



Marketing a Potential Tourism Destination - A Case Study of Nsanakang in Eyumojock Subdivision

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Abstract

An environment when properly developed and managed, tourism can serve as a mechanism for protecting the natural environments, preserving historical archaeological and religious monuments and stimulating the practice of local cultures, folklore, traditions, arts and crafts, and cuisine, indeed tourism touches on every aspect of the economy. The image of a country altogether covers the political, economic, historical and cultural aspects. Destination image is the attitude, perception, beliefs and ideas one hold about a particular area formed by the cognitive image of a particular destination. The overwhelming majority of tourists are mostly concern about their personal safety when travelling. Political instability, treat of war or war, terrorist incidents and crime have a major negative impact on tourists destination image and on their arrivals. There are still a lot of potentials in Nsanakang and other villages in Eyumojock subdivision unexploited and they have the capacity to boast the tourism industry. The travel and tourism industry is no different from other industries as it has always promoted the products and services they sell to their customers. They do not look the same or use the same type of promotional materials or displays and the promotion may not be aimed at everyone.

Keywords: Tourism; Folklore; Materials

Introduction

In recent years tourism has become one of the fastest growing sectors of the world's economy and it is widely recognised for its contribution to regional and national economic development. Tourism is now one of the biggest industries in the world and has become extremely important to the world's economy, it does generates quality jobs and substantial wealth for economies around the world. Despite its size, it has become a very volatile industry (wtcc.org). International tourism industry has come to play an increasing important role in many developing countries, it is recognised as a means to diversify the economy and reduce reliance on traditional agriculture and industry.

The strength of tourism as a strong resource in turning the fortunes of any nation especially the developing nations are no longer in doubt. Its potentials in this direction have been widely acclaimed and highly appreciated. Hence more than ever before, tourism development and exploration are assuming major policy thrusts of most governments.

Background of the study

An environment when properly developed and managed, tourism can serve as a mechanism for protecting natural environments, preserving historical archaeological and religious monuments and, stimulating the practice of local cultures, folklore, traditions, arts and crafts, and cuisine. Indeed, tourism touches on every aspect of the economy.

Accruing benefits of tourism to countries are indeed multi-faceted and multi-dimensional which underscore its growing global acceptance, recognition and application. Through in-bound and out-bound tourist movements of people, tourism touches on the economies of so many tourism destinations. Travel and tourism plays an important function in the economic life of Cameroon. According to the World Travel and Tourism Council (WTTC), travel and tourism total contribution to GDP in 2009 was 1.317(US\$ billion) and in 2010 it was 1.173 (US\$ billion), its contribution to total employment for 2009 was 5.1% share and in 2010 it was 5.3% share. Visitors export in 2009 was 0.274 (US\$ billion) and 0.270 (US\$ billion) in 2010 [1]. Tourism in

Cameroon could become a strong global brand for the country when it receives the concerted attention of all the stakeholders. Destination image is commonly accepted as an important aspect in successful tourism management and destination marketing. Information about a specific destination is an important means of promotion for the tourism industry and influences destination image. As tourism services are intangible, images become more important. Some destination would be perceived as prestigious and these are established on the basis of the perceived value offered by the product, Gover and Go, Molina.

The image of a country altogether covers the political, economic, historical and cultural aspects. Tourist view of a destination varies, we have the cognitive view which is the belief or knowledge a person has of the attributes of a destination. Affective relates to an individual's feeling towards the touristic destination, while conative is a combination of both. Image plays an important role for destination marketers so as to differentiate their destinations in a highly competitive market and also due to its impact on supply and demand aspect of marketing. Destination image is the attitude, perception, beliefs and ideas one hold about a particular area image and on their arrivals formed by the cognitive image of a particular destination.

The overwhelming majority of tourists are mostly concern about their personal safety when travelling. Political instability, treat of war or war, terrorist incidents and crime have a major negative impact on tourists destination.

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Eyumojock sub-division is found in Manyu Division of the South West Region of Cameroon. It is situated some 45 km from Mamfe the capital of Manyu Division.

This municipality is bordered in the east by Upper Bayang sub-division, in the west by the Federal Republic of Nigeria in the north by Akwaya sub-division and in the south by Mundemba and Toko council. The Eyumojock sub-division is about some 300 km from Buea the capital of the South West Region and is made up of 66 villages. It has a total population of approximately over 46,771 inhabitants as per statistics of 2005.

The Eyumojock sub-division is made up of three clans namely Obang clan, Ejagham Njenmaya clan and central Ejagham clans respectively.

Nsanakang comes from two different words that are NSAN meaning the Eroko tree and AKANG meaning SALT.

The name resulted from the fact that there was a big Eroko tree that was at the center of the village.

They look at the salt pond as their forefathers and then finally decided to name it Nsanakang that is putting together their two important things in the village a big Eroko tree where they will gather to play and a great salt pond where there could get salt.

The forest is quite dense and virgin and has a great variety of trees species with very high medicinal value. Apart from the above mentioned the sub-division consists of several streams rivers, waterfalls, lakes, great rocks amongst other non-exploited facilities or potentials not living aside the heritage site of these areas like Nsanakang tourism potentials for example the German graves that is the mass grave and that specific for generals or lieutenant who died during the first world war at the battle of Nsanakang known as the bloodiest battle during the first world war as thousands of people died and also a place where colonial masters settled like Nsanakang and Agborkem German. These places are being stated because they are still some traces of their activities in the places mentioned above that are unexploited and have the capacity to make Eyumojock sub-division a potential tourism destination and boost up the tourism industry as well.

On the other hand, the forest is described more as an "Atlantic lower Guinean domain" to stress the influence of the Atlantic Ocean.

Nsanakang was a peaceful place until the First World War that broke up and was extended to the village since the Germans also settled here and there was need for the natives to help their master. These equally led to the separation of the village to form other villages like Nsanaragati, Nsana Akwaya and Esagam respectively.

Literature Review

An environment when properly developed and managed, tourism can serve as a mechanism for protecting natural environments, preserving historical archaeological and religious monuments and, stimulating the practice of local cultures, folklore, traditions, arts and crafts, and cuisine. Indeed, tourism touches on every aspect of the economy.

Accruing benefits of tourism to countries are indeed multi-faceted and multi-dimensional which underscore its growing global acceptance, recognition and application. Through in-bound and out-bound tourist movements of people, tourism touches on the economies of so many tourism destinations. Travel and tourism plays an important function in the economic life of Cameroon. According to the World Travel and

Tourism Council (WTTC), travel and tourism total contribution to GDP in 2009 was 1.317 (US\$ billion) and in 2010 it was 1.173 (US\$ billion), its contribution to total employment for 2009 was 5.1% share and in 2010 it was 5.3% share. Visitors export in 2009 was 0.274 (US\$ billion) and 0.270 (US\$ billion) in 2010 [1].

Tourism in Cameroon could become a strong global brand for the country when it receives the concerted attention of all the stakeholders. Destination image is commonly accepted as an important aspect in successful tourism management and destination marketing. Information about a specific destination is an important means of promotion for the tourism industry and influences destination image. As tourism services are intangible, images become more important. Some destinations would be perceived as prestigious and these are established on the basis of the perceived value offered by the product, Gover and Go [2], Molina et al. [3].

The image of a country altogether covers the political, economic, historical and cultural aspects. Tourist view of a destination varies, we have the cognitive view which is the belief or knowledge a person has of the attributes of a destination. Affective relates to an individual's feeling towards the touristic destination, while conative is a combination of both. Image plays an important role for destination marketers so as to differentiate their destinations in a highly competitive market and also due to its impact on supply and demand aspect of marketing. Destination image is the attitude, perception, beliefs and ideas one holds about a particular area formed by the cognitive image of a particular destination [4-6].

The overwhelming majority of tourists are mostly concerned about their personal safety when travelling. Political instability, treat of war or war, terrorist incidents and crime have a major negative impact on tourists' destination image and on their arrivals [7].

Some touristic potential found at eyumojock sub-division

Some tourism products found at Nsanakang and other parts of Ejagham Njemaya and Central Ejagham with villages like Agborkem German, Ossing, Ekoneman Awa, Ayukaba, Kembong and Ajayakundip respectively include:

The German graves at Nsanakang (mass grave for common soldiers and the grave of lieutenants A.C.Holme)

- The salt pond at Nsanakang village
- The old German chain used to handcuff their boats at Nsanakang
- The Monaya river with its white sandy beach
- The Bawan fall at Ayukaba
- The old cave at Agborkem German with the shape of a house
- The Ossing cave
- The Ntumakam rock at Ekoneman Awa
- The old German save at Nsanakang
- Some old German structures at Nsanakang
- Ote rock at Ayukaba
- Tafeloko waterfall in Kembong

Research Methodology

For this research work, the researchers used primary data that was information collected from the field through interviews.

Marketing a Tourist Potential Destination

- In today's highly competitive business environment, effective marketing is an essential activity of successful travel and tourism organisations. It is a key method of communication between an organisation and its existing and potential customers.
- The basic principles of marketing are used by travel and tourism organisations to retain customers and remain competitive in the travel and tourism sector.
- Marketing involves a range of processes concerned with finding out what consumers want, and then providing it to them [8].
- Marketing is a strategic process that aims to fit the resources of a destination to the opportunities existing in the market. It is as much about retaining tourists as it is about winning new business.
- Destination marketing refers to a management process through which the national tourist organizations and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, and likes and dislikes, on local/rural, regional, national and international levels, and to formulate and adapt their tourist products accordingly with a view to achieving optimal tourist satisfaction, thereby fulfilling their objectives.
- The marketing concept is often used inappropriately, reducing it to the promotion and sale of products and tourist destinations, and in particular to advertising and to tourism fairs and events. While these functions are important, there is much more to marketing.
- Tourism destinations are probably among the most difficult "products" to market, involving large numbers of stakeholders and a brand image. A destination marketing organization is any organization, at any level, that is responsible for the marketing of a destination. This therefore excludes separate government departments that are responsible for planning and policy.

Promotion

Promotion is something devised to publicise or advertise product etc. using a brochure, free sample, poster, television/radio commercial or a personal appearance.

- The travel and tourism industry is no different from other industries as it has always promoted the products and services they sell to their customers. They do not look the same or use the same type of promotional materials or displays and the promotion may not be aimed at everyone.
- The different promotional materials and methods that can be used include:
- Brochure – multiple sheets of paper bound together which can be different shapes and sizes.
- Flyer – a direct mail-shot to the customer
- Leaflet – a single sheet of unfolded paper with a short, sharp message.

- Media advertising – using newspapers, radio or television to make the public aware of your product or promotion can give you a large area of coverage. However, it can also very expensive depending on the size and length of your advertisement.
- Social media – this is opening up an account for the name of the attractions sites.
- Billboard – Poster advertisement on board in a fixed location normally near a busy road or area.
- Other methods of advertising include:
- Mouth-of-mouth
- Trip adviser- a media that is gaining much popularity amongst users
- Website appearance

Conclusion and Recommendations

Conclusion

It is observed that tourism potentials in Eyumojock subdivision are developing at a very slow rate and government can boast of its tourism potentials if they are well developed and efficiently managed. If this is done, it will attract tourist from all over the country and the diaspora.

It will equally boast the income of the local community and the government, unemployment will also be reduced thus leading to poverty alleviation.

Recommendation

- Government should ensure that these potentials tourism areas should have adequate supply of water for consumption by both tourists as well as the indigenes.
- Accommodation should be made available for tourists as this would continue to generate more income to the management of these areas as well as the state.
- There should equally be office accommodation that should be made available to staff running the areas.
- There should be provision made for relaxation around the area.
- The public should be enlightened on the importance of these tourism potentials and their benefits.
- There should be awareness that is capable of attracting tourists from near and far through promotion and advertisement through various media.
- There should be collaboration between the public and the private sector in the development of these tourism potentials.
- Road networks leading to these tourism potential sites should be improved to ease the access.

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