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**THE IMPACTS OF SURFACE TRANSPORT  
DEVELOPMENT TO TOURISM GROWTH**

**Case study of roads in Cameroon**

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**ABSTRACT**

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<p>Cameroon is often referred to as Africa in miniature. Endowed with abundant touristic potential but not a popular tourist's destination. In this nation can be found almost every touristic attraction that can be seen in all parts of Africa and others that can be found here and not elsewhere. It has three climate zones to feed the tourist tastes which is scarcely to be anywhere in Africa This splendid destination Cameroon has attractions like waterfalls, lakes, mountains, natural beaches, game parks, botanical and zoological gardens and cultural groups with diverse cultures and dishes to satisfy the tourist's appetite.</p> <p>In this thesis the main aim was to research the state of surface transport in Cameroon and to propose solutions that can help enhance significant growth in tourism and bring spillover effects on the economy of Cameroon. The thesis also had as purpose, to reveal the significant role that the development and construction of roads in road network has for it to forge a major twist towards tourism growth. The objective of this work was therefore to promote surface transport development as a focal point in attaining sustainable tourism growth. Such development has impacts on the living standards of the inhabitants as well as the economy as a whole.</p>		
<b>Key words</b> Attractions, development, impacts, interconnectivity, road links, sustainable tourism, tourism potentials, transport		

## **ABBREVIATIONS**

<b>CAR</b>	<b>Central African Republic</b>
<b>CEMAC</b>	<b>Central African Economic and Monetary Community</b>
<b>DMO</b>	<b>Destination Management Organization</b>
<b>GDP</b>	<b>Gross Domestic Product</b>
<b>HEPP</b>	<b>Higher Education Participation Program</b>
<b>MINEPAT</b>	<b>Ministry of Economy, Planning and Regional Development</b>
<b>MINTP</b>	<b>Ministry of Public Works</b>
<b>MINTOUL</b>	<b>Ministry of Tourism</b>
<b>MINT</b>	<b>Ministry of Transport</b>
<b>STB</b>	<b>Singapore Tourism Board</b>
<b>TIF</b>	<b>Tourism Investment Fund</b>
<b>UNWTO</b>	<b>United Nations World Tourism Organization</b>
<b>USA</b>	<b>United States of America</b>
<b>WB</b>	<b>World Bank</b>
<b>W.H.O</b>	<b>World Health Organization</b>

## **ABSTRACT**

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# 1. INTRODUCTION

Tourism has been seen as a major domain in most economies the world over. Identified as the fastest growing industry in the world, its global importance cannot be over emphasized. Surface transport is a major boost to this industry. Transport in tourism is helpful for mobility and increases the motif why people (tourists) move from one place to another. People's interest for travel is doubling every day as innovations continue making travel easier and some might consider the modes as an attraction by itself. These factors have bridged the gap in distance and rendering the universe a global village. As a result, because tourism is a leisure activity that involves travel away from home, the marriage between transport and tourism has become inseparable.

In this research work, the importance of surface transport and road transport in particular are in the center of the role transportation has for tourism growth and development. Focus is also put on the vitality of road development as an asset to invite tourists through smooth trips to the different localities where the attractions in a destination are situated. The closeness of transport and tourism are also shown to be reasonably symbiotic through the awareness that the growth of tourism and increase inbound tourism can stimulate the development of roads that at one point may not be to ease mobility, but for construction of roads which then stand as attractions by itself.

Cameroon is a developing country with a lot of touristic potentials aspiring to become an emergent economy by 2035 and one way of attaining this goal is through increase in tourists' activity. This nation is endowed with enormous potentials that range from diverse climatic conditions to a rich embroidery of historical and cultural heritage and natural attractions. Nicknamed as "Africa in miniature", this small triangle called Cameroon has above 250 ethnic groups with an almost same amount of dialects and cultures that can be used to sell diversity of interest to tourists. It also stands out single as being a destination with one of the highest variety of dishes in the world, these blessings could be used to benefit and raise tourists' awareness with all its accrued advantages to raise the living standards of Cameroonians. Cameroon lies along the west coast of central and West Africa along the coast of the Atlantic Ocean.

Due to all the factors enumerated earlier, the country has a solid foundation for growth as a tourist destination. Realizing that tourism is a major domain in most economies across the world and as the fastest growing industry is a pointer that this research tries to focus on. Thus the need for surface transports infrastructure development as a prerequisite for tourism growth and development. The research tries to authenticate Surface transport in general and road transport in particular, to playing a very crucial role to tourism travel and development in the destinations. Accessibility to localities and attractions within a destination are therefore of intense interest to visitors and is made possible through good roads, links and interconnection systems.

The research therefore explores the reasons for stagnancy of tourism growth and development in Cameroon. In this document the researcher tries to point out that it is as a result of poor surface transport systems in general and absence of good road infrastructure in particular that there is this stagnancy. In the research he tries to come up with a report that can help turn attention to this important sector (tourism) that is being neglected. It is aimed at creating awareness for the need and role that the development of a good surface transport network system can have for tourism and the economy of Cameroon as a whole. Its objective is therefore to show that the existence of abundant touristic attractions, without an adequate good transport network to link and interconnect them will only keep them dormant and not sell to tourists



## **2. ROAD TRANSPORT IN TOURISM DEVELOPMENT**

Road transport is a very important component in tourism development. Its importance is most felt in the destinations and considered as precious because it is a link between all other modes of transportation. This is felt most as it helps in the movement of people and freight from homes and factories to the airports, sea ports and train stations before they are being conveyed to their destinations. Because of its services, automobile transport is considered as the most popular form that assist mobility. It is considered as champion of short distance travel especially within the destinations. Its importance to tourism development and growth cannot be compromised because tourism is all about travel and it therefore helps in tourism travel (Middleton, 2009)

In transport and tourism we can access life time activities which provide essential links to friends, family members, attractions and a wider community. Travel ability is an independent characteristic which sustains tourism travel and mobility. As such, any absence of mobility can prevent some classes of people like the disabled and elderly persons from participating in social activities. Therefore a well compromised road transport system can go a long way to impact on the provision of social services and other benefits to the community. Road transportation as a result plays a very important role in tourism and travel making it essential because it is so flexible and most frequent means to link and interconnect other modes of travel. (Middleton, 2009)

Furthermore, road transport occupies a salient position in the tourism travel industry. It is the most common and earliest means of transport that is affordable to all classes of people. They are so important in the transport and development of destinations due to the fact that, someone might not be wrong to say other modes of transportation like air transport, cruise etc. depend so much on the services of road transport for them to function with ease. The passengers use roads and automobile or other methods of road to leave from their normal places of residence to get to the airport or seaport for final departures. Conversely, upon arrival at destinations the road usage still comes into the limelight for the passengers to get to their final place of residence or hotel room. The same goes for persons travelling by sea or boarding the train to get to their destinations. Even people who trek or use bike and

motor cycles must use a road. Therefore roads stand as the core for tourism success which entails a lot of travel and also inspires growth and development in destinations.

### **2.1. Mutuality between transport and tourism development**

It is difficult to actually differentiate between transportation and travel for tourism. Transportation has singled out itself for national and international trade as a means to convey people and freight. By so doing growth in transportation has direct connotations on growth in tourism and vice versa. The provision of good roads in a destination provides incentives for everyone to like to travel which is a focal point in tourism. As a result almost every human Being has been a tourist at one point in his/her lifetime but without seeming to know that he/she is doing so. Tourism is considered as the totality of activities by people traveling temporary to and staying in other destinations outside their usual environment of residence or work for purposes like leisure, business, visiting friends and relatives or for other purposes for a duration which should not be longer than one year. This involves also the activities put in place to cater for their needs during their stay in these destinations. (Cook 2010 p.5)

The transport forms existing in a destination at any point in time, has a mutual functional influence on its tourism and growth. This assertion is a principle which describes the functional influence of transport to developmental progress. As a result transportation and tourism go hand in hand and it is difficult for one to function without the other. So in this section, focus is going to be placed on the various transport systems in tourism with greater attention to surface transport and road transport in particular in reference to Cameroon in its search to become a tourist destination.

When roads are developed they can be used as a facilitator and as an attraction (Duval, 2007) but the important point for a developing country like Cameroon is that either way they help in tourism growth and development. The presence of good roads facilitates growth and development. Likewise, the road can be designed to meet certain standards which can in the long run turn the road to become an attraction for tourists. When a facility like a road turns out to become an attraction then that destination has attained the status of a real developed tourist's destination. But for a developing nation like Cameroon, the need

for good roads in accessing attraction across the country remains indispensable at the moment.

One important point that is often argued that this writer will want to point out here is the question as to whether tourism helps transport development or transport helps in tourism development? (Duval 2007 Pg. 27) For this writer, the argument can favor a destination depending on the level of development that the destination has attained. For destinations like Europe that are already developed, it will be tourism for transport development. In such destinations like France that has stood in the front line for some time now, the country uses proceeds from tourists arrivals to make its roads attractive. The influx of tourists has already attained a level where it now needs roads that can serve as an attraction alongside several luxury facilities to meet the taste of the tourists.

On the other hand, for a developing nation like Cameroon, the argument will favor transport for tourism development. Cameroon is still inaccessible with absence of good roads. It still has to construct roads that will make attractions on its territory accessible and publicize them known to the tourists. To market these attractions, good roads have to be built and existing ones rehabilitated to meet standards set by UNWTO. When a destination has attained popularity as countries like France, Spain, Italy, USA, China just to mention a few, the destination can at that time begin construction of roads that serve as a transport facilitator and attraction at the same time. This belief is summed up by the idea that marketing is a learning process where we make decisions, watch the results and learn from the results which then help us to arrive at better decisions (Kotler, 1999: 185)

More so, transport and tourism is a life time activity which satisfies the desires of persons in need of recreation, adventure, discovery and site seeing in near and distant locations across the earth's surface and beyond. As such, without the presence of transport facilities to meet these desires, there will be complete absence of mobility for these class of people from participating in these social activities. A well compromised transport system can go a long way to impact on the provision of social services and other benefits to the community. Transportation is therefore important in tourism and travel making it essential because without it travelling will be impossible. Accessibility is therefore the best way to market attractions at a destination. Building good roads to meet customer/tourist satisfaction is the best way of marketing a destinations attraction. This argument is enhanced by one writer

who emphasizes that the best form of selling attractions is through word of mouth. The word of mouth he says, are the best emissaries for a destinations visitors. Cameroon needs to satisfy the few tourists that it has now so that through their comments about Cameroon more tourists will be interested to visit it. (West, The Eden Journal. 2008: xv)

Another vital issue is that roads to attraction sites are very instrumental for inbound or international tourist's arrivals. After long and tiring flights, when the tourist arrive the visiting country, s/he needs the services of good roads to convey her/him to their chosen hotel or attraction site. The positive or negative impressions that s/he gets from the roads is what will enable the tourist to come visiting again. This call for transport development as a means for tourism growth is also crucial for the internal tourism growth of a destination like Cameroon. Good roads help promote internal tourism growth and travel. Residents can easily take weekend breaks and one day trips to visit destinations in their country of residence and come back to their place of work in record time. Absence of such roads prevents travel due to long hours on the roads as a result of bad roads and the consequent high fares.

The close relationship between transportation and tourism equally shares in road transport and tourism growth development. It is difficult for one to go without the other. In fact they are inseparable According to UNWTO; tourism is the act of traveling to one country or destination out of one's place of usual residence, with the main aim being for recreation and relaxation. Therefore the tourist needs the services of transportation to arrive his/her desired destination while transportation needs the disposable income of the tourist for survival. (Duval, 2007 pg. 11) However, our concern here is how will transport and in the present situation in the context of Cameroon, help to foster growth and development

### **2.1.1. Cameroon: Road Distribution**

The functionality of the modal systems in road distribution and interconnections towards tourism growth development is of paramount importance when the flow in it and networking performance is well. For it to attain this status there must be an equitable distribution of roads within the country and interconnections between the various modes to make the destinations of the attractions easily accessible. Interconnection of roads linking

major highways without necessarily having to drive long distances is what it takes to make equitable road distribution and interconnections a vital instrument in transportation and tourist travel. But as can be viewed from the road distribution map below, the paved roads are so unevenly distributed. There is a high level of concentration in the center of the country. As a result the layout and linkages that are established in transport network determines the flow in passenger movements (Duval 2010)



GRAPH 1. Paved road distribution map of Cameroon  
(Adapted from www.iza.org)

The role tourism holds in the world as the number one industry has not been seen or is being under exploited in Cameroon, People in many parts of the country live in dream and hope of a paved road to come for their rescue. These dreams only end in frustrated promises that are never fulfilled. The gravity of lack in paved roads is as alarming as there is a sparsely distribution of paved roads in the country. The general state of roads throughout the year is poor with very high costs to travel from one place to the other especially in the rural areas.

Table 1 Road transport Quality indices for Sub-Saharan African Countries

Country	Road transport Quality index		Country	Road transport Quality index
South Africa	100.0		Djibouti	18.5
Botswana	87.5		Cameroon	18.4
Zimbabwe	50.0		Mauritania	16.6
The Gambia	41.6		Mali	16.5
Sudan	40.4		Kenya	16.3
Togo	37.0		Angola	15.8
Senegal	36.0		Ethiopia	15.1
Nigeria	32.3		Ivory Coast	14.4
Swaziland	27.4		Congo Republic	13.6
Ghana	27.0		Guinea-Bissau	13.2
Namibia	25.9		Somalia	12.4
Lesotho	25.7		Niger	11.0
Zambia	25.1		Burundi	10.9
Benin	25.1		Uganda	10.7
Eritrea	25.0		Sierra Leone	9.6
Guinea	23.1		Equatorial Guinea	6.5
Mozambique	23.1		Tanzania	6.2
Burkina Faso	21.2		CAR	3.8
Malawi	20.4		Chad	1.8
Gabon	19.2			

The few paved roads in the rural areas are most often politically motivated the economic or touristic importance of the road to the economy not taken into consideration. As at 2002, the road statistics showed that Cameroon had about 80932km of roads across the country

and out of this, only a meager total of 5,398km were paved. Even the paved roads most often do not meet quality set for standard roads by UNWTO. Most of them are one narrow trackway which are dangerous for driving on. Judging from this point and taking into consideration that Cameroon is considered as the economic giant in the CEMAC sub region, yet placed on the 22<sup>nd</sup> position with barely 18.4 percent index points on road transport quality index for Sub-Saharan African countries is a depiction that the state of things is really bad as seen in Table 1 above, The unpaved roads are usually not usable in all seasons. (World Health Rankings, 2015)

The quantity of paved roads is as low as the government has only been rerouting and paving those that are heavily used in order to ensure all-weather links between areas with exportable agricultural products and the shipping center. This lack of good roads creates congestion on the stretch of roads that are paved as vehicles branch on this road in order to reach other destinations (as explained in the Branching network later) in this research. The reason might not necessarily be because it is shorter but for assurance to arrive within a certain length of time rather than drive through uncertain and insecure roads.

The suggestion from this report on Road quality index for Sub-Saharan African countries is that road isolation from regional and international markets significantly contribute to poverty in many Sub-Saharan African countries, as a result blocks the accessibility of major touristic attractions and tourist travel with Cameroon not excluded. The implementation of positive road transport policies and planning for Cameroon will contribute greatly in road transport development and tourism growth. Therefore, investing in road building and construction to make tourists attractions reachable for a country like Cameroon can be used to sell the destination, help alleviate poverty through direct and induced factors in road development. Seen from the major roads network distribution map in fig.—below, it is clear that there is an uneven distribution of paved major roads in the country. The paved roads are concentrated within around the south and center regions while the eastern region is completely left out and in the northern regions the paved major road merely links the Adamawa to the northern capital cities.



Graph 2. Section of Douala-Yaoundé road in 2009

(Adapted from google images)

By 2003, studies show that there were 157,800 passenger automobiles and 84,250 commercial vehicles that were in use on the Douala-Yaoundé highway. If 12 years after in 2015 there has been no major change on the size of the road while traffic keeps growing, then it becomes more unsafe to drive through it. The position of Cameroon in road quality as exemplified in figure 1 above portrays the levels of road quality that is in Cameroon to be below expectation. If the main road linking the two most important cities in the country (Douala the economic center and Yaoundé the administrative site) are still at this standard then the situation on the other roads will speak for itself. This accounts for the high number of accidents that kill travelers on this road each year. According to WHO rankings, out of a total of 5070 deaths in Cameroon in 2011, 2.14% are from Road accidents. This is further dampened with Cameroon placed on the 24<sup>th</sup> position on world traffic accident report. Cameroon therefore needs to reorganize its road transport sector to make it attractive to tourists if it wants to achieve a sustainable tourism growth and development. (WHO, 2011)



## 2.2. Road Interconnectivity to Other Modes of Transportation

Road transport plays an important role in tourism through road links and connectivity to other modes of transportation. Copying from the functional and programming method that has been instituted in Finland will be a good example for Cameroon to emulate. There is a perfect linkage in the road network throughout the country. Not only have roads been built linking one to the other, they also link destinations to airports, seaports, and train stations. To perfect this move at certain periods bus departure and arrival timetable programs are matched by those of arrivals and departures of trains and in some situations even cruise ships. This makes movement easy and destinations easily accessible (Expat Finland)

### 2.2.1. Inter-roads connections

In Cameroon roads that have been earmarked for development to make movement easy within the country are classified and numbered as national routes. These roads if developed will effectively link and interconnect movements to all parts of the country. The existing paved roads at the moment do not meet this intention. As a result, long distances are covered going round and round before linking roads to major destinations. A good example is the movement of a tourist traveling from Bamenda in the Northwest Region to Kumba in the Southwest Region. The distance could be covered in three hours passing through Manfe if the road was developed. Instead the tourist has to travel for eight or nine hours going through the West Region and Littoral Region before coming to Kumba. The same distance could be covered in five hours if the connection between the Western Region from Loum to Kumba was developed. These long distance coverage and time wasting are factors that impede tourists from a destination. Cameroon to meet up must construct good roads with interconnections to ease travel mobility.

The cause of the unevenness in paved roads distribution is that the quantity of paved roads is a slow as the government keeps rerouting and paving those that are heavily used in order to ensure all-weather links between areas with exportable products and shipping center. This lack of good roads creates congestion on the stretch of road Douala and Yaoundé as vehicles branch on this road in order to reach other destinations as explained in the Branching network later in this research. The reason might not necessarily be because it is

shorter but for assurance to arrive within a certain length of time rather than uncertain and insecure roads.



Graph 3 Inter-road connection on section of Douala-Yaoundé auto highway  
(Adapted from google images)

It is only through the development of good inter-road connections like the intended plans to on the Douala-Yaoundé road that started in 2013 as shown in fig 2 above that the tourist can maximize the use of his limited time to visit more attractions. Because of good roads and interconnections time can be managed well to visit many attractions and localities. This is what Cameroon needs in this world that has been reduced to a global village now if it wishes to realize a sustainable growth in its tourism.

### 2.2.2. Connection to airports

For a destination to be attractive to tourists there should be existence of good roads to and from the airport with a direct link between the airport and locations within the destination

and attraction sites. An operational urban transport with bus stops and terminals close to the airport is an important area in urban road transportation as this puts in place direct connections to tourists alighting from their flights. When they alight at the airports they have easy access to be carried by taxi, bus or car to other stations from where they can easily pick up trains or long distance buses to their various destinations. It is through these services that road transport is considered as playing an important role in the growth and development of touristic destinations. These facilities do exist in Cameroon but the programming and organization still needs some to be reshuffled for them to function well.

### **2.2.3. Connection to railway stations**

The services of roads to passengers/tourists to and from the railway station is another important factor for tourism travel and development. Road transport provides assistance for distant travelers to and out of cities with railway transport by shuttling them between their hotel rooms, recreation sites, attractions and their hotel rooms. It is therefore another important aspect of the role the development of roads can play in the growth of a touristic destination. The buses have to be programmed in harmony with the arrival and departure of the trains so that the buses always arrive few minutes before the arrival and departure of all trains. They are of great advantage to the travelers and makes movement easy 24 hours daily. However, this is a trend that still has to be studied and implemented in Cameroon whose bus and train services are still not well developed.

### **2.2.4. Connection to river and seaports**

Another major link in road transport is between people (tourists) and goods to and from seaports. Road services link the sea shore with the Centre where the tourists, hotels and attractions are situated. Persons who arrive in Cameroon through cruises that float from Cameroon and goods which come by merchant ships with cargo are transported by road to the city Centre where most activity like entertainment and other attractions are present. Travelling through river and sea mode is relatively cheaper. The cruise industry is still in its enfant stage in Cameroon. Investing in cruise transportation could attract an influx of tourists with limited incomes into Cameroon. The achievement can only succeed if roads

from these ports are easily accessible to the destination of the cruisers. The construction of good standard roads linking the ports to other modes of transport will attract investment in this sector that will in turn bring an upsurge to the growth of tourism.

### 2.3. Cameroons strategic position and link to neighbor Countries

Cameroon is located on a strategic position on the African continent which gives an added advantage that the development of good road network would attract tourists from all directions. It lies in a position that links west, central, north and to a lesser extent the southern regions of the continent as portrayed on the African map in Graph



GRAPH 4. Africa Map; Location of Cameroon

(Adapted from worldatls.com)

As mentioned earlier Cameroon's major attraction is its diverse cultures. The extension from the forest belt in the South through the extended grass fields in the West, North West and Eastern regions to the semi desert North region makes Cameroon so rich in culture, heritage and food diversity. In 1964, over 206 ethnic groups were identified in Cameroon. It is but necessary that good roads to link the attractions in all these areas be constructed in order to sell the rich potentials of these communities. Some of the dispersed attractions in Cameroon include; WAZA Park (the richest wildlife centre in central Africa), Lake Chad basin, Adamawa plateau in the north, Mt Cameroon, Limbe Botanical and Zoological Gardens, the enticing cultures of the Northwest and West regions, Dawara range, the Kilum forest reserve with some unique plants not found anywhere in the world, and the pygmies who live on trees. The construction of road to make these attractions accessible could attract tourists visit to witness the lifestyle of these people and this rich forest reserve. (Camtour, 2012)

Besides, Cameroon lies in a strategic position that play an important role to the growth of tourism not only for Cameroon but also to its landlocked neighbours of Chad and Central African Republic (CAR). Cameroon serves as a supply point for these its neighbours. However lack of adequate infrastructure in its surface transport dwellings prevents it from performing its strategic role significantly. Some tourists could have preferred to travel across Cameroon by road or railway in order to have an eye view of the range of attractions spread across the country and especially its different climate zones and the attractions of its topography. Yet transport fares range among the highest in the sub-Saharan Africa and the time spent on the roads are abnormally long. (Carolina-Torres and Vivien Foster. 2011)

Tourism in Cameroon could see a great leap forward if something is done to salvage its road sector especially by investing on the construction of the Douala- Bangui and Douala-Ndjamena roads. Taking into consideration Cameroons endowment with natural resources and its relatively strong economy, were it to determine, then the roads infrastructure for its expected 2035 dream of becoming an emergent economy would be realised. Should such a project be realised then small businesses would spring up along to meet with travellers (tourists) demands. These will then be the spill over effects of road development and tourism growth.

#### **2.4. The Trans-African Highway**

The Trans-African Highway project which is highly awaited is going to be a morale booster to Cameroon tourism and transport network. Cameroon because of its strategic position has much to benefit from this development. Three of the road networks going across Africa pass through Cameroon mainly route 5 Dakar-Ndjamena highway, route 8 Lagos-Mombasa highway and route 3 Tripoli-Cape town corridors. According to the ADB Report, Cameroon lies at a key point in the trans-African Highway network with three of its routes crossing its territory that will greatly influence mobility and the tourism growth in nations through which these roads pass. (African Development Bank 2003)

Cameroon has so much to benefit from its central location in this network as this will close the gap which exists in the network across Central Africa. The success of this gigantic project however will rely on Cameroon's participation in fostering its realization. This network has got the potential to have a profound influence on Cameroon's regional trade and tourism. It will also in effect ease the construction of connection routes via this main project to attain some of the local communities with rich historical heritage and natural attractions like the enticing culture of the Pigmies in the South region. These are projects that have been envisaged for realization when the country provides its own share of the funds needed for this realization. (Cameroon Report 2005)

#### **2.5. Road Transport Quality and Quantity**

The quality and quantity of roads including the sizes on which tourism travel activities functions play a significant role in the percentage to which tourism and recreational facilities are reachable. Ground transport is described in tourism cycles as champion on short distance travel. This central role is occupied by road transportation through the various forms of travel that include automobile, two wheeled facilities like motor bikes and bicycles or trekking. Road transport forms the bulk as the most used mode of transportation for long and short distance travel alike in all internal travel put together in Cameroon. Therefore with the abundant recreational facilities dispersed in all ten administrative regions in the country, a development of the transport network is the only immediate facilitator that can be used to make these attractions accessible (Duval, 2007:91)

Additionally, transport is a very crucial and important component in tourism. In our present context which is road transport the importance is going to be looked at from three dimensions. Firstly, because tourism is all about leaving ones place of usual residence of work to another, road transport acts as a means to reach the intended visitation destination. Secondly, it is a necessary means of movement at the destination. This therefore is the type of movement that can be likened to Cameroon because there are hardly other options. And thirdly, in rare situations the road itself may be the attraction, also a reality because there are no attractive roads in Cameroon (Cooper, 2008:405)

If therefore roads have an important role at destinations, this should be the case or position of Cameroon at this moment because it is still nursing its ambitions of becoming a tourist's destination. To nurse these ambitions and see that they become a reality, it has to start by making the abundant attractions scattered in all parts of the country accessible. Accessibility can be attained only when good quality paved roads are built and existing ones rehabilitated to meet standards set by UNWTO. An important point which this writer wants to point out for Cameroon to perceive is, the position of roads as a transit. The main attraction is the destination or region where the attraction is situated while the road is just a means to reach it. The point is further encompassed by the argument that even though transport is a derived demand, it also can be seen as part of the leisure experience. This again purports to the reason that the quantity and quality of good roads are inevitable for the tourism growth and development of a destination (S. Wanhill, 2008)

Furthermore, in the destinations the tourists or visitors may tend to use taxis, rented cars, buses on schedule. Statistics from past research works on transport coverage within destination show that the percentage of tourists' use of transport in the destination stand at 10% which is an indication of how vital the road transport is in tourism travel. This attribute confirms complementarily and compatibility between transport and tourism and thus roads to tourism growth. Therefore, as Cameroon is a nation in which majority of its tourist's travels are by road transport and it is but logical that it is the quantity and quality of its road transport facilities that can push ahead tourism growth and development (Fyall, 2008)

Based on the premises aforementioned, tourism at the destination is successful with the help of automobile, whereas transportation in general terms pertains on the use of any device to move an item or persons from one location to another within that destination. This fully matches with tourism which adheres to activities of people who travel for leisure and relaxation purposes. This takes us to the main concern in this research which is to define the impact of surface transport development and therefore the need for tracing and placing the functioning of this mode of transport to tourism development and growth. (Yamauchi, 2014)

The travel and tourism industry in relation to Cameroon`s transportation system have significant interdependent impacts that can be beneficial on the nation`s economy if the quantity and quality of transport network is adequately developed. While tourism helps to boost thousands of assets to serve the industry and strengthen economic growth through travel expenditures, road building, construction and rehabilitation, road transportation is the network that is responsible to ferry the bulk of the nation`s travelers and goods. To enable Cameroon to achieve these crucial impacts, good quality road transport and tourism policies can be attained through a cooperative and collaborative relationship to help assist travelers and to foster economic growth and development (Aubrey, 2007)

A cooperative and collaborative approach by the MINTOUL, MINTP, MINEPAT and MINT can be a morale booster in this domain as their joint effort through tourism, Public transport, economic planning and regional development and transport will go to hasten a faster realization in Cameroon`s developmental surge. A road transport, tourism and recreation partnership will strengthen the achievement of strong, viable and effective benefits to the two domains and the economy at large. Modern tourism and recreation growth is attained when services to travelers driving several kilometers for holidays or other travel motives are provided with good inter regional road network system. The growth in transport and tourism sectors in any economy is a direct link to the country as a tourist destination. (Aubrey, 2007)

## **2.6. Surface Transport Modes and Trends**

Surface transport in Cameroon is made up of road and railway transport systems even though each has its own features and advantages that are implemented to meet the



passenger's demands, goals and services. The intensity of usage for each mode differs across the continents in the world. Surface transport is one of three basic types of modes namely land, air and water transport through which people use to displace themselves from one place to the other. The peculiarities of each mode can be technical, operational or commercial. (J.P Rodrigue 2013)

Automobile transportation has been described as champion on short distance travel. This role in short distance travel has not been compromised to meet expectations and is being under exploited in Cameroon. There is even a popular saying in Cameroon that says, "Where a road passes, development follows". Paved roads in Cameroon are considered as an embodiment of development and progress, yet there is a sparse-distribution of it in the country. Most paved roads merely run through directions linking the capital Yaoundé. Even the few paved ones are mostly constructed with one narrow track way that do not even major for world standards. Among the other few paved ones that run to other directions away from the Centre Region which is host to the capital city and Littoral Region, host to the nation's economic capital Douala, their construction work is most often politically motivated. By so doing the rich cultures and touristic prowess of some regions are neglected. Paved roads should therefore be constructed to link all parts of the country because they help in development and tourism growth.

Seen from the level and quantity of economic and social activity on the few paved roads across the country, there is a clear indication that road infrastructure brings growth and development. There is higher mobility and the influx of foreign tourists to attractions in and around destinations with paved roads. Indications show that there has been remarkable progress in the number of hotels, restaurants, shops and individual stands exposing fruit varieties, handicraft, pottery and the presence of mobile vendors known as hawkers on paved road sides thereby sustaining the communities along these roads through self-employment initiatives. The Bamenda-Enugu road between Cameroon and Nigeria is a perfect example. Some homes have been transformed into resting and relaxation spots for long distance truck drivers and businessmen. Statistics also show that the most functional mode of transport in Cameroon is land transport with road transport occupying about 90 percent of overall internal travel. Among the travel modes include bus, car, motor, bicycle and foot. These modes are the means by which people and freight attain mobility and the

mode of transport through which people use to displace themselves from one place to the other (J.P Rodrigue 2013)

## **2.7. Tourism and road transport modeling**

In road modeling, a road transport model is always taken into account when a new road or an existing one is to be restructured. Consideration is also taken of the density of vehicles that the road can carry, its width and where to place road junctions and interconnections. It is good to build roads that will give the best use to the capital invested in them. When considering this model, the transport system has to take into account the demand from road users both in the present and the future. Modern trends in road transport models are planned so that they cover public transport, tracks for pedestrians and cyclists and even scale some to cover heavy duty and freight. These trends are still a dream to be realized in Cameroon. To have these trends in mind is indispensable for Cameroon now that the importance of tourism is fast gaining its place in the country as a base for the way forward as the country struggles to become an emergent nation. To inculcate these policies will save the nation from double expenditure in the future. Road modeling is pivotal in tourism and road transport growth and development.

### **2.7.1. Highway assignment modeling**

There are a number of stages when developing a road model. The first assignment in building a road model involves the task of listing road junctions and links to other aspects that facilitate mobility. The details of the length of the road, the speed capacity, bends and other characteristics are also looked into. They form the bases for factors that lead to road structures that follow international standards and the safety of tourists thereby contributing in the attractiveness of destinations which leads to tourism growth. The assignment models study the areas under modelling and subdivide them into zones. It then finds the shortest routes which can link the zones in that road network, and between one zone and the other. For each route, studies are done to see how much traffic each path can carry per day in every pair of roads. The road model is then the total amount of traffic each link put which now becomes the model's traffic volume to be considered for each link. Therefore road modeling is a crucial issue in transport and tourism. In destinations where

these factors are taken into account when modeling roads, there is a high degree in ease of movement, less congestion, reduced risk of highway accidents and therefore attract tourists towards them due to their safeness.(Peter and T Davidson, 2001)

A good highway assignment after giving a detail description of the road system with all junctions, links and connections with other zonal roads, presents a complete network of existing roads. The roads are then numbered with map references which make them easy to be located. These factors in modern road trends makes for ease in transportation and mobility and together with the attractions in the destination like Cameroon with abundance of them will pull several tourists if these assignment models could be emulated. Coupled with the fact that "...word of mouth is the best marketing strategy" (Tim Smit, The Eden Project, 2008), the destination will sell as each tourist narrates his/her experiences to friends and relatives.

### **2.7.2. Traffic forecast in highway assignment models**

We live in a world where technologies and modernization is taking place every day. Transport systems are built with the awareness of these daily developments. Modeling the transport sector to meet this edge for modernism is not left out. Highway as well as urban road transport building is usually designed with open avenues for future improvements to better the road systems. To get statistics on the possible amount of traffic in the future, studies in the road model earmarked for construction must also take into account the origin of the destination path. In order to get the rate of growth or how fast the general traffic is growing, the capacity rate at that period is collected to apply for possible growth rates in the future. Let's take for example that the traffic growth rate stands at 2% per year for road A, Then in 10years the traffic could grow even maybe even more than a little over 20%. (T. Davidson, 2001). Therefore, developing a transport model for Cameroon roads has to place possibilities for changes or future trends which might twist tourism flow needs in the future.

### **2.7.3. Transport and mode choice models**

Transport mode choice models determine the choice of what mode of transportation that the traveler or tourist may want to take. The tourist might want to take for example public transport, car, cycling etc. the proportions of the transport modes for a trip could be measured as 80% for public transport and 20% by car. In Cameroon statistics from studies show that 90% of total travels is by public transport while car, railway and other modes stand at 10%. It is as a result of this that SEMO describes some advantages modeling as; modeling analyses propose changes and additions to a road network system in the future, examines the road transport system over time, studies hypothesis of road systems and compare different road transport scenarios while identifying the difficulties on the efficient operation of the road system and not leaving out the identification and diagnosing of problems that may incur and develops an understanding of the road transport system. (SEMO, 2005)

### **3. CAMEROON ROAD NETWORK AND FLOWS**

By definition a road is a long and narrow stretch that has smoothed or paved surface made for travelling by automobile, carriage etc. between two or more places. It can be a street or a highway. This is a very important asset in the tourism industry because no matter what mode of transport that the tourists might use to arrive his or her destination in the world, there is always a point in time that that travel by road has to come to an end. The definition of roads in modern terms can be very confusing. Most people use the terms “roads” and “streets” as synonyms. In any case to those who are concerned about “streets” and “roads” movements as well as road planners and transporters, these two terms have different meanings. However, in this research the writer uses the terms as synonymous. So all references to roads used in the research pertains to both roads and streets. So roads are pathways constructed solely for the purpose of traveling on and most specifically for vehicles. Modern trends are for roads to have separate pathways for pedestrians and bicycles and handicap persons (Soothing Dave, 2010)

Road networks and traffic flow in connection to the modal systems in the destination have a crucial place in tourism demand and the development that accrues in them with the aid of induced growth factors. The physical manifestation and interaction between transport and tourism is achieved through networks and flows. Road transport is a means by which movement and mobility between a destination and origin is facilitated in land transport. The rate of tourist’s movements in a destination is determined by flow in road transport systems. It presents to us how tourists are shuttled from one position to another. (Duval, 2007)

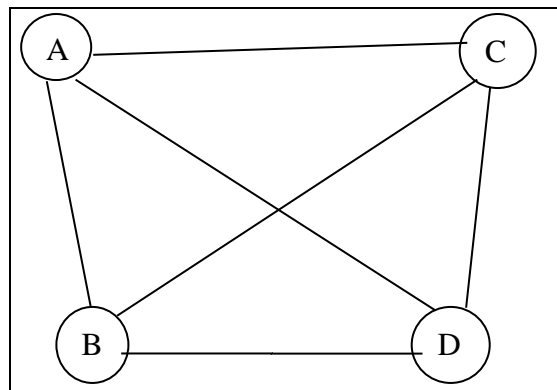
#### **3.1. Road Network Patterns**

Road and automobile transport are the most common mode in Cameroon. With Douala and Yaoundé airports as main entry spots for inbound tourism, road transport is the principal mode that facilitates the shuttling of tourists to the various destinations in Cameroon upon

arrival. Due to the fact that incomes, time factors and the variety of attractions and recreational activities that the tourists might want to visit at a destination, the road transport network flow is as important as analyzed in the various network patterns that follow.

### 3.1.1. Circuit Network

Therefore building a good network like the Circuit Network in fig 3 below is what Cameroon should strive to attain. This makes connections and links between the internal destinations and inter-route connections easy. A tourist in destination B aiming to visit C might not necessarily go through destination A or D to arrive C. This does not only saves time but also cuts down the cost. These are factors that tourists take into consideration when choosing destinations for holidays and leisure.

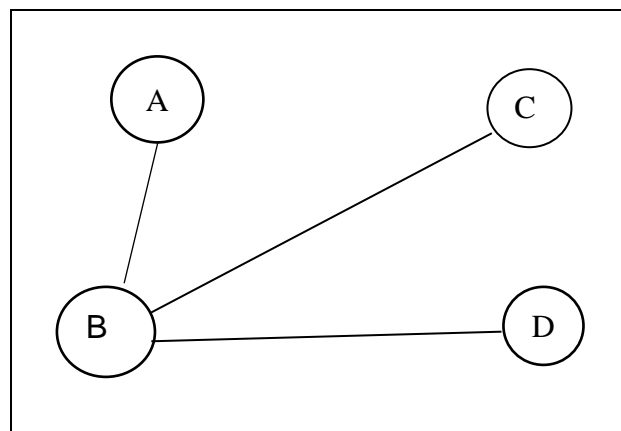


Graph 5. Circuit Network

As earlier discussed, the concentrations of the few paved roads that are in the country are around the Centre regions of the nation and most linking almost the same direction. This type of concentration towards Douala the economic capital and Yaoundé the administrative capital is called Centre oriented/hierarchy network. In figure 4 below all roads are running in the same direction with complete absence of interconnections between the roads. This makes mobility from one destination to the other difficult, strenuous, expensive and time consuming.

### 3.1.2. Centre Oriented/Hierarchy Network

From the network system below, a traveler/tourist in destination A, wishing to travel/visit an attraction in destination C or D must have to go through B to destination C and D. From this type of road network that is similar to paved roads distribution system in Cameroon, the inbound tourist feels bored and carries a negative impression about the destination and might not come back again unlike in a circuit network cited earlier which makes movement relatively easier because of the interconnections between the routes.

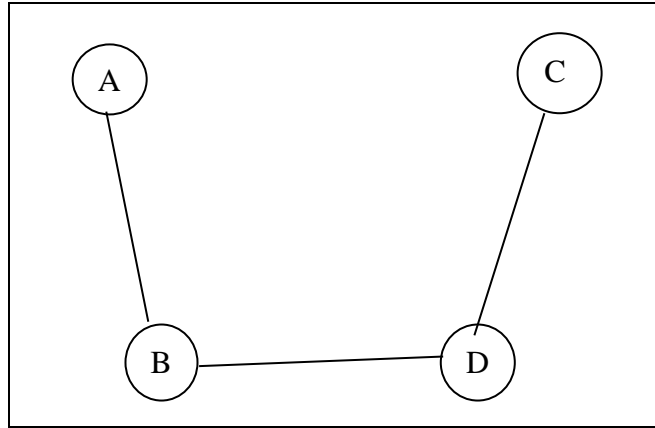


Graph 6. Centre oriented/hierarchy network

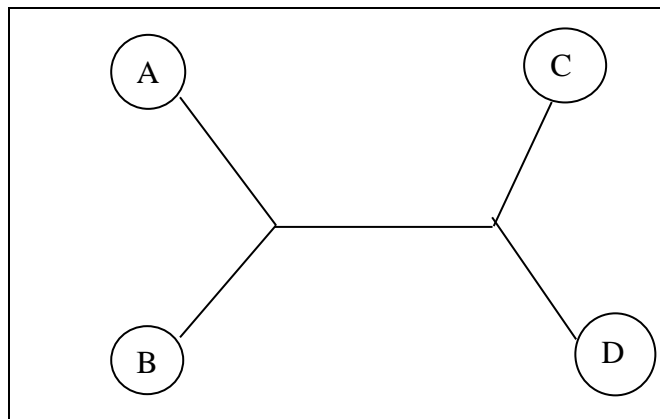
### 3.1.3. Paul Revere`s Ride and Branching Networks

The rest of the country is covered with very few paved roads where the destinations can be arrived at only by following the Paul Revere`s Ride or Branching networks in Figures 5a and 5b below. Here on like the Centre oriented network system, the roads link each other. With the Paul Revere`s Ride in fig. 5a the roads link each but with and incomplete connectivity. A tourist in location C cannot travel to location B or A without going through D. It makes the distance long, time consuming and expensive. As a result will not attract the tourist to come visiting again. In fig. 5b we have the Branching network. Although the roads inter-link each other they do not interconnect each destination. This type of network can be categorized as the one on the Douala-Yaoundé road cited earlier. There is always traffic congestion on this type of network. It is therefore not suitable for tourist travel. The existence of the three networks cited earlier other than the Circuit network are not suitable

for tourist movements and travel and thus a destination like Cameroon which is characterized by the three networks just cited above cannot market the attractions in the various localities of the country



Graph 7a. Paul Revere's Ride



Graph 7b. Branching network

### 3.2. Road and Automobile Transportation

Road and automobile transport were the first and most popular modes of transport in travel and tourism. It remains the most widely used mode of transport. In short distance travel, road and automobile transportation have been described as champion the in the tourism travel industry. It is the road and automobile transport mode that makes it easy for the



tourist to see the local cultures and attractions of the nations. This is because it has great flexibility in contrast to the other modes of transportation (Oter, 2007)

The pricing system in road and automobile transportation in tourism travel makes it very important as compared to the other modes like air transport. It is the most frequently used mode by tourist because of the low prices. Developing roads leading to low cost in fares attracts foreign imports through tourists into the economy. However, it is not without some obstacles. The main obstacle that is affecting this choice in travel is that of time and distance. From definitions of tourism we understand that a tourist is someone who has adequate spare money and time and has the wish to travel. The traveler will therefore always choose a lower fare if the conditions are favorable. (D. Hummels, 2010)

Furthermore, what make road transport travel and development a crucial component in tourism to a destination is its flexibility. Through road transport vehicles can serve several purposes. Its only major setback from other modes of travel is that, it has a very high maintenance cost both for the vehicles and the infrastructure. Secondly, they are used mainly in light industries where rapid transportation of products in small quantities is the norm. However, modernization in road transport to include containerization has also put it on the podium as an essential link in freight distribution. Therefore developing a good road transport network transport system in a country that is an inlet and outlet for two landlocked nations like CAR and Chad can contribute so greatly to the tourism and development in Cameroon. (J P Rodrigue, 2013)

Moreover, considering the fact that Cameroon is a developing country with a very low per capita income, only road transport which is the cheapest and most flexible mode of transport can be sustainable for internal local tourism. It is through this mode that other local destinations can be opened up and developed in other to attract the other transport modes, For long distance travel, if the tourist uses the automobile or road transport mode, it will mean that he/she will incur the loss of valuable time and energy to complete the journey but if he/she uses air transport much time and energy will be at his/her disposal. As a result he/she will gain the opportunity to visit many places as possible and will make the tourist to enjoy his trip or tour. In any case, there are reasons why in short distance travel the tourist will always choose the automobile or road transport system. One of the reasons is the time loss in the airport for the short distances. There are a lot of bottlenecks at the

airport. They take into consideration the time to travel to the airport, to check-in and the waiting times before departure. Due to these factors, tourists prefer to travel using the road or automobile systems in short distances.

If for the above reasons the road transport is considered as the core to internal travel, it is because most internal travel within Cameroon is made of short distances. So in order to develop the automobile transport, it is of great importance to develop the infrastructure. By infrastructure here it means the rebuilding of existing roads and highway network, the construction of new roads, and the establishment of motels, inns, restaurants and other forms of recreational activities for the tourists to use the advantage during travel to rest and relax. For these reasons Cameroon's tourism which is just about finding its feet in the tourism industry has to undertake the task of building new highways, bridges, tunnels to replace roads across dangerous hills and these must be constructed to meet established standards. If such status is met then the tourists can visit the country in a secure and comfortable atmosphere.

Dealing with the road transport in Cameroon, consideration also has to be placed on its modes like buses, personal cars and car rental opportunities. The Cameroon central administration and the business magnets must endeavor to provide the tourists with ample security, comfort buses and a standby technical team of experts to control and carter for these assets. In this domain Cameroon already has an abundance of intercity transport buses which needs just some reorganization to come to standards. There is also urban transport in Douala and Yaoundé. These type of transport buses help to curb congestion on some of the roads. But the standards are still wanting because departures still depend on the number of passengers in the buses before they can depart and not on some regular time tables as is the case in developed countries. This is a defect from the time advantage that the tourists will want to gain away from air travel and the automobile transport that champions short distance travel.

### **3.3. Road Factors That scares Tourists From Cameroon**

From publications of WHO data on road traffic accidents report, the situation in Cameroon as at 2011 still stands very alarming. The report states that Cameroon reached 5.070 deaths

in 2011 from road accidents. This amount on official rankings placed Cameroon on the 24<sup>th</sup> position for the world's highest most accident zones. Taking into consideration this aspect for Cameroons tourism, it will be seen that poor road conditions are the cause of these accidents. Poorly constructed roads are responsible for accidents on Cameroon highways (Linda 2007)

In support of the declarations above, one commentator laments that bad state of roads and too much speed are the reasons for road accidents in Cameroon. He holds that the roads are too narrow and there are too many bends which render driving smoothly difficult. Single lane roads which dominate roads in Cameroon are a danger to Cameroons tourism. Head-on collisions are the cause of most of the deaths in accidents. With this poor record of accidents on roads in the country it will be difficult for tourists to visit Cameroon as most of these factors are looked into when choosing a destination for tourism travel. The government should therefore embark on investing in road transport development as they are a perquisite for tourism attraction for a country like Cameroon.

#### **3.4. Cameroons Need for Road Modeling**

The need for a road model can be referred to as simple representations of the reality that can be made to reach the aims of a particular policies or strategies. These are models intentionally made in order to ease management and put away unwanted structures while keeping some important characteristics of the system at interest. There must always be some reasonable reasons for the need in using a particular road model. Considerations of estimates of future outcomes can quickly be made at a lower cost and risks than through project implementation and monitoring. (J.P Rodrigue, 2013)

Tourism is an industry which depends so much on transport to be successful. The existences of good modes of transport are often core to the attractiveness of destinations. It is for this reason that for any country to experience any feasible growth towards its tourism, the modeling of its transport systems is a key in that domain and its realization. (Peter & Davidson 2001) Therefore a real change in the transport system needs a complete restructuring of the road system. Such changes will determine the speed on these roads in relation to existing trends and the apparent developments that are being implemented. The

attitudes should in reality be a result of past experiences and a good knowledge of existing alternatives. This can then be tabled to the political realm of the nation where it can be tabled as the transport problem. (Dr. B. Slack, 2013)

Portraying the importance of transport modes and what it takes to make that destination attractive to tourists is of prime aim for security and tourists travel. Therefore, the building of a road requires a number of things that have to be taken into consideration when modeling it. Focus is put on how much traffic the road can be able to carry now and even in the distant future. It is for this reason that most governments model roads in a way that will give them the best on what is spent on road construction. When doing this, they usually take into account the demand of people who want to use it in the present and even in the future. At the moment, modern trends are for transport models to cover public transport, pedestrians and cyclists. For there to be a good transport network model to harness tourism growth, modeling the transport network has to take into consideration all modes of transportation in order to assure interconnectivity to ease travel and communication. (Peter & Davidson 2001).

At this juncture it is worthwhile to say that road connectivity in Cameroon is still far below world standards. Existing paved roads that are considered to be below world standards, link only to particular directions although not even all of them share in this linkage. This situation is absent on most of the existing roads in Cameroon. Transportation planning requires predicting the consequences of travel patterns, the growth rate and the development patterns of the nation or cities. These predictions make available changes that would result in future road networks in connection to other modes of transportation. Such planning makes management of roads that avoid congestion through road linkages and interconnections. (H Twaddell 2010)

Models can be used to forecast future conditions where policy intervention is absent. It helps in assessing the rate at which conditions are at that moment and predict likely conditions that may prevail ahead. They can also be used to predict future conditions of the policies or designs if implemented and try to provide the benefits that can be assigned to each policy thereby providing grounds for any appraisal alongside the relative costs and benefits. Therefore a model could be specific for a junction, a small area with real details or it could be for a larger area like a region or big city with no details. The reason for

which a model is chosen will be determined by its geographical coverage and output forecast. (Dr C Comtois)

Responding to the model just cited in the previous paragraph, Cameroon has begun implementing projects like the one on the Douala-Yaoundé auto route project that was earmarked to start in 2012. This five year project that is supposed to end in 2017 is expected to boost economic activity that will see a substantial leap forward in development and tourists activities along this road and the immediate localities that branch-off from it. The picture of the road as indicated in fig. 6 below shows a widening of the road and increase tracks which can accommodate the traffic flow at present and even the distant future with even possibilities of increasing the tracks if need arises.



Graph 8. Section of the Douala-Yaoundé auto route project  
(Adapted from google images)

Upon completion the road will be a major link between four major destinations like the Kribi seaport, Gabon, Equatorial Guinea, Mbalmayo and Sangmelima, thereby indicating why interconnections are a necessity for ease in mobility and time factors. Because tourism

is an industry which depends so much on transport to be successful, the existences of good modes of transport are often core to the attractiveness of a destination. For this reason, for any country to experience any feasible growth towards its tourism, the modeling of its transport systems (and roads in the case of Cameroon) is a key in that domain and its realization. (Peter & Davidson 2001)

Portraying the importance of transport modes and what it takes to make that destination attractive to tourists is of prime aim for security and tourists travel. Therefore, the building of a road requires a number of things that have to be taken into consideration when modeling it. Focus is put on how much traffic the road can be able to carry now and even in the distant future. Due to this, most governments model roads in a way that will give them the best on what is spent on road construction. When doing this, they usually take into account the demand of people who want to use it in the present and even in the future. (Peter & Davidson 2001)

At the moment, modern trends are for transport models to cover public transport, pedestrians and cyclists. Good transport network harnesses the modeling of transport network to take into consideration all modes of transportation in order to assure interconnectivity to ease travel and communication. Inter-road connectivity in Cameroon is a crucial area that close attention has to be given for to achieve any noticeable growth in its tourism sector. Existing paved roads must be made to inter-link each other and the country's 10 regional headquarters. This is a situation that is absent on most of the existing roads in Cameroon. (Cameroon Vision 2035)

### **3.5. Railway Lines Distribution**

Railway transport in Cameroon is still a major setback as well as the whole of central African region. Basically operated by CAMRAIL, train services operate passenger and freight services between Douala, Yaoundé, Ngaoundéré and other smaller cities. But more still has to be done for it to meet modern standards in terms of departure frequency and the acquisition of modern fast trains to reduce the amount of time that tourists spend on the train before arriving at their destinations. Douala is the start point for CAMRAIL and extends to some 1100km towards Central African Republic and Chad but fail to reach the border. Taking into consideration that tourism is the movements of persons (tourists) from

one place to the other for leisure or business purposes, a finishing by extending the train route to the borders of these two countries will burst tourism travel for both Cameroon and these neighbours.



Graph 9. Cameroon Rail Network distribution  
(Adapted from google images)

The extension of the railway lines to its borders could usher the construction from the border or Cameroon to link other destinations in neighbouring countries. Its construction

could attract increase in cross-border tourism and by so doing increasing turnover and reducing travel costs through automobile traveling. The argument is further enhanced by the Logistics performance index for CEMAC countries 2010 report which says the costs to transport goods in this region are even far costly than in other regions of the sub-Saharan, which is already considered by the World Bank as costly compared to the statistics in other parts of world. This consideration is due to the poor state of roads in this sub-region that includes Cameroon (WB index report, 2012

In a situation where public transport service is already in existence but not popular due to slowness as a result of poor roads, departure and arrival times are usually unspecified because of unforeseen expectations as a result of bad roads. Increasing speed for journey time in rail travel can likely be an economically sustainable solution. This could be the solution for CAMRAIL whose trains need to be replaced with modern speed trains that will reduce the travel time for the journeys between Douala and Yaoundé, and Yaoundé and Ngaoundéré. With the high rate of accidents on the Douala to Yaoundé road, modern speed trains will substitute road travel priority which is the primary mode of travel now. Travel time by train from Yaoundé to Ngaoundéré takes several hours with approximately six hours or more of waiting times for the trains to bypass.

The construction of a second track on these two portions of rail lines accompanied by modern speed trains could be a great moral booster for tourism travel between these destinations. Taking into consideration that rail transport remains the most popular mode of transport linking the northern part of the country to the south, an extension of the rail track in that part of Cameroon will contribute greatly to the development and tourism growth.

The northern part of the country is so rich in natural attractions and a multiplicity of cultural values. It is also host to one of the richest wild life reserves in Central and West African known as the Waza National Park. However, the rail track ends in just midway Ngaoundéré to the north. An extension of this track to Kousseri in the Extreme North Region will ease movement as well as tourism travel and the accompanying developmental advantages to the economy and tourism growth of Cameroon. In any case, where speed is not the cause of delays as is case with road transport, delays could be due to congestion as is the case for urban transport in big cities. The journey time in public transport could be



reduced by constructing roads with priority routes for buses and public transport services. For example, priority could be given to public transport services in particular areas that are always congested to enable the public transport punctuality at the detriment of car users. (Currie and Delbose, 2011)

### **3.6. Accessibility to Opportunities**

Modern trends for accessibility are made in such a way that social and demographic changes in the society reflect also on our road systems. Initiatives should be made that implement better access to diverse group of persons such as pedestrians, cyclists, the elderly and disabled persons for all of them have a contribution in the countries tourism growth. Barrier free facilities should be made to assist elderly people and people with disabilities. Overhead bridges should be constructed in places where there is speed and traffic congestion for the ease and safety of pedestrians and cyclists. The implementation of such models gives equal chances to all class of people as even people with disabilities can also visit the destination. In effect the creation of these facilities helps to increase the number of tourist's arrivals to that destination.

Accessibility in transport and tourism development refers to the ease with which a tourist can reach goods, services, leisure activities and destinations which are collectively called opportunities. It can also be attributed to as the potential for interaction and exchange. So if we take for example that a library and internet provides access to information while a glossary store gives access to food items, in the same like paths, roads, train stations, and airports provide access to destinations and leisure activities which are collectively called opportunities. Therefore making attractions within a destination accessible is very sensitive in tourism growth (Engwicht, 1993).

The importance of surface transport and tourism development could also be echoed in terms of the potentials or opportunities which could be reached and or cited in terms of activity opportunity which could be attained. Accessibility is important not only for immediate or a particular use but also to persons who do not have immediate use for it, but still it is of value to them because they might have need for it in the future. The points mentioned above account for the reason why the successes of most transport activity is

accessibility. Travel which engulfs transportation even for recreational purposes has a destination where the journey comes to an end. It explains the reason why surface transport is a vital component in tourism and economic development of any destination Cameroon not left out. Making accessibility to all regions through rail transport is what can be used as a marketing tool to sell the abundant attractions that still lie in the doldrums. To assist them to become accessible can only be attained through developing and construction of rail lines and good roads. Therefore transport planners should focus on mobility particularly on rail transport that has been stagnant since inception. (Litman, 2015)

Transport accessibility planning for touristic purposes especially in metropolitan areas is an important asset for transportation policy making. They ensure that existing as well as future transportation policies and projects are a continuous process in order to meet the challenges ahead with prospects of continuous funding. There are some core functions for them to follow. They must establish a setting for regional metropolitan areas and to be able to effectively identify and estimate transportation improvement options. Their programme should be able to formulate a metropolitan transportation plan that clears the transportation problems today with open avenues to meet future demands. And lastly, the body should be capable of developing a transportation improvement programme (HEPP.2007)

#### **4. TRANSPORT INFRASTRUCTURE ROLE IN TOURISM**

Infrastructure and other infrastructural services play a great role in travel and tourism. It supports and determines the quality and costs of travel and the level of services and related services that can impact on tourism growth and development. In surface transport, the transport infrastructure enhances growth pertains to roads and railways as well as services in transport and logistics sectors. Other infrastructural services which assist in tourism growth and development include those provided by telecommunication network, lighting and other service providers. The internal and external tourism flow and development function well with the help of such infrastructure and related services which are all crucial in enhancing travel and tourism flow. Its existence has great impact on the tourism and development of destinations. (World Trade report 2004)

The transport system (road transport) in a destination functions as a bridge between the tourists' place of origin and the destination. It widens and markets the regions by providing accessibility to the touristic sites. Any absence renders the potential resources for tourism attractions and amenities not to be resourceful. It is for this reason that for a destination to attain tourism growth planning, it must first start with transport planning. This in effect means that for Cameroon to feel and attest to real impacts for tourism growth and development, it must first start by planning surface transport reforms. Planning road transport reforms is a prerequisite which is the base for short distance and internal tourism. A planning of the route network or means of transportation and the modes is essential. The inland systems for a country like Cameroon include roads and railway transports, while the modes are cars, buses, taxis, luxury buses and the trains. These facilities are very important as a means to transport the travelers from the airports, seaports, bus stops, and train stations to touristic sites in the cities (Saleem, 2011)

However infrastructural services are most of the time subject to imperfections that often require regulation by government. In recent years, technological developments have brought great changes in the competitive environment of such services. To make infrastructural developments more efficient requires the government to intervene with some regulations to reform it. These are all factors which when well-handled will regulate

the transport, trade and tourism potentials of a nation. Cameroon presently actually needs this intervention for its tourism development growth for its planned intentions of becoming a tourist destination and an emergent nation by 2035. (World Trade report 2004)

#### **4.1. Alternative Transport Facilities**

A country becomes attractive as a touristic destination when there is the presence of several alternative transport facilities for both urban and inter-urban transportation functioning. This will help in providing linkages between various attraction sites and hotels to tourists in Cameroon cities. Presently luxurious commercial transports buses provide the highest service for inter-urban modal system in Cameroon. A tourist's interest is not only to get access to the tourists region but also the need in terms of time, costs and the degree of comfort gained in the trip. For example, in case of delay in a mode of transport due to one reason or the other, there should be an alternative mode of transport for the tourist to continue the trip (Saleem, 2011)

The alternative transport facilities become even more favorable where there are easy interconnections between the transport modes from one route to the other. With the limited choice of travel in Cameroon being auto mobile in most parts of the country, efforts have to be made for diversification in order to have alternatives. With 22 airports in the country but only three Douala, Nsimalen and Garoua functioning mostly for international travel and a railway network that covers just a small part of the country, efforts should be made to extend these alternatives. In developing them, they help in tourism growth and development.

Modern trends on major highways today are that the capacity of the transport mode helps to determine traffic flow. This reduces the rate of traffic congestion on the roads and thus increase speed and security. In Cameroon inter-urban transport is through mostly big luxury bus carriers which has helped in reducing the amount of vehicles in circulation on the roads but the quality of the roads still remain poor. The institution of alternative modes for continuity in case of failure in one is what determines the accessibility of a destination. For it to attain further increase growth and development towards tourism growth and

development; it has to increase investment funds for infrastructural reforms on its surface transport development. (Saleem, 2011)

#### **4.2. Transport Fares and Services**

Transport fares in Cameroon are very high and travel costs very expensive. The transport costs per/km fixed by government regulation are most of the time not respected in most parts of the country. This trend is most common on the unpaved roads. These unpaved roads form 90 percent of the country's road network system thereby making the situation very pathetic. The World Bank report 2001, holds that in most "sub Saharan African countries, transport costs incidence for export is five times higher than tariff cost incidences". Today in 2015 there has not been any major change in the situation. The above declaration is a clear description of the surface transport system in Cameroon and worst in some remote areas.

The cause of the problem is that profit margins are relatively low and the transporters cannot meet with the costs of transportation if the fares fixed by the state are followed. This makes costs of travel even for local internal tourism travel to be difficult. Transport fares per kilometer of travel vary from one region to the other depending on the state of existing roads in them and the reason why state regulations for fares are hardly respected. The report estimates that different factors determine various reasons for transport costs throughout nations across the globe. (WB, 2011)

Among some of the major factors is the distance from major destinations and geographical considerations. A good example is that "to double a distance, total costs increases between 20-30 percent and this affects areas where road maintenance is most often limited or completely absent. If therefore touristic attractions that can attract a country like Cameroon are located in these areas then the tourism growth of the country cannot attract tourists. Such roads must be catered for and developed. The benefits of road infrastructural development for a Country like Cameroon which is so blessed with abundant gift of attractions can never be found wanting.

The problem discoursed in the last paragraph is even more pathetic in landlocked countries. Cameroon which happens to be neighbor to two landlocked countries namely Central African Republic and Chad could make big gains from its tourism and trade by developing a good road and railway infrastructure that link these two countries. Developing such a magnificent network system will not only influence flow of trade and tourism between the countries but will also help to ease assessment of attractions but also influx of tourists through this chain into Cameroon and Vis versa.

### **4.3. Effectiveness of Transport Infrastructure**

In most parts of Cameroon poor and inefficient transport services are the direct cause of most high transport costs and sometimes the total inaccessibility in the wet seasons. This is a clear impediment to travel and tourism and therefore impedes development and tourism growth. An improvement in Cameroon's infrastructure could make the difference in the tourism of the Central African sub region if the necessary infrastructure is put in place. An example is the construction of the Ambam-Kiosi road in the South Region which has brought much benefit to the trade and movement of tourist between Cameroon, Gabon and Equatorial Guinea. Ambam is a border town with Gabon and Equatorial Guinea. The aim of tarring these roads was to promote Sub-regional integration within CEMAC. This has helped to ameliorate the state of connection of secondary roads to agricultural production and exporting centers. Economic activity and both internal and external tourists' arrivals to this area has been booming since the construction of this road which is a clear indication that surface transport development has great impacts on the tourism growth and development of the economy( Ben Okri, 2013)

Studies from a World Bank report has shown that, if a country could improve its infrastructure in such a way that it moved that country from being at mid-point, to among the top 25% of those countries under study, this would reduce transport costs by an amount equivalent to trade volumes of up to 68%. Thus an inefficient transport service is subject to higher transport costs. Different causes of failure in implementing effective transport infrastructures determine the cause of various transport cost differences across the globe and Cameroon (WB, 2001)

Looking at the impacts that the development of the Ambam road are experiencing it will be seen that the level of activity from internal and external tourists in the area has grown by more than 75% when compared with the level of activity on the Bertoua-Bangui road to central African Republic and Maraca-N'Djamena road to Chad Republic which are still to be developed. This is further compounded in an article titled "Connecting in Times of Duress" where the writer describes the relief of a people after the construction of a bridge across a river in the south Region of Cameroon "...the River then became a road and the road then branched to the world. And due to the fact that the road was once a river it was always hungry" (Ben Okri, 2013).

In a country endowed with different attractions spread across the nation, these attractions are fruitless to the economy due to roads which lay hungry to be developed so that activities that are inactive as a result of poor state of roads may be rejuvenated. So in this research, to show how important road transport infrastructure is on the living of Cameroonians, a people said that, a road takes them to places, pays everybody on it for a multitude of ways; like Police for security purposes, food vendors to still hunger, roadside technicians to repair motor bikes, buses and taxi drivers to take people to places, women to charge phones with credit and street children to occupy themselves so that others can sleep at night. This idiom is an indirect means to show that road transport development is an effective method of creating jobs for the jobless. As tourists enter a destination as a result of good roads to that destination, people will always improvise ways to meet the tourists' demands by so doing creating employment for them.

For the situation in Cameroon's surface transport system to witness a major improvement in transport fares, the government has to reinvest the revenues from the transport sector such as revenue from tollgates, vignettes, establishment of driving licenses, transporters licenses, patents, customs duty and wealth from oil exports into constructing modern infrastructure on its surface transport network. Therefore, developing the country's surface transport could move the nation from the bottom situation as one of the countries with the poorest road to a mid-point. Such a leap would attract it for tourist visits that will induce trade and movement of people from one point to the other which is the essence in tourism growth.

#### **4.4. The Problem of Road Maintenance in Cameroon**

Road maintenance work on roads in Cameroon is one of the weaknesses that is affecting the poor road network system. Billions of FCFA are spent each year by the state to construct paved roads but there is usually no maintenance work or it is done at the wrong time which is the cause for these roads not to last for long durations of time. Most often it is not uncommon to see maintenance work on roads being done by amateur street children who fill these potholes with sand for a token by passing road users. With such poor road conditions a trip on a road which can take approximately 4-5 hours could last days when the roads becomes impassable after a rainstorm.

The situation is even worst on farm to market roads which is carried out mostly in the rural areas. The problem is really acute as Cameroon lies on the equatorial forest with heavy downpours that wash away the gravel meant to sustain these roads. Transporters are therefore bound to step up fares which push the prices of these products before they reach the markets and tourist are bound to pay higher prices. Induced effects of the higher prices are that other factors like rents are increased to meet up with rising prices. Adequate maintenance work on roads will ensure lengthy sustainability and moderate prices that will be a source of attraction to tourists who wish to visit Cameroon.

It has been estimated that from the fields to the markets, bad roads add about 16 per cent to the total cost of produce before they arrive the markets in Cameroon. Because most of the goods are perishable, the poor road infrastructure makes delivery on time impossible. Situations like this create unwanted scarcity in the markets thereby creating price hikes to tourists who need them. Therefore, with the vast varieties of food items in Cameroon, it is considered as the bread basket in the central African sub region. There is a high demand by business men and women with trucks from Equatorial Guinea, Gabon, and Nigeria to purchase these farm products. These tourists who come to buy from Cameroon spend days in various destinations in order to buy, form a bulk of some of the tourists to Cameroon. The maintenance work on these roads should be looked into for they are contributing much towards the growth of the nation's tourism. (Brookes, 2015)

The hurdles described above are further expatiated upon in an article "Who Pays the Price". The horrors of poor road maintenance on Cameroons roads are put to test. At the start of the



rainy season in Cameroon wholesale business dealers in some remote parts of the country need to keep stocks of inventory to sell when the roads become impassable. The cost of warehousing increases the cost of these goods. It is logical therefore to say that just as there is slowdown in transportation of goods due to poor road maintenance, so too is the decrease in the number of tourist wishing to travel to these areas. A bottle of coke in Douala which is sold for 250 FCFA can sell for up to 400 FCFA in Garoua-Boulai in the middle of the rainy season in the Eastern Region of the country. During these periods movement can only be on foot of horseback. Travelers who cannot do the distance on foot are bound to stay on the same spot. Roads transport maintenance is an important factor for tourism growth and development. (The Economist 19 December 2002)

#### **4.5. Road Infrastructure Development Impacts in Tourism Growth**

Tourism is generally accepted throughout the global economy as the having the greatest influence to growth and development. As nations vie to accomplish wants to satisfy tourism customer demands, in the process of there is economic growth and development. The economic development here adheres to the progress towards a community or destination goals that lead to such factors as employment, productivity, income property and revenue. In so doing the surface transport policies and planning affect positively the economic, socio-cultural and environmental development of the destination. This research therefore focuses to bring out some of these possible impacts that road transport development can have on the tourism in Cameroon.

##### **4.5.1. ECONOMIC IMPACTS**

There are many economic impact factors that influence road development in a destination but economic benefits are the primary driving force for road development. They are developed to make attractions accessible which in turn attract tourists into the destination. The foreign currency earnings, taxable income generation and employment are amongst factors that motivate road development and include tourism as a development strategy. Experience even shows that for some decades now many economies have experienced

growth even in times when traditional growth factors like manufacture and agriculture sectors are on in decline through the service industry (Fletcher 2007, Pg. 129)

Such growth takes place only when the service sectors that function through resorts, hotels, restaurants, motels, transport network and recreational facilities exist. Other factors can complement but in the destinations, this can only be successful if they are made accessible by the help of well-developed road network system. (D McMillan, 2013)

One of the highest considerations of transport development in a destination lies in the impacts that engagements in building, developing and constructing of new roads can have on a destination. While developing these roads there is the creation of job opportunities for people who before this time were unemployed. Youths will be employed for administration purposes, to operate the technical know-how and many unskilled labor opportunities are created. By so doing it will help in reducing the level employment in the destination.

Tourism is a wide industry with a vast range of uncountable products to meet customer demand. Ranging from physical products from firms and industries to services and accommodation, such companies come to a location when there is a ready market and good channels through which it can transport its final products to the consumer. As a result tourism remains a domain which succeeds most due to transportation. Good roads for mobility of firm's raw materials and the final products will attract many industries to that location which help to increase productivity and increase variety. It therefore leads to competition that helps to lower prices. This view is supported by Kotler in his declaration that transport and the conditions in which the goods arrives the final destination have a direct effect on the prices to the consumer. (Kotler, 2009 Pg. 507)

When more companies come to operate in a destination, in the process of developing and constructing good roads, they also pay taxes. Other companies which come to operate on these roads also pay taxes as well as workers who are employed to work in them. Road transport provides mobility to different localities with attractions and amenities in which the tourists spend their money. A wide range of goods and services are provided by a wide range of businesses. For instance, tourists will buy accommodation services, transport, food beverages, entertainment services, articles from retail shops and tour travel services. These are all injection of foreign currency into the economy which are considered as

export earnings, all as a result of good roads that have been built to make these localities and attractions accessible (Fletcher, 2008)

In an attempt to meet conventional transport trends, national Destination Management Organizations (DMOs) focus on certain aspects in transport policy and planning like local initiatives and amalgamation of tourist facilities, products and services which form the tourism expertise which go to support economic development. This kind of development helps in establishing efficiency and reducing costs. A reduction in costs tends to influence reduction in travel fares and favoring higher travel values which is a very lucrative asset in tourism.

The development of a good transport network system can help to increase receipts from tourism. A small investment to develop roads can bring triple benefits to a destination and help to increase receipts from tourism investments. For example, the Singapore Tourism Board (STB) to succeed to be a tourist's destination today set an ambitious target amount of S\$30billion tourism receipts to be attained by 2015 in a policy planning in 2004 which stood at S\$10billion and doubling the number of inbound tourists to 17million from 8million with just a meager investment of S\$2billion Tourism Investment Fund (TIF) and to increase employment in the tourism sector from 150000-250000. It is therefore an example to emulate by Cameroon for the benefits of investing in tourism are enormous. (STB, 2010)

#### **4.5.2. SOCIO-CULTURAL IMPACTS**

Road transport development has several benefits to the local communities. Road development helps to make localities accessible and attract tourists to visit these places. Through socializing and interacting with all classes of people from across the world, there is exchange of cross-cultural and inter-cultural discussions. This helps local residents to learn new skills on how to interact and communicate to various shades of people. Also with the assistance of road development historical and cultural places like the local crafts and pottery of the Nsei (Bamessing) people, the rich old cultures of the Northwest and Western Regions, the Ngondo annual festival of the Douala and monuments like The

Prime Ministers Lodge in Buea, the Bismarck Fountain and several other places of history and culture are preserved as attractions. (Dutta, 2008)

## **5. THE AIM OF THE RESEARCH AND ANALYSIS**

Research method purposely deals with the collection of data for research. This research is carried out in the form of interviews for two persons that includes a purchase manager of Guarantee Express Voyages on further studies and the other a former public transport driver also on further studies all in Europe. The interview is about their experiences and their perception of surface transport and particularly road transport in Cameroon. Other sources include written materials from books on transport which are used as references to rely on in the research. In addition, internet sources like articles and journals on transport provided references that are part of the study. The interviews were done following the quality research method.

For any research to be successful whether in management, medicine, economics or a scientific experimentation, a research methodology has to be carried out and in this case Tourism not left out. Several schools of thought have written on the topic “Research Methodology” and their findings published. One of these schools of thought describes research as “a detailed study of a particular subject that has as aim to reveal new information” Therefore research is new findings that could be familiar or unfamiliar to the people. The material that is used in a piece of research is usually from several sources. Included in these resources are quantitative research methods, qualitative research methods, some autonomous findings and interviews. (Veal 2006 P. 193) It is the above type of implementation that has been used in this research to give it a comprehensible understanding of the methodology used in this work where empirical findings, validity and reliability and the data collection process are elaborately described.

### **5.1. Aim of the research**

The aim of this research was to explore the reasons for stagnancy of tourism growth in Cameroon and to come out with a report that can help convince authority and the people concerned to see the need and role that the development of a good surface transport network can have on the economy of Cameroon. Show the need that a positive impact will be increase in inbound tourism arrivals and its spillover effects thereby increasing Cameroons exports.

More purposefully, the objective here was to show that the existence of abundant touristic attractions without adequate and good transport network to interconnect and link the destinations of these attractions will keep them dormant and therefore cannot sell such attractions. This thesis

therefore focuses on the need for investment in the tourism sector and also portraying the role that roads have in the development of tourism and the growth of the economy in general

## **5.2. The Research Problem**

Cameroon is a country well known and renowned in the world in aspects such as sports and food self-sufficiency as well as the bread basket in the central African sub-region. It is rich in mineral resources, forestry, natural attractions and a multiplicity of cultures, dishes supported by three climatic belts that could make a very attractive tourist destination. Yet it remains unknown and unpopular as a touristic destination

It was one of the fastest growing nations in Africa in the late 1960s to the 1970s with ever growing GDP and per capita income. There was the construction and development of roads with the aim of linking most parts of the country. Attempts were forged ahead to make Cameroon “The new world of Africa”

Cameroon was one of the earliest African nations to possess a railway network with the aim to reach the most distant zones of the nation and its landlocked neighbors. Such enticing and leadership role in the central African Sub-region was highly applauded and attracted so many tourists to Cameroon during that time. Today some of those roads are not only in poor state but below the standards of the 1960s and 70s when they were constructed. This thesis has as purpose to probe into the drop of these lofty ideas and to create an awareness of the advantages and the role of the surface transport (road and railway) systems to the growth and development of Cameroon.

## **5.3. Qualitative Research**

In this research the author has used qualitative research method because he found it more appropriate for this topic. Qualitative research embodies the collection and analysis of qualitative information with the aim to investigate the why of a certain occurrences and not necessarily how they are occurring. Here concern is based on quality information instead numerical data. This is the reason why in some situations quantitative research is not dimed as necessary as is the situation of this study.

With the above discuss therefore, it is necessary to get an inside as to why quantitative research gives room for the researcher to ask questions on what is taking place in the researchers mind,

whereas qualitative research on the other hand gives room for the interviewee to express themselves on some existing situations without a pre-set of questions. With this method it is possible to have some details about services or tangible products (Veal 2011, P. 125-127)

In qualitative research the aim is to have more understanding of the problem rather than making use of huge figures on a population's vote. It provides in a nutshell an open idea of the structure and various patterns existing among a group of people. Some provide field research commonly referred to as ethno methodology. Qualitative research therefore, does not reveal the neither actions nor manipulations of variables or compel the researcher's machinations of variables on the participants. The goal here is to influence a better perception from first hand experiences, promote accurate reporting and other aspects in conversation (Esulb 2014)

The qualitative research method is also often used in practical situations where using the quantitative method is either unnecessary or impossible. This is because there are several differences between qualitative and quantitative research methods. Whereas in quantitative research the researcher decides what aspects are important like questions to be asked and fixes a pre-set of responses to match his concept, the qualitative research method is based on the participants' personal experiences and thus provides concrete explanations on the situation and experiences (Veal 2006, 193-95)

#### **5.4. Validity and Reliability**

Validity in a research refers to the extent which information that is collected by the by that researcher actually reflects the topic under study. Research on leisure and tourism however is full of difficulties due to the fact that empirical deals more with attitudes and behavioral patterns of the people. For such research the researcher relies on peoples personal reports which are received through interview-based questions and other forms of interview. The responses to interviews may vary on the same subject thereby rendering such reports to some imperfections

Reliability on the other hand, encompasses the extent to which results to similar findings on the same topic could be similar if it was to be conducted over and over again. However, this could be very perfect in science but is rarely the case in most social situations. This could be the case with when comparing responses to questions asked from people in separate locations in the same destination in a country or region. Such responses could produce different results based on their physical environment and varying social factors. This accounts for the reason why the social

researcher with leisure and tourism not left, must always be careful when rendering general, theoretical, pronouncements in any empirical research. Measures should therefore be held to ensure generalizations in any research findings, so as to reflect only subjects involved when and where the research took place (Veal, 2006 P41)

## **5.5. Presentation of the Research and Results**

The interview for this research was conducted with the participation of two participants of two persons versed with the transport situation in Cameroon on further studies in Europe. One worked as a senior staff and purchase manager for Guarantee Express Voyages and the other was a private public transporter. They both have travel experiences in Cameroon and abroad used to delineate the transport problem in Cameroon. The ages of the interviewees are estimated to range between 30-40 years and it was not a problem to get their ages. It is important to say that though two interviews are not sufficient in drawing a general conclusion, written article on the problem and observation is also core to the vital information used in this research. Good and proper observation was carried out to come out with conclusions based on the two qualitative approaches used. The declarations and information received from the interviewees as well as observation played key roles to display the major difficulties faced surface transport and little effort added to draw a premise of the current situation in the country.

### **5.5.1. Interview with Former Purchase Manager Guarantee Express**

Theme 1 was based on his impressions on of the situation of surface transport as a target towards tourism growth in Cameroon. The question was intended to know the state of surface transport in Cameroon and how to create an awareness on its importance for tourism growth in the country.

Interviewee A said he had not travelled to many countries abroad but the few he had visited in Europe really make him to think that Cameroon does not have roads at all. He said his opinion of roads in Cameroon is that the roads are in a poor state. He said any one who leaves from here (Europe) and arrives in Cameroon might like the people, its culture



and the attractions in the country but he might never think to go visiting again because of the nature of roads. On the rail transport, interviewee A said he had never travel with the train while he was still in Cameroon but comments from travelers who had used it in travel discourage him from ever thinking of using the railway transport to the northern part of the country.

I have not traveled to many countries abroad but the few countries I have visited in Europe really make me to think we don't have roads at all. My opinion about roads in Cameroon is that roads are too poor. Anyone who leaves from here (Finland) and comes to Cameroon might like the people and its culture but he might not go back with the intention to come again because of the nature of the roads.

Theme 2 was based on getting interviewee A's opinion on the impacts or how the state of road infrastructure affected transport business and tourism travel in Cameroon. The interviewer asked this question to interviewee A to know if the situation on the state of infrastructure in Cameroon had any positive or negative impacts on transport business in the country. His response was that,

"I would not say the state of roads is generally poor. If all were so bad then I will not still have been in the business. We have some few paved roads Which are concentrated around the center and southern parts of the Country. My business is based in the Southern and Center part of Cameroon. Business flourish well between regional capitals where most of the roads are paved. But other profitable routes away from these are always a problem due to bad state of roads. This limits our profit margins a much is put back into vehicle maintenance".

Interviewee A said that lack of good roads to the Eastern and Northern parts of the country where most tourists want to visit the Waza Park and the Adamawa Plateau, has greatly hindered road transport business as they cannot put much in transport business in this part of the country. Interviewee A did not stop there as dived into the road transport fare problem. He said transport fares are unstable because the state of the roads changes all the time as transportation on unpaved roads are deploring. He said that they are obliged sometimes to charge higher fares due to the state of the roads and time taken to complete the journey. He also said another reason is because the bad roads affect the life-spans of vehicles. He argued that this was the reason why fares fixed by the state are most of the time not respected. Interviewee A also went ahead to say that on some roads in the country, most people plan their journeys in the dry season when the roads a better in the case of unpaved roads. He said this is another cause for poor profits during the rainy seasons and it affects their transport business very much especially the profit margins.

Theme 3 was meant to get interviewee A`s views as a transporter and his travel experiences both in Cameroon and abroad on what he thinks or suggest is wrong with road transport system in Cameroon. The interviewer asked this question to the interviewee in order to get the real areas that need to be tackled if the road transport system could be uplifted. The response that interviewee A gave was that, the problems of roads in Cameroon were so many if he were to compare them with roads in countries in Europe where he had visited. He said he was going to tackle some of the problem that he can remember for by implication he meant the problems are inexhaustible.

Interviewee A said that firstly, there are no standard paved roads that can be considered as a major road in Cameroon. He said it is regrettable that Cameroon in the 21st century, is among African countries without a single auto route at the moment. Secondly he said, both paved and unpaved roads are too narrow with several bending corners as well as traffic signs as he cited speed limit signs as an example. The interviewee said there are too many stiff hills on roads like the Bamenda- Bafoussam, Dschang-Sancho and the Sahel roads in the north of the country. He said these hills need to be cut down or construct tunnels. He said these aspects are the cause of several road accidents on our roads back in Cameroon.

Thirdly, interviewee A said traffic congestion in our towns is another hindrance and had this to say,

Congestion in our towns is due to narrow roads, few roads for circulation and needs maintenance and widening . The need for flyovers and deviations in our city centers especially Douala, Yaoundé, Bamenda, Bafoussam which are the most congested in traffic In Cameroon should be constructed There is, also need for construction of paved paths for pedestrians, cyclers and people with disabilities.

Fourthly, interviewee A said the most serious problem in the road sector in Cameroon is that of absence of road links and interconnections. There are major links that a person driving from one region to the can actually link to connect other major roads in the country. As a result long distances and time is spent in journeys that could be reduced by three hours or more if major links were present to connect from one road to the other. Interviewee A said that, he thinks these are the few areas that he could remember for now and believes the affect tourism growth in Cameroon

Theme 4 was meant to get some practical examples of personal experiences that the interviewee had experienced due to poor infrastructure in surface transport in Cameroon. This question was asked with the intention to get the personal difficulties that people experience while traveling.

The rainy season is a sad period for most interior parts of Cameroon. I had a bitter experience driving on the Kumba-Ekok road in 2011. I spent close to 24 hours when a Truck from Nigeria overturned and blocked the road because it was so slippery. Even though I had a 4 x 4 Jeep I could not continue because there was no passage. I cannot explain what I went through that day, but it was really sad.

Theme 5 was based to find out the opinion of interviewee A on what regions of Cameroon that in his opinion needs a close attention to help in its tourism development. The question was intended to get the interviewee`s opinion on the concentration of a greater percentage of paved roads in some regions of the country while others are abandoned. Interviewee A responded by saying that to him,

“All regions of the country need a close attention”

Theme 6 was built to get the suggestions to how in the interviewee A's point of view, the surface transport problem could be solved if in the interviewees opinion any problems exist. This question was asked to interviewee A to obtain possible solutions that can be tabled to the Cameroonian authority to solve the transport problem in Cameroon and build a base for the countries intention to develop tourism and make Cameroon an attractive tourist's destination. Interviewee A suggested that to him there was so much concentration in the hands of the government. He said that, Cameroon is a rich country which he described as “Africa in miniature”, with almost all resources that can be found in all parts of Africa in Cameroon. The proceeds from these resources could be used to develop good roads. Interviewee A went further to propose that road construction could be liberalized so that capable Cameroonians who are interested to develop roads in their regions could be given the chance to do so.

### **5.5.2. Interview with a once professional driver in Cameroon**

Theme 1 was intended to get the impressions of someone who has actually been a driver on some roads in Cameroon and his driving experiences. This question was ask to interviewee B to get live experiences of road situation in Cameroon. To express his impressions, interviewee B first took his time to evaluate roads in Europe and Finland in particular and had this to say,

I will start by saying that the roads in Finland and Europe as a whole are really so good. I remember my first day I was driving on a road in Europe. I felt like I was driving in paradise. When I was still back in Cameroon, driving on some of the roads, I always felt they were good, but when I came to Europe, I realized that roads are so narrow. When tourists come to Cameroon they feel scared of some

of the drivers they have to choose. I did most of my driving as a private driver and I drove my boss to places like Widikum and even to the North of Cameroon which has one of the highest places that tourists visit and that is the Waza Park. The impression I have is the situation of the roads is not all the best.

Theme 2 was meant to get interviewee B explain as a professional driver some of the negative impacts that the interviewee thinks road infrastructure has towards tourism growth in Cameroon. The interviewee gave an elaborate explanation of what the interviewee are the negative impacts by saying that,

As for the negative impacts that you just asked, they are so many. If I will have to name them, I think we will leave here tomorrow, so I think I only give you a few of those that I have really got in contact with. Tourism is one of the things that grows a country and for tourism to grow you need roads to the touristic sites. So if there are no good roads to these touristic sites, how do you expect tourism to grow? How many persons can go by flight? The roads to the touristic sites are among some of the experiences in tourism. For example leaving from Douala airport to the Waza Park, there are many other experiences that the tourist gains along the way. The experiences make the tourist feel that he actually completed his mission. If we don't have these roads how do you expect tourists to come? We have neighboring countries like Nigeria, Kenya, and South Africa and if you look then you will see that their tourism growth is more than in Cameroon, and why it is like that is due to road infrastructure.

Interviewee B went further to explain the climatic factors that also influence road problems in Cameroon and therefore the need why there is need for to concentrate in road infrastructure. The interviewee emphasized that most roads in the country are unpaved and sometimes they are merely graded and said

We have two seasons namely dry season and rainy season. In the dry season there is abundant dust that you cannot see the next person in front of you and you are forced to drive at the speed of 20km/h. In the rainy season a journey of 30 minutes could end up to last 10hours because you may be stocked in mud. So it comes to a very bad situation when it comes to these impacts. So our Present infrastructure towards the domain of tourism is not very develop. The government does not really give it concern to this issue considering the number of tourist who come to this region. Political reasons are also a concern for this road issues. But if we have to develop the road infrastructure for tourism then consideration must be given to roads. No Finnish person for example will take a risk to travel on this type of road because you are not sure of when to arrive your destination and to arrive safely. These types of roads give stress.

Interviewee B did not fail to express his disappointment and the grudges he has for the poor road infrastructure. He explains the hurdles they pass through with great emphasis on time factor as hired drivers are paid per journey or trip and the extra durations of time and delays are not paid for. To him these are some of the factors that cause some drivers and tour guides to refuse traveling when the tourists need them. So he had this to say,

We are paid for the journey and a journey of 2 days could end up lasting for 4 days and we are not paid for that. The driver turns around to be a car pusher and even the tourist turns around to be a pusher of vehicle. This is really a sad situation and I think it is a big negative impact. The roads are not tarred and the few that are tarred are very narrow. This means that a two way highway like the ones we have in Finland is a mere history in Cameroon. So to me road infrastructure is contributing very negatively to the tourism in Cameroon. So we need to enlarge the roads and tar those that are unpaved. So we need to develop these roads in order to give tourism a chance to grow.

The 3 was based on the touristic potentials of Cameroon. Cameroon is famous and popularly known as “Africa in miniature” The interviewer asked this question to the interviewee B in order to have an inside to the touristic sites which the interviewee thinks are good touristic destinations that could attract tourists to Cameroon but are little known because there are no good roads leading to them. Interviewee B took the opportunity to explain his visits to some touristic sites in Cameroon.

Honestly I have been part of it and will tell you that the Waza Park, Kylum Mountain forest reserve, Limbe Botanical and Zoological Gardens are places That I have been to. These are the sources of Cameroon`s tourism market. First, you must know Cameroon is known as Africa in miniature. When we say “Africa in miniature”, it means Cameroon has everything that Africa has. It has a little bit of forest, grassland and a little bit of desert. All these things are entangled in Cameroon. But most countries in Africa don’t have these advantages In Egypt you will find only the desert, in Congo on the tropical forest and in Nigeria you will find only the grass fields. It can be very expensive . This means that it can be very expensive for a tourists if he/she wants to witness these climate differences. Therefore Cameroon is a huge potential for touristic sites . So you can see that it is a tourist’s destination actually because despite the negative aspects of roads, you can still see huge numbers of tourists coming into Cameroon day in day out. But imagine if this problem of roads was to be solved, Cameroon will be the highest touristic destination in Africa.

Theme 4 was based to get the personal experiences of that Interviewee B has had as a professional driver on the roads in Cameroon. The interviewer asked this question to interviewee B as a means to gather facts of the difficulties in driving and the experiences of travelers on the roads in Cameroon. The interviewer also asked this question because primary data in research gives information that is very concrete and not tampered with. Interviewee B he worked mostly as a private driver and was most of the time hired by tourists to transport them to various touristic destinations. So interviewee B responded by saying,

As I said earlier at the beginning, I was a driver and most of it was for private personalities and people who came as tourists. The person I took to the Kylum mountain forest came from Holland. His name I think was Mr. Bloom. I drove him there. I took this man and his family to the Kylum mountain forest. Despite the fact that I work as a driver, this time around I worked as a driver and at the same time as tour guide. Actually I come from that region and some of these things that I tell you of my experiences as a driver and tour guide are some of the things that were embarrassing to me. Even though it was an experience, it was so embarrassing that the tourists became pushers when we got stuck in mud on the unpaved road. So our vehicle slipped off the road and we had to push.

Apart from the embarrassment that interviewee B had while their vehicle was stuck in mud was that of perpetual fear of bandits and armed robbers. Insecurity is a major weakness on roads in Cameroon. Due to the poor state of roads there are always reports of armed attacks on tourists and travelers in general. The armed robbers take advantage of the poor state of the roads to hide around and plunge on vehicles that slip off or get stuck on the muddy roads. So interviewee B continued in his response by saying that,

One of the things that I was also afraid of is that of insecurity. When you get stuck you find yourself in a position of insecurity. You could be robbed. So even though to the tourists, it was an experience, it could turn from fun or experience to another story if we were attacked and robbed. The experience of having fear and no peace of mind was so stressful. I know of stories and situations where tourists have been attacked and robbed by armed robbers. If one tourist tells the story to one person and that person tells another person, Cameroon will end up losing hundreds of tourists because of one incident. So it is a chain that flows as every tourist before visiting any destination must have enquired from other tourists. So some of these answers contribute to the tourism influx to a country.



Theme 5 was based on what regions of Cameroon that the interviewee thinks a close attention should be paid in developing the roads infrastructure and which the interviewee thinks can help in fostering the tourism development and growth in Cameroon. This question was asked to interviewee B to get his view because most parts of the country possess abundant gift of attractions but there are no good roads to get to them.

Interviewee B said that it would have been better to ask what he would do if he were made the President of Cameroon. Interviewee B said in his opinion a region like the Far North Region which has the Waza National Park and the richest wild life reserve in west and central Africa, the North West Region which host the Kylum Mountain Forest which one of the richest reserves in the world and the South West Region with the Limbe Botanical and Zoological Gardens would be his point of interest because this is the area with the highest influx of tourists.

Interviewee B went further to say that he would have also looked at how roads are interconnected. Interviewee B said that interconnection in roads is very important in tourism because tourists do not enter the country from one direction. So if roads are constructed to link all directions it will not only reduce transport costs but also gain in in time factor which is very advantageous to tourists.

If these roads are interconnected so that if you leave from the East and a person leaves from the Center you can have several roads that can lead to the main road to Waza Park for example. If this is done then I think the problem is will be solved. Tourists can come through Nigeria, Congo . So no matter the direction they come from, they need shorter roads to cover time and distance

Theme 6 was based on the question to know interviewee B impression on railway transport in Cameroon and to find out how helpful to tourism if a modern railway transport system could be developed in the country. Interviewee B was asked this question because it is

necessary to know how the railway is functioning in Cameroon in relation to interviewee B experiences of railway functioning in Europe.

Interviewee B said he had traveled by train just once while in Cameroon and the experience he had was least expected. Interviewee B to make his point clear explained how he slept as if he was in his house in the train he boarded from Helsinki to Kokkola. Interviewee B said the train was so noisy and to him a first class train cabin in Cameroon is a cargo train in Finland where he resides Interviewee B said the distance from the south and center to Waza Park for example is too far. To drive from the south to the North takes 48hours but if a modern fast train line could be developed then the journey can be completed in 5-6 hours and the need for a modern railway transport system for Cameroon.

Theme 7 was an open question on suggestions to how interviewee B thinks could be used to solve the surface transport problems in Cameroon. This question was asked to interviewee B to get what could be done to improve the road and railway transport that are the main factors hindering the growth of tourism in Cameroon despite the numerous potentials that the nation has as attractions. Interviewee B said

Just as I said at the before, if I were made the President of Cameroon today, I think I will make the Ministry of Transport my top priority because roads don't only lead to tourism development. It leads to urban development and community development. You will never be comfortable to build your house where there is no road. So this surface transport problem in Cameroon leads to development, opening of companies. The companies that come in other areas will employ youths and reduce rural exodus. So in my opinion let the ministry of transport be one of the top charts in the government's program.

### **5.5.3. Analysis of the research interview and recommendations**

The analysis of the research will be carried out in the same chronological order as the interview with the former Purchases Manager Guarantee Express.

Theme 1 was based on the impressions of the manager on surface transport in Cameroon. A in his response said that, the few countries in Europe that he had visited made him to have the feeling that there are no roads in Cameroon at all. By this statement, he meant to say that roads in Cameroon both paved and unpaved do not attain the status to be considered as good roads. Therefore by implication “A” meant that roads in Cameroon need a complete restructuring of the system

Theme 2 was to get interviewee A`s opinion on some of the impacts that the poor road infrastructure has on transport business in Cameroon. A replied that lack of good roads is hindering them from investing in most parts of the country using the Northern region with the Waza Park and the North West region with caves and the rice fields as examples of attractions that tourists will travel to see. Interviewee A said where they invested on poor roads, a greater part of their profits goes back for vehicle maintenance. This is indirectly saying that the lifespan of vehicles is shortened as a result of poor roads

Theme 3 was to get interviewee A`s travel experiences and the situation of roads in Cameroon. Interviewee A said roads in Cameroon are too narrow with several bends and no road signs on most parts of the roads. Interviewee A meant that, the reason for several road accidents in Cameroon is due to these narrow roads and bends with no road signs. Therefore, modern safe and attractive roads for tourists` attraction should be wide and void of several bending corners. Interviewee A further expatiated by elaborating on road links and interconnections which is a major problem in Cameroon. Road interconnections and links helps in reducing costs and time factors.

Theme 5 was meant to interviewee A`s opinion on what regions of Cameroon needs close attention to help tourism growth in the nation. A replied by saying that all regions of Cameroon need attention because interviewee “A” thinks there is no single good road in Cameroon. He however said that the center and southern part of the country carry a higher percentage of all paved roads. Therefore the North, East, and Western regions are in a very poor state that needs some attention due to the several attractions in those areas which attract tourists.

Theme 6 was a question asked to interviewee A to get his suggestions on what could be done to solve the surface transport problem in Cameroon. Interviewee A suggested that this

problem could be solved liberalizing the road construction sector. The interviewee said there are capable individuals ready to develop roads in their regions. This suggestion was deemed to be welcoming if this was allowed and given the private individuals to regain their expenditures through tolls on roads and the award of government grants and subsidies. The problem could also be solved to if the rail transport system could be rehabilitated. Rail transport rehabilitation could be another help to linking the south which is the main entry point for inbound tourism, to the northern border with Chad and CAR. The implementation of speed trains will absorb some travelers on the roads and reduce traffic congestion and road accidents.

## 6. Conclusion

As a resume of all the factors discussed in this research, it comes out clear that the tourism industry holds a significant place in global growth and development. It is difficult in the world today to deal with any aspect of social life as well as economic progress and development without directly or indirectly dealing with tourism. It shows that transport remains a key element in tourism and the secret of its overwhelming success has been developments in new technologies that travelers (tourists) can move from one end of the globe to the other within a short period of time.

However, surface transport was our main concern in this research and we had as focal point road and railway transport modes. Road and railway transport systems of transportation are portrayed to be two very important aspects in tourism growth and development. The research tries to clarify this importance and at the same time echoes the advantages that the development of these two modes has to contribute in making a destination attractive and as a pull force for inbound tourism growth. The tourists are most often picked up from the airports and seaports when they alight from their flights, cruise ships or long distance trains by car, bus, taxi or commuter trains from where they are conducted to their hotel rooms or to their final place of stay. These are the important considerations that make a destination attractive to tourists.

In transport therefore, especially surface transport, road linkages and interconnections play very significant roles for time management in tourists travel. Good roads and railways also account for secure and safe travel which are all aspects that most tourists take into consideration when choosing a destination to spend their holidays. This research had as case study Cameroon, in which some of the weaknesses that account for the unattractiveness of a destination are enumerated. Though the destination might be endowed with an abundance of attractions, it tries to create an awareness to the fact that infrastructural development through good roads and internal rail lines can contribute to a faster development, increase direct as well as induced impacts to sustain an economy.

Thus with the series of facts and the role presented that surface transport development plays in tourism and the importance that it has on the tourism of a nation, Cameroon

should try to push forward its tourism by developing and constructing roads and railways linking all parts of the country. It should model roads that meet UNWTO world standards and interconnect and link each other. In a country endowed with so many touristic potentials, road construction and development should be the top priority. The economic and social importance of the role surface transport development has for the nation, should be at the center of development rather than political leanings that do not contribute to the progress of the country. Roads bring development, attract tourists and are a great potential towards raising standards of living.

Railway transport remains another area in surface transport that tourist could use so much for the long distance travel to the rich enticing northern part of the country but it is still being undermined by the Cameroon authority. An extension of the railway to link Kumba to the border town of Ekok with its neighbor Nigeria will not only ease movement of persons and goods but will obtain a great increase in the volume of trade between Cameroon and this African economic giant.

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## APPENDIX 1

Interview themes with former Purchase Manager Guarantee Express

Research: The Impacts of Surface Transport Development to Tourism Growth.

(Case study Cameroon)

Interview type: Semi-structured interview

- Theme 1 was based on the impressions of the Former Manager on the situation of surface transport as a target towards tourism growth in Cameroon
- Theme 2 was based on getting the former managers opinion on how the state of surface transport infrastructure affects transport business and tourism travel in Cameroon.
- Theme 3 was meant to get some facts on the manager's view as a transporter and his travel experiences both in Cameroon and abroad as compared to surface transport in Cameroon.
- The theme 4 was out to get some practical examples of personal experiences encountered as a result of the infrastructure situation in Cameroon.
- Theme 5 was intended to get which parts or regions that the manager thinks have been neglected and need a closer attention in road infrastructure.
- Theme 6 based on railway transport in Cameroon and its importance to tourism development.
- Theme 7 was meant to get suggestions on how the Manager thinks the surface transport situation in Cameroon could be resolved.

## APPENDIX 2

Interview themes with a Professional driver

Research: The Impacts of Surface Transport Development to Tourism Growth.  
(Case study Cameroon)

Interview type: Semi-structured interview

- Theme 1 was asked to get the impressions of roads from a driver's point of view.
- Theme 2 was meant to get explanations of some of the problems that affect driving profession and the impacts to tourism in Cameroon.
- Theme 3 was based on the touristic potentials of Cameroon that cannot be assessed as a result of the state of roads.
- Theme 4 was asked to get practical personal experiences due to the state of roads in Cameroon.
- Theme 5 was intended to get which parts of Cameroon that need a closer attention in surface transport development.
- Theme 6 was on railway transport and its importance to tourism growth.
- Theme 7 was meant to get possible suggestions on how the surface transport situation in Cameroon could be resolved.