

## **Definition:**

According to the World Tourism Organization the inbound tourism is the activities of the visitor travelling to a place outside his usual environment for not more than one consecutive year and not less than 24 hours. The travel is for leisure, business and not for permanent work and gaining money.

## **Characteristics of the inbound tourism.**

The above definition reflects the following characteristics:

- 1- Travelling from a place to another
- 2- Duration of travelling
- 3- The traveler changes his environment.
- 4- The purpose of travelling is entertainment not work or gaining money.
- 5- The main concept of the inbound tourism implies expending money.

## **Advantages of the inbound Tourism:**

The inbound tourism has the following advantages

- 1- Economical Advantages:
  - A/ It's a source of hard currency to the country.
  - B/ it creates jobs for the people.
  - C/ Represents a tool for development and progress for the nation.
  - D/ An encouraging and promising field for the investors.
  - F/ A source for taxes to the country.
- 2- Political advantage:

- It makes people acquires and acquainted with their rights and raising their awareness.
- 3- Social Advantage:  
It makes commodities available to the people though they enjoy a good standard of living.
  - 4- Rural area:  
It helps to develop rural where tourist attractions are located.
  - 5- It acquaints people with modern technology and facilities life.
  - 6- It removes obstacles between nations bridging the gap between them.

## **Historical Background:**

Sudan inbound tourism has witnessed four periods, they are as the follows:

### 1- First period:

The first period started at the begining of the previous century by building the Grand Hotel in Khartoum in the year 1902. That period witnessed the flow of a number of tourists to Sudan.

### 2- Second Period:

The second period started when a number of tourist agencies were established, promoting and marketing tourist programs. That was at the fourth decade of the previous century.

### 3- Third Period:

The third period began by the decision taken by the government in 1959 to make an official body for tourism with the following responsibilities:

- 1- To plan for the tourism sector.
- 2- To control the tourist sector
- 3- To recruit and train manpower.
- 4- To promote tourism.

4-Fourth period characterized by:

- 1- Issue a number of legislation
- 2- Execution of some big tourist projects.
- 3- Recruitment of efficient staff.

## **Methodology And Classification of Inbound Tourism:**

World Tourism Organization recommending to prepare the report considering the following elements:

- 1- No. of tourists
- 2- Age a sex
- 3- Education
- 4- Annual income
- 5- Purpose of the visit.
- 6- Duration of stay.
- 7- Origin and destination generating tourists.
- 8- Area of residence.
- 9- Means of transportation.
- 10- Accommodation.

- 11- Expenditures.
- 12- Classification of expenditures.

Sudan prepares three kinds of what is recommended by WTO, they are:

- 1- Number of tourists that come to the country(Nationality).
- 2- The expenditures of the tourists who visit Sudan.
- 3- Means of transportation of the tourists.

A study was made to test the credibility and the reliability of the Sudan tourist statistics , the result was a highly credible.

### **Methodology:**

There are many methods used to prepare the inbound tourism, each country uses the one which suits its geographical location and capabilities.

### **Sudan Method:**

Sudan uses the following steps to count the number of foreign tourists.

- 1- Find all foreigners who enter the country during a certain period.
- 2- Subtracting from them those who come for permanent work and gain no money.
- 3- Counting those come for: Business, conferences, tournaments and leisure,ect.

## **National Visitors:**

Sudan counts the national visitors with the foreigners visitors , both are making the inbound tourism.

## **Statistics about the Inbound Tourism:**

**Table (1)**

### **Sudan Inbound Tourism**

<b>Year</b>	<b>No</b>
<b>1959</b>	<b>500</b>
<b>1960</b>	<b>2432</b>
<b>1970</b>	<b>21610</b>
<b>1980</b>	<b>28303</b>
<b>1990</b>	<b>32789</b>
<b>2000</b>	<b>37609</b>
<b>2010</b>	<b>420238</b>

**Source: Ministry Of Tourism**

**The high and repaid increase in the number of tourist in the last decade was due to relative**

- 1- infrastructure**
- 2- development of promotion and marketing through participation in international events.**
- 3- Discovery and production of oil in Sudan ( better relationship with an )**

**N.B** Year 2010. Both foreign and national tourists.

**Table (2)**

<b>Year</b>	<b>Receipts us Dollar (M)</b>
<b>2000</b>	<b>45.300.800</b>
<b>2002</b>	<b>61.800.000</b>
<b>2004</b>	<b>68.270.279</b>
<b>2006</b>	<b>409.293.200</b>
<b>2008</b>	<b>508.792.000</b>

**Source: Ministry Of Tourism**

**N.B** Year 2006, 2008 both foreign national receipts.

### **Strategic Analysis for the Inbound Tourism:**

For more acquaintance with the inbound tourism and to understand how its sub-system works, we make strategic analysis for its environment , so as to enable to deal with all the elements that constitute the frame of the system.

### **Strength Factors:**

- 1- Numerous unique attractions.
- 2- A long experience of the tourist body.
- 3- The official body at the status of a ministry.
- 4- A supporting public opinion.
- 5- Legislation and regulation organizing its activities.
- 6- Inauguration of tourist colleges and institutes.

### **Weakness Factors:**

- 1- Poor infrastructures.

- 2- Complicated facilities.
- 3- Poor Manpower skills.
- 4- Poor services.
- 5- Private sectors work at outbound tourism.
- 6- Poor Technology.
- 7- Poor relation with the international tourist community.
- 8- Poor performance of the voluntary organizations.
- 9- Absence of promotion and marketing activities.

### **Threatens Factors:**

- 1- High taxes and many kinds of payment taken by the government.
- 2- Contradiction of legislations ( local, federal, state).

### **Opportunities:**

- 1- International growth of tourism.
- 2- Sudan tourist attractions are virgin.
- 3- E-Marketing connects the tourist markets.

### **Results and indicators:**

From the collected data and the strategic analysis we find the following results and indicators.

- 1- Sudan quota from the international tourist movement is very little, compared with its unique and various attractions and his experience.

- 2- Efforts were made to overcome the problems facing the tourist sector but the output is poor.
- 3- Sudan has a development strategy.
- 4- Sudan tourist development is hindered by many obstacles preventing the country to compete regionally.
- 5- Sudan does not benefit from the international organizations.
- 6- The private sector does not participate in marketing Sudan tourism.
- 7- Tourist sector witnessed inauguration of number of colleges, institutes and training centers of tourism.
- 8- Tourist sector does not complete the other sectors in investments.

## **Recommendations:**

The inbound tourism represents the backbone of the tourism industry, mainly for its economic advantages, so as to achieve this benefits we provide this recommendations.

- 1- A training strategy for the manpower must be set to upgrade the skills .
- 2- Exchanging cooperation programs with foreign organizations specially with Islamic a neighbor countries .
- 3- The need of coordination policy with the neighboring countries.
- 4- Exchange experience and knowledge with regional countries.
- 5- Making workshops and seminars about inbound tourism.
- 6- Conducting researches to remove all constrains hindering the progress and development of inbound tourism.



- 7- To establish a regional consultancy body to help countries rising to the required standards.
- 8- Designing a tourist development model for the undeveloped tourist countries.

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