

## Namibia

What kind of destination is it?

*\* only Angola!*

Namibia is a country in Southern Africa that shares land borders with Zambia, Botswana and South Africa (among a few others). Namibia currently has a population of 2.1 million people and a stable democracy system in place. The population consists of a community that's official language is English and has an 80-90% Christian religion. However Namibia does have a large AIDs issue and according to Wikipedia, in 2012 the life expectancy at birth was estimated to be just 52.5 years. On the good side Namibia has compulsory free education for 10 years for children aged between the ages of 6 and 16. ✓

Given the presence of the Deserts, Namibia is one of the least densely populated countries in the world. Agriculture, herding, tourism and the mining industry form the basis of Namibia's economy. Tourism is a major contributor (14.5%) to Namibia's GDP, creating tens of thousands of jobs and servicing over a million tourists per annum. The country is one of the prime destinations in Africa and is known for ecotourism which greatly compliments Namibia's extensive wildlife (Wikipedia, 2014). ✓

*Grammar* Tourists may enter Namibia for up to 90 days and many foreigners do not require a Visa. Predicted growth figures according to the WWTC (World Travel and Tourism Council) place Namibia as one of the top future destinations with a predicted 9.1% growth rate over the next 10 years. ✓

*What are its geographical features? Are they natural or man-made? What about accessibility?*

The Namibian natural landscape consists generally of five geographical areas, with some variation and overlap between them; the Central Plateau, the Namib Desert, the Great Escarpment, the Bushveld, and the Kalahari Desert. With rocky areas, sandy areas, bush areas and then of course the cities and settlements. This country offers something in regards to all tourism geographical features; urban tourism, coastal and resort tourism as well as rural tourism. ✓



Namibia has some spectacular scenery, such as the Epupa waterfalls on the border with Angola.

“In addition to having a striking diversity of cultures and national origins, Namibia is a photographer’s dream – it boasts wild seascapes, rugged mountains, lonely deserts, stunning wildlife, colonial cities and nearly unlimited elbow room” (Lonely Planet, 2014). ✓

Namibia gained independence from South Africa in 1990 and Windhoek became the capital city of Namibia, as well as the provincial capital of the central Khomas Region. Since then the city experienced accelerated growth and development and in 2012 the city reached a population of 322,500.

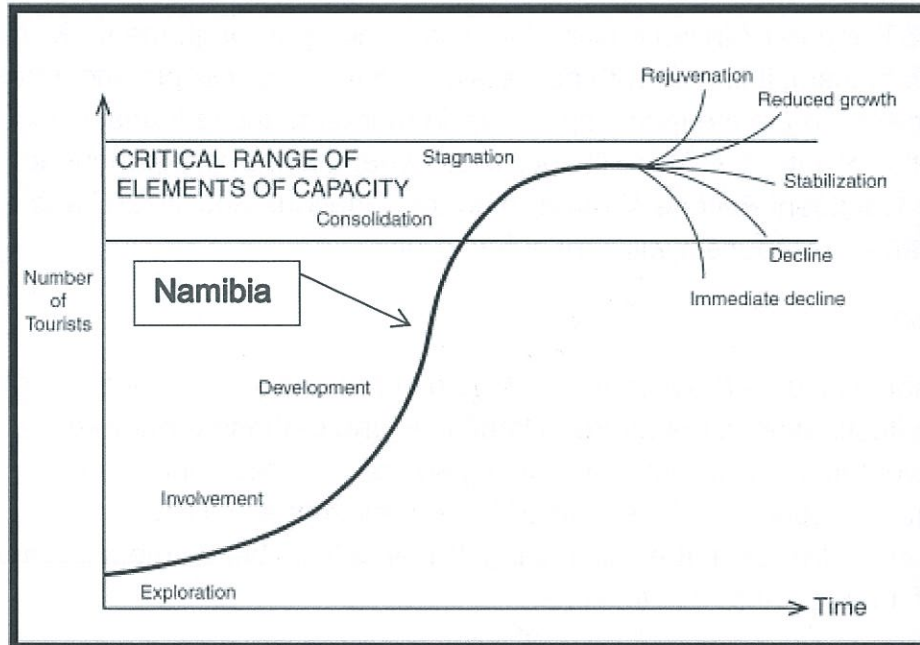
Accessibility into and around Namibia is fairly easy with tourists having the transport options of planes, cars, buses, trains as well as the option of using tour companies to see Namibia. However if you are thinking of hiring a vehicle and driving around Namibia yourselves there are a few tips. Paved roads and highways connect the major areas of Namibia but where these roads stop gravel routes begin - though most are more than manageable. If renting a car, plan to have plenty of cash on hand to fill the tank as petrol stations typically do not accept any form of payment except cash. Fuel shortages are also common so always be prepared for the possibility of not being able to buy as much gasoline as you may like (WikiTravel, 2014). Prices for renting a vehicle vary by model, but the extra charge for a sturdy 4x4 is something worth considering should you venture off the beaten path (Namibia Tourism, 2014). ✓

*Which of the five destinational group/s do you think it comes under and explain why?*

I think Namibia is a ‘centered destination’. A centered destination is a traditional holiday where a tourist travels to a specific destination and they plan on spending most of their time there. Namibia is exactly that. ✓

Where is the destination on the life cycle model? Please demonstrate why you think this.

## TOURISM LIFECYCLE



Osler, A. W. (1980). The concept of a tourist area cycle of evolution: implications for management of resources. The Canadian Geographer/Le Géographe Canadien, 24(1), 5-12.

*I agree!*

I believe that Namibia is still in the 'development' stage. This is due to the predicted growth figures according to the WWTC (World Travel and Tourism Council), who place Namibia as one of the top 'future' destinations with a predicted 9.1% growth rate over the next 10 years.

What products/services can the destination offer?

*What about ecotourism?*

The Namibia Tourism website <http://www.namibiaturism.com.na> promotes a variety of products and services that Namibia has to offer their tourists. Some of these include information regarding; activities, safaris, tours, volunteer opportunities, accommodation and transport. Then under these branches they provide further information on the different companies and businesses that supply these products and services.

How is it presently marketed? Who would the target market/s be? Does the destination have branding, a logo, and website?

The Namibia Tourism website (as above) seems to market towards the adventure tourists and those wanting to enjoy the scenery and culture that Namibia has to offer. The website is bright and colourful and provides all the necessary information without making the pages look crowded and overwhelming; giving the idea of beautiful simplicity. The brand seems to vary a bit but is along the ideas of "Touch the untouched" and "Namibia is not a place it's an experience". They also seem to

*\* They have another brand which I like from their website?  
Its under their logo*



focus their marketing towards the UK, Germany and South Africa (One Caribbean, 2010).

*What marketing strategies would you use to attract visitors to the destination in the future?*

Namibia is not JUST another African destination. It is rising up through the ranks due to the lack of mass tourism, it is safe with no hassle from the local people and it has a surreal untouched feeling to the landscape. I would market to those tourists who will not just enjoy the country but they will appreciate what they have experienced. Those people are 'Confident Escapers' rather than the 'Cautious Socialisers' and if this is achieved Namibia's Tourism will continue to grow.

#### *Personal Reflection*

I feel this destination would be 8 out of 10 on a scale in regards to how successful it will be as a tourist destination in the future. "Namibia is one of those dreamlike places that make you question whether something so visually orgasmic could actually exist. Time and space are less defined here. Landscapes collide. Experiences pile up" – Unknown. It is this feeling that puts Namibia on the map and will make it one of the top future destinations. ✓

Ashleigh,

A good destination choice - it looks fantastic.

You could include more information on the fact they are the first country in the world to incorporate environmental protection into its constitution so many community based Tourism examples exist

Just add a couple of suggested points to complete your assessment,

Regards,

Lyn

Resubmit by Thursday 09. October.

Supporting Resources:

<http://www.lonelyplanet.com/Namibia>  
<http://en.wikipedia.org/wiki/Namibia>  
<http://www.namibiatourism.com.na/pages/Transportation>

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