustainable economies in places where if it were not for environmental tourism, resource exploitation would be the only other economic driver. Environmental tourism can replace mining, logging, and commercial farming in environmentally sensitive areas. Environmental tourism can preserve natural and cultural diversity by offering travelers a window into a new world in a non-intrusive way. Many developing nations are turning to environmental tourism to create a sustainable industry that requires minimal development. Environmental tourism has become a significant segment of the tourism industry, and the segment is growing very fast. To ensure that environmental tourism is ecologically sustainable, regulatory programs have been developed that set criteria for what can be considered ecotourism. (Kimbu 2010.)

5.5 Wild Life Tourism

Wildlife tourism, could be defined as the act of being close to nature as possible, amid fauna and flora. This form of tourism practice, has to do with nature, the natural surrounding and its occupance. This is described as a niche form of tourism with an immense popularity. Wildlife tourism has huge economic values, and is also eco-friendly. In wildlife tourism, tourists get to be exposed to different species of animals in a natural environment (background of nature). Here, the tourist gets to learn a lot about certain things regarding the animal world. For instance, the tourist learns more about animal group behavior, their patterns of communication, their social structure, social discipline codes, and their interaction and interpretation modes. Such reactions of these different species of animals, draws the attention and thrills the tourist to have fun. Wildlife tourism actually, has a long history behind its evolution and existence. This is basically a form of eco-tourism where the ecological balance is retained (Jagyasi 2013.)

Wildlife tourism in Cameroon, stands as one of the most important tourism types in the country. Cameroon has a variety of wild animal species with a vast forest area where these animals live. A good number of the animals in Cameroon are greatly endangered. For this reason, parks and reserves have been created to help protect these endangered species of animals. The protected land area in Cameroon covers about four (4) million hectares. This is approximately 9% of the total land area of the country.

The Limbe wildlife center (zoo) inhabits different wildlife animal species such as gorillas, chimpanzees, anacondas, elephants etc. Limbe, being a coastal city, attracts tourists the most to this wildlife attraction center (Mvo 2016.)

6 STUDY

In order to get the purpose of the research work, the thesis was carried out in two (2) different ways. These were the empirical and the theoretical methods. The empirical side of the project was gotten through the adoption of the quantitative research method. By so doing, the method of data collection was using the questionnaire. The questionnaires were to be answered by the respondents (third party). The questionnaires had both closed and opened ended questions.

Besides, the theoretical side of the project was achieved, by sorting out information relating to the said topic that had been written by other researchers, in other to get more current and detailed facts about the chosen topic. Majority of the information gotten here was done through source analysing and reading.

6.1 Quantitative Research Method

The quantitative research methodology is characterized by data collection using structured research tools. All aspects of the study should be examined carefully before the process of data collection is done. The researcher defines the research questions as to which answers should be given. In all, larger models can be used to represent the whole population. The presentation of collected data using tables, charts, and figures are mostly attributes of the quantitative research method (Bradimarte 2011, 44.)

To recognise the strength and identification of utilising the quantitative research method, a profound validity of the results is to be permitted. The utilisation of up-to-date measures signifies that the analysis has been duplicated, therefore it is analysed and juxtaposed with identical or similar studies. With time, one can make a summary of intelligence while contrasting and or comparing them with other categories. (Balnaves & Caputi, 2001, 2-3.)

During the process of detailing the outcome of a study by means of a quantitative method, there is to be adequate consideration regarding certain things or aspects. To start, the obtained data must be spelled out or described. Every important outcome being utilised in respect to the subject ought to be clarified. Every unforeseen happening and events during the data collection process ought to be a report-version. Statistical and tabular analysis ought to be explained appropriately to every reader for better understanding of the subject or context. There ought to as well exist a well explained research technique

during or before the process of data cleaning. The study focuses on two elements of perception which are usually, perceived benefits and perceived barriers (Ankapong 2021.)

6.2 Reliability and Validity

The reliability and validity of a research or study are the two most fundamental aspects of a study. They relate to the general summary of the study, checks whether every aspect relating to the study adequately covers all contents that should be covered with respect to the variable. Reliability refers to the level of consistency of a certain measure. Reliability gears at or measures the test and the result or outcome of a sample or survey. The result of a sample or survey must always be the same no matter the number of times the test is been carried out. Calculating reliability, although it can never be so accurate or exact, different measures can be used to achieve it. (Elsevier 2019.)

Validity on its part, can be defined as the extent to which a concept is accurately measured. For example, a designated survey to explore mental health, but which measures anger or something else cannot be considered valid. Validity and reliability dwell solely on ‘accuracy’ (Heale & Twycross 2015.)

The questionnaires were distributed in most of the major tourism towns in Cameroon since the main purpose of the topic was to examine the impacts of tourism in Cameroon. Respondents answered from top tourism-linked cities in the country such as Douala, Yaoundé, Buea, Limbe, Bamenda and Bafoussam.

Conducting this study took a period of about 2-3 weeks. The first and second week was used to administer the questionnaires to the respondents in the different cities of the country. The last week was used for collection of the answered questionnaires.

The questionnaires were sent for administration mainly through email, after which they were printed out and distributed to the various respondents. A sum of over 30 questionnaires were gotten. Some respondents had difficulties in answering some of the questions at first, but after certain explanations were given, they answered them with ease!

7 RESULTS AND ANALYSIS

The research instrument that was used was the questionnaire. Here, the collected data was carefully discussed and analysed. Everything in the questionnaire was thoroughly investigated and discussed. These items were then presented in graphs.

7.1 The Questionnaire

The use of questionnaire was mainly to get an up-to-date information from the targeted audience. The questionnaires were answered by mainly people who have related ideas in the tourism business sector. Tourism business owners and some managers answered to the questionnaire. Workers in tourism firms as well as graduating students from tourism schools also helped in answering to the questionnaire. Some questions on the sampled questionnaires according to feedbacks, were a bit tricky and confusing to comprehend by some respondents. To solve this problem, administrator helped in explaining certain questions to them for a better understanding and comprehension.

An increase in insecurity in some of the major cities of the country made some respondents scared in taking part in the survey. Many tourism companies and tourism associated agencies have been facing insecurity difficulties regarding tourism, thus government restrictions made them more scared to participate in the survey. The questionnaire administrators had to take out time to explain to each of them the purpose of the questionnaire and make them a promise of confidentiality of information before most of them could adhere. The results gotten were analysed and used for the study.

7.2 Types of Business Ownerships

According to findings, most businesses in Cameroon are owned by individuals. This is evidently true when 19 respondents out of 30, representing 63%, responded that most businesses in this sector are privately owned.

Meanwhile, 9 respondents, representing 30% answered that such businesses are publicly owned. Just 2 persons, representing 7% responded that such businesses operate under partnerships or as partners. Zero persons, representing 0% stood for other types of business ownerships.

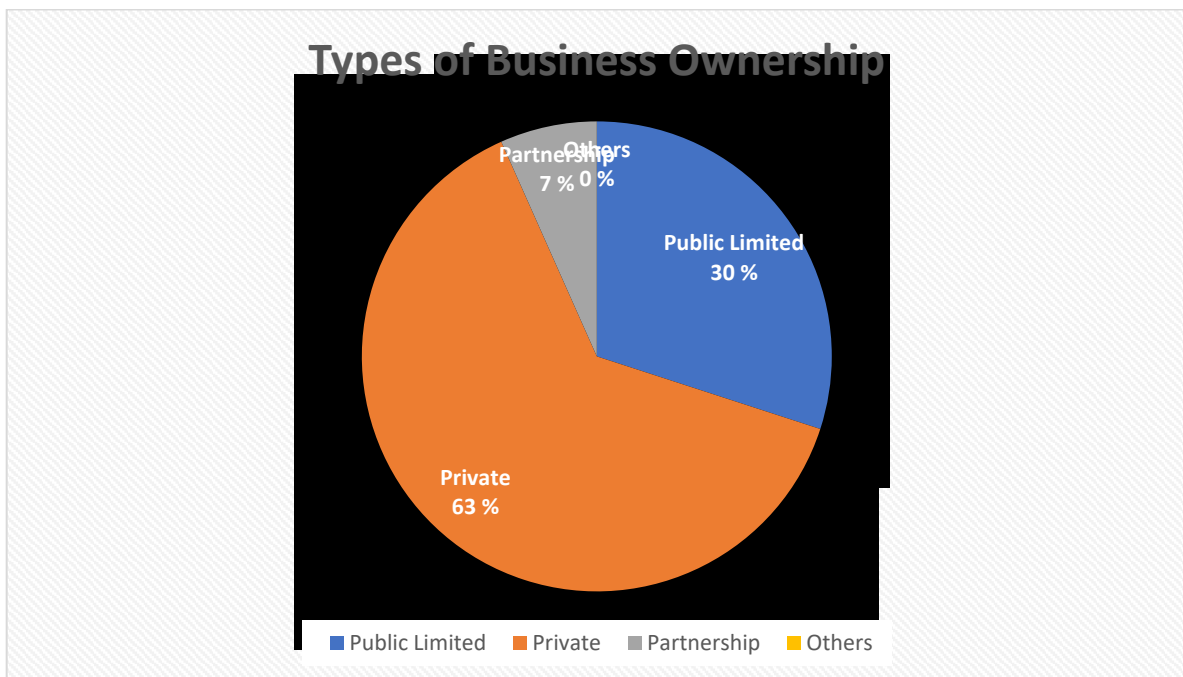


Figure 2: Types of Business Ownership

7.3 Social Media Platforms

In this section, attention was paid on the various types of social media platforms that the company utilizes. Modern day businesses are done mostly through social media, thus a reason for an operating tourism company to use one or some of them. The following social media platforms were mentioned, Facebook, twitter, Instagram and others. According to the feedback, a huge number of respondents, 15 out of 30, representing 50% answered that, Facebook is the most used social media platform for their company and business. Instagram followed with 7 respondents representing 23%, 6 persons representing 20% responded that twitter is also a used platform for their business and 2 persons representing 7% stood for the other social media platforms being used, aside the listed ones.

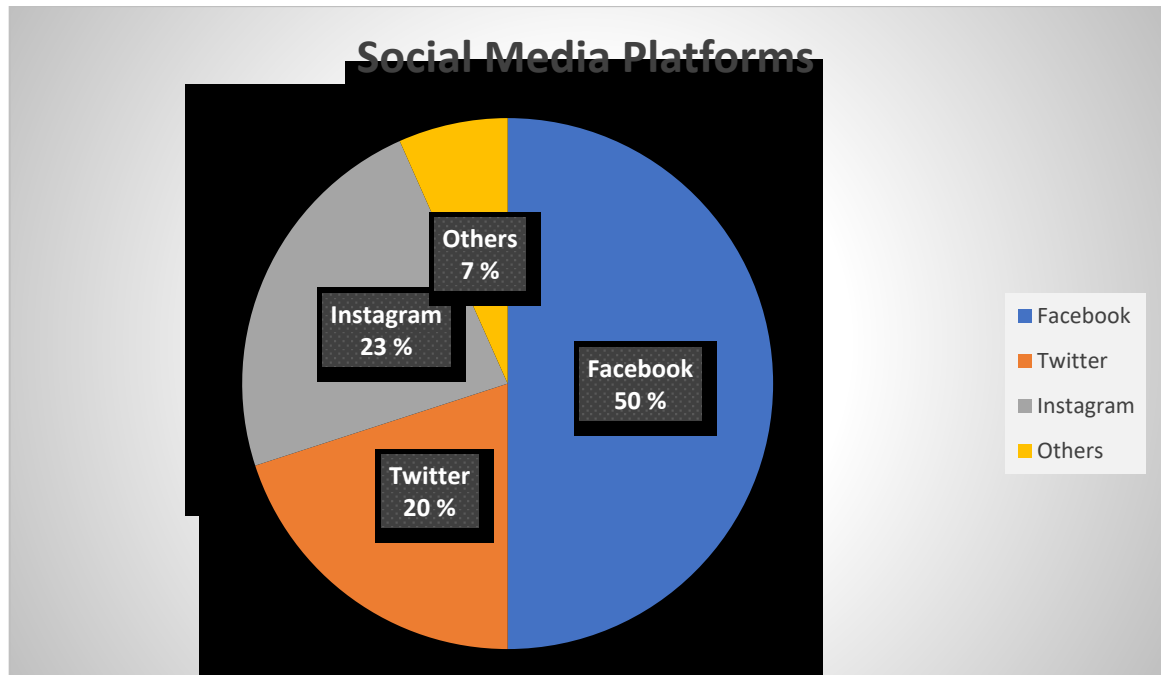


Figure 3: Social Media Platforms

7.4 Modes of Payment

In this section, respondents were asked about the mode which their company utilizes to accept payments from tourists who newly visit Cameroon for tourism purposes. Here, 3 modes of payment were listed, namely, Cash, credit card and others. This could be seen when 21 persons representing 70% responded that cash is their most used mode of payment. Besides, 8 persons representing about 27% answered that credit cards are used or accepted during payments. Only one person, representing 3% answered about other modes of payments such the Mobile Money Transfer (MOMO).

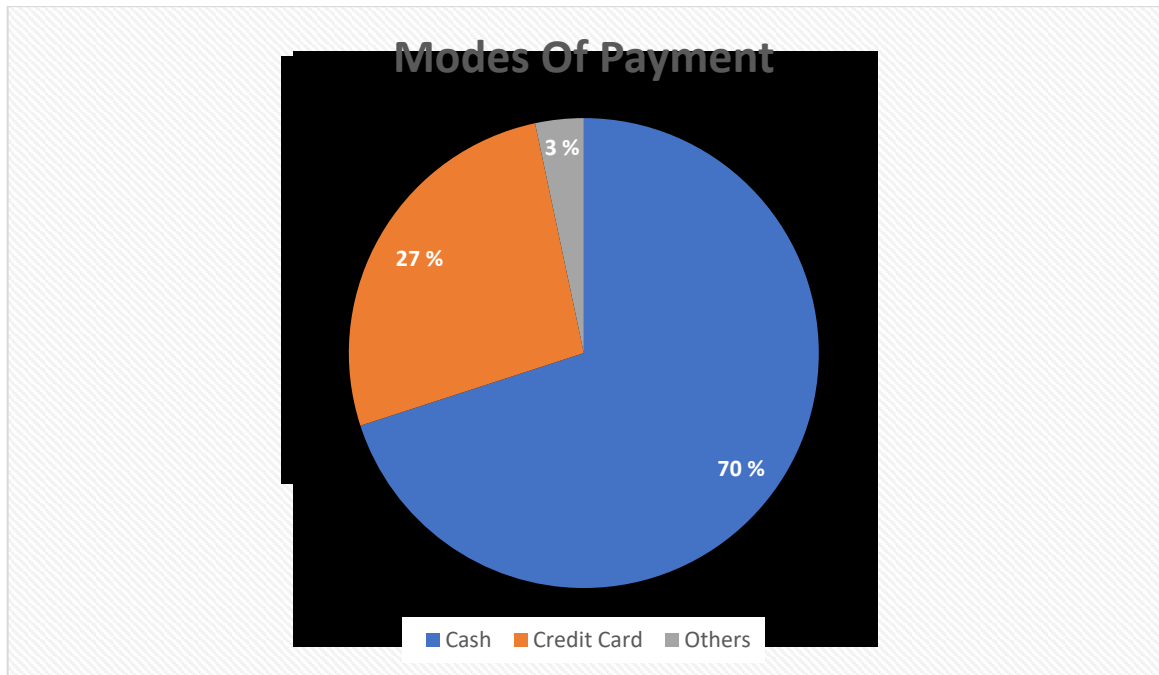


Figure 4: Modes of Payment

7.5 Continent with Most Tourists

In this article, respondents were asked to make mention of the continents where most of their tourists come from. Here, 5 continents were mentioned, namely, Europe, Asia, Australia, and America. 11 respondents out of 30, representing 36% answered that Europe is the continent where most of their tourists come from. America came in second position with 8 persons, representing 27%, followed by Asia with 6 respondents, representing 20%, and lastly Australia who had 5 people who responded, representing 17%.

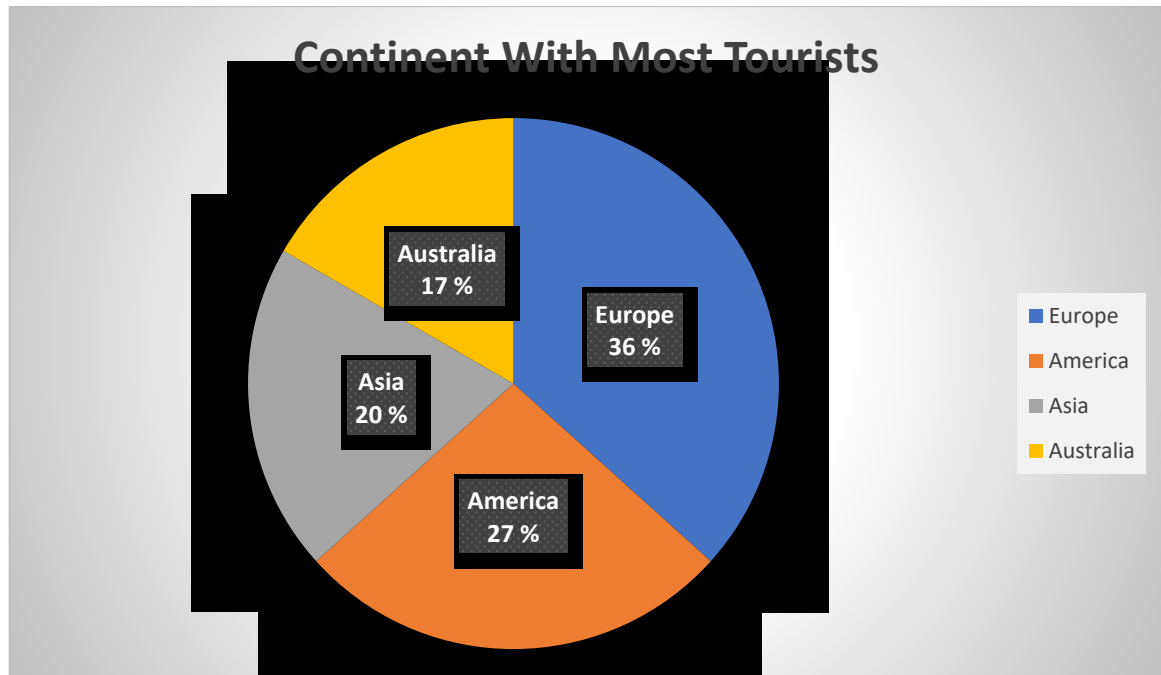


Figure 5: Continent with Most Tourists.

7.6 Stay Period

Most articles about tourism stay have different time frames, and most likely the time frame or duration of a tourist depends solely on individuals and their purpose for the activity. Respondents were asked to state the duration of stay for most tourists who visit Cameroon through their companies for tourism activities. A good number of them (16) out of 30 representing 53% answered that 1-month stay is usually the most adequate time that most tourists spend in Cameroon for tourism activities. Besides, 8 people, representing 27% responded that tourists spend just a week in the country for tourism reasons, while 6 respondents who stood at 20% responded that tourists stay in Cameroon for 2 weeks.

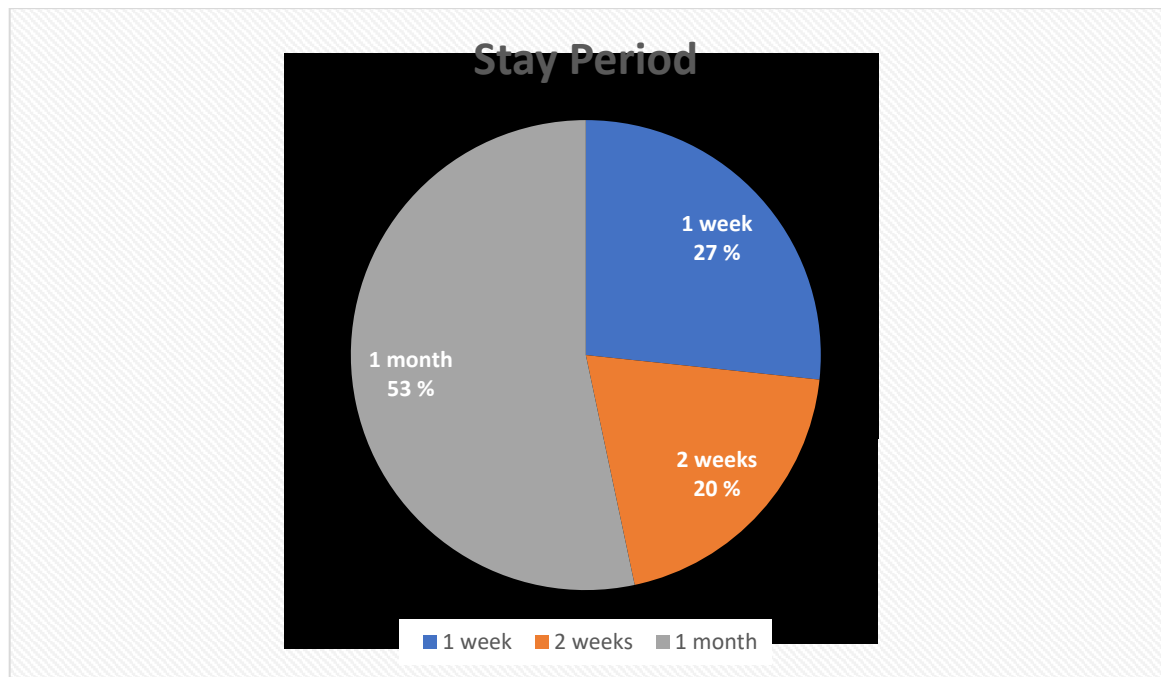


Figure 6: Stay Period

7.7 Types of Tourism

Tourism is a broad topic with different types. It is important to note that different tourism locations possess different tourism attractions, thus, different tourism types. In this question, respondents were asked to outline the different forms of tourism that attracts tourists to visit Cameroon. The following tourism types were mentioned, namely, wildlife tourism, cultural tourism, sports tourism and eco-tourism. A good percentage (39%) of the respondents answered that, wildlife tourism is one of the most important tourism types that tourists do visit Cameroon for. Meanwhile, 36% responded for cultural tourism as the second most popular tourism type that attracts tourists into the country. Some 18% of the respondents answered for sports tourism, while a mild percentage of 7% responded on eco-tourism.

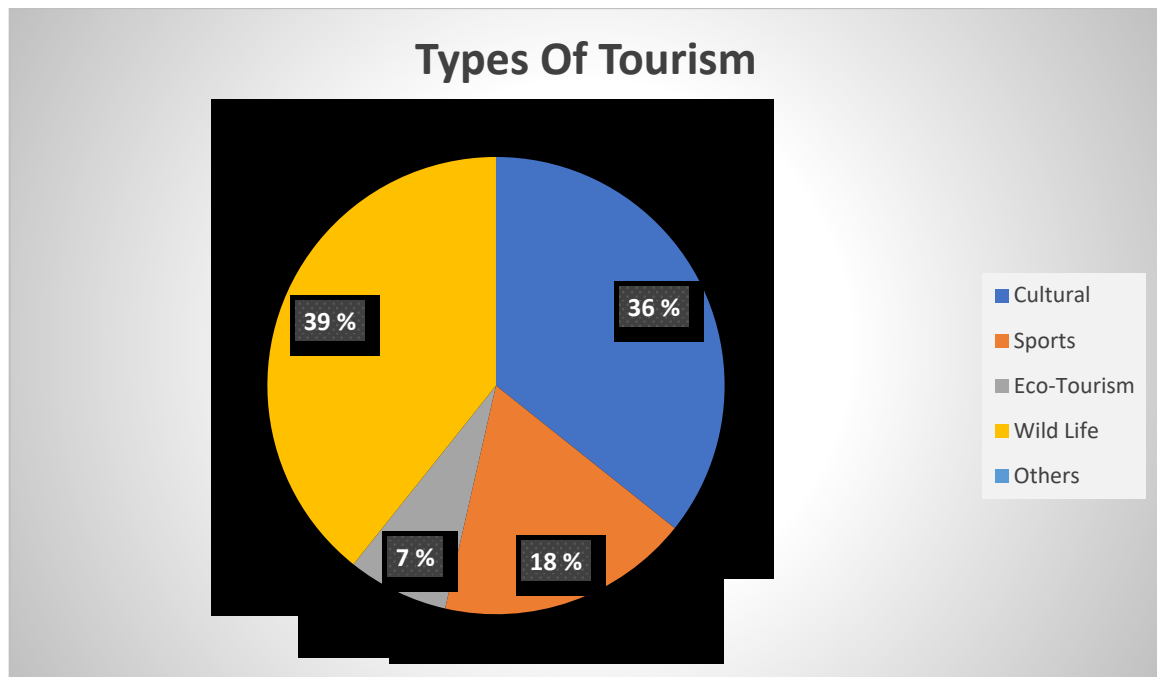


Figure 7: Tourism Types.

7.8 Difficulties in Dealing with Clients

Here, respondents were asked to answer if they sometimes face difficulties or challenges whilst dealing with tourists during their stay in Cameroon. Options were however, given to be chosen among. The options were as follows; Yes, Often, Seldom, and No. No, was the lone answer that could be chosen without stating any reason for the choice, otherwise, if yes, often, or seldom, a reason had to be given for choosing any of those.

According to the feedback, a good number of respondents answered on the yes, often, and seldom choice of answers, representing 80%, meanwhile 6 persons, representing just 20% answered on the no alternative. The most popular response gotten from most of the respondents as a challenge from their tourism guests when asked on a one-on-one chat was that of language barrier. Most tourists according to reports come from Europe, and basically most European countries do have their various languages, this therefore goes to pose a problem when most of them visit Cameroon where English and French languages are spoken as national languages, besides so many other ethnic languages, especially in the interior parts of the country whilst on cultural tourism.

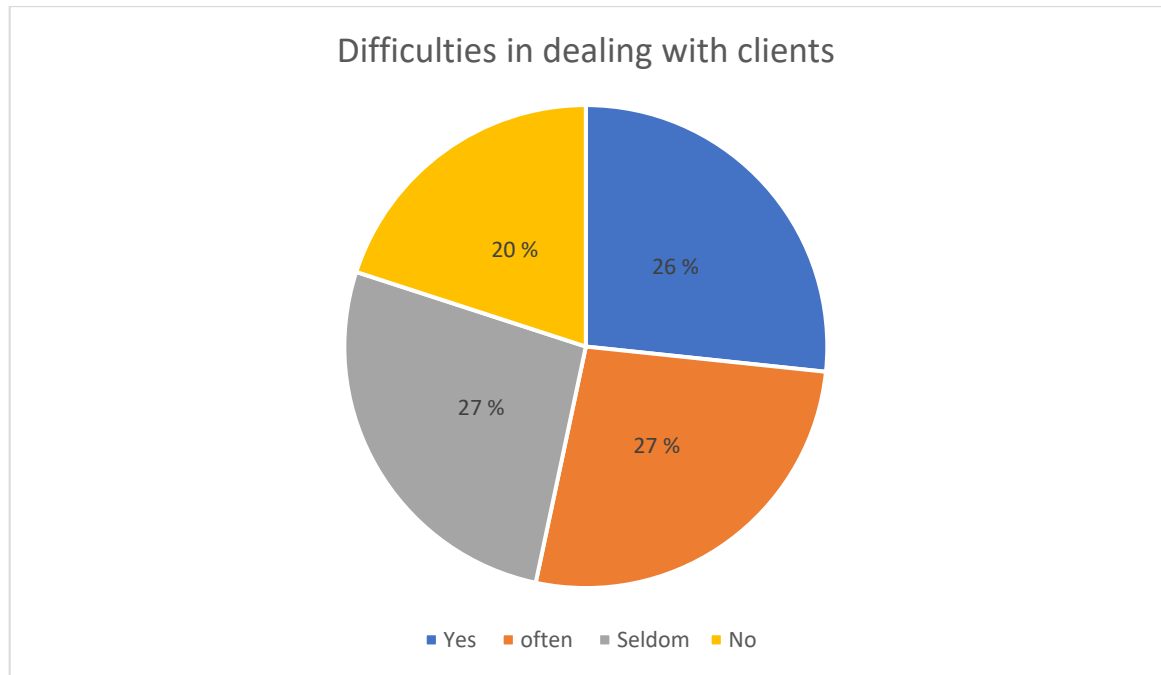


Figure 8: Difficulties in Dealing with Clients

7.9 Major Setbacks

Like in most businesses if not all, setbacks are always something to deal with. Respondents were however asked here to choose amongst alternatives of some listed setbacks their companies face. Some of the listed alternatives were insecurity, competition, staff shortage, government policy, and others. A good number of respondents answered on competition as their major setback with a total of 12 out of 30, representing 40%, followed by insecurity with 6 persons representing 20%. Government policy and staff shortage followed with 5 respondents each, representing 17% each and other forms of setbacks stood at 2 respondents representing 6%.

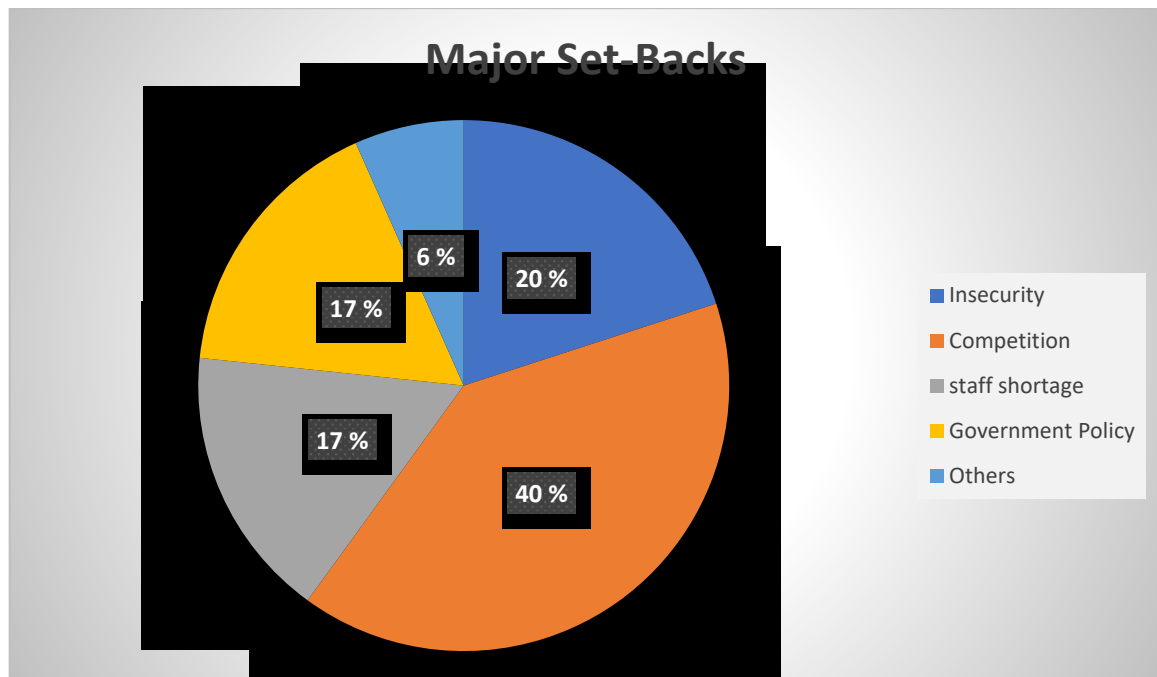


Figure 9: Major Setbacks

7.10 Tourist Satisfaction

Like every other business, customer satisfaction is always very important for the growth and development of the business. This section somehow would relate to the main objective of the thesis, which describes how or the extent at which recommendations and feedbacks have helped the tourism sector in Cameroon. Positive recommendations however would always come from clients or customers that are satisfied with the services offered or rendered to them and vice versa.

However, respondents were asked here, to analyse the level of satisfaction that most of their clients get after visiting Cameroon for tourism. A list of choices was made for the respondents to choose the various levels of satisfaction that their clients get. The followings options were made available; Yes, Often, Seldom, and No. Amongst the 30 respondents who answered to this part of the questionnaire, 16 answered for the yes factor, representing 54%, 7 out 30 answered for often giving a 23%, 13% answered for seldom, and just 10% answered for the no option. Clearly it could be seen that a good number of tourists visiting Cameroon for tourism are usually satisfied, and good feedbacks and recommendations are always a must in such situations, which helps the companies involved in this business sector to grow.

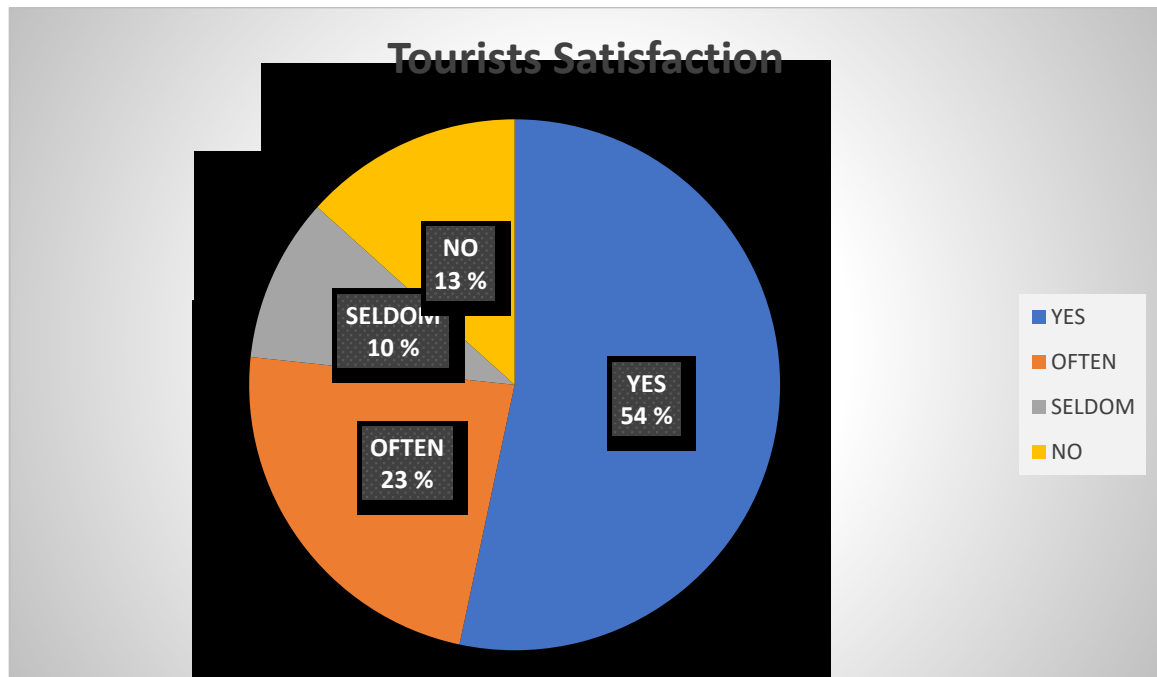


Figure 10: Tourists Satisfaction

7.11 Impacts of Tourism in Cameroon

In this domain, we would be looking at the contributions of tourism to Cameroon, which is the main aim of this thesis. Respondents were asked to choose amongst some listed impacts of tourism they think has contributed to the growth of Cameroon. The factors made listed here were employment, infrastructure, revenue and others. Sixteen (16) respondents out of 30 responded on employment, representing 53%, while 6 answered for revenue giving a 20% and same 20% stood for infrastructure, while 2 persons responded on others making 7%. The contributions of tourism activities in Cameroon could however, according to the statistics be said to be satisfying.

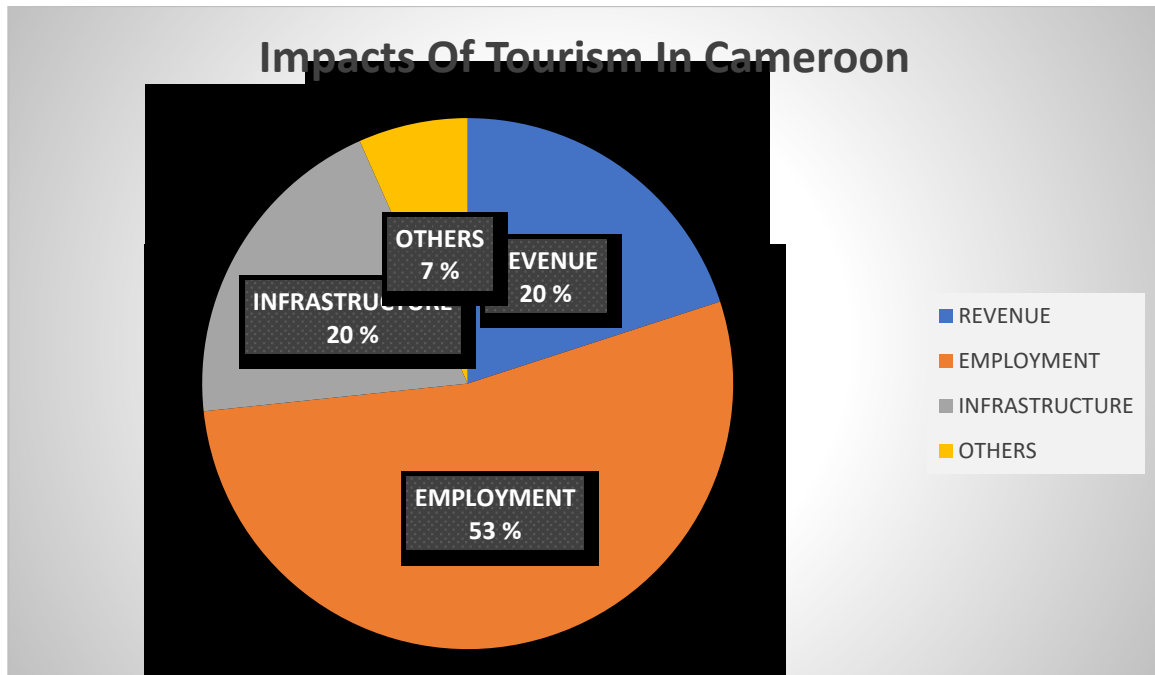


Figure 11: Impacts of Tourism in Cameroon

7.12 Discussion of Results

The introduction of tourism business in Cameroon, has opened many doors and gateways for other forms of businesses. It has improved solemnly the ways and manner at which businesses are being carried out in the country. The sector apparently has adequacy in every domain of activities within tourism. There is swiftness in the handling of all business transactions now, unlike before. Many Cameroonian businessmen have it that, the punctuality manner in this business sector (tourism) comes as a result of their dealings with foreigners. That, notwithstanding, it is a positive initiative that has changed and improved the business mentality and ideology of other business sectors within the country. Business efficiency and confidentiality has improved greatly in Cameroon, thanks to tourism business. They have it as a slogan that they lead, and others follow' on how to treat and handle customers and guests in business. (Tichaawa & Harilal 2020.)

It is a wonderful thing to the government of Cameroon, as most businessmen and entrepreneurs have over the time emerged in the tourism business sector due to its enormous benefits, gains, and potentials. The government outstands this sector as one of her most contributing sectors of finance to the economy, thus, encourages investors. Before, the mentality of the general public in Cameroon was way too shallow. Many believed and understood that tourism was only for foreigners. To them, they saw no need

of exercising or taking part in tourism activities because to them, it was time wastage. As of now, statistics has it that about 20% of Cameroonians now practice and engage in tourism within and outbound of Cameroon. Thanks to tourism business in Cameroon many foreign investors have seen Cameroon as a fertile ground to invest in; be it in tourism or in other appealing sectors (Awa 2010.)

Although tourism business in Cameroon has been so beneficial, stakeholders and other businessmen hold it that, further improvement in the sector would be a great initiative. For example, the issue of burglary and attacks on tourists, has been an eminent problem to the sector for so many years. Though security measures have been in place to curb this aspect, people still think that more must be done as some tourists still fall prey to some of these road bandits. Another domain of improvement is road infrastructure. The roads leading to most of these touristic sites in Cameroon are way too bad. Tourists find it exceedingly difficult in arriving at the touristic sites due to extreme bad roads.

Some journeys to these sites may take days before arriving, thereby distorting the plans and agenda of the tourists. Therefore, an improvement in the road infrastructure would be so beneficial to both citizens of Cameroon and their visitors (tourists). Note should be taken that only a tourist that had good experience during his/her visit stay in Cameroon would recommend and give a positive review or feedback about the tourism sector and Cameroon as a whole. Thus, the improvement of road networks would be a great initiative to all (Effa 2009.)

Citing at employment and entrepreneurship in Cameroon, it is very evident that, the tourism sector has created openings to so many Cameroonians. So many Cameroonians have gained jobs within the sector. For example, many have been employed as drivers, security guards, cooks, marketers etc. others have over the time gained experience in the sector and have become their own bosses, opening their own small tourism-linked ventures. This job creation within the sector has helped enormously in reducing crime wave in the society as it has curb idleness of youths. The unemployment rate too has reduced drastically as most Cameroonian youths have gained employment rapidly (Amah 2016.)

On a clearer point of view, many Cameroonians have come to understand the gains of entrepreneurship. The engagement of so many Cameroonians in the tourism sector has been great over the years. People came to understand that, the public sector was not the only sector they could rely on to gain employment. Gone are the days where every Cameroonian youth used to advocate getting employed only through the public sector. Over time, people saw the need of investing in their own small-scale businesses to make ends meet and s well create employment opportunities to others.

The role of the government and some non-government organizations (N.G.O) has led to the involvement of many entrepreneurs, into the business sector, most especially females. More females are however expected to join the race in years to come. This will somehow help curb the female dependency ratio on men in the country (Ilo 2018.)

7.13 Recommendations

The thesis is made up of two parts, namely, the empirical and the theoretical parts. Basically, the theoretical part gives an overview on what other authors have written. The literature review was basically focusing on tourism and its impacts in Cameroon. A broader study regarding tourism destinations in Cameroon was looked at and as well as seeing possibilities of growing the tourism sector and activities in Cameroon. The role of tourism activities in Cameroon is so eminent, a key point to note. A variety of new security agencies have been put in place by the government (government role) to ensure tourists are fully secured during their stay periods in Cameroon.

According to the feedback, almost 50% of tourists were not satisfied. Though a good percentage were satisfied still, it would be better if the commissioner can take into consideration the other unsatisfied percentage and work on it. Recommendations were made to the commissioner to focus on trying to fish out what could be the issue affecting the unsatisfied percentage. It would be a good idea if the commissioner can completely win the hearts of all the other unsatisfied tourists, since in business every little thing matters.

More recommendations were made to the commissioner regarding the aspect of insecurity. Most tourists have been facing insecurity issues, the government has put in place some measures to curb this issue. The commissioner as a businessperson should see into it that more stricter majors are put in place aside that of the government to ensure that tourists are fully secured whilst in Cameroon for tourism purposes.

Added to this, cultural and wildlife tourism, according to the empirical and theoretical parts, were the most carried-out types of tourism in Cameroon. This is to say that most tourists visit the country for wildlife and cultural tourism purposes. Therefore, recommendations were made to the commissioner to pay special attention to these types of tourism (specialisation) since a greater population of tourists do visit Cameroon for these types of tourism.

Besides, more recommendations were made to the commissioner regarding the issue of accommodation. It is evident that cultural and wildlife tourism are the most common tourism types in Cameroon that attracts tourists, so more accommodation facilities should be made available to accommodate these tourists, since soon the influx of such tourists may multiply. It also showed that most tourists stay above a month in Cameroon for tourism purposes, thus the need for more accommodating facilities.

Relating from the results gotten from the continent with most tourists, it was gotten that Europe registered more tourists that visit Cameroon more than any other continent. Recommendations were therefore made to the commissioner to be able to maintain such growth, and to also see into it that the low number that was registered from the other continents could be encouraged.

The mode of payment too was recommended upon. According to the report, cash payment recorded the highest percentage, which isn't a bad thing, but still recommendations were made to the commissioner to see on how to update the payment modes due to the daily insecurities' tourists face. Credit card payments and other smarter payment modes were advised, other than cash.

More recommendations were made to the commissioner of the thesis to also diversify or stretch to other tourism related sectors of importance such as opening of exquisite restaurants and comfortable accommodations etc. The investment idea should also gear towards the other forms of tourism and not only on major ones (cultural & wildlife) because in business time and seasons changes a lot of things. More tourists could want to partake in the other types of tourism activities in the nearby future perhaps! This implies that, the commissioner should not totally neglect the other forms of tourism.

8 CONCLUSION

Tourism business in Cameroon over the years has been beneficial to both Cameroonians and the tourists who visit Cameroon for tourism purposes. Tourists now have the opportunity of planning their stay in Cameroon faster and smarter than before. The services of the tourism agencies in Cameroon are swifter and smarter now than ever before. Tourists can pay or pre-book their tourism trips whilst still in their countries of origin unlike before where cash payments were the only acceptable modes of payments. There now exist the use of visa cards, mobile money transfer (MOMO), Western union services etc.

The aim of this thesis was to identify the extent at which tourism has contributed to the economy of Cameroon. This could be seen in the milieu of the GDP of the country. According to statistics, Cameroon has been recording a total of at least a million tourists every year. This means that Cameroon makes about 682M USD yearly from the tourism sector, and a calculation of the GDP rose to 1,73% in the year 2017. In the same line, job creation which was one of the main aims was achieved. A lot of Cameroonians, especially the youths gained employment in the tourism sector.

The main objective of this project was to find out how the introduction of tourism business has helped to grow the economy of Cameroon. The government ameliorated the investment claws of the country and made it possible for foreign investors to invest in the tourism sector, which turned out to be so positive to the economy of Cameroon and also to Cameroonians. The image and culture of Cameroon most especially was sold out to the entire world positively. More entrepreneurs were created, since aspiring Cameroonians joined the entrepreneurial rush as a result of the introduction of tourism business in the country. The main objective of the project was reached and was fulfilling.

Cameroon, termed Africa's miniature has so many beautiful places to visit regarding tourism. These beautiful places ranges with respect to the different types of tourism the country offers. Some examples of such touristic destinations are Lake Nyos, Menchum Fall, Mount Cameroon, Foumban Palace etc. There also exists different types of tourism being practiced in Cameroon. For example, wildlife tourism, eco-tourism, environmental tourism, cultural tourism etc. Amongst these tourism types, wildlife and cultural tourism are most common types of tourism that inhabit the most tourists in the country.

The main tool used to carry out this project was the questionnaire. The questionnaire had both open and closed ended questions and was answered by the third party (respondents). Administering the

questionnaires took 2-3 weeks, two weeks were used by the respondents and one week was used for analysis and the quantitative research method was used for the data analysis.

From the analysis, it could be seen that most businesses in Cameroon are owned by individuals (sole proprietorship). Most Cameroonians learned to become their own bosses as a result of the emergence of the tourism business sector in the country, especially the female gender. Infrastructure-wise the country has developed in infrastructure be it road infrastructure or in the domain of accommodation. Most roads leading to the interior parts of the country where the touristic sites are found, have been constructed and others maintained.

All in all, the impacts of the introduction of tourism business in Cameroon have been of enormous benefits to the country. Citizens of Cameroon have gained jobs as drivers, cooks, security guards etc. The GDP of the country too, has been raised as a result of tourism business. Everything being equal, the influx of tourists in Cameroon also had some negative aspects both to the tourists and to Cameroon as a nation. The culture of Cameroon has somehow lost its value in recent times, tourists face insecurities such as burglary, kidnapping, etc. The government has however seen into it that these aspects are curbed and maintained. This project is to act as a recommendation to the commissioner, other researchers on similar topic, tourists who will one day want to visit Cameroon for tourism.

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APPENDICES

APPENDIX 1/1

QUESTIONNAIRE

(Please tick and provide answers where appropriate. More than one alternative can be chosen except in Q 9, 10, & 12)

Hello respondent,

My name is **Rismond Takor**, a final year student of **Centria University of Applied Sciences Finland**. I study Bachelor of **Business Administration**, specialty of **International Business**. The aim of this research work, is to find out the **Impacts of tourism in Cameroon**. It would gladden my heart, if you can take out time to answer to these questionnaires! Every provided information will be treated confidentially, and only for the purpose it deserves.

1) What type of ownership is your business operating?

a) Public Limited

b) Private

c) Partnership

d) Others: Please specify _____

2) Which of the following social media platforms does your company utilizes?

a) Facebook

b) Twitter

c) Instagram

d) Others: Please specify _____

3) How does your company get in touch with tourists who plan to visit Cameroon for their first time?

a) Social media

b) Phone calls

c) Emails

d) Others: Please specify _____

4) What is your mode of receiving payments?

a) Cash

b) Credit Card

c) Others: Please specify _____

5) Since most of your clients come from abroad, do you accept foreign currencies like;

a) Dollar

b) Pounds

c) Euro

d) Yen

e) Others: Please specify _____

6) From which of the following continents do you record most of your tourists?

a) Europe

b) Asia

c) Australia

c) North America

d) Others: Please specify _____

APPENDIX 2/1

7) How long do most tourists spend in Cameroon for tourism purposes?

- a) 1 week
- b) 2 weeks
- c) 1 month
- d) Others: Please specify _____

8) What type of tourism do you think most tourist visit Cameroon for?

- a) Cultural tourism
- b) Sports tourism
- c) Eco- tourism
- d) Wild life tourism
- e) Others: Please specify _____

9) Do you sometimes face difficulties in dealing with some clients(tourists)?

- a) yes
- b) Often
- c) Seldom
- d) No
- e) If yes, often or seldom, please specify _____

10) Do your tourists sometimes face some challenges whilst on the touristic sites?

- a) Yes
- b) No
- c) If yes: Please specify _____

11)What can you state as your greatest set-back as a tourism company?

- a) Insecurity
- b) Competition
- c) Shortage of staff
- d) Government Policy
- e) Others: Please specify _____

12) Are the tourists visiting Cameroon always satisfied?

- a) Yes
- b) Often
- c) Seldom
- d) No

13) Briefly, can you state if your company administers questionnaires for tourists.

14) What can you say about government's role in the tourism sector.

15) How useful have recommendations and feedbacks been to your company.

16) Briefly explain a bit about your security measures for tourists who visit Cameroon.

17) List one or two other tourism related companies that you face competition with.

Thank you/Tack/Kiitos!