

CONCLUSION AND RECOMMENDATIONS

CONCLUSION

This report concludes the International Visitors' Exit Survey that was conducted beginning 2001, during three main tourist seasons namely; low, peak and the mini-peak. The survey, the first of its kind in Tanzania, had the following objectives:

- To collect data from the tourism sector and improve compilation of National Accounts and Balance of Payments Statistics;
- To set benchmarks for tourism industry statistics especially tourist expenditure in Tanzania;
- To establish a sustainable institutional framework for collection of tourism statistics;
- To collect information for tourism promotion and macro-economic policy formulation; and
- To provide basis for construction of Tourism Satellite Accounts (TSA).

To a large extent, the survey has been a success as it has met all the set objectives. The survey has made possible establishment of a joint methodology of estimating tourist expenditure in Tanzania. The five institutions, namely; the BOT, MNRT, NBS, Immigration Department and Zanzibar Commission for Tourism that conducted the survey jointly, estimated Tanzania's international tourism earnings for 2001. It was thus established that during 2001, Tanzania earned USD 615,074,390 out of which Zanzibar earned USD 70,161,399. Using the model and tourist arrival numbers from the Immigration Department, it was possible to estimate earnings from tourism activities for 2002 and 2003. Accordingly, it is estimated that during 2002, Tanzania received USD 635,041,481, out of which Zanzibar earned USD 81,496,660. In 2003, Tanzania received USD 646,541,748, out of which Zanzibar earned USD 62,888,522. This implies that there is now a single methodology of estimating tourist expenditure in the country, hence consistent data among all institutions. This achievement eliminated the problem of contradicting statistics among institutions. A Memorandum of

Understanding (MOU) between the participating institutions has been drafted to ensure continuity of activities that will guarantee sustainability of the achievements and further development in the area of statistics and other related activities. Through 39,016 visitors who were recorded during the three surveys, it was possible to make inferences from a number of unknown facts surrounding the tourism sector.. The survey results enabled the establishment of important information including; main source markets, visitors travel arrangement, mode of entry transport, visitors length of stay, attractions mostly favoured, areas that need improvement as perceived by the visitors, just to mention a few. Moreover, the collected information will be used to strengthen marketing and promotions strategies and set the basis for the establishment of Tanzania's Tourism Satellite Account (TSA). TSA is a new statistical framework proposed by the World Tourism Organisation that is aimed at enhancing analysis of the impact of the tourism sector in national economies. Nevertheless, for continuity of compilation of credible statistics and the growth of the tourism sector, there are a number of recommendations that are brought forward. The recommendations are sub-divided according to ministries, departments, and agencies responsible for their implementation.

Recommendations

Immigration Department

- The Immigration Department should appreciate the importance of frontier statistics given the vital role of the information towards estimation of tourist earnings. In this case, the Statistics Section should be strengthened in terms of human and non-human resources.
- It is recommended that the Immigration Department should liaise with NBS to request the Ministry of Finance to categorize immigration statistics as core statistics. Through this, more budgetary allocation will be made available to facilitate data collection and processing. It is estimated that about Tsh. 50 million will be required annually to effectively implement this recommendation.
- Due to the importance of immigration statistics for the sustainability of tourist expenditure estimation in Tanzania, it is recommended that the Immigration Department should sustain data entry exercise. In addition, the Department should see to it that the program of connecting electronically all immigration entry/ departure points is undertaken.
- As an interim measure, it is recommended that the Immigration Department should make available manually compiled statistics on monthly basis with an allowable lag of a maximum of one month.

- The Immigration Department should take necessary and urgent measures to ensure availability and use of entry cards to all entry points at all times.
- The Immigration Department should take the necessary measures to make the entry cards accountable documents with serial numbers. This will facilitate proper handling of the cards, as immigration entry point officers will have to account for each of them. This is particularly important now when there is increased concern about illegal immigrants that threaten security of the nation.
- The entry/departure (E/D) cards should be redesigned such that one card has two portions, i.e. one for entry and the other for departure. While one portion will be used during entry, the other with the same serial number, will be attached to the passport and be used during departure. This system, which is widely used in other countries, will facilitate tracking of the visitors, hence knowing their exact length of stay.
- The Immigration Department and Customs Department should strive in enhancing efficiency at border points. A tourist, like any other traveller, would like to spend less time going through Immigration and Customs procedures.

Ministry of Natural Resources and Tourism

- The Ministry of Natural Resources and Tourism, which holds the chair of the Tanzania Tourism Sector Survey project, should take a leading role in following up the implementation of activities that will lead to sustainability of the achievements attained in the survey. This should include ensuring that future surveys are done according to the agreed timetable, and that the Memorandum of Understanding is implemented.
- It is recommended that the Ministry of Natural Resources and Tourism should be responsible for compilation and release of tourist earnings statistics. Accordingly, it is recommended that the Ministry should equip its statistics department with sufficient resources (manpower and equipment) to ensure prompt availability of tourism statistics.
- Most visitors were not satisfied with the state of the infrastructure (airports, roads and telecommunication facilities like telephones). It is recommended that adequate budget be allocated for maintenance of the infrastructure. Specifically, airports that are located in tourism strategic areas like Arusha and Mafia should be given priority. However, it is worth noting that during the last two years, there have been major infrastructural developments, such as the completion of Mkapa Bridge in the south, rehabilitation of roads leading to beach hotels in Dar es Salaam and

putting tarmac on the Makuyuni-Ngorongoro road in the north. In addition, there has been massive expansion in telecommunication services.

- As for the Mainland in particular, efforts should be made to ease congestion in the Northern Circuit, while other areas, notably Selous in the Southern Circuit should be developed. It is suggested that there should be preferential incentives such as tax relief to pioneers, and investors should be encouraged to venture into new remote areas.
- In order to improve on the customer services, the Ministry of Natural Resources and Tourism should set standards for hotels, tour guides, drivers and other services offered to tourists. This is particularly important now given the East African Community (EAC) developments, whereby the three countries will be marketed as one destination block. It is worth noting that with such developments, Tanzania will face stiff competition from its more developed neighbours as regards to tourism services. In order to raise the standards, preparation for the construction of a Tourism Institute in Dar-es-Salaam is at an advanced stage.
- Foreign investments are highly desirable in tourism business as they bring in new capital and technology. Nevertheless, in order to increase local participation, it is recommended that there should be policies that would encourage greater participation of the local community, through employment and supply of produce.
- As a way of stepping-up promotion of Tanzania as a tourist destination, the Government should increase budgetary allocations to boost the efforts.
- The issue of security is pertinent as far as the future of tourism is concerned. This calls for measures to ensure that all stakeholders in the tourism industry are in constant alert to guarantee tourist safety. Efforts must be made to sensitize the general public and most importantly, those in strategic areas, for example employees in hotels, airport terminals, and border entry points. It is important that the general public is trained and equipped with the ability to identify potential suspects and report any suspicions promptly.

Zanzibar Commission for Tourism

- It is recommended that the Zanzibar Commission for Tourism should equip its departments with enough resources (personel and equipment) to ensure timely availability of tourism statistics.
- The Commission should set standards for tourist guides in terms of professionalism and dressing code.

- Most visitors were not satisfied with the state of the infrastructure (airports, roads and telecommunication facilities like telephones). It is therefore recommended that adequate budget should be allocated for maintenance of the infrastructure, particularly, the Zanzibar airport. It is estimated that upgrading of the Zanzibar airport's runway, buildings and facilities would cost about Tsh. 52 billion.
- Foreign investments are highly desirable in tourism business as they bring in new capital and technology. Nevertheless, in order to increase local participation, it is recommended that there should be policies that would encourage greater participation of the local community, through employment and supply of produce.

Tanzania Tourist Board (TTB)

- Tanzania Tourist Board (TTB) should spearhead a co-ordinated promotion strategy through our embassies. In collaboration with Tourism Confederation of Tanzania (TCT), TTB should establish more tourist information centres at major entry points which will be equipped with up-to-date relevant information on tourist attractions.
- In order to maximize the impact of tourism promotion efforts, TTB should work closely with TCT by incorporating the latter's interests and priorities in their promotion strategies.

Private Sector

- It is recommended that domestic and international airlines operating in Tanzania should develop harmonized domestic and international schedules that would accommodate smooth connections. Also, local operators should endeavour to venture into operating international flights from important source markets. However, milestone steps have been made in the airline industry, namely; improved connectivity, privatisation of Air Tanzania Corporation (ATC), and the partnership between Precision Air and the giant Kenya Airways.
- In order to prolong length of stay and increase earnings at destination, it is recommended that there should be efforts of diversifying products. To achieve this, it is suggested that establishments involved with tourism business should aggressively encourage tourist shopping and participation to other cultural entertainment activities. Moreover, it is recommended that conference tourism should be developed, whereby conference organizers should ensure that prepared programs incorporate enough shopping and site seeing schedules. It is further recommended that TCT and TTB should take a lead in organizing and sensitising the business community and conference organizers in implementing this recommendation.

Steering Committee of Tanzania Tourism Sector Survey

- It is recommended that the Visitors' Exit Survey for low, peak and mini-peak be repeated after every 5 years. Shorter surveys, using a shorter questionnaire that mostly targets expenditure questions, should be done every year during the peak season. This will ensure that tourist expenditure estimation is done with an up-to-date price information. The annual survey is estimated to cost about Tsh. 50 million and as an interim measure, it should be financed jointly by the participating institutions. It is further proposed that financing for the comprehensive survey and subsequent annual surveys should be financed by the government.
- To ensure continuity and sustainability of the developments achieved during the tourism sector survey, it is recommended that the Steering and the Technical committees that implemented this survey be a permanent forum. The forum, among other things, will oversee the implementation of the Tourism Satellite Account (TSA).