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# CHAPTER 1.

## 1.1: INTRODUCTION.

The [tourism](https://en.wikipedia.org/wiki/Tourism) industry is characterized as the arrangement of exercises of individual making a trip to and remaining in places outside their typical condition for not more than one continuous year and whose principle reason for movement is other than the activity of an action compensated from inside the spot visited. Private divisions are characterized as a feature of the national economy that are not under direct control. [Visit](../Documents) administrators are trip specialists had practical experience in bundled get-away. The exercises which are conveyed somewhere around the visit administrators may include the arrangement of nourishment and refreshment administrations, amusement, convenience, neighborhood transport exercises and others.

The travel industry is basically isolated into [two classes](#_2.3:_TOUR_OPERATORS.), which incorporate the local the travel industry and worldwide the travel industry. The travel industry can likewise be characterized relying upon the reason for visitor's visits. This incorporates relaxation or occasion the travel industry and business the travel industry. It can likewise be ordered basing on traveler exercises at the goal, these are experience the travel industry, betting the travel industry, country/ranch the travel industry, catastrophe or dim the travel industry, wellbeing the travel industry, sport the travel industry, sex the travel industry and urban the travel industry.

## 1.2: HISTORICAL BACKGROUND OF TOURISM IN TANZANIA.

The improvement of the travel industry in Tanzania can be followed back into three significant stages from the period previously, during and after imperialism. That is the travel industry before the happening to Europeans, the travel industry during the Europeans control, and the travel industry after autonomy. To begin with, we will examine the accompanying: -

The travel industry during imperialism. Tanzania terrain was chosen to be the authoritative, business and correspondence place for the Germany east African from 1891 till the British occupation in 1916. Tanzania was under the Germany pilgrim organization. The advancement of present day the travel industry in Tanzania began in this period when vacationer offices and framework, and relaxation and experience, especially (chasing) the travel industry were built up and advanced.

The chasing the travel industry picked up prevalence and pulled in numerous trackers who were for the most part

Europeans. These incorporate individuals like Frederick Selous who possessed a trophy exhibition hall in England, the previous USA president Theodore Roosevelt who slaughtered around 512 defining moments in 1909 and numerous others.

They additionally made the main assortment of social legacy resources while developing the focal railroad line in mid 1900 and started the administration of the gathered legacy resources in Tanzania. The German likewise developed numerous design structures, for example, organization office, private houses, missions, places of worship, wellbeing offices, ports, and electrical power in Dar-es-Salam, the main air terminal at Kurasini in 1918 which was known as Mkeja air terminal.

By and large, the historical backdrop of the travel industry has instructed us that there are numerous variables forming the present the travel industry in Tanzania and Africa. It additionally shows that the fate of the travel industry in the nation is relied upon to be splendid as far as developing Tourists streams, speculation and improvement of new goals, especially those identified with culture and history.

## 1.3: OBJECTIVES.

The main aim of this study is to study the current situation of the tour operating companies and suggest the possible measures to increase the efficiency and quality of the duties to be performed. This aim can be achieved by studying the core processes and the daily operations of the tour operating companies.

The principle point of this examination is to think about the present circumstance of the visit working organizations and propose the potential measures to expand the proficiency and nature of the obligations to be performed. This point can be accomplished by contemplating the center procedures and the everyday activities of the visit working organizations.

The investigation point makes them bolster goals which include a knowledge study on the little parts of organization activities which in a more extensive way may help the procedure of precise examination of the information with the goal that the difficulties will be vanquished suitably and the primary point of the investigation will be accomplished.

The following are the list of objectives of this study;

* To give an understanding appraisal of the center procedures of the visit administrators by examining the items and administrations offered by the organizations.
* To discover the obstruction focuses towards the improvement of the organization by considering the parts of business condition, for example, rivalry and government strategies.
* To recognize the principle clients in Arusha, their inclinations, and to see whether there is a need to concentrate on elective specialty markets.

The travel industry business industry in creating nations, for example, Tanzania is ready to have numerous difficulties for example rivalry. Over the span of improvement, Tanzania is advancing some great arrangements to pull in remote financial specialists.

The upside of having remote financial specialists is that, normally the greater part of them have high cash-flow to put resources into the business than the majority of the nearby business visionaries, implying that the high capital contributed may be straightforwardly relative to the high caliber of items and administrations offered by the organizations. This can likewise reflect to the way that the remote speculators may have the option to pull in exceptionally talented faculty to work for them by paying them significant compensations. This carries us to another goal of this investigation which is to think about the challenge and give the fitting measures to decrease the negative impacts in the organization tasks.

## 1.4: LIMITATIONS & DELIMITATIONS.

In most cases, many studies have limitations, whether they are originating from dealing with a small sample size or a large population sample. The main limitations in conduction this study were the limited time and limited funds. The study seeks to find out about the company operations in this case the main sample will be the company representatives only.

The time limitation was another obstacle due to the fact that the process of data collection was to be done during two weeks of the month of September, 2018. This period in the tourism industry is considered to be the end of the high season in terms of the high number of tourists visiting a certain destination. For that reason, most of the companies did not give full cooperation in responding to the questionnaires but instead they were focused on entertaining their customers.

The setback arising from the effects of limited funds were due to fact that the researchers are students with no formal income streams. This was limiting because we couldn’t conduct the study in depth to explore various samples and we had to cancel other plans.

The study was limited to Arusha region and the selected sample for the study was KILI EXPRESS

TRANSFERS. Thus, the information collected may be biased, and may not apply to other Tour operators.

## 1.5: PROJECT QUESTIONS.

* What are the roles of tour operators?
* What are some of the regulations that guide you?
* How do you pay tax?
* What are the major challenges that face you in your work?
* How does the government assist you?
* What regulations placed by the government affect you the most?
* How do you prevent environmental pollution?
* How do you assist the government to prevent pouching?
* What are the biggest challenges you face from tourists?
* What are some challenges that the government can assist you on?

# CHAPTER 2: LITERATURE REVIEW.

## 2.1: THE TOURISM INDUSTRY.

Tourism industry is a business which consists of numerous service and product providers (luxury and business) working in association to offer the products or services which are directly or circuitously influencing the functionality of the tourism industry.

Figure 1: Government Organizational Chart

PRESIDENT

VICE PRESIDENT

PRIME MINISTER

PRESIDENT OF ZANZIBAR

MINISTERS

AN INTEGRATED MODEL OF TOURISM.

As written in ​**Tourism: The business travel (second edition) by Cook R, Yale R, Marqua J.** (Cook R)

The accompanying chart will show how the exercises of different administrations suppliers in the travel industry are interfaced with one another. Likewise, the outline will distinguish the inner and outer elements influencing the center procedures of the entertainers in the business in a negative and positive way.

The outline above portrays the coordinated model of the travel industry; the sightseers (voyagers) seem, by all accounts, to be at the focal point of the graph. In this model the explorers are being investigated as the point of convergence of the entire procedure while other supporting viewpoints in the travel industry pursue from different levels.

From the deepest circle, the gathering is encompassed by the travel industry advertisers who are managing providing the travel industry with proficient administrations, for example, showcasing of the travel industry items and administrations in the goal. Instances of the travel industry advertisers are, for example, visit administrators, the travel industry sheets, trip specialists, meeting organizers, etc.

The travel industry advertisers are encompassed by another gathering named the travel industry administrations providers. This gathering

is comprised of an assortment of items and administrations offered in the travel industry, for example, Settlement, nourishment and drinks, transport, goals, attractions and diversion.

Visit administrators may either supply the administrations separately or may collaborate with different providers to offer completely pressed items. A case of individual assistance providers is, for example, railroads, carriers, street benefits as they all offer transportation administrations. Notwithstanding, the reliance in the travel industry can be effectively drilled through the imagination by the specialist organizations in conveying the instant bundles, for example, fly-ride or fly-voyage items.

The gathering situated at the furthest circle, is viewed as the External condition. This incorporates the impacts realized by the practices in different perspectives, for example, economy, legislative issues, innovation, condition, socio-social impacts.

The outer situations may have a few impacts which can be seen over a significant stretch of time and other can have some prompt impacts in the goal for example prompt impacts of the outer conditions can be realized by political hazards such that the quantities of visiting vacationer can fall drastically while a case of long time impacts can result from the impacts of changes in socio-social practices because of expanded inflows of voyagers.

## 2.2: TOURISM INTERMEDIARIES.

As written in **Cooper C & Hall M. Contemporary tourism: An international approach.** (M)

In the same way as other different businesses, the travel industry is included item purchasers and dealers. The travel industry is likewise comprised of the fundamental on-screen characters who are known as the "Middle people" because of the way that they go about as "purchasers" by buying the items from the specialist organization's e. g aircrafts and inns. The go-betweens likewise go about as "dealers" by offering the items to the last buyers.

Middle people like visit administrators have a component of assembling at least two components of the administrations from the first specialist co-ops and offer them to the last buyer. **T**he roles played by the intermediaries are such as follows; ​

* Market formation by acting as a relation point between the buyers and the sellers.
* Risk sharing, the tour operators usually buy the services in a bulk amount and in that way, they transfer and carry less risk of the products which might not be purchased.
* The tour operators create an effortlessness in the product purchase by the consumers by acting as a shop selling many tourism services.
* Tour operators are a cheaper source of service because intermediaries negotiate and buy many products at a lower price and in that way the selling price to the consumer will be lower than if the product was purchased in a smaller amount.
* Lastly, tour operators assume a significant job in helping the improvement of goal aggressiveness in light of the fact that the visit administrators for the most part work in huge systems.

## 2.3: TOUR OPERATORS.

As written in **Essentials of tourism by Cooper C.**​ (C.)

The significant capacity of a visit working organization is to connect the components of the administrations offered from the inventory side of the business with the utilization side of the business. This job is being accomplished because of the way that the travel industry is an industry offering the administrations which are related (branches). Along these lines, the visit administrator plays out the errand of connecting such components together and sells the items in a single piece and in a solitary cost.

The visit administrators buy the travel industry components, for example, aircraft tickets and lodgings in a huge scale and consolidate them together, showcase them as a solitary item through pamphlets and other publicizing media. The center result of the visit administrators is the "Comprehensive visit bundle", this may be a mix of transport, settlement and exercises in the goal. The items collected by the visit administrators are then circulated to the trip specialists over the world to be obtained at a focused cost.

TYPES OF TOUR OPERATORS.

The visit administrators have been grouped in numerous classifications yet the most widely recognized order is the one which depends on the extent of the organization's activities that is; household, out bond and inbound visit administrators.

* **Domestic tour operators.**

Branded by small local market divisions with limits in terms of services offered and the period of travel e. g coach holidays, city breaks and short holidays.

* **Outbound tour operators.**

Their main focus is on the international journeys with an all well-organized tour package inclusive of flights and accommodation.

* **Inbound tour operators.**

They are little visit administrators with an enormous goal mastery and they use it to get contracts from other huge scale administrators and control the exercises in the goal, for example, attractions, occasions, convenience.

|  |  |  |
| --- | --- | --- |
| S/N | Type of operator | Role |
| 1 | Domestic tour operator | Carry out tour operations within the country |
| 2 | Outbound tour operator | Take clients from origin country to a foreign country for tourism |
| 3 | Inbound tour operator | Bring in foreign clients for tour activities |

Table 1: Types of tour operators

## 2.4: GOVERNMENT AND TOURISM.

As written in. **The business environment of travel and tourism industry** ​ by​ **, IATA**​ (industry, 2005)

The administrations have an incredible task to carry out in the exhibition of the on-screen characters in the travel industry, for instance visit administrators, trip specialists, etc. One of the primary perspectives in the demonstration of aggressive goal in the travel industry is the accessibility of exclusive expectation and settled infrastructural frameworks, for example, transport and correspondence offices, wellbeing and sanitation, security and security.

These parts of infrastructural frameworks referenced in the past section are past the extent of tasks of visit administrators and consequently they must be observed by other greater legislative hierarchical in light of the fact that they can present direct dangers in the travel industry on the off chance that they are not controlled. The travel industry has watched numerous situations of goals losing the business intensity and long-haul notoriety because of a disappointment in the administrations to keep up specific degrees of positive conditions for the travel industry on-screen characters to work proficiently.

**Roles of government in the tourism industry;**

1. **Authority.**

The government is an association which is sovereign to advance the laws and enactments, and furthermore build up certain strategies which will have positive effects in the travel industry in the event that they are very much checked. The authority put resources into the legislature can impact the travel industry proficiency through different administrative segments managing the travel industry matters at national, provincial and nearby level.

1. **Education and training.**

The administration has a fundamental task to carry out in the production of a solid brand of the travel industry as it controls the national instruction and preparing frameworks. The administration can accomplish that undertaking by building up instructive frameworks that will supply the travel industry with well-prepared and profoundly focused work.

1. **Statistics and information.**

The legislature can supply the entertainers in the travel industry with helpful measurable data, for example, the quantity of appearances and takeoff in a specific goal. These ventures are generally encouraged by administrative associations, for example, the national the travel industry board and the data can be valuable to the organization activities, for example, promoting and item planning however the task is by and large unreasonably costly for singular organizations to direct.

1. **Market regulation and promotion.**

The administration has the power to direct and control the business sectors in the travel industry. This can incorporate the control of rivalry and annihilation of unjustifiable strategic approaches, for example, debasement which are as a rule performed by the predominant organizations in the business. In these cases, the legislature can utilize its areas of expertise, for example, the travel industry board and the debasement avoidance agency in making a positive brand through the travel industry advancement displays in a neighborhood and global level.

1. **Safety and security.**

Wellbeing and security are a portion of the viewpoints which are profoundly organized by the visitors with regards to picking a goal. The legislature has numerous bodies which capacity to look after harmony, request and wellbeing, for example, the police and armed force.

The entertainers in the travel industry normally have smooth organization tasks in the spots with fulfilling levels of wellbeing and security as it facilitates the conveyance of administration from the dealer to the purchaser and the merchants can use more assets over the span of item advancement and improvement.

## 2.5: CHALLENGES FACING TOUR OPERATORS.

The following are some of the challenges facing tour operators documented in various publications:

* Rapid change in technologies.
* Competitive atmosphere & demand for ever increased quality standard of product & services.
* The inability of organizations to adopt to change, limited resources (money) and lack of creativity.
* Poor infrastructure.
* High tax
* Reduced commission from outsourced operations and other miscellaneous problems
* Poor destination branding.
* Lack of proper security for tourists and their properties.

# CHAPTER 3: METHODOLOGY.

This study was conducted in Arusha, Tanzania by using a case study. The method used for data collection was interview by using guided questions presented in Chapter 1.6. Written literatures were also used to support the collected data and help to reduce bias in the data collected.

This study only used a case study due to the fact that it was conducted by students for learning purposes and it’s easier to collect presentable data obtained directly from a viable source. The use of guided questions for interview was necessary so as to limit the information received and guide the study to stick to its bounds.

# CHAPTER 4: CONCLUSION.

## 4.1: FINDINGS.

Visit administrators in the nation have been confronting a few difficulties that influence their activities, and they have been concocting techniques to beat them. Notwithstanding, for economical the travel industry and aggressiveness by the nation in the worldwide the travel industry, different enactments and guidelines have been actualized by the administration through the travel industry service and different partners to improve the nations notoriety.

The travel industry is a significant area for the economy and its maintainability is significant for the nation's economy. The legislature through the travel industry service has concocted rules, guidelines and methodologies to improve the travel industry part. This investigation has had the option to take a gander at the difficulties that visit manages as partners face because of the rules and guidelines.

At first the goal of the examination was to decide the difficulties of visit administrators because of government guidelines in the travel industry. The writing distinguished the administration guidelines to permit guidelines, traveler vehicle guidelines, drifting exercises guidelines, and natural guidelines. From the examination done, it tends to be reasoned that traveler vehicle guideline was the greatest test to visit administrators.

## 4.2: RECOMMENDATIONS.

From the investigation, challenges were recognized and the methodologies to manage them were distinguished. The visit administrators are significant partners who might take the travel industry segment to the following level once their difficulties are tended to. The examination in this manner gave administrative suggestions to both the arrangement and practice. These will help for better administration of the division so as to accomplish its objectives.

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