The Potential Contribution of Tourism to the Sudanese Economy

A thesis submitted to the University Of Khartoum in Fulfillment of the Requirement For the Degree of M.A/M.Sc in (Development planning)

By
Aziza Mohammad Ahmad Ali
B.A/B.Sc(Economics)(1985)
University Of C. Khartoum
P.G/diploma (Development Studies) (1991)
University Of Khartoum
M.A/M.Sc(Development planning)(2009)

Supervised BY

Dr. Ibrahim A.Sobahi

Development Studies and Research Institute

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Dedication

To My Beloved Father

Who is not with us and whom we miss in each moment of our live with deepest love, greatest pride and honor. His absence is felt deeply in our hearts. We continue to seek his blessings and affection.

To My Mother

Amna

Who continues to give us love, affection and blessings
Acknowledgement

I would like to thank the following people directly for either the help or advice; they have given me during writing this thesis. I would like to express my deep and sincere appreciation and gratitude to my supervisor, Dr. Ibrahim A. Soubahi, for his excellent guidance. Concern, constant encouragement, understanding, extreme patience, and endless support throughout my graduate education. I would like to extend my gratitude and appreciation to my husband Dr. Mohammad Osman for his assistance, and for his valuable discussions. I would like to give special thanks to my daughter Israa for her help, typing and assistance. I would like to give special thanks to my sister Dr. Khadiga Elnimiri for her continuous support and encouragement. Thanks, grateful also must be going to all people who helped me come across documents and information concerning this research. Finally, but my no means last, my special thanks are also extended to Mr. Sidig M. Gasm Elseed, Director of Interrelations Ministry of Tourism Wild Life, for his helpful, valuable contributions and time. I would also like to give special thanks, grateful to my dear Sara, Ministry of tourism, for her assistance in obtaining some data relevant to my study.
I dedicate this work to my daughter Amna, our sons Majid and Amro for their support, patience, utmost help, understanding and clerical aid throughout my graduate studies.

With all the help that I have received, any errors that remain are my responsibility alone.
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**List of abbreviations and Acronyms**

AIEST  Alliance International Experts Scientifcies Tourism  
OECD  Organization for Economic Cooperation and Development  
GD  Gross domestic Product  
GNP  Gross National Product  
LDCs  Least Development Countries  
TIM  Tourism Income Multiplier  
USA  United States of America  
UK  United King Dom  
VAT  Value added Tax  
WTO  World Tourism Organization  
WTTC  World Travel and Tourism Council
Abstract

This research attempts to study the participation in dealing with development interventions, with the main focus on potential contribution of tourism to the Sudanese economy. The research views the potential contribution by reference to income, balance of payments, and employment opportunities. In this context, it examines whether participation in development theory is reflected in practice.

The indication that Sudan offers great potentialities for developing tourism as a major contributor to economic development is due to the fact that the endowed resources across the country are elements of tourist attraction. Recent developments in infrastructure and tourism related facilities are highly correlated with an increasing influx of tourists to Sudan.

There are two objectives in this research. The first one is to highlight the findings on the current situation of tourism sector in Sudan while the second aim is to show the real importance of the economic contribution and potential of this sector. Based on these issues, it has been sought to identify the principal polices and challenges facing tourism over the medium and long runs. Thus, some suggestions have been given as priorities for prompt governmental action. The key message is that tourism can be viewed as a
promising growth sector for Sudan, with significant potential to expand employment and stimulate other sectors. An important policy recommendation is to prioritize diversification and upgrading of core tourism assets (both cultural and natural). This requires a shift of policy focus away from purely quantitative achievements and the change of direction towards more quality-based performance measures along the value chain.

The methodologies and analytical tools employed in this research include both theoretical and empirical methods dealing with the descriptive and analytical approaches. The main sources of data are retrieved from official files and annual reports of the Tourism Corporation, Ministry of Tourism, and other documented sources while other sources include magazines and relevant research and papers presented to different economic seminars and conferences as secondary data.

The research concludes that the potential contribution of tourism earnings includes the generation of income and employment and the improvement of the regional distribution of income and employment opportunities, besides the provision of services for the development of other economic sectors.
مستخلص البحث

هذا البحث يتطرق لدراسة ما يمكن أن تساهم به السياحة بالنسبة إلى التداخلات الإقتصادية مع التركيز الأساسي على إمكانات إسهامات السياحة بالنسبة للإقتصاد السوداني. و البحث يستعرض إمكانية هذه الإسهامات فيما يختص بالدخل، ميزان المدفوعات و فرص العمل والتوظيف . ويتضمن البحث أيضاً تفحص إذا ما كان الأسهام السياحي للتنمية من الناحية النظرية يتوافق وينعكس على الناحية الواقعية العملية .

و توجد دلائل على ما يمكن أن يقدمه السودان من إمكانات كبيرة لتنمية وتطوير السياحة كمساهم أساسي للتنمية الإقتصادية و ذلك لتتوفر الإمكانات من الموارد الطبيعية التي يزخر بها السودان والتي تشكل عناصر جاذبة للسياح. وان التحسينات الحالية في البنية التحتية و كذلك التسهيلات المتعلقة بمجال السياحة ترتبط إلى درجة كبيرة مع زيادة توافد السياح المتزايد للسودان.

ولهذا البحث هدفان رئيسيان، يتعلق الأول منها بإبراز الموقف الحالي لقطاع السياحة في السودان، بينما يوضح الثاني الأهمية الحقيقية للأسهام الإقتصادي لهذا القطاع وإمكانياته. وسنستنادا على هذه النتائج أمكن تحديد السياسات الرئيسية والتحديات التي تواجه هذا القطاع على المدى المتوسط والمدى الطويل. لذلك تم تقديم بعض الاقتراحات لتكوين أهدافاً لها الأسبقية لتفتيح الجهات الحكومية التنفيذية الإجراءات السريعة الحاسمة. والرسالة الهامة هي أن السياحة يمكن النظر إليها كقطاع تنمية واعد للسودان مع إمكانيات واضحة للتوسع في العمالة وانعاش القطاعات الأخرى. ولهذا السبب فإن من أهم المقترحات للسياسة السياحية هو إعطاء الأهمية الأولى للتنوع والتحسين في مصادر السياحة الأساسية.
بما يشمل كلا الناحيتين الثقافية والطبيعي. وهذا يتطلب نقلة في السياسة بعيدا عن المنجزات من ناحية الكم وتغيير الاتجاه نحو الأداء النوعي لتحقيق قيمة اقتصادية هامة.

و فيما يتعلق بأدوات البحث فإنها تشمل المناهج والطرق النظرية والعملية معاً، والتي تتناول المقارنات والمداخل الوصفية والتحليلية، و المصادر الرئيسية للمعلومات المتاحة تم الحصول عليها من الملفات الرسمية والتقارير السنوية الخاصة بهيئة السياحة بوزارة السياحة.

و بالنسبة لمصادر المعلومات المتاحة الثانية فهي تشمل المجلات المتخصصة وأوراق البحوث وثيقة الصلة بالموضوع، والتي قد تم من خلال السمنارات و المؤتمرات الاقتصادية المختلفة.

و يخلص البحث إلى أن إمكانيات إسهام السياحة من ناحية الإيرادات تشمل خلق فرص لزيادة الدخل والتوظيف وكذا تحسين توزيع الدخل و فرص التوظيف إقليمياً إضافة إلى تقديم الخدمات لتنمية قطاعات اقتصادية أخرى.
Chapter (I)
Introduction

This chapter is a preliminary chapter; it presents an introductory background, the statement of the problem, research propositions and suggestions, and objectives methodology.

1.1 Statement of the Problem:

Sudan is the largest country in Africa, situated on the north-eastern side of the continent at latitude 4° and 21° degrees North and at longitude 21° and 38° degrees East, comprising an area of 2.5 million km².

The Sudan is essentially a country of vast plains, by a few widely separated groups of hills and mountains such as the Amatong in the South, the Red Sea Hills in the East and Mara hill in the west.

The country is bordered by nine countries: Egypt and Libya from the North, Chad and Central Africa from the West, Dem.Republic of the Congo, Uganda and Kenya from the South, Ethiopia and Eritrea from the South east. Sudan enjoys various tourist resources due to the availability of enormous natural endowments. It is regarded as one of the richest African countries in wildlife, and Nile natural scenery which encourages investment in tourism.

The Nile, the longest river in the World (6,671 km) and its tributaries penetrate the country for about 1.700 km, and constitute the main natural
resources for economic and agricultural development.

The capital, Khartoum, is connected by air to practically every part of the world.

The connections within the country are provided by air, rail, and road services, besides; there is of course the Nile. The visitor to Sudan will find a wide variety of interests ranging from Wildlife to archaeology, from the Red Sea to folklore and handicrafts. He will also enjoy up to date accommodation and several other amenities.

The capital, Khartoum, is situated at the confluence of the Blue and White Niles, with Omdurman the old national capital and Khartoum North, it forms one unit called the “the Three –town capital”. It has a population attraction of more than 5million. Among the tourist attractions there are the Omdurman Camel market, and the handicrafts Souk (market) where the visitor could find every item of local handicrafts from carved ivory and ebony to reptile skins, silver and gold jewelry too. One can even find giant ostrich eggs and a rich variety of handmade straw objects. A good selection of Sudanese handicrafts is to be found also in several shops in the centre and the reception halls of most important hotels. Particularly noteworthy from the historic and artistic point of view is a visit to the well organized Sudan National Museum. This museum contains archaeological treasures dating
back to 4,000 B.C. and earlier. Visit to the Khalifa’s House Museum will reward those who are interested in Sudan recent history; the glorious period of the Mahdia, (1881-1899), in addition to the Ethnography and Natural History Museum.

1.2 Importance and Objectives of the Research:

Tourism is becoming an increasingly important source of finance and employment in the modern world. With the rising tide of external and internal tourists, Sudan is a highly potential source of an expanding tourist related activities.

In this study three main objectives are to be considered:

a. To document the experience of the potential contribution of tourism to Sudanese economy to deal with development activities.

b. To examine the effectiveness of tourism in dealing with the development interventions.

c. To investigate the constraints and to recommend solutions to improve on performance.

1.3 Research Problem:

The study quantifies the potential contribution of tourism to Sudanese economy, and look at the relevant governmental regulations and incentives provided to those involved in the development of tourism.
An attempt will be made to explore factors affecting tourism development in the Sudan and analyze thoroughly the extent to which those factors influence each other to shape the situation of tourism now a day.

The potential contribution of tourism development to the economy will be examined from different aspects; the financial and economic, and their potential contribution to income, employment, balance of payments, and investment opportunities.

1.4 Research hypotheses:

1. Tourism may succeed to some extent in dealing with development interventions.
What are the most important steps to make use of the different aspects of tourism to maximize the total revenue expected from tourism?

2. Tourism is internationally recognized as significant source of national income that could relieve the constrained economy and improve economic performance.
How can tourists be directed to generate considerable income?

1.5 Methodology of the study:
The methodology used in this study is largely theoretical constructions. Initially the effects of various income levels on economic structural components will be examined in a single equation model to test
the hypotheses of the potential contribution of tourism with respect to the Sudan economy. Moreover, other statistical specifications, such as a macro econometric model, will be constructed and estimated for the Sudan economy.

Finally, the theoretical framework will be the basic tools of this study.

Framework to study the potential contribution of tourism to the Sudanese economy experience in participation. Basing on this methodology, the research examined the level of participation of tourism in dealing with development activities. Moreover, primary data were collected through discussions, in addition to the literature on tourism development taken from the ministry of tourism.

1.6 Outline of the study:
The study is organized into five chapters. Chapter II reviews the past studies which have used the allocations and structural change approaches. In particular, this review will focus upon the results of important studies and the structures of models employed. This discussion would serve as a point of departure for the present study.

Chapter III will discuss the investment allocation approach for isolating

In chapter IV contains an analysis of the structural features of the Sudan
Chapter V will tackle the problem of isolating development strategies by constructing and estimating the macro econometric model. These estimations will allow us to use the three indices to identify the typology of development strategies.

Chapter IV will compare the results of the two approaches and reveal whether they both give similar or different results and analyze the reasons thereof. This chapter will, also, present a summary and conclusions of this study.

1.7 Definition of tourism:

There is no single definition of tourism to which everyone adheres. Of the many definitions that have been put forward over the years, some are specific purpose.

Tourism may be defined as the sum of the processes, activities, and outcomes arising from the interactions among tourist, tourism suppliers, host governments, host the constrains that tourism is suggested to be source of income and financial constrains.

Communities, origin governments, universities, community colleges and nongovernmental organizations, in the process of attracting, transporting, hosting and managing tourists and other visitors. (Laura David, 2006, p.3).
The term tourism refers both to travel undertaken for pleasure and to the modern multimillion-dollar business that caters for the tourist. It is needed for transportation, accommodation, food, entertainment, recreation, health, souvenirs, and social contact. It is the sum of the phenomena and relationships arising from the travel and stay of non-residents, and is not connected to any earning activity.

The acceptance of "going away" on holiday, commonly referred to as tourism, as a part of lifestyle in contemporary society may lead to the belief that it has always been a feature of people’s style of life.

Towards an agreed definition, a working party for the proposed Institute of Tourism in Britain attempted to clarify the issue, and reported in 1976.

Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits of excursions.

This broader definition was reformulated slightly, without losing any of its simplicity, at the International conference on leisure. Recreation - Tourism, Organized by the AIEST and the Tourism society in Cardiff in 1981.

Tourism may be defined in terms of particular activities selected by
choice and under taken outside the home environment. Tourism may not involve overnight stay away from home.

Finally, the following definition devised by the WTO was endorsed by the UN statistical commission in 1993 following an international government conference. Held in Ottawa, Canada in 1991:

Tourism comprises the activities of people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.

These definitions have been quoted at length because they reveal how broadly the concept of tourism must be defined in order to embrace all forms of the phenomenon.
Chapter 11
Survey of the Literature Review

It is evident that tourism is playing an increasingly important role in the world economy. A good example is that international tourism receipts already comprise seven percent of the value of world exports and this figure is expected to grow, and it has been forecast that by the turn of the century it will be the most important sector (Witt and others, 1991, p.1). The scale of world domestic tourism far exceeds that of international tourism, both in volume and value terms. Total world receipts from tourism – international and domestic – exceed the gross national product (GNP) of any country in the world except Japan (where GNP is approximately equal to world tourism receipts) and the USA (where GNPs is approximately twice the value of world tourism receipts. Many countries look to international tourism as a source of valuable foreign exchange to alleviate balance of payments problems. The importance of domestic tourism should, however not to be understated, in many cases international and domestic tourism represent real alternatives, and therefore domestic tourism can have a market impact on the balance of payments through its import substitute role. In recent years there has been increasing emphasis on the employment – generating potential of tourism. The general decline in traditional manufacturing activities in countries such
as the UK and the USA has led to a search for alternative employment opportunities. Advantages of tourism include the facts that it is a relatively labour intensive industry and that many of the job opportunities lie in low – skill occupations where unemployment tends to be concentrated.

Tourism is important elements in labor markets, with tourism accounting for more than one million jobs in the UK alone. (Show and Williams, 2002, p.12) Scheyvens commenting, "on the Tourism is part of the process of modernization, and globalization, but local actors are agents in this process, and not just the recipients of modernization process. They attempt to develop strategies by which encounters with tourists can beneficial to them"(Scheyvens 2002, P.8).

Hall Derk wrote that ,Tourism role on this transformation can be manage – sided ,acting as (i)Means of gaining hard currency and improving balance of payments ,indebtedness problems, through admitting much larger numbers of western tourists.(ii)A complement to commercial development through a growth of business and conference tourism, reflecting the region's entry /return into the world economic system.(Hall Derk,1991,pp11-12).
Laws Eric wrote that, "tourism accounts for 1 percent of Dubai's GDP, but its importance is expected to increase because it is valued as a clean industry offering a wide range of employment opportunities. (Laws Eric 1995, p.172)
Chapter III

The Economic Impact of Tourism

3-1 Introduction:

The tourism industry generates substantial economic benefits to both host countries and tourists' home countries. Especially in developing countries, one of the primary expected effects of tourism is to achieve economic improvement. Tourism is a human activity which arises from the economic circumstances and preferences of consumers. It also has economic consequences, both good and bad, for nations and their regions. For both these reasons, we need to study and understand the economic nature of tourism. The aim of this chapter will be primarily to explore the economic impact of tourism resulting from national and international tourist flows, and the ways in which this is measured and recorded.

As for the negative economic impacts of tourism, there are many hidden costs to tourism, which can have unfavorable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones, while the Least Developed Countries (LDCs), which have the most urgent need for income, employment and general rise of the standard of living by means of tourism, are least able to realize these benefits. Since the 1960's, the national economy of most European countries
once again became prosperous after a post war economic struggle of 15 to 20 years.

Tourism in fact, plays a substantial role in the economies of many European countries such as Austria, Greece, Italy, Spain, and Switzerland where revenues from the tourist industry make an essential contribution toward reducing unfavorable balances of trade. It plays an even larger economic role in some developing African and Caribbean nations.

3.2 Expansion of Tourism Since 1950:

Both world wars contributed to the American taste for foreign travel by exposing millions of service personnel to the excitement of faraway places. International tourism as a giant industry did not get under way until the 1950's, however, of the many factors contributing to this boom, the two most important were U.S. prosperity relative to other countries' faltering economies in the post war world, which gave the U.S. dollar unusual purchasing power abroad, and the advent of jet travel in 1958, which made in possible to cross the Atlantic in seven to eight hours - half the time taken by propeller aircraft and about one eighteenth that required by surface transport all for approximately the same price. Jet speeds not only made accessible places that were previously considered remote, such as the South Pacific, the Far East, South America, and Africa, but also opened up the
world of international travel to ordinary working people with only a short annual vacation. Adding to the convenience and attractiveness of long distance tourism were the availability of traveler's checks, which reduced the risks of travel, the incentive of reduced fares by way of Eurail passes, issued by Europe's state owned railway systems, the growth in the United States of reduced-fare charter flights for groups, deferred payment plans, travel packages that combined several different kinds of transportation option, in addition to meeting the tourists preferences in hotel accommodations and guided tours, and a wide variety of specialized group tours.

Among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products. Tourism is an increasingly completive industry. If we are to keep pace with world travel forecast; we must be aiming for a multi-million tourist industry.

Travel and tourism is probably the single most important industry in the world. It currently accounts for at least 6 per cent of the world’s gross domestic product (GDP), and employs 127 million people around the world, (Bhatia, 1996); one job in every fifteen. Like any other industry, tourism affects the economy of those areas in which it takes place and is a drain on
the tourist generating areas. We can generally categorize the economic
effects of tourism into four groups; the effects on income, on employments,
on the balance of payments with the outside world, and on investment and
development.

It is clear that tourism is playing an increasingly important role in the
world economy. For example, international tourism receipts already
comprises seven percent of the value of world exports and this figure is
expected to grow, and it has been estimated that in a few year time it may
turn out to be the most important sector. The scale of world domestic
tourism far exceeds that of international tourism, both in volume and value
terms. Total world receipts from tourism – international and domestic –
exceed the gross national product (GNP) of any country in the world except
Japan (where GNP is approximately equal to world tourism receipts) and the
USA (where GNP is approximately twice the value of world tourism
receipts). Many countries consider international tourism as a source of
valuable foreign exchange to alleviate balance of payments problems. (witt

The importance of domestic tourism should, however not to be understated,
in many cases international and domestic tourism represent real alternatives,
and therefore domestic tourism can have a marked impact on the balance of
payments through its import substitute role.

Table (1) shows a rapid increase in international travel during the post-war years, exceeding 10 per cent per annum from 1950 to 1960, a rate of increase which could not be permanently sustained. And it reflected the pent-up demand which followed the war years, and the slow economic recovery after the war. However, it is worth noting that apart, from 1970 to the 1990s the annual growth ran above 4 percent, even in the early 1990s when there was a global recession.

It is evident from Table (1) that the tourist industry has generated an ever increasing income (receipts) corresponding to the rising number of tourists. The increase was more than 31 folds between 1950 and 2004—from $20.1 billion to $622 billion respectively. It is estimated that the annual growth in tourist arrival in 2004 continued along the previous trend with the tourist industry generating some $ million globally. The good news for tourist industry is that, although the rate of increase in arrivals in some recent years has faltered scarcely surprising, given the world events since September 2001—the long-term trend continues upwards. As controls over the freedom of movement of population in many countries are gradually lifted, many are seeking the opportunity for the first time to travel outside their own borders, not least residents of China, now the seventh biggest generator of overseas
tourist expenditure. The World Tourist Organization (WTO) therefore continues to take an optimistic view of the long term; estimating that tourism will continue to increase in the foreseeable future.

Table (1): Profile of International Tourist Arrivals and Receipts (1950-2004)

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals(million)</th>
<th>Receipts(us$bn)</th>
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</tr>
<tr>
<td>2004(p)</td>
<td>763.0</td>
<td>622.0</td>
</tr>
</tbody>
</table>

Note (p): provisional.


View of the long term; indicate that tourism will continue to increase for the foreseeable future.

International tourism is generated for the most part within the nations of Europe, North America, and Japan, the result of low prices, and large, relatively wealthy population (see Table 2). Japan in particular has been
growing strongly as a tourism-generating country in recent years, due to its wealth and a growing willingness on the part of its population to take holidays.

Traditionally, the Japanese work ethic militated against their taking all holidays to which they are entitled, but with government encouragement and changes in attitude to work and loyalty to their firms, the Japanese have taken to traveling abroad in greater numbers and for longer periods of time. As a result, Japan is now fourth among the top ten tourist exporting countries which together are responsible for well over half the total expenditure on foreign travel.

It is interesting to note the changes occurring over time among the exporting countries. While the leading half-dozen countries change little form one year to another, China has joined the top ten as the country enjoys relatively more freedom of movement, with some 20 million currently traveling abroad each year (mainly to adjacent countries). Estimates suggest that even given existing condition, some 50 million Chinese have an income which would allow them to travel further a field (estimates for domestic holidays taken in China in 2003 are as high as 870 million), and Visit Britain expects 200,000 of these to be visiting Britain by 2010, following the granting of approved destination status. Hong Kong, which enjoys special

32
status within China, already lies thirteenth in overseas expenditure. (Bhatia, 1996).

The Russian Federation is also rising sharply in the list as the wealthy elite choose to spend their holidays abroad, while Poland and other former Eastern Bloc countries are all showing strong growth. The so-called tiger economies of the Pacific region, including Taiwan, the Republic of Korea, Thailand, Singapore and Malaysia, have also experienced a major upsurge in foreign travel, only briefly interrupted when the Thai baht collapsed in the summer of 1997.

Germany replaces the United States to become again the leading generating country, and although a popular destination country also, its balance of payment on the tourism account remains in substantial deficit, as does the UK.

The popularity of the USA as a destination helps to off-set the high expenditure abroad by US residents. Looking at the flow of international tourism over the long term, one can conclude that the business of tourism is surprisingly resilient whatever short-term problems emerge—acts of terrorism, medical emergencies like SARS and fowl disease, and the 2004 Asian tsunami—tourists eventually return in ever greater numbers.
3.3 Major Tourist Income Receivers:

Table (3) depicts the world ten highest recipients of income from tourism in 2003 lead by France, with $75 billion in a descending order ending with Canada receiving $17.5 million. It is notable that all these top recipients are advanced West European and North American countries with the exception of China and Mexico.

Table (2): Leading Countries Receiving Income (2003)

<table>
<thead>
<tr>
<th>Country</th>
<th>Receipts(us Billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>75.0</td>
</tr>
<tr>
<td>Spain</td>
<td>51.8</td>
</tr>
<tr>
<td>USA</td>
<td>41.2</td>
</tr>
<tr>
<td>Italy</td>
<td>39.6</td>
</tr>
<tr>
<td>China</td>
<td>33.0</td>
</tr>
<tr>
<td>UK</td>
<td>24.7</td>
</tr>
<tr>
<td>Austria</td>
<td>19.1</td>
</tr>
<tr>
<td>Mexico</td>
<td>18.7</td>
</tr>
<tr>
<td>Germany</td>
<td>18.4</td>
</tr>
<tr>
<td>Canada</td>
<td>17.5</td>
</tr>
</tbody>
</table>

Source: Ibid,p.94.

Eastern Europe is growing in popularity as a destination too. Hungary and Poland are now eleventh and fourteenth in terms of visitor numbers, and the Russian Federation takes twentieth place. (Reference) China is rapidly rising in popularity, with an estimated 41.8 million visitors in 2004, which puts it into fourth place ahead of Italy. The Russian federation and South
Africa both have great potential for growth as destination countries, but the political picture for these two countries is clouded. Uncertainty about security and the political situation in South Africa hinders expansion, while Russia still demands expansive visas for tourists from Western countries. Simply looking at receipts will not give a sound picture of the value of tourism to an economy. The countries with the highest per capita receipts are those where prices are highest, including Sweden, Denmark, and Japan, with the UK well down the list.

The highest spenders per capita by tourists coming to Britain tend to be among the Scandinavians, especially Icelandic visitors (Holloway, Seven edition.pp.94, 95). While (as we have seen earlier in this chapter) there are many factors which motivate people to travel abroad, the major factor will be the relative cost, compared with their income. Since greater demand also leads to lower prices, with transport and accommodation costs falling for each additional person booked, there is a direct relationship between cost, price and demand (see Figure 2). This helps to explain the vicious price wars in the travel industry, designed to capture market share and increase numbers, which have been so much a feature of competition in the travel industry over the past twenty years.

While there are many factors that motivate people to travel abroad, the
major factor will be the relative cost, compared with their income. Since greater demand also leads to lower prices, with transport and accommodation costs falling for each additional person booked, there is a direct relationship between costs; price and demand (see Figure 2).

**Figure (1): The Relationship between Cost Price and Demand**

![Diagram showing the relationship between cost price, low cost per tourist, high demand, and high load factor.]


One report claims the cost of international travel has fallen 55 per cent in real terms in the past 25 years. As new no-frills airlines are founded every year, and several are embarking on longer-haul services, this trend is likely to continue, unless sharply curtailed by rising fuel prices or the imposition of fuel taxes to offset pollution. (Hollway, p.96)
Table (3) Leading Tourism –generating Countries
(2003)

<table>
<thead>
<tr>
<th>Country</th>
<th>Expenditure (US$ billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>64.7</td>
</tr>
<tr>
<td>USA</td>
<td>56.6</td>
</tr>
<tr>
<td>UK</td>
<td>48.5</td>
</tr>
<tr>
<td>Japan</td>
<td>29.0</td>
</tr>
<tr>
<td>France</td>
<td>23.6</td>
</tr>
<tr>
<td>Italy</td>
<td>20.5</td>
</tr>
<tr>
<td>China</td>
<td>15.2</td>
</tr>
<tr>
<td>Netherlands</td>
<td>14.6</td>
</tr>
<tr>
<td>Canada</td>
<td>13.3</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>12.9</td>
</tr>
</tbody>
</table>

Source: Ibid, p.93

3.4 The Impact of the Multiplier:

Tourism has a multiplier effect. The impact of tourism is estimated that the sum of direct and indirect local value added generated per dollar of tourist expenditure was around 1.6 times the value of the initial input of visitor spending. Enormous potential for linkages. Inflation and Exchange Rate.

One may argue that this state of affairs denotes a rather unhealthy overdependence upon one single industry. Tourism’s contribution to the income of an area is in fact rather greater than has been so far apparent owing to the phenomenon of the tourism income multiplier (TIM).

Let us use an example to illustrate the TIM at work. Tourists visit area
X and spend $1000 in hotels and on amenities there. This is received as income by hoteliers and amenity owners. These then pay tax, save some of their income and spend the rest. Some of what they spend goes to buy items imported into area X but the rest goes to shopkeepers, suppliers and other producers inside area X. These in turn pay taxes, save and spend.

Figure (2): Tourism Income Multiplier

Suppose that the average tax rate in the $ of their spending, or consumption, on imports. The $1000 in the $, that people save on average
spent by tourists will then circulate as shown in Fig.1.

Money is circulating as hoteliers spend on local supplies such as food. The suppliers of this food then pay their workers who in turn shop in local shops. Local shop workers in turn shop at other shops with the money they earn and so the cycle goes on. Some money has, of course, not circulated but has gone to pay tax, has been saved or has paid for import; these are called leakages from the system. So far, how much income has been created? From Fig. (1) We can see it is: $1000 + $500 + $250 + $125 +…. A progression is developing and adding up all the figures or by using the appropriate mathematical formula the total will be seen to be $2000. The original injection of $1000 by tourists coming into area X has been multiplied by a factor of 2 to produce income of $2000. It is possible to forecast the value of the multiplier if one knows the proportion of leakages in the economy. In the example above, tax was 20 /100ths of original income, savings were 10/100ths of income and imports were 20/100ths of income. Total leakages therefore amount to 50/100ths, or a half of the original income. The multiplier can be found by applying the simple formula:

\[
\text{Multiplier} = \frac{1}{\text{Proportion of leakages}}
\]
In the example given the multiplier was $1/0.5$ or 2

So in an economy with a high proportion of leakages, such as high tax rates (although we must remember that the government may re-spend this money in the economy) or high import levels, TIM is rather low and tourism does not stimulate the local economy very much. On the other hand, with a low proportion of leakages, TIM will be high and tourism may in total contribute a great deal more income than that originally spent by the tourists themselves. Employment: As well as income.

The multiplier which works for income also does the same for employment. The value of the employment multiplier is likely to be secular to that of the TIM, assuming that jobs with average wage rates are created. Recent development in technology has tended to reduce Labour requirement in the tourism generating areas. For example, computer reservation systems reduce the need for booking clerks by tour operation, airlines and group hotel owners. In destinations, however, the nature of the industry requires a high degree of personal service, which means that fewer jobs have been lost through technological change.

For a country like Britain, which has experienced a steady decline in the terms of trade? it is important to try to redress the balance by a better showing in the visible exports, tourism is not producing a net gain the
government will attempt to resolve this deficit by encouraging more foreigners to visit Britain, or encouraging more of its residents to stay at home and enjoy their holidays in their own country. Some countries, particularly developing countries, could not afford this kind of drain on their financial resources, and would be forced to impose restrictions either on the movement of their own residents, or on the amount of money which they may take abroad with them. Other countries suffer severe deficiencies in their tourist balance, in the balance of payments, but can offset this with manufacturing exports. Germany and Japan have in the past been examples of countries heavily in deficit on the tourism balance of payments, but which have nevertheless enjoyed an overall surplus through the sale of goods overseas. With both countries now finding it increasingly difficult to compete against low-wage economies in the industrial sector, they are now seeking to boost their own inbound tourism to compensate for this net outflow on the tourism account. By contrast, Spain and Italy both enjoy a strong surplus on their tourism balance of payment as they are popular receiving countries with fewer residents going abroad for their own holidays.
Chapter IV

The Potential Contribution of Tourism to the Sudanese Economy

4.1 Introduction

Sudan is the largest country in Africa; it may enjoy various tourist resources due to the availability of enormous natural capabilities. It is regarded as one of the richest African countries in wildlife, and Nile natural scenery which encourages tourism investment. Trip along the Nile or to the Dam at Jebel Aulia where the Nile is especially rich in fish is fascinating.

The Dinder national park (6475 km2) is one of the largest national parks in the world. The high season of tourist’s visits main places of tourist interests in Sudan extends between December and April.

The Southern Region is characterized by green forests, open park land, water falls and, different kinds of birds and wild animals .and other interesting wildlife.

The Red Sea area includes nice resorts located at high areas. This is in addition to the waters of the Red Sea and their rich marine organisms. Sudan the largest country on the continent, with its liberalized economy that continues to grow at a rate of nearly 10%, has tremendous potential and indeed has proven to be the desired target for trade and investment. Numerous factors contribute to its appeal and its conduciveness for investment opportunities. With inflation virtually non-existence, the government is courting the private sector and urging all to participate in the development of the sixth fastest growing economy in the world.

Sudan lies in a strategic location whereby its shore lends access to Africa from the far and neighboring continents. While Port Sudan is the only sea
outlet that many African nations rely on for a lot of their needs and sustenance. The Red Sea also gives Sudan an advantage, as the country, through it, is able to reach the Middle-Eastern, Asian and European economies. Sudan is also linked to the surrounding countries by air and through an extensive network of roads while it is also diligently working to develop its railway system for a more efficient intercontinental transfer of goods. It is clear that tourism is playing an increasingly important role in the world economy, for example, international tourism receipts already comprise seven percent of the value of world exports and this figure is expected to grow, and it has been forecast that by the turn of the century it will be the most important sector.

4.2 Tourism in Sudan:

Tourism is one of the largest and fastest growing sectors in the world and a major driver of growth for many countries. The tourism industry also cuts across many sectors that need a well organized coordination that help in development reforms. Governments in Africa are showing great and increase interest in tourism as a source of growth. Recent work indicates that tourism in Africa can, in the right circumstances, contribute positively to its economic development.

Sudan has unlimited potential for tourism development. Most of its resources still remained hidden from many inhabitants of the world. The key elements of change is based on building up legislations and regulations that will organize tourism activities, infrastructure which includes mainly roads, electricity, water supply, airports, accommodation and transportation.
4.3 Tourism Potentials:

Sudan which has a vast area is considered, with its geographical and demographic diversity, as a unique example of tourism attraction. In the North, tourists interested in cultural tourism can find the archeological historical monuments of the successive civilizations. Akasha baths with their mineral water attract those who are interested in medical tourism.

The Red Sea in the east is gifted with a long coast, range of hills and clear water void of pollution and rich with the fascinating coral reefs and wonderful colorful marine life. The Red Sea attracts Tourists with interest in scuba diving, under water viewing and photographing.

In western Sudan stands Jabal Marra with its beautiful nature and mild climate. In Southern Darfur there is Radom National Park and the seasonal carnivals of horse-riding, particularly those organized in Kas Town. Nuba Mountains are characterized with different harvest festivals, cultural and ethnic diversity that is revealed in folkloric dancers, handicrafts and colorful costumes.

Dindir National Park in the Middle of Sudan is also adored by tourists interested in safari tourism, who can find great pleasure in its rich wildlife, different type of colored birds, different environment and fine weather.

Southern states which are the extension of the natural tourism attractions
of eastern Africa are also a wonder with their fantastic weather all through the year, and with their ethnic, cultural, traditional, religious and folkloric diversity.

Infrastructure: The infrastructure required by tourism, such as transport and communications, water supply and sanitation, public security, and health services, can also benefit poor communities. Sudan, more than any other country in the developing world, has the potential to supply almost every need of the tourist industry from meat and poultry products or beverages to vehicles, machinery, furniture, cut flowers, jewelry, and more. Tourism will generate derived demand and production in the other sectors of the Sudan, making it a global leader in ecotourism. Various Sudanese companies and conservation agencies are already involved in ecotourism ventures, a factor which could act as a catalyst for further development in this field. While the potential for the development of tourism in Sudan is great, the tourist industry represents a vastly under-utilized opportunity, though it is recognized as the world’s largest generator of jobs.

Travel and tourism is probably the single most important industry in the world. It currently accounts for at least 6 per cent of the world’s gross domestic product (GDP) and employs 127 million people around the world, (Holloway: Seven edition, p.92).
The economic effects of tourism can generally be categorized into four groups: the effects on income, on employments, on the country's balance of payments, and on the incentive to invest in the country.

4.3 Investment and development:

Tourism development creates jobs and only in the running of establishments but also in the constriction and capital goods industries. (Kat de.p.40)

One factor helping to determine the success or otherwise of tourism in a region is the level of investment, whether private or public, in the industry. Unfortunately, tourism, and leisure generally, are seen by private investors as high-risk investments. Banks are reluctant to lend money for tourism projects, and developers are less willing to take investment risks. This will often mean that tourism cannot take off until the public sector is prepared to “kick-start” the economy: that is, to invest risk capital in order to encourage development of tourism. This might take the form of grants or low-interest loans to private developers, or in some more centrally planned economies it may mean that government itself build and operates facilities such as hotels for tourists. There is increase in accommodation capacity.
Table (4): UN Classified Hotels in Sudan States

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>Increase %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified Hotels</td>
<td>64</td>
<td>76</td>
<td>15.62%</td>
</tr>
<tr>
<td>UN Classified Hotels</td>
<td>205</td>
<td>205</td>
<td>0%</td>
</tr>
<tr>
<td>Classified Rooms</td>
<td>2515</td>
<td>2842</td>
<td>13.001%</td>
</tr>
<tr>
<td>UN Classified Rooms</td>
<td>1160</td>
<td>1872</td>
<td>61.2%</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism in Sudan 2007

4.5 Investment opportunities:

Exchange Rate Changes Foreign exchange

Most countries compile their data on tourist earnings and receipts in their national currencies, though some use US dollars, (Witt: 1991, p.1) and for purposes of comparison it is usual for all to be in dollars. Conversions are normally at the average annual free market rate, sometimes leading to distortions if tourism is concentrated in a peak season when exchange rates may be different. In itself a changing rate has straightforward effect on earnings and receipts. Less economically-developed countries with few minerals, land and other natural resources to exploit, in addition to little domestic capital tend to be the most reliant on tourism, particularly where
such countries have coastlines and are located within the tropics. A country for which the economic contribution of tourism is marked and/or growing is located in every g wildlife viewing, binocular rental, helicopter tour, dive instruction or a meal in a restaurant.

Sudan welcomes every year well over million regional and overseas visitors. These visitors bring a ready market right to the doorstep of the country. (Ministry of Tourism, statistical management and information 2007)

Potential to influence visitor tastes and create export markets, will lead tourism industry to go on. Through tourism, Sudan becomes the supermarket or boutique to which visitors are drawn. Apart from the normal consumption of sun, sand and sea, wildlife, and water sports, tourism allows its clients to inspect other goods and services for sale in Sudan. Tourists to Sudan have the opportunity to sample the local fare (e.g. food, craft, entertainment, etc.). Moreover, they have the leisure times and usually the money as well as the convenience to pay for local goods and services. The potential for Sudan to influence visitor tastes and create permanent export markets is quite real. Tourism demand is continuous; the consumption of travel takes place over one’s lifetime. A holiday taken today does not reduce the demand for the holiday next year, next month or next weekend. This means that the
potential market for tourism will continue to grow. Tourism has a multiplier effect the impact of tourism is estimated as the sum of direct and indirect local value added generated per dollar of tourist expenditure which estimated as 1.6 times the value of the initial input of visitor spending. (Tourism stoical information, ministry of tourism 2007).

Employment: Tourism also creates employment. Some jobs are found in travel agencies, tour operations and other intermediaries supplying services in the generating areas, but the bulk of jobs are created in the tourist destinations themselves, ranging from hotel staff to deck-chair attendants, from excursion booking clerks to cleaners in the stately homes open to the public.

<table>
<thead>
<tr>
<th>Table (5) (Agencies in Sudan (2006-2007))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agencies</td>
</tr>
<tr>
<td>Restaurants &amp; cafeterias</td>
</tr>
<tr>
<td>Limacine Companies</td>
</tr>
<tr>
<td>Source: Ministry of tourism in Sudan 2007</td>
</tr>
</tbody>
</table>

A very large number of these jobs are seasonal or part-time so that tourism’s contribution to full-time employment is considerably less than its contribution to ‘job-hours’. The industry in this respect has resulted in many millions of pounds being spent in an attempt to lengthen the tourist season;
once again one must remember that many of these jobs are being created in areas where there would be few alternative employment opportunities. Tourism is therefore relatively beneficial.

In recent years there has been increasing emphasis on employment as a means of generating potential of tourism. The general decline in traditional manufacturing activities in countries such as the UK and the USA has led to a search for alternative employment opportunities. Advantages of tourism include the facts that it is a relatively labour intensive industry and that many of the job opportunities lie in low – skill occupations where unemployment tends to be concentrated.

Income: The creation of income from tourism is closely bound up with employment. Income in general comes from wages and salaries, interest, rent and profits. In a labour intensive industry such as tourism the greatest proportion is likely to be in wages and salaries. Income is created most directly in areas with a buoyant level of tourism, labour – intensive accommodation such as hotels, and with a large number of attractions and ground – handling arrangements available. The higher the amount of labour employed, the greater the income generated. Income is greatest where wage levels are high, which implies that there are also other high-wage job opportunities and little unemployment in the area. However, tourism may be
of relatively greater value in areas where there are few other jobs and workers may be otherwise unemployed. In Britain tourism is significant in many regions where there is litter other industry, such as in the Scottish Highlands, western Wales and Cornwall. The tourist industry is often criticized for offering low wages but in these areas there may be no alternative jobs available.

In a similar fashion Sudan has these potentials in the Red Sea region, Blue Nile State; Jabel Mara, and Southern Sudan.

Having a look in Tourism statistics we find that there is a positive input of the promotion for tourism and investment attractions. This can be revealed from Table (11).

**Table (11): Number of Tourists and Tourist Growth**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of tourist</th>
<th>Change %</th>
<th>Tourism revenues ($millions)</th>
<th>Revenues growth%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>50930</td>
<td>0</td>
<td>61.4</td>
<td>-</td>
</tr>
<tr>
<td>2003</td>
<td>52290</td>
<td>3</td>
<td>61.8</td>
<td>0.65</td>
</tr>
<tr>
<td>2004</td>
<td>60577</td>
<td>16</td>
<td>62.7</td>
<td>1.4</td>
</tr>
<tr>
<td>2005</td>
<td>245797</td>
<td>30.5</td>
<td>316.4</td>
<td>40.5</td>
</tr>
<tr>
<td>2006</td>
<td>328156</td>
<td>34</td>
<td>409.3</td>
<td>23</td>
</tr>
<tr>
<td>2007</td>
<td>336295</td>
<td>2</td>
<td>427.5</td>
<td>12.5</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism 2007
Table (11) reveals that:

- There is persistent growth in tourism arrival in Sudan.
- There is growth in tourism revenues in 2005 due to the consolidation of the revenues of national tourists with those received from expatriates 316.4 million US dollars with a growth rate of 40.5%.
- Tourism revenues in 2006 amounted to 409.3 million US dollars; the growth rate which is estimated at 23% reveals that exporting tourism markets responded to promotion campaigns.
- Tourism revenues in 2007 amounted to 427.5 million US dollars with a growth rate of 12.5% which is a positive indicator.

Income is also generated from interest, rent, and profits on tourist businesses which might range from the interest paid on loans to an airline in order to buy aircraft to rent paid to landowner for a car park or composite near the sea. We must also include taxation on tourist activities, such as VAT on hotel bills or direct taxation which some countries or regions impose on tourism to raise additional public income In Austria, (Holloway, 2000). For example, there is a imposed on accommodation, to raise money for the local authority, while in the United States a departure tax is imposed by the federal government on all international travel. The sum of all incomes in a country is called the national income and the importance of tourism to a
country’s is economy can be measured by looking at the proportion of national income created by tourism. In Britain this is estimated to be about four per cent including income from accommodation, tourist transport and all kinds of extras for which tourists pay. This may seem small, but even engineering, the country’s largest industry, only contributes about eight percent to the national income. By contrast, tourism in Barbados contributes over 30 percent to its national income.

In Sudan, state and local authorities under the new federal constitution could impose similar low rate taxes to finance their tourist infrastructure and other activities.

The balance of payments implications of international tourism are very important. Tourism may also have a major influence on a country’s balance of payments. International tourists are generally buying services from another country and are therefore paying for ‘invisibles. Thus, if a British resident goes on holidays to Spain there is an invisible payment on Britain’s balances, and if an American tourist visits Britain, Britain’s balance gets an invisible receipt. The total value receipts minus payments during a year are the balance of payments on the tourism account. This is part of the country’s whole invisible balance, which will include transport, banking, insurance and similar services. Throughout the 1970’s (Holloway,
for certain countries and regions. The Balance of receipts from inbound tourists and expenditures by tourists traveling abroad gives rise to the tourism balance, and this varies considerably from country to country and region to region.

The guiding principles and policy guidelines for each of the above are identified below. The government of Sudan is committed to ensuring the safety and security of all tourists.

The following policy guidelines shall apply: Undertake both short and long term actions and strategies to reduce crime and violence on Tourists in collaboration with relevant organizations such as Police forces. Tourism can be an engine of growth, capable of dynamiting and rejuvenating other sectors of the economy.

There are eighteen good reasons to consider that: Tourism represents a significant opportunity for

i. Employing million people world-wide, generating $ billion of Government tax revenues, travel and tourism is the world’s largest industry. In Britain, Germany, Japan and the USA, more adults have traveled than visited library, attended a sporting event or have gone to see a play or concert. The tourism industry is grow , by which time the industry will be worth US$7 trillion to
the world economy (Bhatia, 1996). In Sudan, may be will generate more and more.

ii. Tourism is the world’s largest generator of jobs. The World Travel and Tourism Council estimate that travel and tourism is now the world’s largest generator of jobs. In 1995, the industry provided direct and indirect employment for 212 million people; accounted for 10.7% of the global work force and provided one in every nine jobs. Between 1995 and the year 2000 travel and tourism was estimated and expected to add one new job every 2.5 seconds and to create 125 million new direct and indirect jobs. Tourism had already secured 480,000 jobs. And it is expected that potential for Sudan to create million jobs in the near future is very real.

iii. Tourism can provide immediate employment. Properly organized and focused, the tourism sector can create many jobs within a short period of time. If one quarter of the 8500 tourist accommodation establishments (not to mention restaurants and fast food outlets) in began to offer live entertainment to guests, at an average of three entertainers per group, thousands of entertainers can be employed within days; and if large resorts
opened their doors one day per week to encourage craft providers to market their products to the visitors, many employment and business opportunities will be created for surrounding local communities. The provision of weekly market days at the resort is already done by the Sandals Resorts group in the Caribbean. Visitors view the market as a prime attraction that they look forward to. Tourism is labor-intensive. The tourism industry has the lowest ratio of investment to job creation. This means that more jobs can be created per unit of capital invested and many tourism activities are within the reach of the small operator.

iv. Tourism employs a multiplicity of skills. From accountants and hairdressers to tour guides and trackers, the tourism industry draws upon a multiplicity of skills. Moreover, the potential for on-the-job training is enormous.

v. The tourism industry creates entrepreneurial opportunities. The tourism industry accommodates a thriving and dynamic informal sector—from craft and fruit vendors to beach vendors, chair rentals, and others. Apart from the opportunities provided in the informal sector, there are many business opportunities to involve previously neglected groups in the tourism business:
entertainment, laundry and transportation services, craft rental; arts, craft and curios sales. This is in addition to Tour guides and walking tours of places of interest; teaching of Sudanese languages and customs to interested visitors; restaurants emphasizing local cuisine; guest houses; beach manicures and pedicures for interested ladies and much more services.

vi. Tourism brings development to rural areas. Many of the prime tourism attractions are not located in the rural areas. Tourism allows rural people to share in the benefits of tourism development, promoting more balanced and sustainable forms of development. Tourism provides an alternative to urbanization, permitting people to continue a rural family existence, enfranchising both women and the youth.

vii. (viii.) Well- managed tourism is kind to the environment. Unlike the mining and other smoke stack industries, well-managed tourism can help to save the environment. Many forms of tourism development rely on maintaining and even repairing the landscape and its nature features (lakes, rivers, estuaries and wildlife areas). Wildlife tourism-especially in arid regions of the country-is dependent on the restoration of natural vegetation and
soil cover. Many state and private sector projects have spent large amounts on rehabilitating land damaged by commercial farming and other forms of land-use. Tourism which is responsibly practiced furthermore allows for the protection of biodiversity on land used for its purpose.

viii. Tourism builds cross-cultural relations and is a vital force for peace. Through its inherent message of goodwill, hospitality, trust, service without servility, tolerance, interaction and communication, tourism is a most effective mechanism for fostering national and international cultural exchange and understanding among people. It is, therefore, an effective nation-builder and a strong incentive and reason for peace.

ix. Tourism is a final good: Tourism is not a primary export item that adds little value. Tourism is a final good. This means that all the final touches (value) have to be added in Sudan – be it a taxi ride from the airport, a basket of fruit or flowers in the hotel room, wildlife viewing, binocular rental, helicopter tour, dive instruction or a meal in a restaurant. This means that the value added in final stages of production is created in Sudan.

x. Sudan welcomes every year well over million regional and
overseas visitors. These visitors bring a ready market right to the doorstep of the country.

xi. Potential to influence visitor tastes and create export markets through tourism, Sudan becomes the supermarket or boutique to which visitors are drawn. Apart from the normal consumption of sun, sand and sea, wildlife, wine and water sports, tourism allows its clients to inspect other goods and services for sale in Sudan. Tourists to Sudan have the opportunity to sample the local fare (e.g. food, craft, entertainment, etc.).

xii. Moreover, they have the leisure, times usually the money as well as the convenience (plastic cards) to pay for local goods and services.

xiii. The potential for Sudan to influence visitor tastes and create permanent export markets is very real.

xiv. Tourism demand is continuous the consumption of travel takes place over one’s lifetime. A holiday taken today does not reduce the demand for the holiday next year, next month or next weekend. This means that the potential market for tourism will continue to grow.

xv. Tourism has a multiplier effect. Enormous potential for linkages
The tourism industry provides enormous-agriculture, manufacturing and services. Sudan, more than any other country in the rest of Sudan or in the developing world, has the potential to supply almost every need of the tourism industry—from meat and poultry, beverages, to vehicles, machinery, furniture, cut flowers, jewelry, diamonds and more. Tourism will generate demand and production in other sector of the Sudan.

xvi. Sudan may become a global leader in ecotourism. Various Sudan companies and conservation agencies are already involved in ecotourism ventures a factor which could act as catalyst for further development in this field.

xvii. Limited exploitation of the tourism potential while the potential for the development of tourism in Sudan is great, the tourism industry represents a vastly under-utilized opportunity. It is sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead permanent residence, and are not connected to any earning activity. The term tourism refers both to travel undertaken for pleasure and to the modern multimillion-dollar business that caters to the tourists need for transportation, accommodation, food, entertainment,
recreation, health, souvenirs, and social contact. It is the sum of the phenomena and relationships arising from the travel and stay of non-residents, and is not connected to any earning activity. (Holloway, 2000).

The acceptance of "going away" on holiday, commonly referred to as tourism, as a part of lifestyle in contemporary society may lead to the belief that it has always been a feature of people’s style of life. The term "tourism" can be defined as the sum of the relationships arising from the travel and the stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity. International tourism as a giant industry did not get under way until the 1950’s (Holden, pp.1-11)

Since the 1960's, the national economy of most European countries once again became prosperous after a post war economic struggle of 15 to 20 years. Due to the flourishing in the economies of many European countries besides other countries like Japan or the USA, tourism also found a kind of flourishing. Tourism in fact, plays a substantial role in the economies of many European countries such as Austria, Greece, Italy, Spain, and Switzerland where revenues from the tourist industry make
an essential contribution toward reducing unfavorable balances of trade. It plays an even larger economic role in developing African and Caribbean nations. Tourism as a major International Industry, as far as the most important American contribution to the international tourism, there were two most important factors namely: prosperity relative to other countries' faltering economies in the post-war world, which gave the U.S. dollar an unusual purchasing power abroad, and the advent of jet travel in 1958, which made it possible to cross the Atlantic in seven to eight hours/half the time taken by a propeller aircraft and about one-eighteenth that required by surface transport— all for approximately the same price. Jet speeds not only made accessible places that were previously considered remote. Such as the South Pacific, the Far East, South America, and Africa, but also opened up the world of international travel to ordinary working people with only a short annual vacation. Adding to the convenience and attractiveness of long-distance tourism were the availability of traveler's checks, which reduced the risks of travel, the incentive of reduced fares by way of Eurail passes, issued by Europe's state-owned railway systems, the growth in
the United States of reduced-fare charter flights for groups, deferred payment plans, travel packages that combined several different kinds of transportation option, in addition to meeting the tourists preferences in hotel accommodations and guided tours, and a wide variety of specialized group to. The principal objective of any country/territory pursuing a planned approach to the development of its tourism sector is economic, e.g. earning foreign exchange, generating government revenues, creating employment, providing investment and business opportunities, assisting in balancing regional development. Consistent with this priority, world tourism organization (WTO) member countries place high priority on obtaining a clear picture of the economic contribution which tourism is making (previous reference page 40). Although the significance of contribution of tourism to the economy of many countries is being recognized and its potential contribution to the future economic development is broadly appreciated, the difficulties of precisely measuring this impact are considerable. Improved methods of monitoring and evaluating tourism's economic impacts are essential if national governments' economic policy is to effectively accommodate the
demands and implications of growth in this sector. Unlike traditional sectors of national economies, tourism is a diverse and fragmented industry whose output cannot be simply measured in terms of production figures. The tourism industry's measurement problem is highlighted by the fact that the degree to which many enterprises can be classified as part of the tourism industry, and therefore their contribution to tourism receipts, depends not only on the nature of the product they produce but rather on the nature of the customers who consume their product. Furthermore, many providers of goods and services to tourists do not service this clientele exclusively and are, indeed, often unable to distinguish between tourists and local consumers. Sudan is the largest country in Africa and thus it may enjoy various tourist resources due to the availability of enormous natural capabilities. It is regarded as one of the richest African countries in wildlife, and Nile natural scenery which encourages tourism investment. The tourism industry can be categorized into the following sectors: accommodation and catering, transport, travel organizers, attractions and destination. These sectors are now discussed in details. Accommodation and catering sector many elements are
included in the accommodation and catering sector. Serviced tourist accommodation includes hotels, motels, guest houses, bed and breakfast establishments, farmhouses and cruise ships. Here, staff is at hand to supply other services in addition to the provision of rooms, which may include, for example, restaurants, bars, room service and porter age. Self –catering tourist accommodation includes rented villas, chalets and apartments, camping sites, caravan sites, time-share properties, second homes and mote homes. Some types of tourist accommodation can be either serviced or self-catering, for example, holiday camps/centers/ villages, and educational institutions such as universities and colleges.

Tourist accommodation can also be split into the commercial and non-commercial sectors. Whereas serviced accommodation generally falls within the commercial sector, there are many types of self-catering accommodation that do not, for example, second homes, private yachts and staying with friends and relatives. The purpose of visit of a tourist will often determine the accommodation used. Most visits for business purposes will entail the use of serviced accommodation such as hotels and these are often located in city/town centre. By contrast, holiday camps/centers/ villages tend to be just
used by holidaymakers, as are caravan and camping sites. Location is critical for accommodation units and, once established, cannot be changed. This can be a particular problem in periods of changing tastes, on account of the fairly long time-lag between the initial plans e.g. a large hotel and its actual coming into operation. Location is important with regard to both the destination and the unit’s position within the destination itself. If the destination is a resort, the accommodation should appeal mainly to holidaymakers, whereas accommodation in city centers is used mainly by business tourists. These distinctions are obviously not clear cut, in that many resort areas also attract convention business and many city centre hotels, which cater largely for businessmen during the week, frequently offer highly discounted rates at weekends in order to attract holidaymakers.

Transport sector The commercial transport sector of the tourism industry includes airlines, shipping lines, coach and bus operators, railways, car – rental firms and taxi operators. The non –commercial section of the transport sector is dominated by the private car, although a few tourists travel to their destination by privately owned aircraft or yachts.

Air transport: Air transport is by far the major form of travel to medium – haul and long – haul destinations. One the other hand, the private car is the most popular transport mode to nearby destinations, in particular for day –
trips, domestic tourism and international tourism involving a land boundary. Air transport can be divided into scheduled and charter services. Scheduled services operate on specific routes in accordance with published schedules and are required to do so, whatever the passenger load factor. Charter services, on the other hand, can be cancelled if demand is insufficient; they are used mainly for holiday purposes, and seats are often sold as part of an inclusive tour. Sea transport: Shipping lines comprise cruise lines and ferry operators. Medium- and long-haul sea transport has largely been replaced by air transport, but on short-haul routes ferries can provide vital access between areas. Ferry services usually link road networks and are widely used by cars, buses/coaches and goods vehicles; they provide transport for all purposes. Coach/bus transport: Coach and bus operators play a significant role in the provision of tourist transport for non-business purposes—they are the cheapest form of commercial transport. The provision of improved on-board facilities such as toilet facilities, drinks and foods, on coaches traveling on the longer routes is now quite common, and on some coaches there are also video facilities. Rail transport: Railways were at one time the major mode of travel in many countries, but with the private car coming to dominate short-haul transport and air travel competing over longer distances, railways have generally gone into severe decline. The main use of rail travel for
tourism purposes is on the inter-city services, where trains can compete effectively in terms of speed, comfort and cost with other transport modes. Time saving often occurs because trains usually have the advantage that their routing goes to and from city-centre locations.

The successful development and operation of high-speed trains in certain countries, such as France and Japan, has resulted in journey times over medium distances that are considerably less than those of either car or air transport. Car transport: The rapid rise in car ownership during the last forty years has meant that the majority of households in North America and Western Europe now possess a car, and this is the dominant transport mode for domestic tourism, as well as for much international tourism particularly in Europe.

Car travel provides accessibility and convenience that cannot be matched by other modes, but, as distances between origin and destination get longer, there is increasing competition from air transport in terms of the saving in travel time. Taxi companies generally provide a complementary service to other transport for tourists. Its major role lies in the provision of local transport between, say, an airport, shipping port or railway station and accommodation units. Taxi companies also service within-destination travel by tourists.

For the realization of the above mentioned objectives the research evidence that the potential contribution of tourism can provide additional foreign exchange earnings, generate income and employments, and improve the regional distribution
of income and employment opportunities and serves for further development of
other economic sectors. Moreover, the potential of tourism succeed to deal with
development interventions.
Chapter (iv)
Conclusion and Recommendations

In tackling this research of the potential contribution of tourism to the Sudanese economy, it has been realized that economist studying tourism have not been fully aware of that tourism is an important source of capital accumulation. In an attempt to evaluate the current situation of tourism in the Sudan official annual reports, proceedings of conferences and seminars on tourism as well as specialized tourism methods of analysis were used. As the revenues obtained from tourism from the major contribution to the economies of a number of countries, a number of suggestions were provided to combat some observed weaknesses. The main potential aspects for tourism in the Sudan were outlined with some details so that policy makers could make use of them in order to promote tourism in Sudan for extra revenues. Thus, it could be concluded that with some effort given by policy makers and with the venture of governmental and private sector, high revenues are expected from tourism in the different districts of the Sudan.

5.1 Recommendations:
It is clear, from the findings of this research that the potential contribution of tourism in Sudan has improved the economics. However, still there are some aspects to be taken. The following actions are recommended to increase
benefits:

1. Good special facilities should be given to tourists by providing all information they need and giving them the required entry visas and make all money exchange transactions and customs procedures easy for them.

2. Festivals and folkloric performance should be very important parts of tourist when maximum numbers of tourists are expected to visit the country.

3. Hotels, motels and guest houses of high standards of cleanliness and excellent facilities of services and food preparations should be established in tourist areas. Documentary films about areas of tourism in Sudan can be exhibited in these places.

4. Attractive touring programs that cover important regions of tourism in the Sudan should be available in embassies and offices of foreign tourist companies all world – wile so that when tourist visit these companies will find the programs available. Programs should be planned at the lowest possible costs.

5. Accurate records of the numbers of tourists who come annually to the country and the best season(s) where the rush of tourists is at maximum should be kept regularly.

6. Special well-trained security staff and tourist guides should be
educated and provided with maps and tourism information to help tourists in their tours and answer their questions in the proper ways. Even traffic policemen in towns of important tourist interests could be provided with such maps.

7. Tourism can make a substantial contribution to the economic and social development of Sudan.

8. Tourism development should be undertaken consciously and methodically, and carefully planned as part of the national development effort.

9. Care should be taken to identify the precise tourism product, or products, which the Sudan wishes to develop. The product induces not only facilities within the destination, but also the way in which they will be marketed and the way in which tourists will be transported to the destination.

10. Since when an investor tourist is satisfied with the attractive sceneries and tourist areas in one country, he or she will be quite interested to stay in this particular country and make investments there in.

11. Investing and attracting local and international investment into tourism, ensuring: the availability of generating income. The procedures of the tourism will be under consideration.
provides not only material benefits for the poor but also cultural pride. It creates greater awareness of the natural environment and its economic value, a sense of ownership and reduced vulnerability through diversification of income sources. In Sudan, the potentials lead to influence the balance of payments.

Travel by tourists: To ignite the tourism engine of growth in Sudan a number of key policies must be developed and actions taken in the following areas:

1. Safety and security.
2. Education and training.
3. Financing Tourism and access to finance.
4. Investment incentives.
5. Foreign investment.
7. Product development.
8. Transportation – air and ground.
9. Infrastructure.
10. Marketing and promotion.
12. Regional cooperation.

All these recommendations if properly implemented will add much to the development of the Sudanese economy.
REFERENCES:


1.1 Map of Sudan:

Sudan are considered one of the few countries which enjoy a variety of tourism resources.

These resources are represented in the Red Sea Coast which extends for more than 700 kilometers and is characterized by many tourist attractions, including diving and under-water photography, besides boat rowing and water skiing.

Of the most attractive natural areas of Sudan are its Red Sea coastlines. In fact presently, Sudan is biggest attraction to tourists, especially sea lovers, and has gained an excellent reputation throughout the World.

1.2 The Geological characteristics of the Red Sea:
The Red Sea is a long, narrow marine basin, with a total length of about 1900 km. It extends northwards from the strait of Baab El Mandab in Yemen to the southern tip of the Sinai Peninsula in Egypt. Its maximum width is 306 km. The Red Sea has three distinct zones of depth; the shallow reef-studded shelves of less than 50m, the deep shelves of 500-1000 m, and the central trench of more than 1000 m. The maximum depth of the Red Sea is 3040 m off Port Sudan. The Red Sea is unique in several aspects; among them is its uniform temperature distribution at the surface and at the different depths. At the surface near Port Sudan the temperature range is 26.2-30.5 degrees Celsius; at a depth of 150 m the range is still 23.9-25.0 degrees. Moreover, its high degree of transparency reaches up to 46 m. These characteristics have made the Red Sea an ideal place for snorkels, divers and photographers; it is comfortably warm, one could float nicely and the visibility is better than in most other places. The Sudanese coast is 650 km long as the crow flies; numerous embayment and gulfs make it 750 km long. It has two prominent features; coastal lagoons, locally called marsas, and reefs, called shia"ab in Arabic.

The marsas may be protected embayment of the sea, or may be cut
into the coastal plain, well beyond the general coastline. In marsas, despite the heavy fresh water influx during the short rainy season, corals grow and build coral knobs (tens of centimeters to meters in size) and the patch reefs (meters to tens of meters in size). As for the reefs, they are distinguished according to their shapes and positioning. There are the fringing reefs, which are immediately at the cost. They line the entire Sudanese coast, with the exception of the marsas and the Tokar Delta in the south. The fringing reefs are usually 1000 m wide and could extend up to 3000 m. Then there are the barrier reefs, which are generally separated from the coast and the fringing reefs by a ship channel. The barriers range from narrow discontinuous reef walls, only several tens to a few hundred meters wide, to platforms of up to 14- km in width. Finally there are the atolls, which are reef platforms located furthest offshore, several hundreds of meters to a few kilometers in width and surrounded by waters. Examples of these are the Senganeeb Island and Shia 'ab Rumi. All these types of reef provide shelter to a diversity of marine life. They also offer protected areas for snorkels and shallow-water divers.
1.3 Coral reefs:

One of the most magnificent features of the Red Sea, are its beautiful coral reefs. Corals, or more precisely, their skeletons, are the main components of which reefs are built. Coral is an animal, individually called a polyp, which is generally one to a few millimeters in diameter. It looks like a bag with six arms (or multiples of six), for its protections and support, it forms a skeleton of a kind of limestone, or correlates, as they are called, are cub or tube shaped. Usually, they live in coral colonies, which may be centimeters to several meters in size. Different kinds of corals occur in different areas of the reef, factors such as waves and light determine the nature of the coral, whether of delicate or solid structure. Thus, the distribution of coral reflects their respective adaptation to the prevailing environment conditions in various parts of the reef. Aside from corals, other elements are also instrumental in the structure of reefs, for example, worms and calcareous red algae, a form of marine Plants.
**1.4 Marine life:**

Surrounding the reefs and complimenting them in creating a breathtaking sight, is the wide spectrum of marine life. The Red Sea is famous for its plants and animals; many of which are related to those of the Indian Ocean, but some of which are exclusively found in the Red Sea. Among the common fish in the Red Sea are the Tarpon, Giant Herring, Salmon Herring or milkfish, Soldier fish, Goggle Eye and Rock Cod. There are also more than **320** species of sharks, among them such veracious predators as the Tiger Shark and Hammer Shark. It should be noted, however, that unless irritated or attracted by blood, sharks are peaceful animals and, generally speaking shark attacks along the Red Sea coast are very rare. In addition, several species of whales also find home in the Red Sea, namely the Blue Whale, a 15 m-long giant which feeds on plankton, and the killer Whale, which poses no threat to humans, but scares off sharks. The Whale Shark, 8 to 10m in length, is a jolly, plankton-eating whale that befriends fishermen.
1.5 Recreational Activities:

All these characteristics and many they make the Red Sea an attractive location for vacations and relaxation. This is especially true for those who love the Sea and enjoy its offerings. Fans of scuba diving, snorkeling, yachting and various water sports will find the necessary conditions on the Sudanese Red Sea to pursue these activities to their ultimate satisfaction.

Appendix (2)
Museums in Sudan

2.1. Sudan National Museum:

This museum lies on the Nile Avenue in Khartoum overlooking the
Confluence of the White Nile and the Blue Nile at Al-Mugran area. It was built in 1965. Visitors to the museum find the relics of the various civilizations of Sudan from the First Stone Age to the era of the Al Saltana Al-Zarqa' "black sultanate." The National Corporation for Antiquities and Museums undertook the re-construction of temples that had been transferred during the process of saving relics of the Sudanese Nubia area from being covered by waters of the High Dam. These temples have been reconstructed in the yard of the museum and an artificial lake was dug to symbolize the original site of the temples.

2.2 The Ethnography Museum:

This museum is located on Al-Gama'a Street in Khartoum. In 1955 the buildings of the British army club were affiliated to the antiquities department at that time. The department then started the organization and presentation of the ethnographical groups, which had remained in warehouses since 1945, in this museum. The museum was opened in December 1956. The exhibits of the museum have been organized and arranged in such a way that gives a vivid live history of the various Sudanese tribes and their customs and traditions.

2.3 Al-Khalifa House Museum:
This museum is located in Omdurman near Al-Mahdi’s Tomb. It derived its name from the Khalifa Abdellah Al-Ta'aishi, the successor of Imam Mohamed Ahmed Al-Mahdi, who was officially residing at the very same place. This museum was established in 1928 and contains relics of the Mahdist period, Sultan Ali Dinar and Gordon Pasha when he was governor of Sudan.

2.4 Sheikan Museum:
This museum was built in Al-Obeid town in Kordofan and was opened in November 1965. It was given the name from sheikan Valley, the site of a battle between Al-Mahdi's forces and Hicks Pasha army in 1883. The battle was won by Mahdi forces and the museum took on the name in memory of the battle. The museum reflects relics dating back to the Mahdist era, besides other archaeological works of art representing all the successive eras of Sudan. The museum further contains some ethnographical collections.

2.5 Sultan Ali Dinar Palace Museum in Al-Fashir:

This museum was once a place of residence for the sultan as well as a government office for him. When the sultan died, the palace went into the hands of Al-Fashir governor and was next made a house for the commissioner of the province till 1971. After that, its ownership was
transferred to the National Corporation for Antiquities and Museum which transformed it into a museum. The museum exhibits antiquities collections which represent the various historical periods of Sudan from the time of the Stone Age to the era of Christianity.

The museum also shows some of the materials used by the sultan and members of his family. There are also some relics which represent the civilization of Darfur area.

2.6 Meror Museum:
Appendix (3)

The River Nile

3.1 River Nile by Satellites:
3.2 River Nile in Khartoum

Sunset over the Nile

[Image: Sunset over the Nile]

[Image: Flooded palm trees]

[Image: Flooded beach]
3.3 River Nile in Northern Sudan
Appendix (4)
Pagrawia and Muswarat
4.1 Pagrawia Premeds and muswarat:
4.2 Jabel Albarkal
4.3 Apadamak Temple
Elmussawrat Elswfra

Appendix (5)
Middle of Sudan

5.1 Al Dinder National Park

Appendix (6)
Nature of Southern Sudan

6.1 Southern Sudan

Appendix (7)
Central Sudan

7.1 Gezira state sentral Sudan-Alkasih hotel
Eastern Sudan

8.1 Alfaw Mountains
8.2 Awitlla Mountains

8.3 Mountains and Alswagi

Lies in Eastern Sudan, Kassalla town.

8.4 Altaka Mountains
It lies in Kassalla state in eastern Sudan, it attracts tourists