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FOREWORD

Dear Authors and Esteemed Readers

It is with deep satisfaction that I write this Foreword to the Proceedings of the 2nd International Conference on the Future of Tourism (ICFT) held in Arusha, Tanzania, April 16 - 17, 2019.

ICFT continues a tradition of bringing together researchers, academics and professionals from all over the world, experts in tourism and hospitality. The conference particularly encouraged the interaction of research students and developing academics with the more established academic community in an informal setting to present and to discuss new and current work. Their contributions helped to make the Conference as outstanding as it has been. The papers contributed the most recent scientific knowledge known in the field of Sustainability of Tourism; Domestic Tourism and SMEs Development; Tourism and Economic Development; Culture and Tourism; Innovation in Tourism; Customer Care in Tourism; Methods of Measuring Tourism; and National Tourism Policy.

In addition to the contributed papers, two invited keynote presentations were given: by Mr. Richald Rugimbana, the Executive Secretary of Tourism Confederation of Tanzania who spoke about the Issues for future tourism development with special focus of Tanzania; and Prof. Zororo Muranda, Pro-Vice Chancellor, Chinhoyi University of Technology in Zimbabwe who gave presentation on the Future of tourism: Tourism of the future.

The Conference was preceded by a tailor made training in *e-Tourism and Management of World Heritage sites*. The facilitators of training were: Prof. George Oreku, a professor of ICT from the Open University of Tanzania and Mr. Erick Kajiru, an expert of Management of UNESCO World Sites from the UNESCO Commission in Tanzania.

These Proceedings will furnish the scientists of the world with an excellent reference book. I trust also that this will be an impetus to stimulate further study and research in all these areas.

We thank all authors and participants for their contributions.

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THE ROLE OF NATIVES IN DEVELOPMENT OF DOMESTIC TOURISM IN MOROGORO REGION, TANZANIA: PERCEPTION AND ATTITUDES

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Abstract

The tourism industry is one of fast growing industry in Tanzania and is said to contributes 17.5 percent of Tanzania's gross domestic product in 2016 (Tanzania invest, 2017) and constitute 11.0 percent of the country's labor force (1,189,300 jobs) in 2013 (World Tourism and Travel Council 2013). However the performance of tourism industry in Tanzania has been depending much on the foreign tourists i.e. Domestic tourists in Tanzania are estimated at half a million a year with an annual growth rate of less than 5 percent, while close to 600 000 foreign tourists visited the country last year (Mbani, 2016). Despite of the measures taken by various relevant authorities such as TANAPA and TTB to promote domestic tourism in Tanzania, the sector is improving at sluggish motion. Therefore studying on the role of natives in the development of domestic tourism in Tanzania specifically in Morogoro is crucial as it will provide an insight on how the natives perceive the domestic tourism, challenges encounter domestic tourists and lasts being able to gather the natives's opinion on development of domestic tourism

This is qualitative study involving 24 respondents in a two focused group discussions created basing on age groups. The expected findings will provide the news ways to measures towards domestic industry improvement.

Keywords: Domestic tourism, Role, Natives

Background Information

Tourism industry is one of fast growing industry in Tanzania and is said to contributes 17.5 percent of Tanzania's gross domestic product in 2016 (Tanzania invest, 2017) and constitute 11.0 percent of the country's labor force (1,189,300 jobs) in 2013 (World Tourism and Travel Council 2013). The industry has also been contributing to employment, income and public revenue. However the performance of tourism industry in Tanzania has been depending much on the foreign tourist's i.e. International tourism which sometimes back fluctuate due to uncontrolled conditions. Recession of world economies in 1973 and 2008-2009, enormous increase in oil prices from 1973 and drought of 1974 are empirical evidence to these conditions. Other events are closure of Kenya -

Tanzania border in 1977, the Uganda War of 1978/79, the September 11, 2001 attack to World (Salehe *et al*, 2011). Susceptible to poor tourism infrastructure

and bad press publicity. Intense competition for overseas tourists especially with other countries offering similar products like Kenya, South Africa and Uganda affects the tourism sector performance were other conditions that adverse contributed to drop of international tourism (Salehe *et al.*, 2011). These challenges towards international tourism industry draw attention to promoting domestic tourism as compliments to each other for success and sustainable tourism industry. In its inception the domestic tourism was negligible with local residents mainly visiting friends and relatives (Musonda, 2000) despite that, some can afford the park fees and may have time to travel around. For example, in year 2005, domestic tourism performance for Udzungwa Mountains National Park in the southern circuit of Tanzania represented only 23 % of the total tourist number (Alchard and Kamuzora, 2007). A shift of focus to domestic tourism development together with international development has been taken on board by relevant authorities such as TANAPA and Tanzania Tourist Board (TTB) the development of domestic tourism has not been doing well. Domestic tourists in Tanzania are estimated at half a million a year with an annual growth rate of less than 5 percent, while close to 600 000 foreign tourists visited the country last year (Mbani, 2016).

Some research has been done on development of domestic industry absolute poverty make people unable to pay for leisure visits to tourist destinations, women still depend on men both financially and in decision making, both of which restrain their participation in visits to wildlife areas for leisure. It was also discovered that both government and tour operators' efforts have been biased toward supporting/encouraging international tourism (Salehe *et al.*, 2011). However the issue of role of native in promotion of domestic tourism has not been researched, this made the study to be crucial especially on how natives perceive the trends and prospects of domestic tourism in Tanzania and its challenges.

What is domestic tourism?

Domestic tourism is the tourism of residents within the economic territory of the country of reference (Hall and Lew, 2009). The term residents in tourism literature refers to host community (Chirikure *et al.*, 2010, Saarinen, 2010, Yang, 2012); local communities (Karambakuwa *et al.*, 2011, Dadvar-Khani, 2012); rural communities (Eusébio and Carneiro, 2012); hosting communities (Lima and Hauteserre, 2011); community (Lepp, 2008); and lastly hosts (Holmes *et al.*, 2010, Korstanje, 2011).

Who are Natives?

Ghimire (2013), conceptualise domestic tourism as native tourism. In developing countries the natives are not very active participants in tourism compared to non-indigenous people who migrated to these countries during colonial era (Hughes, 2010). Hinch (2004), define natives or indigenous people as communities, people and nations that share historical continuity with pre-

invasion and pre-colonial societies. In general, these are people who regard themselves as distinct from other sectors of societies now prevailing in those territories, or parts of them. At present, they form non-dominant sectors of society with a determination to preserve, develop and transmit to future generations their ancestral territories and ethnic identities as the bases of their continued existence as people in line with their cultural patterns, social institutions and legal systems.

Overview of Domestic Tourism Development Worldwide

During the past decade, tourism researchers have begun to discover the phenomenon of domestic tourism (Ghimire, 2001), especially in developing countries (Scheyvens, 2002,

In the European travel industry, domestic tourism is a valuable market, contributing more to GDP than international tourists. 23 percent of EU travelers participated in only domestic travel in 2015 and domestic travel industry expenditure is estimated to reach just fewer than 959 billion euros in 2017. Domestic travel refers to trips taken by environment, such as an overnight stay or as a day visit, tourists within their country of residence and outside their usual

Although many travel for business and work related reasons, domestic trips are generally taken for vacation, recreational and other leisure purposes. In Great Britain, domestic travel spending is highest for holidays and visiting friends or relatives, with over 55 million 'staycations' taken by British holidaymakers in 2016. Similarly in the Netherlands, the number of domestic holidays taken is almost as high as holidays abroad (STATISTA, 2017).

The prospects of domestic tourism in developed countries is of no comparison to developing countries because when developed countries are at the level of mass consumption and self-actualization, developing countries are at a take-off stage of development. This could have an impact on the scale of preference where activities like tourism are placed almost at the edge of preference list.

Consequently, domestic tourism in countries like USA where discussions about basic needs (i.e. food, clothing and shelter) is no longer on the agenda, accounts for about four to five times the international tourism (Honey, 1999).

Moreover, Sub-Sahara Africans have grown with elephants and lions around them. They have been witnessing since childhood crops being raided, livestock preyed on and their relatives being.

Prospects of Domestic Tourism in Tanzania

Tanzanian government and private sectors plays a great role in promoting domestic tourisms. Tanzania Tourists Board and the Tanzania National Parks

created special packages that will be affordable for Tanzanians. The Minister for Tourism and Natural Resources Professor Jumanne Maghembe once said that;

“We have been depending on foreign countries as sources of tourists, but we need to think about domestic tourists,”

His campaign aimed at encouraging travel agents to introduce low budget tour packages for domestic tourists and set out special accommodation rates during low seasons. He also focused on the move involving campaigns in schools, colleges and universities to scout new domestic tourists.

Challenges facing the development of Domestic Tourism

Salehe *et al.*, 2011 documented the following challenges towards development of domestic tourism in Tanzania; Low income of the people in Tanzania as over 80 % of Tanzanians depend entirely on subsistence agriculture and this limits many people in the country visit the national attractions. Poor promotion of domestic tourism especially to the local people makes them unaware of domestic tourism attractions (Daniel, 2003) .The other two constraints, i.e. poor attitudes by local communities towards considering tourism as a form of recreation and source of revenue, and overall low conservation education among local communities, each accounting.

Anderson, who is among the members of the taskforce to find ways of promoting domestic tourism, says low levels of domestic visitors to tourist attractions is partly caused by stakeholders’ concentration on foreign tourists.

“Most public institutions and private enterprises dealing with marketing of tourism, direct most of their efforts to international tourism markets,” she said.

Methodology

This is qualitative study involving 24 respondents in a two focused group discussions created basing on age groups, the first group comprises people from 18 year to 40 both females and males and the other group of > 40 years in Morogoro region. The region selection was based on the fact that the region is surrounded by natural attractions includes national parks, game reserves, Uluguru mountains and rivers with water falls e.t.c The responses from the discussion was recorded, transcribed , translated and sub grouped into themes and used (thematic analysis).

Discussion

Public awareness on Domestic tourism

Public awareness is about what people knows and explains the domestic tourism. The domestic tourism was explained well in discussion of both groups, as they mention the required key word like domestic attractions, paying visits

within our country. A good example of the definition from a thirty four years old young man defined as:

“Domestic tourism is about paying visits to our national attractions created by God present in some areas like visiting Mikumi national park and not about the people from outside visiting our country”

However the awareness of domestic tourism isn't the single issues to justify the awareness issues on the domestic tourism, it also includes the awareness on tourist's attractions like beach, wildlife safaris and mountain climbing (Batilinuho, 2017). It is in this study where it was revealed that 73.2% of teachers and education officers who haven't been able to participate in domestic tourism had inadequate awareness on the attractions.

This entails that the awareness issues into well covered as it doesn't contain enough information of domestic tourism. This was revealed by the respondents that there still a gap in information about tourists attractions as the advertise made do omit very important information which the costs of the tour. One of the possible cause of the gap could be the source of information about domestic tourism's attractions. They all agree on social media such twitter, instagram, twitter, Facebook and you tube as source of tourist attraction but few agree radio and TV as source of information and they even went further mentioning the channels like TBC in the “Kambi Popote” TV porgrmma, Star TV, ITV and clouds TV. The other respondent thirty one year's young girl mentioned school as a source of promoting domestic tourism.

“I started knowing there are tourist's attractions when I was studying in a primary school (STD 1-7)”

Socio cultural importance of domestic tourism

In this theme the respondent discussed their trips to diffent tourist's attractions such as Mikumi, SAADAN and national museum and there were few who could make any visits. The discussion went further on the important of domestic tourism in their sides and on the government side. Domestic tourism makes someone refreshed and relaxed was among the strongest argument and agreement. These findings concur with Pierret (2011) who documented that domestic tourism is an excellent instrument for easing social tensions: by allowing social categories of modest income to gain access to holidays and rest; and by preventing situations where the same people (from the same countries) are always the tourists and with the same people receiving them. It can serve to launch a destination, for example, some of the oldest resorts of European tourism; the very new resort of Mazagan, Morocco, launched in October 2009 for the domestic market.

On top of that people gain a lot of information as lot. A fifty eight years old woman said.

“I have learnt a lot of issue such knowing the origin of the word SAADAN, It from an Arabian man who lived there long time ago had a watch with alarm, when the local people heard about alarm, they asked him what was it? He responded that “SAA DAN” wrongly misspelled Kiswahili word “SAA NDANI” means “There is a watch inside the house”

Praising Gods’ creation during domestic tourism was also discussed and emphasized by a a thirty one years old young woman,

“When I visited the national park, I saw lot of things that I don’t see of them like different animals, big trees etc. makes me praising God for his miracles”

Motivation to Domestic Tourism

In this theme, it was discussed how Tanzanian value the domestic attractions present in their county. Most of the respondents admit to value the domestic tourist’s attractions and be proud of their country. The interesting response was given by 38 years of woman as

“Yes I am proud of my country with a lot of tourists’ attraction of which makes us to lean and enjoy and government gain income out of them”, If foreigners from Europe and other places come in Tanzania to witness our natural attractions why not me who is living in Tanzania”

However the concern is that most of people in Tanzania don’t find domestic tourism as a recreational and entertainment to them, thus why they don’t take it seriously.

Barriers to native’s involvement in domestic tourism

The good number of respondents admitted to be aware of domestic tourism revealed to have once made a trip. They air out their thoughts on the challenges that prevail to the local people which prevent them from visiting the tourists’ attractions.

Low income was the barrier that prevent majority of the people from visiting the tourists attractions areas. On contrary to study done by Batilinuho, (2017) who found that among the teachers and education officers who never participated n tourism admitted to have limited disposable income

The reason was emphasized also by a thirty four years young man revealed that,

“Most of individuals people who are aware of this domestic tourisms, they always wish to visits but they cannot afford as they don’t earn much to support basic need and visits the attractions. As for me if it couldn’t have been a group trip, i couldn’t afford to go there”

The big issue arouse in the discussion about affordability was not on the entrance fee to the tourists attraction but it was on the transport to the national park and the touring cost around the parks (tour car). The cost of transport that is taking the tourist around the attraction doesn’t take into consideration of domestic tourists.

The awaked young lady of thirty one year’s raised an issue of accessibility of most of tourist’s actions such as national parks and game reserve contributing on the rise of transport fee.

“Most of game reserves and national parks cannot be easily reached is no reliable and cheap transport like, I real want to go to Selou game reserve but I don’t know how I will reach there”

Limited awareness of domestic tourism especially on the issue of costs required to visit the place serve as the barriers because most of local people has the notion of too much expensive as they see foreigners.

Local People’s Opinions in the improvement of Domestic tourism

The respondents were asked to air out their views on improvement of performance of domestic tourism. They emphasize on the improvement of awareness through various ways like advertisements and education programmer, so that to bring as many people as possible into the tourism. A forty 45 years old woman said

“I recommend for many attractive advertisements that will draw kid’s attention and make them interesting so that they can demand from their parents as you know kids have got conversing power.”

Local people requested the improvement of transport system to and from the tourists attraction site and even suggest the use of public transport that starts from the main bus stand like Msamvu that will fetch people to different destinations at the normal travel costs. This will reduce the transport costs to and from the attractions site and hence make a lot of people be involved in tourism.

Conclusion and Recommendation

The local people in Tanzania appreciate the presence of natural tourists’ attractions and even feel proud of their country as compared to other countries. Some of them admit to ever visit the attractions and real enjoyed. Other

admitted that they never visit but they plan to visit. However there are barriers needs to be address so that they make easy for them to visit. Such barriers includes; Missing or information gap especially on the issue of costs as many people still have the perception of higher costs. Most of the tourist's attractions are not easily accessed as they incur a lot of costs in transportation.

Government, NGOS and other stakeholders in tourism attraction should not ignore the challenges /barriers towards the development of tourism instead they come together and try to address them collectively for the betterment.

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