

**ASSESSMENT OF OPPORTUNITIES FACING TOURISM
INDUSTRY TANZANIA:
A CASE OF MIKUMI NATIONAL PARK**

**By
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**A Dissertation Submitted in Partial/Fulfilment of the Requirements for the
award of the Degree Masters of Science in Accounts and Finance (MSC-A &F)
of Mzumbe University**

2014

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled: “**Assessment of opportunity facing tourism industry Tanzania**” in fulfilment of the requirement for the degree Masters of Science in Accounts and Finance (MSC-A &F) of Mzumbe University.

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ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to Jehovah God who provided to me a good health in my life. Special appreciation goes to my parents for giving me both moral and financial support. I would like to extend my thanks to my supervisor. Prof. Chander for his assistance, guidance and Mzumbe university academic staff, Mr.Lusekelo and Mr.Mapesa for their encouragement and support

DEDICATION

I dedicate this research work to my family Mr & Mrs Mwakanyamale, my mother Mrs.Chovela and all my brothers Allen Luhanga for their support, encouragement and love they have showed to me during the whole time of my studies, they have been my comfort .

Thank to you all.

LIST OF ABBREVIATION

BOT	-	Bank of Tanzania
FDI	-	Foreign Direct Investment
GDP	-	Growth Economic Product
IMF	-	International Monetary Fund
MNRT	-	Ministry of Natural Resources and Tourism
SAP	-	Structural Adjustment Programmes
SSA	-	Sub Saharan African Countries
STEEP	-	Sociological, Technological, Economic, Environmental and Political Factor
TANAPA	-	Tanzania National Parks
TIC	-	Tanzania Investment Centre
TTB	-	Tanzania Tourist Board
TTC	-	Tanzania Tourist Corporation
TTSS	-	Tanzania Tourism Sector Survey
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
UNWTO	-	United Nations World Tourism Organization
URT	-	United Republic of Tanzania
USD	-	United States Dollar
VFR	-	Visiting Friends and Relatives
WBG	-	World Bank Group
WEFA	-	World Economic Forecasting Company
WHC	-	World Heritage Centre
WTTC	-	World Travel and Tourism Council
ZAA	-	Zanzibar Airport
ZATI	-	Zanzibar Association of Tourism Investors
ZCT	-	Zanzibar Commission for Tourism

ABSTRACT

This study was on the assessment of opportunities facing tourism industry in Tanzania specifically the study sought to determine the extent tourism contributes to the economy of Tanzania, what are challenges facing tourism industry in Tanzania and the strategies adopted to promote tourism in Tanzania. During the last half decades of socio-economic reforms in Tanzania, rapid growth rate in the tourism sector has been recorded in the terms of tourist arrivals, tourism activities (services) and earnings. Tourism is postulated as another important industry in the economy of the country because it brings many opportunities. The advantages include among others, creation of job opportunities, boosting up of sales of different goods and services such as agriculture products and handcrafts, as well as cultural entertainment performed by locals the majority of who are poor. The industry is also an important in-let for the much needed foreign exchange. As such tourism as an industry can play very important roles on economic, improved livelihoods and socio-cultural development.

The study was conducted in Mikumi national park, Morogoro regional. The sample of the population was 72 respondents, the study used self-administered questionnaire interviews and documentary review in data analysis. Statistical package for social science was used to analyse research findings. The research found out that majority of respondents faced challenges of tourism industry in Tanzania such as environmental problem, cultural pollution and immoral behaviour including that of prostitution, poor linkages within local economy. The findings indicate that tourism expansion has substantial impact on the economy as shown by increases in real GDP, total welfare and exports. Improvement of infrastructure appreciably amplifies the effects of tourism expansion. Also tourism may provide as a source of tax revenue to finance infrastructure projects that will benefit the economy as a whole, as well as tourists. Also tourism industry is facing a number of challenges which should be addressed. Moreover, the study identifies some strategies to promote tourism industry in the country.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Tourism continued to play an important role in the global economy and due to its strong economic multiplier effect; it embraced small and medium enterprises. In this regard, tourism could be regarded as one of the largest employment sectors in most countries and a fast entry vehicle into the workforce for young people and women in the urban and rural communities. Likewise, the sector has recorded good performance on international arrivals and tourist earnings. In 2008, international tourist arrivals increased to 924 million from 908 million recorded in 2007. Similarly, tourism earnings from international arrivals increased to USD 944 billion from USD 857 billion in 2007 (United Nation World Tourism Organization – UNWTO estimates).

However, due to the Global Financial Crisis (GFC), international tourist arrivals declined by 8 percent between January and April 2009, compared to the same period in the previous years. All regions, with an exception of Africa, recorded declines in arrivals from January through April. The worst hit being Europe (10 percent) and the Middle East (18 percent), as African region recorded an increase of 3 percent. As a way to boost the growth of the tourism industry, there was a need to enhance trade promotion, simplify regulations, build infrastructure and rationalize taxes, which in turn encouraged companies to invest, innovate and hence stimulate demand. The kind of public-private sector collaboration was to be strongly enhanced within and between all states, as it would help to build resilience and recovery across economies. Smith, S. (2004)

Accordingly to WTTC/WEFA forecast that tourism and travel in Sub Saharan African Countries had account for over 11percent of GDP in 1999 and had a growth rate of over 5 percent in real terms in the ensuing decade, which was considerably

higher than the forecast average of 3percent for the world at large. The World Bank forecast a growth in real GDP of 2.5percent for Sub-Saharan African countries in 1999, rising to 4.0% in both 2000 and 2001, compared with 2.4percent and 2.8percent for global GDP growth in those same years. Travel and tourism had therefore played a significant role in assisting Sub- Saharan Africa to attain its growth targets.

WTTC/WEFA forecasts that jobs in tourism and travel in Sub-Saharan have accounted for nearly 7.5percent of total employment, with an annual growth rate of 3.4percent during the next decade. Similarly, investment in travel and tourism in 1999 was estimated at US \$6.1 billion or 11.7percent of total investment in Sub-Saharan countries, and was forecast to grow annually at over five percent for the next decade. These high forecast rates of growth may seem optimistic, but a number of Sub-African countries had derived significant benefits from tourism.

Both in mainland Tanzania and Zanzibar, tourism have been identified as one of the main engines of economic and social development. As it was making a significant economic contribution – accounting for an estimated 12 percent of GDP for Tanzania as a whole and probably in excess of that for Zanzibar. Tourism was a key source of foreign exchange earnings, contributing more than 50 percent to total export earnings. The sector was estimated to directly support some 30,000 jobs on the mainland and a further 6,000 in Zanzibar, and probably as many indirect jobs. U.R.T. (2002)

By the year 2005, most of the hotels had been privatized. The Tanzania Board (TTB) was form to replace the TTC and was charged with the main function of marketing and promoting domestic and international tourism. The national tourism policy was first adopted in 1991 and reviewed in 1999 to take into account the increasing role of the private sector in tourism development.

Tourism had the potential to forge strong linkages with other economic sectors and to bring substantial economic benefits to local communities. The Government had wish to consolidate and build on these positive factors and successes of this economic sub

sector attained so far, by strongly encouraging foreign direct investment (FDI) and mobilizing domestic private resource to channel into up-market facilities better equipped to cater for more discerning international tourists. World Tourism Organization (WTO). (2002).

Tourism is an industry that is an important source of income for many countries (Welford, Ytterhus and Eligh, 1999), but the net foreign exchange earnings from this industry are considerably less than the gross receipts (Goodwin, 2006). Many less developed countries (LDCs) now regard tourism as an important and integral part of their economic development strategies (Dieke, 2003) as it is expected to foster economic growth through foreign exchange earnings and an increase in state revenue as well as improvement in people's well being in the areas of job creation, revenue or income distribution and balanced regional development.

However, given the active role of the governments to formulate policies for the tourism sector, substantial leakages resulting from the repatriation of wages and profits, and imports have caused these so –called Third World destinations to receive only a small return for exploitation of their natural environment and therefore hinder their efforts towards achieving sustainable development (Yilmaz and Bititci 2006).

In recent years, tourism has become the largest foreign exchange earner for Tanzania, exceeding even gold exports, which is the top merchandise export item (UNCTAD, 2008). As stated by Dieke (2003) that as demand for tourism increases, so it will bring with it opportunities for linkages with other sectors in the economy. However, despite much success to date, this industry's potential is yet to be fully exploited and the benefits associated with high linkages of this sector to other sectors of the economy are low (UNCTAD, 2008).

The most recognized challenges facing the tourism industry, particularly in developing economies include poor infrastructure, poor product development and management, poor marketing, poor linkages within local economy, poor institutional

and technical capabilities, and shortage of appropriate and specialized core and skilled personnel (Mitchell, 2006).

Anderson, 2011a; Steck, Wood & Bishop, 2010). In order to realise the positive impact of the tourism sector on poverty reduction, it is necessary to create a strong linkage with other economic sectors, particularly the agricultural sector. The linkage between tourism and local suppliers of agricultural commodities is constrained by many barriers ranging from demand and supply related to legal and constitutional factors (Belisle, 1983; Torres, 2003; Meyer, 2006).

Among the main challenges facing tourism industry in Tanzania is the poor linkages within local economy. According to Torres (2004), creating local linkages represents the greatest opportunity to channel tourism industry benefits to the rural poor living on the periphery. It is from this light that this study agrees with ODI (2009)’s claim that, to fully optimize tourism earnings in favour of the local poor people in the country, the time has come where the destination stakeholders should adopt an integrated approach to link tourism with other sectors particularly agriculture. By so doing, it is possible to stimulate local economic activities and widen the chance for local poor people to benefit from tourism industry and build linkage within it through focusing on strengthening the supply chain of goods and services for instance fresh fruits and vegetables, from local suppliers such as small scale farmers, to the tourism stakeholders like tourist hotels so as to respond well to tourists’ needs within the country.

The most direct way to reduce the adverse impacts of tourism is to increase opportunities for local people to engage in appealing tourism activities in their own regions (Akunaay et al, 2003). While sustainable tourism has the positive economic effect of stimulating local economic activity, it reduces the flow of foreign currency to developing nations (UNCTAD, 2008) and any resulting economic benefits that may accrue to developing towns and cities from these revenue flows (Mtui, 2007). The various ways in which local poor people could benefit from tourism industry

include; employment, supply of goods and services to tourism enterprises, direct sales of goods and services to visitors, among others.

For tourism to have a significant contribution to poverty reduction and overall economic growth, strengthening its linkage to other sectors especially agriculture, which is the largest contributor to the national GDP is very important. (Amani, 2005), In general, tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development (Shah 2000).

1.2 Statement of the Problem

Tourism in Tanzania became a great economic sector during 1990s and it has been regarded as primary sector. In 1995 the industry contributed 7.5 percent of Gross Domestic Product (GDP), and 12 percent in 2001 and in two years dramatically increased up to 16 percent in year 2004 and 17.2 percent in 2005 respectively (Skof, 2007). Revenue from the tourism industry seem to be lucrative, however it is necessary to know its economic implication before concluding about this positive development that it should be promoted. The benefits associated with tourism growth in relation to economic development have to be analysed.

The Tanzanian government formulated economic policies to support tourism for numerous reasons. Firstly, Tanzania is gifted with several types of natural resources that form the basis of tourist attractions and one third (1/3) of its land is reserved for natural parks. Secondly the tourism industry generates foreign exchange earnings for an economic development; it also has other economic benefits such as employment and tax revenue within the sector and linkage with other sectors (Kweka *et al.*, 2001). Supporting the argument, Wade *et al.*, (2001) argued that tourism has the most fundamental aspect of economic development in less developed countries (LDC's) Tanzania included, he said that tourism offers many economic benefits, which comprises of poverty reduction and achieving high standards of living. Moreover incomes generated from tourism are used in other public services such as hotels,

school, hospitals, leisure centres and infrastructures. A good and reliable infrastructure will facilitate more tourism activities hence more income and jobs.

The impact of tourism on Tanzania economy is comprised of many problems (Shivji, 1973). Mass tourism from Multinational Companies (MNCs) that build big hotels and leisure centres have the positive impacts in economic development. Nevertheless, while citizens are enjoying these benefits, on other hand they have adverse effects such as environmental degradation, detriment of local culture and most of the profits are taken back from their economy (Lea, 2001).

While it can be argued that the host economy benefits from the tourism growth the fact remain that MNC's continue to exploit less developed countries (LDCs) therefore limiting the economic gain from tourism growth. Another area of concern is cost implication in regard to infrastructure facilities whereby the Tanzanian government borrows money from other sectors to build the infrastructure in order to attract more tourists with the perception that it will boost economic growth. These might ruin the development of other sectors of the economy if the business tourism included failing to contribute enough to pay back the return of investment (Berk and DeMarzo, 2007; Perks, 2007; Atril and McLaney, 2008). Supporting the argument Shah and Gupta 2000 emphasized that little attention was given to the fact that the impact of the diversion of resources from other sectors to tourism facilities would have an adverse effect on the environment or society concerned.

The positive impact of tourism can be analysed via employment and income multipliers whereby income generated from tourism can both be direct or indirect and encourage employment creation by adding total tourism expenditure in the host economy. Many people are involved in several areas of economic activities such as curio shops, tour guides, tour operator, fruit selling to tourists, agricultural products supplies to tourist hotels and hand craft, all these are important sources of employment (Luvanga and Shitundu, 2003)

The services sector was another example where current inefficiencies hampered tourism and presumably- local business, and thus create investment opportunities. For example, credit card was only accepted at major hotels and in some local business – and selected credit card at that. This exacerbates the dependence on package tours in which all expenses were pre- paid in the country of tourist origin. MNRT (2008)

Therefore, at a time when Tanzania is rapidly becoming a major tourist destination, getting ready for the quantum leap towards mass tourism, it seems worthwhile to assess its opportunity facing this sector. The researcher noted that though several writers and studies have been done on the role of tourism in economic growth and poverty reduction, very little has been said concerning opportunities facing the tourism industry in Tanzania, therefore the main aim of this research was to assess the opportunities and challenges facing the tourism industry in Tanzania. The researcher focused on the challenges and strategies of promoting tourism in Tanzania.

1.3 Research Questions

- (i) To what extent tourism contribute to the economy of Tanzania?
- (ii) What are challenges facing tourism industry in Tanzania?
- (iii) What are the strategies adopted to promote tourism in Tanzania?

1.4 Research Objectives

1.4.1 General Objective

The overall objective of this study was to assess the opportunities facing tourism industry in Tanzania

1.4.2 Specific Objectives

Specifically the study strived to achieve the following specific objectives.

- (i) To examine contribution of tourism to Tanzanian economy
- (ii) To explore challenges facing tourism industry in Tanzania.
- (iii) To identify strategies for promoting tourism in Tanzania.

1.5 Significance of the Study

- (i) This study would add knowledge, creating awareness for investors who wish to invest in tourism sector in Tanzania.
- (ii) The study would help the policy and decision makers to know the opportunities and challenges facing tourism industry and the strategies of promoting tourism in Tanzania.
- (iii) This study was also carried out specifically to enable the researcher in partial fulfilment of the requirements for the award of a Degree of Master of science in Accounting and Finance. It also helps the researcher to identify viable areas for further research.

1.6 Scope of the Study

The coverage of my study would be only on one national park which would be Mikumi national park, I decided to choose Mikumi national park because of resources such as time and money not only that but also it is neglected park

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Literature Review

Tourism can be considered one of the most remarkable socio-economic phenomena of the twentieth century, as it comprises an extensive range of economic activities and therefore can be considered the largest industry in the world (Goodwin, 2000; Neto 2003). Argued further by Neto (2003), tourism is the only major service sector in which developing countries have consistently recorded trade surpluses relative to the rest of the world and it is now the second largest source of foreign exchange earnings in these least developed countries. The development of tourism as a whole is usually accompanied by considerable investments in infrastructure, such as airports, roads, telecommunication to mention few, from which not only tourists benefit but also contribute to the improving the living conditions of local populations.

Tourism sector is an increasingly a significant generator of direct and indirect employment primarily for unskilled labour, migrants from poor rural areas, people who prefer to work part time, and notably women (Goodwin, 2000). Because the sector is relatively labour-intensive, investments in tourism tend to generate a larger and more rapid increase in employment than equal investment in other economic activities (Jamieson, Goodwin & Edmunds, 2004).

Furthermore, tourism is often identified as the most promising driving force for the economic development of less developed countries and regions endowed with natural beauty because it offers them a valuable opportunity for economic diversification (Lansing & De Vries, 2007). Although Nel&Binns (2002) acknowledge the increasing importance of tourism generally and more specifically in the developing world to the extent of regarding it as a „passport to development“, however , questions concerning the costs and impacts of tourism, and whether it can truly be an

empowering development strategy for the host community to derive sustainable long-term benefits, must be asked.

In response to the concern above, a term sustainable tourism has surfaced in recent years. Researchers (Luvanga&Shitundu, 2003; Goodwin, 2006; Quirin, 2010) argue that, sustainable tourism development should go beyond the promotion of socio-economic development and give greater priority to poverty reduction. According to Ashley, Goodwin & Roe (2001), reducing poverty requires pro-poor growth in such a way that rather than aiming at expanding the size of tourism sector the strategies should aim to unlock opportunities (for economic gain, other livelihood benefits, or engagement in decision making) for the poor.

In analyzing a wide number of case studies in different developing countries, Meyer, Ashley & Poultney (2004) and WTO (2004), identified various strategies or ways of addressing poverty through tourism and these can be applied in almost every country. Among others, tourism can address poverty through the employment of the poor in tourism enterprises; the supply of goods and services to tourism enterprises by the poor; the direct sale of goods and services to visitors by the poor; and supporting the establishment of tourism enterprises by the poor. These strategies are about creating linkages with a number of stakeholders which can include local tourism enterprises and small, medium and micro enterprises (SMMEs) suppliers, community organizations, local residents and neighbors, and local staff.

While sustainable tourism is often proposed as a solution to poverty alleviation, the efficiency of such a solution is not without challenges when it comes to its implementation. Argued by Jamieson, Goodwin & Edmunds (2004); Lansing & De Vries (2007); and Mshenga&Owour (2009), the barriers to effectively using sustainable tourism development as a tool for poverty reduction include lack of the of the government programs targeted to the tourism informal sector which plays an essential role in providing tourism services and has the significant potential of helping to reduce poverty. In addition, the poor are very often have limited access to tourism infrastructure and assets, and in particular regions and communities they lack

essential market knowledge to allow them to develop pro tourism strategies and products based on sound market information. Moreover, the poor lack access to credit which is essential in helping them to participate in the tourism economy and more often the areas with the highest levels of poverty lack the necessary transportation and communications infrastructure essential to meeting the needs of the tourism industry.

Several reasons as to why tourism can be a particularly effective tool of poverty reduction have been pinpointed. First, tourism is a very large sector, it is growing rapidly and there is some evidence that it is relatively labour intensive (Jamieson, Goodwin & Edmunds, 2004). Second, there are considerable linkages with the informal sector, which could generate positive multiplier effects to poorer groups that rely on that sector for their livelihood (Neto, 2003). Third, tourism tends to be heavily based on the preservation of natural capital such as wildlife and scenery and cultural heritage, which are often „assets that some of the poor have, even if they have no financial resources“ (Goodwin, 2008).

Tourism is of great importance in any country's economic growth and on conversely economic growth will initiate growth in tourism activities in any economy. The importance of economic development to tourism is widely accepted (Pearce, 1995). Tourism has been regarded as the main instrument for regional development as it stimulates new economic activities; it has a positive economic impact on the employment, foreign exchange earnings, production and gross income. However uncontrolled and unplanned tourism activities can lead to a negative impact on the society (Fossati and Panella, 2000).

Tourism is the fastest growing industry, which offers massive advantages to both the local and global society. The industry contributes annually over four thousand (4,000) billion Dollars of economic activities all over the world and it creates vast job opportunities whereby one out of every five employees in the global labour force are employed (Fayissa et al., 2007). High growth in the tourism industry continues to

have an enormous impact on economic development in many areas as it acts as a stimulus for economic growth. Moreover, economic development of the countries enhances growth of the tourism industry; therefore an economic tremor will have an adverse effect on tourism.

Tourism is classified as one of the fastest growing industries worldwide. It contributes extensive economic benefits on both sides, for the tourist home country as well as the visiting country. In less developed Countries, including Tanzania; tourism activities are regarded as resources which are expected to enhance economic growth. When tourists travel internationally apparently the host country earns foreign currency, hence the inflow of revenue creates government revenue, business turnover, household income and employment (Archer and Fletcher, 1991). Domestic tourism will have the same effects on the host country while international tourism creates an inflow of foreign currency while on the other hand domestic tourism creates spatial redistribution of local currency within the boundary of the country (Archer *et al.*, 1998).

From a different perspective (Wall and Mathieson, 2006) argued that currency flows generated by tourism do not always constitute primary or secondary effects because some of the currency inflows are not directly initiated by tourism expenditure (for example tertiary effect such as imported goods).

In addition, an important consideration in sustainable initiatives is the involvement of the local residents, guaranteeing that the benefits are shared on a community-wide basis (Lansing & De Vries, 2007). Consequently part of sustainable tourism is the ongoing attempt to build tourism properties with local capital, using local workers and local management. Because one of the main economic concerns with tourism development is the leakage effect, which prevents the host countries from holding and retaining the gains from tourism (UNCTAD, 2008), therefore use of local employees and local suppliers may promote sustainable tourism developments to reduce „leakage“ effect (Ashley, 2006), while maximizing the poverty elimination and creating economic opportunities for the poor (Goodwin, 2008). In the light of

this, this study therefore agrees with the (Mshenga&Owuor, 2009)'s claim that, there must be recognition that the small-scale tourism related businesses can have an important impact on poverty reduction and help create a linkage between tourism and other economic sectors particularly agriculture (Luvanga&Shitundu, 2003; Ashley, 2006), where majority of the poor depend as a key source of their livelihood (Rueegg, 2009).

Mathieson and Wall (1982) argued that developing countries are characterised by low income, uneven distribution of income and wealth, high level of unemployment and under employment, low level of industrial development that are held back by the small size of domestic market and a heavy dependence on agricultural products for export earnings. The author emphasized that the emerging of the tourism sector in developing countries has a more significant effect on economic growth and poverty reduction whereby through inflow of currency, many infrastructures and human resources have been generated. Most business is focused on profit earning and not poverty reduction, tourism included.

2.2 Empirical Review

Tourism is an important industry in many developing countries providing foreign exchange, employment, incomes and public revenue. It has become an important sector and it potentially constitutes one of the fastest growing sectors. It is one of the top five sources of foreign currency for 83 percent of developing countries. The research undertaken identifies a number of issues that are constraining the development of tourism in the country. Tanzania is not competitive enough as a destination; it does not consistently offer value for money. Much enough low awareness and poor perceptions, too little is known about Tanzania as a tourist destination in the key source markets and perceptions of the country are also poor, often unnecessarily putting tourists off visiting.

Doreen E. Crompton, (2001), Tourism in Africa, Consultant, Tourism and WTTC/WEFA forecast that tourism and travel would account for over 11 percent of GDP in Sub-Saharan African countries in 1999 and have a growth rate of over

5percent in real terms in the ensuing decade, which is considerably higher than the forecast average of 3percent for the world at large. The World Bank forecast a growth in real GDP of 2.5percent for Sub-Saharan African countries in 1999, rising to 4.0percent in both 2000 and 2001, compared with 2.4percent and 2.8percent for global GDP growth in the same years. Travel and tourism could therefore play a significant role in assisting Sub-Saharan Africa to attain its growth targets.

WTTC/WEFA forecasts that jobs in tourism and travel in Sub-Saharan Africa will account for nearly 7.5percent of total employment, with an annual growth rate of 3.4percent during the next decade.

Similarly, investment in travel and tourism in 1999 was estimated at US \$6.1 billion or 11.7percent of total investment in Sub-Saharan countries, and is forecast to grow annually at over five percent for the next decade. These high forecast rates of growth may seem optimistic, but a number of Sub-African countries already derive significant benefits from tourism. Typically, tourism receipts are a high proportion of GNP in the island economies that have targeted tourism for some years: Seychelles 21percent, Mauritius 13percent and Comoros 9percent, and even in the more recent entrant, Sao Tome & Principe 4.4percent. But, in four mainland Sub-Saharan countries, tourism receipts account for over 5 percent of GNP: Kenya 5.1percent, Gambia 5.4percent, Namibia 6.9percent and Tanzania 8.7percent. In another five countries, tourism receipts account for between 2.5percent and 5percent of GNP: Senegal and Zimbabwe 3percent, Swaziland 3.4percent, and Botswana and Ghana 4percent. In South Africa, the top tourism destination in Sub-Saharan Africa, tourism receipts account for only 1.6percent of GNP in its diversified economy.

Africa Region Working Paper Series No. 12, (2001) .The quality of Africa's resource endowment for tourism is exceptional, but most countries have only barely developed their tourism potential. The continent receives about 4percent of all international travelers and tourism receipts, but tourism is "significant" (>2percent GDP and >5percent exports) in about half of SSA countries. Countries in Africa are now focusing on tourism as a source of growth and diversification, but with only limited policy guidance from most donors, despite the sector's potential. At present,

the World Bank Group (WBG) provides limited support for tourism and has no overall sector strategy, though the CDF, PRSP and CAS are helping to define such strategies in a few countries. WTO (2001)

This paper gives a broad overview of issues in tourism in Africa and suggests guidelines to assist countries to develop a more coherent framework for tourism. Given its cross-sectoral nature, tourism can only grow sustainably if it is integrated into the country's overall economic, social and physical planning policies. Where national attractions are shared with neighboring countries, joint or regional promotion and marketing can be effective. Partial measures are unlikely to address vested interests, underlying economic relationships and generic social or physical constraints effectively.

Government's role is to create the policy framework that will encourage for-profit private investment, and that, in combination with regulatory frameworks, will ensure good economic returns and linkages with other sectors. To be sustainable, tourism requires an open dialogue between the government, the private sector, civil society and local communities to ensure consensual decisions and the generation of economic benefits for a broad spectrum of the population. National policies must conserve the country's cultural and environmental heritage to preserve the resource base on which tourism is based. Fayos-Sola, E and Bueno, A. (2001).

The relationship between tourism development and economic growth has recently been the subject of intense debate in many developing countries - both from the theoretical and empirical fronts. Theoretically, an increase in tourism development leads to an increase in employment, which leads to an increase in economic growth. This is largely because tourism is considered to be one of the most labour-intensive industries. The development of a tourism industry also leads to an increase in the inflow of foreign exchange revenues, which contributes positively to the overall balance of payments Nicholas M. Odhiambo (see Belloumi, 2010). Moreover, the foreign exchange earned from international tourism can also be used to purchase capital goods that can be used in the production process.

In addition, tourism can also stimulate investments in new infrastructure and competition (Brida and Risso, 2010). Studies have shown that international tourism is one of the fastest growing industries in the world. It accounts for more than 10% of the total international trade and almost half of the total trade and services (see also Eilat and Einav, 2004; Brida and Risso, 2010). According to the UNWTO World Tourism Barometer, the total number of international arrivals in 2008 was estimated to be about 924 million worldwide.

(WTO (2001), Recommended that, expansion of the tourism sector in Tanzania poses a challenge. For tourism to be sustainable it must protect the natural and cultural assets on which it is based. Any proposal for growth of tourism must measure its impact on the resource base. The Government is sufficiently concerned about protecting the Northern Circuit that it has prohibited new hotel construction in these National Parks and has encouraged the development of the Southern Circuit. Currently occupancy rates in hotels in the National Parks are high. Therefore, unless there is an expansion of accommodation near to but outside the National Parks, there is little possibility of growth of tourism from the existing Northern Circuit. Hotels constructed outside the National Parks would not appeal to most higher-income international tourists wishing to have an African experience either under canvas or in a lodge, but surrounded by animals and their habitat.

Furthermore, the construction of such hotels would lead to more pressures on the numbers visiting the parks. Another source of pressures on the Northern Circuit could occur if the border between Kenya and Tanzania were to be opened to allow unrestricted cross-border travel. This event could encourage more tourists to travel from Kenya to the Northern Circuit of Tanzania. The Government may have to take specific command and control measures to protect the parks on the northern Circuit and also to maintain the impression of exclusivity that causes higher-income tourists to visit the country. Such measures could include controlling the number of permissible visits and/or the length of stay in the park and increasing park entrance fees. The Government may also wish to maintain the ban on new hotel and camp construction in Parks on the Northern circuit while simultaneously introducing

incentives –possibly of limited duration—for selected destinations elsewhere in Tanzania. MNRT (2002)

An examination of the many sites throughout Tanzania with tourism assets suggests that, with few exceptions, the scale of accommodation and services should be relatively small. Making the same point but in reference to resort tourism exclusively, the Master Plan stated: “Large-scale development is not only inappropriate in the context of the market that is sought but it also gives rise to development costs and environmental pressures that are unsustainable.” That same criterion is also applicable to accommodation and services for niche market tourists and even for the lodges that can be constructed for photographic safaris in the Southern Circuit and throughout the country. World Bank (2008)

Constraints and Opportunities for Development of Tourism industry in Tanzania, Economic and Social Research Foundation. (2013), recommended that, Tanzania will mostly attract very small groups of people because of the preferences of its tourists who pay for exclusivity, the fragility of the assets on which tourism is based, and the type of transport that can currently serve most tourism destinations within Tanzania. The country’s large size makes multiple investments in roads to improve or create access to remote tourism destinations, which can only safely absorb small numbers anyway, out of the question for the foreseeable future. The numerous small private airlines that currently serve such destinations do so efficiently and the use of small planes enhances the tourists’ sense of experiencing an African adventure. The photographic safari experience takes place in 4 x 4 wheel drives—which house a driver, guide, and at most 3- 4 passengers. Relatively small lodges also address the financial constraints related to the short season that many investors face with most segments of tourist demand.

Most international tourists are counseled by their travel agents to use the facilities of tour operators rather than make their own travel arrangements in Tanzania. The exceptions are lower to middle-income tourists and backpackers, who have found a way to reach Tanzania via road or gateways through neighboring countries that offer

cheaper air access. The high level of personal attention that each small group of international tourists requires helps explain the large number of local tour operators. The absence of standard tourist facilities and sometimes precarious infrastructure also explains the exceptional reliance of the international tour operators on ground operators in country. WTO (2001)

Tourism to Tanzania is likely for the foreseeable future to continue to consist of many small groups of tourists traveling to one of three focal entry points in Tanzania and then fanning out to a large number of destinations within the country. Tourists will also combine two to three destinations within Tanzania during their stay. Tourism investments in those focal entry points, such as Arusha, Kilimanjaro and Dar-es-Salaam, are the only investments likely to be large-scale for the foreseeable future. The main requirement currently is for investments in high-quality, small-scale accommodation and services for international tourists throughout Tanzania, combined with related air access and infrastructure. MNRT (2001)

There is also a need for good quality services along the most travelled roads that can serve both domestic and international tourists. To enable local investors to participate as investors and to set standards for the operations as well as create technology transfer, “franchises” may be appropriate. Such franchises could reflect Tanzanian characteristics.

Further evidence on the importance of tourism from some African countries indicates that, in Kenya it has overtaken primary commodity exports of coffee and tea accounting for 13 percent of Kenya’s exports. By 1988 tourism export earnings reached 37 percent of total Kenya’s export earnings relative to 26 percent for coffee and 20 percent for tea

Direct employment in hotels is the most reliable indicator of the sector’s contribution to employment, given that data on other direct employment, indirect employment and capital goods employment is hard to get. In Tunisia and Malta, for example, hotels employ about 0.4 persons per bed. In Bali each twin-bedded room averaged 1.5 employees in 1974, but generally hotel employment affected many more persons since employee turnover averaged twenty-one months.

Although larger hotels do better here than small ones, other factors such as location, price category, standard of service do matter. In Tanzania, official data indicate that there were around 157,000 people supposed to be working in the sector in 2001 compared to 96,000 in 1995 (URT, 2002). This may still be an under-estimation, since indirect employment is not taken into account. In 1996 in Zanzibar, tourism employed directly an estimated 4,000 people and 21,000 indirectly. In Kenya tourism is estimated to create about 180,000 formal jobs and 380,000 informal ones, a number that could be doubled if tourism was to be managed and planned more properly, with less crime and political violence interrupting the industry.

Evidence indicate that the level of employment in tourism activities is high, for example accounting for 0.5 million jobs in Spain and about 5 million in India (Sinclair, 1998).

Employment is also often higher in tourism than in other sectors and wages compare well with other sectors but inversely related to jobs. Wages of hotel employees compare favourably with those in agriculture, and even more when compared to subsistence agriculture. Unskilled hotel employees in Cyprus earned between 50 percent and 75 percent more than other unskilled workers in 1973. Those in managerial positions earned about 25 percent more than those in other sectors. In Tunisia and Spain although industrial workers were earning a bit higher than hotel workers, there was little difference in their living standards (Huit, 1979). More recent information from Nepal indicates that, profits from tourist related activities are higher than those not intended for tourists. For instance, in a 1995 study it was found that profits from fruit cultivation in a district near a National Park were much higher than those from grain crops. Per hectare yields from a fruit orchard was worth ten times that from a paddy field and more than thirty times that from a maize crop.

Tourists provided the main market for fruit harvest (Shah and Gupta, 2000). Translated into wages, it is obvious that wages in tourist related activities (fruits) would be higher than those in non-tourist related activities. Tax revenues to the government, both direct and indirect ones, are also an important benefit from

tourism. Unfortunately, even in the most popular tourist destinations little thought has gone into designing the most appropriate level and form of taxation to be imposed. The impression exists that tax revenues from tourism could be substantially higher than at present, although information on the nature and importance of government revenues from tourism is scanty.

Early evidence for sampled countries provides estimates for tax revenue in the order of 20 percent of (gross) tourist receipts. In Tunisia, net budgetary impact (budgetary receipts less budgetary costs on infrastructure, incentives, promotion) came to 15 to 20 percent of receipts. Indirect tax receipts accounted for 10 percent. In Kenya the 1966-67 budgetary receipts were estimated at 28 percent of tourist receipts, budgetary outlays at 8 percent leaving a net return to the budget of 20 percent. World Bank estimates from tourist projects show that budgetary receipts generated by tourist expenditures are in the range of one fifth and one-third of tourist receipts. In Maldives in 1984, government revenues from tourism accounted for 40 percent. However, the level of tax exemptions, occupancy rates and types of hotels do matter.

There are also indirect incomes and employment generated from tourist purchases outside the hotel business, which sometimes may be more important than the direct effects, but once again are hard(er) to estimate. De Kadt (1979) indicates that tourists usually spend less than two-thirds of their expenditures on typical tourist hotels/restaurants. Therefore, the rest is spent elsewhere, on souvenirs and transport services, and on indirect services provided to tourists, such as food and other items supplied to hotels and restaurants, construction facilities, capital goods and the tax collected on this expenditure.

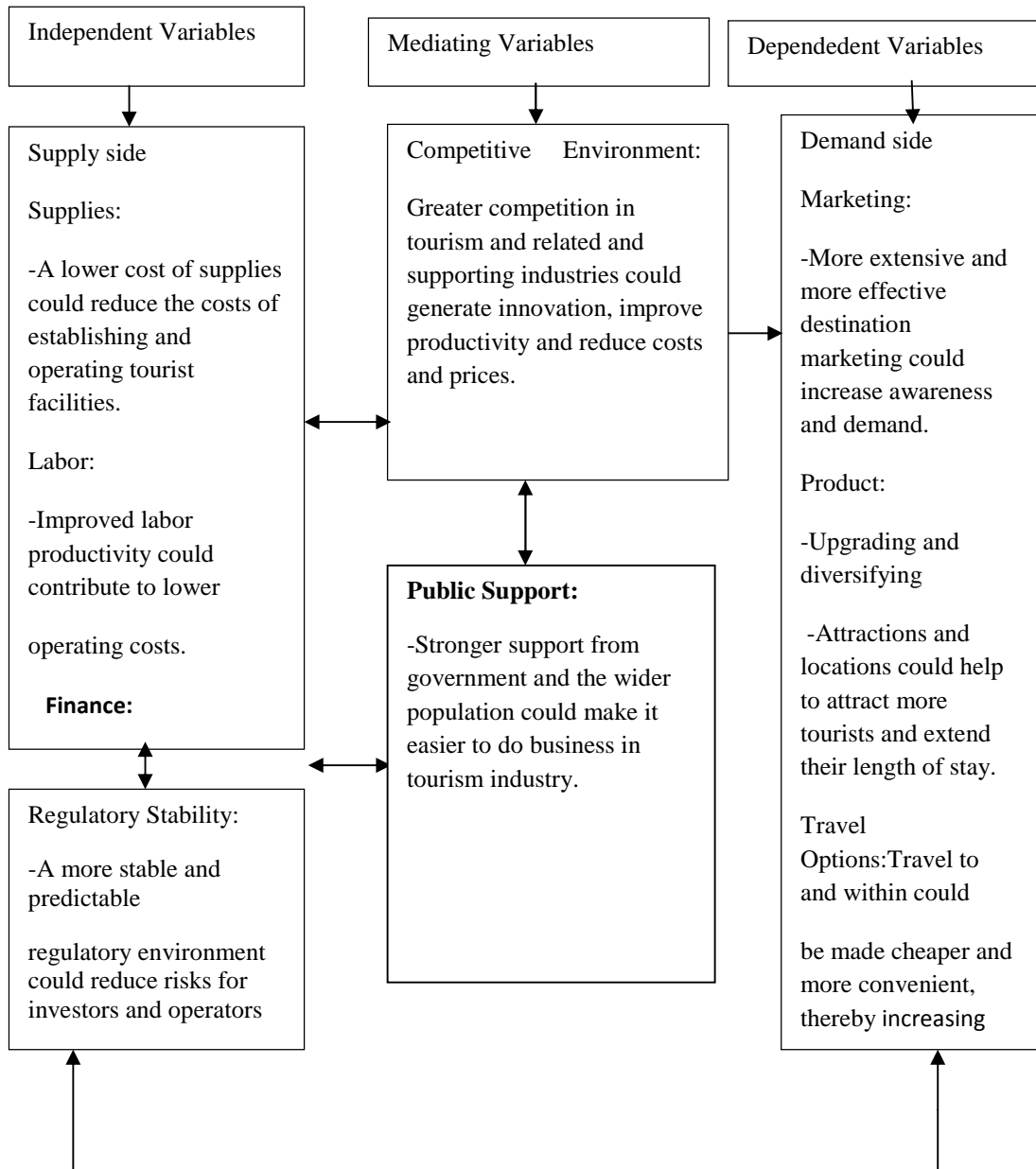
The distributional consequences of tourism are also important. One can ask, for instance, who are the major beneficiaries, national and foreign, and which groups within nations, maybe losers in the process of economic change? A comparison of what tourists spend at home, before departure (on travel and hotel bookings), and what they spend abroad, in host countries, is also revealing. Maina-wa- Kinyatti (1980) argued that while tourism does bring in foreign exchange, much of the profit

is returned to the foreign investors who own most tourist facilities; further, it may shift development away from industries that might permit increased self-reliance. But even if foreigners benefit most from international tourism, the benefits for poor countries may still be sizeable especially where local communities have access to markets for commodities purchased by tourists such as handicraft, tour operation and souvenirs.

Tourism will contribute to poverty reduction if it creates new jobs and provides incomes. From the literature it is clear that it does so, and that often particular groups (youth, women) do benefit. One would like to know more, in this respect, about the types of jobs that are created, the levels of skills required, recruitment policies, involvement of locals, training facilities, etc. Job creation will have to be compared with the number of losers as a result of tourism expansion, and the extent to which losers are able to grasp new income opportunities.

2.3 Conceptual Framework

Figure 2.1: A Conceptual Framework for the Tourism's Market Comparative Advantage



Source: O. Cattaneo. 'Tourism: Unfilled Promise', in Mattoo, A. and L. Payton, (eds.) 2007. Modified model in Services Trade & Development

2.4 Research Gap

At a time when Tanzania is rapidly becoming a major tourist destination, getting ready for the quantum leap towards mass tourism, it seems worthwhile to assess its opportunity and challenges facing this sector. The researcher noted that though several writers and studies have been done on the role of tourism in economic growth and poverty reduction, very little has been said concerning opportunities and challenges facing the tourism industry in Tanzania, therefore the main aim of this research was to assess the opportunities and challenges facing the tourism industry in Tanzania. The researcher focused on the challenges and strategies of promoting tourism in Tanzania.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter presents methodology and procedures used in the study. It describes the research design, the area of the study, the population, sample and the instruments that was used in data collection.

3.2 Research Design

There were various types of research designs namely, case study, survey and experimental design and quasi -experimental. For the purpose of the study, the researcher used a case study design .A case study design allows an investigation across a variety of characteristics and made it possible for thorough study of a unit over a range of variables but always maintaining a unitary nature of inquiry. (Ndunguru, 2007:71) .The researcher chose case study design because of its viability and flexibility in terms of data collection methods and analysis. Flexibility in this study was important due to financial constraints and limited time.

3.2.1 Case Study Design

Mitchell (2000) stated that case study refers to an observers data; that was , the documentation of some of particular phenomenon or set of events which have been assembled with the explicit end in view of drawing theoretical conclusions from it. According to Lanthier (2002) case study was an intense, in depth investigation of one participant. This participant was called a “case” and was one person, one animal, or one group. In short case study was a method used to narrow down a very broad of research into one easily researchable topic.

There were number of limitations of using case study method and according to Lanthier (2000) the main limitation was that the results might not generalize to others. On the same line Lanthier (2002) argued that one advantage of the case study

was that they provided a great amount of description and detail. Researcher learnt a lot from one case which helps to suggest many future research questions to follow up in other studies but also presented opportunities that researchers could not otherwise have.

3.3 Study Area

The research was carried out at Mikumi National Park, in Morogoro Region. The choice of Mikumi National Park was based on accessibility of both information and permission of conducting research at that particular place. Also limited time and funds forced a researcher to concentrate only at Mikumi National Park, leaving other National Parks uncovered.

3.4 Population of the Study

Population is a totality of objects under investigation (Adam & Kamuzora, 2008). The population of the study were staffs of Mikumi National Park Southern circuit at Morogoro, visitors, tour guide operators and community around the park.

3.5 Sample Size of the Study and Sampling Procedures

3.5.1 Sample Size of the Study

A sample is a finite part of statistical population whose properties are studied to gain information about the whole (Bhattacharyya, 2003). The study included 72 respondents as representative sample from the population.

Table 3.1: Sample Size Distribution of the Study

Respondent selected for the study	Frequency	Percent
Visitors(Tourists)	15	20.8
Tour operators	20	27.7
Community near Mikumi National Park	25	34.7
Mikumi National Park staffs	12	16.8
Sample Size	72	100

Source: Field Data (2014)

3.5.2 Sampling Procedure

Sample is a part of the population (Adam & Kamuzora, 2008). A sample of 72 people was drawn from the entire population and selection was done through sampling techniques such as purposive, random and convenience. Sample included people from departments of finance and accounts, travel operators, planning and marketing personnel, human resource personnel, Audit and IT department.

3.5.2.1 Purposive Sampling Technique

A purposive sampling is sometimes known as judgmental sampling, the researcher chooses only those elements which he/she believes would be able to deliver the required data. (Kothari, 2004). In this regard, 12 respondents were selected purposively due to the positions they hold such as finance and accounts, planning, IT and marketing managers. The list was taken and right number of respondents were selected. The purposive sampling is useful in this study because it ensures the balance of group sizes when multiple groups are to be selected.

Kothari C.R (2004), purposive sample is considered more appropriate when the universe appears to be small and known characteristics of it and was to be studied intensively. For that reason, all tourists (National and International tourists) and current travellers, and guide tours serving a tourist were selected. The supervisors were all heads of department of Mikumi National Park and served in this National Park for an average of five years.

3.5.2.2 Convenience Sampling Technique

Is a non-probability sampling technique where respondents are selected because they were easily found (Kothari, 2003). The methods help to collect data within a short period of time, less cost but accurate. Only 10 respondents (travelling agents) would be selected by through this technique.

3.5.2.3 Simple Random Sampling

The simple random sampling refers to a probability sampling where by all members in the population has equal chance in of being selected to form a sample (Kothari, 2004). This would be administered by writing the names of the rest respondents from each group category of a finite population on a slip of paper, and slips of paper prepared put into a box and mixed them thoroughly and then drawn (without looking) the required number of slips for the sample one after the other without replacement until 50 respondents (tour operators and households are selected). The technique is appropriate where the sampling frame is not too large and each unit is accessible (White, 2002).

3.6 Sources of Data

The study employs both the primary and secondary sources in obtaining the data.

3.6.1 Primary Data

The primary data refers to the information which is collected afresh and for the first time, and thus happen to be original in character (Kothari, 2003). Such data are provided by the subjects in the sample through the scheduled interactions by using the well prepared tools. The tools to be employed to obtain the primary data in this study are interview method, and self-administered questionnaire.

3.6.2 Secondary Data

These are data obtained from literature sources or data collected by other people for some other purposes (Kothari, 2003). These data provide second hand information and include both raw data and published ones. Some of data collected and stored by organizations include details on visitor's book, copies of minutes of meetings,

newspapers, journals and textbooks. The secondary data in this study would be obtained through internet search method and documentary analysis method.

3.7 Data Collection Methods

The following methods would be employed in the collection of both primary and secondary data; interview, internet search, documentary analysis and self-administered questionnaire methods.

3.7.1 Interview

Interview method is a method of collecting data which involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This method can be used through personal interviews and, if possible, through telephone interviews. In this study the personal interview will be employed by the researcher to interview the Mikumi National Park officers regarding the study. The personal interview refers to face to face contact between interviewer and interviewee. The method is more useful because more information that are too in greater depth can be obtained, interviewer by his own skill can overcome the resistance, if any of the respondents, there is greater flexibility under this method as the opportunity to restructure questions is always there, personal information can as well be obtained easily, samples can be controlled more effectively, the interviewer can collect supplementary information about the respondent's personal characteristics and environment which is often of great value in interpreting results (Saunders et al, 2000).

3.7.2 Internet Search

Refers to the use of online resources to gather data for research purposes, requires appropriate citation and critical analysis for findings at any field of research projects. The method is expected to be employed in order to obtain the secondary data by searching the information relating to the subject matter online. The method is useful because it is faster, better, cheaper and/or easier in obtaining the required information (Smith, 2000).

3.7.3 Documentary Analysis

A technique used to gather requirements during the requirements elicitation phase of project. It describes the act of reviewing the existing documentation of comparable business processes or systems in order to extract pieces of information that are relevant to the current project and therefore should consider projects requirements to meet the needed information for analysis. Therefore the researcher is expecting to spend some of her time at the study area exploring statistical data, plain reports (quarterly reports, annual reports, evaluation reports, specific reports, monthly reports, training reports, TNA reports, Corporate Strategic Plans) and performance reports. This method provides a room to compare what has been written in books and what is happening in the real situation.

3.7.4 Self-Administered Questionnaire

The self-administered questionnaire is a questionnaire that a respondent completes on his/her own, either on paper or via computer (Trochim, 2006). In this regard respondents have would be given the questionnaires with a request to answer the questions and return questionnaire to the researcher. Questions presented with exactly the same wording and in the same order to all respondents and have been open to provide chance for respondents to express their answers freely. The instrument is useful because it could be distributed to a large number of people, lower costs than interviewing and reduced interviewer bias in obtaining the information.

3.8 Data Analysis Plan

Data analysis refers to the computation of a certain measures along with searching for patterns of relationship that exist among data groups (Cooper et al, 2003). The data on this study would be analysed using qualitative description, descriptive statistics (frequencies and percentages) and cross tabulations. These (data) has been achieved through editing, coding, tabulation and classification from the respondents and presented in way that enabled to answer the research questions and meet the research objectives.

3.9 Reliability and Validity of Data

Reliability and validity were matters of concern in qualitative research and for the purpose of the study it dealt with according to the guidelines prescribed (Smaling, 1992).

3.9.1 Reliability

The internal reliability of the investigation enhanced by firstly, restricting data gathering to limit interviewer fatigue. Finally, the data was carefully analyzed to ensure consistency in outcomes and interpretation. The external reliability of the study was managed through providing thick descriptions of the way the research was conducted for example details regarding participants, events in the field and research methods.

3.9.2 Validity

Shows the degree of which an instrument measured what was supposed to be measured (Kothari, 2004). Validity of the study ensured the preparation a comprehensive register of data, notes about relevant events impacting on data gathering and interpretation and providing an accurate description of the research process.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.1 Introduction

This chapter is devoted to the analysis and presentation of findings obtained from the field based on research instruments which included formal and informal interview, questionnaires and documentary review.

4.2 Background Information to the Respondents

To understand the demography of the respondent is very important because it helped the researcher to get the general picture of the respondents from different gender, age, marital status, education level and departments. This study included 15 visitors, 20 tour operators, 25 communities nearby Mikumi National park (MNP) and 12 Mikumi National parks employees as selected respondents. It sought to be important because it could help in answering the questions regarding the assessments on the opportunities and challenges facing tourism industry in Tanzania.

4.1.1. Gender of the Respondents

The table 4.1 show that out of 72 respondents' (visitors, tour operators, communities nearby Mikumi National parks and Mikumi National parks employees) 63.6 percent were male and 36.4 percent were female. This is due to the nature of the work and the allocation of tourism activities, which is far from their respective homes.

Table 4.1: Gender of the Respondents (N=72)

Gender	Respondents	Frequencies	Percent
Male			
	Visitors	10	13.8
	Tour operators	16	22.2
	Community nearby MNP	10	13.8
	MNP Employees	10	13.8
	Total	46	63.6
Female			
	Visitors	5	6.9
	Tour operators	4	5.5
	Community nearby MNP	15	20.8
	MNP Employees	2	3.2
	Total	26	36.4
Total		72	100

Source: Research data, 2014

4.1.2 Age of the Respondents

Ages of respondents were included purposely because the question of opportunities and challenges on tourism industry involves both men and women of different ages. Moreover, age were considered vital role in testing objectives one of the study. Therefore, to get realistic opinions and suggestion and drawing sound conclusion, age of the respondents was considered. Study findings in table 4.2 revealed that more than half of the respondents' i.e. 60.8 percent who were included in the study were in the age group of 26-45 year. Thus it can be concluded that the majority of the respondents are physically fit and competent to discharge their duties.

Table 4.2: Distribution of Respondents based on Age (N=72)

Range of years	Frequency	Percent
18-25	08	11.1
26-35	12	16.7
36-45	31	44.1
46-55	09	12.5
56-65	07	9.7
Above 65	05	6.9
Total	72	100

Source: Research data, (2014)

4.1.3 Marital Status of the Respondents

Data in table 4.3 revealed that more than half of the respondents involved in the study 62.5 percent were married, 27.8 percent were single, 6.9 percent were separate and 2.8 were divorced.

Table 4.3: Marital Status of the respondents (N=72)

Marital Status	Frequency	Percent
Single	20	27.8
Married	45	62.5
Separate	5	6.9
Divorced	2	2.8
Widowed	0	0
Widower	0	0
Total	72	100

Source: field data, (2014)

4.1.4 Education Level of the Respondent

Table 4.4 revealed that education plays an important role in getting the right people at a right place and right time, it was then, very important to know the respondents education status. Employees with varied educational background may provide competencies to manage the park more efficiently. Findings collected reflect different perception and balanced views. Findings show that out of 72 respondents, Below Standard Seven were 15.2percent while 19.4percent had form six

qualification and certificate, form four were 20.9 percent, Diploma were 16.7percent Degree and above were 27.8percent.

Table 4.4: Education Levels of the Respondents (N=72)

Education level	Frequency	Percent
Below Std 7	11	15.2
Form four	15	20.9
Form six	07	9.7
Certificate	07	9.7
Diploma	12	16.7
Degree and above	20	27.8
Total	72	100

Source: Research data, 2014

4.1.5 Working Experience

According to the findings in table 4.5, respondents interviewed were Mikumi national park employees and tour operators'. The result show respondents with less than 5 years working experience were 16.7 percent, those with 6 – 10 years of working experience were 33.3 percent. Also those ranging from 11 to 20 years were 22.2 percent and those ranging from 21 to 35years were 27.8 percent. This shows that knowledge and experience matters where being able to understand the managerial role, tourism in general and being trusted is concerned. Due to the nature of tourism activities long working duration of employees is very important hence that enabled the researcher to gather information relevant to the study.

Table 4.5: Working Duration (Experience) (N=32)

Duration (years)	Frequency	Percent
Less 5	12	16.7
6 – 10	24	33.3
11 – 20	16	22.2
21 – 35	20	27.8
Total	32	100

Source: Research data, 2014 .

4.2 Main Purpose Of Visitors to Tanzania

The result from table 4.6 show that the respondents(MNP employees, tour operators and visitors) said that more than two-third of the visitors 82.9 percent have come to tanzania for leisure and holiday, 29.8 percent have to visit friends and relatives (VFR) , while only 12.7percent were for business purpose and 21.2percent of visitors who came to attend conference .This revealed that Tanzania needs to do an extra work to attract more tourists were their main purpose of visit would be to do business and conference by improving infrastructure that would attract more investors.

Table 4.6: Main Purpose of Visitors to Tanzania (N=47)

Respondents	Frequency	Percent
Conference	10	21.2
Leisure & Holiday	39	82.9
Business	6	12.7
Visiting friends/relative	14	29.8

Source: Research data, 2014

4.3 Type of Package Tour Used by Visitors

Table 4.7 indicated that the majority of the visitors use accomodation services of consume,tour guide and food and drinks as a package.

Table 4.7: Type of Package Tour Used By Visitors (N=47)

Respondents	Frequency	Percent
International transport	4	8.5
Sightseeing/excursion/game activities	8	17
Accommodation	40	85
Tour Guide	47	100
Food & drinks	39	82.9
Travel insurance	5	14.9
Internal transportation in TZ	45	95.7

Source: Research data, 2014

This revealed there is a need for the government and other tourism stakeholder to improve international transport,accomodation ,Tour guide,food and drinks travel insurance and internal transportation in order to attract more visitors.

4. 4 Main Reasons for Choosing Package Tour

The table 4.7 shows that more than half of the respondents (visitors) choose package tour as a mode of travel, Ease of reservation through the travel agent ,convenience during travel and safety could be the main factors for choosing package tour, while the least choose because they do save money.

Table 4.8: Main Reasons for Choosing Package tour (N=12)

Respondents	Frequency	Percent
Mode of travel	11	91.6
Ease of reservation through the travel agent	9	75
Convenience during travel	6	50
Saving money	4	33.3
Safety	5	41.6

Source: Research data, 2014

4.5 Tourism Contribution to the Economy

The respondents included in this part were Mikumi national park (MNP) employees, tour operators and community nearby Mikumi national park.

Tourism Contributes In Improving Social Services

Table 4.9 indicate that more than 91.6percentof the respondents who were Mikumi national park (MNP) employees, tour operators and community nearby MNP agreed that tourism contribute much in improving social services of the community surrounding the tourism sites. Only 8.4 percent disagreed that it cannot contribute.

Table 4.9: Tourism Contribution in Improving Social Services

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	20	33.3
Agree	35	58.3
Not sure	-	-
Disagree	5	8.4
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The finding revealed that Some of the community benefits from tourism are in the following ways; tourism can increase employment to local people which lead to increase in their income that makes them to improve their life, Encourage employees to volunteer in local communities and to follow environmental practices at home, Provide information to guests on the area's cultural and social characteristics and offer tips on how they can ensure that their behaviour i.e. visitors can respond to local culture, Encourage guests to purchase locally produced products and support local service providers.

Tourism Contribute in Increasing Employment

Table 4.10 revealed that 25 percent of respondents strongly agreed and 75 percent agree the tourism positively contribute to the employment creation, actually this show that all respondents (MNP employees, tour operators and communities nearby MNP) agreed that tourism contribute in increasing employment.

Table 4.10: Tourism Contribute In Increasing Employment

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	15	25
Agree	45	75
Not sure	-	-
Disagree	-	-
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The data in table 4.10 show that Tourism contributes significantly to the national economy through employment generation. Tourism is significant on both direct and indirect employment opportunities. Directly, it is observed that there was substantial employment generation in hotels which employ local Tanzanian. But these employment opportunities for the locals were mainly observed to be in the lower cadres with low educational/skills requirements and low pay. Indirectly, there was significant local participation in tourist related activities .Participation in tourist related activities by members of households is motivated by, among others things, the expected benefits (employment, incomes), creation of external links and the desire to use the incomes received from tourist related activities to acquire other assets and improve the living standards .

Tourism Contribution in Improving Infrastructure

Table 4.11 revealed that 83percent of the respondent who were Mikumi National park (MNP) employees, tour operators and communities nearby MNP agreed that tourism contribute in improving infrastructure and only 17percentdisagreed that tourism contribute in improving infrastructure.

Table 4.11: Tourism Contribute in Improving Infrastructure

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	20	33
Agree	30	50
Not sure		-
Disagree	10	17
Strongly disagree		-
Total	60	100

Source: Research data, (2014)

The findings in the table 4.11 above indicate that remote area in Tanzania, particularly, attract tourists because of their geographical importance, cultural, wildlife and landscape value etc. Sometimes the infrastructure and social service facilities are established or improved using earnings from tourism. Some of the community benefits in tourist localities have been the improvement in infrastructure and social services. However, for output impact of tourism to be viably realised, improvement of infrastructure is necessary, for enhancing both the productive efficiency of the economy and integration of rural and urban economic activities.

Tourism Contribution to Provide Income

The table 4.12 below shows that 76.7 percent of the respondents (MNP employees, tour operators and communities nearby MNP) agreed that tourism contribute in providing income for people who engaging in tourist activities 23.3 percent of the respondents were not sure that tourism contributes to providing income.

Table 4.12: Tourism Contribute in Providing Income

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	6	10
Agree	40	66.7
Not sure	14	23.3
Disagree	-	-
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The findings indicate that sustainable development of tourism means that the industry may be able to continue generating incomes indefinitely if it avoids destroying the natural capital on which it is based. Also tourism has substantial impact on the economy as by increasing in GDP, total welfare and exports. A better infrastructure stimulates economic activities substantially. For instance, the rural household income and welfare increases notably higher than that of the urban household because of heavy investment of tourism in the rural areas where national parks, game reserve and other tourism sites surround.

Tourism Contribution to Increase GDP

Table 4.13 show that 74.9percent of the respondents (MNP employees, tour operators and communities nearby MNP) agreed that tourism contribute to GDP of the country , 6.7percent of them were not sure while 18.4percent disagreed that tourism contribute to GDP of the country.

Table 4.13: Tourism Contribute In Increasing GDP

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	20	33.3
Agree	25	41.6
Not sure	4	6.7
Disagree	11	18.4
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The finding obtained agreed with the report of bank of Tanzania (BOT) which show that tourism sector is contributing to the country's GDP .The tourism sector currently generates about 17.5 per cent of the country's gross domestic product (GDP) and nearly 25 per cent of total export earnings, the second foreign exchange earner after agriculture. The report which was published recently indicated that the sector's vigorous growth which is currently experienced will be slowed by the emergence of other sectors of the economy or the growth of the existing sectors of the economy. However, on the monetary terms, the sector contribution to the economy is expected

to improve from Tsh2, 378.0 billion or US\$1,759.5million in 2013 to Tsh6, 076.3billion or US\$3,836.1million by 2020.

4.6 Challenges Facing Tourism in Tanzania

The respondents included in this part were Mikumi national park (MNP) employees, tour operators and community nearby Mikumi national park.

Lack of Enough Accommodation

The table 4.5 show that 95percentof the respondents who were Mikumi national park employees and tour operators agreed that there are no enough accommodation facilities in Tanzania that can fulfil the increase of inflow of tourist in the country in recent years. Only 5percent disagreed.

Table 4.14: Lack of Enough Accommodation

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	17	28.3
Agree	40	66.7
Not sure	-	-
Disagree	3	7
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The findings revealed that though there is a construction of high quality hotels in recently year, Tanzania is still facing a problem of not having enough hotels with international standard.

Poor Infrastructure

Table 4.16 show that 75 percent strongly agree and 25 percent of (MNP employees, tour operator and the communities nearby MNP) agreed that Tanzania is facing a challenge of poor infrastructure.

Table 4.15: Poor Infrastructure

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	15	25
Agree	45	75
Not sure	-	-
Disagree	-	-
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The findings revealed that our physical connectivity in terms of roads, air and waterways is not well developed and in some places they are poor or non-existent. The existing infrastructure bottlenecks such as inadequate and poor transport & communication network, roads and railways, inefficient ports and regular power cuts seriously limit productivity and growth. Infrastructure improvement will benefit the economy in general; and will be a requirement for taking fuller advantage of the expansion of tourism.

Lack of Social Services in the Tourist Sites

Table 4.18 indicates that 83.4percentof the respondents (MNP employees, tour operators and communities) agreed that there is challenge of lack of social services in the tourist site, 11.7percent disagreed that there is a challenge of lack of social services in the tourist sites while 4.9percent strongly disagree on this.

Table 4.16: Lack of Social Services in The Tourist Sites

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	10	16.7
Agree	40	66.7
Not sure	-	-
Disagree	7	11.7
Strongly disagree	3	4.9
Total	60	100

Source: Research data, (2014)

The findings shows that Lack of social services such as hospitals, sports and other recreational facilities have also hindered this sector from thriving. Most of the tourist sites are located in the remote areas of the country far from access to these facilities therefore making it difficult for the tourists to get the services. Hotels, restaurants and other tourist services are inadequate. Some of these hotels and related services are not of good quality. Hotel services throughout the country are limited especially at the tourist spots. This gives no option for the tourist to make a choice but to opt for what is available at hand although the prices are very high in comparison to the facilities available.

Low level of Technology

The findings show that 91.7percentof the respondents (MNP employees ,tour operator and communities nearby MNP) agreed that low level of technology hinder the tourism sector in Tanzania and 8.3percent disagreed that low level of technology hinder this industry.

Table 4.17 : Low Level of Technology

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	10	16.7
Agree	45	75
Not sure	-	-
Disagree	5	8.3
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The findings revealed that some of tourist areas are not covered with things like mobile phone network, internet and also radio and television networks. For tourists from developed countries, these conditions are too hard to cope with and may make Tanzania unfavourable for the tourists.

Lack of Skilled Labour

Table 4.20 Shows that 86 percent of the respondents (MNP employees, tour operators and the communities nearby MNP) agreed that lack of skilled labour is a problem to the tourism sector in Tanzania and 14 percent disagreed that lack of skilled labour is a problem.

Table 4.18: Lack of Skilled Labour

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	24	33.3
Agree	26	52.7
Not sure		-
Disagree	10	14
Strongly disagree		-
Total	60	100

Source: Research data, (2014)

Lack of education and skills has also been a key factor in the deterioration of this industry. This is true because many Tanzanians do not know the importance of the wildlife and they view them only as means to their own benefits. A region may have natural beauty and all imaginable tourist attractions, but without appropriate expertise to exploit that potential the region and its people will not be able to enjoy the fruits of our God-given gifts.

Lack of Advertisement Of Other Tourist Attraction

Table 4.21 indicates that 86.7percent of the respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park) agreed that lack of advertisement of other tourist attraction is a challenge and 13.3disagreed

Table 4.19: Lack of Advertisement of other Tourist Attraction

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	16	26.7
Agree	36	60
Not sure	-	-
Disagree	8	13.3
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The finding indicated that Tanzania has not put enough effort to advertise other tourism attraction.

4.5 Strategies of Promoting Tourism in Tanzania

The respondents included in this part were Mikumi national park (MNP) employees, tour operators and community nearby Mikumi national park.

Promoting up-scale Tourism Strategy

The table 4.22 revealed that 81percentof the respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park)agreed that promoting up-scale strategy is a good strategy to promote our tourism sector in Tanzania, 11.7 percent show that they are not sure about this strategy and 7.3 percent disagreed

Table 4.20: Promoting up-scale Tourism Strategy

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	10	17.7
Agree	38	63.3
Not sure	7	11.7
Disagree	5	7.3
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The finding revealed that Tanzania tourism industry should scale up to diversify its tourism products from the traditional beach and safari markets to create other ways of generating income by making the experience more attractive to a wide cross-section of tourists. Tourism sector should diversify tourism products such as promoting the culture, our beaches, the scenery, eco-tourism, and M.I.C.E. tourism. M.I.C.E (meetings, incentives, conferences, and exhibitions) .Tourism refers to a particular type of tourism for large groups; this tourism strategy that allows the industry to tap into the lucrative business tourism market.

Strategy of Diversifying Tourism

The table 4.23 show that 66.7percentof the respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park)agreed that diversifying tourism will help tourism sector in Tanzania to grow rapidly, 8.3percent show that they are not sure if this strategy will boost the growth of tourism and 25percent disagreed on this strategy.

Table 4.21: Strategy of Diversifying Tourism

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	-	-
Agree	40	66.7
Not sure	5	8.3
Disagree	15	25
Strongly disagree	-	-
Total	60	100

Source: Field data, (2014)

The finding revealed that tourism products should be diversified with special emphasis on eco-tourism. Adventure tours (safaris, jungle tours, mountain trekking) should be provided, tapping the tourism potential of the natural topography and the ecological values of the country. Underwater exploration, aquatic adventures and sports in the sea, natural water streams and reservoirs are some targeted activities to be promoted under the tourism this strategy. Boat riding facilities should be improved in major reservoirs and rivers. Facilities should be improved for exploring

magnificent coral reefs, coastal fishing, and dolphin and whale watching. Bird watching opportunities should be popularised and improved.

Strategy of Focusing on New Market

The table 4.24 revealed that 75percentof the respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park)agreed that focusing on new market will help tourism in Tanzania to expand and 25 percent disagreed.

Table 4.22: Strategy of Focusing on New Market

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	5	8.3
Agree	40	66.7
Not sure	-	-
Disagree	15	25
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The strategy should be set to guide tourism marketing and promotional activities in the coming years. This Strategy will, among other things, develop a distinctive and competitive positioning of Tanzania and will make use of more focused and cutting edge techniques and approaches to international tourism marketing. This strategy will increase the awareness of Tanzania as one country with two complimentary destinations in the primary and secondary source markets and develop a distinctive and competitive positioning for the country as a tourist destination.

Developing Tourism Infrastructure

The table 4.25 revealed 66.7 percent strongly agree and 33.3 percent agree,that all respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park)agreed that if the government and other stakeholders will improve infrastructure will lead tourism sector to grow faster.

Table 4.23: Strategy of Developing Tourism Infrastructure

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	40	66.7
Agree	20	33.3
Not sure	-	-
Disagree	-	-
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The table 4.25 revealed that accommodation facilities should be increased with the construction of more hotel rooms to cater to the expected increase in tourist arrivals. Basic infrastructure such as road network, townships, telecommunication facilities, restaurants, resting facilities and water supply in all main cities and tourist sites should be developed to create a conducive environment to promote tourism. Visitors' facilities will be improved. Day and night recreational centres and parks, as well as urban a forestation should be established in order to build a relaxing environment in main cities. Improve tourism infrastructure to increase the number of international airline connections and improving international airport facilities and airstrips.

Strategy of Popularizing Tourist Attraction and Events

Table 4.26 shows that all respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park) agreed that by popularizing tourist attraction and events can promote tourism in Tanzania.

Table 4.24: Strategy of Popularizing Tourist Attraction and Events

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	25	41.7
Agree	35	58.3
Not sure	-	-
Disagree	-	-
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The findings revealed that local and international tourists should be offered a wide range of attractions and events. A database of tourist attractions and facilities should be created and an events calendar will be published. Promotion of festivals such as the SautizaBusara festival in Zanzibar should be increased to attract more foreign and domestic tourists.

Strategy of Promoting Domestic Tourism

The findings shows that also in this strategy of promoting domestic tourism 75 percent of the respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park)agreed that it can brings positive change in tourism sector while 25 percent disagreed.

Table 4.25: Strategy of Promoting Domestic Tourism

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	15	25
Agree	30	50
Not sure	-	-
Disagree	15	25
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

This revealed that by providing adequate accommodation facilities at affordable rates, upgrading historical places and ancient city tours, having Special promotion to popularize unpopular tourist sites in Tanzania and improving facilities for meetings, conferences and exhibitions (MICE), this will help to promote domestic tourism much.

Strategy of Enhancing Industry Professionalism

The table 4.28 revealed that 53.3 percentof the respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park) agreed that enhancing industry professionalism will support tourism growth in Tanzania, 30 percent were not sure and 16.7percent disagree that this strategy will be supportive.

Table 4.26: Strategy of Enhancing Industry Professionalism

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	-	-
Agree	32	53.3
Not sure	18	30
Disagree	10	16.7
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

The government will improve productivity of the tourism industry, through building professionalism in to travel and hospitality industries. Hotel management and tourism promotion subjects should be provided in the curriculum of university academic programmes. Simultaneously, the government should extend maximum support to the private sector training institutions with a view to maintaining the standards of services. Licensing of tour guides in order to standardise their service (through a competency test) and accreditation of travel agents should be undertaken.

Strategy of Improving Service Standards

The table 4.29 result show that 75percentof the respondents (Mikumi National Park employees, tour operators and communities nearby Mikumi national park)agreed that by improving service standards will promote tourism in Tanzania while 25percent disagreed that by improving service standards will promote tourism.

Table 4.27: Strategy of Improving Service Standards

Degree of agreement/disagreement	Frequency	Percent
Strongly agree	-	-
Agree	45	75
Not sure	-	-
Disagree	15	25
Strongly disagree	-	-
Total	60	100

Source: Research data, (2014)

Safety standards and security aspects of tourism should be given a high priority. Regulatory bodies should be strengthened to ensure the quality standards of products and security aspects of tourists. Rules, regulations and institutional mechanisms relating to the protection of tourists and the environment should be strengthened. Strict policy vigilance and monitoring should be conducted to minimise tourism related crimes and abuses.

The Findings Revealed the Followings

Tanzania needs to intensify its effort to attract more tourist whose main purpose of visit will be business and conference by improving infrastructure that will attract more investors. There is a need that government and other tourism stakeholder to improve international transport,accomodation to make Tourist desination in Tanzania more attractive,Tour guide,services food and bevarege travel insure and internal transportation in order to attract more visitors.

Some of the community benefits from tourism accrue in the following ways; tourism can increase employment to local people which lead to increase in their income leading to improve economic livelihood them to improve their life, Encourage employees to volunteer in local communities and to follow environmental practices at home, Provide information to guests on the area's cultural and natural characteristics and offer tips on how they can ensure that their own behaviour respects these characteristics, Encourage guests to purchase locally produced products and support local service providers

Tourism contributes significantly to the national economy through employment generation. Tourism contribution significant on both direct and indirect employment opportunities.

Remote areas, particularly, attract tourists because of their origin, cultural, wildlife and landscape value. Sometimes the infrastructure and social service facilities are established or improved using earnings from tourism.

Sustainable development of tourism means that the industry may be able to continue generating incomes indefinitely if it avoids destroying the natural capital on which it is based. Also tourism has substantial impact on the economy as by increasing in GDP, total welfare and exports. A better infrastructure stimulates economic activities substantially.

Though there is a construction of high quality hotels in recent year, Tanzania is still facing a problem of not having enough hotels with international standards.

Our physical connectivity in terms of roads, air and waterways is not well developed and in some places they are poor or non-existent. The existing infrastructure bottlenecks such as inadequate and poor transport & communication network, roads and railways, inefficient ports and regular power cuts seriously limit productivity and growth of tourism sector.

Lack of social services such as hospitals, sports and other recreational facilities have also hindered this sector from thriving. Most of the tourist sites are located in the remote areas of the country far from access to these facilities therefore making it difficult for the tourists to get the services.

Some of tourist areas are not covered with facilities like mobile phone network, internet and also radio and television networks. For tourists from developed countries, this inconveniency is too hard to cope with and may make Tanzania unfavourable for the tourists.

Tanzania tourism industry should focus diversify of its Tourism products from the traditional beach and safari markets to create other ways of generating income by making the experience more attractive to a wide cross-section of tourists.

Tourism products should be diversified with special emphasis on eco-tourism. Adventure tours (safaris, jungle tours, mountain trekking) should be provided, tapping the tourism potential of the natural topography and the ecological values of the country.

Accommodation facilities should be increased with the construction of more hotel rooms to cater to the expected increase in tourist arrivals. Basic infrastructure such as road network, townships, telecommunication facilities, restaurants, resting facilities and water supply in all main cities and tourist sites should be developed to create a conducive environment to promote tourism.

Rules, regulations and institutional mechanisms relating to the protection of tourists and the environment should be strengthened. Strict policy vigilance and monitoring should be conducted to minimize tourism related crimes and abuses.

By providing adequate accommodation facilities at affordable rates, upgrading historical places and ancient city tours, having Special promotion to popularize unpopular tourist sites in Tanzania and improving facilities for meetings, conferences and exhibitions (MICE), this will help to promote domestic tourism.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND POLICY IMPLICATIONS

5.1 Introduction

Tourism continued to play an important role in the global economy and due to its strong economic multiplier effect; it embraced small and medium enterprises. In this regard, tourism could be regarded as one of the largest employment sectors in most countries and a fast entry vehicle into the workforce for young people and women in the urban and rural communities

Generally speaking, of critical importance in the development of tourism is the need to focus on pro-poor tourism strategies in order to address the rampant poverty facing these countries. There is need for a systems and innovative analyses to identify opportunities for inclusive and sustainable tourism development. Analysis of the value chains to identify linkages with the rest of the local economy is of paramount importance at this stage.

The most recognized challenges facing the tourism industry, particularly in developing economies include poor infrastructure, poor product development and management, poor marketing, poor linkages within local economy, poor institutional and technical capabilities, and shortage of appropriate and specialized core and skilled personnel (Mitchell, 2006).

Among the main challenges facing tourism industry in Tanzania is the poor linkages within local economy. According to Torres (2004), creating local linkages represents the greatest opportunity to channel tourism industry benefits to the rural poor living on the periphery. It is from this light that this study agrees with ODI (2009)'s claim that, to fully optimize tourism earnings in favor of the local poor people in the country, the time has come where the destination stakeholders should adopt an integrated approach to link tourism with other sectors particularly agriculture. By so

doing, it is possible to stimulate local economic activities and widen the chance for local poor people to benefit from tourism industry and build linkage within it through focusing on strengthening the supply chain of goods and services for instance fresh fruits and vegetables, from local suppliers such as small scale farmers, to the tourism stakeholders like tourist hotels so as to respond well to tourists' needs within the country.

For tourism to have a significant contribution to poverty reduction and overall economic growth, strengthening its linkage to other sectors especially agriculture, which is the largest contributor to the national GDP (Amani, 2005), is very important.

A positive economic impact measured that, government tax base increased expansion of the economy's export base and the way that tourism had acted as a catalyst for economic development. Tourism had assisted in the development of remote areas and diversifies and stabilizes economic activity, offering additional livelihood opportunities for local communities. The economic impacts had wider influences as well.

The study was aimed to assess the opportunity and challenges facing tourism industry in Tanzania with the following specific objectives; to identify the Tanzania tourism products (by type and price range) that were currently been sold in the international markets, to examine contribution of tourism to Tanzanian economy, to explore challenges facing tourism industry in Tanzania and to identify strategies for promoting tourism in Tanzania.

Some argued that the high costs associated with the rise of mass tourism leaves the communities that depend on it with little or no prospects for local control, and with only limited power to attain their local development. In this case therefore, local people end up with little or no benefit from mass tourism. Community Approach theory emphasized the importance of communities taking an active role in

determining tourism outcome where the community takes into consideration and gives them the chance to participate in tourism development planning. Therefore local people have the chance to air their views when necessary and they are capable of controlling the outcome of the tourism industry to some extent.

The development of tourism as a whole is usually accompanied by considerable investments in infrastructure, such as airports, roads, telecommunication to mention few, from which not only tourists benefit but also contribute to the improving the living conditions of local populations. Furthermore, tourism is often identified as the most promising driving force for the economic development of less developed countries and regions endowed with natural beauty because it offers them a valuable opportunity for economic diversification. According to Ashley, Goodwin & Roe (2001), reducing poverty requires pro-poor growth in such a way that rather than aiming at expanding the size of tourism sector the strategies should aim to unlock opportunities (for economic gain, other livelihood benefits, or engagement in decision making) for the poor.

Tourism is of great importance in any country's economic growth and on conversely economic growth will initiate growth in tourism activities in any economy. Tourism has been regarded as the main instrument for regional development as it stimulates new economic activities; it has a positive economic impact on the employment, foreign exchange earnings, production and gross income.

Tourism is the fastest growing industry, which offers massive advantages to both the local and global society. The industry contributes annually over four thousand (4,000) billion Dollars of economic activities all over the world and it creates vast job opportunities whereby one out of every five employees in the global labour force are employed (Fayissa et al., 2007). High growth in the tourism industry continues to have an enormous impact on economic development in many areas as it acts as a stimulus for economic growth. Moreover, economic development of the countries enhances growth of the tourism industry; therefore an economic tremor will have an adverse effect on tourism.

Economic and Social Research Foundation. (2013), recommended that, Tanzania will mostly attract very small groups of people because of the preferences of its tourists who pay for exclusivity, the fragility of the assets on which tourism is based, and the type of transport that can currently serve most tourism destinations within Tanzania. The country's large size makes multiple investments in roads to improve or create access to remote tourism destinations, which can only safely absorb small numbers anyway, out of the question for the foreseeable future. The numerous small private airlines that currently serve such destinations do so efficiently and the use of small planes enhances the tourists' sense of experiencing an African adventure. The photographic safari experience takes place in 4 x 4 wheel drives—which house a driver, guide, and at most 3- 4 passengers. Relatively small lodges also address the financial constraints related to the short season that many investors face with most segments of tourist demand.

Methodologically the researcher used the following research instrument to collect and analyse the data. For the purpose of the study, the researcher used a case study. The researcher chose case study design because of its viability and flexibility in terms of data collection methods and analysis. Flexibility in this study was important due to financial constraints and limited time.

The study was carried out at Mikumi National Park, in Morogoro Region. The choice of Mikumi National Park was based on accessibility of both information and permission of conducting research at that particular place. Also limited time and funds forced a researcher to concentrate into only Mikumi National Park, leaving other National Parks uncovered.

The study included 72 respondents as representative sample from the targeted population (120). Sample included people from departments of finance and accounts, travel operators, planning and marketing personnel, human resource personnel, Audit and IT. Purposive sampling was used to ensure that research participants met the particular requirements needed for the study.

The study used multiple methods in data collection namely; questionnaires, interviews, and documentary review. Primary data was collected directly by the researcher from participants through questionnaires and interviews. Secondary data was obtained through reviewing various documents such as office files, circulars, reports and other records. The use of multiplicity of techniques served as a means of cross checking the authenticity of information/data from single source, hence enhanced their validity and reliability.

The Findings of the Study

Tanzania needs to do an extra work to attract more tourist who their main purpose of visit will be business and conference by improving infrastructure that will attract more investors. There is a need to the government and other tourism stakeholder to improve international transport, accomodation ,Tour guide, food and drinks travel insure and internal transportation in order to attract more visitors.

Some of the community benefits from tourism from the following ways; tourism can increase employment to local people which lead to increase in their income that makes them to improve their life, Encourage employees to volunteer in local communities and to follow environmental practices at home, Provide information to guests on the area's cultural and natural characteristics and offer tips on how they can ensure that their own behaviour respects these characteristics, Encourage guests to purchase locally produced products and support local service providers

Tourism contributes significantly to the national economy through employment generation. Tourism is significant on both direct and indirect employment opportunities.

Remote areas, particularly, attract tourists because of their origin, cultural, wildlife and landscape value. Sometimes the infrastructure and social service facilities are established or improved using earnings from tourism.

Sustainable development of tourism means that the industry may be able to continue generating incomes indefinitely if it avoids destroying the natural capital on which it is based. Also tourism has substantial impact on the economy as by increasing in

GDP, total welfare and exports. A better infrastructure stimulates economic activities substantially.

Though there is a construction of high quality hotels in recently year, Tanzania is still facing a problem of not having enough hotels with international standard.

Our physical connectivity in terms of roads, air and waterways is not well developed and in some places they are poor or non-existent. The existing infrastructure bottlenecks such as inadequate and poor transport & communication network, roads and railways, inefficient ports and regular power cuts seriously limit productivity and growth of tourism sector.

Lack of social services such as hospitals, sports and other recreational facilities have also hindered this sector from thriving. Most of the tourist sites are located in the remote areas of the country far from access to these facilities therefore making it difficult for the tourists to get the services.

Some of tourist areas are not covered with things like mobile phone network, internet and also radio and television networks. For tourists from developed countries, these conditions are too hard to cope with and may make Tanzania unfavourable for the tourists.

Tanzania tourism industry should scale up diversify of its products from the traditional beach and safari markets to create other ways of generating income by making the experience more attractive to a wide cross-section of tourists.

Tourism products should be diversified with special emphasis on eco-tourism. Adventure tours (safaris, jungle tours, mountain trekking) should be provided, tapping the tourism potential of the natural topography and the ecological values of the country.

Accommodation facilities should be increased with the construction of more hotel rooms to cater to the expected increase in tourist arrivals. Basic infrastructure such as road network, townships, telecommunication facilities, restaurants, resting facilities

and water supply in all main cities and tourist sites should be developed to create a conducive environment to promote tourism.

Rules, regulations and institutional mechanisms relating to the protection of tourists and the environment should be strengthened. Strict policy vigilance and monitoring should be conducted to minimize tourism related crimes and abuses.

By providing adequate accommodation facilities at affordable rates, upgrading historical places and ancient city tours, having Special promotion to popularize unpopular tourist sites in Tanzania and improving facilities for meetings, conferences and exhibitions (MICE), this will help to promote domestic tourism.

5.2 Conclusions

Results from the study indicate that the tourism industry contributes significantly to the economic development of the country. Among the benefits that tourism contributes are direct and indirect job creation, foreign exchange earnings, poverty reduction, government revenues, and improvement of public services such as hospitals, schools and roads.

Tanzania is endowed with plenty of natural resources; however secondary research would suggest that the government is not putting enough efforts into promoting the tourism sector abroad resulting in a low inflow of tourists compared to neighbouring countries and underutilization of its resources, hence low foreign exchange earnings and revenue collection.

The study figure out some challenges that facing tourism industry which we need to overcome. We need to encourage both the domestic and international private sector to rise to challenge and to invest in the tourism sector. I have in mind expanded air and surface transport, increased numbers of high standard hotels, tourism marketing and enhanced cooperation among key stakeholders.

In general, tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development.

5.3 Policy Implications

This study assessed the opportunities facing tourism in Tanzania. Generally, the results from this study indicate that Tanzania tourism sector has a big potential of opportunities that can be used to boost the country economy. But also the sector is hindered with many challenges.

There are policy issues that need to be addressed for the sector's in order to fully utilize its opportunities to contribute to the wealthy of the individuals and the country at large. Such issues include the following:

- (i) Tourism and its related activities should be promoted not only in the areas of study, but also in other parts of the country with tourist attractions. Additionally, promotion of domestic tourism needs to be encouraged.
- (ii) Employment opportunities for the locals are observed to be in the low cadres with low skills and remuneration. In order to increase the impact of tourism on poverty reduction, there is need to institute training programmes that would ultimately provide chance for the locals to be employed in high cadres with high pay.
- (iii) Cultural tourism is emerging as an important tourist attraction with no significant investment requirements. Given that in most parts of rural Tanzania the majority have low education and lack of capital, this type of tourism need to be encouraged in order to contribute towards country economy.
- (iv) The negative impacts such as environmental problems, cultural pollution and immoral behaviour, which are a cost and hence reducing the positive impacts, or benefits from tourism must be dealt with. Thus, whereas there is need to optimise the benefits from tourism, measures and policies to minimize cultural pollution, environmental conservation and protection need to be promoted and supported in tourist areas for sustainable development.

5.4 Area for Further Study

The researcher focused only on one national park which was Mikumi national park to gather her information that represents the overall tourism activities. However the tourism sector in Tanzania is so broad whereby it comprises of other national parks, museums, fisheries, hotel resorts, Game reserves, beaches and historical sites. The researcher believes that another study could be done to involve the whole sector to obtain unbiased information hence bringing more depth to the study by filling up these gaps.

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APPENDICES

Appendix 1: Questionnaires for Mikumi national Park Employees and Tour Operators

Dear respondent;

My name is Faraja....., a second year graduate, studies Msc-Finance and Accounting at Mzumbe University. As part of requirements to complete my graduate studies, I am obliged to do a research on “**The Opportunities and Challenges Facing Tourism Industry in Tanzania**”, Role and effects in Socio-economic change. A case of Mikumi National Park, Morogoro Region, Tanzania” The research seeks to find out the opportunities and challenges available for improving tourist sector. The questionnaire contains both open and close ended questions. You are required to respond to all questions. There is no wrong or right answer. So be free to give your view. Your views and contributions will be kept secretly and safe for education research only and not otherwise.

Personal Particulars (To all participants/Respondent)

- (a) Please put a tick [] in a correct box where applicable for you.
- (b) Fill your opinion on in the blank spaces left for you.

- 1. Name of Organization/Institution/Company_____
- 2. Sex:
 - (i) Male []
 - (ii) Female []
- 3. Age
 - (i) 18 - 25 []
 - (ii) 26- 35 []
 - (iii) 36- 45 []

- (iv) 55-65 []
- (v) above 65 []

4. Marital status

- (i) single []
- (ii) married []
- (iii) separate []
- (iv) Divorced []
- (v) Widowed []
- (vi) widower []

5. Education:

- (i) Below Std 7 []
- (ii) Std VII [],
- (iii) Form IV []
- (iv) Form VI []
- (v) Certificate []
- (vi) Diploma []
- (vii) Degree []

Other. Mention

.....

6. Position

.....

7 Work experience/How long have you been working

.....

8. What are the main purposes of visitors to Tanzania? (Tick one only)

- (i) Conference []
- (ii) Leisure and Holidays []
- (iii) Business []
- (iv) Visiting Friends and Relatives []

Other (please specify)

.....

9. What type of package tour used by visitors? (tick)

- (i) International transport []
- (ii) Sightseeing/excursion/game activities []
- (iii) Accommodation []
- (iv) Guided tour []
- (v) Food and Drinks []
- (vi) Travel insurance []
- (vii) Internal transportation in Tanzania []

Other (please specify).....

.....

10 Basing on likert scale from 1 to 5 where 1-strongly disagree, 2-disagree,3-not sure,4 agree and 5-strongly agree, **indicate the extent to which tourism contribute to the economy.**

Economic indicators	1	2	3	4	5
Improvement of social services					
Increase of employment opportunity					
Improved infrastructure					
Provides income					
Increase GDP					

11. Basing on likert scale from 1 to 5 where 1-strongly disagree ,2-disagree,3-not sure,4 agree and 5-strongly agree, indicate to **What extent are the following challenges facing tourism industry in Tanzania**

Challenges	1	2	3	4	5
Poor infrastructure					
Lack of social services in the tourist sites					
Low level of technology					
Lack of skilled labour					
Lack of enough and conducive accommodation					
Lack of advertisement of other tourist attraction					

12. Basing on likert scale from 1 to 5 where 1-strongly disagree ,2-disagree,3-not sure,4 agree and 5-strongly agree, indicate to **What extent are the following strategies are important in promoting tourism industry in Tanzania**

Strategies	1	2	3	4	5
Promoting up-scale tourism					
Diversifying tourism					
Focusing on new market					
Developing tourism infrastructure					
Popularizing tourist attraction and events					
Promoting domestic tourism					
Enhancing industry professionalism					
Improving service standards					

Thank you for your co-operation and for being part of Participant to pull up our National tourist Industry in Tanzania.

Appendix 2: Questionnaires for Visitors

Dear respondent;

My name is Faraja....., a second year graduate, studies Msc-Finance and Accounting at Mzumbe University. As part of requirements to complete my graduate studies, I am obliged to do a research on “**The Opportunities and Challenges Facing Tourism Industry in Tanzania**”, Role and effects in Socio-economic change. A case of Mikumi National Park, Morogoro Region, Tanzania” The research seeks to find out the opportunities and challenges available for improving tourist sector. The questionnaire contains both open and close ended questions. You are required to respond to all questions. There is no wrong or right answer. So be free to give your view. Your views and contributions will be kept secretly and safe for education research only and not otherwise.

Personal Particulars (To all participants/Respondent)

- (a) Please put a tick [] in a correct box where applicable for you.
- (b) Fill your opinion on in the blank spaces left for you.

1. Sex:

- (i) Male []
- (ii) Female []

2. Age

- (i) 18 - 25 []
- (ii) 26- 35 []
- (iii) 36- 45 []
- (iv) 55-65 []
- (v) above 65 []

3. Marital status

- (i) Single []
- (ii) Married []
- (iii) Separate []
- (iv) Divorced []
- (v) Widowed []
- (vi) Widower []

4. Education:

- (i) Below Std 7 []
- (ii) Std VII []
- (iii) Form IV []
- (iv) Form VI []
- (v) Certificate []
- (vi) Diploma []
- (vii) Degree []

Other. Mention

.....
.....

5. What are the main purposes of visitors to Tanzania? (tick one only)

- (i) Conference []
- (ii) Leisure and Holidays []
- (iii) Business []
- (iv) Visiting Friends and Relatives []

Other (please specify).....

.....
.....

6. What type of package tour used by visitors? (tick)

- | | | |
|-------|---------------------------------------|----------|
| (i) | International transport | [] |
| (ii) | Sightseeing/excursion/game activities | [] |
| (iii) | Accommodation | [] |
| (iv) | Guided tour | [] |
| (v) | Food and Drinks | [] |
| (vi) | Travel insurance | [] |
| (vii) | Internal transportation in Tanzania | [] |

Other (please specify)

.....
.....

7. Please tick below the main reasons for choosing package tour

- | | | |
|-------|--|----------|
| (i) | mode of travel | [] |
| (ii) | Ease of reservation through the travel agent | [] |
| (iii) | Convenience during travel | [] |
| (iv) | Saving money | [] |
| (v) | Safety | [] |

Other (please specify)

.....
.....

Appendix 3: Questionnaires for Community nearby Mikumi National Park

Dear respondent;

My name is Faraja....., a second year graduate, studies Msc-Finance and Accounting at Mzumbe University. As part of requirements to complete my graduate studies, I am obliged to do a research on “**The Opportunities and Challenges Facing Tourism Industry in Tanzania**”, Role and effects in Socio-economic change. A case of Mikumi National Park, Morogoro Region, Tanzania” The research seeks to find out the opportunities and challenges available for improving tourist sector. The questionnaire contains both open and close ended questions. You are required to respond to all questions. There is no wrong or right answer. So be free to give your view. Your views and contributions will be kept secretly and safe for education research only and not otherwise.

Personal Particulars (To all participants/Respondent)

- (a) Please put a tick [] in a correct box where applicable for you.
- (b) Fill your opinion on in the blank spaces left for you.

1. Name _____
2. Sex:
 - (i) Male []
 - (ii) Female []
3. Age
 - (i) 18 - 25 []
 - (ii) 26- 35 []
 - (iii) 36- 45 []
 - (iv) 55-65 []
 - (v) above 65 []

4. Marital status

- | | | |
|-------|----------|-------|
| (i) | Single | [] |
| (ii) | Married | [] |
| (iii) | Separate | [] |
| (iv) | Divorced | [] |
| (v) | Widowed | [] |
| (vi) | Widower | [] |

5. Education

- | | | |
|-------|-------------|--------|
| (i) | Below Std 7 | [] |
| (ii) | Std VII | [], |
| (iii) | Form IV | [] |
| (iv) | Form VI | [] |
| (v) | Certificate | [] |
| (vi) | Diploma | [] |
| (vii) | Degree | [] |

Other. Mention

.....

6. Basing on likert scale from 1 to 5 where 1-strongly disagree, 2-disagree,3-not sure,4 agree and 5-strongly agree, **indicate the extent to which tourism contribute to the economy.**

Economic indicators	1	2	3	4	5
Improvement of social services					
Increase of employment opportunity					
Improved infrastructure					
Provides income					
Increase GDP					

7. Basing on likert scale from 1 to 5 where 1-strongly disagree ,2-disagree,3-not sure,4 agree and 5-strongly agree, indicate to **What extent are the following challenges facing tourism industry in Tanzania**

Challenges	1	2	3	4	5
Poor infrastructure					
Lack of social services in the tourist sites					
Low level of technology					
Lack of skilled labour					
Lack of enough and conducive accommodation					
Lack of advertisement of other tourist attraction					

8. Basing on likert scale from 1 to 5 where 1-strongly disagree ,2-disagree,3-not sure,4 agree and 5-strongly agree, indicate to **What extent are the following strategies are important in promoting tourism industry in Tanzania.**

Strategies	1	2	3	4	5
Promoting up-scale tourism					
Diversifying tourism					
Focusing on new market					
Developing tourism infrastructure					
Popularizing tourist attraction and events					
Promoting domestic tourism					
Enhancing industry professionalism					
Improving service standards					

Thank you for your co-operation and for being part of Participant to pull up our National tourist Industry in Tanzania.