

# Tourist's attitudes towards natural reservations in Senegal

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# Introduction

- Tourism is an important business generating 1,340 billion USD in 2017 and 10% of all jobs (UNWTO 2018).
- 20 to 40 % of total international tourism arrivals are from wildlife-related tourism (International Ecotourism Society 2000).
- Senegal is the second country in West Africa with the highest international tourism receipts (Index Mundi 2019).



# Literature review

- Wildlife tourism is defined as “tourism based on encounters with non-domesticated animals” (Higginbottom 2004).
- Efficient compromise between durable economic benefits and a good sustainable management of wildlife (Manfredo & Larson 1993).
- Most visited wildlife animals are large mammals (Higginbottom 2004).

# Research problem

- Evident lack of data on eco-tourism visits in Senegal (MTTA 2016)
- The lack of information is often a considerable problem for tourists in Africa (Loubser et al. 2001).

# Aims of the thesis

- Socio-economic characteristics
- Animal preferences
- Motivation and barriers
- Availability of information

# Study site

- Bandia reserve
- Between Senegal's biggest touristic areas (Dakar and Saly)



# Animals of Bandia reserve



*Taurotragus  
derbianus*



*Struthio camelus  
camelus*



*Giraffa camelopardalis  
peralta*



*Erythrocebus patas*



*Equus quagga*



*Aldabrachelys gigantea*



*Phacochoerus africanus*



*Ceratotherium simum*



*Crocodylus suchus*

# Methods of data collection

- Questionnaire survey in French and English language
- Sampling: convenience method



# Questionnaire design

- Number of questions: 19
- Attitudes toward above mentioned animals
- Opinion about available information
- Sociodemographic data (gender, age, education ...)

# Data analyses

- Basic descriptive statistics (frequency analysis, cross tabulation analysis...)

# Results

## Socio-demographic characteristics of respondents

Characteristic	Frequency (n)	(%)
<b>Sample</b>	<b>100</b>	<b>100</b>
<b>Gender</b>	<b>100</b>	<b>100</b>
Male	46	46
Female	54	54
<b>Age</b>	<b>100</b>	<b>100</b>
Under 18 years	7	7
19-29	53	53
30-39	14	14
40-49	20	20
50-59	3	3
60 and above	3	3
<b>Marital Status</b>	<b>99</b>	<b>100</b>
Single	34	34.4
Married	65	65.65

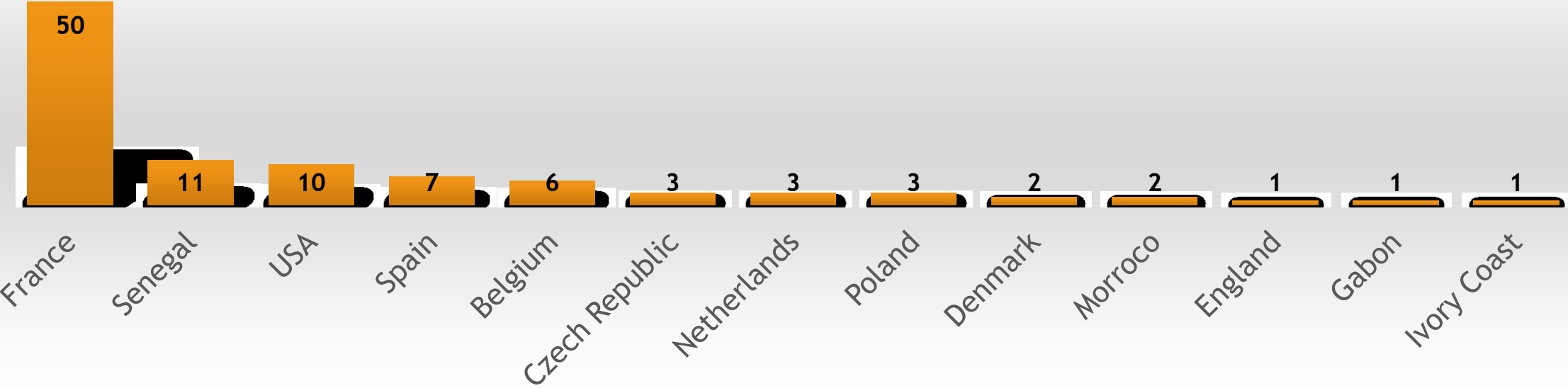
# Results

Socio-demographic characteristics of respondents

<b>Children</b>	<b>96</b>	<b>100</b>
0	63	65.62
1	9	9.37
2	8	8.33
>2	16	16.67
<b>Came with family</b>	<b>100</b>	<b>100</b>
Yes	44	44
No	56	56
<b>Education</b>	<b>97</b>	<b>100</b>
Primary school	2	2.06
High School	14	14.43
University	36	37.11
Post graduate	45	46.39
<b>Religion</b>	<b>99</b>	<b>100</b>
Christian	33	33.33
Muslim	32	32.32

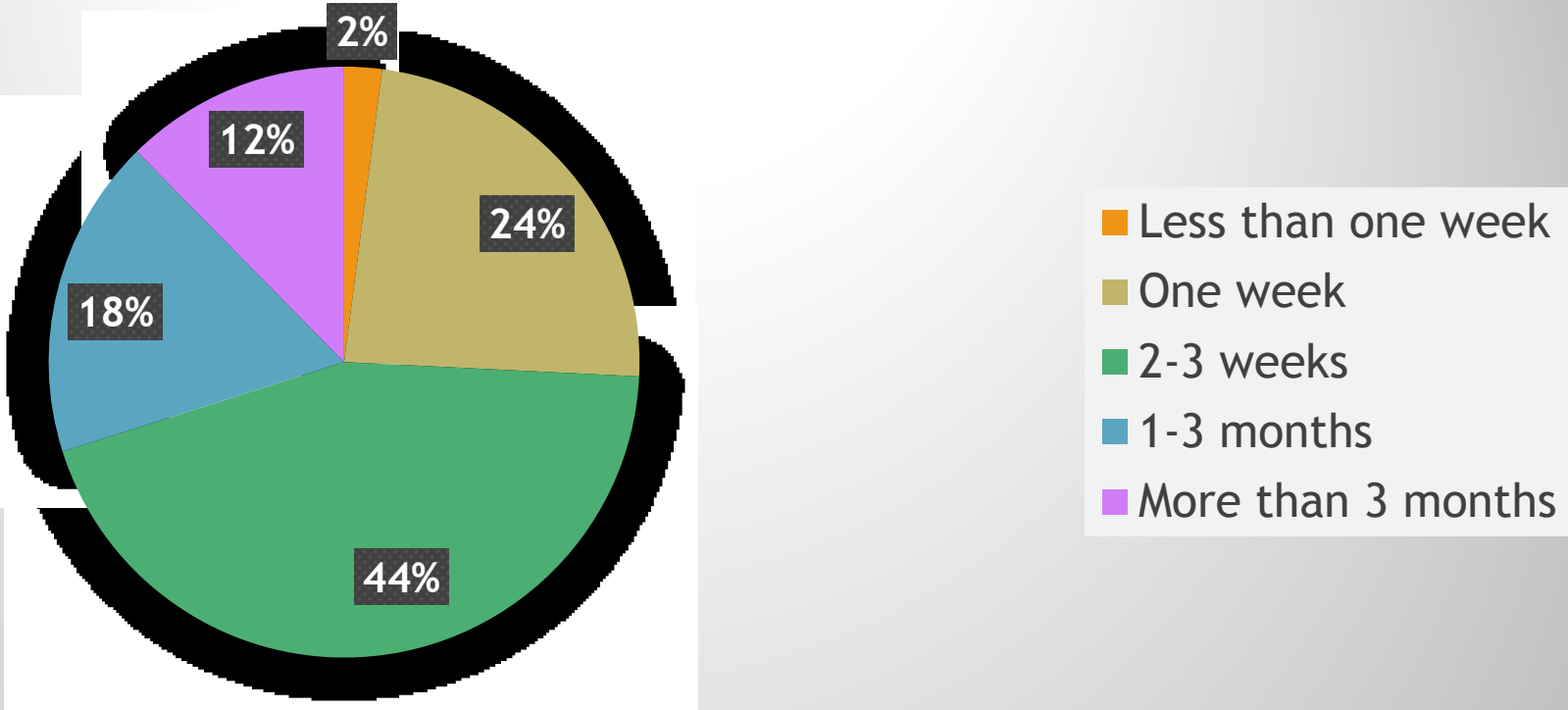
# Results

Country origin of tourists (%)



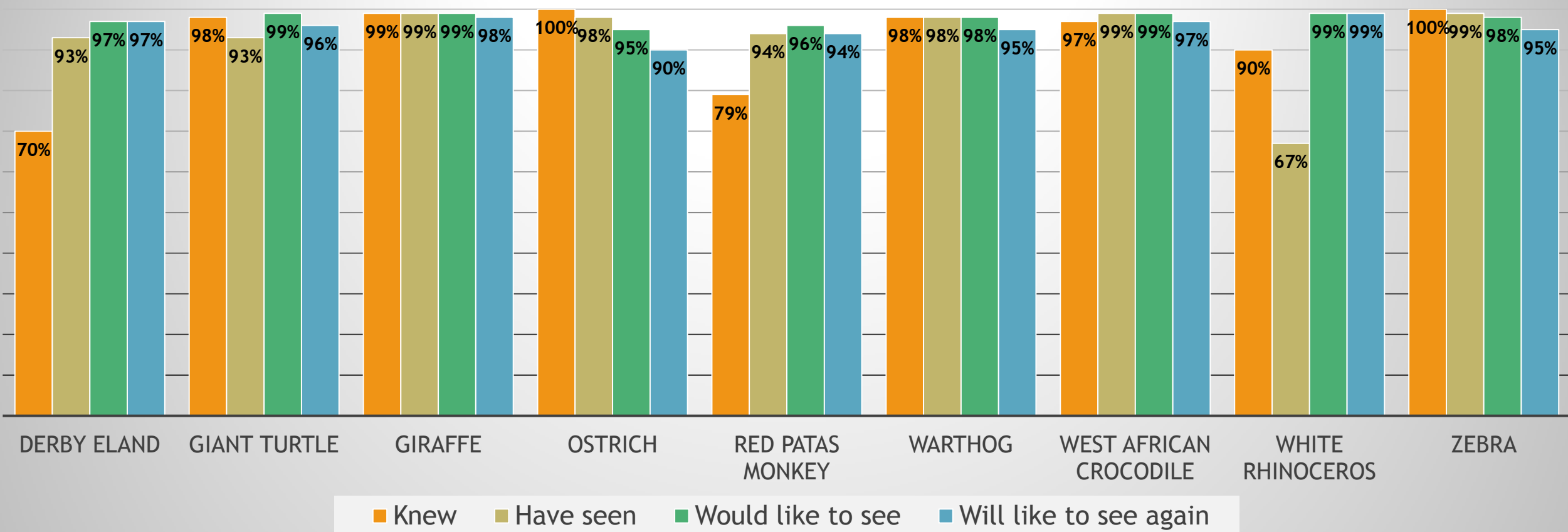
# Results

## Length of stay of tourists in Senegal



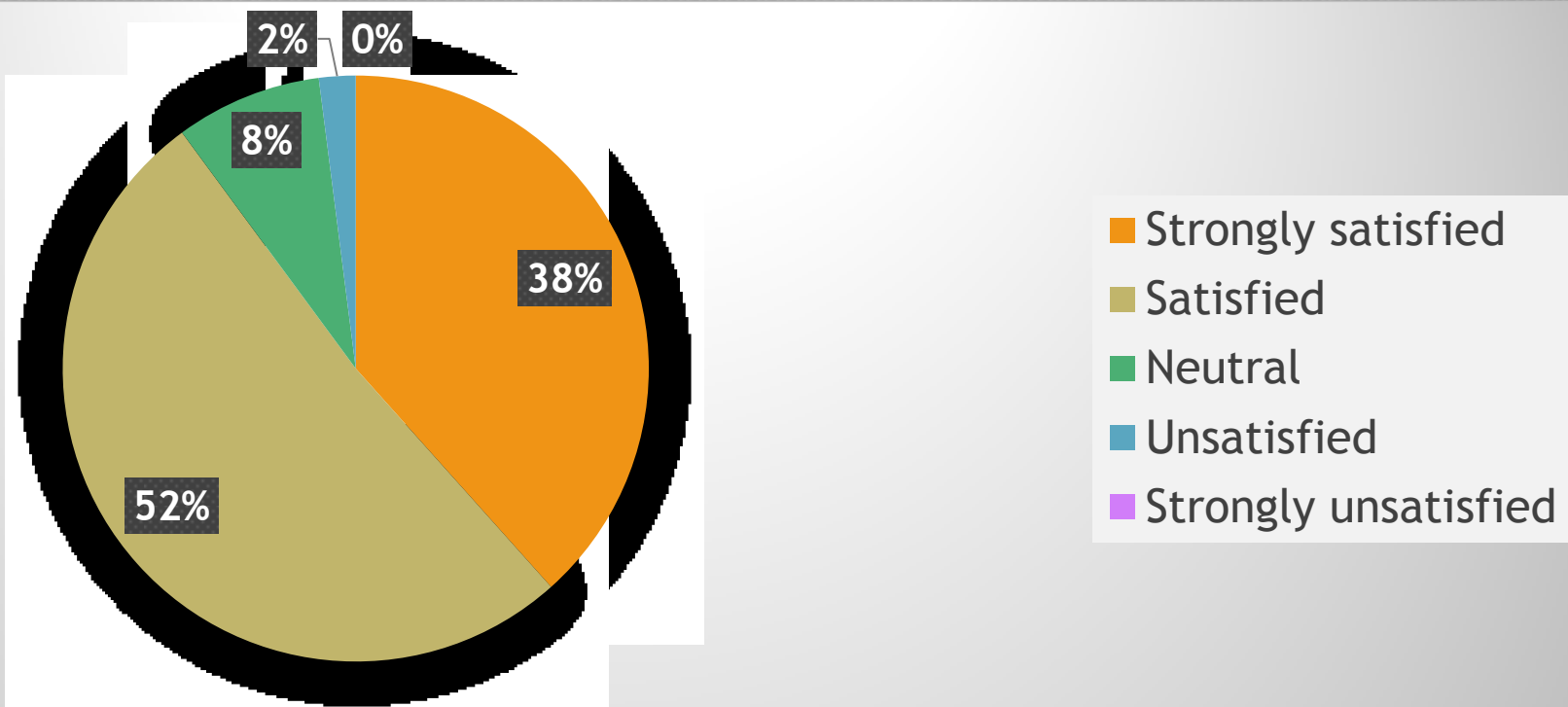
# Results

## Attitudes of tourists towards selected animals



# Results

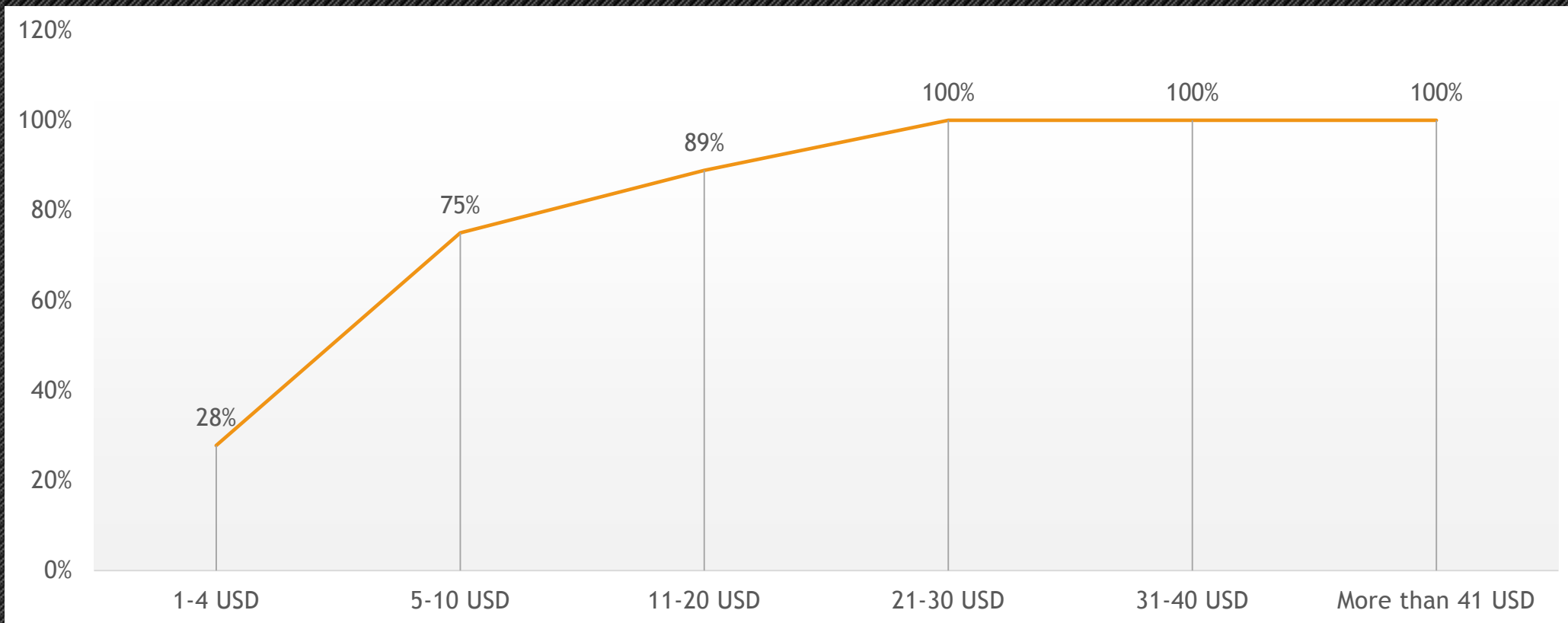
## Satisfaction about available information by tourists





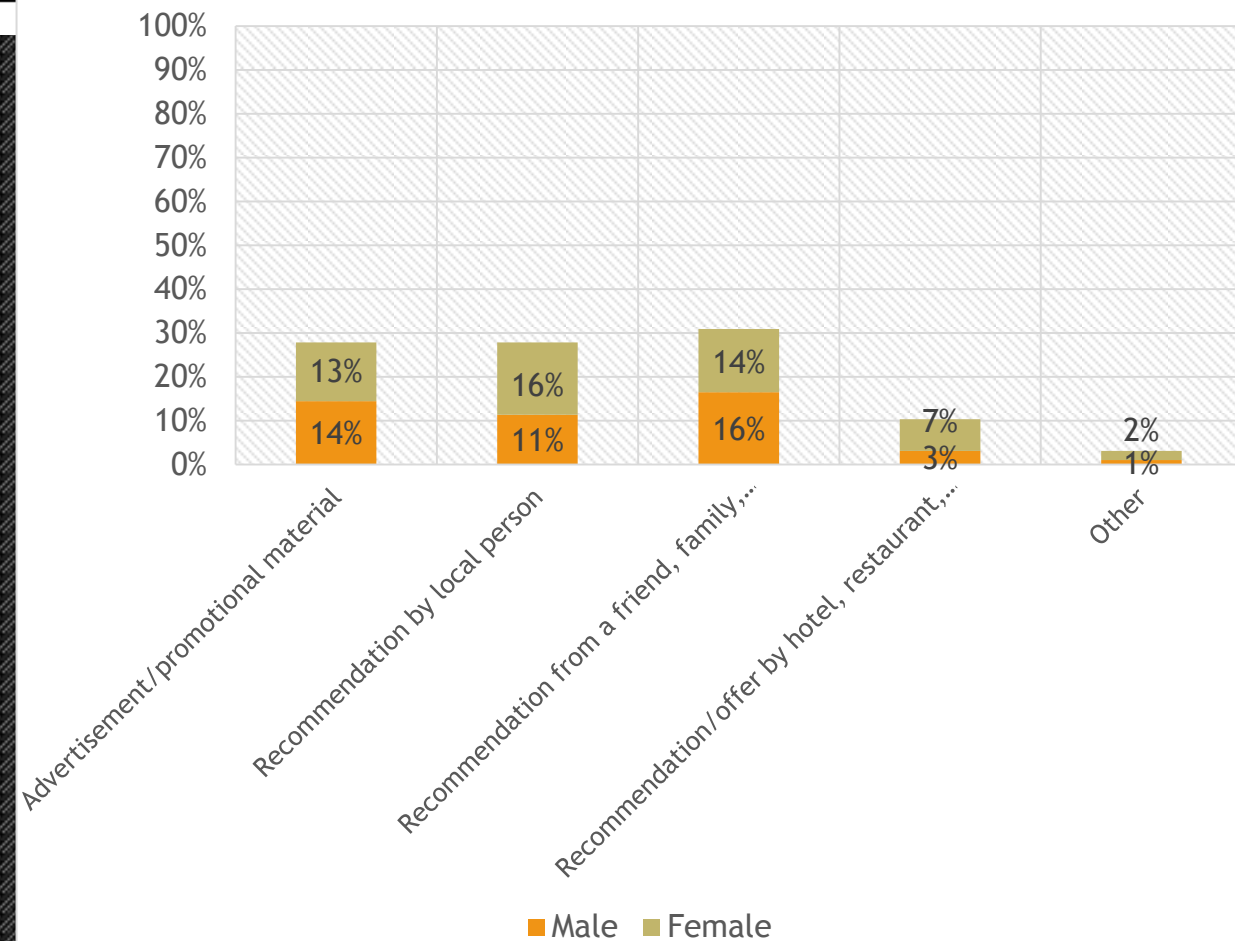
# Results

Amount of money willing to be paid by tourists for more information (cumulated frequencies, USD)



# Results

## Source of information about the natural reserve



# Results

## Motivation to visit the natural reserve

Variables	Gender		Total
	Male	Female	
Influence choice	%	%	Total
Interest to discover exotic animals	24.0	22.9	46.9
Interest in having new experiences	11.5	18.8	30.2
Recommendation (friend/tourist/local person)	10.4	9.4	19.8
Other	1.0	2.1	3.1
Total	46.9	53.1	100.0

# Results

## Potential reasons not to visit the natural reserve

Variables	Gender		Female	Rank	Total	Rank
	Male	Rank				
Influence choice	%	Rank	%	Rank	Total	Rank
Fear of possible dangers	8.9	3	7.1	3	16.1	3
Fear of trying new experiences	0.0	5	5.4	4	5.4	5
Lack of time	14.3	2	5.4	4	19.6	2
Price	19.6	1	26.8	1	46.4	1
Other	3.6	4	8.9	2	12.5	4
Total	46.4		53.6		100.0	

# Discussion

- Most popular animals: big herbivores (specially exotic ones: rhinoceros and giraffe)
- The average ecotourist: educated, European (French), young (19-29 years old) and staying one to three weeks
- Tourists are well informed about the fauna of the reserve and satisfied with their level of information

# Conclusion

- This study summarized tourist's preferences and opinions on Senegalese ecotourism industry
- This research can be used by Senegalese natural reserve owners or any ecotourism institutions in similar condition

# Recommendations

- Improve the visibility of the white rhinoceros
- Having all informative documents in French and their translation in English
- Improve derby eland's advertisement
- Accomodation facilities

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Thank you for your attention!

