

Barriers to Sustainable Tourism in Senegal

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Abstract

This work is in line with the promotion of sustainable development initiated by the UNWTO in countries where tourism can be an essential vector of development and at the same time, in the development policy of the tourism sector in Senegal through the Emerging Senegal Plan (ESP). The tourism sub-sector generates nearly 75,000 jobs and is one of the largest providers of foreign exchange but its contribution to GDP remains modest. Tourism suffers from lack of connectivity to target markets, poorly diversified and insufficiently competitive supply, poor quality services, lack of trained and skilled manpower, and deficit of promotion of Senegal as a destination. It therefore includes, firstly, a survey of current barriers to sustainable development and, secondly, an analysis of hypotheses focusing on ways and means of financing sustainable development, access to greater social well-being and opportunities for sustainable economic growth, cultural heritage and biodiversity preservation, etc. Qualitative and quantitative surveys have made it possible, through their exploitation, to better identify practices that are conducive to a more productive and sustainable tourism implementation approach.

Keywords : *sustainable tourism, sustainable development, economy, brakes, southern countries.*

Introduction

The evolving nature of tourism is, as we know, dependent on the changing relationships between demand and supply, the economic context, etc., and therefore requires that key factors such as stability and sustainability be taken into account. This is why any perspective of sustainable tourism development, considered for Senegal, requires an adequate identification of the barriers that are likely to jeopardize its success.

The relevance of such a choice is justified by the economic capacities of a sector like tourism to contribute to meeting many local and global challenges in many areas of activity. This explains why countless organizations, associations and NGOs assist some countries, in terms of promoting and defending sustainable development by providing them with support in terms of tools, instruments, policies, codes, programs, regulations etc.

According to UNWTO Secretary-General Francesco Frangialli, the magnitude of the potential adjustment of tourism demand and its consequences for the sector will depend on the evolution of the economy and the response of consumers, two factors directly correlated with the prices of oil, gas and food. UNWTO is monitoring this unstable situation closely. Given the current circumstances, we are cautious, although we remain optimistic about the overall outlook for the sector¹.

The relevance of economic factors in terms of permanent monitoring exercises accounts for the contribution of Brieu et al in *Practices of sustainable tourism: proposal of a cross-typology with consumer behavior* that sheds more light on some key barriers to sustainable tourism.

According to these authors,

"The development of tourism and its economic virtues is important for many territories. However, the potential negative impacts on the environment and society can be serious and minimizing them is one of the industry's major challenges for decades to come. This requires an awareness of all stakeholders, especially tourists. This research proposes an original analysis combining sustainable tourism behaviors (in a holiday situation) and socially responsible consumption behaviors on a daily basis".

It is therefore essential to further identify and explore other obstacles of an environmental, social and behavioral nature, that are at the heart of priority strategies favoring more empowerment of the responsible tourist (**Harris Interactive, 2012**), a duty bearer of sustainable development.

This is all the more necessary as international tourism is considered one of the few economic sectors that are favorable to the least developed countries insofar as it can generate a variety of activities with high potentials for job creation, socioeconomic integration of young people and women, built and natural heritage protection, etc.

Such an approach to removing said obstacles fundamentally coheres with a genuine development of sustainable tourism in Senegal hence the Senegalese authorities' decision to make tourism both a priority and a key axis of its emergence process. This has resulted from a growing awareness that the potential of tourism has been neglected in the past despite its strong impact but, fortunately, it is now receiving more attention from the State of Senegal which, through the Emerging Senegal Plan, intends to strengthen the destination of our country. The idea here is to draw attention to the various obstacles that hinder the development of sustainable tourism and its effects on the economic growth of host communities. This,

¹ Francesco Frangialli in OMT : « La demande touristique mondiale va ralentir... », https://www.tourmag.com/OMT-La-demande-touristique-mondiale-va-ralentir_a26973.html

therefore, raises the question: how does the development of sustainable tourism foster the economic growth of host communities?

The formulation of the problematic made it possible to lay down our working hypotheses and to position ourselves on a research axis based on the documentation and the data collection that will be dealt with throughout this article. It follows that:

H1: sustainable tourism can support the fight against poverty and allow to find financing sources,

H2: the development of sustainable tourism makes it possible to solve the problems hindering the development of tourism,

H3: Sustainable tourism can lead to social well-being, economic growth, preservation of cultural heritage and safeguarding biodiversity.

The aim of this article is to contribute to collective reflection. This will be achieved through the following steps. Firstly, we will address socio-economic barriers and poverty issues. Secondly, the reflection will be devoted to the agricultural crisis and food insecurity in relation to factors closely linked to poverty with spacial emphasis on prospects for poverty reduction through tourism development. Thirdly, we will focus on the current demographic situation to better assess the complexity of tourism issues related to poverty, population growth and health situation.

1) Socio-economic barriers

Any analysis of the obstacles to tourism development requires taking into account the conclusions to be drawn from Senegal's Third Poverty Reduction Strategy (2013-17)², now called the *National Strategy for Economic and Social Development*³. It is substantially based on the lessons learned from *The Second Strategy (PRSP-II 2006-2010)*⁴. It reflects the synthesis of the results of the participatory PRSP revision process subsequent to its final validation and adoption by the Government of Senegal. By virtue of its status as an economic and social policy document geared to growth and poverty reduction, it draws its legitimacy from the participatory process that underpins it and determines medium and long-term goals for poverty

² IMF Report No. 13 / 195f SENEGAL STRATEGY PAPER ON POVERTY REDUCTION - JOINT ADVISORY NOTE

³ The development of the National Strategy for Economic and Social Development (SNDES) over the period 2013-2017 obeys the political will to put Senegal on the path of development. It is taking place in a difficult international economic context, marked by soaring prices for food and energy products. On the other hand, the persistence of the financial crisis, illustrated by turbulence on the financial markets as well as by the difficulties faced by advanced economies, may also accentuate the risks of deceleration of global growth. ("Economic and Social Policy Paper," n.) In https://www.ipar.sn/IMG/pdf/SNDES_2013-2017_-_consolidation_version_24_octa2012.pdf

⁴ The PRSP-II is engaged in the implementation of the Strategy for Growth and Poverty Reduction (PRS) for the period 2006-2010. This is how he associated the PRS with the Accelerated Growth Strategy. It was a reorientation of Senegal's economic and social development objectives.

reduction. It also defines progress indicators and sets annual and intermediate targets, as well as the means to be mobilized to achieve the results. It thus constitutes a frame of reference for government interventions and development partners as well as other actors (civil society, the private sector, local authorities) who will have to translate it into sectoral programs and assistance strategies. It, too, includes operationalization modalities through details on quantitative objectives, activities, and division of responsibilities⁵. One of the salient factors that emerges is the difficulty of reducing poverty, which makes it a major impediment. The complexity of the limitations of implementing the poverty reduction strategy, based on wealth creation and its own risks, revolves around the following obstacles:

- bad fiscal policy: taxation has effects on competitiveness, choice of savings, consumption and further investment,
- corruption: defined as an abuse of public power for personal ends, it constitutes a major obstacle to development and promotes the race for easy and fast money,
- the low level of internal savings: internally, an appropriate savings rate is considered essential in order to achieve sustainable economic growth in developing countries,
- the weakness of public private investment: in fact, the public-private partnership favors and stimulates the economic growth of a country,
- an inadequate financial system: the financial system is made up of all the institutions and mechanisms designed to link economic agents whose resources are surplus and those whose resources are insufficient and contributes to increasing the productive capacity of the economy,
- etc.

In addition, there are important socio-economic and cultural obstacles that greatly contribute to thwart any significant tentative efforts to create wealth and, consequently, to increase the growth rate. More specific approached-related examples of obstacles include youth unemployment, insalubrity, infrastructure and health deficits, taboos and socio-cultural beliefs. According to Hugon (1967) in *The Socio-Cultural Blockages of Development in Black Africa*,

"Socio-economic factors are essential to explain the non-diffusion of progress; the strength of sociological traditions explains that African society is blocked. By ignoring the non-economic factors, the economist would remain on the surface of the real, he would only study the epiphenomenon, he would forget that development can not be economic if one is at his point of

⁵ Complete document available in http://www.dpee.sn/IMG/pdf/119_75_DSRP_II.pdf

departure. This explains the failure of many development policies developed by experts reasoning in terms of financial and human investments.

Only countries that have heeded the lessons learned have, indeed, succeeded in reducing poverty by successfully facing such considerable challenges as access to education, food, food crisis, and so on. It would therefore be helpful to equally heed the fact that, according to the IRDES⁶, there are deep inequalities between incomes in Senegal. In fact, 20% of the country's wealthy alone hold 75% of the wealth, while the poorest 20% only benefit from only 1.3% of the national wealth. Not only do these fail to receive adequate attention but it is likely to worsen. Besides, according to the same conclusions, rural areas are the most affected by poverty, with a rate of 80% compared to 28% in urban areas, and 1% growth leads to a reduction in poverty of 1.3% in rural areas compared to 1.07% in urban areas.

In rural areas, the predominance of small farmers prevails because they are the poorest compared to other social classes noted in the city. And, as regards the primary sector, agriculture predominates and the incidence of poverty is 80% compared to 42% for the secondary sector and 32% for the tertiary sector.

The imbalance is manifested by an incidence of poverty of 80.7 per cent in the primary sector, which covers more than 81 per cent of the poor and contributes only 19 per cent to wealth creation. In this sector, the growth rate of GDP per capita is the lowest, ie 2.18%.

Concerning the secondary sector, it accounts for only 4% of the poor, with a contribution of 18% of GDP, which is considered as a mismatch between the very structure of the economy and the goals of a consistent reduction of poverty in Senegal.

As for the tertiary sector, it covers only 14.3% of the poor and contributes a little more than half of the wealth created (51%).

This poor distribution of national growth between the different social strata continues to widen the gap between the rich and the poor in Senegal in that it does not favor the emergence of a middle class able to strike a balance between these two social layers.

However, in order to achieve the objectives set forth in the *Poverty Reduction Strategy Paper*, it is necessary, as noted by the IRDES study, that economic performance be accompanied by a reduction in inequalities.

This study, too, posits that economic growth can only play a positive role in reducing poverty if and only if it is buttressed by a good distribution of income between the different social layers, especially between rural and urban areas.

⁶ Research Institute for Economic and Social Development, Economic Growth, Poverty and Inequality in Senegal, May 2005.

Another problem is that this national economic growth is highly dependent on the nature of changes in international economic exchanges and especially the endless and successive outbreaks of world oil prices. In the field of poverty alleviation, international organizations such as the United Nations and the World Bank agree on the effect of tourism as a means of combating poverty in the world. Indeed, according to the World Tourism Organization, tourism can commit itself to fight against poverty through the creation of jobs and the preservation of the environment. All of this requires an important UNWTO program to support the Millennium Development Goals. This economic sector must contribute to pro-poor growth, hence the adoption of specific mechanisms to significantly reduce poverty through pro-poor economic growth (Cabral, n.d.).

Here, the goal is to involve the poor in economic activities, to support them in a catch-up logic for the benefit of the poorest populations. It is in this context that UNWTO launched the Sustainable Tourism - Eliminating Poverty (ST-EP) program (Sofield et al., 2018) in Johannesburg in 2002. Indeed, in many less developed and developing countries, for example, tourism represents the most consistent and reliable sustainable economic development option. At the same time, it is a source of savings in foreign currencies and direct and indirect job creation. It also enables poor local people to obtain jobs in tourism businesses or to provide them with goods and services.

However, tourism should not be seen as a simple "answer" to poverty. While it contributes greatly, it must, in a sense, channel the high percentage of tourism spending to the benefit of the poor. It should, too, allow the population to create opportunities.

To help attain this, UNWTO proposes ten (10) principles to achieve poverty reduction through tourism.

1. All aspects and types of tourism can and must commit to reducing poverty.
2. All governments must include poverty reduction as a key objective of tourism development, and therefore consider tourism as a potential tool for poverty reduction.
3. The competitiveness and economic success of tourism enterprises and destinations are decisive for poverty reduction. Without this, the poor do not benefit.
4. All tourism businesses need to be concerned about the impact of their activities on local communities and to ensure that they benefit the poor through their actions.
5. Tourism destinations must be managed by strategies and action plans whose main objective is the reduction of poverty.
6. A great understanding of how tourism works in destinations is asked: how are tourism revenues distributed and who can benefit from them.
7. Tourism management and development must include a wide range of interests, including participation and representation of poor communities.
8. The potential impacts of tourism on the livelihoods of local communities need to be taken into account, including the local and global impacts, present and future, of natural and cultural resources.
9. Particular attention should be paid to the viability of all projects affecting the poor, ensuring market access and opportunities with links to existing businesses.
10. The impacts of tourism on poverty reduction need to be effectively controlled.

Tourism, as we see it, is a complex activity. Apart from the monetary flows generated, the opportunities created, it is important today to focus on income from tourism. Indeed, most often, the tourism sector is approached lightly while the smooth running of this sector requires the involvement of local actors, the host population, national and transnational. As one of the first economic activities of the world through its financial flows, tourism, in relation to poverty, should be used in a development strategy towards the poorest, because it represents the tool par excellence for solving the problem of poverty.

In Senegal, there is therefore a real need to analyze the problems of sustainable development, in the light of multiple factors: economic, cultural and environmental, etc.

The reality of poverty is not denied, but its multifaceted impact on society is underestimated and neglected. Yet even the visible face of poverty would suffice to demonstrate the marginalization and exclusion of individuals without decisions and initiatives in this usual context of globalization. It is all the more pernicious because it instills in the person or group of people an instability, a lack of confidence and self-esteem and stifles the desire to live in freedom, under better conditions. to eat well, to live in a good state of health, to educate oneself, to inform oneself, to enjoy one's social and political freedom, all things essential to the development of the country.

Indeed, the urban environment in Senegal is mainly made up of disadvantaged people who, in a way, live next to a prosperous minority who can normally meet the needs of a respectable life.

As for the rural population groups, they fall into the category of the poorest according to the standard analysis of poverty in terms of income and consumption. Among their difficulties, we can note the decline in yield, an increase in the price of agricultural products, lack of seeds, modern agricultural equipment and rainfall, etc. Their area is highly dependent on primary agriculture which is dependent on and weakened by the irregularity of water, cultivable land, and practice in the dry season.

Several approaches have been used to analyze this phenomenon. Indeed, in the study of poverty, certain variables are taken into account, namely criteria like well-being or level of satisfaction of basic needs or the capacities of populations, etc.

Poverty is therefore a real socio-economic obstacle to sustainable development. However, three different approaches inspire the analyses made of the problem and are all closely related to each other:

- the approach according to the physiological and material well-being,
- the approach according to access to basic needs,
- the approach based on the abilities of individuals.

The definition of a social and economic minimum encompasses the three approaches and these are necessary for a decent life, commonly known as the "poverty line". Thus, the poor are here defined as the person whose resources, abilities and opportunities do not allow him or her to reach the minimum in question. But this approach goes beyond low income, including other socio-economic factors that prevent it from providing the necessary assets to exploit any development opportunities presented to it.

For the World Bank and UNDP, poverty results from *"lack of (access to) assets, insufficient or inappropriate economic growth, and poor governance."*

The World Bank and UNDP (United Nations Development Program) remain the two flagship institutions in the fight against poverty. The two organizations agree on the causes of poverty, but have differences as to the definition of poverty and its quantification.

UNDP⁷ specifically defines three concepts:

Extreme Poverty or Absolute Poverty: A person lives in extreme poverty if he does not have the income necessary to meet his essential food needs defined on the basis of minimal caloric requirements (1800 calories per day and per person). (WHO)

General poverty or relative poverty: A person lives in a situation of general poverty if he does not have sufficient income to satisfy his basic non-food needs: clothing, energy, housing, as well as foodstuffs.

Human poverty: is considered as the lack of basic human capacities: illiteracy, malnutrition, reduced longevity, poor maternal health, preventable disease.

As for UNDP, it does not formally define **monetary poverty**, but evokes it.

Let us note, while remaining on human poverty, that it is linked to the concept of human development inspired by the works of **Amartya Sen** (Nobel Prize for Economics - 1998): human development represents the enlargement of opportunities and choices available to individuals.

Thus, UNDP favors a multidimensional approach in which human poverty is defined as *"the negation of the opportunities and fundamental perspectives upon which all human development rests: to live a long, healthy, constructive life, and to enjoy decent standard of living, as well as freedom, dignity, respect for oneself and others.* (UNDP-Algeria Human Development Report 2006, p. 17). As for the approach used by the **World Bank**, it is a monetary approach to poverty. His reasoning is to identify two kinds of poverty: **absolute poverty and relative poverty** that were previously defined.

The World Bank recognizes the different facets of poverty: its multiple dimension is thus not overlooked. It explains that the study of areas such as health, education, vulnerability, lack of power and lack of speech should be taken into account to understand poverty in all its complexity.

The monetary approach of the World Bank is to *« base itself on a criterion of income or consumption, then combine different areas that strengthen or worsen to diminish or to increase the level of indigence of the poor »*. According to international institutions, the poverty line is defined by international institutions as anyone living on less than US \$ 1 a day.

For Senegal, the data relating to said threshold are as follows:

Table 1: Geography of poverty in Senegal

⁷ UNDP definitions and approaches to poverty in <http://www.bsi-economics.org/416-definitions-approches-pauvrete>

Région	Incidence de pauvreté
Dakar	26,1
Ziguinchor	66,8
Diourbel	47,8
Saint-Louis	39,5
Tambacounda	62,5
Kaolack	61,7
Thiès	41,3
Louga	26,8
Fatick	67,8
Kolda	76,6
Matam	45,2
Kaffrine	63,8
Kédougou	71,3
Sédhiou	68,3
Ensemble	46,7



http://www.ansd.sn/publications/reports_enquetes_etudes/enquetes/Ereport_BPS-2011.pdf

Source : www.ansd.sn

2) The agricultural crisis and food insecurity

The extent to which senegalese tourism is allowed to expand depends on a rational and integrated approach to the socio-economic development in relation with existing structures of both agriculture and the tourist industry, the characteristics of the relationships between agriculture and the various sub-sectors of the tourist industry, etc. **Indeed, establishing whether a tourist industry is based on guest-houses or other types of hotels, would require greater productive usage of local agricultural outputs** to better ensure a more efficient utilization of local resources and greater local participation in the industry in general. This requires the **establishment of tighter and stronger relationships between agriculture and tourism** at, for example, two levels:

- the source of local supplies to hotels, i.e. whether small or large farms; and
- the marketing and distribution systems involved in the present movement of local agricultural supplies to the hotels.

This would, in our view, better cohere with senegalese poverty reduction strategies. Indeed, basic poverty-related factors associated with the crisis in the agricultural sector, include the causes of food insecurity affecting the majority of the population. In fact, the agricultural sector holds nearly 60% of the country's economic activity and occupies a significant place in Senegal, where agricultural production accounts for an average of only 52% of basic food needs. However, investment in the sector is much more concentrated in areas where irrigated crops predominate, where poverty is lower than in areas where rainfed crops are grown.

In the 1980s, the agricultural sector had gone through a very serious crisis affecting the performance and results, as well as the living conditions of the rural populations, and today has the following consequences:

- problematic management of the impacts of declining rainfall,
- recurrent decline in producer prices,
- destructive land use practices,

- growing impoverishment and indebtedness of rural populations.

In addition, this sector suffers from limited access to water and electricity, lack of coordination between the various protagonists and structures, inconsistent interventions of international institutions, partners, low level of professionals in the sector and equipment, etc. Finally, the other major concern is that the agricultural workforce in Senegal is essentially composed of the female population, especially markets, not to mention the rudimentary characteristics of the methods and equipment used.

In senegalese silvo-pastoral areas, peanut culture remains a strong colonial legacy since settlers encouraged the cultivation of peanuts for their raw material supply. This culture is not without consequences. According to some specialists in agriculture, such a type of monoculture groundnut crops encouraged clear cutting and contributed to deforestation and desertification especially in the groundnut basin.

Plant cover depletion resulting from man's action on nature is also an aggravating factor in the desertification process of land impoverishment. Excessive and accelerated exploitation of accelerated of arable lands is another major cause of land degradation and loss of biodiversity. For example, in some departments, soil degradation causes disruption or destabilization of sand dunes that endanger surrounding populations and often buries paddy fields or areas of market gardening and some water points that contribute strongly to the preservation and exploitation of the environment.

This has major consequences: the increase in the food deficit reaching rural populations, the degradation of ecosystems, the rural exodus which is causing urban overpopulation, the increase in the level of unemployment and poverty, insalubrity in different urban centers, etc.

As a reminder, in the 1980s, an agricultural policy preceded by a 1960-1980 program, aimed at modernizing the sector and reinforcing capacity building in terms of rural world financial strategies and agricultural techniques, return improvement, yield management, channel marketing, etc. Unfortunately, the results have been well below the new funding and framework improvement objectives.

Thus, a new agricultural policy followed this program and was mainly focused on:

- stabilization of production through an approach targeting production factors, particularly seeds, fertilizers, agricultural equipment, etc.
- facilitation of access to credit, the community management of some collective facilities,
- control of water through hydraulic installations,
- mitigation of the impact of desertification through the preservation of forest heritage.

Despite all these efforts, the results are still below expectations. The New Agricultural Policy (NAP) and Priority Action Programs (PAPs) have failed to improve production. Actually, not only are farmers poorly equipped, they are not well trained and prepared. In addition to the withdrawal of the State, reducing campaign credits and the allocation of seeds and fertilizers, the situation was complicated by producers called to confront or submit to a logic of market economy. The environment and natural resources have also not been spared by the repeated failures of the various agricultural programs and the overexploitation of the soil, and the abandonment of land by the new generation of peasants who subsequently has taken the path of internal migration to the urban or external environment to Europe and other destinations.

Despite the lessons learned, the programs neither completely improved the situation nor met the major challenge of maintaining food security, sustainable agricultural development and diversified local production.

Finally, it should be noted that agriculture is a significant growth driver for the entire economy as in the countries of America and Asia. It plays its full role of sustainable development and ensures food safety and self-sufficiency in the world. In perspective, the introduction of improved energy services can make a major contribution to the development of agriculture through irrigation, planting, fertilizer production, food processing and agro-food activities. .

Therefore, more adequate long-term agricultural policies are needed, as well as proper land rehabilitation, improved production systems, good support for the agricultural sector by the state, and so on. To achieve this, it will be necessary to find partners able to finance, train and support the different protagonists of the agricultural sector for the adoption of new forms and modes of production based on science and technology, in perfect complementarity with the know-how and experience of peasants.

Consistent linkages between agriculture (through staple crops and horticulture, etc.) and tourism is a key issue since consumption of local food should be more broadly recognized as an essential part of tourism. Particularly because locally distinctive food shapes the tourist experience and can be an attraction in itself. Indeed, local communities have a unique culture in terms of food, which could be incorporated into the touristic experience of international visitors. They, too, have the potential to contribute considerably to sustainable development, better maintain regional identities and support agricultural diversification in the country.

3) Demographic constraints

The official censuses of the Senegalese population currently estimate it to 15,726,037 inhabitants (with a projection of 18,281,800 inhabitants in 2025), unequally distributed in the national space of which the most populated regions are Dakar (3,630 324), followed by Thiès (2,049,764) and Diourbel (1,746,496). The Senegalese population is very concentrated in the west and in the center, to the detriment of the east and the north of the country. The Kedougou region has the lowest percentage of population with about 16 million inhabitants, ie 1.1%. The Tambacounda region is the largest in the country, accounting for 21.5% of the country's surface area and 5% of Senegal's population. The average density is 80 inhabitants per km2. The main ethnic groups are: Wolof 43%, Pulaar 24%, Serer 15%. Foreigners represent 2.5% of the population.

Figure 1: The population of Senegal 2018



a) Increase in population

From a socio-demographic point of view, Senegal has a non-negotiable mass of population. Surveys have been completed with the last four general reports (RGP 1976, RGPH 1988, 2002, 2013), with more surveys at national level, including those of 1978, 1994 to 1995, and 2001 to 2002). These different surveys dealing with migration and urbanization, household analysis, etc., have provided a database of socio-demographic indicators, contributing to a better evaluation of development projects and programs.

According to the ANSD⁸, the Senegalese population has increased from 4,958,085 inhabitants to 13,508,715 with an average rate of 2.7. The last census divided the Senegalese population into two groups: 6,735,421 men and 6,773,294 women, unequally spread across the 14 administrative regions of the country. The population has accumulated very quickly with a marked increase between 2002 and 2013. According to the Synthetic Index of Fertility (SIF), of 5.0 in 2012 and 2013 in constant decline, of 61 per 1000 in 2005, 47 for 1000 in 2011, 43/1000 in 2013. This Growth is an Extreme Youth of the Population. The average age of the population is 23 years old and the median age is 18 years old. According to the Census of Population and Housing, Agriculture and Livestock (RGPHAE 2013), a Senegalese who is less than 10 years old can read and write in a language that is 60% for men and 60% in women.

Table 2 : Evolution of the population of Senegal by sex from 1960 to 2015

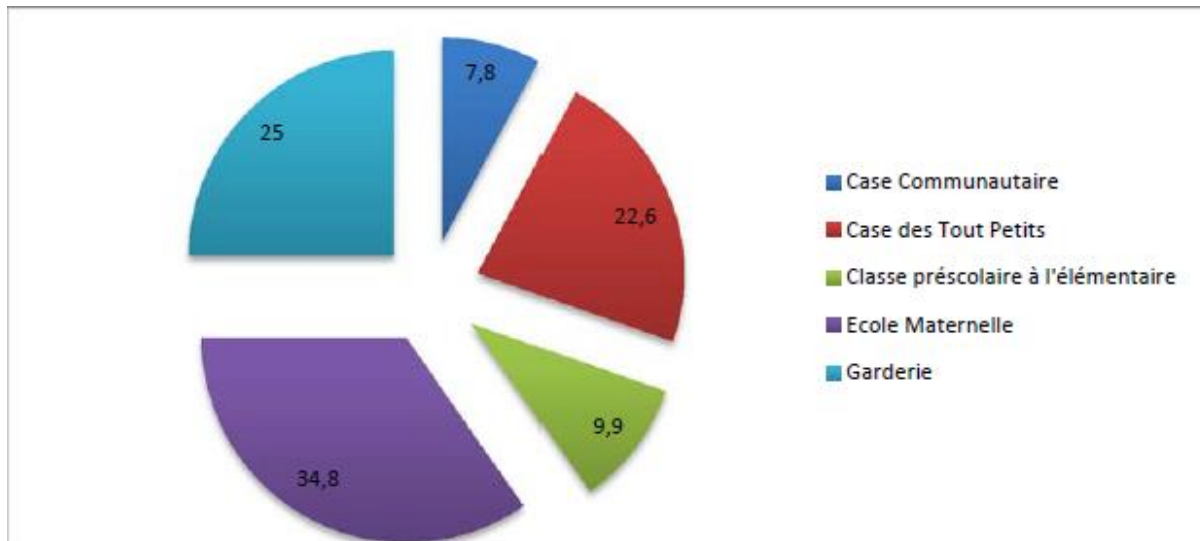
ANNEE	Homme	Femme	Ensemble
1960	1 678 673	1 714 412	3 393 085
RGP_1976	2 472 622	2 525 263	4 997 885
RGPH_1988	3 353 599	3 543 209	6 896 808
RGPH_2002	4 852 764	5 005 718	9 858 482
RGPHAE_2013	6 735 420	6 773 295	13 508 715
Projections 2015	7 153 656	7 202 919	14 356 575

Source : ANSD. *Rapports recensements et Projections démographiques*

The literacy rate is higher in urban areas than in rural areas: 58% versus 34%. Ziguinchor and Dakar have the highest rates of 72% and 69% respectively. At the national level, 47% of the population do not have a satisfactory level of education, while 23% and 30% have primary and secondary / middle school levels or more. The educational level of women remains low. In fact, 50.9% of them have never attended school. For men, this proportion is 36.9%. For the primary and secondary / average levels or more, these proportions are respectively 21.8% and 27.3% for women, and 25.9% and 37.2% for men.

Figure 2: Distribution of preschool structures by type in 2015

⁸ Official page of the ANSD in <http://www.ansd.sn/>



Source : Rapport National sur la Situation de l'Education, 2015

The distribution of structures at regional level shows a high concentration of pre-school institutions in Dakar (31.8%) and, to a lesser extent, in the regions of Thiès (12.2%) and Ziguinchor (9.9%) and Louga (9.4%).

Moreover, private participation in the network of childcare facilities is relatively low in the regions of Matam (2.3%), Kaffrine (1.8%) and Kedougou (1.3%), while in Dakar, nearly 9 institutions out of 10 are private.

The Senegalese population is predominantly Muslim (96.1%). Christians represent 3.8% and animists 0.1%. The freedom of worship in Senegal allows everyone to flourish in his beliefs such as monotheism and others. Muslims, Christians, Animists and those without religions rub shoulders. This solidarity between religions is manifested through religious festivals which are opportunities for sharing and fraternizing.

b) Health situation

Any adequate implementation of sustainable tourism development policies should, in my opinion, require an adequate analysis tool that reflects the health situation in Senegal, particularly because :

The detailed assessment tool reviews the main aspects of the civil registration and vital statistics systems. These include the legal and regulatory framework; registration, certification and coding practices; and the compilation, tabulation and use of the resulting data. The tool comprises both a roadmap, which outlines the main steps in conducting the review, starting with the formation of a review committee of key stakeholders, and an assessment framework, which serves as a template for the detailed review. The focus throughout is on births, deaths and causes of death, because these are the fundamental events that countries need to know about in order to guide public health programmes, monitor population dynamics and measure key health indicators.

(...)

*Countries or local governments using these materials will be better informed about the strengths and weaknesses of their current systems, and will be able to identify the processes or aspects that need to be improved. The outcome should be improved and more useful vital statistics to support health sector reforms and development policies and programmes.*⁹

Clearly, improved impact of high quality and standardized sustainable tourism-related policies would contribute to greater touristic attractiveness¹⁰.

The health policy of the State of Senegal follows the logical dynamics of achieving the Sustainable Development Goals (SDGs), the Emerging Senegal Plan (ESP) and the National Plan for Sanitary and Social Development (PNDS 2009-2018). The first phase was the underpinning of the integrated health development program (1998-2002). And all these programs integrate the international agenda through the Millennium Development Goals (MDGs).

The health policy¹¹ of the State of Senegal is based on the Senegalese Constitution on the basis of Article 17:

« The State and the public authorities have the duty to ensure the physical and moral health of the family and, in particular, the disabled and the elderly. The State guarantees to families in general and those living in rural areas in particular access to health services and well-being ».

Health occupies a significant place in the state budget of Senegal and has been steadily increasing in recent years. For example, the budget of the Ministry of Health rose from 36 billion CFA francs in 1998, to 110.5 billion in 2012. The 2016 draft budget of the Ministry of Health and Social Action amounted to 150 billion CFA against 134.5 billion in 2015, an increase of 15 billion CFA in absolute value and 11.54% in relative value.

According to the report¹² presenting the fourth year of the Demographic and Continuing Health Survey in Senegal (EDS-Continue 2016), carried out from March to November 2016 by the National Agency of Statistics and Demography (ANSD), Senegal counts a total of 3,084 health facilities (including 86 hospitals, 242 health centers including garrison medical centers (CMGs), 1,250 health posts including infirmaries, remand and correctional facilities (MACs) and 1,506 health huts.

However, in terms of health infrastructure coverage, Senegal has not yet achieved the standards advocated by the World Health Organization (WHO). These last two decades have been marked by an improvement in the health situation, as is the trend of most of the indicators monitored by health programs.

Infant and child mortality rates, although still high, have declined significantly. In fact, the infant-child mortality rate has risen from 121 ‰ in 2005, 72 ‰ in 2010-2011 and 65 ‰ in 2012-2013, and that of infant

⁹ *Improving the quality and use of birth, death and cause-of-death information: guidance for a standards-based review of country practices*, https://www.who.int/healthinfo/tool_cod_2010.pdf

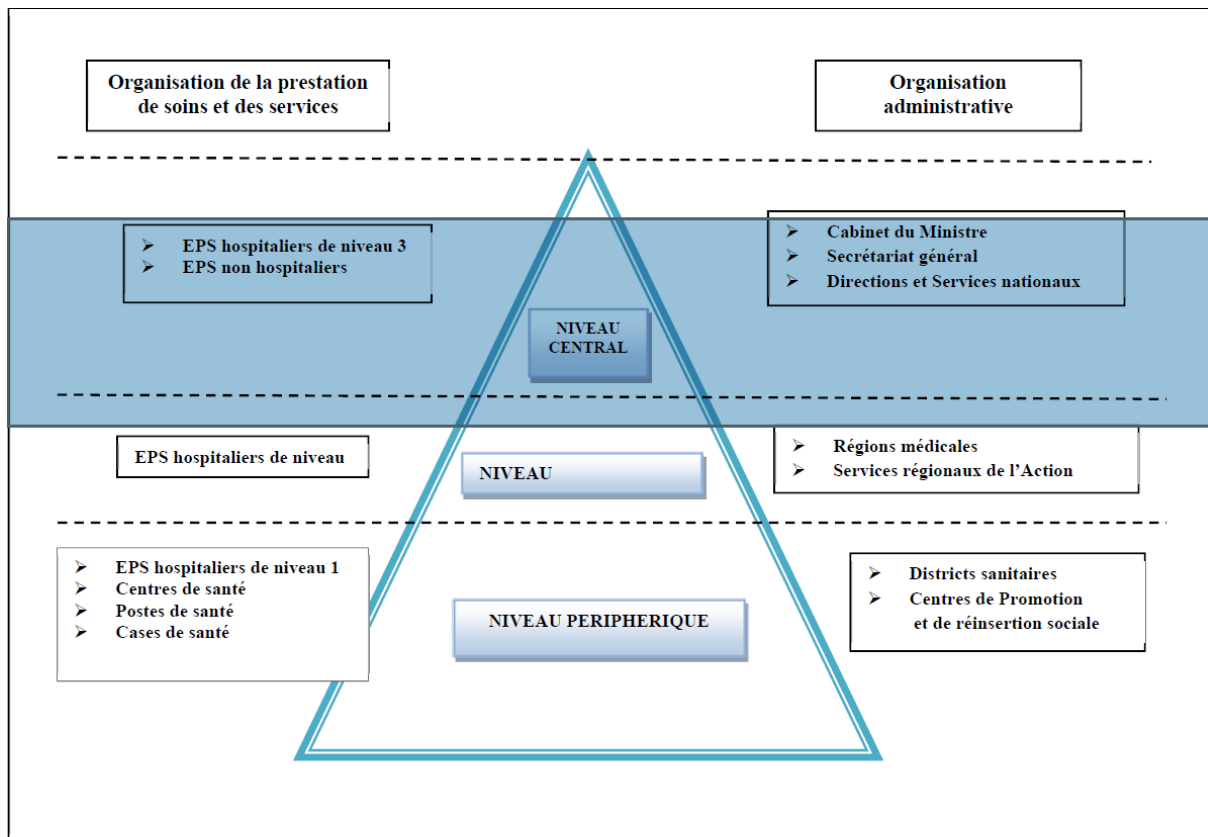
¹⁰ See Systemic Analysis of the Tourism and Health Relationship Ricardo Tejeida-Padilla¹, Jose Pino-Meza², Oswaldo Morales-Matamoros³, Jaime Santos-Reyes⁴, https://www.who.int/mediacentre/events/HSD_Plaq_02.7_def1.pdf

¹¹ The State Health Policy of Senegal in <http://www.sante.gouv.sn/>

¹² 2016 DHS-C Report PDF: Senegal: Demographic and Continuous Health Survey (EDS-Continuous) 2016

mortality has risen from 61 ‰ in 2005 to 47 ‰ in 2010. -2011 and to 43 ‰ in 2012-2013. Finally, the maternal mortality ratio stands at 392 per 100,000 live births in 2010-2011.

Figure 3: Health Pyramid of Senegal in 2015



Source : Ministère de la Santé et de l'Action Sociale (MSAS). Annuaire statistique 2015

Indeed, part of the population does not benefit from any training and in this case, is illiterate. Added to this are economic, scientific and technical difficulties, creating a slow-growing crisis among poor families. This economic and cultural poverty of the population generates in return a demographic increase because, in Senegal, the children represent a family or social pride but also represents a force of production as well as social security ensuring succession within the family. The rural world is the perfect example in holding the highest birth records.

Finally, to this increase of the population, is added a progressive destruction of the natural environment which, in turn, does not support the assumption of the needs of the populations in the domains such as education, the health and training.

Conclusion

The aim of the article was not to deal with all barriers to sustainable tourism. Indeed, said barriers are many and complex. It would take more space to analyze them. It is, however, useful to remember some of them and unveil potential barriers for future research. Such real or potentials obstacles could be divided into four groups.

- The first type of barriers includes the inadequate resources, lack of information, skills, knowledge and expertise, high cost, time and reluctance to get assistance from outside consultants, for example.
- The second category of barriers concerns lack of momentum to measures regarding the sustainability actions by business owners.
- The third kind of obstacles deals with corporate culture needed to promote positive attitudes, experiences, beliefs, and values of the organization.
- The fourth set of barriers includes destination infrastructural problems and lack of resources to buy new technologies, etc.

However, given all lessons liable to be learned from the preceding analyses, it is clear that the march is long, but thanks to all the planning and tourism management already dealt with, Senegal could achieve the objectives of a controlled tourism through the large flow of visitors, healthy, clean, respectful of values and morals and profitable to the national economy. This will necessarily require sustainable tourism and the emergence of innovative tourism products capable not only of attracting more tourists, but also of retaining people in their lands. The list of tourism-related issues must, however, be comprehensive and should therefore, be the subject of other scientific contributions.

List of Figures

Figure 1: The population of Senegal 2018

Figure 2: Distribution of preschool structures by type in 2015

Figure 3: Health Pyramid of Senegal in 2015

List of paintings

Table 1: Geography of poverty in Senegal

Table 2: Evolution of the population of Senegal by sex from 1960 to 2015

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