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**SCHOOL OF GRADUATE STUDIES**  
**SCHOOL OF INFORMATION STUDIES FOR AFRICA**

**TOURISM IN TANZANIA: A PROTOTYPE INFORMATION SUPPORT  
SYSTEM**

**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE DEGREE OF MASTER OF SCIENCE IN  
INFORMATION SCIENCE.**

**BY**

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Tourism in Tanzania: A Prototype Information Support System

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## **DEDICATION**

This thesis is dedicated to the School of Information Studies for Africa (SISA) in  
Addis Ababa, Ethiopia.

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## ABSTRACT

In this study an investigation of the existing information facilities in the tourism industry in Tanzania has been carried out. The study has revealed the weaknesses of this system and the observations have led to identify the possible means of improving and strengthening the existing information system. The use of questionnaires, interviews and discussions as well as the survey of available literature on tourism have revealed the information needs of different users in the tourism industry in Tanzania. Findings from the user groups are presented. Based on those findings computer-based information support system which is envisaged to be more efficient has been proposed. A prototype information containing several prototype databases has been designed using Micro-CDS/ISIS. The system has been proposed to work on a Local Area Network (LAN) located at the headquarters of the Ministry of Tourism, Natural Resources and Environment in Dar es Salaam, Tanzania. It is proposed that this system should in the long run be connected to various institutions and organizations related to tourism in the country. Measures for implementation and further improvement of the system are discussed. This system will presumably provide the kind of information products and services desired in the tourism industry in Tanzania.

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## LIST OF ABBREVIATIONS

ABNCD	Abebe Rorissa, Bernard B. Bamuhiiga, Justin Chisenga, Carolyn Sibongile Nxumalo, Dorothy A. Sekimang'a, and A. Neelameghan.
CDS/ISIS	Computerized Documentation System/Integrated Set of Infion System
EAC	East African Community
ECA	Economic Commission for Africa
IA +C	Information Analysis and Consolidati
LAN	Local Area Network
SAREC	Swedish Agency for Research Cooperation in Developing Countries
SISA	School of Information Studies for Africa
STS	State Travel Services
TAHI	Tanzania Hotel Investment
TWICO	Tanzania Wildlife Corporation
TTB	Tanzania Tourist Board
UNESCO	United Nations Educational, Scientific and Cultural Organization
WAN	Wide Area Network

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1. INTRODUCTION**

This is the introductory chapter to the thesis. It describes the problem that has been studied in the course of the research. It provides a justification for such a study, along with its objectives, as well as its scope and limitations. The chapter ends with an indication of the contents of the subsequent chapters.

#### **1.2 PROBLEM STATEMENT**

Tourism is now one of the world's largest industry. It is said to be second to oil industry; and almost certain to become the biggest sector in international trade by the year 2000 (Oyowe 1990). In fact, at the World scale, tourism is growing very fast, thanks to the improved technology in transportation and communication systems. There are countries which are traditionally known as tourist countries, where tourist attractions and other facilities have long been established. Countries in the Western Europe, Middle East, and North America, earn billions of dollars each year from tourism.

In Tanzania, for a long time, this sector has been neglected despite its enormous potential, given the diversity of tourist attractions. Tanzania ranks number one in Africa for the area set aside for wild animals and variety of species. It is also one among the countries possessing one of the seven wonders namely the Ngorongoro Crater (National Tourism Policy 1993).

Given the potential of tourism, it appears that this sector could be an important alternative to economic growth in Tanzania. A number of reasons can be provided for the justification of the importance of tourism to the economy of Tanzania. In the first place, manufacturing industries in the country are not well developed. The economy is still heavily dependent on export of primary goods, particularly agricultural products. The agricultural products earn the foreign currency for the country. On top of that, even few industries that have been established over the last thirty years, operate below their capacities. The low capacity of manufacturing industries is attributed to the obsolete technology, lack of capital, and skilled manpower.

On the other hand, the country has to compete with existing manufacturing countries. These have the benefit of experience, reputation, skilled management, a trained workforce, and a network of market outlets (Pearce 1981). Furthermore, the markets for Tanzania, like many other developing nations, will initially be in the developed countries because of their big purchasing power. But these countries may well protect their manufacturing industries from competition. Tanzania may also be competing with Asia's "economic tigers", such as South Korea, Singapore, Taiwan, (Greenaway and Milner 1986).

Compared with the most of the manufacturing industries, tourism is less dependent on high technology to make it competitive. It is by far the most extensive service industry which earns the foreign exchange. The marketing of tourism has already been established; and it is promoted by a network of tourist companies and travel agents.

Tourism is labour intensive; and therefore, provides more job opportunities to the residents of the country. All businesses related to tourism, such as, hotels, tour operation, and catering companies employ a large number of people. Usually, many of

these businesses do not employ skilled labour. This is very advantageous to the country like Tanzania, where the process of generating skilled labour for manufacturing industries has not yet been fully developed.

Likewise, tourism industry helps to spread development to other regions of the country, where manufacturing industries have not yet been established. This also prevents the young men from moving into the cities in search for employment; for, the jobs, in that case can be found in their localities. Because it uses inexhaustible resources, tourism contributes to the conservation of national heritage. (Luhikula 1984).

In general, tourism provides an alternative way of diversifying the economy of Tanzania; and thereby, increasing the most needed foreign exchange. Tourism therefore, is one avenue available for more balanced development of a country. (Gamble 1989).

Various organisations and institutions are involved in tourism industry in Tanzania. The government through its Ministry of Tourism, Natural Resources, and Environment is responsible for policy making, and for overseeing the whole industry of tourism. On the other hand, involvement of private investors has increased in promoting tourism in Tanzania. Both the government and private investors are also concerned with hotel services, tour operation, and catering, all of which help in developing tourism. Institutions of higher learning, such as, the universities are concerned with research in order to help boost this industry.

These organisations and institutions need to note that the practice of tourism is becoming increasingly sophisticated. In this situation, marketers must concern themselves with a skilful balance between its quantity and quality; while developers and providers of tourist products must concern themselves with the conservation as well as the quality

of experience. In the same way, the promoters should also know how to protect the environment, since this is a delicate resource (Lickorish 1987).

In order to cope up with the demands of tourism industry, the promoters should be able to get appropriate and proper information. Information is a vital resource for the development of tourism. In fact, it should be viewed as a prerequisite for the development of tourism in Tanzania.

Planners, marketers, environmentalists, tourist, and the general public need to have information about tourism according to their respective requirements. Currently, there is no such information system in Tanzania, which can meet their requirements. In fact, the Tanzania Tourist Board (TTB), revealed recently that apart from the problems, such as, the inefficient transportation system, and the poor telecommunication system, the biggest problem was the quantity and the quality of information provided. The Board, which is essentially an organ for marketing and dissemination of information, indicated that many potential tourists did not know Tanzania's attractions (Sunday News July 1994).

Even the promoters in Tanzania lack the foresight due to lack of information. Should there be a good information system, Tanzania would witness rapid development in the tourism industry.

The problem undertaken for this study, relates to the development of a computer-based information support system, that would provide information to all institutions and organisations, as well as to individuals concerned with the tourism industry in Tanzania. This system is expected to be quite efficient and effective to meet the information needs of all concerned with tourism in Tanzania.

### **1.3 JUSTIFICATION**

The importance of the tourism industry in Tanzania has been discussed in the preceding section of this chapter. Needless to say that for realizing the tourism industry in Tanzania, an efficient and effective information service system should be in place.

This system, which is computer-based, will benefit the government, tour operators, travel agents, environmentalists, hoteliers, and individuals concerned with tourism in Tanzania in various ways. For one thing, this system will provide its users with complete and timely information. For another, the information provided, will enhance the capabilities of the promoters to deal with the different components of tourism in Tanzania. That is to say, the promoters will be enabled to know the kind of information they have to consult in order to support their decisions. A well planned tourism, based on the use of pertinent information, will improve services, and increase the number of visitors to the country. In that case, the government's revenue will increase because of the foreign money the visitors spend in the country during their tours.

### **1.4 OBJECTIVES**

#### **1.4.1 General Objectives**

The general objective of this research is to develop a prototype computer-based information support system that would provide the necessary information to all the institutions, organisations, and individuals concerned with the tourism industry in Tanzania.

### **1.4.2 Specific Objectives**

In order to achieve the general objectives, as stated above, this study aims at achieving the following specific objectives:

- To identify the users of information in the tourist industry.
- To identify information requirements in the tourist industry.
- To examine the present information facilities with a view to identifying factors that can be used to develop a new system of information for all components of tourism in Tanzania.
- To investigate problems faced by tourism industry in relation to information provision.
- To propose a computer-based new information system that will be more efficient and effective in order to enhance tourism development in Tanzania.
- To design and create the databases of profiles of institutions and organizations, of experts and of documentary sources of information (bibliographic database).
- To design a specialized database of the core concepts going with the study of tourism in Tanzania.
- To suggest how the system will be implemented.

### **1.5 SCOPE AND LIMITATIONS**

The scope of the study of this type should necessarily be determined with reference to the general objective of the study as formulated and furnished in section 1.4.1. By implication, the general objective of the study calls for a comprehensive survey

and examination of the existing information infrastructure and facilities pertaining to the tourism industry in Tanzania. This is, indeed, a prerequisite when the intention is to develop a computer-based prototype information support system that would meet the information needs of all concerned, in some way or other, with tourism in Tanzania.

But, the time that was available for this purpose was only two months: July and August 1994. And, the money available for this purpose was too inadequate to cover the whole country for the purpose of surveying the pertinent existing information infrastructure and facilities relating to tourism in Tanzania. As a result, it is inevitable that the study had to suffer from some unavoidable limitations. It is necessary that the limitations should be explicitly stated here. To satisfy this condition, it is necessary to mention that the survey of existing information infrastructure and facilities relating to tourism in Tanzania was conducted only in two cities, namely, Dar es Salaam, and Arusha. These two cities were chosen because of the fact that such facilities are mostly located in these two cities. So it was thought that the problems identified in relation to these two cities would be enough to generalise the facts common to the whole country; and that is, indeed, the situation at present in Tanzania so far as its tourism industry is concerned.

## **1.6. ORGANISATION OF THE THESIS**

The thesis comprises eight chapters. Chapter 1 is the introductory part of this thesis. This chapter furnishes the statement of the study problem, and the justification for the study; together with its objectives, and the scope and limitations.

Chapter 2 deals with the methodology used to collect data for this study. The methods used for the collection of data are specifically mentioned.

Chapter 3 provides the background information about Tanzania considered to be pertinent for this study. This chapter specifies the environment in which the proposed information support system would be operative.

Chapter 4 presents a brief history of tourism in Tanzania; along with a discussion on the major tourist attractions; and on the countries that generate tourists for Tanzania. This chapter also examines the existing information infrastructure in the field of tourism in Tanzania. The findings of the examinations are also furnished in 5 chapter.

Discussions on the proposed Information Support System appears in chapter 6. Chapter 7 furnishes the conclusion, and recommendations originating out of the study.

## CHAPTER 2

### METHODOLOGY

#### 2.1 INTRODUCTION

The purpose of this study is to develop a computer-based information support system that would be able to generate appropriate information services to meet the specific information needs of its prospective users. The users of the system would include organizations, institutions and individuals. To satisfy their information needs the proposed system must be equipped with appropriate prototype computer-readable databases of the profiles of different categories of sources of information. Predominant among these categories of sources of information are the following:

1. Documentary sources of information
2. Institutional sources of information;and
3. Human sources of information.

For the purpose of creating profiles for these categories of sources of information it was necessary to collect accurate data for each of the identified sources in each category. Besides, there was the need to ascertain the information needs of the prospective users of the proposed system. In addition, it was necessary to acquire adequate knowledge about the tourism industry in Tanzania along with thorough knowledge of information systems analysis and design. For the purpose of data collection, different appropriate methods, such as, questionnaire method, interview method, and observation method were used in combination, wherever warranted. For

acquiring additional knowledge, the method of literature survey was primarily used. This chapter deals with the methods used for various purposes specifying how the methods were used and for what purposes.

## **2.2 DATA COLLECTION**

For the purpose of collecting data for this study the following methods were adopted:

1. The questionnaire method;
2. The interview method;
3. The observation method; and
4. The method of literature survey.

The sections below are devoted to explain as to how each of the methods mentioned above was carried out.

### **2.2.1 Questionnaire Method**

The questionnaire method was used for the following purposes:

1. To ascertain the information needs of the users of information about tourism industry in Tanzania.
2. To ascertain the pertinent facts about the experts organisations and institutions, information centres, and projects relating to the tourism industry in Tanzania.

It may be noted here that in addition to the questionnaire method, one or more methods also were used, whenever warranted, in order to get the collected facts confirmed as well as to supplement the already collected information.

Five different sets of questionnaire were designed for different categories of entities, namely, the users, the experts, the organisations and institutions, information centres, and the projects. The questionnaires were made available to the appropriate respondents giving them sufficient time to fill them in. Appointments were fixed with the respondents to collect personally the filled-in questionnaires according to their respective convenience. Wherever necessary, the respondent was informed that the researcher would like to utilize the opportunity of personal meeting for conducting a short interview; and in the case of an information centre, an observational study. Most of the respondents readily agreed to the proposal. But on several occasions, the personal meeting with the respondent did not materialise at the pre-fixed time because of some inconvenience on the part of the respondent. Besides, in several cases it was found that the questionnaire was not filled-in; and the researcher had to get it filled-in by himself during the personal meeting with the respondent.

The table below furnishes data relating to the results obtained by using the questionnaire method: Table 1: Distribution of questionnaire

Purpose	No.of quest.distribute d	No. of response
1. For ascertaining the information needs of the identified prospective users including experts	45	35
2. For collecting personal data of the identified experts	15	15
3. For collecting data about organisations and institutions	20	18
4. For collecting data about the identified information centres	4	4
5. For collecting data about the identified promotional projects	4	4

**NOTE:**

1. The sample of each questionnaire used for this purpose is given in Appendix 1;  
and
2. The names and the institutions contacted for this purpose are also given in the Appendix 2.

**2.2.2 Interview Method**

The interview method was used to supplement and to cross-check the information and facts collected through the filled-in questionnaires. It worked as an additional method for the purpose of ensuring better reliability and validity of collected data.

The use of various methods for the collection of data for this study was necessary. It was envisaged from the beginning that an additional method should be employed in order to seek clarification specially in relation to ascertaining the information need of the users; and also in ascertaining the validity of the facts about the information centres.

Furthermore, the interviews were necessary for the purpose of collecting the additional items of information that would justify the need for developing a computer-based information support system that the current study seeks to develop. For the reasons mentioned above, this study included the interview method in the research design. For the purpose of facilitating the process of interviewing the selected respondents were requested for appointment.

The following additional items of information were sought through the interviews:

1. The general views of the identified users of information about the role of information in all components of tourism in Tanzania.
2. The specific views of the identified users of information about the proposed computer-based information support system specially in terms of its essentiality and feasibility in Tanzania.
3. The information about organisations and institutions which are responsible for the collection of data on all components of tourism in Tanzania.
4. The information about the researches so far carried out on the development of tourism in Tanzania.
5. The information about the tourist generating countries, the tourist preferences and the services provided to the tourists in Tanzania.

In order to conduct the interviews, an appropriate interview schedule was designed and used. Interviews were conducted among the identified users of information on the

tourism industry. The researcher selected a group of persons from among the decision makers, administrators, planners, and researchers as well as the officers heading the information centres identified in the tourism industry. The following are the organisations from which the group of persons interviewed was selected.

1. The Ministry of Tourism, Natural Resources, and Environment in Tanzania.
2. Tanzania Tourist Board (TTB);
3. State Travel Services (STS) in Tanzania.
4. Tanzania Hotel Investment (TAHI);
5. Four selected tour operating companies:
  - Abercrombie & Kent (T) Ltd;
  - Scan-Tan Tours Ltd;
  - Takims Holidays
  - Alibhai and Lalji Ltd; and
6. Tanzania Wildlife Corporation (TWICO).

### **2.2.3 Observation Method**

The primary aim for employing the observation method was to get familiarity with the professional activities of the identified information centres concerned with tourism industry in Tanzania. After being familiar with their respective objectives, functions and structure, special attention was paid in carrying out an observational study of their respective professional information collection and processing activities. The observation was concentrated on how these centres acquire their materials, process the materials technically, store them, and generate information services. The researcher was also able to see the techniques and tools used to process information by these

information centres. The understanding of how the present information system works provided an insight as to how to design the proposed computer-based information support system.

For the purpose of carrying out the observational study, appointments were fixed with the professionals in charge of those information centres. The visits were made to these centres according to the timetable set up for that purpose. The professionals in these centres were very helpful in enabling the researcher to carry out the observational study.

The information centres where this observational study was conducted form part of the following organisations:

1. The Ministry of Tourism, Natural Resources and Environment, in Tanzania;
2. Tanzania Tourism Board (TTB);
3. State Travel Service (STS), in Tanzania; and
4. The Tourism and Hotel Management Institute.

### **2.3 LITERATURE SURVEY**

This particular study centres around a specific area of knowledge. It deals with all the components of tourism in Tanzania. Tourism is primarily a service industry based on the natural heritage in Tanzania. It has been mentioned earlier that tourism industry has the vital role to play in the socio-economic development of Tanzania.

In order to acquire the knowledge about the tourism and its components; and in order to gain an insight of the design features of the proposed information support system, it was essential to acquire up to date information . The effective means available

for this purpose was to go through the literature extensively. The method used is called "**Literature Survey**". The method of literature survey was used to collect relevant pieces of information from different documentary sources. But, for the purpose of using those pieces of information in relevant chapters, the technique of "Information Analysis and Consolidation" (IA+C) was used. The documentary sources consulted for this purpose are listed in the bibliography section which link the sources to their respective references in the text. However, some of the important documentary sources that have been very helpful for this study are listed below:

1. Popovic, Vojislav.1972. Tourism in Eastern Africa. Munchen:Weltforum Verlag.Germany.
2. Luhikula G 1991. Tourist Guide to Tanzania. Dar es Salaam: Travel Promotion Services Ltd.
3. Robinson, H. 1976. A Geography of Tourism. London: Macdonald & Evans Ltd.
4. Mills H.D 1986. Principles of InformationSystems Analysis and Design.New York: Academic Press,Inc.
5. Squire E. 1980. Introducing Systems Design.Addison-Wesley Publishing Company, Inc.

#### **2.4 FACILITIES AND TOOLS FOR SYSTEM DEVELOPMENT**

It may be noted here that, for the purpose of developing the the prototype information support system, the following facilities and tools have been used:

1. The network facility available at the School of Information Studies for Africa(SISA);
2. The micro CDS/ISIS software for the creation of the databases;
3. The ABNCD (Abebe et al 1992) integrated database approach; and
4. The SISA interface (Molla 1993)

## **CHAPTER 3**

### **BACKGROUND INFORMATION ABOUT TANZANIA**

#### **3.1 INTRODUCTION**

This chapter provides background information about Tanzania. It covers brief information about its land, climate, economic background, education, health care, culture and traditions as well as about the form of the government ruling the country. All the items of information, taken together, will help to build a general idea about the country, the tourism industry of which is the focus of this study.

#### **3.2 LAND**

Tanzania has the land area of about 945,087 sq. km (364,900) sq miles). This land covers the whole of the United Republic of Tanzania, i.e. the mainland Tanganyika and a number of offshore islands including Zanzibar, Pemba and Mafia.

The country has a wide variety of land forms which include the highest point in Africa, Mt. Kilimanjaro (5,895 m above the sea level) and the lowest point, Lake Tanganyika (358 m below the sea level). The main upland areas occur in a northern belt- the Usambara, Pare, Kilimanjaro and Meru mountains. The central and southern belts include the Uguru and Uluguru mountains. The highest peaks like Kilimanjaro and others are all volcanic, but the plateaus have been formed by faulting of the earth. The faulting movement has also resulted into the formation of the rift valley with its spectacular lakes which host the best tourist attractions in the country, such as, the Lake Manyara National Park, and the Lake Natron with its big flocks of beautiful flamingoes.

The rest of the country is formed of low and extensive plains which host one of the world's fabulous wild animal herds. The coast has one of the Africa's finest beaches, coral reefs, and extensive growth of mangrove forests near the river mouth.

### **3.3 CLIMATE**

Tanzania's climate is essentially of the equatorial type. But there are considerable variations caused by the varied topography and its latitudinal position. Along the coast, the weather is hot and humid with an average temperature ranging from 22 degree C. to 30 degree C. Monsoon winds have a great influence upon the coastal weather. During the months of October and February the northerly winds blow to east, and the southerly winds blow to east during the rest of the year. The humidity is high from December to March. The long rains start at the end of March and continues until the end of May.

The central plateau with the height of 1200m above sea level is warm and dry with an average temperature of 27 degree C. during the day time. The nights are usually very cold. Days are harsh with wind that raises blinding clouds of dust.

In the northern, western and southern highlands, the climate is semi temperate. Temperatures range from 21 degree C. during the hottest month of March to below 15 degree C. in June. Arusha, Ngorongoro and Lushoto in the northern mountains, Mbeya and Iringa in the southern highlands, and Bukoba in the north west highlands, can develop low temperatures requiring heavy clothing from June to September.

There are two rainy seasons in Tanzania. The long rains start from March and continues up to June; and short rains occur during November to February. The long rains most often come as heavy downpours, particularly in the highland areas. The short rains are usually less severe.

### 3.4 POPULATION

According to the National Census, held in 1988, the population of Tanzania reached to 26.4 million. The majority of this population are Africans. But the people of Asian origins especially Indians, Pakistanis and Arabs form a minority. The majority of Asian people live in the urban centres where they are engaged in commerce. Tanzania is among the least urbanized countries in Africa. It is therefore, not surprising to find that only 7% of population live in the cities and towns (National Census 1988).

The composition of the population of Tanzania is one with large diversity of ethnic groups. The country has about 129 different ethnic groups with their languages, culture and traditions. All 129 groups of people are united by Swahili which is the nation's lingua franca.

The highest concentration of population is in fertile areas. In these areas people are engaged in agricultural production of both food and cash crops. The major areas of high population densities are around the slopes of Mt. Kilimanjaro, Mt. Meru, Northern highlands, on the shores of lake Malawi, and in the areas south of lake Victoria. The areas have sparse population, particularly in the central regions which are semi arid and the woodlands of western Tanzania where tsetsefly is a menace. The southern highlands are also very fertile and the population density is high.

### 3.5 LANGUAGE

All ethnic groups have their own languages which are spoken in their localities. Nevertheless, *Swahili* which is Bantu-based, with strong Arabic influences, is spoken throughout the nation. Historically, *Swahili* language attained prominence during the German colonial rule. Earlier it was a language spoken along the coast where trade

contacts with visitors from Persian Gulf and the Far East were intense. The language slowly spread into the immediate hinterland and finally into the interior where trading activities flourished. Indeed, by the time the Germans arrived Swahili was already a medium of communication among various ethnic sections of the population.

The Germans introduced *Swahili* in schools as a medium of instructions. The effect of the German efforts to make Swahili an official language had positive results when *Swahili* became a uniting factor during the struggles for Tanzania's independence in late 1950s. Tanzania attained its independence in 1961 (EACROTANAL 1981).

English is another language that is widely spoken. This language is particularly used as a medium of instruction in post-primary institutions of education. It is an official language used mainly in commercial transactions. Recently, there have been efforts to introduce French language in a few selected secondary schools. Its use is still very negligible except in some specialised commercial dealings. Other languages like Hindi, German, Arabic could be heard in the cities where these people are engaged in various businesses.

### **3.6 EDUCATION**

The educational system in Tanzania is growing towards self-sufficiency in terms of manpower requirements. Since independence from British rule in 1961, the government has been developing strategies for achieving self-reliance in this regard. In 1967, the government announced Arusha Declaration in which Tanzania was to be a socialist country. The blueprint hitherto produced stated clearly that Tanzania was to be developed by Tanzanians themselves.

Education for self-reliance was introduced in schools to inculcate the sense of self dependence. This philosophy was meant to develop Tanzanian youth to develop self initiative and originality. It was, therefore, envisaged that with this policy Tanzanians would be able to utilise their own natural resources without very much depending on foreign assistance. However, although emphasis was put on developing internal initiative, the government heavily depended on overseas aid for development programs.

During the same period, the government campaigned to reduce illiteracy by introducing adult education. As a result, by 1985 the country achieved one of the highest literacy rate of about 85% in the third world. (Tanzania Government Report 1986).

As regards higher education, the government has been the major provider and sponsor of higher education. Before 1986, with socialist policy still in place, education was provided free of cost to all Tanzanians (Nyerere 1972). While the primary education was open to all children of 5 years and above, the higher education was mainly based on the merit judged after the students had been screened through national examinations. This was done in order to cope up with the inadequate financial resources allocated for the post primary education.

However, throughout this period, the government had strived to build more schools and to increase enrolment (Budget speech 1980). For instance, the number of primary schools had increased modestly from 3342 in 1962 to 10,324 in 1988. In the same period, secondary schools increased from 62 to 288. At the moment, the country has three universities, and one open university. All are state owned. There are some proposals to start private universities; and the program is underway to start them soon (Economic Survey 1993).

One noteworthy point is that since its scrapping of socialist policy, the government has started encouraging private education in which the government's role shall be that of providing curriculum only. Measures have already been taken to introduce what is called "cost sharing" to orient people towards private education.

### **3.7 HEALTH**

Like education, the health sector is largely in the hands of the government. The government owns all major hospitals in the country. The health sector in Tanzania puts more emphasis on educating the masses about health issues. With the bulk of population living in the villages (about 90% of the whole population), the health education is based in the rural areas. Many health centres have been built in the villages in order to provide health services to the majority of the people (Nyerere 1968). In addition to dispensing basic drugs to the rural people, the health centres work as disseminators of health education. Various campaigns have been held nationwide to inform the people about the measures to be taken (a) against preventable diseases, (b) to improve environmental sanitation, and (c) for vaccination of children against epidemic diseases.

However, the government's efforts to improve environmental sanitation, and to educate the people about effective preventive measures against diseases, have not been very successful. The quality of environmental sanitation, particularly in urban areas, has continued to deteriorate; and the efforts to curb the spread of malaria and AIDS have not produced significant results. On the other hand, the efforts to improve nutritional status of the people have not yet realised any meaningful achievement (Luhikula and Lyogelo).

In fact, in some places there has been increase in the occurrences of cholera and meningitis epidemics. T.B cases are also increasing (Government Report 1993).

Although no big headway was made in achieving the earlier goals, yet there has been initiative to improve the health sector. Among the measures taken in this direction include the rehabilitation of buildings and equipment; and also the availability of drugs and other medical supplies. Efforts are being made to develop highly qualified medical personnel (Ministry of Health Budget speech 1990).

To involve all people in the health sector, the government has recently introduced some fees which patients should pay to get medical services in the government health centres and hospitals. Major strides have been made to implement this program. At the same time private individuals are being encouraged to open dispensaries and hospitals.

### **3.8 GOVERNMENT**

The United Republic of Tanzania is made up of the former Republic of Tanganyika and the people's Republic of Zanzibar. It is a sovereign republic with an Executive President as the Head of the State and Commander-in-chief of the Armed Forces. It is also a multiparty democracy with its first multiparty elections to be held in October 1995 (Tanzania Constitution of 1977).

The United Republic is ruled by a National Assembly which comprises elected and nominated members from both Zanzibar and the mainland. The executive function of the government is carried out by the President. Government administration is carried out by the ministries led by Ministers. The Ministers are appointed by the President. The administrative Regions and Districts are administered by the Regional and Districts commissioners respectively. Below the district governments, the administrative structure is further divided into divisions, wards and village administrations. All administrations are headed by executive officers appointed by the government.

Zanzibar has its own independent government and is responsible for all matters in Zanzibar. The government of Zanzibar cannot alone deal with union matters. The government is led by the President and Chairman of the Zanzibar Revolutionary Council. The House of Representatives of the revolutionary government of Zanzibar is a body responsible for making laws in Zanzibar except those concerning union matters.

### **3.9 ECONOMY**

Since 1967, the country's economy had been a socialist oriented one. In the same year, the government nationalised the major means of production and put them into the hands of the Tanzanians (Nyerere 1968). The early years of nationalisation saw an increase in new industries, owned by the government, and an increase in production. Since 1974, several things happened that affected the country's economy according to official statements. During that period, oil prices rose in the world market that forced the country to spend more money to import oil for industrial and domestic use. In 1976, the East African Community (EAC) broke and the country had to adjust to the economic shocks brought about by the disintegration of EAC. The war with Uganda and the intermittent droughts had affected the economy (Government 1981).

Since then the country's economy had been going down. By 1984, industrial production came almost to a stand still; and many state-owned factories shut down. Those which survived had to operate below their installed capacity.

Since 1985, the government has adopted its economic policies, aimed at transforming the economy significantly (Luhikula 1991). Efforts have been made to increase private investment in agriculture and industry. Trade has been liberalised and

individuals have been allowed to hold overseas reserves in foreign exchange to import various goods to sell locally at market determined prices.

The new economic policy aimed at increasing the Gross Domestic Production (GDP) by an average rate of 4.5% during the years 1986 to 1991 (Government report 1986). Although the private firms have been allowed to export their products, some of the exports are still the government reserve. For example, agricultural products such as coffee, sisal, cashewnuts, tobacco, cloves, tea and pyrethrum, all of which form the bulk of exports are mainly confined to government parastatal corporations.

### **3.9.1 AGRICULTURE SECTOR**

#### **3.9.1.1 CROPS**

More than ninety per cent of Tanzania's population are peasant farmers. Many of these people live in the villages where land is their basic means of production. Between 1977 and 1985, for instance, agriculture contributed 50% of the nation's GDP and was responsible for more than 80% of all exports earnings (Ministry of Planning and Economic Development 1986).

People in the rural areas own small farms in which they produce food and cash crops. Apart from small holder farmers, some large commercial farms are owned by the government and private companies. Many of the government large plantations are engaged in the production of food particularly wheat and rice. The state also owns sisal, coffee and tea estates (Eriksson 1993).

The main food crops are maize, bananas, rice, sorghum and beans. Cash crops are coffee, sisal, cotton, cloves, tea and tobacco. Others include sugar cane, oil seeds, fruits and legumes.

Tanzania is well known in the world market for the exports of coffee. In fact, it is one of the three world's biggest producers of high quality Arabica coffee. Both Arabica and robusta coffee are leading export commodities, contributing to about 40% of the country's annual foreign export earnings. Main markets are Germany, the U.K, the Neatherlands, Italy, Sweden, Denmark, Belgium, France, Japan, Austria and Canada.

### **3.9.1.2 LIVESTOCK**

The 1984 census showed that Tanzania contained more than 12.5 million head of cattle, 7 million goats and 3.4 million sheep. Tanzania is second to Ethiopia in livestock wealth. The livestock resource provides an important substitute for food imports.

Almost ninety per cent of the livestock population is in the hands of the rural families. A small number of cattle, sheep and goats are exported to the Gulf and some other African countries.

### **3.9.1.3 FISHERIES**

The potential of Tanzania's fish resources is large but this has not been fully exploited. Ample fishing opportunities are provided by the many shallow and fresh water lakes, as well as the Indian ocean. Small-scale local fishermen contribute to about ninety five percent of fish produced in Tanzania. The bulk of the fish netted comes from three Lakes, Lake Victoria, Lake Tanganyika and Lake Nyasa. Other sources are minor lakes, dams, and reservoirs.

#### **3.9.1.4 INDUSTRIAL SECTOR**

The industrial sector contributes to about 8% of the GDP. Formally many industries (about 85%) were owned by the government. However, performance in these industries has been low, the reason being inadequacy of foreign exchange and mismanagement.

The industries that were affected by these two major problems include textile mills, flour mills, breweries, canning plants and other factories. To curb this situation, the government has embarked on a large scale privatization of loss making industries. Already more than hundred factories, out of the total of four hundred factories, have been sold out to private individuals both locals and foreigners (Budget speech 1989).

Industries to be found in Tanzania are mainly composed of processing primary goods like agricultural products. These include fruit canning factories, flour mills, meat packing, etc. Others are cotton ginning, vegetable oil refineries, tanneries, tobacco processing plants. Truck assembling, tractor manufacture, and machine tools manufacturing are among the sophisticated engineering works.

Small scale industries have also been developed over the past ten years. The aim of this program was to make employment available to rural population. Many of these are handicraft industries, such as, carpentry, sculpture, souvenir etc. The small industries particularly the art industry, contribute to tourism by selling their products to visitors.

#### **3.10 CULTURE AND TRADITIONS**

Many contacts with foreign cultures have not greatly changed Tanzania's cultural heritage. The many and diverse ethnic population of Tanzania still observe their rituals and customs. Many people still follow traditional practices in their day to day lives. Such

events as birth, puberty, marriage and death are being celebrated traditionally. For instance, in the case of marriage, dowry giving is still respected. Arranged marriages have almost disappeared from many communities. Many young men can now choose their spouses from people of other ethnic groups without much fuss. This probably has been caused by the spread of christianity and modern civilisation.

Like that in many other African countries, the family in Tanzania is an extended one. This includes aunts, cousins, uncles, brothers and in some cases the in-laws. The clans in most cases have remained strong; and some rivalries or disputes within the clans have all along been resolved by the clan elders.

Folklore is the main feature of Tanzania's daily life. The most entertaining of the folklore are traditional dances popularly known as *ngomas*. The *ngomas* are played in many tourist centres. Dance styles differ from one group of community to another. Many of these depict day to day activities, like farming seasons dances, harvest and thanks giving ceremonies. Many ethnic dancers tend to paint faces, and put on spitual masks; all of which make their performances too attractive.

Different traditional dancing troupes hold their performances in hotels and social clubs where tourists can easily watch them. National festivals are usually highlighted by traditional or properly national dances.

Although the dominant type of dress is western, but traditional African dresses can still be widely seen. Traditional clothing include *Khanga* and *Kitenge*. These are mainly worn by women; and at one point, this type of dressing was made a national costume, though this practice is now not emphasized any more. Along the coast the influence of foreign cultures and traditions could be easily noticed in the type of dresses. The coastal Muslim women cover themselves with *buibui*, which is apparently an Arab

traditional clothing. While men wear caps like their Arab counterparts.

The art and craft works in Tanzania play a dominant role in day to day life. The art works include bead work, grassmats, pottery, woven baskets, carvings and paintings, and the bark clothes, all of which add an important value to tourism. Tanzania is well known all over the world for its *Makonde Carvings*. Many souvenirs and art galleries are filled with the *Makonde carvings* which never fail to catch the eye of an enthusiastic visitor.

Early people of Tanzania were followers of traditional religion. This religion involved ancestor worship. Until today ancestor worship continues in some parts of Tanzania. However, many people have now been converted to foreign religions like Christianity and Islam. While Christians are dominantly in the interior of Tanzania, the Muslims occupy most of the coastal belt. Some Muslim population can be found in small inland townships historically known to have had trade contacts with coastal traders. Many of these are along the early caravan routes. Hindu and other religions of Asian origin can also be found in urban centres.

## **CHAPTER 4**

### **TOURISM IN TANZANIA**

#### **4.1 INTRODUCTION**

Tanzania's potential for tourism is vast due to its diverse tourist attractions. This Chapter deals with a brief history of tourism in Tanzania; and outlines major tourist attractions, tourist generating countries and promotional services that are being rendered by both the government and private sectors. The information infrastructure of tourism in Tanzania is briefly discussed. The chapter ends with the discussion on the method of information dissemination.

#### **4.2 DEFINITION OF TOURISM**

Various definitions of the term "tourism" abound in different pieces of literature. In order to derive the meaning of tourism it would be more important to define a "tourist". According to the Webster's Dictionary, the word "tourist" is derived from "tour" which means, 'journey at which one returns to the starting point; a circular trip usually for business, pleasure or education during which an itinerary is usually planned'. This definition indicates that, a person or groups of persons visit a particular area for various motives. But the tourist has to start from a particular point to which he or she has to return. It is a planned journey for a short period of time.

However, many governments tend to define a tourist as a "visitor" a more generalistic term. (Murphy 1989). The term "visitor" whose definition was produced by the United Nations Conference on Travel and Tourism in Rome, in 1963, was adopted

by the International Union of Official Travel Organisation (IUOTO) in 1968. This definition states a visitor as: "any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited".

From this definition, it would appear that, all travellers to the foreign countries for pleasure, business or a combination of two makes what a tourist is. The difference is for such a person who moves into a foreign land and establishes his or her residence there. This person will be earning a salary and paying taxes in his or her new country of residence (Buckart 1974).

The IUOTO definition is intended for international travels. But this can be applied in individual nation, in which case, a visitor will be one who is visiting another region on pleasure or business. This definition also categorises visitors into two:

1. The Tourists: These are visitors making at least one overnight stop in a country or region and staying for at least 24 hours.
2. Excursionists: These are visitors that do not make an overnight stop, but pass through the country or region. An excursionist, according to this definition, stays for less than 24 hours and includes day-trippers and people on cruises.

In this thesis, for the purposes of clarity, the terms "visitor" and "tourist" will be interchangeably used. Where there is need for categorising the visitor as a tourist or an excursionist, that will be clarified.

In order to put the whole discussion into perspective, it is also important to describe what "tourism" is. "Tourism" in many cases is described as an industry, trade, or business. To come into perspective of this discussion, a brief discussion of the definitions given in various literature will be followed.

Many economists and compilers of industrial classifications argue that, there is no tourism industry because it does not produce a distinct product.(Chadwick 1981). But if tourism process is considered, according to Chau (1977),it combines demand (tourist), suppliers (tourist industry), and a product (attractions). On the other hand, Mawhinney and Bagnall (1976) argue that tourism is an industry like any other industries such as agriculture, because it is dependent on the continued availability of those resources upon which it is based.

Tourism is a resource industry which is dependent on nature's endowment and society's heritage. Visitors are attracted to areas of outstanding beauty which include climates, landform, fauna and flora, cultural heritage, centres of learning and historical sites. Because, it is a resource industry it sells to both local and foreign markets.If we consider the arguments above, it will appear that, tourism has a product, which according to Murphy (1991), is the travel experience.

Therefore, it is not improper to describe tourism as an industry. In this work, tourism will, henceforth, be viewed as an industry that sells its products and services to locals and non-locals, and that needs careful planning and management.

#### **4.3 HISTORY OF TOURISM IN TANZANIA**

Tourism's development in Tanzania is very much associated with that of the whole of East Africa. Historically, all three East African countries, namely Kenya, Uganda and Tanzania (Tanganyika at that time), were under the British colonial rule. After the end of the World War I, Tanganyika under the trusteeship of the League of Nations, was handed over to the British rule after the Germans were defeated in that war.

As part of the British interests in Tanganyika, tourism was developed along with other economic sectors. To fulfil this, between 1938 and 1965, tourism was developed as a regional industry. But unfortunately, the set up of this cooperation favoured Kenya the most (Ouma 1970). Kenya became British colony at the time when Tanganyika was still under the German rule. As such its economic infrastructure was more developed than its neighbouring countries. Furthermore, Kenya had larger population of white settlers as compared to Tanganyika. For this reason the necessary facilities for tourism were developed much faster. During this period, tourism was developed as a regional industry.

The need for developing tourism as a regional industry arose out of the fact that, East Africa was rich in both fauna and flora as well as historical and archaeological attractions. The full details of the attractions of tourism in Tanzania will be dealt with in the subsequent sections of this chapter.

In addition to having diverse tourist attractions, there was also the good background for cooperation amongst the East African countries. In 1948, for example, the East African High Commission was established which enhanced cooperation among the member states. The years that followed the establishment of this organisation witnessed major strides being made for tourism development in East Africa. The notable developments towards this direction were as follows:

1. The formation of the East African Railways and Harbours Corporation;
2. The formation of the East African Airways Corporation;
3. The substantial improvements of postal and telecommunications services;
4. The formation of a customs union; and
5. The liberalisation of the customs regulations. All these developments

contributed substantially to the development of tourism in East Africa.

The transportation infrastructure that was established in the region facilitated the movement of tourists. At the same time, the airlines and the shipping lines disseminated tourism literature to travel agents in Europe, North America, the Indian sub-continent and South Africa. The aim of this was to stimulate the travelling public (Popovic 1972). On the other hand, telecommunication services established direct information exchange between the East African countries and the tourist generating countries.

However, inspite of its being regional in character, the main promotional efforts of tourism in the years before 1951 were concentrated in Kenya. Tanzania's tourism started in 1951 when the Serengeti National Park was established as the first game park in the country. Possessing world famous herds of game, the plains were gazetted to, "provide an attraction to the tourists not to be found elsewhere in Africa" (EATA 1949).

Although tourism offered interesting possibilities for the future, especially because the country had more potentials in scenery and wildlife relative to that of Kenya, and Uganda, little emphasis was put in developing it. The turning point came in 1960. Having recognized its potential, the United Nations visiting Mission to Tanzania in 1960, recommended the development and maintenance of extensive game reserves and national parks. The recommendations of the United Nations Mission in Tanzania were taken up seriously by the government for implementation.

Immediately after independence, the newly independent government paid more attention to tourism by establishing more National Parks. The seriousness of the government on the development of the game parks for the purpose of tourism was vividly expressed in the statement, Dr. Nyerere, the former President of Tanzania, gave in 1961, when he said:

"The survival of our Wildlife is a matter of grave concern to all of us in Africa. These wild creatures amid the wild places they inhabit are not only important as a source of wonder and inspiration but are an integral part of our natural resources and of our future livelihood and well being. In accepting the trusteeship of our wildlife we solemnly declare that we will do everything in our power to make sure that our children's grand-children will be able to enjoy this rich and precious inheritance."

Dr. Nyerere's statement clearly explains the government's position about tourism in Tanzania. For one thing, it indicates the potential of tourism in the country. For another, the natural heritage of Tanzania was considered to be a vital resource for future development of the country. The statement further indicates that, the responsibility of protecting the wildlife absolutely lies in the hands of Tanzanians for the world to enjoy this natural heritage.

It is with this view therefore, that the government built major infrastructure such as, the roads and other services like hotels and lodges in the game areas. Parallel to the promotional efforts, the government has increased the number of National Parks and game reserves from only one in 1951 to more than twenty in 1993. (Bureau of Statistics 1994).

#### **4.3 PLACE OF TOURISM IN THE COUNTRY'S SOCIO-ECONOMIC DEVELOPMENT**

Tourism industry has an important place in the country's socio-economic development. Taking it from the global perspective, it would be found that, in other countries of the world, tourism had long been a significant source of income. In Spain,

for instance, earnings from the international tourist account contributed about 22.5 per cent to its National income in 1977 (Murphy 1990). The money earned from this industry made available the funds for other development projects. In Britain, tourism was expressed as both a source of income and job opportunities. In 1977, the Prime Minister of Britain, at that time, Sir James Callaghan, described tourism , "as an additional and important source of income and work" (English Tourist Board 1977).

Not only at individual National level has tourism been recognized as an influential socio-economic sector. But the United Nations had noted the economic and social significance of tourism. In the year 1979, the United Nations stated that tourism was bigger business than iron and steel industries. In Manila Conference on World Tourism the UN body declared:

"Tourism is considered as an activity essential to the life of nations because of its effects on the social, cultural, educational, and economic sectors of national societies and their international relations" (UN 1981).

The excerpt above shows that tourism is a vital sector in national economies. Tourism helps to develop other sectors of the society. It generates funds that can be used in the fields of education, culture and health. The impact of tourism on the cultures of other people have been seen in many other places of the world (Mitchell 1969). In such places where tourism has been practised, the local people have adopted some of the customs of the tourists like, clothing. It has also influenced people to learn the ways of life of the foreigners; and has enhanced the development of such amenities as the resorts and other recreation services which are also available for use by local population. At the same time, tourism has enabled the visitors from foreign countries to widen their understanding of other cultures.

Interactions with foreign cultures, apart from learning each other's traditions and ways of life, have also led to good relations among the nations. Where the people of the host country have been so receptive to the foreigners, good relations between these countries have been maintained. This has some political implications between different nations of the world.

In Tanzania, tourism is the second largest economic sector after agricultural exports. Since 1980, earnings from this industry have risen. Table 2 shows this growth in earnings from tourism.

Table 2: Income earned from Tourism between 1988-1991

YEAR	1988	1989	1990	1991
TOURIST ARRIVALS ('000 )	130	138	153	570
TOURIST RECEIPTS (U.S.000,000)	40	60	65	210

**SOURCE: UN STATISTICAL YEAR BOOK, 1993**

In the table it is shown that the number of tourists has been increasing since 1988 to 1991. There has been an increase in the income from tourism in the same period. Despite this growth in tourism, and given its potential, the tourism industry could earn the country more. The country's projections so far have been to earn 500 million US dollars by the end of 1995. However, this seems to be more ambitious. For this goal to be realised, a number of factors have to be considered. One of the factors should be expansion and development of more tourist amenities. For instance, the expansion of such amenities as hotels and lodges have grown too slowly to cope up with the expanding

demands of tourism (Economic Survey 1994). That means that, the country cannot receive more visitors than what the present available capacity admits of.

Meanwhile, in order to realise the earnings of that magnitude there should be a process of establishing tourist air fare, improving performance of Air Tanzania, which is the national airline and improving the tourist attractions. At the moment, these facilities and other promotional infrastructure are not well developed to be able to realise this objective. However, it can be noted that the possibilities for achieving this goal are still large if an improvement of tourism infrastructure is carried out.

The above discussion shows that, the tourism industry has a vital role to play in the development of the country. Tourism is the single foreign exchange earner whose sources are well spread over the whole country. For example, in northern part of Tanzania, tourism has led to rapid development of the cities of Arusha and Moshi. These two cities are situated in the northern circuit of tourism. Good roads of tarmac link this area with the capital city. It is served with an international airport. The area is relatively more developed than the rest of the country. The main educational institutions are also located there.

This is one area of the country where tourism has substantially contributed to the local development. But tourism generally has contributed to the development of the regions in which tourism is practised. In many such areas, tourism has given an opportunity for the local people to obtain employment. Many young people who have not been able to make their way to the higher institutions of education have been able to get jobs in the tourist industry. Such jobs as drivers, tour guides, gate keepers and the game rangers are generated by tourism. For instance, in the year 1993, tourism alone had created thirty thousand jobs for many local people. The other beneficiaries of tourism

industry are the farmers who can easily sell their produce to the catering companies. The farmers support tourism industry and at the same time, they are able to earn cash that helps them to improve their lives.

Recently, the government has encouraged the local population to directly benefit from the earnings accruing from the tourism industry. The government has made a provision requiring the hunting tourists to apportion some of their earnings to the local people apart from the normal charges made from such activities. This money is used for development of such facilities as tap water, dispensaries and schools. Such amenities are not only useful for the local people but they are also helpful to the tourists who visit those areas (Ministry of Tourism, Natural Resources, and Environment 1992).

Tourism has also been a factor of good relations with other countries and has put Tanzania on the World map as the major destination for holiday makers. The publicity Tanzania has earned in the foreign countries is extremely encouraging. Because of the tranquil political atmosphere, and because of the hospitality extended to the visitors, Tanzania has become the safe haven for many visitors. This in turn has made the possibilities for Tanzania to receive more visitors in the future.

In short, tourism in Tanzania is a source of income, employment and has brought about infrastructural as well as regional development. The example of the northern part of Tanzania region confirms this fact.

#### **4.5 TOURIST ATTRACTIONS**

Tanzania has some of the world's famous natural as well as the historical and archaeological attractions. These attractions include; the game parks, historical/archaeological sites, sceneries, coastline and offshore Islands.

#### **4.5.1 Game Parks**

Tanzania has a huge concentration of wildlife more than any other country in the world. The area set aside for animal protection covers about 25 per cent of the total land area. The wild life is the single attraction that brings more visitors to Tanzania than any other attractions. Brief outlines of the main game parks are furnished in the following sub-sections.

##### **4.5.1.1 The Serengeti National Park**

The first national park in Tanzania, it is the World's largest wildlife reserve. With an area of 14,763 square kilometres, it has more than four million different animals and birds.

##### **4.5.1.2 The Ngorongoro Crater National Park**

The Ngorongoro crater is one of the World's wonders. The crater that was probably formed 8 million years ago through volcanic activities covers an area of 311 square kilometres. It contains the wild game and birds, including the flamingoes.

##### **4.5.1.3 Lake Manyara National Park**

It covers an area of 325 square kilometres. The park has hot springs and it is famous for its tree climbing lions.

#### **4.5.1.4. Ruaha National Park**

This is the southern most national park. The park is well- known for its huge concentration of elephants in Africa. With the total area of 13,000 square kilometres, it is rich in birds.

#### **4.5.1.5 Selous Game Park**

With an area of 55,000 square kilometres it is one of the largest wildlife area in Africa. The reserve is world famous for its huge concentrations of buffaloes, hippos, crocodiles and wild dogs.

#### **4.5.1.6 Others**

Other National parks and game reserves have a variety of wild animals and birds. These are the Mount Meru Crater National Park, Ngurdoto Crater National Park, and the Momela Lakes which together form Arusha National Park.

#### **4.5.2. Historical/Archaeological Sites**

Tanzania's significance as a place for archaeologist, and for other students of palaeo-environments visiting has increased since the excavations at Olduvai and Engaruka in 1913. There were startling discoveries at Olduvai by the late L.S.B. Leakey in 1931. But the greatest publicity to Tanzania's archaeology and palaeontology came with the discovery of the skull of what is now well-known as, *Australopithecus robustus* , and with the subsequent succession of hominid discoveries in the same Olduvai Gorge by the

Leakey family. These discoveries have helped to focus the attention of prospective scientific tourists to Tanzania. (Ouma 1970).

Tanzanian archaeological sites extend from the early Stone Age through to Iron Age. Apart from Olduvai, other sites of tourism importance include: the Iron Age sites of Ivuna on the shores of Lake Rukwa, Isimila Stone Age sites, Engaruka early farming sites with their splendid terraces which show the stage agricultural societies had reached before the intervention of foreign cultures. The Iron Age evidences of highly developed iron working skills, are found in the Pare-Usambara area.

Of importance are also the rock paintings of central Tanzania. These are mostly of red and naturalistic objects of men, cattle and wild game . Rock paintings of Kolo at Cheke II, Cheke III, Kisese II, and Kisese V are closer to the Great North Road. The rock paintings in white also exist in the rock shelters of Pare Mountains. Other rock paintings exist in the Arusha, Mbulu, and Singida Districts.

Historical sites are too many in Tanzania that attract the tourists and researchers from various parts of the world each year. These sites commemorate significant events and times in Tanzania. Bagamoyo which used to be a terminus for slaving routes still reminds the young generation of atrocities committed to against humanity five centuries ago.

The royal enclosures at Karagwe and Livinstone's *Tembe* at Kwihara near Tabora are well known historical sites. Likewise, TANU the first political party in Tanzania and that steered the country to independence from Britain, was born at Kinondoni. A monument to TANU now stands at Kinondoni.

### **4.5.3 Sceneries**

The geological history, paleo-climatic changes and concurrent geomorphological evolution of the Tanzania landscape have ensured a great variety of sceneries now available to visitor. Leaving aside the beaches, the most eye catching ones include the Kilimanjaro Mountain which is the highest peak in Africa (5,895 metres), situated three degrees south of the Equator. Here a visitor can observe perennial snow gleaming in the equatorial sunshine, the fact that astounded the early explorers.

The Kilimanjaro has two peaks namely, Kibo and Mawenzi. The two are surrounded by dense forests hosting different types of flora and fauna. Closer to the Kilimanjaro is the Mt. Meru which was formed by volcanic action.

The rift valley, the tropical rain forests and various lakes add to the most beautiful scenic environment of Tanzania. The coast line which is 80 kilometre long has excellent beaches and bathing waters. The beaches are unpolluted and they are dotted by the coconut palms (Saibul 1978).

In terms of facilities, the northern Tanzania has well developed facilities for Mountain climbing. Tourist to the Mountains are well provided for with huts, guides, advice, and provisions in case of any emergencies.

### **4.5.4. Offshore Islands**

The offshore islands include the Zanzibar and Pemba Islands. These are the largest of all offshore islands. South of Dar es Salaam lies the Island of Mafia. The East African coastline with Zanzibar and Mafia is a highly attractive tourist area. The Island of Zanzibar, for instance, has many historical buildings with its narrow streets. The

Island also reflects the Arabic influence during the contacts with the local people. Arabic architecture, and culture and traditions mark the integration of foreigners with the local populations.

One great advantage of this area for international tourism is its proximity to Dar es Salaam, a capital city with a modern international airport. However, recently the government of Zanzibar has embarked on expanding its airport in order to accommodate international flights that will bring in tourists directly to Zanzibar . At the moment, many tourists set out their journeys of touring Zanzibar and other offshore islands from the capital city of Dar es Salaam. There are fast boat services from Dar es Salaam to Zanzibar and Pemba. Also chartered planes do give services to the tourists.

#### **4.6 MAJOR TOURIST GENERATING COUNTRIES**

Tanzania receives visitors each year from different parts of the World. The main tourist generating countries for Tanzania have been identified as Africa, America, Europe and others. The other countries include, the eastern Asian countries and Latin America.

##### **4.6.1 Africa**

Tourists to Tanzania from African countries, mainly come from the East African countries such as Kenya and Uganda. Mozambique and Zambia also generate tourist to Tanzania. Others come from the rest of Africa.

Local tourism has not been developed yet. The number of Tanzanians visiting game parks each year is very small. However, local populations are now being encouraged to do visits to the tourist attractions. There are deliberate efforts being made to mobilise people from within Tanzania. The aim of this encouragement is to show to

them that tourism is not only for the foreigners. To achieve the promotion of local tourism, the government has taken the measures of reducing the fees for entry to National Parks for the residents. As a result, now the teachers and students from schools and colleges as well as organised individuals do visit the game parks.

#### **4.6.2 America**

America for a long time has been the major tourist generating country for Tanzania. But the statistical figures of 1993, show that America together with Canada produced about 38,774 tourists to Tanzania. Comparing with other European countries one finds that, some European countries in the same period brought in more tourists than America combined with Canada. Britain alone, for instance, brought in about 14% in 1993 of all the visitors to Tanzania; whereas America and Canada brought in about 13% of all tourists in the same year. This would mean that, although traditionally America alone has been the major source of tourists to Tanzania, other countries have increased their share of visitors to Tanzania.

#### **4.6.3 Europe**

Tourists from Europe, mainly come from the United Kingdom, Germany, Italy, Switzerland, Scandinavian countries and other countries of continental Europe. According to the statistics of 1993, about 26,823 persons holding the U.K. passports visited Tanzania. This number is closely followed by that of tourists from West Germany which is 23,536 in the same period. With their economy becoming stronger, the visitors from West Germany are on increase. And if this trend continues, German visitors will likely outnumber those of other countries.

#### **4.6.4 Others**

Other tourists come from the countries of Asia and Oceania as well as from the Latin America. The inflow of tourists from these countries is very low as compared with other countries which have already been mentioned. The reasons for this could be many but except for some few countries of Asia including Japan, South Korea, Hong Kong, etc, many of these countries are mainly of the third world countries. Also the distance could be another reason, although the transport technology today has to a greater extent reduced the inconvenience due to distance.

### **4.7 PROMOTING AGENCIES**

The major promoting agencies for tourism in Tanzania are the government and some agencies in the private sector. The promoting agencies described are those which are concerned with developing the tourism industry in Tanzania.

#### **4.7.1 Government**

The government is the main promoter of tourism in the country. The basic activities of the government include, policy formulations that help to develop tourism in Tanzania. The Ministry of Tourism, Natural Resources, and Environment is the overseer of the policies and also the implementer of all the policies formulated for the purposes of guiding all those concerned with tourism industry.

The government's promotion drive aims at boosting investment in the tourism sector both by attracting local and international entrepreneurs and publicising Tanzania's attractions (Government Report 1991).

As part of tourism development, the government also has to develop other sectors of the economy in order to give service to the industry of tourism. Section 12.1 of the general policy objectives states that in order "to increase the contribution of the tourist sector to the National Income developing and strengthening economic activities linked to the tourist industry is necessary. These include agriculture, industries, arts and culture" (National Tourism Policy 1993).

This statement provides the direction the government has to follow in order to develop tourism industry in the country. It is an indication that tourism industry is inseparable from other economic sectors. For tourism to grow rapidly, a comprehensive plan should be drawn that will link all other sectors of the country's socio-economic development with tourist industry.

The government also has the obligation to train personnel in all sections of tourism. This goes along with strengthening all institutions that are concerned with tourism. To promote tourism, research is to be constantly carried out in both existing and new areas of tourism. This would call for the collection of appropriate data that would enhance planning process relating to the tourist industry.

#### **4.7.2 Private Investors**

The government and its institutions alone can not fully develop fully all the components of tourism in Tanzania. The tourist industry is so wide and sophisticated that other parties have to be involved in the development of tourism. In order to enhance the development of tourism, private sector is to be encouraged. Fortunately enough, the government policies toward private investment gives prominence to individual entrepreneurs. The private investors are allowed and encouraged to put their money in

any kind of business.

In relation to tourism industry, private capital can go into building hotels, and resorts and also in operating travel and tour. In Tanzania, the tour operations and travel arrangements are done by the private companies. The trend is now toward more investment in areas of hotels and catering. The government is only concerned with formulation of laws and regulations that guide the private individuals to carry out their activities smoothly (Economic Survey 1993).

Likewise cooperation with international institutions is vital in developing tourism in Tanzania. International travel agencies have a big role to play in promoting Tanzania as a tourist destination. On the other hand, money lenders like the International Monetary Fund (IMF), the World Bank, and the African Development Bank (ADB), have all along been extending financial support to help investments in the sector of tourism.

#### **4.8 EXISTING TOURISM INFORMATION SYSTEM IN TANZANIA**

The most important existing information system relating to tourism in Tanzania is operated by the Ministry of Tourism, Natural Resources and Environment. The tour operators in a sense may be regarded as parts of this system. There are various methods by which pertinent information is generated. These methods are fully described in a succeeding section. The tourist information in Tanzania is processed and disseminated manually.

##### **4.8.1 Ministry of Tourism, Natural Resources, and Environment**

The Ministry of Tourism, Natural Resources, and Environment, handles various matters pertaining to tourism, natural resources of the country and the protection of the

environment. As it has been mentioned earlier that tourism in Tanzania is based on the natural heritage, particularly its splendid sceneries, and its fauna and flora. All these natural resources have to be protected for tourism to be successful; and hence the ministry deals with environmental protection.

For the purposes of handling all matters pertaining to tourism in Tanzania, the Ministry is organized into Tourism Division, Tanzania Tourist Board (TTB), and the State Travel Services (STS). Tour operators, although, are working under the Ministry of Tourism, Natural Resources, and Environment, are the private investors; and therefore, they are dealt with under a separate section below.

To facilitate tourism activities, the Tanzania Tourist Board (TTB) was formed in 1992. The Board (TTB) took over from the state organ known as Tanzania Tourist Corporation (TTC). TTC's activities included information collection and dissemination as well as running hotels and catering businesses. Due to the magnitude of activities it was handling and because of its failure to carry out all its activities successfully, the government dissolved TTC, and set up a new organ which is TTB.

TTB became the main organ that deals with providing and supplying information about Tanzania. This organ is responsible to the Tourism Division of the Ministry of Tourism, Natural Resources, and Environment. The development of effective cumulative publicity campaign at home, in Africa and Overseas are at the fore front of TTB's activities.

TTB publicises Tanzania's attractions at home, in the rest of Africa and overseas, through brochures, posters, advertisements, etc., through mass media such as radio and TV, and through conferences and representations. The various means through which publicity campaign is carried out is discussed in the subsequent sections of this chapter.

Although publicity campaign is in effect a marketing strategy, however, it has been ineffective in many cases. Marketing is an area that needs heavy investment in terms of disseminating information that is relevant and necessary for luring tourists to Tanzania's attractions (Popovic 1972). At the moment, inadequate financial resources are committed for the purpose of advertising Tanzania's attractions. This is reflected in the types and the age of brochures and other materials which are all outdated. This researcher has observed that many of such materials date back to 1980.

Because tourism industry is so dynamic and fast growing, this problem of disseminating the outdated information is an obvious snag to tourism development in Tanzania. As a result, tourists in many countries, lack adequate information of current situation in Tanzania. In fact, if tourists are coming to Tanzania it is because of the Tour Operators' efforts to lure many tourist to Tanzania. To keep pace with current developments in tourism in Tanzania, the Ministry through its various organs should update frequently all the means used to provide information.

Other activities of the Ministry of Tourism, Natural Resources and Environment are to gather statistical information to be prepared for publication. To effect this exercise the Ministry collaborates with the Bureau of Statistics and with the Immigration Department to collect statistics of the tourists arriving in the country through different points of entry. Broadly, the Ministry is concerned with the collection and presentation of reliable statistical data on every aspect of the tourism industry in order to satisfy requests for information from the government, researchers, business firms and individuals. These data form the basis of further research and projections.

The Bureau of Statistics, through its regional offices, conducts a monthly survey of all hotels. The data collected relate to room-nights and bed-nights available and

utilized and the residentship of the occupants. At every end of the month the filled-in questionnaires are sent to the head office where they are edited, manually processed and then information is published through various official publications.

Statistics from the parks are also collected regularly by the Bureau of Statistics. Data are collected directly from the National Park Authorities. The following information is collected by the Bureau of Statistics from the National Parks:

1. Number of visitors to the National Park by residentship;
2. Fee-paying visitors to the National Park by residentship;
3. Non-fee paying visitors to the National Park by residentship;
4. Revenue collected through entry permits to National Parks; and
5. Revenue collected through excursions, transport, camping fees, lodging fees, sales of sundries and other fees.

All the information is manually processed and stored in file cabinets at the moment. Some private companies have started to introduce computers, their main application is for word processing.

At its headquarters in Dar es Salaam, the Ministry of Tourism, Natural Resources, and Environment has a reference library of books on travel, history, fauna and flora, generally relating to East Africa and Tanzania in particular. There is a photographic library also along with a collection of press cuttings and an assortment of maps of Tanzania and those of other countries of East Africa. There are information centres in the main tourist towns. All of these provide information which the tourists need and these information centres are under the Ministry of Tourism, Natural Resources, and Environment.

#### 4.8.2 Tour Operators

The tour operators are mainly concerned with arranging tours for the visitors to the tourist attractions, and some of them act as travel agents also. They are the people who are in direct contact with their clients. Their daily activities of handling tourists help to understand the preferences and the needs and wants of the tourists. The tour operators have their various means of getting and disseminating information. They form part of the general information system of tourism. As such they do not have their own information centres; but they consult the other information centres in order to obtain information for different activities they carry out.

In order to arrange the visits of their clients, the tour operators have agents and sales persons in the tourist generating countries. The agents help to promote the activities of each individual companies. They supply the information which the visitors need in order to visit Tanzania. The sales persons represent their respective companies abroad. These persons help to provide information to the tourists. They supply brochures and other materials containing information for the tourists. They are usually consulted by the tourists and they are in a position to describe Tanzania's potential of tourism. The role of these persons in developing tourism is vital because they can lure as many tourists by giving the visitors information about the tourist attractions as well as the services which the tourists may obtain when they visit Tanzania. They are the persons who enable their respective companies to thrive and increase the income of the country from tourism.

At home, the tour operators employ couriers and tour drivers who work as information disseminators. The couriers and drivers are trained in order to provide good services. These are the people familiar with the game parks and other tourist attractions. They know where to find certain animals and they are able to describe each and every

animal in the game park. The couriers are knowledgeable in various aspects of tourism in Tanzania. These people are helpful to those visitors who had no enough time to get more information from other sources. Their role in tourism information system is crucial for the development of tourism in general.

#### **4.9 INFORMATION DISSEMINATION METHODS**

Tourism information is disseminated through various means. These include brochures, posters and other published materials; and also participation in Trade Fairs. Airlines and even shipping lines disseminate tourist literature to travel agents in Europe, North America, Asia and other parts of Africa. One must give due credit to the fast, flexible and reliable means of transport, and to the mass media such as, newspapers, radio, and Audio-visual materials including television films play a significant role in this matter. The installation of telecommunication system has facilitated instantaneous conversation. With these modern media of transport and communication, promotional activities have been facilitated.

##### **4.9.1 Brochures**

Brochures are widely used to disseminate information about the tourist attractions in Tanzania. These brochures give the details of various tourist spots in the country. The information covered in the brochures is that of main tourist centres in the country, such as, National parks, historical sites, beaches of Tanzania, and many other tourist attractions. The brochures also cover such information as the services available in the areas of tourism. Usually, the business firms and individuals use them to advertise their activities related to tourism. Businesses like the hotels, travel agents, tour operating

companies are most often advertised in these brochures. Among the numerous brochures are the Tourist Map of Arusha(1980), Tourist Map of Dar es Salaam (1982), Tourist Guide to Serengeti National Park (1980), Ngorongoro Crater National Park (1978), and Tarangire National Park (1980).

These brochures could be found in various bookshops for tourists to purchase them and also in the information centres. The tour agents and sales agents also, in the country and abroad, as well as hotels provide the tourists with these pieces of information. Major Airlines that fly to Tanzania, usually carry with them bits and pieces of information about the tourist attractions of Tanzania in their inflight magazines and brochures.

#### **4.9.2 Other published Materials**

There are various other published materials which cover the tourist information of Tanzania. These materials range from the research reports to the classroom materials that deal with tourism in East Africa including Tanzania.

Information relating to tourism in Tanzania could be found also in scholarly papers, books, tourist guides, statistical reports (note that: much of tourism information is derived from statistical information), and Tourist Year Books. All these materials provide information that is required by the tourists and other interested parties. Although the full list of published materials will appear in the bibliographic section of the text, the mention of a few notable materials may be made here. Among the well known published materials about Tanzania's tourism are the following: A Tourist Guide to Northern Tanzania National Parks (1981) Tourist Guide to Tanzania (1991), and Tanzania Today (1972).

### 4.9.3 Audio Visual Materials

The Audio Visual materials used for advertising Tanzania's tourist attractions are various. These include slides, films or video shows and televised advertisements. The audio-visual method of disseminating information has been used for many years in order to promote tourism in Tanzania. Ouma (1970), mentions that before World War II, photographic safaris brought scores of film stars to East African game areas and landscapes; and dramatically publicised the tourist attractions of Tanzania and those of the rest of East Africa wherever the films were shown thereafter.

Some of the best post- World War II films shot in East Africa were **The African Queen**,( 1951 ), **Safari to Adventure** ( 1953 ), **West of Zanzibar** ( 1953 ), and **Born Free** in the 1960s. In the 1970s and 1980s, the film that has publicised Tanzania enormously to the world of tourism is **Serengeti Shall Not Die**. It is the film that shows the richness of fauna and flora of northern Tanzania which now attracts many tourists to Tanzania.

The use of slides and televised advertisements has not been used adequately to make publicity campaigns in overseas countries a great success. This method is usually very expensive. At home the radio stations and television stations make the public become aware of tourism, attractions and facilities.

### 4.9.4 Participation in Trade Fairs

Tanzania conducts regular trade fairs at home, and often participates in overseas trade fairs. There is a regular International Trade Fair which usually takes place during the month of July each year. On this occasion, the government owned firms, private and individual businesses including tourism sector, participate to display and publicise their

products and services.

Tanzania Tourist Board (TTB) usually represents the Ministry of Tourism, Natural Resources, and Environment. Along with the government organisations, the private businesses particularly the travel agents, hoteliers, tour operators, and the wildlife managers participate. It is a fair which acts as a window to Tanzania's attractions.

Of equal importance are the overseas trade fairs in which organizations concerned with tourism participate in order to advertise Tanzania's tourism potential. Trade fairs facilitate on the spot and face to face exchange of information about the tourism industry in Tanzania. The overseas trade fairs enhance the understanding of the potential of Tanzanian tourism. It is a very effective way of disseminating information since potential visitors can ask questions and get their answers on the spot. However, one major snag to this method is the high cost involved in it. The cost of attending each and every trade fair is prohibitive specially for a developing country like Tanzania. In many cases, such fairs as those which take place in the main tourist generating countries, are more productive to the industry of tourism in Tanzania because many potential tourists are able to attend them easily, and hence more people may decide to come to Tanzania.

## CHAPTER 5

### INFORMATION NEEDS FOR TOURISM IN TANZANIA

#### 5.1 INTRODUCTION

For the purpose of carrying out this research it was necessary to collect information about the following:

1. Information about the identified organizations and institutions as well as the promoting agencies, information centers and experts.
2. Information about the information needs of the various categories of users such as, decision makers( including experts, managers, directors, planners, administrators, investors and tourists.

Four sets of questionnaire were used to collect data about the four categories of sources of information as mentioned above. The number of organizations contacted for this purpose were 10. Of these, 6 were government organizations. They were selected because these were the only six organizations located in the two cities which were selected for carrying out the survey. The rest of the organizations (4 in number) were private tour operators. The number of tour operators in these two cities was many. But these four tour operators were selected because of their reputation as large scale tour operators. Besides, the activities carried out by the tour operators are largely common. For the purpose of collecting data about the information centres 4 were identified in these two cities. All the information centres were contacted for collecting data about them. For the purpose of collecting data about the experts 15 recognized persons were contacted. The whole purpose of collecting data about these categories of entities was to create an

integrated prototype database consisting of profiles of organizations and institutions, hotels (promoting agencies), information centers and experts. Each of these categories is regarded as a source of information. It may be noted here that for the purpose of creating integrated database, data were collected by using the questionnaire method only. There was no need of supplementing this method by any other method corresponding to each response received, a profile has been created for the integrated database. But for the purpose of familiarizing myself with the professional information work and service, I used the observation method. It was done after collecting data about the identified information centres: and it was carried out by making prior arrangements with the appropriate authorities. Details about the use of observation method has been furnished in chapter 2. Besides, it has already been mentioned there that the method of literature survey was primarily used to collect background information. This information has been furnished in chapter 3 and 4, by using the technique of information analysis and consolidation.

The second part of the survey activity pertains to the collection of data about the various categories of users as mentioned above. This chapter is devoted to discuss the results of the survey of user needs for information in the tourism industry in Tanzania. For the purpose of collecting data about the information needs of the users of information in the tourism industry, they were categorised into three groups as follows:

1. Decision makers;
2. Investors such as tour operators, hoteliers, etc; and
3. Tourists.

Information about the information needs of the tourists was collected from the two categories of users. The different methods used for this purpose were primarily the questionnaire method followed by the interview method. For the purpose of familiarizing myself with the activities carried out by the tour operators(one group of the investors) I used observation method. The use of literature survey was primarily for the purpose of getting support for the data gathered from all these groups of users.

## **5.2 QUESTIONNAIRE SURVEY**

The questionnaire were distributed to various categories of information users in the tourism industry in Tanzania. The total of 45 questionnaire were distributed in order to ascertain the information needs of the identified prospective users of information. The responses of these groups are shown in table 3. However, it is suffice to indicate that among the 45 users, 20 were executive officers of various government departments and institutions related to the tourism industry. And of the 20 persons identified, 15 were experts in the Ministry of Tourism, Natural Resources and Environment. The remaining 5 were administrators including 2 public relations officers.

Table 3 Information Needs of the Decision makers

SI.NO	QUESTION	POSITIVE RESPONSES	NO RESPONSES
1.	Information about the tourist attractions	20	-
2.	Accessibility to the tourist attractions	15	5
3.	Information on tourist amenities	18	2
4.	Needs of the tourists	20	-
5.	Needs of the local people	9	11
6.	Impact of tourism on the culture and environment	16	4
7.	Tourist generating countries	20	-
8.	Needs of the investors	17	3
9.	Manpower requirements	19	1
10.	Information about the economy of the country	10	10

The above table indicates that all decision makers have shown awareness of the use of the items of information concerning the tourist attractions. As well as putting equal importance to other items of information, the information about the local needs appears to have low value or it is not comprehended in the process of planning. This item of information, however, has been given much emphasis in the interviews. Discussion in section 5.5.1 provides the details as to why this piece of information must be given enough attention. Full discussion of all other items of information is dealt with in sections 5.5.2 and 5.5.3 below.

15 investors were also contacted who were able to identify their needs of information as well as those of the tourists. Among the investors 5 were hoteliers, 8 were tour operators and 2 were travel agents. Table 4 shows the results from the questionnaire distributed for that purpose.

Table 4. Information Needs of the Investors

SI.NO	QUESTION	POSITIVE RESPONSES	NO RESPONSE
1.	Information from the guidelines set by the planners	10	5
2.	Information about where to invest and what to invest on	14	1
3.	Information about the tourist preferences	8	7
4.	Information about political situation in the country	15	-
5.	Information about the needs of the tourist	7	8

In order to obtain information about the information needs of the tourists 45 questionnaires were distributed to the various experts and the investors. The information needs of the tourists were confirmed through the interviews and the observation method. Table 5 below shows the results of the needs for this category of users from the analysis of the questionnaires.

Table 5 Information Needs of the tourists

SI. NO.	QUESTION	POSITIVE RESPONSES	NO RESPONSES
1.	Information about the country	25	20
2.	Information about the immigration regulations	30	15
3.	Travel Information	40	5
4.	Information about the customs regulations	45	-
5.	Other items of information necessary for the tourist to stay in the country	28	17

### 5.3 INTERVIEWS

The interviews were conducted, among other purposes as furnished in chapter 2, in order to ascertain the information requirements as identified through the questionnaire method. For this purpose 15 persons were selected from both the government organizations and private enterprises related to the tourism industry in Tanzania. The government contacted for this purpose are:

1. Ministry of Tourism, Natural Resources and Environment in Tanzania;
2. Tanzania Tourist Board (TTB);
3. State Travel Services (STS); and
4. Tanzania Hotel Investment (TAHI).

In the Ministry of Tourism, Natural Resources and Environment, the Tourism Division was selected. Within this Division the Director and the marketing Manager were interviewed respectively. The Managing Director and the public relations officers of Tanzania Tourism Board (TTB), were interviewed. While the General Manager and the Marketing Manager of the State Travel Services (STS), and the public relations officer

and the Managing Director of Tanzania Hotel Investment were also interviewed.

The choice of these persons was based on the fact that they are the persons directly involved in tourism activities. When the required person was not available a person delegated for that purpose was contacted and in some cases another person was assigned by the institution concerned to respond to the interview. The private enterprises contacted for this purpose include Scan-Tan Tours, Abercrombie and Kent(T) Ltd, Alibhai and Lalji, and Takims Holidays. The results of the interviews have been incorporated in section 5.5 which draws together all the findings of survey of user needs of information.

#### **5.4 OBSERVATION**

Observation was conducted in four private tour companies. Of these two companies were selected from Arusha. These are:

1. Abercrombie and Kent(T) Ltd; and
2. Scan-Tan Tours Ltd.

The rest were contacted in Dar es Salaam, which are:

1. Takims Holidays; and
2. Alibhai and Lalji.

The purpose of conducting this observation was to familiarize myself with the various activities which these organizations carry out. The observation was conducted prior to the consent of the concerned organizations. Some questions were asked occasionally. The heads of these organizations were very cooperative. In the process of observing their activities this researcher was able to observe the queries the tourists were putting forward. In two occasions in Arusha, this researcher was allowed to observe the

reception of the tourists at the Airport. Again here the kind of information the tourists seek was noted down.

## **5.5 FINDINGS OF THE SURVEY OF USERS NEEDS OF INFORMATION IN THE TOURISM INDUSTRY IN TANZANIA**

This section draws together the results of the findings of the information needs of various groups of prospective users of information in the tourism industry in Tanzania.

### **5.5.1 Information Needs of the Decision Makers**

The kinds of information that this group of persons mostly need for the purpose of carrying out their duties and responsibilities are summarised and furnished below.

They are mostly about the:

1. Inventory of tourist attractions;
2. Accessibility to the tourist attractions;
3. Existing tourist amenities;
4. Needs of tourists;
5. Needs of the local populations;
6. Impact of tourism on the environment and culture;
7. Tourist generating countries;
8. Needs of the investors;
9. Manpower requirements; and
10. Economy.

In chapter four it has been mentioned that, for tourism to be successful, careful planning is a pre-requisite. The planning of tourism is done at the national level. But this can be extended to the regional and local levels. According to Robinson (1976), the process of planning tourism, fundamentally warrants the following activities to be carried out:

1. It must make an inventory of all the facilities available and of the potential facilities;
2. It must assess the tourism markets and attempt a projection of the future tourist flows;
3. It must look for areas where the demand is greater than the supply;
4. It must investigate investment possibilities, both domestic and foreign;
5. It must attempt to conserve as well as to promote the natural endowment, cultural heritage and social amenities; and
6. It must consider the development needs of the local people where tourism is practised.

The outline of the kinds of information need as furnished above can be further elaborated. In the first place, planning process is to centre around the existing tourist attractions. It means that, an assessment of all the tourist attractions, namely the physical, historical, and cultural ones is needed. This process will lead to the creation of an inventory of tourist attractions. Such an inventory provides an understanding of the tourist potential, and it assists in making future projections.

Information about the accessibility to the tourist attractions is important for planning tourism. For, without the necessary information for getting an access to the tourist attractions, all attempts to develop tourism are likely to fail. In other words, the

state of the transport infrastructure which is in place is to be known. Such information assists the planners to design the transport infrastructure that will ensure the development of tourism industry in the country. Such an infrastructure involves the provision of roads, water, and air transport. For example, at the moment many roads in Tanzania are murrum surfaced. The roads need to be improved. To do this, tarmac surfacing of the roads in respect of tourist areas, particularly those leading to the national parks and game reserves, is necessary. For many of the offshore islands and those areas where inland water bodies surround the tourist attractions, it is advisable to develop appropriate transport facilities in such areas. At the same time, the planners need to consider the strategies for arranging air transport facilities, and for fixing attractive air fare for the tourists visiting Tanzania. This is important because it would facilitate the tourists to be able to come directly to Tanzania in more comfortable and economic way. Currently many tourists arrive in Tanzania by way of Nairobi which has many more international flights than that in Tanzanian airports of Dar es Salaam and Kilimanjaro.

The planners need to know the tourist amenities that need to be developed. These amenities have to be developed according to the extent of tourist inflows to Tanzania. Here, the statistical information of the previous years is important. This will enable the planners to project bed capacities during the peak seasons. Likewise, if the tourist attraction concerned is the beach site, the plans should be made for such amenities as for bathing, recreation, dancing, and other amusements. These are relevant for any seaside resort, as they are for any tourist centre. Good facilities make good publicity for tourism industry.

The needs and views of the tourists need to be taken into consideration during the planning process. Unlike other economic sectors, tourism is dealing with the movement

of the people rather than goods. This calls for the planners to take into consideration the preferences of the tourists. Here, a note should be made of the fact that, people's tastes change and their wants continuously become sophisticated. It is of utmost importance to provide the tourists with appropriate products. These are the products that are satisfactory to the clients (Popovic 1972).

While it is necessary to know the needs of the tourists, it is also important to take into account the needs of local development. Tourism planning is to incorporate community development needs. To carry out this type of planning the local people are to be involved in the tourism industry. The local people can participate in tourism by visiting the nearest tourist attractions. This can make the local people aware of their natural heritage. Further, it is important to note that these people have for ages coexisted with this natural heritage and so they have conserved it in one way or another. This implies also that the local people can be further involved in the process of conservation.

Tourism development is incomplete if the environmental element is not included in the planning. Environmental protection is currently a global issue. Every country is striving to exploit its natural resources, and at the same time it is making all efforts to conserve the environment. For the tourism industry, it is even more important to consider the environment in the process of planning. This is mainly because tourism has big impact on the environment. The concentration of the tourists in one particular place is likely to affect the environment around that place.

To offset this problem, the planners need to know where there is huge concentrations of tourists and to devise ways and means of averting the environmental degradation. It is necessary to have a close watch to ensure environmental conservation. But at the same time, any measures taken to conserve the environment must not scare

away the potential tourists. In other words, the environmental policy to be adopted for tourism development should not impinge upon the visitors' freedom of choice of where to visit. There must be a compromise between environmental policy and tourist needs wherever warranted.

Related to the environmental protection are the hunting activities. The haphazard hunting may lead to an environmental destruction. There are two things in connection with the hunting business. For one, the haphazard hunting is likely to reduce the number of animals in a given area of game reserve. For another, the tourists may obtain that information and divert to other tourist centres. In fact, many tourists would like to find the game intact in their natural habitat. Planners need to understand these problems and find out ways of solving them. One way would be to restrict hunting in particular areas. The hunting activities in the areas which are frequently visited by the tourists is to be avoided.

Information about the tourist generating countries is vital to the planners. This information is necessary for the purposes of promoting tourism. Marketing of tourism requires an understanding of where to focus the marketing drive. Related to this is the understanding of the income brackets of each country's potential visitors. The point here is that, not all tourists come from the same income groups. Some are high income earners whereas others are the middle and low income earners. This has also the relation with the facilities that can be developed for the tourists. According to the present statistics, most of the tourists are those who come from the middle level income earners. This is reflected in the hotel bookings where many tourists look for cheap hotels.

Information about the investors need to be known by the planners. First of all is to know where the investors in various components of tourism can be found. The

investors considered are to be those from both within the country and from the foreign countries' investors. Their needs are to be taken into account when planning. Investors are very unlikely to invest in the countries where the investment regulations are very stringent. This means that, the policy guidelines for tourism investment must be favourable to the entrepreneurs and must be gainful to the country's economy as well.

Tourism like any other socio-economic sector needs a well developed manpower. The requirement of manpower is an integral part of tourism planning process. For instance, well trained and competent couriers and local guides who can speak both local and foreign languages are needed. These persons are to show the tourists the attractions and to explain those to them. They constitute the low level manpower. The high level manpower is to be trained as well. The high level manpower is to be well versed in various issues pertaining to tourism and other socio-economic issues. They must be able to integrate the tourism issues with the issues relating to culture, history, politics, and environment of Tanzania.

The development of tourism in Tanzania is an integral part of its social and economic development. When planning, tourism should be linked with other sectors of the country's economy. It is to be incorporated into the national economic plan. Tourism in Tanzania is to be linked with its other sectors also, such as, those of its agriculture, transport, industrial production, and foreign policy. Tourism can not be dealt with as an independent entity, but as a part of its overall national economy. Therefore, the planners should have information about the other sectors of the economy also.

### **5.5.2 Information Needs of the Investors**

Investors' activities depend on the guidelines set up by the planners. They use the information generated by the planners. However, the following items of information are mostly needed by the investors in order to carry out their activities properly:

1. Where to invest and what to invest on;
2. Tourist preferences;
3. Political situation; and
4. Investment policies.

To be able to invest in the country the investors need to know the location of the potential investment area. The "location of investment" here is used to refer to a geographical setting. It can be a region or a city. The details of such information should go along with the type of the enterprise in which one intends to invest. An investment can be on hotels, resorts, travel agency or even on retail business. As to where to invest, the game areas are more suitable for hotel investment. At the moment, many of good hotels are in the urban areas which are far away from the tourist attractions. If such amenities are developed within the game areas, more tourists will be able to stay longer than it is currently done. The investors need to know the patterns of travel of the tourists. Different tourists have different travelling patterns. In order to plan for the travels of the tourists, those who invest in travel services need to have this kind of information.

The investment depends very much on the peaceful atmosphere of the receiving country. Investments and tourism in general are affected by wars, and political conflicts. For instance, at the moment there is ethnic conflict in the neighbouring countries of Rwanda and Burundi. This war according to the tourism officials, has affected tourism in Tanzania. In 1994, many tourists cancelled their visits to Tanzania because of this

war. The investors also want to work in peaceful condition because they do not want to run into risks of losing their money.

Investments policies and the guidelines are provided to the investors. These guidelines first enable the investors to understand where to invest; and secondly, they help the officials to trace the entrepreneurs who go against the regulations set for that purpose. The guidelines include information about foreign exchange regulations, profit repatriation and staffing procedures. Without this kind of information the investors cannot carry out their duties properly.

### **5.5.3 Information Needs of the Tourists**

The tourist information needs can be divided into two main categories:

1. General information about the country. This kind of information has been provided in chapter 3.
2. Practical information that the tourists need during a stay in the country.

The following are the items of practical information required by the tourists:

1. Immigration regulations;
2. Customs regulations;
3. Travel information;
4. Health regulations;
5. Currency regulations;
6. Photography;
7. Filming;
8. Accommodation;
9. Food and menus;

10. Entertainment;
11. Recreation and sports;
12. Shopping;
13. Clothing; and
14. Telecommunication services.

First and foremost, the tourists have to know the potentials of tourism of Tanzania. In this regard information about the country is essential that can give a tourist to have an understanding of Tanzania in general. Information about the location of the country, its climate, land, population, health, services, and the level of its economy are essential for this purpose.

Tourists usually want to know the country they want to visit. There are many countries that offer good attractions and services to the tourists. The visitors would like to choose the best destination that will satisfy their needs. Therefore, information provided to tourists should be packaged in such a way that it will be most luring.

The visitors would definitely like to visit the areas that would best satisfy them. Ouma (1972), argues that the attractiveness of the site include also the type and the quality of services that are found there. Such services as those of hotels, lodging and other recreational services are very important for the tourists to make their decisions about which place to visit. Furthermore, this kind of information is important because the satisfaction of the tourists may further publicise the tourism potential of Tanzania.

In addition to having the background information, the tourist should also get practical information. "Practical information" refers to the kind of information that guides the tourist right from the point of time of his entry to the point of time of his leaving the country.

The visitors need to know about the efficient travel agents and tour operating companies that offer satisfactory services. "Satisfactory services" refers to the arrangement for orderly vehicles, efficient drivers and field guides. The drivers and guides should be able to know where animal concentrations are there; and about the type of animals their visitors are interested to see. In short they are to translate the needs and wants of the tourists into action.

On the other hand, the visitors need to know the currency regulations and exchange rates. Currency information is one of the most valuable information to the tourist; because, it relates to the way the visitor may want to manage his or her financial position. Popovic (1972) argues that, the tourists may flow to the countries whose prices are low due to recent devaluation, or price-freezing, or something like that. The visitors most often would like to go to the areas where the currency regulations are liberal. In Tanzania, this has been the case over the last ten years. Over this period, Tanzanian Shilling has gone down tremendously, making Tanzania a cheap destination. Customs regulations of the country have to be known by the tourists. Tanzania's customs regulations allow visitors to come into the country with various things as unexposed films, and photographic accessories free of cost (Luhikula 1991). As for Immigration requirements, all visitors to Tanzania apart from having a valid passport shall have visas, except for citizens of Commonwealth and other specified countries.

For health issues, any visitor to Tanzania from the countries of East, Central, West Africa and South America should produce a certificate of inoculation against yellow fever.

Along the coast and on the offshore islands, malaria is endemic and therefore the visitors are to take preventive measures. For more health checkups while in the country, the visitors can consult various hospitals in the city centres. The hotels in game parks also can provide the first aid services. This information is valuable to the tourist because, many tourists particularly those from Europe and North America do not know the diseases of tropical lands. Likewise, it is important to keep the tourist healthy so that other visitors may not be scared away in future.

The shopping centres in the main cities are stocked with the items like curios, souvenirs, traditional clothing and many other gift articles except trophies. Along the main tourist routes, some small shops contain the articles the tourists may want to buy.

The kind of clothing the tourists may need vary from place to place and from one period of the year to another. Generally, light clothes are suitable throughout the year. In high altitudes, warm clothing is necessary particularly in such tourist areas as Ngorongoro and southern highlands. A rain coat, a wide-brimmed hat, suntan oil, sunglasses and swimming costumes may be necessary but some resorts provide these facilities.

Telecommunication services are available. Recently, the International Subscriber Dialling facility has been installed to enable direct telephone dialling abroad. Internal telex facilities exist and can be used between all major cities. This kind of information enables the tourists to continue communicating with their homes as well as communicating with other parties within the country. Photography is allowed in all places except in some areas like the police stations, army barracks, bridges and railway stations. Taking photographs of local people may require permission from them. All filming activities need to obtain permission from the Director of Information.

Travel in Tanzania can be done by road, air and by water. Main roads run near most of the tourist centres. Visitors can travel by public buses or can hire cars from the private companies. Apart from regular domestic flights, the visitors can get chartered planes particularly in the cities of Dar es Salaam and Arusha.

Accommodation facilities are available in the main tourist centres. But many of these are concentrated in the cities of Arusha and Dar es Salaam. There are few lodges in the game parks. Usually, the details of accommodation and related services are provided by the tour operators who plan package tours. Other information items that go with the accommodation facilities include information about booking procedures, food and menus, prices, drinks, entertainments, and recreation services. All these pieces of practical information are to be available to the tourists.

## **CHAPTER 6**

### **PROPOSED INFORMATION SUPPORT SYSTEM FOR TOURISM IN TANZANIA**

#### **6.1 INTRODUCTION**

The need for and the state of the existing information system has been discussed in the previous chapters. In chapter 4 for example, it was discussed that the existing information system in the tourism industry in Tanzania is manually operated and therefore faces a number of problems. Therefore an information support system is proposed which is to be computer-based. This information support system is being proposed for two major reasons:

1. That the societies are now moving toward information age. Tanzania cannot afford to lag behind; and
2. The efficiency and effectiveness of computer-based information system in generating high quality information services and products cannot be disputed.

It is therefore imperative to develop a computer-based information support system in the tourism industry in Tanzania.

#### **6.2 OBJECTIVES**

The following are the objectives of the proposed information support system for tourism in Tanzania:

1. To introduce the application of Information Technology (IT) in the tourism industry in Tanzania;
2. To facilitate the information handling procedures in the tourism industry in Tanzania;
3. To enhance information networking among the user groups in the tourism industry in Tanzania; and
4. To improve upon the information products and services offered to the user community.

### **6.3 FUNCTIONS**

The major functions of the proposed information support system include the following:

1. Compilation of information, processing and storage;
2. Retrieval of information; and
3. Generation of information products and services.
4. Networking functions

First and foremost, the proposed information system will be able to collect all information from various sources. Information in the tourism industry is generated by the researchers who work in developing methods of promoting tourism in Tanzania. One area where researchers are involved is in the marketing of the tourist products and other products related to the tourism industry in Tanzania. Marketing requires meticulous and serious investigation. During the process of marketing research a lot of information is generated. This information is to be collected, processed and stored in order to be used by the researchers themselves for future research and can be used by the decision makers to support their various administrative functions.

Information is generated from the hotels, the tourist centres and from the points of entry into the country. The information generated from such sources is mainly statistical. For the hotels this information covers the price of foods and other services offered by the hotel. Such information shows what the visitors usually prefer in terms of services and the tourist attractions they frequently visit. All this information is to be collected and processed and to be made available for use.

As it has been mentioned in chapter four, the existing information system is manually operated. The proposed computer-based information support system will enhance the activities mentioned above. The system will be able to process and frequently update information more efficiently.

Information from various sources of generation will be collected by a team of information professionals in collaboration with the respective government departments. Such departments include the immigration department that will provide the statistics on the number of tourists entering the country through different points of entry. The bureau of statistics is to provide other statistical information like that on hotels and other services. A simple diagram is provided below to illustrate the first function of the proposed computer-based information support system.

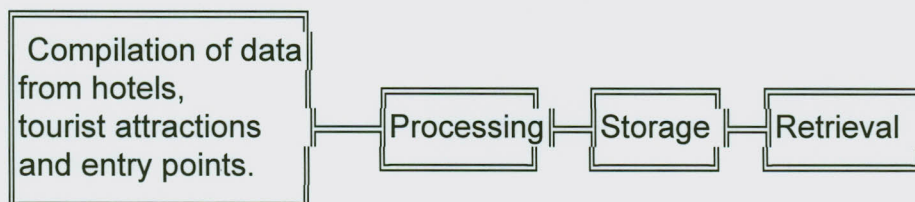


Figure.1 Basic functions of the proposed system

The proposed information support system will also do the functions of information retrieval to local as well as remote users. After information has been collected, processed and stored, such information is to be made available to the users. The users may come with different queries. These queries have to be answered. To do this, the system has to be able to carry out the retrieval functions. For instance the tourist may want to know the hotels and the charges of accommodation. Through the relevant keys the system will be able to retrieve the required information. The system will do the retrospective searches.

Generation of information products and services is another important function of the new information support system. The system will make the print-outs of such materials as brochures, guides, directories, lists and other published materials. The need for such services arises because not all users are able to interact with the system. The published materials serve as the information companions that can answer some of the user queries without necessarily conducting on line searches. Although, the present information system performs these services, the computer-based information system will enhance the efficiency of providing these products and services with necessary consolidation and repackaging, whenever warranted on real time basis. The published materials currently on use are mainly outdated and they need frequent updating.

As well as performing the mentioned functions, the proposed system will be able to perform the networking. The tourism centres are scattered all over the country. These centres need information to support their day to day activities. These centres are to access information from the central database.

## 6.4 STRUCTURE

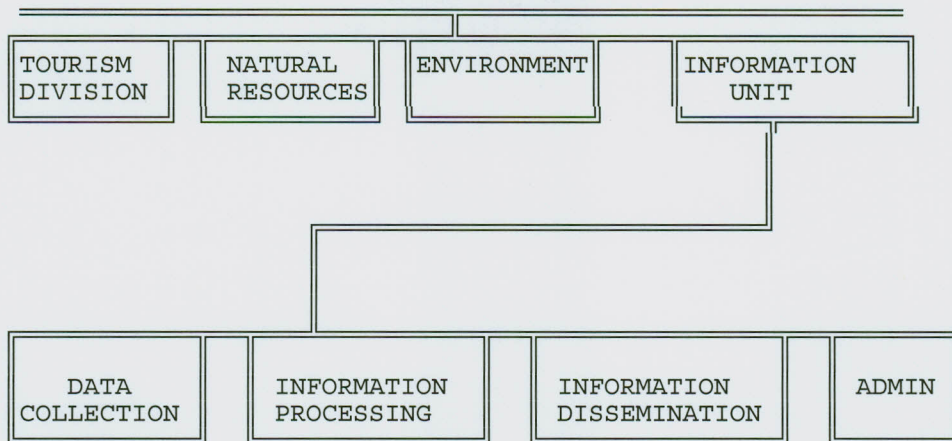
The proposed information support system will be placed in the Ministry of Tourism, Natural Resources and Environment in Dar es Salaam. It has been mentioned that the ministry is the overseer of the tourism activities in the country. Since all matters pertaining to the tourism industry are held in the ministry's headquarters in Dar es Salaam, the need for placing this system there is justified. From there other users of information in the tourism industry will be able to get an access to the databases in order to satisfy their different information needs.

Ministry of Tourism, Natural Resources and Environment is organized into three divisions. These are:

1. Division of Tourism;
2. Division of Natural Resources;
3. Division of Environment; and

A fourth division namely, "Information Unit" is being proposed for the purpose of handling information issues. As such this unit will deal with the collection, processing and dissemination of the tourism information. The unit will be headed by an information specialist. The job of the information specialist will include among other things, supervision of the system and giving advise to the ministry's administration. Figure 2 presents the structure of the proposed information support system.

## MINISTRY OF TOURISM, NATURAL RESOURCES AND ENVIRONMENT



**FIGURE.2: Structure of the Proposed Information Support System**

### 6.5 DESIGN FEATURES

As it has been mentioned above, the new information system is to be placed in the Ministry of Tourism, Natural Resources and Environment. In the early stages of its development the Local Area Network (LAN) will be developed. This network will include government offices involved in tourism and other related fields. The government offices and these other units will be able to access central databases.

The future plans will involve the development of a Wide Area Network (WAN). This is mainly because, the centres are scattered over the whole country. However, the development of such system largely depends on the government's readiness to do so. It also depends on the improvement of the Telecommunications services in Tanzania. The improvement of the telecommunication system will facilitate the development of the WAN.

## **6.6 TYPES OF DATABASES**

The databases developed for this information system can be divided into two main parts. These are:

1. The integrated database
2. The Specialised database

### **6.6.1 Integrated Database**

The integrated database includes bibliographic records, profiles of institutions, and the profiles of experts. In order to design the integrated database, the ABNCD structure (Abebe et al 1992) has been adopted. This structure was developed at the School of Information Studies for Africa (SISA) at Addis Ababa University in 1992. The structure enables an information centre to merge different databases such as those which have been described above. The integration enables the provision of a wider range of information to users and a more efficient use of computer resources (Abebe et al 1992).

The ABNCD has provided the "Field Definition Table" (FDT). The FDT showing the fields/data elements required to describe/catalogue documents, institutions and experts appears in (Appendix 3). Also it has provided the worksheet for data entry. However, separate Field Select Table (FST), and display format have been designed in order to display fields specified in the format.

#### **6.6.1.1 Bibliographic Database**

The bibliographic database is useful in the tourism industry because it provides the documentary sources of information. These documentary sources of information can be used by various users of information related to the tourism industry in Tanzania. The

users include the decision makers, planners, the researchers and the general public.

The prototype "Matya" database contains bibliographic records such as monographs, books, research report, etc. The FST allows the user to search the bibliographic records through several keys like author, the title of the material, the publisher, etc. The integrated display format is shown in (Appendix 4). The output information is shown in the Figure 3.

NAME	Luhikula G
TITLE	Tourist Guide to Tanzania
PUBLISHER	Travel Promotion Services Ltd
PLACE OF PUBLICATION	Dar es Salaam
ISBN	9976-986-03-3
DATE OF PUBLICATION	1991
CALL NUMBER	QA 72.2.153 1991
ABSTRACT	The book covers such issues as tourist attractions, the services offered in various hotels in Tanzania. Other services such as the travel agents as well as the tour operating companies are described.

**Figure.3** Sample output of Bibliographic Record

#### **6.6.1.2 Databases of Institutions**

The tourism industry like many other sectors of economy has various institutions related to its development. Different user groups such as the planners, investors and the tourists may want to know which institutions are involved in the tourism industry in Tanzania.

The institutions referred to here, are those concerned with giving various services to the tourists, those concerned with research, and those concerned with marketing in the tourism industry in Tanzania.

It is helpful to understand the institutions' activities in all components of the tourism industry in Tanzania. Different user groups such as the planners, investors and the tourists may want to know which institutions that are involved in the tourism industry in Tanzania. In this regard, the profiles of institutions are to be developed.

The prototype database "Matya" contains information about the institutions associated with the tourism industry in Tanzania. The institution profile shows the name of the institution, address, services, etc. The FST appearing in (Appendix 5) allows the users to search the institution profile through the appropriate keys as described.

The output of institution information is shown in Figure 4. For display format see (Appendix 4).

NAME OF INSTITUTION	State Travel Services
PARENT ORGANISATION	Ministry of Tourism, Natural
TYPE OF INSTITUTION	Parastatal
ADDRESS	P.O. Box 3132, Arusha
LOCATION	Arusha
WORKING LANGUAGE	Eng
SERVICES	Consultancy and marketing
PERSON ENTERING DATA	M.B.

Figure 4: Sample output of a Record of Institution

### 6.6.1.3 Expert Profile

Experts are a human source of information. It is important to consider this information resource in the tourism industry in Tanzania. The profile of experts indicates the experts including the intellectuals and researchers as well as the decision makers who are in some way the experts in their fields. These experts are consulted when the existing information system does not provide the kind of information needed.

The expert database contains information about the experts available in the tourism industry in Tanzania. The items of information contained in the expert database include the name, date of birth, sex, specialisation, etc. The users can use any of these keys to access information on the experts. The output of information on experts is shown below in Figure 5.

NAME	Khalid Musa
BIRTH	March 15, 1962
SEX	Male
NATIONALITY	Tanzanian
ADDRESS	P.O. Box 2347, Dar es salaam
QUALIFICATION	Commerce, B.Com. University of Dar es Salaam
SPECIALISATION	Marketing, Statistics, Microcomputer
LANGUAGE	Swahili- Speak, Read, Write English-Speak, Read, Write
EMPLOYMENT RECORD	
CURRENT EMPLOYMENT	Marketing Manager, State Travel Services
LAST EMPLOYMENT	Consultant, Tanzania Marketing Board
ASSIGNMENT	England, London School of Economics 1986, study

Figure 5: Sample output of a Record of Expert

### 6.6.2 Specialised Database

The specialised database relates to the core concepts pertaining to the tourism industry in Tanzania. It is called specialised database because the information the user needs is mainly confined to the tourism industry. For instance a user may seek information about the game parks. This type of information is not availed in other fields of study.

Three specialised databases have been designed. These are the records of the tourist centres, including information on the country, and the records of the tourist attractions. The databases have been named as Centre, HTL and Gpark.

In designing this database, the users requirements have been kept in view. The assumption is that, the user may seek information about the country and the main tourist centres. From there when the user has decided where to go, other information such as that about attractions available in particular centres may be searched. From there the user can proceed to searching information about the services available in each or in a given tourist attraction.

#### **6.6.2.1 Hotel Database**

The prototype hotel database, named HTL, incorporates information about hotels, lodges, etc. Keeping the users requirements in view, a simple FDT has been designed which can accommodate such items of information as name of hotel, address, prices, facilities available, etc. The FST allows the user to search the hotel database by such keys as hotel name, facilities, etc.

A sample output from the hotel database appears in Figure 6.

NAME	The Kilimanjaro Hotel
LOCATION	Dar es Salaam
ADDRESS	P.O. Box 2240, Dar es Salaam
DATE STARTE	1962
CLASS	High
TELEX	41021
FAX	255-51-39462
PERSONNEL	160 workers
HEAD	John Miqay
CAPACITY	200 beds
CONDITION	Air conditioned rooms, private TV set, telephone, private bath or showers
SERVICES	Curio and gift shop, a book stall and Airline offices
FOOD AND MENUS	Tanzania dishes, various snacks and other cuisines
TELECOMMUNICATION FACILITIES	Telephone, a telex service at the reception point
RECREATION	swimming pool, dinner dancing floor shows featuring the best local talents
OTHER FACILITIES	Conference facilities and car park

Figure 6: Sample output of a Record of Hotel

### 6.6.2.2 Centre Database

The prototype database called CENTRE provides information about the area, name, population, where to stay, etc. Again keeping the user requirements in view, a simple FDT in (Appendix 6) has been designed which can accommodate such items of information as the name of the place, attractions available in that area, etc. The FST allows the user to search the database of the country and the main tourist centres in Tanzania. A sample output from the centre database is shown in Figure 7.

NAME	Tanzania
SIZE	945,091sq.km
POPULATION	26 million
DISTRIBUTION	7% in urban areas
DENSITY	17 persons per sq.km
POPULATION RATE	3.0%
ETHNIC COMPOSITION	98% Africans. Indians and Pakistani minorities as well as Arabs and Europeans form the rest
CAPITAL	Dar es Salaam
MAJOR CITIES	Mwanza, Arusha and Tanga
AGRICULTURE	Agriculture is the mainstay of the country more than 98% of the whole population
MINERAL RESOURCES	Diamonds, gold, salt, gemstones, etc.
VISA	All visitors are required to hold valid visas except 1. the British Commonwealth persons 2. Denmark, Finland, Iceland, the Republic of Ireland, Norway and Sweden. More information the visas formalities is obtainable From Tanzania High Commission and diplomatic Missions abroad
HEALTH	All visitors must have valid International certificate of vaccination against smallpox. Visitors are also advised to have International Certificates of Vaccination against yellow fever and cholera.
AREA	Northern tourist circuit
NAME	Arusha
ALTITUDE	1540 m. above sea level
ETHNIC COMPOSITION	Arusha, Meru, Maasai, Iraqw
ATTRACTIONS	Serengeti National Park, Ngorongoro Crater National Park, Lake Manyara National Park, Arusha National Park.
WHERE TO STAY	Equator Hotel, Hotel Seventy Seven, Arusha Hotel, Arusha by Night, Golden Rose Hotel, Safari Grill

Figure 7: Sample output of a Record from the CENTER Database

### 6.6.2.3 Gpark Database

The prototype tourist attractions database has been designed named Gpark. This database incorporates information about the tourist attractions such as gameparks, historical sites, sea resorts, etc. A simple FDT (Appendix 7) has been designed which has such items of information as name of the attraction, services available, its distance from the main city or the tourist town, etc. The FST allows the user to search this database by such keys as game park name, attractions, photography, etc. A sample output from the Gpark database appears in Figure 8.

NAME	Manyara National Park
DATE STARTED	1963
LOCATION	Arusha region
SIZE	325 sq.km
DISTANCE	80 km
ATTRACTIONS	tree climbing lions, hot springs
SERVICES	Lake Manyara Hotel
CAMPING	None
PHOTOGRAPHY	Allowed
FILMING	Allowed with prior consent from the Director of Information
ADVICE	Keep a safe distance from the lions environmental cleanliness is to be Observed
SEASONS	Good months for visiting this game are: during the months of June, July and August. This is a dry season
TRAVEL	Tour operators conduct a four day travel to Lake Manyara Park. Every thursday during the peak season
HUNTING	Hunting is not allowed
OTHERS	Self driven cars are available at Lake Manyara Hotel from the city of Arusha

**Figure 8: Sample output from the Gpark Database**

## **6.6 USER INTERFACE**

The system user interface recommended in this work is the "System Interface Search Assistance"(SISA) developed at the School of Information Studies for Africa (Molla 1993). This system has been designed to assist the end-user in performing search and retrieval in Micro CDS/ISIS databases. Major functions provided for by SISA include:

1. Selection of databases for searching;
2. Formulation of search expressions using CDS/ISIS search language and use of the different search capabilities of CDS/ISIS;
3. Retrieval and display of records using different display formats;
4. Saving of retrieved records selectively; and
5. Storing of search queries and the results for review of search performance on each database.

## **6.7 SYSTEM DEMONSTRATION**

The system's demonstration will be discussed by citing a case. Suppose a user comes with his query. This could be about a particular game park say Serengeti National Park. He will do the following:

1. Turn on SISA Interface
2. Choose option A to get the main menu.

To select an option, the cursor is moved to highlight the option, using the appropriate arrow keys, or by pressing the corresponding option digit, and then "Enter" is pressed to select. Then the user will select option 1 for selecting the database or to change from a database in use to another. Names of available databases will be listed. After selecting a database, the system will return to the main menu enabling selection of search expression. The selected database is shown at the bottom right corner of the screen. The user according to our case will select the Gpark. Then the user has to type in the search expression, that is, Serengeti. Then the system will conduct the search and produce the output information as shown in Figure 8 sub section 6.6.2.3. The user may press "S" to save the record.

## **6.9 IMPLEMENTATION**

Implementation of the proposed system depends on the government's appreciation of such a system as well as the availability of the resources for the purpose of developing and installing such a system.

When all necessary resources i.e. the financial and human resources for running this system are in place, it is suggested that a working committee be formed. The author of this work will be a member of this committee. The committee shall be responsible for the implementation of the system. It will do the following functions:

1. Detailed feasibility study;
2. Hardware and Software selection
3. Installation;
4. Testing and modification
5. Manpower training

## 6. Regular system evaluation, upgrading, etc.

The detailed feasibility study will, among other things, be the systems requirements. The environment within which the system is to operate will be identified. For instance in Dar es Salaam it is usually very hot. This requires the installation of the air conditioners so that the system can not be affected by the excessive heat. Hardware and software selection will be done according to what is available on the market.

The installation of the system will be done phase by phase in order to give time for testing and modification. The resources for fully installing the system at once may not be available and hence the need for doing the installation one after another. In order for the system to work properly, there is a need for training manpower. The steering committee will recommend to the administration to launch the training of the required manpower. The manpower requirements include those of a systems analyst and other technicians. The training may be done by giving on the job experience. Of course later, the staff may have to be sent to the appropriate training institutions. Regular system evaluation and upgrading will be a necessity in order to move with time because the hardware and software as well as the requirements of the industry do change constantly. It is also necessary in order to assess the efficiency and effectiveness of the system.

## CHAPTER 7

### CONCLUSION AND RECOMMENDATIONS

#### 7.1 CONCLUSION

The tourism industry in Tanzania like any other socio-economic sector is knowledge-based and information-intensive. Its information needs are many and varied. In order for the decision makers to be able to make gainful decisions on matters pertaining to the tourism industry in Tanzania, a strong information support is essential. The information supplied to meet its requirements must be precise, timely, and complete. This calls for the establishment of a computer-based information support system which can serve more efficiently and effectively. This system, as it has already been mentioned, is to satisfy the needs of the user community.

The tourism industry is a vital sector of economy. There is a lack of appreciation of the vital role of information in the tourism industry in Tanzania. This has a bearing on the performance of the tourism industry in Tanzania. This does not apply to the tourism industry only but also to other sectors of Tanzania's economy.

The lack of appreciation of the role of information as an important resource for the development of the tourism industry in Tanzania is reflected in the lack of quality of information services and products. The outdated brochures and other published materials bear testimony to this fact. Besides, there is no enough information input in the process of planning. This is evident in the absence of integrating tourism planning with the local development needs. Although there are signs of moving toward proper direction, yet the

measures already taken are not adequate enough for effective and comprehensive planning. Needless to say that, the quality of other services offered to the tourists reveals the inadequacy of information-use in this industry.

The inadequacy of the measures of data collection, for the preparation of input to the appropriate information services is a clear indication that the existing system is not efficient and effective. For this reason arises the need for redesigning and upgrading the system so that it can be able to generate and offer its services to the satisfaction of its users.

The application of appropriate machines and equipment which are all products of advances in modern information technologies for the purposes of carrying out all the appropriate information work and services is to be considered with all necessary seriousness in Tanzania. This is not yet readily recognizable in Tanzania. Those machines and equipment are necessary for handling large amount of data; and for creating the different kinds of databases such as, the integrated and specialised databases. The use of information technologies would definitely strengthen the information support services for the tourism industry in Tanzania. This calls for the introduction of computers in all components of the tourism industry in Tanzania. This is what forms the foundation of computer-based information support system proposed in this work.

The poor performance of the existing information system is partly attributed to the lack of well trained professional information manpower. A well trained information service professional in the tourism industry is essential to impress upon the authorities concerned about the usefulness of quality information services in order to carry out day-to-day activities of the tourism industry in Tanzania.

In order to ensure efficient and effective functioning of the tourism industry in

Tanzania, the computer-based information support system that has been proposed is to function ultimately as a network system. The central unit of system, located in the headquarters of the Ministry of Tourism, Natural Resources and Environment, is to collect, analyze, integrate, and consolidate all information necessary for development-planning, and also for carrying out day-to-day activities. All parties involved in tourism industry in Tanzania would be the nodes of this network. They should be obliged to send all essential items of information specified by the central unit to it. At the same time, they would have direct access to all the databases maintained by the central unit. The result is obvious. Each node will maintain its own databases; and at the same time it will have direct access to all the consolidated databases. The government will have all that it wants. The development planners will have all that they want. The tour operators will have all that they want. The tourists will have all that they want. The situation will approximate what is desirable. But for such a situation to materialize it would be necessary for several other developments to materialize. What all must develop to help the proposed system to function as desired are furnished as a set of recommendations in the following section.

## **7.2 RECOMMENDATIONS**

The following recommendations have been made to facilitate the implementation and further improvement of the proposed information support system for tourism industry in Tanzania.

1. The country has to adopt a national policy for information systems and services in order to ensure optimum information services and products in all the sectors of its economy and society.

2. In order to create an environment for linking all the institutions in Tourism industry in Tanzania via a WAN, adequate IT infrastructure in the country should be developed.
3. There should be a networking and comprehensive coordination among the tourist information centres. The networking must be based on the use of computers that will allow functional compatibility of the hardware and portability of software.
4. The planning process should be based on the views of the tourists and the local development needs. In this regard, there should be a tourism master plan that will include all the information required for the development of tourism in Tanzania. The master plan hitherto formulated is to be modified and upgraded from time to time to cope up with the changing circumstances. The tourism policy statement should clearly indicate the need for comprehensive information support system in enhancing tourism development in Tanzania.
5. The information specialists are required in the tourism industry. This calls for the responsible authorities to consider the employment of well trained information professionals. These information professionals will among other things render consultancy services to the parties concerned with the promotion of tourism in Tanzania.
6. There is a need for developing a highly skilled manpower especially in the higher ranks of the tourism industry in Tanzania. Such a manpower must be able to comprehend the value of information in different components of tourism industry. And they must also be able to use information

technology (IT), in their day to day activities.

7. Necessary standards and formats for various databases, information products and services are to be adopted by the coordinating centre of the tourism information in order to facilitate access, retrieval and exchange of data.
8. With a view to ensuring the production of updated tourism information products, it would be desirable to encourage the establishment of a private information consultancy firm. It would be more efficient and effective for the purpose. This is what has been found quite effective in several countries. Such a firm will be responsible for collecting data, processing, and disseminating timely and reliable information products relevant to the tourism industry in Tanzania.

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UNIVERSITY OF DAR ES SALAAM

P.O. BOX 35092

DAR ES SALAAM

JULY 1994

Dear Sir/Madam,

I am a Graduate student at the School of Information Studies for Africa (SISA) at Addis Ababa University , Addis Ababa, Ethiopia conducting a research (as part of Master's thesis requirement) on:

**TOURISM IN TANZANIA: A PROTOTYPE INFORMATION SUPPORT SYSTEM**

The research involves investigating the existing information system in the tourism industry in Tanzania. The results of this investigation will enable the present researcher to make proposals and recommendations for designing a new system that will enhance the flow of information and networking in the tourism industry in Tanzania.

Would you please, therefore, assist me by filling up the questionnaire attached to this letter and return it to me before August, 30 1995.

Thank you,

Yours faithfully,

Matiyas M.B.

**APPENDIX 1**

Sample Questionnaire supplied to various information users

1. Please mention the name and activities of your Organization

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2. What kind of information do you usually seek to carry out your activities

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3. If you are a decision maker, please tick the kind of information you usually seek to carry out your duties successfully.

- (a) Inventory of the tourist attractions
- (b) Inventory of the available amenities
- (c) Needs of tourists
- (d) Tourist generating countries
- (e) Manpower requirements
- (f) Needs of the local populations

4. Please mention other information items that you may need in order to carry out your duties and responsibilities. Mention as many as possible.

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4. Are you involved in some kind of investment in the tourism industry ? If so list the information needs of your activities

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5. Do the tourists seek any information before they decide to visit Tanzania? If so, what kind of information do the tourists seek about Tanzania before they decide to come to Tanzania?

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6. What items of information do the tourists seek when they arrive in the country?

- (a) Immigration regulations
- (b) Travel information
- (c) Recreation and sports
- (d) Health regulations
- (e) Currency regulations

7. What other kinds of information do the tourists seek? Please list them below.

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8. How is information disseminated to the tourists? Tick any of these.

- (a) Brochures
- (b) Video tapes
- (c) Guides
- (d) All

9. Other methods used for providing information to the tourists. Mention as many as possible.

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10. Are these materials enough to disseminate information to the tourists successfully? If yes, to what extent would you suggest that? If not would you identify any problems related to the information methods in place?

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11. Can you mention any of the materials used to disseminate information and their dates of production?

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12. Which centers of information do you usually contact to seek information

- (1) Library
- (2) Documentation centers
- (3) Information consultancy company
- (4) From other persons in the tourism industry in Tanzania

13. Do you have any computers? If yes, answer the question below.

14. What are the main uses of computer resources in your organisation

- (i) Word processing
- (ii) Financial management
- (iii) Database management
- (iv) Numerical/Statistical applications

15. What problems which affect the industry of tourism in Tanzania?

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16 Can you comment on the performance of the tourism industry in Tanzania?

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**THANK YOU FOR FILLING IN THE QUESTIONNAIRE**

## **APPENDIX 2**

The names and the institutions contacted for collecting data on information needs of different users.

1. The Ministry of Tourism, Natural Resources, and Environment in Tanzania.
2. Tanzania Tourist Board (TTB)
3. State Travel Services (STS) in Tanzania
4. Tanzania Hotel Investment (TAHI)
5. Tanzania Wildlife Corporation (TWICO)
6. Serengeti Research Institute
7. College of African Wildlife Management in Tanzania
8. Northern Tanzania Tourist Association
9. Tanzania National Parks (TANAPA)
10. Selected Tour Companies:
  - Abercrombie and Kent(T) Ltd
  - Scan-Tan Tours Ltd
  - Takims Holidays
  - Laitolya Safaris

### APPENDIX 3 ABNCD+ DATABASE FIELD DEFINITION TABLE (FDT)

Tag	Name	Len	Typ	Rep	Delimiters/
1	Participation Centre acronym	10	x		
2	Participating centre record number	6	N		
3	Record Status	1	P	A	
5	Date record entered	25	X	9999-99-99	
6	Date record changed	10	P	9999-99-99	
7	Bibliographic level	5	A		
8	Bibliographic Level - parent	1	A		
9	Country of origin	2	P		
10	Record number of parent	6	N	R	
11	Record number(s) of part(s)	6	N	R	
12	Record number of other lang- uage version(s)	6	N		
20	Language of analysis	18	A		
21	Language(s) of of text	2	A	R	
22	Language(s) of summaries	2	A	R	
25	Record of heading	50	X		
100	Title	500	X		
101	Parallel title(s)	500	X	R	
102	Translated title - English	500	X		
103	Translated title - French	500	X		
104	Translated title - Spanish	500	X		

105	Translated title - other	500	X		
110	Personal author(s)	80	X	R	ab
111	Corporate author(s)	500	X	R	abcdz
112	Affiliation	500	X		abcdz
113	Other associated inst(s)	500	X	R	abcdez
114	Meeting	500	X	R	abcde
115	Trans. name of institution	200	X		
120	Edition	25	X		
121	Publisher	250	X		abcd
122	Date of publ/issue - free form	30	X		
123	Date of publ/issue - ISO form	10	P		9999-99-99
130	Collation (M/C)	200	X		
131	Part statement	150	X		ab
140	Monographic seriex	200	X		abz
141	Thesis	200	X		abcd
142	Project	200	R		ab
150	Notes	700	X		
160	ISBN	13	X	R	
161	Document number	50	X	R	
162	Availability	100	X		
200	Title of serial	400	X		z
201	ISSN	9		P	9999-999x
202	Title of parent (M/C)	500	X		
210	Personal author(s) - parent	80	X	R	ab

211 Corporate author(s) - parent	500	X	R	abcdz
300 Primary descriptors	200	X		
301 Secondary descriptors	400	X		
302 Geographic descriptors	200	X		
303 Local descriptors	200	X		
304 Proposed descriptors	100	X		
310 Abstract	1000	X		
320 Broad subject heading	100	X		
400 Processing status	4	X		
410 Location	10	X	R	
411 Call number	40	X		
412 Number of copies	2	N		
420 Type of material	20	X	f	
430 Documentalist	10	X	R	
500 Acquisition type	4	X		
508 Order number	25	X		
510 Date ordered	10	P	9999-99-99	
511 Date claimed	10	P	9999-99-99	
512 Date received	10	P	9999-99-99	
513 Number of copies	2	N		
514 Requester	25	X	R	
515 Supplier	200	X	abncdez	
516 Price	20	X	ab	
517 Acquisition notes	200	X	R	

900 Corporate body	500	X	abcd
901 See refernce(s)	500	X	R
903 Other language version(s)	500	X	R
904 Former name(s)	500	X	R
905 Later name(s)	500	X	R
908 Reference code	20	X	
911 Serial title	400	X	
912 ISSN	9	P	
913 See reference(s)	400	X	R
914 See also other language edition	400	X	R
915 Former name(s)	400	X	R
916 Later name(s)	400	X	R
921 Supplier authority code	4	X	
922 Supplier name & address	200	X	
997 Authority record notes	200	X	
998 Authority record date	10	P	9999-99-99
390 Address/phone, etc	400	X	abcdefghi
393 Sex	10	X	
441 Duration	50	X	
442 Date: Proposal/approval	25	X	ab
443 Date: Starting	10	X	
444 Date: expect, completion	10	P	9999-99-99
445 Date: actual completion	10	P	9999-99-99

446	Date: terminated	10	P	9999-99-99
447	Date of birth	10	P	9999-99-99
835	Marital status	100	X	
830	Nationality	100	X	
831	Qualifications	200	X	R abcd
832	Specialization	200	X	R
833	Work experience (last)	500	X	abcde
834	Current work	200	X	abcde
855	Honours and awards	200	X	R abc
856	Membership in societies	200	X	R abcd
525	Language competence	100	X	R
556	Assignments	200	X	R abcd
900	Services offered	400	X	R
895	Databases	300	X	R ndrfa
896	Classification system	100	X	R
897	Subject headings liswt	100	X	R
898	Thesaurus	100	X	R
899	Periodical publication	300	X	R ij
890	Patents taken	200	X	R
850	Recommended by	100	X	R abcd
570	Personnel	100	X	R ab
625	Objectives	500	X	R
700	Financial aspects	200	X	R sacp
950	Project status	50	X	

951	Related projects	200	X	R
954	Project number	50	X	R a
955	Contract number	50	X	R
957	Resources (equipment...)	200	X	R
960	Type of institution	100	X	R
961	Type of research	100	X	R
998	Record type	1	P	A
1000	File ID	2	X	

A - Insert (after)      B - Insert (before)      C - Change line

D - Delete line      P - Previous page      N - Next page

T - Top      E - Bottom      Y - Next line

X - Exit

Source: Abebe Rorissa et al, 1992.

## APPENDIX 5 The FST for Integrated database MATYA

Data Base Name: MATYA FST for Inverted File

FST name: MATYA

ID	IT	Data extraction format
110	0	v110
100	0	v100
122	0	v122
111	0	v111
960	0	v960
900	0	v900

A- Insert (after) | B- Insert (before) | C- Change line | D - Delete line  
P-Previous page | N- Next page | T-Top | E - Bottom  
| X- Exit | ↵- Next line

APPENDIX 6 The FDT for CENTER database

Field Definition Table (FDT) Database name CENTER

Tag	Name	Len	Typ	Rep	Delimiters/Pattern
100	Area	100	x		
110	Name	100	x		
120	Size	100	x		
130	Distribution	100	x		
140	Population	100	x		
150	Density	100	x		
155	Population rate	100	x		
160	Altitude	100	x		
180	Ethnic composition	100	x		
190	Capital	100	x		
195	Major cities	100	x	R	
200	Nearest port	100	x	R	
220	Facilities	100	x		
240	Attractions	200	x		
260	Where to stay	100	x	R	

A- Insert(after) | B- Insert (before) | C- Change line | Delete line  
 P- Previous page | N- Next page | T- Top | E- Bottom

| X- Exit | ↵-Next line

APPENDIX 7 The FDT for GPARK database

Field Definition Table (FDT)

Database name GPARK

Tag	Name	Len	Typ	Rep	Delimiters/Pattern
15	Name	50	x		
20	Date started	20	x		
25	Location	100	x		
30	Size	50	x		
35	Distance	50	x		
40	Attractions	100	x		
45	Services	100	x		
50	Camping	100	x		
55	Photography	100	x		
60	Filming	100	x		
65	Advice	200	x		
70	Seasons	100	x		
75	Travel	100	x		
80	Hunting	200	x		
85	Others	150	x		

A- Insert(after) | B- Insert (before) | C- Change line | Delete line  
 P- Previous page | N- Next page | T- Top | E- Bottom  
 | X- Exit | ↵-Next line

Marciano Bura Matiyas  
 May 24, 1995

The thesis has been submitted for examination with our approval as University advisors.

Prof. G. Bhattacharyya  
 May 24, 1995

Dr. G.G. Chowdhury  
 May 24, 1995