

# The Tourism Industry : Generating Economy For Development.

## **'Boosting the economy that certainly makes further developments'.**

The Country is a formidable force to be reckoned with. A move is, substantiating my argument, hardly made towards the 'Somali Peace Initiative' without Djibouti being played a key role in it. And it must be shared with you, the reader, that the country did host, as previously said, the 'Peace Initiatives' in question, and it is worth mentioning that it was as recently as Sept.16<sup>th</sup>, 2008, such an august role imminent in the conference, adept the subject, was held in the country for all the parties interested in the peace reconciliation process for Somalia. And it should be pointed out that similar conferences, regarding the initiative, were held in the past. Well done.

Djibouti Republic has, as mentioned in the near past, transformed itself into a giant country, its presence of which was felt in almost all arenas in development. These include both nationally, and internationally. The country, at the national front, has changed completely from a less recognised one to a fully transformed giant in all areas of development.

It is said that 'statistics is the shadow of truth', the idea it conveys is that coming up with concrete facts, and figures is categorically like telling the truth. My line of argument here is that the country has actually put huge emphasis on Education, the key area to all areas, and there are, to that end, as many as good number of schools in both the first, and the second levels of Education in Djibouti Republic. The story for the third level of Education, the Higher Education, concludes my point in this very important area, as previously said.

There are, of course, similar scenes in all major areas of development. There are foreign investors, namely 'Arab Businessmen' in the country. These have had their economical impacts in their various ventures this far, probably influencing the local economy positively, and obviously contributing effectively for the betterment, and the well-being of the local economy; creating jobs for the locals, and boosting it, to name just a few.

It goes without saying that there should be a major force behind achieving all these projects. And indeed it is under the wisdom, and the guidance of his Excellence, Honourable Mr.Ismail Omer Geileh, the President of the Republic, who is very dynamic, and dedicated towards achieving substantial development for his country. And as well as such important projects that are all beneficial for the country, there is, i suppose, a virgin area that needs exploring, and perhaps developing its potentialities.

The 'Tourism Industry' is a vital area to be developed, and it is worth spending every franc available on it. It is very ideal to attract tourists from cold environments to have tremendous changes, and in the process generate hard currency for bettering the economy. There must be resorts readily available during the winter, in order to target the Westerners, who do travel to hot destinations during their wintry weather, at least, for a change.

This project does need a meticulous planning for identifying tourist attractions before actually making the industry ready to be used for the purpose. The time now has come to make surveys for identifying the 'tourist attractions' whilst, at the same time, keeping in mind unique valuable resources for the resort to possess, so that its accessibility, and hence turn-out become very huge. These could be fascinating 'sight-seeing' places around locally, and/or having, or creating wild games about, so that more tourists do visit the games annually, and continuously. The point i am making is that every worthwhile effort must be initiated, and probably made for any resort to attract tourists hugely in great numbers.

The tourism industry is a major economy generating venture. Once it is established, it will be probably one of the biggest industries that obviously boost the economy. And the notion that this country is quite peaceful, and stable is certainly a remarkable bonus to have a strong dimension for it. This is, in fact, the actual basis for establishing it, as peace, and stability are the real factors that make it possible. Another issue worth discussing is

the transportation that could bring the tourists in, and possibly their connections for facilitating it because the country is in a getaway area to the rest of the 'East African Region', and to the rest of Africa, and to the 'Indian Ocean Islands'. This point should be given a serious thought of actually attracting the tourists initially, and perhaps afterwards.

This project, which is a valuable one for generating cash, should go hand-in-hand with others that contribute for the well-being of the country, and its economy. It is said that none is an island socially. The logic i am arriving at is that every avenue for developing the country must be explored, and perhaps put to use for achieving it. The industry should challenge Kenya's for its weather, as far as the tourists are concerned. It should also attract them being peaceful, and stable, a prerequisite for its development, and eventually take-off.

It must attract westerners who usually run away from their severe wintry weather, and in the process of doing so generate an awful lot of hard currency for the country. This will be an ideal opportunity to enjoy the benefits of such a lucrative industry that certainly promotes its name in the global arena because it is this sort of weather the people in question prefer, and get the sun tan they are usually after.

## **Conclusions:**

This is a very paramount industry for generating cash to making further developments. It should target the westerners who do run away to hot destinations, World-wide. The country should challenge Kenya, and its safari stuff, a huge sum of money is generated off this industry, and it is where westerners do go often as their holiday destinations.

Djibouti must make use of its 'Red Sea Coastal Area' where many good beaches will be available, if not engineered properly. This will make some fine holiday resorts around. The interior sites for tourist attractions should discovered, and developed eventually into very good ones, time-permitting. Equally important are the sight-seeing vehicles, both naval, and land ones, to have their impact on the tourists themselves, as certainly the word will go out that there are new tourism resorts in Djibouti, hopefully.

The last but not the least point to be discussed is the transportation issue, as discussed earlier on, that will be used for bringing in the tourists. The point i am making is to facilitate cheap flights in the beginning to advertise, and thus attract the much needed tourists who will bring hard currency about, for buying various local things around, and it will be a matter of time before this industry develops into a full-fledged one for the purpose, God willing.

**God bless djibouti & its citizens.**

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