

An exotic destination

By DEVOTA MDACHI

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DEVOTA MDACHI started working at TTB in 1994 and was first employed as a Tourist Information Officer. In 1998, she was transferred to the Tourist Information Center in Dar es Salaam. In 2000, she was promoted to Senior Tourist Information Officer, and in 2004 to Principal Tourist Information Officer and Head of the Tourist Information Centre, Dar es Salaam. Since May, 2010, she has held the position of Principal Marketing Officer. She holds a BA degree in International Relations and Advanced French Language from the University of Dar es Salaam and completed a Master's degree in Tourism from the Open University of Tanzania.

In 2013, Tanzania recorded over 1.01 million tourist arrivals and tourism earnings reached over US\$1.8 billion, making the tourism industry the largest foreign exchange earner after gold for the country. This constitutes an increase from the previous year of near 12.3 per cent.

Tanzania is a high expenditure–low volume destination, attracting most of its visitors from the United Kingdom, the United States, Germany, and Italy. Others are France, Canada, Australia, The Netherlands, and Spain

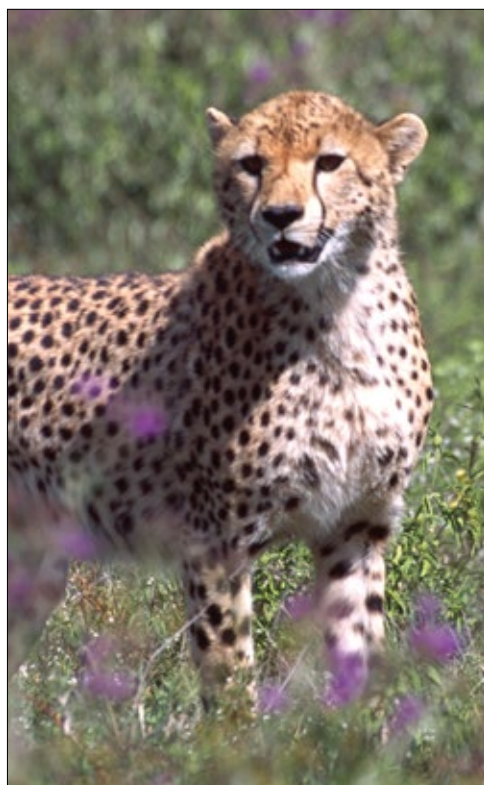
Responsibility for tourism policy lies with the Ministry of Natural Resources and Tourism, which relies on a number of agencies such as TANAPA (the national park authority), the Ngorongoro Conservation Area Authority, and the Tanzania Tourist Board (TTB), which markets the country.

Zanzibar has three agencies for tourism: the Zanzibar Commission for Tourism, the Zanzibar Investment Promotion Agency, and the Commission for Land and Environment.

Overall sector strategy for the country is outlined in the Tourism Master Plan (TMP), which emphasizes clusters, aggressive management to stay abreast of trends, and differentiating products to add value. A plan for Zanzibar focuses on beach and cultural tourism.

The backbone of tourism in Tanzania is represented by its wildlife, which constitutes approximately 60 per cent to 70 per cent of our product. Wildlife tourism is primarily concentrated in the north. However, the north is not really superior, in terms of wildlife, when compared to the rest of the country. Simply in terms of infrastructure and superstructure, the northern parks are more developed.

Cultural tourism adopts a community-based tourism approach in which the people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the area they live in. While economic benefit is derived from this activity, some cross cultural exchange between visitors and the local people is also developed. Operated through the criteria of ownership of the activities undertaken and equitable distribution of the income generated are underlying



factors of the programme. It is people tourism that enables tourists to experience the local people's way of life, offering insights into the values, beliefs and traditions in the host communities' own environments.

Tanzania's other primary product is beach tourism, which is mainly concentrated in the two islands of Zanzibar: mostly in Unguja and, to a limited extent, in Pemba as well. The coastline of mainland Tanzania has equally beautiful beaches; we have already started developing some holiday resorts north of Dar es Salaam, towards the historical city of Bagamoyo.

Investment in infrastructure – roads, airports, utilities, is a prerequisite to investment in the tourism superstructure of hotels, lodges, camps, etc. The role of Government is to create the enabling environment that establishes a positive climate for investment. This will encompass issues such as tax incentives; reduction in bureaucratic procedures and regulations, clarification of land tenure and land access issues.


The TTB's marketing strategy is to create awareness in the main source markets of Tanzania as a single holiday destination.

The primary tasks associated with this strategy are to develop an image of Tanzania as the leading wildlife destination in conjunction with quality resort tourism and diverse cultural interests. This means identifying and defining target markets, as well as devising a cost efficient means of communication and influencing the identified target market segments. There will also be a

need to support the promotional activities of the tour operators, and provide pre- and post-vacation services commensurate with the quality image of the destination, and finally, to improve data collection and information for decision-making purposes.

For Tanzania to develop its tourism sector, an effective institutional framework and regulatory environment must exist in order to facilitate and encourage enterprise development. The main tasks necessary to implement this strategy are to ensure that the public and private sector organisations and agencies that contribute to tourism are properly organized, and that the appropriate regulations, controls and safeguards are in place. Adequate funding for the relevant organisations and agencies will also be required.

It is important to note that the strength of the strategies adopted increases in proportion to the degree of synergy that exists between them. What is being sought is a situation where the overall impact of the combined strategies is much greater than the sum of the individual strategies.

To turn Tanzania into a single holiday destination and reap all the benefits that flow from it, it is essential to expand the range of the product offering and upgrade the quality of supportive facilities. This necessitates adding beach and cultural products to the wildlife experience. These attractions have to be supported by facilities and services of the appropriate type and quality to meet the needs of the target market. 

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Tanzanian attractions range from classic safari sights to the history and beaches of Zanzibar

