



Approaches to the Enhancement of Angola's Natural Tourism Resources

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Abstract

Eco-tourism becomes a valuable opportunity for African countries, in particular Angola, which is facing an unfavourable situation with regard to the use of their natural resources for tourism purposes. The research defined as a general objective: to carry out an approach to the natural tourist resources of Angola for their enhancement. It was defined as a hypothesis that if natural tourist resources are valued, ecotourism in Angola is improved. Several theoretical methods were used such as: analysis and synthesis, inductive-deductive, structural systemic, and among the empirical: scientific observation, interview, analysis of weaknesses, threats, strengths and opportunities, as well as the criteria of specialists. As a result, proposals were developed that constitute potential ways to contribute to improving ecotourism in Angola, by promoting the management of nature events and the development of strategies for the development of ecotourism management, particularly in prioritized regions such as the province of Cuando Cubango. In conclusion, emphasis is placed on the high potential that Angola has for ecotourism, which can benefit entrepreneurs and communities, amid efforts to achieve sustainable development and confront COVID-19.

Keywords: Attractiveness; Strategy; Event; Nature; Resources

Introduction

From the second half of the twentieth century the inhabitants of the planet became aware of the effects caused to ecosystems these problems had a negative, rapid and direct impact on the well-being of the human species [1]. Africa is a very interesting continent that offers its visitors the diversity of geographical and natural riches. At the end of the first decade of this century it already exposed serious problems related to its environmental resources Biology [2] among the most notable are:

- The Miombo forested area of southern Africa, from Angola to Tanzania, a savannah region with significant plant diversity, is threatened by clearing for agricultural use, timber extraction to make charcoal and uncontrolled forest fires
- It is estimated that almost 24% of the world's soils were

degraded, these are mainly in Africa south of the Equator, according to the Global Assessment of Land Degradation

- The countries on the planet that expressed the most concern about the condition of wetlands are mainly in Africa
- Populations of wild species decline rapidly, which affects equatorial Africa with particular severity
- Continued degradation of the African Sahel could continue to cause biodiversity loss and shortages of food, fibre and water in West Africa.

In contrast to the above, Africa is a continent with enormous potential to position tourism as an instrument of socio-economic improvement for its countries, if the provisions of the 2030 Agenda for Sustainable Development of the United Nations [3] are taken into account, to avoid

the natural deterioration of their destinations and promote cultural and social exchange between host populations and visitors. Thus, tourism can be a real opportunity for development in order to reduce poverty in many African countries; these have a great natural wealth and need specific policies to develop them in a sustainable way [4].

As a tourist destination, Africa is a favorite for lovers of adventure, direct contact with nature and the exotic. Among its natural wonders are: the Erg Chebbi desert in Morocco, Avenue of the Baobabs in Madagascar, Ngorongoro Crater in Tanzania, Victoria Falls, between Zambia and Zimbabwe; the Seychelles Archipelago, Namib-Naukluft National Park in Namibia, Mount Kilimanjaro in Tanzania, Red Sea coral reefs, Spring in the Western Cape province of South Africa, the Masai Mara National Reserve in Kenya, home to gorillas in the fog, between Uganda, Rwanda and the Republic of Congo; Lake Nakuru in Kenya, the Okavango Delta in Botswana, the Tsingy De Bemaraha National Park in Madagascar, and the Nile River in Egypt [5].

According to Navarro [6] a tourist resource does not imply any resource, but a relevant one, one that is distinguished from its peers by some particularity. Thus, the most notable resources are located in the West African archipelago, which has mountains on green terraces, a volcano that rises to the clouds, world-class water sports and cheerful festivals, which has given the qualification to the islands of Cape Verde as the “new Canary Islands”. Tanzania, meanwhile, boasts well-known attractions such as Serengeti, Ngorongoro, Kilimanjaro and Zanzibar, according to “Lonely Planet,” which summarizes a number of experiences related to Africa’s wildlife, as well as little-known national parks and reserves [5].

Consequently, the tourism sector showed a significant increase in the number of international tourist arrivals to Africa between 1990 and 2017, between these two years the annual number of arrivals to the continent quadrupled. As an example, in 2016, Africa received 56 million tourists, 5% of the world’s travelers according to data from the World Tourism Organization. This was influenced, among other factors, by the increase in certifications achieved in African tourism organizations since 2016, the following stand out: Certification for Tourism Sustainability, Green Key Certification, Travel life Certification, Seychelles Sustainable Tourism Label, Botswana Ecotourism Certification System, Heritage Environmental Management Company, Tourism, EcoAwards, Responsible Tourism Tanzania, Green Globe, and Green Key [7].

In 2017 there were around 62 million international tourists who traveled to Africa according to the World Tourism Organization. The data registered an increase of 7%

in 2018, which allowed reaching 67 million tourist arrivals. Thus, tourism was considered until 2019 as one of the sectors with the greatest potential and with an exponential growth rate, mainly in the regions of South Africa, Namibia, Botswana, Zimbabwe and Tanzania. In this regard, it was expressed that natural resources are one of the greatest assets of Africa, stating that: “Many of the 50 million international tourists who visit Africa every year do so attracted by the incomparable wildlife of the continent and its landscapes”.

The accelerated growth of the tourism sector in Africa until 2020 was largely due to the recovery of tourism in Tunisia and the continued growth of Morocco, the main focus of attraction in North Africa. This trend was also explained by the increased number of visitors in some countries in sub-Saharan Africa, especially in the island States (Mauritius, Seychelles, Comoros and Cape Verde) and others such as Kenya and Uganda. This continental trend contrasts, however, with that of the tourism sector in South Africa, the great continental tourism power, which loses strength in the face of competition from other cheaper destinations in East Africa [8]. In general, it can be delimited as a problem in Africa, the insufficient tourist offer that limits its contribution to the economic development of its countries.

As of 2020, the effects caused by the COVID-19 pandemic were witnessed in Africa, and although their countries are not among the main world destinations, tourism has been for Africa a booming sector and an important source of job creation, well above that of other sectors, such as industrial. However, the progress made in the tourism sector has not solved the uneven development of the continent’s main tourist destinations. Thus, in the North, the main receiving destinations are; Morocco, Egypt, Tunisia and Algeria, characterized by greater economic development, coasts bathed by the Mediterranean Sea, development of modalities such as sun and beach and to a greater extent cultural and city tourism, based on interest in history and antiquity. While, in the South, there is less economic and structural development, with the exception of South Africa, second in the ranking and with a wide variety of attractions and modalities, having national parks, biosphere reserves and world heritage sites, exceptional for adventurers interested in contact with nature and safaris etc [9].

Although they are not major tourist powers, the economies most dependent on tourism are Seychelles, Cape Verde, Sao Tome and Principe and Gambia, where this sector contributes directly to its economy 25.7%, 17.7%, 10.6% and 8.2%, respectively. Indirectly, the GDP contribution can even reach 67% for Seychelles and 46% for Cape Verde. These countries are the ones that, in relative terms, will suffer the most from the negative impact of the coronavirus [8].

One of the least favored countries in tourism figures is Angola. Although its tourism industry is located mainly in the natural environment of the country, between its rivers, waterfalls and coasts, it is relatively new, because much of the country was destroyed during the postcolonial civil war that culminated in 2002. Unlike the tourism growth in South Africa, Namibia, Botswana, Zimbabwe and Tanzania, Angola has not shown meritorious results, among other aspects due to the levels of security, health and tourism infrastructures, which are insufficient in relation to the countries referred to Leite O [5] and the current oil crisis that slows down national progress, which is why it emphasizes tourism development as an economic alternative. The following details the existing problems in Angola with regard to tourism.

According to the director of the Cabinet of Studies, Planning and Statistics (GEPE) of the Ministry of Hospitality and Tourism of Angola (MINHOTUR) the tourism sector in this country represents 3.5% of the Gross Domestic Product (GDP). Angola registered a total of 260,961 tourists in 2017 less than the 397,485 tourists registered in 2016, ranking 159th in the world in absolute terms, a reduction that forced tourism managers to establish a work agenda to prevent the number of entries from continuing to decline; thus, the Ministry of Hospitality and Tourism proposed to improve hotel infrastructures, transport, security, sanitation, energy and water [5].

The analysis related to the number of tourists in correspondence with the population of Angola, resulted in 0.008 tourists per resident in 2018, which placed Angola in 192nd place in the world. In Central Africa it ranked sixth as a country. Each visitor spends an average of 3,387 USD on their holiday in Angola. The hotel and tourism sector has contributed to raising economic income in this area, linked to travel agencies that are committed to the development of domestic tourism, to enhance and make known in depth the national tourism potential to citizens [5].

In the midst of the current situation, and according to the authorities, the greatest impact of COVID-19 in Angola is of an economic nature due to the combined effect of expenses to face the health emergency, the decline in international oil prices (the country's main exportable item), the reduction of productive activity and the confinement measures [10].

To determine concretely the problem in Angola, it is necessary to start not only from the current need to strengthen its economy through tourism, but also to take into account that there are valuable initiatives at the continent level to develop ecological tourism, in which sustainability and preservation are prioritized, the appreciation of the natural and cultural environment, which welcomes and sensitizes visitors. This is a type of tourism well known and

perfectly identified, delimited and promoted by various international tourism organizations.

Simancas C [11] including the World Tourism Organization to achieve: inclusive and sustainable economic growth; social inclusion, employment and poverty reduction; efficient use of resources, environmental protection and climate change; cultural values, diversity and heritage; and mutual understanding, peace and security. Besides he is conceived like responsible travel to natural spaces that conserve the environment, sustain the well-being of the local population and involve interpretation and education [12]. The development of new products linked to ecotourism offers can contribute to maintaining communities, jobs, as well as extending the tourist season.

The main problems related to tourism in general in Angola can be summarized as: insufficient access and tourism infrastructure, the deficit of national production of hotel inputs and equipment, which increases dependence on imports, and insufficient training of the workforce to exercise in new forms of tourism, as is the case of ecotourism [5].

This made it possible to define as a scientific problem of research: the insufficient recognition of the potential of natural resources, limit its ecotourism offer in Angola. The general objective of the research was to make an approach to the natural tourist resources of Angola for their enhancement. In particular, they were defined as specific objectives:

- 1) Describe the main natural tourist resources of Angola to know their value;
- 2) Explain about the importance of the management of nature events to make the proposal of an event in this regard,
- 3) To substantiate the importance of developing strategies for the management of ecotourism in the important province of Cuando Cubango, located in the extreme southeast, a border region with Namibia and Zambia.

It is proposed as a hypothesis: If natural tourist resources are valued, ecotourism in Angola is improved. It should be recognized that other African countries have improved their development after promoting ecotourism, as is the case of South Africa, hence it is considered as an alternative solution to the problem posed, the development of tourism of nature events through a proposal for a national event for Angola Leite O [5] and a strategy for the management of ecotourism as a dynamic element of local development in the province of Cuando Cubango [13]. The proposals developed in the research constitute potential ways to improve ecotourism in Angola, taking into account successful experiences in response to ecotourism demands in destinations widely visited by Europeans, Asians and North Americans, including: Okavango Delta and Parque do Chobe in Botswana, Victoria

in Zambia, Etosha and Bwabwata National Park in Namibia and Victoria Falls in Zimbabwe.

Materials and Methods

The following methods were used to develop the research:

Theoretical methods: Analysis and synthesis: In the determination of the object, field of action and conclusions of the research, as well as in the analysis of the theoretical elements that relate to the management of the natural tourist resources of Angola; **Induction – deduction:** To characterize the object and the field of action of the research, as well as the assessment of concepts and theories; **Historical – logical:** To support the analysis of environmental legislation in Angola and its relationship with the conservation of natural resources.

Empirical methods: The observation: Used in the initial stage,

to collect information for the diagnosis of the natural tourist resources of Angola and the province Cuando Cubango, and propose solutions; **Surveys:** To know the criteria of managers and specialists in relation to the strategy proposed in Cuando Cubango; **Strong aspects, Weakness, Opportunities & threats analysis:** very useful in the conception of the strategy for the management of ecotourism based on the local development of the province of Cuando Cubango.

The map shows the distribution of the provinces of Angola, in particular, Cuando Cubango, chosen as a study area, which is characterized by three areas of great vegetation: composed mostly of a dense dry forest, savannah with trees and shrubs in its northern half, the savannah of shrubs, forests and swamps in the southern strip and the savannah of shrubs in the northwestern quadrant Figure 1.

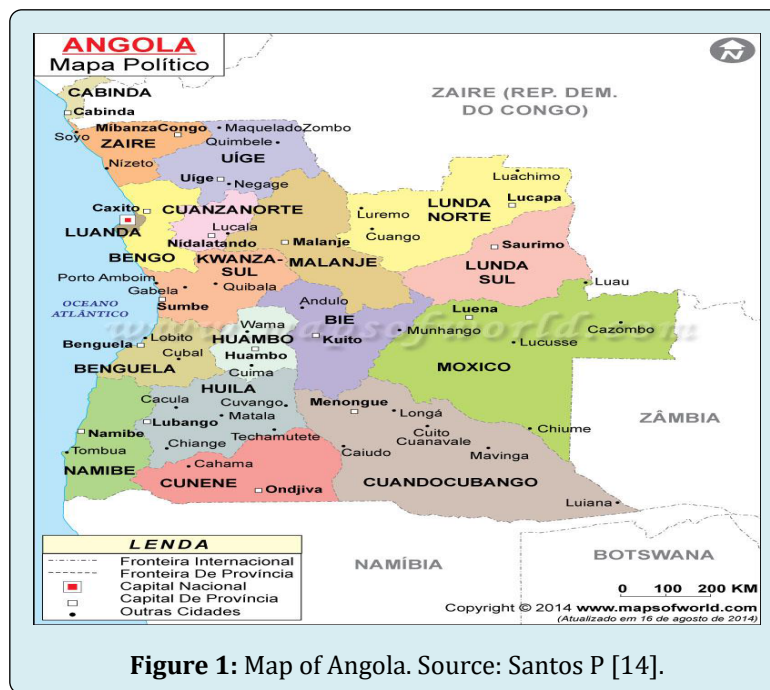


Figure 1: Map of Angola. Source: Santos P [14].

Quando Cubango is the second largest province of Angola, after Moxico, with an area of 199,335 km² and an estimated population of 535,838 inhabitants, which means 2.3 inhabitants per Km², for an average of 9 people per dwelling. It has 9 municipalities: Menongue (head), Cuchi, Cuito Cuanavale, Dírico, Rivungo, Mavinga, Kuangar, Calai and Nancova. It is located 771 km from the coast and 1100 km from the capital, Luanda. It is located between the geographical coordinates 13^o and 18^o of South Latitude and 16^o and 23^o of East Longitude. It is bordered on the north by the provinces of Moxico and Bié, on the east by the Republic of Zambia, on the south by the Republic of Namibia and on the west by the provinces of Huila and Cunene [13].

Results

Natural tourist resources of Angola

The Constitution of Angola of 2010 established in its Chapter II, article 39:

1. Everyone has the right to live in a healthy and uncontaminated environment and the duty to defend and preserve it
2. The State shall adopt the necessary measures to protect the environment and species of flora and fauna throughout the national territory, the maintenance of ecological balance, the correct location of economic activity and the rational exploitation and use of all

natural resources within the framework of sustainable development and respect for the rights of future generations and the preservation of species.

3. The law punishes acts that endanger the preservation of the environment.

As a result, Angola has strengthened its action against wildlife crime, with the support of the Ad Hoc Action Group on Action against Wildlife Crime, through coordination among different national law enforcement bodies. In Angola, a key element of the law enforcement capacity-building programmer manages and protects a network of national conservation areas through stakeholder engagement, with an emphasis on supporting the development of alternative forms of sustainable livelihoods for local communities [15].

The Civil Code assigns responsibility for the consequences of acting with recklessness or negligence, being said code directly applicable in matters of environmental liability. For its part, the Criminal Code specifically penalizes damages that implicitly include damage to the environment (coast, sea, rivers, soils etc.), fire, explosion and flooding, poisoning or adulteration of drinking and non-potable water with substances derived from petroleum, etc [16].

Despite the above legislation, there are a number of environmental problems, including those arising from waste management, deforestation, land degradation, droughts, desertification, declining biodiversity, alteration of watercourses, water pollution and the negative effects of the mining and oil industries. Although it has six national parks and eight national reserves, the decline in biodiversity persists, mainly attributed by deforestation for the sale of wood and the production of biomass [17].

Angola in recent years has become a popular destination, although its tourism development is still insufficient with respect to the large amount and variety of its natural resources. Among its tourist attractions are: Kissama National Park, Kalandula Falls, Ruacanã Falls, Mussulo Island, Mirador de la Luna, Iona National Park, Zambezi River, Okavango Zambezi Tourist Pole, Kalandula Pole, and Cape Ledo Pole [18].

In statements made by the Minister of Hospitality and Tourism of Angola, at the World Tourism Forum in 2018, when speaking on the panel "Tourism and social inclusion in Africa", she announced that the country had 28,462 rooms, of which 14,088 are hotel rooms and 14,374 rooms for other types of accommodation. According to the Minister, in Angola there were 235 hotels, 1,711 hotel enterprises, 5,829 restaurants and the like, as well as 317 travel agencies. As for the balance of payments for travel, in 2015 the credit was 1,162.7 million dollars USD, in the following year 622.8

million USD, while in 2017 it was 880.4 million USD, having debits of 253.25 million USD in 2015; USD 593.9 million in 2016 and USD 976.5 million in 2017. The decrease in the number of tourists entering the country in 2017 led to a significant deficit in the tourism sector in this decade [5].

Angola works with the World Tourism Forum (WTF), for a minimum period of five years, with the aim of developing tourism, attracting investors and promoting the country's image. The International Tourism Forum held in Angola in 2019 brought together about 1500 delegates, in which investment opportunities in the construction, transport, energy, water and agriculture sectors were analyzed, as well as opportunities to provide employment [14].

The main difficulties of tourism in Angola are: the lack and fragility of infrastructures and accessibility, the deficit of national production and dependence on imports and the shortage of hotel equipment, and finally the insufficient complementary supply, training and qualification of the workforce [5]. In addition, Angola has a deficit in statistical production and studies on the tourism sector, as well as the excessive dependence on business tourism, hence from 2018 measures were undertaken in favor of introducing improvements in the sector, for example the requalification of hotel and similar ventures, the inventory of tourist resources and the identification of areas with tourism potential, as well as the process of decentralization of the central administration and the cooperation protocol with National Geographic [19]. This has promoted the revision of the legislative package of the sector, the establishment of the Tourism Promotion Fund, the improvement of the statistical information produced by the sector and the establishment of a hotel school.

The objectives of the program for the development of the sector, inserted in the National Development Plan 2018-2022, provided for a 70% increase in the reception of tourism, an increase in overnight stays of residents by 30%, elaboration of tourist maps in the centers, opening of tourist information posts, as well as strengthening the country's participation in tourism fairs. The program encouraged the entry of new operators into the sector, the elaboration of a 'master plan' and detailed plans in the centers, the implementation of hotel-school projects, the creation of the Angola brand and that of tourist routes. At Angop [19] this program may vary its development due to the effects that the pandemic causes to the country.

Angola in recent years has internationalized and diversified its tourism promotion. Africa and some countries in Europe are beginning to appreciate Angola's tourism, with the inclusion of Mbanza Congo to the World Heritage, which has awakened a new trend and new destinations have become

preferred for many tourists nationally and internationally. As an example we have the cruise ships that have been in the different regions of Angola (Benguela, Namibe, etc.), and the tourist trains that scaled Angola in 2019, specifically Luena, province of Moxico, the first tourist train of Rovos Rail, a tour operator from South Africa, which departed from Dar Es Salaam of Tanzania, bound for Angola, with half a hundred tourists, among South Africans, Americans, English, Swiss, Dutch, Australians and New Zealanders, in the scope of a trans-African train safari called "The two oceans" [19].

Nature tourism is directly related to development and sustainable tourism, and practically refers to natural habitats

and their biodiversity, where natural parks, protected reserves, ecotourism, the rural environment, agrotourism and the involvement of the population belonging to the determined area of tourist implantation acquire great relevance [20]. With regard to nature tourism, there are concrete experiences of research in Angola. Chilembo E [21] considers that this modality includes: landscapes, bodies of water, vegetation and wildlife, hiking, adventure, observation of species and many others, which developed as traditional mass tourism and without control, can lead to the degradation of areas of great value for the future and generate losses of biological and cultural diversity, In this regard, Table 1 summarizes some valuable research.

Author, Year/ Focus	Peculiarity
Chilembo [21]/ The integrated management of nature and cultural tourism in the province of Huambo	The province of Huambo has many tourist potentialities that have not yet been properly exploited; there is a need to implement integrated tourism management at the provincial level
Alexandre [16]/ Study of rural tourism in the province of Cabinda	Cabinda demonstrates state commitment to biosphere reserves that include a high percent of protected areas that admit an incursion into tourism Natural areas of Cabinda are on the list of the Seven Wonders of Angola as the Tropical and Humid Forest of Maiombe, considered one of the largest in the world where the Maiombe Resort is located
Ezaquias, et al. [22]/ The training of community agents in Cuando Cubango	Training of community agents as tourism actors in the region of Leapeka Island, Commune of Missombo, Cuando Cubango province to promote ecotourism
de Oliveira / Community tourism in the province of Namibe	The Namibe destination offers exclusivities such as the combination of desert and sea in the same space, with agricultural products and typical animals Presence of varied and exclusive folklore in the communities The necessary infrastructure for quality tourism is scarce, training is insufficient and the tourist culture in general is limited

Source: Own elaboration

Table 1: Experiences on the use of natural resources in Angolan tourism.

In 2020, the Minister of Culture, Tourism and Environment said: "It is true that well explored with effective strategies, National Tourism can be a great force (alternative to agriculture) to leverage the rural economy." He also said that because rural communities are not prepared to face the demands of tourism and the negative impacts that may arise from it, among other factors, due to their ways of life and very low income levels, heritage must be preserved, an aspect that has been emphasized by the World Tourism Organization, by encouraging key actors in the sector to implement measures that result in greater participation of different population groups in tourism activity [23]. Despite the difficulties imposed by Covid-19, he added that, the Government looks to the future with optimism and hope. The safe reopening of tourism activity, he said, will only be possible with the participation of everyone (public and private agents, social agents and people). He reiterated the need to generate opportunities outside large urban centers

and preserve cultural and natural heritage to put tourism at the service of rural development [24].

In summary, Angola has several sites to promote ecotourism; however the efforts made in this regard are insufficient, so it still fails to stimulate its economy from the great potential it has to develop this type of tourism. It is necessary to increase the offers, the design of new products, the specific training of professionals, encourage proposals that facilitate strategic alliances.

Discussion

The management of nature event tourism in Angola

This section details a proposal that can contribute to joining forces in pursuit of ecotourism in Angola.

Angola has held tourism events such as the I International Congress of Hospitality and Tourism and events related to the environment, among them, the International Fair of Environmental Technologies AMBIENTE ANGOLA 2018 Martínez de C [17] however it does not have a good performance in the management of tourism of nature events, due to the difficulties it faces with respect to the training and qualification of the workforce, this includes managers of the activity, which shows the lack of strategies to promote and market the natural resources it has as a tourist destination, it also has insufficiencies in infrastructure and transport that limits a better use of this type of tourism [5].

Currently the impact of the COVID-19 pandemic cannot be ignored, its economic consequences influence the investment priorities of African countries, in particular Angola, depending on the fight against the disease [17]. The search for alternatives is imminent; hence there is a special interest in the management of event tourism, favored by the great advances in science and technology; which has made it an important activity within the global tourism sector with the capacity to generate income, benefit business development, capital investment and job creation.

By keeping in mind the biosphere reserves, national parks, protected areas and natural landscapes located in Angola; those that are part of an extensive network of offers, marked by their wealth, excellent conservation and unique characteristics that distinguish it, it is vital to strengthen the management of tourism of nature events in the country, while taking into account the rigorous sanitary protocols to be applied in pursuit of a more hygienic and safe tourism that is already projected in several countries.

In line with the above, and recognizing as a problem that the insufficiencies in the management of tourism of nature events limit the promotion and commercialization of the natural tourist attractions of Angola Leite O [5] the proposal of the National Congress of Tourism and Natural Resources of Angola (TURENA) is made. In its design, theoretical, empirical and statistical methods were used for the collection, processing, analysis and interpretation of the results. The General Objective of the National Congress of Tourism and Natural Resources of Angola is to contribute to the promotion and commercialization of Angola's natural tourist attractions. The specific objectives of the congress are:

1. Communicate and raise awareness about the tourism potential of Angola's natural resources to contribute to customer satisfaction through new nature tourism products through sustainable use.
2. Encourage state, business, national and international bodies of the sector to invest much more in the construction of hotel and similar infrastructures, with

particular enhancement to the emergence of new hotel units in the provinces considered strategic for the growth of ecotourism in Angola such as: Cuando Cubango, Uige, Saurimo, and Cabinda.

3. Exchange with entrepreneurs in the sector about the experiences of other countries, particularly those in Africa, as well as significant achievements in the area of tourism, for their contextualization in Angola.
4. Obtain experiences of the participating countries on the progress made by them, in the domain of the education and training of personnel in general of the sector, as a catalyst for quality services to tourists
5. Strengthen links and exchange of information between travel agencies, tourism institutions, national transport entities and tour operators.

The fundamental characteristics of the congress are explained below:

- It is a novel proposal to awaken civil society and local authorities in the sense of granting greater dynamism and incentive to ecotourism, as it will contribute to the growth of the sector in the country and generate sources of employment.
- It is of national coverage with foreign participation, with periodicity of every two years and with headquarters in the Convention Center of Talatona de Luanda.
- The organization in themes includes: Symposium 1. Strategies for the promotion and commercialization of Angola's natural tourism resources; Symposium 2. Accessibility and mobility for nature tourism; Symposium 3. Design of hotel infrastructures for nature tourism; Symposium 4. Training and specialization of human resources; and Symposium 5. Design and development of nature events.
- It is aimed at national and international operators who contribute with their products and services to the nature tourism modality and who play an important role in the commercialization of tourism products and wish to invest in this sector in Angola, in particular managers of natural parks, provincial directors, non-governmental organizations, embassies, traditional authorities, associations, tourists who are in Angola nature lovers, tour guides, exhibitors and students.
- Foreign guests can be linked to pro-nature associations in: Africa (South Africa, Zimbabwe, Namibia, Zambia (KAZA Project), Tanzania, Kenya); Europe (Portugal, Spain); South America (Brazil, Cuba)

The proposal of social and cultural activities related to natural resources is varied, including:

- First day: opening cocktail made from natural fruits of the region; Launch of the computer application "Natural Angola" that has a guide and a map of the main sites of natural interest in Angola, in addition to the sale of handicrafts including costumes, wallets, footwear,

- sculptures, with native elements of dry nature (fiber, textiles)
- Second day: lunch “Kitutes da Banda” with the typical foods of Angola, with cultural-gastronomic demonstrations, closing gala with presentations of the Traditional Dance Group and musicians

- Third day: visit to the Mussulo, excursion to Kisama Park. This program will be developed according to: Departure from the hotels, early in the morning. Familiarization tours through natural and rural areas where ecotourism is practiced in Luanda, Table 2, the distribution of activities in three groups).

Group	Activities
I Visit to Barra del Kwanza: south of Luanda (40 pax)	Departure from the hotel by bus to the Marina de la Barra del Kwanza. Tour on the Ritz Muxima ship, a walk through the natural beauties of the Kwanza River inside the Kissama Park (protected area), enjoy the sound of birds that sing melodically through the green of the vegetation, you can see monkeys, fish of various sizes, and crocodiles. The green of the margins is given by palm trees, bordoeiras, mafumeiras and zuki hair, a kind of grass, used by communities for the cure of tropical diseases, such as malaria. Places of historical interest can be visited, such as the camp of the first fishermen that emerged around 1950, a village that endures over time and still houses a community of around 5 thousand people, which is dedicated to artisanal fishing
II Visit to Mussulo Island (55 pax)	Pick up of the staff at the hotel to the Mussulo boat. Navigation through the natural landscape with sighting of the coconut trees, the beautiful beaches, disembarking at the Roca de las Mangueiras to enjoy the beach and delicious lunch at the Resort, to then rest and share with the locals
III Visit to Kissama Park 70Km (30 pax)	Staff pickup at 6:30 am in Talatona. Transfer to Kissama Park by bus, the first stop will be at the Mirador de la Luna, where you will enjoy an Angolan flavor typical of tea or coffee to start the day, enjoying the wonderful panoramic view of the cliff. On the way a short stop to the Mangal Resort for breakfast, enjoying the rest at the resort, you can observe the landscape and the golf course. Upon arrival at Kissama Park, you will enjoy a good lunch at the “Kawa Camp”. Then the trucks will be boarded to make the photographic safari to observe the flora and fauna (elephants, giraffes, zebras, ostriches, antelopes, among others)

Table 2: Tours in groups. Source: Own elaboration

Finally, the TURENA congress promotes ecotourism in Angola, based on the importance of its natural tourist attractions and contributes to the 2030 Agenda of the United Nations Organization for Sustainable Development, in particular with the following objectives:

- Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- Build resilient infrastructures, promote inclusive and sustainable industrialization and foster innovation.
- Take urgent action to combat climate change and its effects (Promote the sustainable use of terrestrial ecosystems, combat desertification, halt and reverse land degradation and halt the loss of biodiversity).
- Integrate ecosystem values and biodiversity into national and local planning, development processes, poverty reduction strategies and accounting.

The design of this event was submitted to the evaluation of specialists linked to tourism belonging to the countries of Cuba, Angola and Ecuador. In the evaluation of the specialists, the method of Vega & Nieves [25] was applied, which shows the necessary principles to achieve a wide effectiveness of the evaluated parameters. This states that if the coefficient determined in the validation (Kexp) is greater than 2.67, it is

considered that the questionnaire, made with the essential elements of the congress, analyzed is valid.

Of 10 specialists, six were selected for having a high knowledge in the subject, to these the questionnaire was applied, for which it was only necessary to carry out one round, given the high consensus reached in the aspects consulted. The final result of the validation coefficient was: $K_{exp} = 3.9375$, so it is considered valid. Among the suggestions issued by the specialists is to incorporate in the activities of the congress the participation of students of hospitality and tourism from Angola to achieve greater learning and preparation in this important mode of action.

Considerations for ecotourism management in Cuando Cubango

This section presents considerations to contribute to the management of ecotourism in one of the provinces with the most diversity of tourist resources in Angola, the province of Cuando Cubango, of great strategic importance.

The lack of a concrete and comprehensive strategy for the management of ecotourism as a theoretical-methodological instrument is a condition identified in Cuando Cubango,

in addition to the insufficient application of the actions proposed in the Angola Tourism Master Plan of 2013 and the Tourism Master Plan of 2014 Ezaquias [13] Given the local situation, there are some inadequacies that limit the plans and manifestations of ecotourism development, such as:

1. Insufficient knowledge of the region's tourism potential.
2. Low production, distribution, marketing and tourism promotion.
3. Limited infrastructure for access to and support for ecotourism.
4. Absence of ecotourism strategies linked to local communities.
5. Meagre efforts of public and private entities for ecotourism.

The situation exposed leads to improve the management of ecotourism as a way to contribute to the local development of Cuando Cubango. This led to the approach of some strategic elements, after the analysis of several organizational strategies with rigorous contributions, which allow to derive the management of ecotourism in Cuando Cubango from five stages: Previous preparation; Analysis of the general

environment; Definition of key factors; Formulation of the strategy; and Evaluation and control, Table 3.

The proposed strategy has a local conception for ecotourism through a logical plan, based on the local context and its tourist resources (natural and cultural), with concrete objectives and coherent priority actions, to achieve in the medium and long term the increase in tourism demand. This is based on the following premises:

- The potential of the province of Cuando Cubango, made up of a variety of natural and socio-cultural attractions associated with ecotourism.
- The participation of government actors as a necessary and coordinating basis, articulated with private companies and social organizations, for the deployment of actions.
- The local community seen as an asset, through research-action-participation.
- Currently, the strategy is in the evaluation phase by managers and specialists given the effects caused by COVID-19 in the country.

Stage/ Objective	Step	Tools
I Previous preparation/ Establish a team of participants and sectors of the ecotourism segment to comply with the premises established in the strategy	1 Selection of actors who will participate in the process 2 Establish the premises	Checklist to verify the conditions of departure; constitution of the ecotourism management team and instrument to identify stakeholders
II Analysis of the general environment/ Carry out a local diagnosis based on the triangulation of sources to obtain information about the territory, opportunities, tourist potentialities, local vocation, relevant factors and the correlation with ecotourism	3 Initial situation: political, economic, social, technological and environmental study 4 Natural and cultural potential 5 Resource load capacity 6 Measuring ecotourism demand	Survey of residents and tourists Interview with tourism managers and agents Instrument for determining load capacity Instrument to study tourism resources and their attraction Instrument to measure demand
III Definition of the key factors / Define according to diagnosis, the SWOT matrix and key factors to direct the objectives and actions	7 Determination of internal and external factors 8 Definition of key factors	Documentary consultation, creativity, criteria of specialists, MICMAC Method
IV Formulation of the strategy/ Design the objectives and actions that can contribute to the development of ecotourism in Cuando Cubango	9 Formulation of the general objective 10 Definition of specific objectives and priority actions	Creativity, consultation of experts and documentary consultation
V Evaluation and control/ Formulate evaluation indicators to assess the relevance and relevance of the objectives and actions proposed	11 Assessment of the local ecotourism strategy 12 Implementation and control of the strategy formulated	Practical application, Survey to determine the relevance and relevance of the formulated strategy

Source: Own elaboration

Table 3: Methodological structure of the strategy for the management of ecotourism in Cuando Cubango.

The discussion about the results of the analysis of threats, weaknesses, strengths and opportunities is done

below. Identifying internal and external factors is a tool that makes it possible to know and evaluate the real operating

conditions of the management, in order to propose actions for its benefit [26].

In this sense, 58 variables were identified from the environment. Of these, 24 (44.4 %) internal and 34 (55.5 %) external. Among the 24 internal variables: 12 (50%) are economic; 9 (37.5 %) are sociocultural and 3 (12.5 %) are environmental and among the 34 external variables: 16 (47 %) are economic; 10 (29.4 %) are socio-cultural and 8 (23.5 %) environmental. To evaluate each variable, the Likert

method was adapted to (1 – Low, 2 – Medium and 3 – High). In the expert consensus, no variable averaged 3 values. The closest, with 2.8 was: the province has a great ecotourism potential.

Internal analysis

From a total of 24 internal factors put to the assessment of the experts (Delphi Criterion), they chose 10 factors: 5 Strengths and 5 Weaknesses Table 4.

Strengths
Territory preserved and still little altered by the human hand
Endogenous knowledge and hospitality
The tourist potential of Cuando Cubango is little explored
Rivers sailable in long extension
The province has a great tourist potential, comprised of natural and cultural resources
Weaknesses
Lack of accompaniment and monitoring of the Cuando Cubango Tourism Master Plan (2012-2020)
Weak capacity of the hotel industry for visitor accommodation
Insufficient integration of university staff
Accessibility and infrastructure problems in the potential area of ecotourism (roads, bridges, schools, hospitals and private companies)
Weak investment in ecotourism

Source: based on expert assessment.

Table 4: Internal factors.

External analysis

It is related to the outer part of the territory, over which

you cannot have direct control. Of the 34 variables, experts selected 10 Table 5.

Opportunities
Growing interest in wildlife destinations
Good weather conditions
Angola has immense natural and cultural potential
Political commitment in the National Development Plan (2017-2022);
Free movement in the African region and proximity to the main ecotourism areas of Africa (Okavango Delta, Victoria Falls, Livingston, Ethosa and Johannesburg
Threat
Growing dynamics of hunting movements and environmental deforestation
Difficult access and long distances between tourist spots
There is no official information on tourist resources
Poor integration of the province of Cuando Cubango in the tourist route in the southern African region
Lack of qualified personnel for the hotel and tourism industry

Source: Drawn up from the experts.

Table 5: External factors.

The experts evaluated the influence between the internal and external variables. This process was completed with the

search for consensus for the evaluation of each relationship of the SWOT matrix (Weaknesses, Threats, Strengths and

Opportunities). As a result, it was obtained that the largest number of greatest impact was located in the upper right quadrant of the matrix (2.5228). The SWOT matrix presents the highest result of 2.5228 in the Maxi-Mini area, which translates into a defensive strategy, which must minimize threats against strengths, or take advantage of strengths to reduce those interferences that still slow down management processes.

Based on the 20 factors (internal and external) that most influence decision-making about the context, the MICMAC method was used to analyze the interdependence and influence of each variable, to identify the most influential among them. This method allows you to verify the dependence of each of the variables with the others in the system Table 6.

No.	Variable	Total number of rows	Total number of columns
1	Angola has immense natural and cultural potential	39	35
2	Absence of integration da comunidade local no Plan Maestro de Turismo De Cuando Cubango (2012-2020)	33	37
3	Weak capacity of the hotel industry to accommodate visitors	28	40
4	Public and private disarticulation on ecotourism development trends	38	32
5	The tourist potential of Cuando Cubango is explored spontaneously and isolatedly	38	39
6	Tourism is a strategic axis, but there are still no priority actions	38	36
7	Lack of qualified personnel for the hotel and tourism industry	41	37
8	Weak economic dynamism in the province of Cuando Cubango	37	34
9	Relaxation of entry visas (political commitment)	36	38
10	Hospitality and the endogenous knowledge of its inhabitants	38	40
11	Insufficient environmental education in communities	34	40
12	The lack of free movement in the African region	34	37
13	The province has a great tourist potential	37	40
14	Poor integration of the Province of Cuando Cubango in the tourist route in the region of southern Africa	34	37
15	Accessibility and infrastructure problems in the potential area of ecotourism (Roads, Bridges, Schools, Hospitals and Private Companies)	43	39
16	Proximity to the main ecotourism areas of southern Africa (Delta do Okavango, Victoria Fols, Livingston, Rundo and Johannesburg)	40	36
17	Navigable rivers of great length	38	45
18	Growing interest in wildlife destinations	44	39
19	Road and rail access routes between provinces	40	44
20	Territory preserved and still little altered by the human hand	54	39
Totals		764	764

Source: MicMac analysis

Table 6: Direct Influence Matrix.

The use of the MICMAC method allowed identifying three variables that have a strong influence on the design of the current ecotourism management strategy. These variables or key factors are:

1. Increased interest in wildlife destinations
2. Accessibility and infrastructure in the potential area of ecotourism (roads, bridges, schools, hospitals and

- private companies)
3. Territory preserved and still little changed by man and industry.

From these traits derived from the internal processes of the investigation, the critical factors of success of the strategy were determined, which are: (1) interests in nature;

(2) accessibility and infrastructure; and (3) preserved territory. In this way, it can be inferred that the management of ecotourism is the dependent variable (effect) and the current independent variables (cause) are: the growing interest, accessibility and potentialities, depending on the transversality of ecotourism.

Through the development of the strategy for the management of ecotourism, the environmental situation of the province would be improved with the promotion of the training and participation of community actors in order to conserve natural resources of tourist value, which together with new sources of employment in tourism would eliminate deforestation, poaching and other ways that community members currently have to achieve their subsistence [27].

Conclusion

1. The enhancement of Angola's natural tourism resources increasingly depends on innovative proposals, in which the management of event tourism is confirmed as one of the segments with the greatest growth logic, resulting from the close relationship between events and tourism, which contributes to raising the promotion and dissemination of products at different scales, and which is of great importance today, due not only to the negative impact that tourism receives before risks of all kinds, such as the pandemic, but also by those it causes on the natural resources of the planet.
2. The management of tourism of nature events becomes an opportunity to make participants aware of the high potential of natural resources and the need for their conservation to maintain the offer of tourism activity and tourist identity for a destination, in this, Angola has a great potential of natural resources and wonders that can be of great value to successfully develop this modality.
3. Angola faces the challenge of harmonizing more and more its tourism management with the enhancement of the great diversity of natural resources it has, hence it is an opportunity to take advantage of the TURENA congress for the benefits it will bring to the country, giving them the opportunity to further disseminate their natural tourism resources and thus contribute to raising awareness of the planetary environmental situation and the need to advance in the fulfillment of the objectives of sustainable development.
4. The proposed strategy for the management of ecotourism as a way of development of Cuando Cubango in Angola was conceived from theoretical references, in five phases: Prior preparation; Analysis of the general environment; Definition of key factors; Formulation of the strategy; and Evaluation and monitoring, which are fed back and improved iteratively, to minimize negative impacts on the environment and raise sustainability through the rise of ecotourism, which in turn will further contribute to generating livelihoods and income generation for local communities.
5. Finally, the development of ecological tourism from the management of nature events and ecotourism strategies of local development can improve the environmental situation in Angola, through enhancing the availability of sources of employment for locals and the environmental training of actors increasingly responsible for the care of natural resources of tourist value, in this, the scientific exchange in the field of ecotourism with professionals from the continent can contribute to deepen research on the subject and to raise respect for compliance with environmental legislation.

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