



‘The travel and tourism industry, it’s a huge part of economy.’ (Karen Hughes)

Tourism is among the most important sector in the growth of economy especially to those countries which has mesmerizing locations like United Republic of Tanzania. Tanzania is regarded as an great safari destination due to its attractive and breathtaking locations like Zanzibar beaches, Mount Kilimanjaro which is Africa's highest peak (5,895 m), Serengeti National Park and many more. These locations not only serve to attract tourists towards them but also help in the alleviation of poverty from the country. But due to the outbreak of the coronavirus , the country’s tourism sector has incurred huge losses due to travel restrictions. According to the Hamisi Kigwangalla, the minister of tourism and natural resources, presenting his budget and expenditure estimates for the fiscal year 2020/2021, in Dodoma on 7 May 2020, told Parliament that

**“The earnings from tourism will also decrease from \$2.6 billion (About Sh6 trillion) projected earlier to \$598 million (Sh1.4 trillion), a whopping 77 percent decline. The number of tourists who visited the country had sharply declined by 76% from 1.9 million last year to approximately 437,000.”**

The government is looking at how new markets and potentially direct flights will attract greater numbers post pandemic restrictions.

United Republic of Tanzania always focuses on tourism. Prime Minister H.E Kassim Majaliwa Majaliwa, has tasked the officials to promote tourism in 2018, he said

**“I call on ambassadors to play their role to promote tourism attraction so that it will help the government to collect more revenues from the sector.”**

For the promotion of tourism, Tanzania Tourism Board also established Swahili International Tourism Expo (SITE). SITE focuses on inbound and outbound travel to Africa and bring many tourists in the country. The UN World Tourism Organization (UNWTO), together with the Government of Tanzania, convened the First **Pan-African Conference** on Sustainable Tourism in African National Parks, from 15-18 October, 2012 in Arusha, Tanzania. The Declaration encourages African governments to maintain tourism in national parks and protected areas as a priority in their national policies and create jobs and income for locals. In October 2020, the Ministry of Natural Resources and Tourism announced that Mwalimu Julius Nyerere’s former home in Dar es Salaam would open for visitors. The house will be marketed as part to boost cultural tourism from both domestic and international markets. A persistent marketing has been done by the Tanzania Wildlife Authority (TAWA) for steady monthly increase in the number of sport hunters. Tanzania Tourist Board continues with advertising the beauty of Tanzania by doing #Tanzania Unforgettable and Serengeti Live on YouTube to attract large number of tourists towards Tanzania. Tanzania just not only want to promote tourism but also want safety of the people around the world as the Tanzania Tourist Board launched their main film short at the beginning of April, changing the voiceover message from one of ‘welcome now’, to one of ‘stay safe—and we shall see you later’ to stop the tourist from coming in the country. Tanzania's new President Samia Suluhu Hassan planned to remove "unfriendly taxes and charges to Tanzanians" to help the locals and foreign levies for entrance into national parks will rise from 1st July 2021, with a new fee structure that includes entrance and concession fees which plays a role in minimizing the financial loss of the country made due to corona virus. The Tanzania Association of Tour Operators (TATO) has selected Corner Sun Destination Marketing, a firm that promotes African tourism destinations to the North American market, to lead its

**Country: United Republic of Tanzania**

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tourism recovery strategy amidst the COVID-19 pandemic. It aim to combine communications expertise and travel trade relations in the North American market to gain more tourists. TATO, under the support of the UNDP, is currently implementing its “Tourism Recovery Strategy” to help spur business, recover thousands of lost jobs and generate revenue for the economy. The UNDP-Tanzania has supported TATO financially to convert the Toyota Land cruiser donated by its member, Tanganyika Wilderness Camps, into a state-of-the-art ambulance which help people to reach on time at hospitals and many lives get saved.

National Tourism of Policy of Tanzania is

**“ To promote economy and livelihood of people, essentially poverty alleviation through encouraging the development of sustainable and quality tourism that is culturally and socially acceptable, ecological friendly, environmentally sustainable and economically viable”.**

Tanzania would like to propose following solutions to gain more tourist in the post Covid World:

- **Improving infrastructure of the country**

Tourism infrastructure in many locations is outdated and underdeveloped. Governments, tourism boards, and destination marketing organizations should work towards improving the current infrastructure. The improvement of infrastructure helps in faster immigration at airports, faster checkout processes in hotels, better public transportation, and interpreting solutions at airports, stations or ports. for which the UNECE has to work on the road infrastructure as it affects trading and which is a problem for the tourists to explore the country.

- **Promote Tourism Sector**

As Tanzania is a least developed country with a GNI of \$ 902 per capita so by promoting its beautiful locations and culture many people will be attracted towards this country it will help to recover the financial loss and to boost the national economy.

**"The strategies will also involve the participation of world celebrities and the country's missions abroad in promoting our abundant tourist attractions and destinations across the world."**

(Mihayo, President of the Tanzania Retired Judges Association).

- **Decrease Environmental Destruction**

A majority of Tanzanians rely on wood and agricultural residues for their energy needs, and throw trash in sea, causing deforestation and environmental degradation. Deforested areas no longer provide a home for wildlife - leading to biodiversity loss - and are also susceptible to soil erosion which may finish the life of various living animals in sea and soil and become the cause of demise of tourism sector. Providing the energy needs to their people. Provide education to the people regarding environmental destruction. Impose heavy charges who are destroying charges. Give job to some people of Tanzania as the safer and checker of sea, trees and resources and provide money to those people which also helps in the economy building.

- **Build Hotel And Provide Great Facilities To Tourist**

After coronavirus and lockdown will finish, tourist want to explore the world. As Tanzania is one of the splendid destination, tourists around the world come to this location, efforts should be made to provide luxurious rooms and focusing on customer care services and great room services and also arrange travel cars or buses to show the country to tourists. Take people of Tanzania as travel agents and try to educate them new languages like English so it is beneficial for both person and country.



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