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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 2<sup>nd</sup> 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 INNOVATION IN TOURISM: A CASE OF ARUSHA, TANZANIA**

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### **Abstract**

*Innovation is very potential in boosting the growth of the local economy; same to tourism plays a major important tool for the growth of local communities. Many kinds of research on tourism innovation have been scarce until very recent years and the role of innovation in tourism for the local community studies remain unexplored (FeiFei, 2015). Therefore this paper helps to explore innovative in local food, culture, and local products. The study comprises of literature review and research discussions and used different methodological methods. Simple random sampling was used for the sample size selected. The researcher used non-probability sampling method and each sampling unit were selected by purposive sampling. Homogeneous respondents were chosen and the researchers understanding brought reasonable judgments. The selected respondents provided desired data through questionnaires and observation were fifty (50) international tourists who launched and dine in a local food outlet. Moreover twelve (12) local food outlets were considered for observation in this study. The result also shows that issues of innovation lead tourism industries into more productivity.*

**Keywords:** Innovation, Tourism, Productivity,

### **Introduction**

#### **Background of the Problem**

Tourism is an industry which is the very important source of income for many countries (Welford et al 1999), but the net foreign exchange earnings from this industries are considerably less than the gross receipt (Godwin, 2006). However, this increase does not imply enough workforces as there are still reports indicating staff shortage to match the industry growth (Anderson 2015). According to the Tanzania Tourism Sector Report (2015), in the 2014 tourism generated around USD 2billion which constituent 25% of Tanzania's foreign exchange earnings. It is at the forefront of the contribution to the country's economy representing 17% of Tanzania's GDP. Yet tourism and hospitality is personnel intensive and employs a significant number of youths.

Innovation is slowly, but surely shaping the future of \$2.3 billion travel and tourism in Tanzania, as the natural resources-rich country seeks to maximize the potential of the industry. Whereas the importance of innovation has long been underestimated in Tanzania's tourism, trends and consumer preferences are

compelling tour firms to develop new products, in addition to mainstream wildlife to create value for tourists. (Ihucha, 2018).

Innovation in local products, culture, and local food is a topic that has been relatively under-researched in tourism literature (Selwood, 2003). Most researches are based on extensive studies of the relationships between tourism and different aspects. As a result, there is an insufficiency in current literature related to innovation in local products and tourism (Everett & Aitchison, 2008). In particular, there is a lack of research on the extent that local products such as food and services are used in tourism promotion and development in destinations whose success in the tourism industry is generally based on innovation in primary attractions other than food, culture and local products. (Okumus. et al., 2007).

### **Statement of the Problem**

Tourism is one of the greatest global industries, improving according to the continuous changes in tourism trends and consumer preferences. It is this need to change that makes the concept of innovation a vital concern for tourism firms of all sizes – they need to stand out from the strong competition with successful and profitable operations. However, most of the focus of innovation has been on tourism attractions and much has been left desired on research concerning innovation in food and other cultural aspects in tourism (Nelson et al., 2006).

### **Purpose of the Study**

The overall objective of the study is to explore the role of innovation in local food, culture, and local products in tourism.

### **Specification Objectives**

- To identify the categories of innovation including local product and services.
- To determine the contribution of tourism local products towards the development of the local economy.
- To examine the effectiveness of the innovation process for local products and services in the tourism destination.

### **Significance of the Study**

The creative use of local products and culture are a requirement for the creation of innovative offerings in tourism destinations that create and offer products for visitors. The market situation requires constant creation and supply of innovative products and services and this fact is important for all stakeholders in tourism destinations. Therefore, the goal of this research is to assist developing and implementing an effective innovation process in local food, culture and local products in tourism sector.

## **Literature Review**

According to Sholihin& Pike, 2009 innovativeness is a strategic action by which entrepreneurs deal with changes in the situation including risks that are attached in doing business in the African setting. Such action to innovate is among the most momentous factors affecting performance (Hultet al. 2004; Pesämaaet al. 2013).

Since the "Experience Economy" has developed (Pine and Gilmore, 1999), tourists have no longer required basic services but have been increasingly searching for something new and concerned with consumer culture and creativity of the places they're visiting.

The process of product development has, therefore, shift toward co-creation, and producers work together with consumers to create moments of contact and meaningful-experience settings (Boswijk, et al., 2005). However, a careful balance should be found between innovation and authenticity in order to meet new tourists' needs and increase their satisfaction.

As stated by Richards (2012), food can provide a basis for tourism experiences developing the meal experience, linking culture and tourism, producing distinctive foods, developing the critical infrastructure for food production and consumption and supporting local culture. In this process, gastronomy can be considered a fertile breeding ground for "creative tourism" (Richards and Raymond, 2000) because it allows visitors to create rather than consume.

According to Graham Downey, 2016 Consumers expect a lot from local food. They want it to be fresh, healthy and rose responsibly. They want it to be inexpensive and suitable. And, they want their buy to sustain local farmers. At first glance, these goals seem at probability with each other. It is possible to professionally deliver local food to mostly urban consumers while still supporting rural economies.

Combining traditional and non-traditional elements can help to create a link between innovation and authenticity and stimulate a sustainable development of food tourism not only based on the preservation of the past but also the creation of future (Richards, 2002). New augmented food experiences represent a way to improve the quality of visitor experience as well as to widen food experiences and market products.

Food and drink can provide added value to tourist experiences in several ways. Most popular gastronomic tourist products are, for example, unique and memorable dining experiences in local restaurants or at food trucks, farmers markets, agricultural fairs, food beverage events and festivals, visits to wineries, breweries or distilleries, gastronomic and wine routes, cooking classes, ...

(World Food Travel Association, 2016). Traditional experiences are often limited to visit and tastings and they can be augmented in order to create more appealing products (Getz, 2000). For example, a list of potential developments for winery experiences has been suggested by Jaffe and Pasternak (2004): winery as a museum, art gallery and monument to taste and sophistication; winery as a fun-filled event venue; wine estate destination; family home and business, at which all visitors are personal guests; winery as a retail outlet; winery as an educational institution; winery as living history; cultural routes.

## **Methodology**

### **Introduction**

This section deal with the research design, target population, sample and sampling procedures, data collection instrument, validity and reliability of the instruments, procedure for data collection, and data analysis techniques. The data was collected by using questionnaire and survey techniques.

### **Research design**

The research design employed in this study is a quantitative approach. This study comprises of literature review and research discussions.

### **Study area**

The study area for this research is conducted in the Arusha region. The reason for selecting this study area is due to the flow of tourists in the region which use accommodation facilities. The research helps to come across the role of innovation in tourism for the local economy.

### **Sample size**

However, this study used non-probability sampling method and each sampling unit selected by purposive sampling. Homogeneous respondent was chosen and the researcher understanding brought reasonable judgments. In addition, Roscoe (1975) propose the following rules of thumb for determining sample size and stated a sample size large than 30 and less than 500 is appropriate for a research study. Therefore this study used a sample of fifty (167) international tourists who had lunch and dine in a local food outlet. Moreover, a sample of twelve (12) local food outlets were considered. The sample size is determined by  $n = \frac{N}{1+N(e^2)}$  since it was the defined population.

## **Results**

Although a representative sample of Arusha experiences was conducted, meaning that the data reported in this study are representative of the Arusha context, the study allows a better understanding of a key innovation in tourism which researchers committed a little attention in the past. Therefore the identification of innovation categories in tourism is very crucial for better local development such as local food, culture, and local products. Not only that but

also the determination of the contribution of tourism local products led to satisfaction of tourist hence increase local economic development.

**The main results can be summarized as follows:**

The most common experiences in Arusha are tourists visiting flora and fauna areas. Since arriving at the destination they need accommodation and entertainment. Local foods, culture, and other initiatives have a propensity to be less popular for most of the accommodation sector. We noticed a larger interest and attitude towards cultural initiatives among these producers, and this fact may be linked with both tourists and those local food outlets, these outlets are primarily motivated by their own personal passion for culture and arts and they often succeeded in transforming culture, local foods, into successful experiences.

The experience of some years past shows that food, cutlery, and crockery supplies were imported including food materials/canned foods; fruits and vegetables; kinds of seafood/products, meat products, bread, pasta, and bakeries; cheese products, milk supplies. The main local purchases from Arusha were none. Respondents will express a high level of satisfaction with the results obtained, meaning that investing in food, culture, and arts helps to improve the local economic competitiveness of the destination.

**Discussion/Conclusions**

The improvement of interactive and inventive local food, culture, and local products experiences has become significant in many regions. Traditional lack of experiences such as tasting and visits to local food outlets does not allow meeting the desire of authenticity expressed by tourists but lacks innovation and high level of engagement. Going beyond this vision allow developing initiatives that combine several elements, especially food, art, culture, and tourism. This paper shows that Arusha is a fertile reproduction land for inventive food experiences hence there is no need for importing and using foreign materials.

There is a large variety of doing well initiatives combining art, food, and tourism, such as local food, art exhibitions, gastronomic events festivals, cultural awards, and they are often undertaken by local communities, especially gastronomical producers, for the purpose of following their personal passion. Investing in innovative cultural activities often provide immediate economic benefits. The high level of fulfillment suggests that local food outlets, and cultural centers, seem to have understood the potentialities for the development of their activities and their attractiveness, also towards tourists.

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