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Tourism: Economic Assessment and Socioeconomic Development Perspectives in the Context of Peace Agreements in Mali

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Abstract

This article aims to first analyze the fluctuation of the Malian tourism industry before and after the 2012 political crisis to understand the real economic, social, and political impact of tourism growth and recession. We analyze the series of impacts of crises on tourism development and its prospects in the socioeconomic and security context with the various agreements signed by the government (Tamanrasset on January 6, 1991, the National Pact on April 11, 1992, Algiers on July 4, 2006, Ouagadougou 2013, and Algiers 2015, whose signing took place in Bamako on May 15 in the absence of the Coordination of Azawad Movements after it was hastily initialed the day before and signed on June 20, 2015). To achieve this, we collected data from the database of the statistical cell of OMATHO from 1995 to 2015. Regarding the processing, we used the TABLO model of input-output

accounts from the EvIEWS 10 software in section 5.3, followed by microeconomic analyses. The analysis reveals that Mali has been experiencing war tourism from March 2012 to the present, characterized by an increase in tourist arrivals and a decrease in foreign currency inflow. The TABLO model shows in section 5.3 that the percentage of tourism exports in Mali is a Gaussian function and the Brownian motion of density and variation is the same for all frequencies of total tourism exports from 1995 to 2015. Secondly, this article examines the impact of the crisis on the economic growth of the tourism industry and the development of tourist areas in Mali. Specifically, it involves a comparative analysis of the tourism situation in terms of jobs and investments before, during, and after the crisis. Secondly, it involves an analysis of the tourism situation in Mali in terms of tourist arrivals and revenues before, during, and after the crisis. Thirdly, it

involves determining the number of tourism establishments in Mali after the crisis. To achieve these objectives, we structure the article first on the evolution of the tourism sector in Mali in the first part and second on the future prospects of the series of agreements if they were to come to fruition.

Keywords: Tourism, socioeconomic, Peace, security

1-General context

In Mali, despite the international financial crisis, tourism activity saw a marked recovery in 2011 due to the combined efforts of the authorities in charge and the private operators of this industry. The participation, especially of public authorities, has had positive effects on the Malian economy through public investments in this industry. However, the Malian tourism industry has experienced disruptions to varying degrees during times of crises, especially political ones, exacerbated by heightened insecurity initially in the northern regions of Mali, then spreading throughout the country, and today in the center. In the central, northern, and southern regions, a heroic people live amidst an exceptional landscape composed of mountains, massive rocky plateaus, the Niger and Senegal rivers, wild plains, and vertiginous faults. Covering an area of 1,241,238 km², ranging from the humid Sudanian zone in the south, semi-arid in the center, and desert in the north. It is on this territory that the blood-red sun exerts its unyielding dictatorship over certain areas of the regions classified as UNESCO World Heritage sites. Currently, the country's architecture is a resort with a long tradition of welcoming visitors. Namely, the country has several basic and semi-modern infrastructures ranging from riverine to terrestrial, from rail to air, which allow access to every nook and cranny of Mali and the rest of the world. It enjoys a strong reputation, both for its tradition of hospitality as well as for its arts, cultures, and customs. Indeed, Mali's tourism industry was one of the flagship sectors of its economic activity after agriculture (35% of GDP) and the mining industry (6% of GDP). This industry generated approximately 300 and 180 million dollars in annual revenue respectively in 2010 and 2015 (World Bank, 2019; DNGM,

2017; OMATHO, 2017). More than 30% of the country's jobs are directly related to tourism (accommodation, catering, tourist attractions...). Due to the commitment of the stakeholders in the sector, it was at one point the most important tourist destination in Africa (OMATHO, 1998). However, despite the advantages and tourist potential, the Malian destination was plunged into chaos following the coup d'état of 2012. Thus, from that moment on, tourism was quickly brought to its knees by a decline in tourist attractiveness, to the point of losing its clientele and its image, becoming a red zone for tourist destinations. The Malian Office of Tourism and Hospitality (OMATHO) is the body responsible for the promotion and management of tourist destinations. It now aims to lead and coordinate national and international tourism activities to distance itself from the violence that exacerbates the country.

In this context, before descending into chaos, the Malian tourism industry experienced better organization of actors and management of tourist destinations through the registration of tourism actors (OMATHO, 2004). On the other hand, while the tourist destination is a global competitiveness, its attractiveness is currently a major difficulty in Mali, where OMATHO is trying to diversify its offerings of tourist products, already exacerbated by nearly a decade of terrorist violence. It was before 2012 that the promotion of Malian tourism was undertaken before being undermined by conflicts involving secessionists and Islamists driven by several groups such as the MNLA, al-Qaeda, AQIM, MUJAO, ANSAR-DINE... and followed by intercommunal conflicts in several localities of Mali.

On a global scale, the general expansion of tourism in countries currently presents economic advantages and creates jobs in many sectors linked to it through foreign currency earnings from employment, transportation, gastronomy, telecommunications, and accommodations (World Tourism Organization, 2017). That is why we believe that the Malian tourism industry is worth studying from the perspective of economic analyses to assess the tourism balance and its

economic growth prospects. It is true that Mali is a landlocked and poorly industrialized country, but the exploitation of the tourism industry could have continued to ensure the country's socioeconomic development. However, this industry has been exacerbated in recent times by armed conflicts. Both in advanced economies and in developing economies, the tourism industry contributes to job creation, increases national income, and can even improve the balance of payments. Thus, the tourism sector is an important driver of economic growth and poverty reduction in developing countries like Mali, especially in its tourist areas. On the economic front, Malian tourism contributed around 2 to 3.5% of the gross domestic product (GDP), especially from 2007 to 2011 according to BCEAO data, with a transversal improvement in the level of investments in several other sectors and subsectors of the economy. Has the security crisis had a negative impact on the economic growth of the Malian tourism industry?

2 Evolution of the tourism sector in Mali

We will examine the state of the tourism sector before, during, and after the latest security crisis in Mali.

2.1 Current Situation

After the 2008 international financial crisis, there was an increase in tourism revenues in Mali's national income to 2 to 3.5% of the gross domestic product (GDP). On the other hand, the political and security crisis has caused enormous damage to the tourism sector, especially in the northern regions of Mali. This was demonstrated by the abandonment of the destination to Mali, the closure of certain tourism facilities, the destruction of others, the dismissal or technical unemployment of sector agents, and consequently the socio-economic development of tourist areas in particular and the entire country in general.

2.1.1 Situation of tourism in Mali in terms of jobs and investments before, during, and after the 2012 crisis

From 2007 to 2013, an analysis of statistical data from the Malian Office of Tourism and Hospitality (OMATHO) shows

an increase in direct and indirect jobs while investments experienced a decline in 2012. A year of crisis to mark the beginning of recovery from 2013. The stability of employment during 2012 can be explained by the fact that certain accommodation establishments were reoccupied by security forces and international defense cooperation. As a result, additional jobs were created, and this had an impact on leisure establishments and restaurants.

The decline in investments can be explained by the climate of insecurity that still prevails in the country. This does not encourage investors who find that only security, sociopolitical, and economic stability represent a guarantee for the investments that will be injected. Table 1 below provides us with more information on the evolution of jobs and investments during the period covering the years 2007 to 2013:

Table 1: Evolution of jobs and investments (from 2007 to 2013)

	2007	2008	2009	2010	2011	2012	2013
Direct Jobs	5 700	6 555	6 982	8 119	8 807	9 595	10 376
Indirect Jobs	11 400	13 110	13 324	16 238	17 614	19 190	20 752
Total of jobs	17 100	19 665	20 306	24 357	26 421	28 785	31 128
Gaps	+2 688	+2565	+641	+4 051	+2 064	+2 364	+2 343
Tourist investments in millions	4 235, 17265	7 700	9 114, 41179 8	10 163, 18	12 3 76,1 9	5 26 0,43	7 65 8,64

ns of FCFA							
Gaps	- 12 30 9,83	+3464 ,82735	+1414, 412	+1048, 768202	+221 3,01	- 711 5,76	+23 98,2 4

Source:CEP-OMATHO

It should be noted here that these jobs and investments cover the entire Mali, although it is worth mentioning that there is a disproportion in the distribution according to the regions, relative to the distribution of tourist structures (hotels, bars, restaurants, nightclubs, travel agencies, tourist guide establishments...). Starting from 2013, there was a recovery in tourism activities, with an increase of 8.1% between 2012 (the crisis year) and 2013, with 28,785 and 31,128 jobs respectively. Regarding job disparities, a decline was observed starting in 2007, with a peak in 2010. The gaps between investments evolved in a sawtooth pattern, experiencing a drop in 2012 due to the political-security crisis in Mali.

2.1.2 Evolution of tourist arrivals and revenues in Mali before, during, and after the 2012 crisis

The arrivals of tourists in Mali between 2007 and 2013 fluctuated, experiencing a decline in 2012 due to the security crisis, during which Mali became a destination advised against for tourists from Europe or America. This consequently led to a staggering drop in tourist revenue in 2012, as indicated by the following Table No. 2:

Table 2: Evolution of tourist arrivals and revenues before, during, and after the 2012 crisis

	2007	2008	2009	2010	2011	2012	2013
Number of tourists	221 328	234 490	204 006	129 496	190 720	133 877	141 720

Annual variations (in %)	9,63	5,61	14,94	- 57,5 3	47,2 7	-29,80	5,85
Tourist revenues in millions of FCFA	110 000	115 500	103 950	101 349	100 000	72 00 0	ND
Annual variations (in %)	17,2 7	4,76	- 10 ,6 3	- 2 ,50	-1,33	-27,64	ND

Source : CEP-OMATHO

Tourist arrivals evolved positively from 2007 to 2009, with a drop in 2010 and 2012, and a peak was observed in 2011 (due to international meetings in Mali). The decline in 2012 is explained by the security crisis, while the one in 2010 is attributed to the growing rise of terrorism and drug traffickers in northern Mali. They multiplied the kidnappings of foreigners in order to demand ransoms for the release of their captives. The decline in tourism revenue can be explained by the same reasons as indicated in table no. 2 above, with a negative annual variation starting from 2009 and a peak observed in 2012 in this negativity. It should be noted that the number of tourists corresponds to the arrivals of tourists at the Bamako-Sénou International Airport and certain land borders (Manankoro, Misseni, Zégoua, Kalé, etc.).

2.1.3 Distribution of Tourism Infrastructure in Mali as of 12/31/2013

Despite the quality and level of refinement of the tourism establishments, they covered almost the entire country despite the existence of disparities in their distribution. However, with the sociopolitical and security crisis, this distribution has further deteriorated. This is due to the destruction of certain tourism establishments and tourist sites, which in turn affects the reception and accommodation capacities in certain regions of the country. The following Table No. 3 indicates this geographical distribution as follows:

Table 3: Geographic Distribution of Tourism Establishments in 2014

Areas	Hotels	Bars, restaurants and pastries	Total
Kayes	38	22	60
Koulikoro	62	38	100
Sikasso	45	07	52
Segou	41	23	64
Mopti	81	21	102
Tombouctou	20	04	24
Gao	17	07	24
Kidal	2	-	2
District de Bamako	323	327	650
Total	629	449	1078

Source : CEP-OMATHO

The first and most pertinent observation concerns the almost complete absence of tourism infrastructure in the Kidal region. This can be explained by the fact that it is the region most affected by the ongoing security crisis, to which must be added the destruction of the existing infrastructure. The regions of Gao and Timbuktu join Kidal, all having suffered the same fate, thereby creating a handicap in the socioeconomic development of these areas.

3. Objectives and Tourist Purpose

In Mali, OMATHO is responsible for bringing together the unique characteristics of its various actors to ensure tourism promotion, with the objective and purpose of facilitating the tourist stay of visitors. These objectives are often a strategic vision of a choice negotiated or not with the actors of the tourism industry on issues related to tourist sites, transportation, accommodation, catering, and entertainment, in short, all actions concerning the destination and the tourism

promotion of Mali, Malians, and foreigners. However, the situation of national tourism seems to make no sense given the long tradition of family hospitality in Mali.

4. Stylized Facts

By definition, inbound international tourists (transient visitors) represent the number of tourists who travel to a country other than their usual place of residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose of travel is other than engaging in an activity remunerated within the visited country. When data on the number of tourists is not available, the number of visitors, which includes tourists, day visitors, cruise passengers, and crew members, is indicated instead. Sources and methods of data collection for arrivals vary by country. In some cases, the data comes from border statistics (police, immigration) and is supplemented by border surveys. In other cases, the data comes from tourist accommodation establishments. For a number of arrivals from countries, it is limited to arrivals by plane, and for other arrivals, they stay in hotels. Some countries include arrivals of nationals residing abroad. Particular attention must therefore be given when comparing arrivals between countries. Thus, a person who makes several trips to a country during a given period is counted each time as a new arrival (World Tourism Organization, 2019). The tourism industry is a key sector for revenue, employment, and wealth, and promoting its image greatly influences its attractiveness. There is another form of tourism currently, we are also witnessing religious tourism and war tourism, which are not at all negligible for the economic growth of Mali. Regarding religious tourism, it is a significant source of wealth for host localities. These localities include, among others: Kama, Dilly, Kita for Catholics; we observe that there are other pilgrimage sites besides Mecca for Muslims. As for war tourism, we mention here the various peacekeeping and security forces in Mali, namely Minusma and the French Barkhane force, which contribute to the economic fluctuations of our nation. For the past few years, it has been the quarrels, power struggles, and internal rivalries that have plunged our economy into chaos. Mali has only one enemy: war. This economic model is the pain, the violence, the troubles that

prevent us from seeing beyond our sufferings (Ag M. Mohamed, 2019). This concerns policymakers about how to lift the constraints that paralyze this sector. That is why this work recounts the facts and attempts to fill the gaps in order to contribute to the tourist attractiveness of Mali. Indeed, there are several factors that positively and negatively influence tourist attractiveness. These factors are very broad and can change rapidly, which makes the task more complex. However, the country's socioeconomic, political, and security behavior constitutes the essential foundations that promote tourist attractiveness, followed by arts, cultures, traditions, transportation, gastronomy, media, etc. Otherwise, war, political instability, violence, insecurity [...] are factors that detract from tourist attractiveness. Empirically, it is important to recall that until recently, tourism was not considered a driver of growth and economic development for developing countries (Lomé, 1975). The attitude towards tourism was rather negative, particularly in certain publications (De Kadt, 1979). A large part of the literature of the time considered that tourism caused capital flight, a shortage of foreign exchange earnings, and inflation. Very recently, in the 1980s, several publications demonstrated the beneficial role that the tourism industry could play. Also, studies on the economic impacts of tourism are being published more and more. Most of these studies categorize these impacts into packages on income, jobs, tax revenues, and tourism GDP. In short, a correct assessment of the economic impacts of tourism must take into account both the positive and negative aspects of this activity (net benefit) and lead to a genuine field of sector management (Dwyer. L and Forsyth. P, 1997). Among the negative aspects, it is important to include indirect costs such as: the importation of goods to satisfy the needs of visitors, inflation, profit transfers, economic dependence on tour operators, travel agencies, and foreign airlines, opportunity costs, not to mention environmental costs. The analysis of these impacts reveals that tourism has today become the dominant sector in the economies of several countries. In Mali, Banou P. (2008) analyzes the economic impact of tourism on local development from 2002 to 2007: the case of Bandiagara. He starts from the observation that the injection of money by

tourists into the economic circuit has a monetary multiplier effect that will contribute to the entire tourist chain and, by extension, to other sectors of the economy. He notes that "the multiplier effect of tourist spending allows us to observe its contribution to commercial revenues and the incomes of beneficiary populations ranging from 100 to 1000 monetary units of additional income in the Bandiagara district." The author indicates that on a national scale, imports and exports are economic factors that reduce the contribution of tourism and the earnings of tourism agents. Banou P. (2008) concludes that tourism is a tool for increasing economic values, but that of "the economy of the population of Bandiagara remains difficult to quantify." According to Dolo G (2003), the Malian master's anthropologist reveals that his study on tourism has shown that tourism has an impact on the schooling of children and on the population of Sangha. Immediately, we will helplessly witness a negative transformation for the population of Sangha. None of our two Malian authors, nor the aforementioned authors, mention that war, violence, and insecurity are major issues that hinder tourist attractiveness. That is why we would like to highlight a first-ever assessment study of Malian tourism based on the TABLO model.

5. Methodological approach

Our approach consists of conducting an economic assessment of tourism divided into three types of effects: the number of visitor arrivals, current foreign currency inflows, spending on goods and services, and travel expenses. We propose below the application of the model intended to assess the weight and economic impact of this activity in this department. We use the macroeconomic TABLO Input-Output (IO) model. We find several analysis methods in the economic literature to study the impact of tourism on the economy of a nation or a region. The final choice of method largely depends on the objective of the study, but also on the available data, time, and the structure of the economy in question that the researcher is focusing on. The methods used today mostly range from cost-benefit analysis, through macro-econometric modeling, multiplier analysis, and input-output tables (IOT), within which this research is situated, using microeconomic

instruments. The literature dedicated to the analysis of the economic impact of tourism is relatively abundant, particularly in the Anglo-Saxon world, mainly in Australia, the United States, Great Britain, and Canada. The pioneers being Armstrong, Daniels, and Francis (1974), who in 1974 estimated, based on an input-output table (IOT) from 1968 with 13 branches and 13 sectors, the economic impact of tourism in Barbados in the Caribbean. Today, within the framework of this study, the TABLO model will serve as the basis for evaluating the contribution of tourism to the Malian economy, inspired by Keynesian theory to project from a dichotomous input-output table (IOT). It is a more recent application model than the input-output analysis and has seen significant success since the 1970s. It has the advantage of requiring little in the way of long statistical series and appears as a numerical application of traditional microeconomics in the sense of Arrow-Debreu. The TABLO model is a macroeconomic model that was developed starting in 1987 by the research department of the French Development Agency (Leenhardt B., 1987). The only economic closure of the model is through a consumption-income relationship that reflects a basic Keynesian structure. The operation of TABLO is purely static. It is limited to projecting a framework of accounting coherence defined from an input-output table that describes inter-industrial relationships and resource-employment balances by product. This model originates from the African modeling experience acquired by the French Development Agency.

6. Malian tourism assessment

6.1 Portrait of tourism from 1992 to 2012

Since the early years following Mali's accession to independence, our country has committed to the proactive development of its great tourism potential based on a rich cultural heritage whose quality has been recognized by UNESCO. This vision has led to the inscription of several elements of Mali's cultural heritage on the UNESCO World Heritage List. These are the Sankoré and Djingareï Ber Mosques in Timbuktu, the Djenné Mosque, the natural and cultural sanctuary of the Dogon country, the Askia Tomb in

Gao, the Jaaral in Diafarabé, and the Dègal in Dialloubé. Thus, the amount of investments is estimated at nearly 25 billion CFA francs for the period from 1960 to 2002 and approximately 7,000 jobs during the same period, with an attendance of nearly 200,000 tourists, generating nearly 110 billion CFA francs in revenue for the State. This performance places Malian tourism in 3rd place among export products, after gold and cotton from 1960 to 2011. After all, the guide represents the mirror of a country's culture, and regarding job losses, specifically 333 local guides and 161 national guides, totaling 494 according to official records. Craftsmanship has also been a major asset for Malian tourism to date, but it has now become a game of chess. The Malian tourism sector has seen a significant improvement both in terms of investments and job creation as well as in terms of tourist revenue. Thus, from 64,648,000 FCFA in 2001, tourism revenue rose to 115,500,000 FCFA in 2008. In 2008, financial investments amounted to 7,796,000 FCFA, compared to 3,907,168 FCFA in 2001. Still in 2008, 19,665 jobs were created, including 6,555 direct jobs and 13,110 indirect jobs. In light of this numerical evolution, we can say that Mali undoubtedly boasts enormous tourist assets and has absolutely nothing to envy from other African and global cultures.

6.2 Portrait of tourism from 2012 to 2019

From 2012 to 2019, Malian tourism experienced an unprecedented crisis. Mali has not been a popular destination for a few years now. The presence of al-Qaeda and other terrorist groups near certain tourist areas has led Western countries to take precautionary measures advising their nationals against visiting tourist areas in the Sahel. Thus, the losses in Mali's tourism industry amount to over 50 billion CFA francs. Tourists are no longer really coming, and hotels, particularly in the north, center, and south of the country, are closing their doors. The same goes for the tour guides who look unwell, as well as the artisans who find themselves with a large number of unsold items that were once popular with tourists. We count around 8,000 who have lost their jobs over the past two years. On the administrative front, personnel have deserted the offices for other positions, or the same ones like

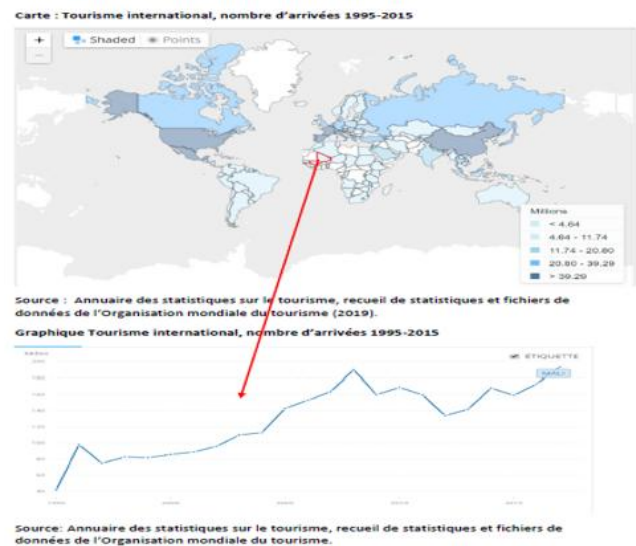
in the teaching of hospitality and tourism at the IUG. Namely, tourism was in 3rd place in the ranking of sectors providing foreign exchange for Mali, behind cotton and gold. The political-security crisis of 2012 unfortunately had a negative impact on tourism activities to the point of tarnishing the image of this job-providing sector. Faced with this bitter observation, tourism professionals are raising their voices to reverse the trend. Indeed, the cultural heritage of Mali in Timbuktu was destroyed (mausoleums and other religious buildings) by terrorists, and intangible expressions such as dances and songs were prohibited. Many hotels and tourist establishments in the northern and southern regions have been closed, and artisanal production has simply come to a halt. Indeed, all economies are affected by the crisis; markets are declining; and global visitor growth has been negative since the second half of 2008. The same goes for revenues.

7 Economic analysis, deductive induced

7.1 International tourism, number of arrivals 1995-2015

In Mali (map 1), this number experienced a steady growth from 40,000 to 190,000 from 1995 to 2009 (graph 1), representing an annual growth rate of 375% before experiencing a sawtooth fluctuation with a minimum of 135,000 tourist arrivals in 2012 and a maximum of 195,000 tourists in 2015 (graph 1), representing an increase in arrival by 60,000 even during the crisis in 2015. Despite the growing insecurity, the number of tourist arrivals in 2015 was better than the peak arrivals during the stable years of 2009.

7.2 International tourism, revenue (\$ US current)



In terms of current foreign currency inflow, international tourists incur expenses on domestic transportation. These expenses include goods and services received in the destination country in terms of transportation. These expenditures reached a value of more than 250 million US dollars in 2009 before experiencing a decline of 190 million dollars in 2015, a decrease of 60 million US dollars between 1995 and 2015. In this case, we observe that the number of tourist arrivals does not accurately reflect a beneficial influx of foreign currency because the number of tourists in 2015 is higher than in 2009, yet the foreign currency inflow decreased by 60 million US dollars in 2015. So this result allows us to direct our analysis beyond leisure, research, and study tourism [...], it is indeed another embryonic form of tourism, namely war tourism. This means that during the same period, we observe a large influx of military support forces from MINUSMA and BARKHANE, which does not exceed a period of 12 months, considering the definition given by the World Bank of the word tourist in the current context. Logically, as everywhere else where there is war, a war economy develops, and Mali is experiencing an era where war tourism is developing with a less visible current financial impact despite a large influx (graph 1, 2).



Graph 2 International tourism, revenues (current US \$)

Source: Yearbook of Tourism Statistics, collection of statistics and data files from the World Tourism Organization (2019).

7.3 International tourism, revenues (% of total exports)

The percentage entry of total tourism exports in Mali is a Gaussian function (graphs 3), meaning that the percentage entry of total tourism exports follows the Brownian motion process in which the density of variation is the same for all frequencies of total tourism exports. The total tourism export rate in Mali follows a normal distribution with:

The standard deviation of the series of 18 values is equal to

$$\sigma = 2.71145.$$

The mean is equal to

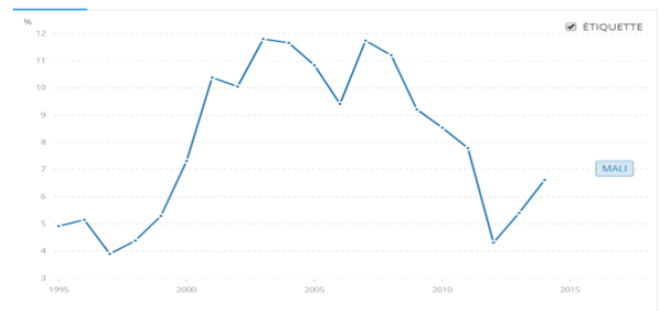
$$x = 8.66561.$$

Values are rounded to 10^{-5} .

Source: calculated by the author from World Bank data from 1995-2015 (2019).

This refers to the share in exports calculated as the ratio of goods and services, which includes all transactions between residents of a country and the rest of the world through which general goods, goods sent for processing or repair, monetary gold, and services of residents change hands and become the

property of non-residents of the country. Clearly, this represents a total tourist export density of 8.725%.



Graph 3 International tourism, receipts (% of total exports)

Source: Yearbook of Tourism Statistics, collection of statistics and data files from the World Tourism Organization (2019).

8. The prospects for developing tourist areas after the peace agreements

Mali has a very rich and diverse tourist heritage. This heritage is composed of a very rich and varied culture, numerous natural sites, and artisanal talent that, through its tradition, captures the attention of visitors. To revitalize this sector and mitigate the effects of the security and sociopolitical crisis following the Algiers Accords, it is necessary to undertake: very strong and coherent action strategies and incentive measures for tourist investment.

9. Action strategies

There are several strategies, the most imperative and necessary in the medium term, which can be summarized by the implementation of all initiatives that can facilitate the return of peace and security in Mali; organizing an extensive promotion campaign after the return of peace; improving road and airport infrastructures, developing natural and ecotourism sites, restoring structures damaged due to the crisis; involving indigenous communities in the preservation and management of tourism products. Namely, Mali has incentive measures for tourism investment, and the legislation on the investment code grants advantages to investments in all sectors through Law No. 2012-05 of February 27, 2012.

Conclusion

The Malian tourism industry has seen an increase in the number of tourist arrivals, but during the same study period, this industry experienced a decline in foreign exchange earnings from 1995 to 2015. During this same period, there was a significant arrival of military support forces from MINUSMA and BARKHANE, which did not exceed a period of 12 months, considering the definition given by the World Bank of the word "tourist" in the current context. War, conflicts, and political instability have been the major factors that have slowed the decline in foreign exchange earnings in Mali. In perspective, it remains for the Malian state to develop local tourism, which seems to be, for the time being, the only potential alternative source of a multiplier factor for both tourism and economic revenue.

Furthermore, in light of the observations and analyses of tourist data from the period 2007 to 2013, it appears that the tourism sector experienced a decline due to the sociopolitical crisis in the country in general, but particularly the security crisis in the north. The root cause of this situation lies in the malaise of development and the poverty of the populations. To make tourism an instrument of development after the signing of the peace agreements, security must be a daily reality.

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