

THE OPEN UNIVERSITY OF TANZANIA



**International Conference on the Future of
Tourism (ICFT)**

16th -17th April 2019

**Organized by: The Open University of Tanzania
Venue: Njiro VETA Hotel, Arusha-Tanzania**

**Proceedings Editors Prof. Jan-Erik
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ISSN - 2507-7821

ISSN - 2507-7872 [Online Publication]

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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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UNEXPLORED TOURIST SITES IN TANZANIA: EXPERIENCE OF MBEYA AND SONGWE REGIONS

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Abstract

The objectives of the paper are to inform the public about the tourist sites in Tanzania with a special focus in Mbeya and Songwe regions, and analysing the factors that hinder fully deployment of the available tourists' sites in the regions. The methodology of this paper was an exploratory paper, where government officers and indigenous leaders visited and interviewed on what they know about tourist sites. An interview method was employed. The result of the study shows that Mbeya and Songwe regions of the southern highlands of Tanzania are rich of many tourist sites. However, the sites have not fully explored. The results also show that despite flimsy implementation, the tourism policy in Tanzania is outdated and holds the conflicting statement on the distinctive roles of local government and the central government in managing tourism activities. The paper recommends that since tourism is more 'locally specific', the role of local government should be well stated and acknowledged. The local government should prepare by-laws in line with the Tourism law and policy to support sector development. The paper concludes to the government to review the tourism policy to align with the current needs and address all the prevailing shortfalls.

Keywords: Tourism; tourist sites; ritual ceremony

Introduction

Tourism has boomed into economic setups of the world in recent years in regard to its significant role in stimulating economic development and international communication (Qian, Shen, & Law, 2018). The role played by tourism sector accounts for stimulation of consumption, promotion of trade and enhanced internationalization. The travel and tourism industry is one of the world's largest industries with a global economic contribution (direct, indirect and induced) of over 7.6 trillion U.S. dollars in 2016 (STCRC, 2014; Camilleri, 2018). Many countries put weight in tourism and its economic effects; however, the tourism sector on the influence of environment should not be overlooked (Qian, Shen, & Law, 2018). It is argued that tourism sector to flourish there is a need for environmental protection as the sector depends on land; hence to be sustainable, tourism needs careful environmental management. This is a concept that, all the stakeholders of the Tourism sector should benefit from the sector for long (Qian, Shen, & Law, 2018). Environmental protection is known as

sustainable tourism. Sustainable tourism is the development of the sector that can meet the demands of both tourists and host community whilst preventing and improving opportunities for future developments. Also, sustainable tourism is the respect of local people and the travellers, cultural heritage and the environment. Sustainable tourism seeks to provide exciting and educational that benefits to the people of the host area (STCRC, 2014).

In Tanzania, tourism sector benefits everyone, ranging from Government and community at large. The tourism policy has vested the management of tourism to the local government (Turner & Freiermuth, 2017). The local government is mandated to make sure the tourism benefits all the residents in terms of development. The argument is that tourism can be important in regional areas as the diversified in areas of the economic base and expand the employment market. In a broadest sense, if the local government explores all the opportunities from tourism, the development can be enhanced for improved livelihood (Dian-Yulie, 2014). Local government has the role to develop tourism in their areas, the roles include identification, planning, and execution of plans meant for economic, cultural and social development of people. The question which is unanswered in Tanzania is how the local government plays its role in identifying, planning and developing tourist sites for the purpose of tourism for community development?

Tourism is everyone's business that is everyone can gain from properly managed tourism (Turner & Freiermuth, 2017). In Mbeya and Songwe regions, the majority do not gain from available tourism God-given endowments. In Mbeya and Songwe there are several sites for tourism which are not explored for tourism. The sites include, walking tourism, travels, cultural entertainments, traditional foods, hot spring water, farming, metrological sites and the like. These sites of tourism have been categorized in sectors, accommodation, adventure tourism, and recreation, events, and conferences, food, and beverage, transportation and services (Qian, Shen, & Law, 2018). The need for proper planning for tourism site is important as it can solve several development challenges.

Sustainable Tourism and practice

Sustainability of tourism sector depends on proper planning for the tourism development in southern highlands, Mbeya and Songwe inclusive. For the sustainability of tourism include issues strategic tourism planning for sustainable sites. Reider (2012) developed a sustainable tourism destination model.

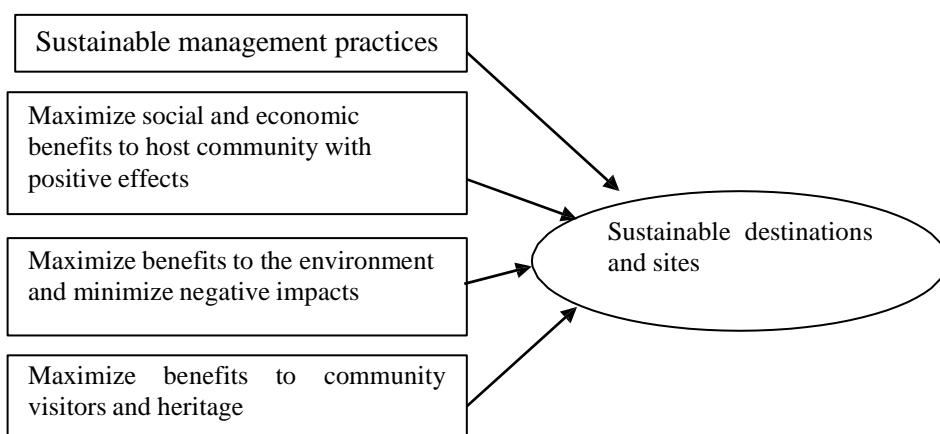


Figure 1: Sustainable Tourism Sites

Source: Reider (2012) Strategic Tourism Planning for Sustainable Destination/sites

The variables to be considered for strategic tourism sustainability includes and not limited to, consideration on local economic benefits, local operation management, heritage protection, natural and cultural conservations, grassroots democracy and community participation (Mitekaro, 2016). It is argued that for tourism to be sustainable, a community participation approach has long been advocated as an integral part of sustainable tourism development (Mitekaro, 2016). It is also envisaged that the approach can increase a community's carrying capacity by reducing tourism's negative impacts while enhancing its positive effects. (Connell, 1997), argued that participation is not only about achieving the more efficient and more equitable distribution of material resources: it is all about the sharing of knowledge and the transformation of the process of learning itself in the service of people's self-development. (Reider, 2012), commented that, the purpose of participation is power redistribution; thereby enabling society to fairly redistribute benefits and costs (Reider, 2012). In the context of tourism planning, participation is defined as community involvement in all process with stakeholders (Godwin, 2011). The involvement of all stakeholders in planning for tourism, the community base theory has proved that, the community is active participated just from the identification to the level of sharing gains.

Community- Base Theory (CBT) is very popular for sustainable tourism development, has been both positively and negatively reviewed (Goodwin, 2011). This theory has its challenges, as some studies noted, for instance, find that the revenues gained from CBT are relatively small and sometimes very little revenue is granted which does not meet the communities' needs.

This study therefore based on community-based tourism theory. Community-based tourism theory (CBT) states that, local community involvement in planning and maintenance of tourism development in order to develop sustainable tourism (Mitekaro, 2016; Hatton, 1999). Tourism planning is often done without local community involvement at the outset (Harrison, 2008). Many tourism projects are prepared by professionals or managers without input from the local community. Community-based tourism theory is often recognised as a perfect example of sustainable tourism development (Mitekaro, 2016).

Tourism in Mbeya and Songwe

In Mbeya and Songwe the available attractions have been left to the local community for security and usage to the final stages of management. However, the local communities often fail to get support as the local government does not meet community needs or values. In addition, many social groups within the local community often feel helpless and frustrated they are not sure whether their concerns on attractions are addressed at any point of the development planning process.

The question of whether the local communities within or adjacent to the tourist attraction areas are economically benefitting from the tourist sites in Mbeya and Songwe.

There are debates in different forums during local meetings on how the attractions benefit the local community. The responsible sector seems to be reluctant planning for development on the allegation that, indigenous leaders have taken the attraction for their activities.

Reider (2012) noted the key indicators of sustainable destinations have four dimensions as sustainable management plan in place, compliance with international and national standards, periodic update training of management personnel and visitors satisfaction. There are issues for corrective actions, promotional materials are accurate and do not oversell and compliance with land use and respect heritage. It is important again that information and interpretation facilities are provided to both the local community and the stakeholders (Reider, 2012).

It is argued that planning for sustainable tourism at any stage should focus on participatory planning with the community, local residents and be given priority in employment (Frempong & Asamoah, 2014; Igiha, 2013). The planning of local people and involve them in possible employment ensures ownership of the sites by the residents (Reider, 2012). Planning at the local government role, therefore, includes the development of local entrepreneurs who can sell goods and services to tourism industry; however, the local government provides protection and security of the site and the people (Hall & Lew, 2009).

Given the potentials that the regions have in terms of a tourist attraction, the tourism industry can grow even further only when right steps being taken. Specifically, there is a need for identification be done that can promote tourism planning. There is a need to figure out the challenges needed to be overcome for the identification and development of destinations. The main challenges of tourism management in Tanzania include inadequate skilled manpower and expertise in tourism management and hospitality industry (Kikwete, 2012).

In Mbeya and Songwe, skilled manpower and experts would transform the existing potential of the regions into meaningful economic gains that are needed for livelihood development. The regions have natural beauty and all imaginable tourist attractions, but lacking appropriate expertise to exploit that potential of the regions for its people to enjoy the fruits of potentials tourist attractions. Another challenge is the lack of adequate supportive physical and institutional infrastructure to promote tourism in the regions. The physical connectivity in terms of roads, air, communications are not well developed and in some places poor or non-existent (Kikwete, 2012; Camilleri, 2018).

Regarding the inadequate supportive institutional framework, there is a need to work together between local government and the central government to create strong domestic and regional institutions that would promote tourism in its totality. The promotion of the Mbeya and Songwe regions as a common destination/site is one matter that would need utmost attention. For a better promotion of the tourism sites in Mbeya and Songwe regions, there is a need to identify the sites, make planning in participatory management. The problem with the regions is the local government have not explored the potential sites and or some identified sites are not developed to gain the community. The local government is losing much in terms of taxes from practitioners.

The aim of this paper is to inform the public on potential tourist destinations available in Mbeya and Songwe regions in Tanzania. The objective of the study was to explore the potential tourist sites/destinations found in Mbeya and Songwe regions for the purpose of local government planning and implementing strategic plans for developing the tourist sites in Mbeya and Songwe. Some of the tourism has not been known or developed due to several factors including poor community participation, budgetary issues, and policy framework (Melubo, 2017). At this juncture, it is important to make a simple review of the Tanzania National Tourism Policy.

National Tourism Policy review

National Tourism policy is a statement guiding principles and goals in addressing a certain issue (Mattee, 2007). It is the policy statement that earmarks the potentials for tourism, perceived constraints, strategies for its development as well as its sustainability (Liasidou, 2017). The policy statement,

in other words, is a milestone for the tourism industry; without policy, the tourism industry is vulnerable. It means the whole process of government participation in planning, developing, organizing and monitoring the tourism industry (Liasidou, 2017; Mattee, 2007). To investigate the unexplored tourism sites in Mbeya and Songwe without considering the policy framework would limit understanding of the subject. The reason hinges on the fact that the success of the tourism industry, inter alia, relies on policy agenda (Can, Alaeddinoglu, & Turker, 2014). Tourism policy framework goes with the societies participatory if one wants proper implementation (Liasidou, 2017; Mattee, 2007).

History of tourism in Tanzania

It is no wonder that the tourism policies of the colonialists, both Germany and British, were aimed to serve the interests of westerners (Lwoga, 2013; Anderson, et al., 2017). Anderson, et al., (2017) noted that the colonial era, promoted leisure and hunting tourism however, the involvement of natives in tourism was restricted. In spite of the colonial economic policies inherited and implemented by the independence government. After Ujamaa Policy, on the National Tourism policies of 1991 and 1999 are the manifest of post-colonial government. The policy of socialism proclaimed under the Arusha Declaration shaped the tourism industry from 1967 to 1983 (Anderson, et al 2017), the policy vested by the overall tourism management under the government control. The government played the dual role as developer and promoter of tourism (Anderson, et al 2017; (Lwoga, 2013). The trend changed with the adoption of a market economy in 1980s (UNWT, 2010); URT, 1996; URT, 1999). The private sector emerged and assumed an important role in the economy through the provision of tourism services. During this era, the private sector replaced the role of government as an engine of economic development. The changes in the World economic set up changed the Tourism industry (Anderson et al., 2017; Laizae & Toma, 2009). For the regard of globalisation and the World economic changes, the National Tourism Policy was formulated in 1991 and revised in 1999 (Laizar & Toma, 2009).

Tanzania Tourism policy Implementation and strategies

Policy statement often starts with problems that need policy consideration for its redress (Mattee, 2007). The National Tourism Policy equally presents the constraints and limitations from the outset. The policy mentions insufficient exploitation of tourism industry as the main challenge (URT, 1999). The tourism policy further provides other constraints for development like poor marketing of products, poor infrastructure, weak link between regional and international tourist, specialized and skilled personnel scarce, little awareness and participation of local communities, and investment opportunities deficits. In order to address these problems, the objectives and strategies of the policy were designed. The National Tourism policy aims at promoting sound economy

centred on the welfare of the people particularly poverty alleviation (Anderson et al., 2011; Mattee, 2007, Hummel et al., 2018).

The policy makes clear that Tanzania is endowed with a vast and diversifies tourism potentials (URT, 1999); however, they have not been adequately explored. The few explored suffer from homogeneity (Lwoga, 2013). In Tanzania the tourism industry, only the wildlife tourism dominates other potentials. To address the challenge, the National Tourism Policy is determined to create new products and enhancing the existing. The policy further identified the needs of infrastructure and effective regulatory framework that makes the product available and accessible by considering the customer needs. Therefore, the policy needs strategies to address the constraints and implement the objectives. Without strategies, the policy is dormant. The National Tourism Policy needs strategic plans to explore the tourism potentials for the benefit of the local government, central government and the community at large.

National Policy Challenges

There is a need for tourism to be effective and improve the participation of the local community and yields a successful industry. Through a partnership with the local authority, the industry is assured with the development of diversified and sustainable tourism products; proper plan and strategies; political stability and security (Can, Alaeddinoglu, & Turker, 2014). This is partly guaranteed through tourism policy statement prepared by the local authority as by-laws. In Tanzania, this is possible through the Local Government Act of 1982 and the Regional Authorities Act of 1997 for sustainable tourism. To reach this conclusion, the plan for tourism at the local level some strategies holds; improving knowledge about tourism, attracting investment capital, enhancing and expanding the tourism product, improving security and service standards (OECD, 2013). Yet, the multidimensional nature of the tourism industry hinders smooth implementation of the tourism policy and plans (Liasidou, 2017). The policy is pointed as outdated hence unfit to the contemporarily working of tourism business. A lot of changes and transformation have occurred, national wide and internationally, since the adoption of the National Tourism Policy, a need for improvement is inevitable.

Methodology

The methodology of this study is a qualitative exploration is based on the interview. The interviewees have been purposively selected from central government, the office of the Regional Administrative Secretary. Data collected from the offices responsible for natural resources and tourism in (Rungwe) Mbeya and Songwe (Mbozi). The interview was extended and contacted to two offices of the district councils for Mbozi and Rungwe. For the purpose of understanding the uses of tourist sites in the Mbozi and Rungwe district councils, two traditional chiefs were interviewed. The selection of the two

councils is based on having several God-given sites and they are used by traditional chiefs for rituals and home uses. Data have been narratively analysed to give information. The information compiled giving useful information for what the sites have been used for the past decades and proposes for the way forward.

Findings and Discussion

The study examined the tourist sites in the southern regions of Tanzania specifically Mbeya and Songwe regions. Both field and documentary review conducted intended to attest the hypotheses that despite southern regions being endowed with many tourist resources, the northern circuit dominates tourism industry in Tanzania. Basing on the study objectives, the findings are narrated into three parts. Part one describes the tourist sites that locate in these regions. Part two reveals the status of the stated sites for tourist attraction and their current uses. Part three discusses factors that hinder tourist attraction to the stated sites.

Tourist sites in Mbeya and Songwe

Tourism as a business presupposes some products for consumption (Godwin, 2011). And tourist sites are the products. The term site in tourism is closely related with the term destination and often used synonymously (Stange & Brown, 2013). They refer to nothing but a place for tourist attractions. However, while tourism destination is clothed with attributes of being the oldest and wide term to cater for sites, zones, regions, country, group of countries and so forth; tourism site is rather a modern term that refers to a particular single tourist attraction. The study considered and deliberated on tourist sites in Songwe and Mbeya regions particularly in the district of Mbozi and Rungwe respectively. Songwe region is blessed with many tourist sites as stated by both governmental officers and traditional leaders. From Mbozi district, an interview with some government officers registered a number of sites that includes Kimondo meteorite site in Ndolezi village, Hot water spring in Nanyala village, bat curves, Black and white Collables (Mbega) in Idiwili hamlet, Germany curves in Ihanda, Ndolezi hanging like stone in Mbozi mission, cultural and tradition dances, traditional fire preparation and some roots food.

Along with the list from government officers, findings from the interviewed traditional leaders in Mbozi district recorded a number of sites found in the area. Nzunda Tunduwanga (chief) mentioned tourism products like Saala River from a lock to Vvawa River, Forest reserve in Ilembo (snakes, baboons and small fauna) and traditional medicine, traditional dances, traditional meals, and traditional languages. On the side of Mwashuuya Mlima Ng'amba (chief) mentioned sites like Mlima Ng'amba the tallest mountain in Mbozi district, Kinaka traditional meal like prepared from roots, cultural dance during traditional prayers stated.

Data from Mbeya also confirmed the hypothesis that the region is gifted with resources potential for tourist attraction. Field research to Rungwe district had a supportive observation. An interview with the district tourism officer working together with the district cultural officer enlisted the available and identified tourism sites, namely, Rungwe Mountain Nature Reserve (animals like a rare type of Monkey named kipunji, crater lakes inside the reserve like Ngiombe and Lusiba, source of rivers like Kiwira, Mbaka, Kipoke etc, traditional medicine and prayers). Volcanic Lakes (Ngozi within Mporoto forest, Kisiba in Masoko, Ndwati in number one village. Others are such as Ikapu, Itamba, Chungululu, Asoko, Ilamba, Kingili, Katumbwi, and Itende). Waterfalls (Kapiki waterfalls, and Kapologwe Falls that flow water into River Kiwila). Pothole (Kijungu) and God's bridge found in Lufingo ward. Mvule tree named Katembo in Masoko (oldest tree of more than 500 years, used for traditional medicine and prayers). Historical sites like German old administrative offices and graves in Masoko.

History of Lungwe plant and the word 'Tukuyu' Traditional dances (Ing'oma, Ipenenge etc)

Again the local traditional leaders in Rungwe district were targeted. While Joel Mwakatumbula (chief) was cited as potential to the sites found in Kisiba ward including Kisiba crater lake and German forty; Lusajo Frank Mahese (chief) interviewed and identified sites found in his area which are Hot pole (Kijungu) and God's bridge within Kiwila river; Historical sites (Isyeto, Ndanyelite Lukomu, and Nyifwila). At this point, there is no doubt that the regions of Mbeya and Songwe are endowed with lots of tourist sites that are potential for tourist attraction. However, to what extent the sites have been developed for the attraction of tourists? The question transpires.

Development of Tourist sites in Mbeya and Songwe Regions

Both documentary review and field research showed tourist sites being largely undeveloped in Mbeya and Songwe regions. Some essentials of a developed tourist site maintained in literature have been used for this assessment. For instance, Jamen-Verbeke (2005) argues that a tourist product needs to be transformed or touristified into being accessible, transparent and attractive for tourist. (Ngirwa & Kankhuni, 2018) maintain that the development of sites for tourism is the subject of four 'A's': accommodation, accessibility, attraction, and amenities. Further, Baker (2008) mentions some basic features of a steady tourist site: constantly attractive, accessible, affordable, and live.

With the test of the qualities of developed sites, the regions of Mbeya and Rungwe lack mostly. Poor accommodation, hardly accessible sites, unattractive sites and inadequate of necessary facilities persists in the regions. Often these challenges read in literature that discusses tourism in Tanzania specifically in southern regions (Kazuzuru, 2014; Anderson, 2011). To make a special concern, Kazuzuru insists that the problem of poor infrastructure that consists of lack of

direct international flights (though with Songwe International Airport, this is somehow solved), quality accommodation, good tarmac roads, and quality tour operators and guides dominate in Western and Southern regions compared to the northern circuit.

Results also show that there are lots to tell about little development of tourist sites in Songwe and Mbeya regions. Results from Mbozi district show tourism sites in the area are unreservedly and not developed except the Kimondo which has been developed by the Ministry of tourism and natural reserve. The same results of underdeveloped tourist sites have also been given in Rungwe district with exception of Mount Rungwe and Ngozi Crater Lake developed by the Ministry of Tourism and Natural resources. Despite the upgraded sites of Kimondo, Mount Rungwe and Ngozi crater lakes which somehow attract the tourists, the situation is appalling in other sites. The concerns of a transportation facility, Internet, good food, accommodation, recreation, entertainment, nourishment and poor images of the sites devastates the beautifulness of the sites hence unattractive to tourists.

Since the sites are currently not vigour for tourists, they are used for traditional ceremonies, medicine, prayers, and home uses. Speaking sensitively, the district cultural officer in Rungwe district asserted how the district and government at large miss revenue from the tourist sites in the district just because of being unexplored. The officer mentioned the Kisiba Crater Lake which is currently used for home uses, Mvule tree (Katembo) used for medicine and traditional prayers.

Obstacles to fully exploration of tourist sites in Songwe and Mbeya

The study discusses reasons for undeveloped tourist sites which are grouped into three: Budgetary allocation, Policy issue, and Historical issue.

Budgetary allocation

Limited budget dominates the findings. All the responses cried about the inadequate budget to cater for development of the sites. Since the initial development of the sites is placed under the local government, it is found that local governments have no reliable budget for tourist sites development. Even if the budget is planned, often it could be low and mostly being used for other intervening events. In this case, the sites are not enhanced to create an attractive image, infrastructures remain poor and essential services such as toilets are either unavailable or with poor quality. This problem excludes the already developed sites of Mount Rungwe, Ngozi crater lakes and Mbozi Meteorite which are under the Ministry of Tourism and Natural Reserve.

It is vital to know that cost implication is certain in making quality tourist products as well as tourists' attraction. Along with effective planning and

strategies, tourism industry requires a huge investment to win the market. By reason of limited budget, many tourists' sites remain idle and fruitless. (Qian, Shen, & Law, 2018) clearly disapproved the wrong conception of comparing tourism products with manna received from heaven. The author argues that although mostly tourists attractions are natural hence freely given, its development and attraction costs. Therefore, enough funds for the production process, promotion, infrastructure and management of tourist sites would be the inevitably main agenda in tourism policy and planning.

Policy issue

In the words of Liasidou (2017) 'tourism policy is a panacea'. It is the policy statement that earmarks the potentials for tourism, perceived constraints, strategies for its development as well as its sustainability (Liasidou, 2017). The policy statement, in other words, is a milestone for the tourism industry. For this regard, Tanzania formulated the National Tourism Policy in 1991 which was revised in 1999. From 1999 the National Tourism Policy (NTP, for short) operates until now. From the outset, the NTP made clear that Tanzania is endowed with vast and diversified tourism potentials. However, they have not fully explored. The explored few suffer from homogeneity. Wildlife tourism dominates in the country. Findings proved beyond doubt that the tourist sites in Mbeya and Songwe regions are still underdeveloped. It is not uncommon to read 'limited product on offer, poor product development and management' as among the persisting challenges of the tourism industry in Tanzania (Anderson, et al. 2017; Anderson, 2011; Lwoga, 2013).

The NTP is also pointed as weak in terms of equal involvement of all stakeholders in tourism development. While the role of government and private sector is noted, local government authority is another greater stakeholder. Since tourism is a locally based resource, since tourism is more locally specific, since local knowledge is important, and since the power to ensure political stability and sound land use and management is in the hands of local authorities, involvement of local authority and community at large is essential (Can, et al. 2014).

It is true that the Local government authorities are less keen to implement the policy. For instance, through the Local Government Act of 1982 and the Regional Authorities Act of 1997, local authorities have the power to make by-laws that enhances tourism in their areas (Mattee, 2007). While Mbozi district has found to have no by-law that regulates tourism, Rungwe district at least had a by-law that guides fee charges in the few sites that are locally managed through the same is under review to extend regulation.

Therefore, the NTP has direct bearing to the problem of unexplored tourism sites in Mbeya and Songwe regions. Its poor performance in addressing the

problem could be partly associated with the fact of being outdated. Hence policy change is argued to be a must in order to address the current demands and wants (Anderson, et al. 2017).

Historical Issue

Northern circuit tourism concentration is the colonial legacy. Since the colonialists established and enhance tourists' sites in northern regions, the trend dominates to date. A historical development review of tourism in Tanzania by Lwoga (2013) narrates this point. The author showed the contribution of colonialists in the establishment of modern tourism in Tanzania. Despite some flaws, the colonialists enacted laws to regulate tourism activities and created a conducive environment for tourists. But all these made while focusing on northern regions. For instance, the oldest hotel in Tanzania was constructed in Arusha by the German.

With this historical trend, the problem of unexplored tourist sites in Songwe and Mbeya regions is partly a historical concern. Unfortunately, even the independence government has not done much to address the problem. A quote from Melubo, (2017) is relevant here, that "historically, Tanzania's official tourism marketing efforts emphasize the north; when the south is marketed, it is not differentiated from the popular northern attractions". This is supported by a response from the Rungwe district tourism officer that the government is not much concerned with tourism in southern regions hence little investment made so far.

Conclusion

The study was intended to show the public how the southern part of Tanzania has natural endowment beauty. It was aimed at showing extent of unexplored tourist sites in Mbeya and Songwe regions. The paper concludes that having tourism sites is one thing and exploration of the sites is inevitably another thing. The regions of Mbeya and Songwe have vast and diversified tourist sites but unattractive to tourists. Only the lake Ngozi site in Rungwe and Kimondo site (Meteorite) in Songwe have at least been developed. Others which need development for full potential includes Germany curves, hot spring, bat curves, black and white collable, hanging like stone, cultural dances and traditional meals in Songwe. In Mbeya found the Rungwe natural beauty of the Rungwe Mountains, monkey's attraction, the God's built bridge, 500 years tree, historical Germany administration offices and the traditional meals and dances. Since the tourists' visitation is largely for leisure, there is no way they could dare to visit areas with lesser attractions. In this context, should Tanzania want to fully benefit from the tourism industry; all the available potential sites should be given equal weight regardless of where they are located. The reasons for limited budget, poor policy, and history, should not override the economic, social and cultural profits which are found in Tourism business.

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