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Tourism Management in World Heritage Sites and its Impact on Economic Development in Mali and Ethiopia

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Abstract

This paper discusses tourism management in World Heritage sites and the impact of tourism on economic development using case studies of some African countries as Mali and Ethiopia. The results indicate that there is an affirmative relation between the presence of heritage sites and the amount of tourists. In Mali the local population plays a key role and benefits of cultural tourism through the deployment of the cultural capital and embodied it. In Ethiopia there is a need for improving the competitiveness of Ethiopia's destination to increase the tourism contribution in the local economy; income and employment opportunities.

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1. Introduction

Tourism is considered one of the important economic sectors in the world, and it enormously contributes to income, employment and exports. As per data of global economy in 2011, tourism sector contributed by almost 5992 billion USD. Also, the tourism sector created 260 million jobs, almost 9% of global employment. The tourism sector is also considered a friend of the environment relatively compared with the manufacturing sector, so it can lead to further sustainable development, and a number of countries seek to develop the tourism sector to drive the growth of green economy (Hastings, 2014).

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This paper aims to recognize the tourism management in world heritage sites (WHS) and determines the tourism impact on economic development in some African countries as Mali and Ethiopia.

This paper is divided into six parts as follows; part 1 introduction, Part 2 presents tourism management and economic development. Part 3 shows the role of world heritage sites. Part 4 discusses sustainable tourism, natural and cultural world heritage. Part 5 presents management of cultural tourism and cultural heritage in Mali. Part 6 indicates sustainable tourism and heritage sites in Ethiopia. Then the paper is finalized by the conclusion.

2. Tourism Management and Economic Development

Many countries have taken a number of policies geared towards tourism. Inspired by the success stories in the specialization of tourism in developing countries, including Africa sub-Saharan countries, these policies strive for achieving development, and these countries make a positive relationship with the economic growth and tourism specialization (Arezki et al., 2009).

There is a clear effect of international tourism on the growth of the economy according to a number of economic literatures, through various paths, as the direct revenues from tourism and the foreign direct investment FDI in tourism sector, which provides administrative and technological skills and a number of possible outcomes from further sectors. The policies that are developed to support tourism can also promote growth in other sectors (Munro & Moore, 2014). In addition to this expanding tourism sector may lead to increasing the relative prices of non-traded goods and crowd out the production factors at the traded goods cost, which is known as “Dutch disease” (Copeland, 1991 and Chao et al., 2006).

The Empirical studies suggest the effect of tourism on the economic growth rate through an affirmative relationship between tourism revenues and the economic growth rate, specifically for poor countries, the rise of one standard deviation in the specialized tourism enhances an increase of 0.5 percentage point in the growth rate with all another factors being constant (Sequeria and Nunes, 2008).

3. The Role of World Heritage Sites

As per data of World Heritage Centre of UNESCO there are 802 cultural WHS, and 197 WHS are categorized as natural sites, then there are 32 mixed sites categorized as both natural and cultural. WHS protect over 266 million hectares of land and sea. This is illustrated in the next table which shows the WHS by region in 2015.

Table 1: The world heritage sites in most regions in 2015

Regions	Cultural	Natural	Mixed	Total	%	States Parties with inscribed properties
Africa	48	37	4	89	9	33
Arab States	73	4	2	79	8	18
Asia and the Pacific	168	59	11	238	23	35
Europe and North America	420	61	10	491	48	50
Latin America and the Caribbean	93	36	5	134	13	27
Total	802	197	32	1031	100	163

World Heritage Centre, UNESCO.

According to the table WHSs are mostly focused in Europe and North America, which accounts for 48% of the total WHS, then the Asia Pacific with 23%, and Latin America and Caribbean with 13%, then Africa with 9%, and finally the Arab States with 8%.

The next table shows the ten countries with the biggest extent of natural WHS. The 197 natural WHS presently listed in 2015, represent the World’s greatest significant protected areas, and these extraordinary sites show the ground level realities of global nature conservation. The United States of America is considered the major country that has

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