



International workshop to enhance ICT integration for Sustainable Tourism Development in Tanzania

Workshop Summary

The Information Communications Technologies (ICT) plays a major role in travel and tourism, industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. ICTs empower consumers to identify, customize and purchase tourism products and support the globalization of the industry by providing tools for developing, managing and distributing offerings worldwide. Increasingly ICTs play a critical role for the competitiveness of tourism organizations and destinations. Many destinations in the world have succeeded in using ICTs and more precisely the internet to develop their tourism industries.

The Government of the United Republic of Tanzania continues to recognize ICT usage as a critical factor for rapid socio-economic growth, in the effort of aspiring to become a middleincome country by 2025. However, Tanzania tourism industry had been rather slow in ICT usage in the process of transforming the destination and its service delivery system due to inadequate institutional arrangements, inadequate communications and poor infrastructure, shortage of ICTs facilities and skills as well as limited data management capacity. The destination still exists without an official regionally embedded Mob application and many attractions in Tanzania get low marks on web-based marketing.

The workshop will bring together the Tourism and IT industry, academia, government, and other organisations. It will offer a worldwide and unique forum to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of ICTs in travel and tourism. Everyone who shares knowledge, experience, and a true passion for ICT in travel and tourism, is warmly welcome. The workshop will disseminate a proposed national framework for eTourism which will raise awareness and instil ICT usage culture to all tourism stakeholders in their effort of promoting Tanzania tourism and encourage ICT investment in Tanzania tourism.

The workshop invites original, high-quality research contribution. In particular, contribution that identify the state of the art in ICT and tourism, ICT and sustainable tourism.

The topic of interest



Smart
Destinations
Management



Technology
Adoption



Destination
Metrics



Digital
Experience



Current technology
issues in travel and
Tourism



Virtual and
Augmented Reality



Social Media



Management
and ICT



Technology and
Tourist Experience
Design



ICT and Booking
Behaviour



User Generated
Content



Information Search
and Travel behavior



E-strategy and ICT
for innovation



E-Government and
public policy in
tourism



Website Design
and Evaluation

In conjunction with the 6th Tanzania Annual ICT Conference, 2022 Zanzibar -Tanzania, October, 26-28,2022

<https://easychair.org/cfp/TAIC-2022>



Important Dates

- Paper Submission: August 01,2022
- Authors Notification: September 15, 2022
- Final Paper Submission: October 01, 2022
- Early Registration Deadline (Authors only): September 05, 2022
- Late Registration Deadline (Authors only): October 15, 2022 Participants
- Registration: August 15 to October 14, 2022
- Workshop Dates: October 26-28, 2022



Submission Details

Paper must be submitted electronically to tmugobi@gmail.com, george.oreku@gmail.com.

All paper will be fully refereed by at least two referees and Before final acceptance all referees' Comments must be considered.

The required formats of the paper are available on the conference Website

<https://www.springer.com/gp/computer-science/Incs/conference-proceedings>

guidelines

Workshop Committees

Program Co-Chairs

GEORGE S. OREKU

The Open University of Tanzania (OUT), Tanzania/North West University, University of Eastern Finland (UEF)

Fredrick J. Mtenzi

Dublin Institute of Technology, Ireland

Thereza I. Mugobi

The Open University of Tanzania (OUT), Tanzania

Program Committees

MATOBOLA MIHALE

The Open University of Tanzania (OUT), Tanzania

VICTOR KIMUTAI KIMELI

Moi University, Kenya

JAMESON MBALE

University of Coper Belt, Zambia

DENIS LUPIANA

Institute of Finance Management (IFM), Tanzania

ZANIFA OMARY

Institute of Finance Management (IFM), Tanzania