



Thematic Tourist Promotion of Trans-Saharan Trade Route & Niche Market Tourism Database for Five North African Nations

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Abstract

This study examines six niche market sectors (Adventure, Sports, Wildlife, Arts & Crafts, Culture/Heritage/History, and Gemstones & Gold) in five countries (Egypt, Ethiopia, Morocco, Nigeria, and Sudan) along the Trans-Saharan Trade Routes. Whereas the largest tourism promotion Internet sites in the assessed nations are similar, Egypt receives the largest revenue from tourism, followed by Morocco and Nigeria which weigh in at 2nd and 3rd places and they in turn each earn more than three times the annual tourist revenues of Ethiopia and Sudan. The preliminary data-base analysis of niche-market opportunities across these five countries suggests a combined thematic approach to Trans-Saharan Tourism could significantly enhance tourism revenue in all five nations due to unique resources in each country which share a common bond of being part of the ancient Trans-Saharan Trade Route given that tourism resources are not homogeneously distributed. Preliminary results suggest combining niche markets, bundling two or more nations in a tour, and bundling different niche market interest areas, e.g. Golf-Wildlife-World Heritage Sites, Sports - Adventure - Wildlife, and Gemstones - Wildlife - World Heritage Sites, may hold the greatest promise for increased tourist revenue in all five nations studied. Security issues (measured by intentional homicide statistics) are also examined in the five target countries along the Trans-Saharan Trade routes which all appear to be relatively safe compared to some more popular tourist destinations in Africa and around the world.

Keywords: Trans-Saharan trade route, tourism, bundling, thematic approach, niche markets

Introduction

Niche Tourism

In tourism, a niche is a specialized corner of the tourism market usually developed around visitors' particular interests or needs.

While the word 'niche' may suggest that the market is small in size, this is not always the case.

This study examines six niche market sectors:



- Adventure tourism: Sky diving, paragliding, windsurfing, trekking, biking, diving, caving, whitewater rafting, camel caravan tours and more
- Sports Tourism: Football, Golf, Martial Arts
- Wildlife
- Culture Arts & crafts and Performing Arts
- World Heritage Sites/History/Museums
- Gemstones & Gold

...in five Trans-Saharan countries: Egypt, Ethiopia, Morocco, Nigeria and Sudan.

Niche markets are good for diversifying the product, minimizing the effects of seasonality, and reducing pressure on “honey pot” areas by distributing tourists to lesser-visited places.

https://www.researchgate.net/publication/277913436_Thematic_tourism_as_an_important_segment_in_the_business_of_modern_tour_operators

According to the World Economic Forum's *Travel and Tourism Competitiveness Report 2017*

“Sub-Saharan Africa remains, on aggregate, the region where Travel & Tourism competitiveness is the least developed. Although regional performance has increased, it has improved less compared to other parts of the world. Southern Africa remains the strongest sub-region, followed by Eastern Africa and then Western Africa. Yet, on average, Eastern Africa is the most improved region, while Southern Africa has experienced a slight decline.

“Considering the size and the rich cultural and natural resources, the 29 million tourists visiting the continent in 2015 is low. From a business perspective, the untapped potential of the region could be an opportunity with expected returns potentially higher than other already mature destinations.”

http://reports.weforum.org/travel-and-tourism-competitiveness-report-2017/sub-saharan-africa-results/?doing_wp_cron=1524961510.1625878810882568359375

Primary Tourism Market Sources (2017)

The main source tourism markets tend to be in Europe and North America, in particular:

- Germany
- United Kingdom
- Benelux countries (Belgium, Netherlands, Luxembourg)
- Italy
- France
- Scandinavia



- United States

Lack of Trans-Saharan Tourism Projects

Though African nations have tourist development programs in various stages of development, there is no Trans-Saharan Tourist Promotion Project at this time.

Five nations along the Trans-Saharan belt of nations appear relatively safe for tourism at this time: Ethiopia, Sudan, Nigeria, and the Kingdom of Morocco. (April, 2018)

Of those nations only the Ethiopia-Sudan land border crossing appears safe. The other nations need to be visited by air.

The other major Trans-Saharan nations: Algeria, Chad, Egypt, Mali, Mauritania, Niger and Western Sahara have security issues for travelers at this time.

Analysis 1: Tourism income in the five selected Trans-Sahara nations

According to the World Travel and Tourism Council Travel & Tourism Council's - Economic Impact 2018 report, in 2017:

Egypt

The direct contribution of Travel & Tourism to GDP was USD10.7bn, 5.6% of total GDP in 2017

The total contribution of Travel & Tourism to GDP was USD21.1 bn 11.0% of GDP in 2017

Ethiopia

The direct contribution of Travel & Tourism to GDP was USD2 bn, 53 million or 2.7% of total GDP in 2017

The total contribution of Travel & Tourism to GDP was USD USD5.074 bn or 6.8% of GDP in 2017

Sudan

The direct contribution of Travel & Tourism to GDP USD2.351bn or 2.3% of total GDP in 2017

The total contribution of Travel & Tourism to GDP was USD5.55bn or 5.4% of GDP in 2017

Nigeria

The direct contribution of Travel & Tourism to GDP was USD7.492bn or 1.9% of total GDP in 2017

The total contribution of Travel & Tourism to GDP was USD20.23bn or 5.1% of GDP in 2017

Morocco

The direct contribution of Travel & Tourism to GDP was USD8.82bn or 8.2% of total GDP in 2017

The total contribution of Travel & Tourism to GDP was USD20.05bn or 18.6% of GDP in 2017



<https://www.wttc.org/>

Summary - Tourism Income

Nation	Direct Contribution of Travel and Tourism to GDP in 2017	Total contribution of Travel & Tourism to GDP in 2017
Egypt	USD10.7bn, 5.6% of total GDP	USD21.1bn 11.0% of GDP
Ethiopia	USD2.053 bn, 2.7% of total GDP	USD5.07bn or 6.8% of GDP
Sudan	USD2.35bn or 2.3% of total GDP	USD5.55bn or 5.4% of GDP
Nigeria	USD7.49bn or 1.9% of total GDP	USD20.23bn or 5.1% of GDP
Morocco	USD8.82bn or 8.2% of total GDP	USD20.05bn or 18.6% of GDP

Table 1: Direct and total income from travel and tourism in Five Trans-Saharan Nations

Egypt, Nigeria and Morocco appear to earn the lion's share of tourism income with approximately four times the tourism incomes of Ethiopia and Sudan.

Analysis 2: Primary Tourism Promotion Internet sites for each of the five selected countries

Egypt

<http://www.Egypt.travel/>

<https://www.lonelyplanet.com/Egypt>

<https://wikitravel.org/en/Egypt>

Note: Tourist numbers declined from 14 million international arrivals in 2010, to 5.2m in 2016, a 42.5% reduction in six years according to the United Nations World Tourism Organisation. Tourism is expected to revive to near previous levels in 2018 due to improved security and stability.

Ethiopia

<https://www.Ethiopia.travel/>

<https://www.lonelyplanet.com/Ethiopia>

<https://wikitravel.org/en/Ethiopia>

Morocco

<http://www.visitMorocco.com/en>

<https://www.lonelyplanet.com/Morocco>

<https://www.journeybeyondtravel.com/Morocco/tourism>

<https://www.marokko-info.nl/tourism-in-Morocco/>

Nigeria

<https://www.cometoNigeria.com/>



<https://www.lonelyplanet.com/Nigeria>

<http://www.our-africa.org/Nigeria/tourism-communications>

Sudan

<http://www.sudtourism.com/>

<https://wikitravel.org/en/Sudan>

<https://www.lonelyplanet.com/Sudan>

<http://www.Sudanembassy.org/index.php/environment-and-tourism-in-Sudan>

Also see: <https://www.telegraph.co.uk/travel/destinations/africa/Sudan/articles/Sudan-and-the-pyramids-you-have-not-heard-of/>

Summary - Tourism Promotion Internet Sites

All five nations have similar “front door” tourism internet presence. However, when it comes to niche markets, Morocco, followed by Egypt come in first and second place, with Nigeria, Ethiopia and Sudan following significantly behind (see below).

Analysis 3: Trans-Saharan Trade Route - Security Issues

As defined by U.S. State Department

US State Department warnings:

Egypt – Level 2: Exercise increased caution

Do not travel to: The Sinai Peninsula (with the exception of travel to Sharm El-Sheikh by air) due to terrorism. The Western Desert due to terrorism.

Ethiopia – Level 2: Exercise increased caution

Morocco – Level 1: Exercise normal precautions

Nigeria – Level 3: Reconsider travel due to crime, terrorism, and piracy.

Violent crime, such as armed robbery, assault, carjacking, kidnapping, and rape, is common throughout the country. Terrorists continue plotting possible attacks in Nigeria.

Sudan - Level 3: Reconsider travel due to terrorism and civil unrest.

Do not travel to: The Darfur region, Blue Nile state, and Southern Kordofan state due to crime and armed conflict.

In all fairness to the above African nations, it should be noted that:

CHICAGO – Chicago ended 2017 with fewer homicides than the year before, but gang violence in the city's most dangerous neighborhoods kept the total number of killings above the 600 mark for only the second time in more than a decade.



The Chicago Police Department released statistics Monday that show the number of homicides fell from 771 in 2016 to 650 last year. The number of shootings dropped from 3,550 to 2,785 during the same period.

<http://www.foxnews.com/us/2018/01/01/chicago-sees-drop-in-homicides-shootings-in-2017.html>

Homicide rates in some African countries

Country	Number of Homicides	Rate per 100,000 residents
Egypt	2,703	3.23
Ethiopia	7,552	7.60
Morocco	355	1.05
Nigeria	17,843	9.79
South Africa	18,673	34.27
Sudan	2,596	6.45

Some other countries

United States:	15,696	4.88
India	41,623	3.21
Iraq	2,628	8.0
Philippines	9,756	9.84
Venezuela	17,778	57.15
Honduras	5,148	63.75
El Salvador	6,656	108.64

Source:

https://en.wikipedia.org/wiki/List_of_countries_by_intentional_homicide_rate#By_country

Summary - Security Issues & Homicide

- Egypt has a Level 2 warning, yet its per capita homicide rate is lower than the U.S.
- Sudan was given a Level 3 warning: "Reconsider travel due to terrorism and civil unrest," even though its homicide rate is comparable to the U.S. and one fifth of South Africa, which is given only a Level 2 warning: Exercise increased caution.
- It is also ironic that South Africa is the number one tourist destination in Africa, despite having by far the highest homicide rate.



- Relative so other tourist destinations in Africa and world-wide, the five Trans-Saharan nations assessed in this report appear to present only moderate risk.

Analysis 4: Adventure Tourism in Five Nations

Adventure tourism refers to a wide collection of exciting outdoor sport activities also called adrenaline sports which include skydiving, deep sea diving, white water rafting, wind surfing, caving, camel caravan tours, high altitude mountain trekking, mountain biking, rock climbing, caving, deep sea fishing, and so on. Because internet presence is by far the most powerful advertising instrument for international tourism marketing the intensity of effort to market internationally is reflected in the ease with which someone can find niche market tourism options in specific countries on the Internet. The realities on the ground in these countries may be altogether different, but it's internet presence that sells, or fails to sell a product or service internationally.

Egypt (8)

Skydiving

- Alia Parachuting & Skydiving (on Facebook) & <http://www.cairoscene.com/Buzz/Egypt-s-First-Ever-Parachuting-Courses>
- Skydive Egypt (on Facebook)

Join a Camel Caravan

- Siwa oasis camel caravan - Desert Egypt Safari <http://www.desertEgyptsafaris.com/tours/>

Mountain Trekking

- Treks involve 3-4 hours, 5-6 hours or 7-8 hours of walking per day. Either camels carry the equipment, food, water and other supplies or they are carried by the trekkers and water is obtained at wells and natural springs along the way. The treks can last from 1 day up to 15 days and we can tailor-make a trek for you if you wish. Accommodation is either in the open or in tents, bedouin houses or shelters and caves, depending on the season and your preferences.
<http://www.sheikmousa.com/mountain-treks.html>

Deep Sea Diving

- <https://travel.padi.com/d/Egypt/>
- <https://www.viator.com/Egypt-tours/Scuba-Diving/d722-g17-c28901>

Windsurfing

- <http://www.cdws.travel/windsurfing/>

Sailing on the Nile

Felucca *Sailing* on the Nile River. Felucca's are simple, traditional *Egyptian* sailboats, that have plied the mighty Nile since ancient times. Our feluccas are proudly owned and crewed by friendly local sailors and they have been adapted to comfortably carry our travellers.

- <https://www.divergenttravelers.com/nile-river-felucca-trip-Egypt/>



Ethiopia (3)

High altitude hiking and wildlife

- Simien Mountains to hike along striking escarpment trails; tackle an ascent of Ras Dashen, Ethiopia's highest peak; and spot unique wildlife including gelada baboons, walia ibex and Simien foxes.

<https://worldexpeditions.com/Ethiopia>

Caving

- Known to be at least 15km long, the Sof Omar Caves, carved by the Web River in the lowlands east of Bale, is Africa's largest network of limestone caverns. No expertise or experience is required to explore a 1.7km walking trail that leads from the main entrance through a series of immense cathedral-like chambers studded with limestone pillars that stand up to 20m high.

The Sof Omar Caves are named after a renowned 12th-century sheikh who took refuge there. The site is still an important pilgrimage site for Ethiopian Muslims.

<https://www.Ethiopia.travel/things-to-do/outdoor-and-adventure/caving>

- Explore with Ethio Mar tour in one of the most spectacular and extensive underground caverns in the world: the Sof Omar cave system, where nature has worked wonders of architecture, where one can see soaring pillars of stone twenty meters (66 feet) high, flying buttresses, fluted archways, and tall airy vaults. Finally, the river itself is reached, sunless sea flowing through a deep gorge.

<http://www.ethiomartours.com/caving-in-Ethiopia/>

Morocco (37+)

Skydiving

- <https://www.journeybeyondtravel.com/blog/Morocco-skydiving-Morocco.html>
- <http://www.dropzone.com/dropzone/Africa/Morocco/>
- <http://www.dropzone.com/dropzone/Detailed/748.shtml>
- <https://www.skydivemission.com/learn-to-skydive-Morocco>
- Many others

Camel Caravan Tour (Many more)

- <http://www.Morocco-deserttour.com/>
- <https://www.tourradar.com/t/103017>
- <https://www.cometotheshahara.com/Morocco-tours/Morocco-camel-desert-trek/>
- <http://www.zbartravel.com/en/trips/Fes/Merzouga-Todra-Gorge-Merzouga-Nomad-Caves---Ouarzazate>
- Many others

Mountain Trekking

- <http://www.trekkinginMorocco.com/en/>
- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports
- <http://atlas-mountain-trekking.com/>
- <https://www.atlastrekshop.com/mountain-treks.html>
- <http://www.trekkingMoroccoMountains.com/>



- Many others

Deep Sea Diving

- <https://travel.padi.com/d/Morocco/>
- <https://ecolodge-adventures.com/things-to-do/agadir/agadir-scuba-diving/>
- <https://www.scubaboard.com/community/threads/diving-in-Morocco.20087/>
- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports
- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports

White Water Rafting/Kayaking

- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports
- Many others

Windsurfing/ Jet Coast (Water Skiing), Sailing in Morocco

- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports
- Many others

Deep Sea Fishing

- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports
- Many others

Horseback Riding

- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports
- Many others

Mountain Biking

- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports
- Many others

Rock Climbing

- http://www.travel-exploration.com/mpage.cfm/Outdoor_Adventure_Sports

Caving

- <http://riadzany.blogspot.hk/2013/01/exploring-friouato-caves-day-trip-from.html>
- <http://www.zbartravel.com/en/trips/Fes/Merzouga-Todra-Gorge-Merzouga-Nomad-Caves---Ouarzazate>
- <https://www.petzl.com/fondation/projets/maroc-faune-cavernicole?language=en>
- Many others...

Nigeria (5)

Skydiving

- <http://skydive.ng/about-us/>

Caving

- <https://omgvoice.com/travel/ogbunike-cave-west-africa>
- <https://www.myguideNigeria.com/things-to-do/awhum-waterfall-and-cave-enugu> (Not sure if people actually go in the caves, but there are caves there.)

Beaches

- <https://www.cometoNigeria.com/what-to-do-in-Nigeria/beaches/>



Kayaks

- <https://www.myguideNigeria.com/things-to-do/adventure-and-fun>

Nigeria may have more going on than this however this is all I could find on the Internet.

Sudan (4)

Camel caravan and Trekking

- <https://www.explorationscompany.com/africa/experience-africa/Sudan/meroe>
- Camel Trekking and Hiking - Tourism in Sudan (Facebook)

Trekking, Camping, Diving, Camel Caravan, Nuba Wrestling

- <https://safarijunkie.com/Sudan/Sudan-travel-guide/> (**Best site for adventure tourism in Sudan I could find**)

Trekking, cycling wildlife tours, Nile Cruise

- <https://www.exploreworldwide.com/holidays/Sudan-adventure-tour>
- <https://www.bunchofbackpackers.com/two-week-backpacking-itinerary-for-Sudan/>

Summary - Adventure Tourism

Morocco has extensive adventure tourism options that are easy to access on the internet; Egypt comes in a far distant second, followed by Nigeria with Sudan and Ethiopia ranking 4th and 5th with very limited options mostly from very pricy European tour operators.

Analysis 5: Sports Tourism

Revenue from sports tourism can come from many activities, including well publicized games, and from well marketed training camps. The Trans-Saharan nations could form their own sports leagues and with the right promotion become world famous.

A. Football

Africa Football / Soccer Clubs Ranking

Updated after matches played on 22 April 2018

Ranking	Club	Nation
5	Al-Merreikh	Sudan
6	Al Hilal Omdurman	Sudan
9	Wydad Casablanca	Morocco
16	Raja Casablanca	Morocco
17	Issmaily SC	Egypt
18	El Zamalek	Egypt
23	Al Masty	Egypt
27	Difaa El Jadida	Morocco



29	Enyimba	Nigeria
34	FUS Rabat	Morocco
39	Ittihad Tanger	Morocco
40	Smouha SC	Egypt

Football Club Ranking Summary

Sudan, Morocco, Egypt and Nigeria have clubs ranked in the top 40 in Africa. Sudan and Morocco in particular could/should be organizing and promoting football camps internationally.

<http://footballdatabase.com/ranking/africa/1>

B. Golf Course Rankings

According to Golf Digest's "Best Golf Courses in 206 Countries Updated January 11, 2018, all four target nations in this study have golf courses listed as among the world's best:

Egypt (18 courses)

- 1.) Mirage City G.C., Cairo
- 2.) The Allegria G.C., Cairo

Ethiopia (2 courses)

- 1.) Addis Ababa G.C., Addis Ababa

Morocco (30 courses)

- 1.) G. de l'Ocean, Agadir
- 2.) Royal G. Dar Es Salam (Blue), Rabat

Nigeria (50 courses)

- 1.) IBB International G. & C.C., Abuja
- 2.) Smokin Hills G. Resort, Ilara Mokin

Sudan (1 course)

- 1.) Fenti G., Khartoum

Summary - Golf Course Rankings

Nigeria, Morocco and Egypt rank first to third, followed by Ethiopia and Sudan.

<http://www.golfdigest.com/story/best-golf-courses-in-206-countries>

I didn't find executive or luxury golf tours on any of the tourist promotion materials on the Internet. That's surprising given lucrative nature of such tours.



C. National Olympic Committees

Egyptian National Olympic Committee

El Estade El Bahary Street
Nasr City, BP 2055, Cairo, Egypt
Secretary General: Dr Alaa Gabr
Recognition Date: 01 January 1910
Phone: +20 2 226 11 400
EMAIL: info@Egyptianolympic.org

Ethiopian National Olympic Committee

Ethio - China Friendship Roundabout, Wello Sefere -
Nearby Saudi Arabia Embassy
P.O. Box 5160 Addis-Abeba, Ethiopia
Phone: +25111470 7752
EMAIL: etholympic@gmail.com
Secretary General: Mr Tamrat Bekele BEYENE
Recognition Date: 01 January 1954

Nigerian National Olympic Committee

National Stadium, Surulere
P.O. Box 3156
Marina, Lagos
Nigeria
Email secretariat@Nigerianoc.org
<http://www.Nigerianoc.org/contact/>

Morocco National Olympic Committee

Comité National Olympique Marocain
p.a. Comité National Olympique Marocain
Complexe Sportif Moulay Abdellah
Rabat, Morocco
Phone: +212 53 767 1273
EMAIL: cnomarocain@cnom.org.ma
<http://www.cnom.org.ma>
Chairman: Mr Faiçal Rachid LARAICHI
Recognition Date: 01 January 1959

Sudan National Olympic Committee

P.O. Box 1938
Africa Street
International Park
Khartoum, Sudan
Phone: +249 154 883 450



EMAIL: ssudnoc@gmail.com
President: Mr Hashim Haroun AHMED
Recognition Date: 01 January 1959

Summary - Olympic Sports

There is no promotion of any sports on any of the tourist promotion sites for the five assessed nations.

D. Martial Arts in Five Trans Saharan Countries

Focus on Indigenous Martial Arts and Taekwondo & Wushu/Kung Fu

Continental martial arts associations

African (ITF) Taekwondo Association

ITF News, 12 Aug 2016, By JULIA ITF

The ITF Board of Directors decided in 2007 under the leadership of our late President GM Tran Trieu Quan to develop the ITF in Africa. I was appointed to start this project in Ethiopia and the first seminar was conducted in June 2008. Many seminars followed in the years after e. g. 3 IIC's, 2 Kids Courses and many other technical seminars (pattern, sparring, self defence and umpire). Other country representatives participated in the years after e.g. Kenya, Mozambique, Zimbabwe, Madagascar, Uganda, South Africa, Djibouti and South Sudan and could start to establish the ITF in their countries (many of them joined us from ITF Chang Ung and some of GTF and WTF).
<http://www.taekwondoitf.org/the-Ethiopia-events-2016/>

African Wushu Federation (IWUF)

President: Sherif Mostafa
Fax: +20223423772
Email: afwkff@yahoo.com
<http://www.iwuf.org/wordmap/2014/1021/194.html>

Egypt, Cairo

Indigenous Martial Arts

Tahtib is the Egyptian term for a traditional stick-fighting martial art originally named fan a'nazaha wa-tahtib ("the art of being straight and honest through the use of stick"). The original martial version of tahtib later evolved into an Egyptian folk dance with a wooden stick. It is commonly described in English as a "stick dance", "cane dance", "stick-dancing game," or as ritual mock combat accompanied by music. Nowadays, the word tahtib encompasses both martial practice and performance art. It is mainly practiced today in Upper Egypt. A Nubian form of tahtib is regularly performed for tourists in Aswan.

<https://en.wikipedia.org/wiki/Tahtib>



<https://www.reuters.com/article/us-Egypt-heritage/from-death-to-no-contact-ancient-martial-art-revived-in-Egypt-idUSKCN1C919J>

Egyptian Taekwondo Federation

ADDRESS : Olympic Federations Complex, Cairo Int. Stadium, Nasr City, Cairo, Egypt
TELEPHONE : +20.2.22631737
FAX: +20.2.22617576
E-MAIL : mohammad_selim14@yahoo.com
Website : <https://www.hangastar.com/WTF/>

Egyptian Wushu Federation

Address: 1 Emtedad Ramsis, Nasr City, Cairo, Egypt
Tel: +202-23423772
Fax: +202-23421062
Email: Egypt_wushu_federation@hotmail.com
President: Sherif MOSTAF
<http://www.iwuf.org/intercontinental/africa/2014/1023/214.html>

Ethiopia, Addidas Ababa

Indigenous Martial Arts

A sport and ritual the Suri take very seriously is stick fighting, or rather, ceremonial duelling. In most cases, this stick fighting is done so young men can find wives. It is a way for young men to prove themselves to the young women. To the Suri, the ideal time to stick fight is just after it rains. The fights are held between Suri villages, and the fights begin with 20 to 30 people on each side. Of these 20 to 30 people, all get a chance to fight one on one against someone from the other side. During these fights there are referees present to make sure the rules are being followed. Many stick fights end within the first couple of decisive hits.
https://en.wikipedia.org/wiki/Surma_people

Ethiopian World Taekwondo Federation (WTF - Also see Facebook page)

President Mr. Tesfaye Shiferaw
Athletic Associations/Organizations/Clubs, National Federations ADDIS ABABA ,
ETHIOPIA
POBox 3241 ADDIS ABABA , ETHIOPIA
ADDIS ABABA , ETHIOPIA
Tel.: +251 1 50515 , Fax: +251 1 531846
E-mail: eth@telecom-net.et

International Taekwondo Federation - (ITF) Ethiopia

<http://www.itf-administration.com/organisations/?id=27366>
President: Mr. Wogayehu Behailu
eitatkd@yahoo.com



<http://www.taekwondoitf.org/itf-member/Ethiopian-international-taekwon-do-association-eita/>

Ethiopia Wushu Federation

<http://www.Ethiopianwushufederation.com/sample-page/>
<http://www.Ethiopianwushufederation.com/>

Ten Tigers of Nile Chinese Wushu Kung-fu Training Club (Facebook)

Master Bernard and Master Kiros (Taekwondo)

Master Kiros, has 163 schools with over 1900 black belts and 18000 colour belts in Ethiopia. He is well respected the world over having conducted seminars and championships, in Ethiopia and other African countries as well as in India. He has also taught in Europe, Canada, India, Africa and at the I.T.F Head Quarters in London. <http://www.itf-africa.com/african-masters/>

Morocco, Rabat

Indigenous Martial Arts

Tbourida, also known as the 'Powder game', is a traditional and popular equestrian art inspired by the historical wartime attacks of the fiercely brave cavalymen of Morocco. The Colourful spectacle of Tbourida and its horsemen and horses, adorned in Colourful tribal ceremonial dress, is widely practiced across all rural areas of Morocco to celebrate national and religious moussem (holidays), and forms part of the national cultural and recently passed, tribal identity of the country.

<https://visura.co/user/Photojournale/view/tbourida-the-powder-game-horse>

Royal Morocco Taekwondo Federation

Federation Royale Marocaine de Taekwondo
Av Ibn Sina, Siege des Federations, Rabat Agdal, Morocco
Phone: 212 661 157615 / 212 661 9623 33 / 212 662 6835 78
EMAIL: mtu.president@hotmail.fr / daoudi.tkd@gmail.com
President : Mr. Driss EL-HILALI
Secretary General : Mr. Mohamed DAOUDI
Year of affiliation : 1981
http://www.worldtaekwondo.org/about-wt/members/mna/?member_id=4212

Moroccan Wushu Committee

Address: Sports Complex Mohamed 5, Casablanca, Morocco
Tel: +212-537-641567
Fax: +212-537-643907
Email: mrwuf@hotmail.com
Website: www.cnmws.com
President: Benbada BOUBKEUR



Secretary General: Esannaghi ABDERRAHMANE
<http://www.iwuf.org/intercontinental/africa/2014/1023/222.html>

Nigeria, Abuja

Indigenous Martial Arts

Dambe is a form of boxing associated with the Hausa people of West Africa. Historically, Dambe included a wrestling component, known as Kokawa, but today it is essentially a striking art. The tradition is dominated by Hausa butcher caste groups, and over the last century evolved from clans of butchers traveling to farm villages at harvest time, integrating a fighting challenge by the outsiders into local harvest festival entertainment. It was also traditionally practiced as a way for men to get ready for war, and many of the techniques and terminology allude to warfare. Today, companies of boxers travel, performing outdoor matches accompanied by ceremony and drumming, throughout the traditional Hausa homelands of northern Nigeria, southern Niger and southwestern Chad. The name "Dambe" derives from the Hausa word for "boxer", and appears in languages like Bole as Dembe.

Nigeria Taekwondo Federation

Established: 1987

No. of Member State Associations: 36 plus FCT Abuja

Location: Hockey Court Building, opposite Tennis Court, National Stadium Abuja.

President: Mrs Margaret Elizabeth Binga

Secretary General: Mr. Taiwo Oriss

Affiliation to WT: 1986

Affiliation to African Taekwondo Union: 1988

Confirmation of Taekwondo as an Official Sports at National Sports Festival: Lagos 1989

<http://www.Nigeriataekwondofederation.org/>

International Wushu Federation - Nigeria Kungfu Federation

Address: National Stadium, Surulare Lagos, Nigeria

Tel: +234-1-8919964

Email: Nigeriankungfufed@yahoo.com

President: Ojo ADELUSI

Secretary General: Solomon MGBEJUME

<http://www.iwuf.org/intercontinental/africa/2014/1023/227.html>

Sudan, Khartoum

Indigenous Martial Arts

Nuba fighting is done by the Nuba peoples in the Nuba Mountains of South Kordofan state, in northern Sudan. It involves both stick fighting and wrestling.

The goal of Nuba wrestling is to slam the opponent to the ground. Wrestling is relatively recreational, and serious injuries are rare. Nuba wrestling has no pinning and no submissions. Although there are strikes, these are



essentially part of the grappling; in other words, this is not a boxing system, as is, for example, Hausa dambe.

https://en.wikipedia.org/wiki/Nuba_fighting

Sudan World Taekwondo Federation

Athletic Associations/Organizations/Clubs, National Federations KHARTOUM ,
SUDAN
PO Box 1938 KHARTOUM , SUDAN
KHARTOUM , SUDAN
Tel.: +249 11 781246, 782363 , Fax: +249 11 781160
E-mail: hassan_taekwondo@hotmail.com
<https://www.gtp.gr/TDirectoryDetails.asp?ID=53428>

Sudanese Wushu Federation

Sudanese Wushu Federation
Address: Khartoum 2 st, Khartoum, Sudan
Tel: +249183745609
Fax: +249183745906
Email: moniamaboud18@yahoo.com
President: Omer GAFAR
Secretary General: Abdelmouniem MUSTAFA
<http://www.iwuf.org/intercontinental/africa/2014/1023/233.html>

For a more comprehensive list of traditional African martial arts see:

<http://www.rootsandrooted.org/indexquepeq961.html>

Summary - Sports/Martial Arts

The Sports/Martial Arts infrastructures are well developed in all five assessed nations, however none are promoted on tourism internet sites.

Data Compiler's Note

Having been a sports journalist (focusing on martial arts: Taekwondo and Wushu/Kung) for 15 years across the entire Silk Roads from China to Turkey, this writer can definitively conclude that sports are the single best developed industry in all nations. The quality of hotels, food, transportation, museums, etc. varies considerably between different nations, however the sports development and facilities are almost always first rate.



Analysis 6: WILDLIFE TOURISM

Egypt

Egypt is not particularly well known for its wildlife, however the desert does have a complex web of living species, and marine life abounds offshore. The Egyptian Birds list stand at over 470 species although Egypt does not have any endemic species of bird.

<http://www.sharm-club.com/Egypt-wildlife-tours>

Ethiopia

Ethiopia has an extraordinary range of wildlife with 242 listed mammal species, 28 of these being endemic. The national parks are working hard to protect these creatures under often very difficult conditions of climatic irregularities and tribal disputes.

Most notable of the endemic mammals are the gelada baboon, the Walia ibex, the Menelik's bushbuck, the mountain nyala, Swayne's hartebeest and the Simien fox.

<https://www.linkEthiopia.org/Ethiopia/learn-about-Ethiopia/wildlife/>

Morocco

“The wildlife in Morocco has been under attack from humans for many years. Deforestation for pastures and agricultural use, pollution of the water sources in Morocco and overgrazing by livestock, have each played a role in the decrease of wildlife species in Morocco.”

<http://www.Morocco.com/wildlife/>

“Wildlife and the not-so-wild. Morocco's native mammal species include foxes, jackals, genets, hyenas, panthers, gazelles and the famous Barbary ape. However, with livestock numbering around 28 million (excluding mules, horses and camels), the most common animals to be seen are sheep, goats and cattle.”

<http://www.our-africa.org/Morocco/geography-wildlife>

Nigeria

The wildlife of Nigeria is composed of its flora and fauna. Nigeria has about 290 species of mammals and 940 species of birds.

<https://www.myguideNigeria.com/travel-articles/wild-Nigeria>

https://en.wikipedia.org/wiki/Wildlife_of_Nigeria#Mammals

Sudan

The wildlife of Sudan is composed of its flora and fauna. It has 287 species of mammals and 207 species of birds.



https://en.wikipedia.org/wiki/Wildlife_of_Sudan

The country's wildlife includes lions, leopards, and cheetahs, as well as elephants, giraffes, rhinoceroses, and numerous varieties of antelope. Several species of monkeys are found in the forests. Resident birds include bustards, guinea fowl, and storks. Reptiles include crocodiles and various lizards.

<https://www.britannica.com/place/Sudan/Plant-and-animal-life>

Summary - Wildlife

Nigeria, Sudan and Ethiopia clearly have greatest potential for wildlife tour promotions; however Sudan and Ethiopia don't seem to have greatly invested in promoting this tourism sector.

Analysis 7: Traditional and Modern Arts & Crafts and Performing Arts in Five Trans-Saharan Nations

Egypt (1)

Traditional Egyptian crafts are in danger of becoming extinct, though with support they could be a major source of revenue and pride for Egypt's population. This is a look at how the industry operates, and what it needs...

- <http://rawi-magazine.com/articles/traditionalcrafts/>

<http://www.Egypt.travel/> Does not have a section on arts and crafts or where the major traditional markets and malls are. Likewise there is no information on where one can learn any traditional arts and crafts.

- <https://www.lonelyplanet.com/Egypt/cairo/travel-tips-and-articles/an-artful-afternoon-a-guide-to-cairos-best-galleries/40625c8c-8a11-5710-a052-1479d276a1ff> (Excellent!)

<https://wikitravel.org/en/Egypt> Has nothing on local arts and crafts, where to buy them or where to learn about how to make them.

- <http://www.aucpress.com/p-5205-the-traditional-jewelry-of-Egypt.aspx> (This looks like an interesting book.)
- <https://www.inspirock.com/Egypt/cairo/foustat-traditional-crafts-center-a8144621427> (This mini-museum looks like a government attempt to foster arts and crafts; the very brief description on the internet sounds nice, but the photo is "cold," that is, no people and no arts or crafts.)

Tourism is down. Chinese imports are up. Can Egypt's traditional crafts survive?

by Nigel Fletcher-Jones - all images from Traditional Crafts of Egypt (AUC Press)
<https://www.Egypttoday.com/Article/4/3239/Going-Going-Gone-The-Traditional-Crafts-Of-Egypt>

EGYPT PERFORMING ARTS



- <https://thetheatretimes.com/make-way-Egypt's-independent-contemporary-performing-arts/>
- <https://www.broadwayworld.com/Egypt/article/Top-5-Performing-Arts-Universities-in-Egypt-20160922>
- <http://dancingontheedge.nl/projects/state-of-the-contemporary-performing-arts-in-Egypt/>
- <https://thetheatretimes.com/make-way-Egypt's-independent-contemporary-performing-arts/>
- <https://www.americantheatre.org/2014/05/10/theatre-in-Egypt-before-and-after-the-revolution-2/>
- <http://www.cuipcairo.org/en/archived-events/theme/Performing%20Arts>
- <https://www.broadwayworld.com/Egypt/article/Top-5-Performing-Arts-Universities-in-Egypt-20160922>

Ethiopia (4)

- <http://www.rootsofEthiopia.com/en/about-Ethiopia/handcrafts-of-Ethiopia> (This site produced with financial assistance from the United States Agency for International Development (USAID) and the European Union is very well done and can be used as a rough model for tourism promotion in all tourism industry sectors. This isn't "reverse engineering," it's simply learning from a sophisticated model.) This site also has a page on where to go in Ethiopia to buy arts and crafts:
- <http://www.rootsofEthiopia.com/en/plan-your-trip/shopping-in-Ethiopia>
- <https://rainbowfff.ngo/the-Ethiopians/Ethiopian-art/> (Likewise this arts and sports promotion site is top-of-the-line)
- <https://bradtEthiopiaupdate.wordpress.com/2010/10/05/Ethiopian-arts-crafts/>
- <https://www.gpsmycity.com/tours/shopping-areas-and-shops-walking-tour-in-addis-ababa-5216.html>
- <https://www.nytimes.com/2016/06/16/arts/international/arts-center-in-Ethiopia-links-local-and-global.html>

Ethiopia Performing Arts

- <https://www.voanews.com/a/Ethiopia-holds-circus-promote-performance-arts-african-culture/4287857.html>

Struggling Performance Arts - The Reporter Ethiopia English

- <http://www.tuneinafrica.com/news/struggling-performance-arts-the-reporter-Ethiopia-english-2232>
- <https://www.sundance.org/blogs/news/theatre-stage-directors-workshop-in-addis-ababa#/>
- <http://www.fluidstates.org/userfiles/files/Final%20Crossing%20Boundaries%20Guide%20Book%20Email.pdf>
- <http://www.ananyadancetheatre.org/2015/10/ananya-dance-theatre-in-Ethiopia/>



Morocco (10+)

- <https://www.frommers.com/destinations/Morocco/in-depth/arts--crafts> (Good review of traditional arts and crafts, but no mention as to where to find or learn them today.)
- <https://afktravel.com/74005/moroccan-arts-crafts/> (Very good)
- <https://www.insightguides.com/destinations/africa-middle-east/Morocco/cultural-features/Moroccos-arts-and-crafts-and-the-best-shopping> (Very good)
- <https://www.lonelyplanet.com/Morocco/activities/arts-crafts> (Very good)
- <https://theculturetrip.com/africa/Morocco/articles/explore-the-luminous-birthplace-of-Moroccos-many-arts-and-crafts-traditions/> (Very good)
- <http://www.footprinttravelguides.com/africa-middle-east/Morocco/about-Morocco/culture/arts-and-crafts/> (nice short review)
- http://www.travel-exploration.com/mpage.cfm/Shopping_In_Souks_Markets
- <https://www.worldnomads.com/travel-safety/north-africa/Morocco/safety-in-Moroccos-souks-and-medina> (Good cautionary information about shopping in souks and markets)
- <http://trip-n-travel.com/listicle/22224/>
- <https://www.timetravelturtle.com/shopping-souks-marrakech-Morocco/>
- Many others...

Note: It would be nice if one internet site offered information on where to learn how to make Moroccan style arts and crafts.

Morocco Performing Arts

- <https://www.ietm.org/fr/themes/contemporary-performing-arts-in-Morocco-a-missed-rendezvous>
- <http://www.Morocco.com/theater/>
- <http://www.plan-it-fez.com/Morocco-is-the-home-of-traditional-dances/>
- <https://www.masterstudies.com/Masters-Degree/Performing-Arts/Morocco/>
- <http://www.biennialfoundation.org/biennials/arts-in-marrakech-international-biennale-Morocco/>

Nigeria

- <http://www.travelhubNigeria.com/Nigerias%20Arts%20and%20Crafts.html> (Good general background information)

Top 10 Indigenous Crafts Nigerian Government should Support Financially to Avoid Extinction

- <https://infoguideNigeria.com/top-10-indigenous-crafts-Nigerian-government-need-support-financially-avoid-extinction/>
- https://www.jstor.org/stable/1156481?seq=1#page_scan_tab_contents (Good book, read online free)
- <https://www.onlineNigeria.com/artsandcrafts/> (General overview)
- https://en.tripadvisor.com.hk/ShowUserReviews-g304026-d2441578-r332815912-Lekki_Market-Lagos_Lagos_State.html (Lists two locations for shopping)
- Nigeria does sponsor an annual African Arts and Crafts Expo: https://www.youtube.com/watch?v=-TJMZ_rJ_t4
- <http://www.punchng.com/25-countries-for-Nigerias-art-craft-expo/>



- <https://newtelegraphonline.com/2017/09/african-arts-craft-expo-2017-window-Nigerias-cultural-tourism/>
- <https://craftsvillage.com.ng/> (Curious)
The paper is illustrative of the cultural wealth of Nigeria in terms of arts and crafts. It provides a descriptive picture of the various characteristics of the genres in the past and present and in traditional as well as modern Nigerian communities. It functions within religious, intellectual, and socio-economic contexts. Hence, it depicts the relationship between arts, crafts and religion. It captures how people combine work with pleasure (i.e. arts and crafts) to achieve the principles of fulfillment and longevity. And more important, it portrays arts and crafts as a major means of livelihood in pre-colonial, colonial, and contemporary times. Hence, it stresses the need to strengthen various aspects of the nation's arts and crafts for the purpose of an appreciable human-centred development in the country.
- <https://www.ajol.info/index.php/jcs/article/view/6193>

Nigeria Performing Arts

- <http://www.spaNigeria.org/>
- <http://ayibamagazine.com/inside-span-Nigerias-leading-performing-arts-center/>
- <https://muson.org/>
- <https://www.thecaribbeancurrent.com/the-thriving-performing-arts-industry-of-Nigeria/>
- <https://prezi.com/ie98zIb0htbg/african-performing-arts-Nigeria/>
- <http://www.nico.gov.ng/index.php/category-list-2/1159-theatre-practice-in-Nigeria-to-be-or-not-to-be>

Nigeria appears to have a thriving theater arts scene.

Sudan

- <http://www.Sudanembassy.org/index.php/modern-and-contemporay-art>
- <http://www.all-about-african-art.com/Sudanese-art.html> (Great site, but not practical for shopping or learning about diverse Sudanese arts and crafts)
- <https://safarijunkie.com/Sudan/24-hours-in-khartoum-Sudan/> (mentions 2 markets/souks)
- <https://wikitravel.org/en/Khartoum> (Mentions 6 markets/souks)
- <https://www.iexplore.com/articles/travel-guides/africa/Sudan/shopping-and-leisure> (mentions 4 shopping locations)
- <https://www.smartertravel.com/2017/02/22/khartoum-shopping-shops-stores-best-buys-inside-tips/> (mentions 3 souks)

Sudanese Performing Arts

- http://www.arterialnetwork.org/opportunity/karmakol_festival_Sudan
- Performing arts appear to not be real popular in Sudan at this time

Again I didn't find an integrated or comprehensive Sudanese arts and crafts site that lists more than a few locations where to buy such items, or where they're made, and/or if tourists can learn how to make some traditional arts and crafts. A list of markets/souks/districts and malls etc. that



have traditional and modern arts and crafts, in major cities and arts/crafts schools would be nice. Thus I'd say arts and crafts tourism promotion in Sudan is limited at least on the internet.

Summary - Arts & Crafts

Ethiopian, Moroccan and Nigerian arts & crafts are well represented and available on the Internet. Egyptian and Sudanese traditional and modern arts & crafts internet presence is more subdued.

It is often difficult to figure out what's going on "on the ground" in different countries from just the Internet, however, when it comes to marketing tourist niche markets the Internet is the best gauge of the development of that tourism niche marketing effort world-wide.

One good internet site (like Ethiopia has) and a few phone calls could fix these major oversights (nearly complete absence of arts and crafts), if indeed there still are traditional and modern arts and crafts industries in those countries. They might benefit from some government subsidies and/or more emphasis placed on arts in the school system.

Only Ethiopia, Morocco and to a lesser extent Nigeria seem to have good development of their arts and crafts tourism industries *online*. This is a pity because in this writer's opinion, the soul of a nation is contained in its arts and crafts, celebrating the roots and flourishing of the indigenous culture(s).

Summary - Performing Arts

Nigeria and Morocco appear way ahead in the performing arts, with Egypt and Ethiopia coming in 3rd and 4th places, with performing arts absent in Sudan for a variety of reasons.

Analysis 8: Cultural, Heritage and Historic Tourism

Egypt World Heritage Sites (7)

- Abu Mena - former Christian holy city
 - Ancient Thebes with its Necropolis
 - Historic Cairo - One of the world's oldest Islamic cities
 - Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur
 - Nubian Monuments from Abu Simbel to Philae
 - Orthodox monastery of Saint Catherine
 - Wadi Al-Hitan (Whale Valley) - fossil remains of the now extinct Archaeoceti, mapping the evolution of the whales
- https://en.wikipedia.org/wiki/List_of_World_Heritage_Sites_in_Egypt
<https://www.worldheritagesite.org/list>

Ethiopia World Heritage Sites (9)

Nine UNESCO World Heritage Sites, eight of which are cultural.

- Rock-hewn churches at Lalibela
- Ancient capital of Aksum
- Fasil Ghebbi at Gondar



- Walled Citadel of Harar Jugol
- Konso Cultural Landscape
- Natural World Heritage Site, Simien Mountains National Park
- Tiya archeological site comprising 36 engraved megaliths or stelae
- Lower Valley of the Awash River is one of Africa's most important palaeontological sites
- Lower Valley of the Omo River is another important but difficult-to-explore palaeontological region

<https://www.Ethiopia.travel/destinations/world-heritage-sites>

<https://www.worldheritagesite.org/list>

Morocco World Heritage Sites (9)

- Archaeological Site of Volubilis
- Historic City of Meknes
- Ksar of Ait-Ben-Haddou
- Medina of Essaouira (formerly Mogador)
- Medina of Fez
- Medina of Marrakesh
- Medina of Tétouan (formerly known as Titawin)
- Portuguese City of Mazagan (El Jadida)
- Rabat, Modern Capital and Historic City: a Shared Heritage

https://en.wikipedia.org/wiki/List_of_World_Heritage_Sites_in_Morocco

<https://www.worldheritagesite.org/list>

Nigeria World Heritage Sites (11)

- Ancient Kano City Walls
- Gashaka Gumti National Park
- Idanre Hill
- Ikom monoliths
- Oban Hills
- Ogbunike Caves
- Old Oyo National Park
- Osun-Osogbo / Sukur
- Sungbo's Eredo
- Walls of Benin

https://en.wikipedia.org/wiki/Category:World_Heritage_Sites_in_Nigeria &

<https://www.worldheritagesite.org/list> (Only lists 2)

Sudan World Heritage Sites (4)

- El-Kurru Pyramids of Nubian Royal Family
- Nuri - near pyramids of the ancient city of Napata
- Jebel Barkal - Flat top mountain ancient traders landmark
- Meroe - Remnant capital city of Kush



https://en.wikipedia.org/wiki/Category:World_Heritage_Sites_in_Sudan

<https://www.worldheritagesite.org/country/id/129>

Summary - World Heritage Sites

There doesn't appear to be any concerted effort to promote archeological or history tours in or between any of the five assessed nations, though visiting some archeological sites is included in some tour packages.

Analysis 9: Gemstones & Gold along the Trans-Saharan Trade Routes

Note: The only Gem certification laboratory I found in Africa is in Cape Town, South Africa

<http://www.gemlab.co.za/services-and-fees/>

Egypt

Emerald, Turquoise, Peridot

Emerald is the most prized variety of the mineral Beryl. It sometimes fetches higher prices than diamond.

Turquoise is a hydrated phosphate of copper and aluminum in the Phosphates, Arsenates, Vanadates group, with a triclinic crystal system.

Peridot is the greener type of gem-quality specimen of Forsterite-Olivine, which is an important, rock-forming mineral, a silicate of magnesium and iron.

<http://gem5.com/tag/Egypt/>

Map of currently operating emerald mines in Egypt

Emerald mines (incl. Gebel Zabara; Wadi Abu Rusheid; Wadi Gimal; Wadi Sikait; Wadi Umm Debaa; Wadi Umm Kabu), Sikait-Zabara region, Eastern Desert, Red Sea Governorate, Egypt

<https://www.mindat.org/loc-32371.html>

Where to buy

"Probably the best place to buy genuine gemstones is in the jewellery/goldsmiths' quarter of the Khan el-Khalili in Cairo. Jewelry, especially rings and cartouches can be made overnight to order. Buying jewelry is a social affair as well as commercial. On each occasion I was offered a drink and complimented the jeweler by asking for my coffee in Arabic..."

https://en.tripadvisor.com.hk/ShowTopic-g297555-i9225-k3923723-Gemstones_in_Egypt-Sharm_El_Sheikh_South_Sinai_Red_Sea_and_Sinai.html



Historical Reading: The Ancient Emerald Mines of Egypt

<https://www.gia.edu/gia-news-research/historical-reading-ancient-emerald-mines-Egypt>

Archaeological Geology of the World's First Emerald Mine

<https://journals.lib.unb.ca/index.php/GC/article/view/2752/3212>

Forgotten archaeological gems: The ancient turquoise mines of South Sinai

<http://www.Egyptindependent.com/forgotten-archaeological-gems-ancient-turquoise-mines-south-sinai/>

(Egyptian) Ministry of Petroleum and Mineral Wealth

Eng. Tarek El Mola

Ahmed El Zomor str. Nasr City, next to Enppi- Cairo

Phone: 26706401 - 26706402

Fax: 26706419

Email: mop@Egyptonline.com

<http://www.petroleum.gov.eg>

Source: <http://www.Egypt.gov.eg/english/guide/directory.aspx>

Gold

Gold mining in Upper Egypt can be traced back to predynastic times, and the earliest map known in the world from the Ramesside Period dating to about 1160 BCE, shows the route to the gold mines in the Wadi Hammamat, Eastern Desert. Gold mining started with alluvial workings in Egypt and was followed by shallow underground vein mining in Nubia about 1300 BCE, during the New Kingdom period. The methods of working included fire-setting to weaken rocks by thermal shock, a method described by Diodorus Siculus in his *Bibliotheca historica* written about 60 BCE.

https://en.wikipedia.org/wiki/Mining_industry_of_Egypt

Ethiopia

Opal, Garnet Almandine, Peridot, Tourmaline, Moonstone, Sapphire, Ruby, Tektite, Amethyst, Topaz, Smoky quartz, Sunstone, Epidot, Sinhalite, Emerald, Golden Beryl, Garnet Hessonite, Zircon, Citrine

Ethiopia – the new African gemstone giant awakens

London Diamond and Emerald Exchange

<https://www.londonde.com/blogs/Ethiopia-the-new-african-gemstone-giant-awakens/>

These stones we have discovered and analyzed and know their deposits Identified Gemstones in samples from Ethiopia · Andesine; $(\text{Na,Ca})(\text{Si,Al})_4\text{O}_8$, Crystal system: Triclinic, Group: Feldspar

· Opal; $\text{SiO}_2 \cdot n(\text{H}_2\text{O})$, Crystal system: Non-crystalline, Group: Opal



- Garnet Almandine; $\text{Fe}_3\text{Al}_2\text{Si}_3\text{O}_{12}$, Crystal system: Isometric (cubic), Group: Garnet
- Peridot; $\text{Mg}_2\text{SiO}_4\text{-Fe}_2\text{SiO}_4$, Crystal system: Orthorombic, Group: Olivine
- Tourmaline (red, green, blue and yellow); $\text{Na}(\text{Li,Al})_3\text{Al}_6(\text{BO}_3)_3\text{Si}_6\text{O}_{18}(\text{OH})_4$
Crystal system: Trigonal, Group: Tourmaline
- Moonstone; KAlSi_3O_8 , Crystal system: Monoclinic, Group: Feldspar
- Sapphire (green, blue and yellow); Al_2O_3 , Crystal system: Trigonal, Group: Corundum
- Ruby; Al_2O_3 , Crystal system: Trigonal, Group: Corundum
- Tektite (natural glass); Mostly Silica, Crystal system: Non-crystalline, Group: Glass-Natural
- Amethyst; SiO_2 , Crystal system: Trigonal, Group: Quartz
- Topaz (white and pink); $\text{Al}_2(\text{F,OH})_2\text{SiO}_4$, Crystal system: Orthorhombic, Group: Topaz
- Smoky quartz; SiO_2 , Crystal system: Trigonal, Group: Quartz
- Sunstone; $(\text{Na,Ca})(\text{Si,Al})_4\text{O}_8$, Crystal system: Triclinic, Group: Feldspar
- Epidot; $\text{Ca}_2(\text{Al,Fe})_3\text{Si}_3\text{O}_{12}(\text{OH})$, Crystal system: Monoclinic, Group: Epidot
- Sinhalite; MgAlBO_4 , Crystal system: Orthorhombic, Group: Sinhalite
- Emerald; $\text{Be}_3\text{Al}_2\text{Si}_6\text{O}_{18}$, Crystal system: Hexagonal, Group: Beryl
- Golden Beryl; $\text{Be}_3\text{Al}_2\text{Si}_6\text{O}_{18}$, Crystal system: Hexagonal, Group: Beryl
- Garnet Hessonite; $\text{Ca}_3\text{Al}_2(\text{SiO}_4)_3$, Crystal system: Isometric (cubic), Group: Garnet
- Zircon; $\text{ZrSiO}_4 + \text{Fe, U,Th, Hf}$, Crystal system: Tetragonal, Group: Zircon
- Citrine; SiO_2 , Crystal system: Trigonal, Group Quartz

<http://www.Ethiopiaopals.com/cugefoinet.html>

Ethiopia's precious stones

Emerald and Sapphire (Ruby), Opal, quartz, amazonite, granite, marble, tantalum, 07 Sep 2017

<http://ethpress.gov.et/herald/index.php/news/national-news/item/9514-Ethiopia-s-precious-stones>



A New Discovery of Emeralds from Ethiopia by Nathan Renfro, Ziyin Sun, Michael Nemeth, Wim Verriest, Victoria Raynaud, and Vararut Weeramonkhonlert

GIA Gem News International

In recent years Ethiopia has gained considerable attention in the gem trade for large amounts of high-quality opal from an area near Wegel Tena (B. Rondeau et al., 2010, "Play-of-color opal from Wegel Tena, Wollo Province, Ethiopia," Summer 2010 G&G, pp. 90–105). Apart from opal, emeralds have been sporadically mined, near Dubuluk, for more than a decade. This deposit is located about 80 km from the Kenyan border. Gemfields has been exploring this deposit since July 2015 (Fall 2012 GNI, pp. 219–220).

A new deposit of high-quality emeralds (see figure 1) has been found in the rural villages of Kenticha and Dermi, in the Seba Boru district (figure 2)...

<https://www.gia.edu/gems-gemology/spring-2017-gemnews-new-discovery-emeralds-Ethiopia>

Sapphires from Northern Ethiopia

GIA Gem News International, Gems & Gemology, Summer 2017, Vol. 53, No. 2

Since February 2017, rumors of a newly discovered sapphire deposit in northern Ethiopia have been circulating in the trade. In June, one of the authors (SB-L) visited the mining area, located in the country's Tigray region. The city of Aksum (or Axum), about 35 km south of the Eritrean border, is used as a base for gem merchants. Mining and trading is concentrated around the town of Chila, about 25 km northwest of Aksum. Based on the literature, the alkali basalt field that produces the sapphire stretches into Eritrea, although no sapphires from that area have reached the market. Several sites are active, and about 5,000 miners were working the deposits.

<https://www.gia.edu/gems-gemology/summer-2017-gemnews-sapphires-northern-Ethiopia>

Gemstone In Ethiopia - Geological Survey of Ethiopia

ETHIOPIA GEMSTONES occur in into two main rock assemblages: (1) the Precambrian and (2) Phanerozoic derived rocks type. Precambrian rocks of the country hosted few gem minerals such as, ruby, sapphire, garnet, beryl (aquamarine, emerald), Tourmaline, of sub economic deposit type and many semi-precious gemstones. These are well documented in western, southern and eastern Ethiopia closely related to pegiematic-granite rocks and associated metavolcano-sedimentary rocks. From all areas, the Moyle-Aroro-Yavello belt in Oromia National Regional State are known to be sub economical and currently mined by many Artisanal miners and cooperatives. This belt is showing different precious minerals includes Beryl chrysobrey, aquamarine, garnet, corundum (ruby, sapphire), and quartz, and many others, similar deposit to the Kenya.



The few gemstone like jasper, quartz and agate, chalcedony gem types are located in the thick Mesozoic-Cenozoic sedimentary (Abay, Mekele and Ogaden sedimentary basin) and many others such Prediot/ olivine, , opal, besides, jasper, quartz and many others in the volcanic terrain in the central (Ethiopia high land and rift zone) areas.

<http://www.gse.gov.et/index.php/2016/09/03/gemstone-in-Ethiopia/>

Ministry of Mines - Export Rules, Form

<http://www.mom.gov.et/AboutMLAP.aspx>

Morocco

Morocco has little to offer in gemstones except for Amethyst, but it is a rich resource of fossils and minerals.

Amethyst from Boudi, Morocco (GIA Report)

By Fabrizio Troilo, Abdelghani El Harfi, Salahaddine Mouaddib, Erica Bittarello, and Emanuele Costa

For 25 years, the Moroccan locality of Boudi in the Tata province (part of the Guelmim-Es-Semara region) has yielded amethyst crystals that show double termination and hourglass-shaped color zoning (figure 1).

Full study and analysis

<https://www.gia.edu/gems-gemology/spring-2015-amethyst-from-boudi-Morocco>

Andalusite: The gem Andalusite is a gemstone composed of Lead Sulphate giving it a yellowish hew with a light tint of a rusty red color. Its named after the city Andalusia in Spain where it was first found. Colors generally vary from yellow, to yellow green, to green, to brownish red (more iron in the read hued versions), to purple, and even black.

<http://gem5.com/tag/Morocco/>

Also see: <https://www.gemporia.com/en-us/gemology-hub/article/57/moroccan-amethyst-the-journey-of-discovery/>

Nigeria

Sapphire, ruby, aquamarine, emerald, tourmaline, topaz, garnet, amethyst, zircon

Major gemstones found in Nigeria, where to find them and prices

Nigeria is endowed with abundance of precious and semi-precious stones that can fetch billions of dollars on the world market. Gemstones like:

For up to date prices on gemstones in Nigeria

<https://Nigeria.tradekey.com/gemstones.htm>



Major gemstones in Nigeria and their prices

<http://www.nairaland.com/3812367/major-gemstones-found-Nigeria-where>

Buying Gemstones in Nigeria (How, where, certificates and export)

http://www.Nigeriangemstones.com/blog.php?banner_id=21

Gemstones Miners & Marketers Association of Nigeria

The Gemstones Miners & Marketers Association of Nigeria (GMMAN) is a membership organization founded to develop the capacity of its members. The Association is involved in the development of the Gemstones sector of the Nigerian economy. It helps its members in the identification and grading of Gemstones, linking members to buyers and assisting international buyers in sourcing for Gemstones in Nigeria. It also provides information on the Nigerian Gemstones sector.

<https://www.gemsociety.org/business/gemstones-miners-marketers-association-of-Nigeria/>

Also see:

Gemstones Nigeria Gemstone Miners & Marketers Association of Nigeria

Phone: 08026734223

info@gemstonesNigeria.com

<http://www.gemstoneNigeria.com/>

Nigeria Customs Service

Anyone willing to engage in export business is required to register with the Nigerian Export Promotion Council (NEPC).

An exporter is required to complete and register Form NXP with an Authorized Dealer (any Commercial or Merchant Bank) of his choice.

https://www.customs.gov.ng/Stakeholders/notice_exporters.php

Sudan

Gold

Sudan Ministry of Minerals

The site linked below contains detailed information on gold and other precious metal/minerals, industry including maps, Concession blocks, refining, etc. in Sudan.

Sudan is one of the three top gold producers in Africa from 2012

There is no mention of gemstones

<http://www.developingmarkets.com/sites/default/files/1.Ministry%20of%20Minerals.pdf>



Investing in the Mineral Wealth of Sudan

<http://www.mineafrica.com/documents/C5%20Sudan.pdf>

Sudan produces 74.6 tons of gold within 9 months

Source: Xinhua

2017-10-20

http://www.xinhuanet.com/english/2017-10/20/c_136692464.htm

Summary - Gemstones and Gold

None of the five assessed nations appears to provide niche tourism promotion geared towards the large and affluent market segment interested in wholesale and retail gems, jewelry and/or gold. No tourist promotion sites even mentioned this industry. Ethiopia and Nigeria could have gem mine tours and promotions, and Sudan could have gold mine tours to promote their natural resource assets. Presumably there are gem cutting and polishing facilities in some of these nations and classes in those procedures, however none of that information is available on the Internet.

Analysis 10: Implementation

Tourism Ministries/Boards/Organizations and private tour companies in all five nations will need to be “brought on board,” the concept of promoting a Trans-Sahara Trade Route Concept, and designated landmarks dating back to that ancient trade route will need to be better developed and promoted. Likewise university professors on history and archeology will be instrumental in reconstructing and explaining the remains of those ancient trade routes and guiding and assisting the tourism industry at every step.

1. University Professors, tourism specialists and other knowledgeable people from the five nations with knowledge pertaining to the Trans-Saharan Trade Route historically and in terms of surviving remnants will need to come together and share their information in presentations and on paper in order to more completely map out what is known and what has survived. That information will need to be organized and collated.
2. Professors from all over the world will need to come together for the same purpose with the same agenda to add to those research databases.
3. Tourism Ministries will need to find ways to help develop the remnants of the ancient Trans-Saharan Trade Routes, e.g. trading centers, roads and crossroads.
4. Tourist operators will need to be regularly updated regarding the evolving discoveries about the Trans-Saharan Trade Routes
5. Security measures must be implemented from the beginning to protect the remnants of the ancient Trans-Saharan Trade Routes from tourism, without damaging or significantly altering the ambiance and feeling of those locations.
6. A multi-media campaign should be implemented to advertise the amazing nature, significance and age of the Trans-Saharan Trade Routes.

Conclusions



Potential for Branding and Some Degree of Market Specialization in Five Countries within the Context of a United Trans-Saharan Trade Route Image

The advantages of some degree of African nation image consolidation and segmentation appealing to different market niches, the diverse needs of individual tourists and how bundling can help meet those diverse needs -

Naturally all five assessed nations in this study wish to appeal to all age groups and interest areas to maximize their own tourism income.

And, most people and groups tend to dislike stereotypes as they promote preconceived notions that are often or usually more wrong than right.

On the other hand, most people and groups do tend to have unique characteristics around which they bond.

African nations are clearly not all the same, each has its own unique cultural groups and national identity.

Examining the five nations in this study, some unique characteristics of each quickly become apparent.

- Morocco is the most “exciting” (adrenalin evoking) with by far the most adventure tourism options.
- Egypt has the biggest and most famous pyramids and most widespread ancient geopolitical influence.
- Nigeria is known for big business, big cities and big fun.
- Sudanese are often referred to as “relaxed,” “laid back,” and “easy going,” and security in Sudan (outside the conflict zones) is generally very good, many people consider Khartoum to be one of the safest capital cities in Africa.
- Ethiopia is known for having a big heart being home to the world’s largest collection of NGOs and the capital of the African Union is in Addis Ababa; it also has the largest most diverse gemstone deposits of the five nations examined in this study and a thriving arts and crafts industry.

In some ways all these stereotypes are true and not true. One can obviously have adventure and relax in Morocco. Likewise one can relax and find plenty of adventure in Sudan and Ethiopia.

Obviously all of these nations are very diverse and can satisfy the diverse needs of each individual tourist. Simultaneously different nations have strong and weak points in their tourism portfolios.

How to “bundle” these really very different experiences? After five days of adventure and excitement in Morocco or Egypt, or big business in Nigeria, the average tourist might well appreciate some time in more laid back Sudan or big hearted Ethiopia. The combination of bundling two nations like this in a package presents a physical and emotional balance to a total tour experience.

Naturally as stated above no individual or nation wants or likes to be stereotyped, or limited to any particular segment of the total market, yet it’s simultaneously true that having an identifiable personality makes individuals and nations more human and likable. *Madison Avenue style internet advertising making all five nations look more or less the same probably does not help each or all of them much.* They don’t need to compete against each other as by working together e.g. by promoting a Trans-Saharan Trade Route Identity - they can all increase their overall appeal.



Certainly all five nations want to appeal to all tourist market segments/niches, but specializing at least a little - capitalizing on their unique assets has distinct marketing advantages.

Likewise, the name “Trans-Saharan Trade Route” and promoting the surviving Trade-Route landmarks and archeological sites can and should be capitalized on to a much larger extent by all five nations. There is an appeal to nostalgic antiquity in the hearts of most people, harkening back to a “simpler time” in our collective human histories (even though those times were probably just as complex as today) that transcends tribal and nationalist boundaries just like the Trans-Saharan Trade Route once did.

When reviewing the tourism niche marketing in these five nations it appears Sudan and Ethiopia can relatively easily and cheaply significantly expand their market presence in all niche market areas. Beyond a few glossy international tourism promotion sites there’s practically nothing on the internet about their specific strong points (except for Ethiopia’s arts & crafts industry). Specific strong points include: Sudan: easy going, friendly, lots of nature, wildlife and gold; Ethiopia: gemstone capital.

(Some limited) Branding, Bundling and Balancing of Nations, Interest Areas and Human Needs

Creating a well-known brand name image absolutely helps sales. Branding the Trans-Saharan Trade Routes has exponential marketing value.

Likewise some limited promotion of individual nation branding can help the five nations assert identifiable personalities that tourists can remember and like, while simultaneously promoting themselves as appealing to all market segments.

Ever since the 1950s and rise of factorial analysis in statistics the vast majority of social scientists agree that human personalities and motivations are multi-causally determined, with at least seven plus or minus two (5 - 9) primary factors involved. Most people are looking for more than one thing on a vacation. Yes, they want to escape the humdrum of their ordinary habit driven lives, and they want some new experiences, excitement and/or adventure and/or relaxation. But the one most common denominator most western people crave is some meaning in their post-industrial lives to sooth the inevitable existential angst that comes from living in post-modern super-societies. All African nations can provide that meaning, each in its own unique way. However, human nature is dualistic with divergent needs; there is no single answer or experience to fulfill those needs and thus divergent experiences in two or more African countries (bundling) are more likely to truly satisfy the existential needs of tourists who believe they are “just planning to have a good time.”

Most tourists who go on vacation stay in one hotel for their entire vacation, and the quality of that experience varies widely. Visiting two countries and consequently staying in two hotels and experiencing two very different cultures greatly increases the diversity, richness and meaningfulness of a vacation. Bundling nations adds a third dimension to a vacation that cannot be underestimated. Finding transcendence is a hit and miss proposition, but the wider the sample of experiences, the greater the probability of seeing and experiencing the wholeness and diversity of Africa and life.

Product Bundling, Say’s Law - Feasibility of a Trans-Saharan Tourism Project

The tourist industry infrastructure and resources in the five countries reviewed in this study are substantial however those resources are not homogeneous. No nation is fully equipped in all interest areas. Each has its own unique appeal.



Simultaneously people are rarely limited to one interest area or need and even on business trips most people like to combine business with pleasure when traveling, hence the value in “bundling” different products and/or services, e.g. two or three of the nations reviewed in this study, and/or two or three interest areas, e.g. Sports with Adventure Tourism; Arts and Crafts with Culture, Heritage & History tourism, etc.

So many industries use bundling in their marketing strategies it has become an industry standard.

This adds a multiplier effect to marketing, e.g. more “bang for your buck.”

Thus, the Trans-Saharan nations are stronger together than as separate entities, given that some nations have more resources in some interest areas than others, and thus combining two or more nations in a “package” increases the probability of most completely fulfilling the interest area needs of customers.

https://en.wikipedia.org/wiki/Product_bundling

<https://www.forbes.com/sites/hbsworkingknowledge/2013/01/18/product-bundling-is-a-smart-strategy-but-theres-a-catch/#8ebf64c7a516>

https://www.researchgate.net/figure/revise-causal-framework-explaining-the-customer-value-of-service-bundles_fig1_229000504

Though the belief that supply creates demand (Say’s law) was supposedly debunked during the Reagan years, an article in The Economist explains that it is still largely true.

“How supply can create its own demand”

<https://www.economist.com/blogs/economist-explains/2017/09/economist-explains-economics-1>

Given the vast resources and beauty of Africa and despite the de-marketing effects of some foreign politicians, the tourist industry is growing world-wide and one either invests in novel approaches to business development or falls behind.

Potential Benefits of investing in a Trans-Saharan Tourist Program

- Increased tourist revenue in all five nations assessed
- Building a more positive image of African nations and people
- Increased probability of meeting the conscious and unconscious needs of tourists and consequently their degree of satisfaction from their vacations.
- Opening the door to greater financial investment in the five African nations studied

Lastly, given that humans first evolved in Africa and subsequently migrated outward throughout the entire world, the Trans-Saharan Trade Routes may also be the very same migration routes of those original diasporas and thus, far older than recognized by most paleontologists.