

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
Jaensson Dr. France Shayo**

The Open University of Tanzania
Kawawa Road,
P. O. Box 23409
Dar es Salaam,
TANZANIA

©The Open University of Tanzania, 2019

ISSN - 2507-7821

ISSN - 2507-7872 [Online Publication]

All rights reserved. No part of this publication may be reproduced, stored, in a retrieval system or transmitted in any form or by any means; electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of The Open University of Tanzania.

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.

Ladislaus F. Batinoluho, PhD

Conference Coordinator

Department of Tourism and Hospitality Management

P. O. Box 23049, Dar es Salaam, Tanzania

Tel: +255 767 636606

Email: tourism@out.ac.tz

Website: <https://icft.out.ac.tz>

ASSESSMENT OF BUSINESS TOURISM IN PROMOTING TOURISM GROWTH IN ARUSHA, TANZANIA

Mwijarubi, L.B. and Sabulaki, N.P.
National College of Tourism
Lorna.mwijarubi@nct.ac.tz

Abstract

Tanzania for years has been relying on wildlife, historical sites, and the Indian Ocean beaches. Conference and Exhibition (MICE) considered being a new tourist product after wildlife, historical sites, and the Indian Ocean beaches. (Linda, 2018) Under this strategy, the Tanzania Tourist Board (TTB) has targeted to attract conferences and business visitors ready to hold international conferences in Tanzania regions such as Arusha and Dar es Salaam, aiming at pulling participants who would book hotels and visit northern Tanzania tourist attractions (Linda, 2018). The paper first described MICE and analyzes its potential in tourism growth. The purposive sampling was used to select Arusha City as the study site has the largest number of MICE stakeholders. The research design in this study was descriptive. Homogeneous data were collected by questionnaires and observed by the researcher. The population comprised corporate meeting planners, meeting and convention departments of hotels, conference centers, Food and beverage managers, logistics firms, tour operators, car hire, owner of existing MICE business and management staff of Tanzania tourist board (TTB).

Keywords: *Business Tourism, Tourism Growth, Arusha.*

Introduction

The conference industry is a young, dynamic industry which is growing and maturing at a rapid rate. From origins in Europe and North America, it is now a truly international industry witnessing huge investments across all continents. Conferences have traditionally formed a part of the business tourism, or business events, sector, a major though often under-valued sector of the wider tourism industry, but it may be time to realign the sector and play down its association with tourism (Rogers, 2013).

In recent years, most international organizations such as the World Tourism Organization (WTO) have argued that tourism can be considered as a tool for economic development in many regions of the world. In a global scale, tourism industry representing a 4% annual growth rate over the past four decade's (UNWTO, 2018). International tourist arrivals in Tanzania rose by 90% during the period 2006–2019 Tanzania is the most visited country in Sub-Saharan

Africa after South Africa (9.5m), Zimbabwe (1.9m), Mozambique (1.7m), Uganda (1.27m), Kenya (1.26m), and Namibia (1.2m). 81% of the total number

of tourist arrivals in Tanzania visited the country for leisure and holiday with most of the visitors coming from Africa (46%) and Europe (32%). (UNWTO, 2018)

From 2012, tourism in Tanzania has been the leading sector in terms of foreign exchange earnings and is the 3rd largest recipient of FDI after mining and manufacturing. Given its endowment and having exceptionally rich natural tourism assets of world heritage status, Tanzania's tourism sector is an ideal vehicle for propelling growth and poverty reduction (MoF, 2016). The country is ranked 4th among 140 countries with regard to the endowment of tourism-related natural resources. The growth in tourist arrivals in Tanzania is robust and has remained fairly robust in the face of global economic turbulence. For example, during the 2008/2009 global financial crisis, arrivals declined by only 7 percent in Tanzania compared to 32 percent in neighboring Kenya (MoF, 2016).

The tourism industry kept on growing steadily, the number of international tourist arrivals increased from 627,325 in 1999 to 1,327,143 in 2017, likewise during the same period the earnings from tourism increased from USD 733.28 million to USD 2.3 billion, accounting for more than 25% of the total export earnings. Similarly total employment kept on increasing (direct, indirect and induced jobs) from 719,000 in 2008 to 1.5 million in 2017. Equally the value of tourism investments increased from USD 743.0 billion (4.7% of total investments) in 2011 to USD 746.5 billion (8.7% of total investments) in 2017. More efforts to diversify the tourism product in Tanzania have been done jointly by Tanzania Tourist Board (TTB), the Ministry of Natural and Tourism (MNRT) and The Netherland Development agency (SNV) in promoting and developing cultural tourism since 1990s Cultural Tourism Enterprises (CTEs) increased from four enterprises in 1999 to 66 in 2017. The CTEs has increased the visibility of the locals as it allows to showcase the unique traditional, art, cuisine, ornaments and related products of cultural artifacts to tourists (MNRT, 2017) (TTB-CTP, 2017).

Tanzania for years has been relying on wildlife, historical sites, and the Indian Ocean beaches. Conference and Exhibition (MICE) considered being a new tourist product after wildlife, historical sites, and the Indian Ocean beaches (Linda, 2018). The country has been relying on the natural, non-natural, beach and cultural tourism attraction and at the same time vision 2020 is advocating efforts to increase the number tourists to 2 billion, increase the length of stay and expenditure. Yet very little research has been done to explore the role of MICE tourism to the contribution of Tourism growth in the country. As well very little and no clear documentation of MICE tourism in Sub Saharan African countries except for South Africa Under this strategy, the Tanzania Tourist Board (TTB) has targeted to attract conferences and business visitors ready to

hold international conferences in Tanzania regions such as Arusha and Dar es Salaam, aiming at pulling participants who would book hotels and visit northern Tanzania tourist attractions (Linda, 2018). Tanzania has been providing training to the stakeholders on MICE and also ensures that there are existences of 4-5 star hotels that can accommodate large group meetings. The conference, meetings and exhibitions industry is rapidly emerging as one of the most important sectors not only within business travel but also in the whole tourism industry. In recognition of its importance, Tanzania looking at competing with other developing and developed countries so that to be the destination of meetings, incentives, conferences and exhibitions which will assist the country becoming one of the most attractive international trade and investment market. The government is working hand in hand with its institution, agencies and private sector in the efforts of destination product development and diversification to increase the number tourist through adding more product portfolio in the destination package, MICE tourism being one of them. Therefore this research will have significant value to MICE tourism organizers as it will highlight what it entails to attract MICE participants towards its contribution to the tourism growth.

Under the umbrella of tourism, there are various kinds of tourism industries and MICE (Meetings, Incentive travels, Conventions, Exhibitions) tourism can be categorized as part of business tourism. MICE Industry has positive impacts both on economy and society considering its direct revenue, seasonality control, and employment, Foreign Direct Investment (FDI), spurring of technology and innovation, new ideas, knowledge and insight and local business climate as well.

The main focus of the study is in the touristic region. The region is called Arusha which is found in northern highlands of Tanzania. Arusha is the safari capital of the country and popular stop which prepare tourist for their journey to climb Mt. Kilimanjaro, Mt. Meru or into the national parks of Arusha, Serengeti, Ngorongoro, and Tarangire.

Since there is little or no proper documentation regarding the MICE sector and its contribution to tourism growth, there is a need to explore strategies and model to promote MICE in Tanzania. Construction of modern conference and accommodation facilities is very important but are not enough to attract MICE tourists without considering the facts behind how and why decision to visit a destination and attends events are made. According to Lee and Back (2007) Clear understanding of perceptions, motivations and attitudes of events attendees are key elements to develop strategies that will promote MICE tourism. Moreover understanding MICE events with help to increase the number of participants, vivid multi-economic benefits to both host location and MICE event's organizers (Zhang et al., (2007). Further exploration of this study

based on the following Research questions: Is MICE development viable in Arusha and what role played by MICE in tourism growth? Hence, the purpose of this study will be to ensure that all research questions are answered. Researcher interest is to contribute to the government of Tanzania, policy maker, and researchers by elaborating how tourism growth linked with MICE. The results of this study will provide a platform that could be of practical significance to Government and other organizations involved in planning, organizing, developing, and marketing the MICE industry in the country. Developing competitive research findings will be highly valuable to MICE organizers who are competing to attract visitors worldwide.

MICE Tourism concept and its distinctiveness

MICE tourism, the new buzzword in international tourism markets, is an acronym for Meetings, Incentives, Conferences/Conventions, and Exhibitions. It is a specific form of business tourism that relates to the activities of groups of business persons traveling for business purposes rather than individual business travelers and represents a multi-billion dollar segment of tourism worldwide. MICE are used to refer to a particular type of tourism in which large groups planned usually well in advance are brought together for some particular purpose. MICE are an advanced branch of tourism involving vigorous economic activities and hence, play a significant role in the tourism economy of a destination. Most components of MICE are well understood, perhaps with the exception of Incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well is done. Unlike the other types of MICE tourism, Incentive tourism is usually conducted purely for entertainment, rather than professional or educational purposes.

Meetings are events planned fairly in advance to bring business travelers together on a specific date for the purpose of exchanging information, either between people from one company or organization or between people from different establishments. Some of the events that would comply with the World Trade Organization's definition of 'meeting' include Product launches, Cocktail functions, Breakfast, lunch and dinner meetings, and Special occasions such as weddings, Fashion shows, and Movie promotion (Hamid MA., 2012).

Incentives involve travel to foreign countries or domestic destinations as part of a motivational or incentive scheme to enhance or reward employee efforts. Mostly consumer goods, automobile, and electronics companies use incentive travel, i.e. vacations with the family, to reward dealers and drive dealer sales (Hamid MA., 2012).

Conferences or conventions are generally described as multi-day events attended by at least a hundred delegates for the purpose of exchanging business information. If 40% or more of the delegates come from outside the host

country, the event would be termed as an international conference or convention. The difference between meetings and conferences lies in, both, the number of people attending and the duration of the event (Hamid MA., 2012). Exhibitions OR Events involve the drawing together of corporate leaders and business-minded people for the purposes of viewing products and services of different enterprises and business groups.

The importance of the MICE industry lies in the fact that it converts the annual business meetings and conferences into a glamorous and enjoyable event for the delegates and attendants. Be it a meeting to bring people together either from within one company or from a broader spectrum or an international conference of 100 delegates or product launch party or exhibition, MICE tourism finds itself being inevitable in all the occasions (Hamid MA., 2012).

Since the range and market size of event tourism is expanding progressively, separate forms of tourism are produced and MICE tourism can be an example of them. MICE (Meeting, Incentive, Convention and Exhibition) sector consists of related diverse meetings, incentives, conventions and exhibitions activities including conferences, congresses, and trade shows. This sector has been regarded as one of the most dynamic and important sectors of the tourism industry that focuses on business activities rather than leisure (Hamid MA., 2012).

Table 1: The components of MICE (Shediac, 2014)

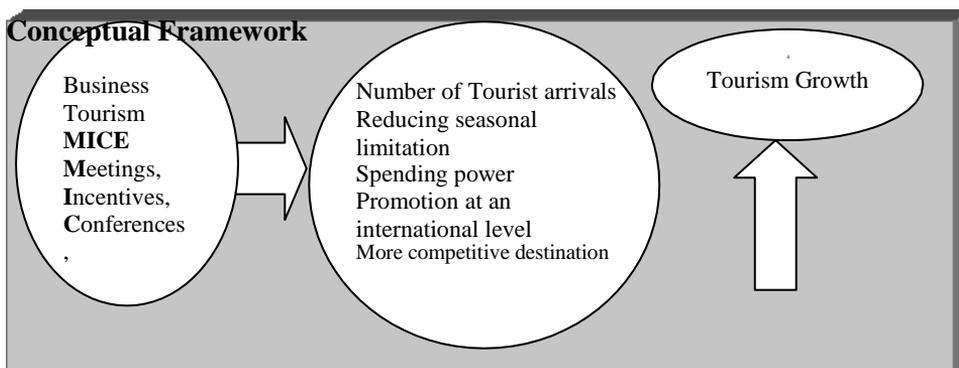
MICETourism Types	Description	Examples
Meeting	A meeting is the coming together of a group of people to discuss or exchange information. In some regions, meetings may be seen as a small-scale conference by others	Corporate meetings
Incentives	Incentive travels include leisure trips emphasizing pleasure and excitement and which may appear to have little or no connection to a business	Leisure trips
Conferences	An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events	Conference on sustainable tourism
Exhibition	Exhibitions can generally be portrayed as ‘presentations of products and services to an invited audience with the object of inducing a sale or informing the visitors’	Presentations of products or services

Empirical review

Business tourism is viewed as a highly lucrative segment of tourism (Cosmin, 2012) and supported by the advance of globalization (Donaldson, 2013), has experienced considerable growth in recent years owing to expanding international relationships and trade (Gelder, 2011). It has been cited that within tourism, meetings and conventions are one of the fastest growing segments (Ladkin, 2006). Among several reasons given, the main reason is being the economic benefits for the destination and community as well as improving the destination image (Cosmin, 2012). Current data from the World Travel and Tourism Council (WTTC) suggest that business spending contributed 23.4% of travel spending in 2015 and is expected to grow by 3.9% in 2016 (WTTC, 2016). As the presence of conventions center, it makes delegates spend more economically, stay longer and not solely spending on hotel and restaurant but on wildlife, leisure activities such as retail, events, and visits to local attractions such as museums and theaters (Gelder, 2011). Business tourism, seen as a strategic tourism segment, is positioned as an important leverage factor that can contribute to tourism growth by attracting events, contributing to the extension of stay at the destination, influencing the return of visitors and the promotion and strengthening of the region's tourism image (Marques J., 2016).

Kumar and Hussain (2014) argue that MICE has been well acknowledged as being a segment that contributes several benefits to tourism growth. Many studies suggest that (formal) business tourists tend to spend relatively large amounts of money in relation to other tourists because they are likely to stay in the more expensive forms of accommodation (e.g., Donaldson, 2013; World Bank, 2012). Their spending is also due to their capacity to enjoy meals from expensive restaurants and to employ relatively expensive transportation options. In addition to what business tourists spend, there is the amount that is spent by others on their behalf. In other words, for every representative, a mass of people exist who have to organize, manage, and arrange the MICE-related infrastructure, as well as employ the essential backup services [Marques & Santos, 2016; United Nations World Tourism Organization (UNWTO), 2014]. Further benefits of business tourism for destinations arise from the fact that business tourists are considered less subject to seasonal fluctuations than are other categories of tourists, as business activity happens continuously throughout the year (Kumar & Hussain, 2014). According to the UNWTO (2018), business tourists “often come at times of the year when other kinds of visitors won’t, which helps support the development and maintenance of tourism infrastructure such as hotels and attractions that support other types of visits as well. Business tourism is seen as a counterpart of the leisure tourism sector, which relies on a considerable amount of the same physical infrastructure, and on bringing business to such destinations as seaside resorts (Cosmin & Ioan, 2012; Gelder & Robinson, 2011). Many of the investments that are made in a destination’s infrastructure are designed primarily for the business

tourist (e.g., hotels, transport and communication facilities, restaurants, attractions and amenities, and even conference venues), providing benefits that can also be enjoyed by leisure visitors and by the local residents (Gelder & Robinson, 2011). A significant part of the new wave of hospitality and accommodation development that is occurring in leading African cities is focused on the business travel market (J. M. Rogerson, 2016). According to Beaverstock (2009), the phenomenon of business travel also has social benefits for the business traveler with The experience of visiting clients or other offices of the firm and the experience of other cities and countries. Swarbrooke (1999) states that business tourism tends to spread its benefits more widely than does leisure tourism because of its use of particular services such as audiovisual companies, secretarial agencies, and florists that tend not to be used by leisure tourists. Therefore, the multiplier effect of such activities is widespread in the case of business tourists. Business events also act as showcases for local products and services, as they provide exposure and serve to foster the burgeoning of related activities taking place in the surroundings (UNWTO, 2018). Therefore, MICE tourism act as a lever for tourism growth, economic diversification, and local economic development. In common with other forms of tourism, business tourism also can benefit the poor (Coles & Mitchell, 2009). Rogerson, J. M. (2013). identifies three main channels for transmitting benefits from business tourism to the poor in the African context. First, benefits accrue through direct employment in hotels and restaurants; second, the direct influences of supply chains, consisting of food, crafts, and lastly, dynamic forces, in terms of externalities, help to boost the national and local economies through tourism growth.



Source: Researcher 2019

Method

In order to explore what extent MICE travel in Arusha region take part in tourism growth and to determine MICE components, quantitative and

qualitative approach was chosen. The data for this analysis were from a survey of MICE stakeholders of Arusha that were identified during the research period. The research design in this study was descriptive, sampling design was both probability and non- probability designs were used for the targeted sample. The motive for adopting such research designs is because the researcher wants to explore more details to develop theory. Homogeneous data were collected by questionnaires and observed by the researcher. The population was comprised of corporate meeting planners, meeting and convention departments of hotels, conference centers, Food and beverage managers, logistics firms, tour operators, car hire, Owner of existing MICE business and five management staff of Tanzania tourist board (TTB), professional trade organization such as TATO. The population of the study consisted of 70 MICE stakeholders who are residing in Arusha. The researcher selected a sample of 60 respondents in this study due to time and purposeful sampling procedures used in this study. The sample size below was calculated by G power online source.

Table 2. A table to show sample size

Respondents	Study population	Confidence Level (%)	Margin Error (%)	Sample size
MICE stakeholders	70	95	05	60

Source: Researcher 2019

Both primary and secondary data was collected from Arusha city. The primary data for this study were collected using a questionnaire and consisted of open and closed questions. The questionnaires were designed carefully to ensure that, all relevant information regarding the research was captured. Data information was collected directly from respondents and the researcher observed their interest in MICE. Secondary data was collected from secondary sources like internets and other relevant sources including books, journals, official reports, and statistical reports for the purpose of enriching the primary data sources.

Results

Demographic characteristics comprised of 35% females and 65% male. With regard to work, the result implied that approximately (60%) of all respondents were working in Private sector such as Hotel, Travel agency, Tour company, Car hire. This indicates that the majority of Stakeholders in MICE tourism are private sector as indicated by results. With regard to how long have been working in MICE business 70% of most stakeholders have experience of fewer than ten years. Moreover pertaining to understanding the concept of MICE 65% said Very familiar with the concepts, while 35% said somewhat familiar with the concept. Regarding MICE if fully practice able to the study area, 70% said yes. Most respondent 70% strongly agreed there is the potential of attracting

tourist through MICE. The findings on MICE lead to tourism growth 50% agreed on the statement. This is due to the fact that MICE diversify the tourist attraction which was shown by results of 60% respondent Agreed to the statement and 30% strongly agreed with a total of 90%. On the other hand, 50% strongly agreed that MICE creates new markets for our local products. Moreover, 50% strongly agreed that MICE invites other organizations to do business with the community. Arusha is the best place for Gemstone business such as tanzanite and there is the availability of leisure and entertainment facilities which can serve MICE travelers. Arusha is not well known by other countries this indicated by the result which shows that 55% strongly agreed that MICE will make Arusha community well known to the outsider. Regarding tourism policy, planning, and management promote MICE results showed that 55% of respondents said yes, 45 respondent said no to the statement. However the researcher observed that there is lack of policy that encourages public organization in the participation of MICE tourism and lack of private sectors initiative to provide assistance in implementing MICE to full potential in promoting tourism growth. The explanations given by respondent on who do they think should make primary decisions concerning MICE practices 70% said People outside their community (e.g. government officials, tour operators, NGO's, financial contributors, etc.) and 10% said the group of people in the community, 20% said the whole community. Regarding if there is an institution providing the fund to facilitate MICE, the findings showed that 55% said no and 45% said yes. But they agreed by saying yes by 75% that the Tanzania government providing assistance in implementing MICE. The results also indicate that most stakeholders don't meet tourist directly and preferred business was conferences or convention and they felt that Exhibition and Incentives was a seasonal business. No doubt, all respondent interests were based on conferences as it attracts more Tourist. The researcher observed that MICE will enhance Destination branding and increase the spending power of tourist. in addition to that will promote Arusha in term of tourist growth and make it more competitive destination.

Inferential Regression

The study sought to measure relationship between the various factors of value of MICE will lead tourism growth against MICE makes Arusha community well known to outsiders, MICE diversify tourist attraction, MICE promote cultural restoration and conservation, MICE creates new markets for local products, MICE invites other organizations to do business with the community. From the linear regression, it was established that there was a relationship between the variables. The coefficient of multiple determinations (R^2) value was 0.816 this meant that 81% of the variation in the MICE will lead tourism growth was caused by the variation of variables as shown in table 3 below.

Table 3. Model Summary of MICE Will Lead Tourism Growth

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904 ^a	.816	.799	.513

Source: Researcher, 2019

A. *Predictors: (Constant), MICE makes Arusha community well known to outsiders, MICE diversify tourist attraction, MICE promote cultural restoration and conservation, MICE creates new markets for local products, MICE invites other organizations to do business with the community*

From the ANOVA table 4 the regression model predicting the relationship between opinion about Arusha and independent variables was significant at P value 0.00. the F calculated at 48.052.

Table 4 ANOVA^b of MICE Will Lead Tourism Growth

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.196	5	12.639	48.052	.000 ^a
	Residual	14.204	54	.263		
	Total	77.400	59			

A. *Predictors: (Constant), MICE makes Arusha community well known to outsiders, MICE diversify tourist attraction, MICE promote cultural restoration and conservation, MICE creates new markets for local products, MICE invites other organizations to do business with the community*

From the analysis, the entire variable only the variable MICE creates new markets for local products is significant with p values that was less than 0.05. From the regression model obtained above, holding all the other factors constant. A unit change in MICE creates new markets for local products holding the other factors constant would lead to change of MICE will lead tourism growth by 0.461 units.

Table 5. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.006	.341		-.017	.986
MICE diversify tourist attraction	.228	.086	.196	2.650	.011
MICE creates new markets for local products	.461	.123	.485	3.743	.000
MICE promote cultural restoration and conservation	-.311	.121	-.311	-2.581	.013
MICE invites other organizations to do business with the community	.218	.155	.207	1.405	.166
MICE makes Arusha community well known to outsiders	.388	.140	.413	2.765	.008

a. Dependent Variable: MICE will lead tourism growth

Source: Researcher, 2019

Correlation Analysis

The study sought to establish the relationship between MICE is fully practicable, potential of attracting tourist through MICE, MICE will lead tourism growth, MICE diversify tourist attraction, MICE creates new markets for local products. A correlation done between the variable among respondents revealed that all the variables were positively correlated and significant. This implied that MICE influences tourist growth through frequency of attracting tourist through MICE, creation of new markets for local products and diversification of tourist attraction. The strongest correlation was experienced between MICE will lead tourism growth, MICE diversify tourist attraction and MICE creates new markets for local products (=0.538) and (=0.826) as shown in the table below.

Table 6. Correlations

		MICE IS fully practiceable	Potential of attracting tourist through MICE	MICE will lead tourism growth	MICE diversify tourist attraction	MICE creates new markets for local products
MICE is fully practice-able	Pearson Correlation	1	.286*	.134	-.146	.009
	Sig. (2-tailed)		.027	.306	.267	.945
	N	60	60	60	60	60
POTENTIAL of attracting tourist through mice	Pearson Correlation	.286*	1	-.250	-.370**	-.265*
	Sig. (2-tailed)	.027		.054	.004	.041
	N	60	60	60	60	60
MICE will lead tourism growth	Pearson Correlation	.134	-.250	1	.538**	.836**
	Sig. (2-tailed)	.306	.054		.000	.000
	N	60	60	60	60	60
MICE diversify tourist attraction	Pearson Correlation	-.146	-.370**	.538**	1	.466**
	Sig. (2-tailed)	.267	.004	.000		.000
	N	60	60	60	60	60
MICE creates new markets for local products	Pearson Correlation	.009	-.265*	.836**	.466**	1
	Sig. (2-tailed)	.945	.041	.000	.000	
	N	60	60	60	60	60

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Researcher, 2019

Conclusions and Recommendations

The MICE industry is one of the key drivers of tourism destination development and an important generator of income, employment, and (foreign) investment.

Besides economic benefits, the MICE industry delivers opportunities for knowledge sharing, networking, and capacity building, making it an important driver for intellectual development and regional cooperation. Every destination that wants to improve its tourist attractiveness should make detailed plans for the development of tourism.

Empirical studies suggest that destination with the best chances for promoting tourism growth is those that already have the advantageous facilities like Arusha. Moreover, with tourist attractions such as wildlife, gemstone business potential and facilities MICE can be of benefit to Arusha in promoting tourist growth. It can be said that the role of Business tourism in promoting tourist growth will influence this destination to be popular.

The researcher was limited to a narrow population of tourists due to time limit however a large population can be used for future study in order to generalize the opinion of a whole region of Arusha. The study further recommends that new studies be conducted in the sustainability of local gastronomy towards local economic development and to assess the use of marketing by the government of Tanzania in promoting MICE Tourism of Tanzania.

References

- Beaverstock, J. (2009). International business travel: Some explorations. *Series B: Human Geography*, 91 (03), 193-202.
- Cosmin, T. (2012). Realities and perspectives of business tourism on a global scale. *Annals of the University of Oradea, Economic Science Series*, 121(1), 432–438.
- Donaldson, R. (2013). Conference tourism: What do we know about business tourism in South Africa? *African Journal for Physical, Health Education*, 19, 24 - 34.
- Gelder, G. (2011). Events, Festivals, and arts. *Research themes for tourism* (pp. 128-144). Wallington: UK: CAB International.
- Hamid MA., N. F. (2012). Sustainable tourism development practices of MICE venue provider in East Coast Region, Peninsula Malaysia. *In current issues in hospitality and tourism research and innovations - proceedings of the International Hospitality and Tourism Conference* (pp. 87 -90). IHTC.
- Kumar, .. (2014). A review of assessing the economic impact of business tourism: Issues and approaches. *International Journal of Hospitality and Tourism systems*, 7(2), 49-55.
- Ladkin, A. (2006). Conference tourism -MICE market and business tourism. In I. D. (EDs), *Tourism business frontiers: Consumers, products, and industry* (pp. 56-66). Amsterdam: Elsevier.
- Linda, H. (2018, January 23). *MICE: Meeting and Incentive Travel News*. Retrieved January 14, 2019, from MICE: Meeting and Incentive Travel

- News: <https://meetings.travel/2018/01/23/tanzania-targets-conference-mice-tourists/>
- Marques J., S. (2016). Developing Business Tourism Beyond Major Urban Centres: The perspectives of Local Stakeholders. *Tourism and Hospitality Management*, 1-15.
- MoF. (2016). *National Five year Development Plan, Nurturing Industrialization for Economic Transformation and Human Development*. Dar es Salaam: Ministry of Finance and Planning.
- Rogerson J, M. (2013). The economic geography of South Africa's hotel industry from 1990 to 2010. *Urban Forum*, 24(01), 425 -444.
- Shediac, .. &. (2014, April 30). *Strategy and PWC*. Retrieved April 01, 2019, from Strategy and PWC: www.strategyand.pwc.com
- Swarbrooke, J. (1999). Urban areas. In I. J. (ED), *Sustainable Tourism Management* (pp. 172 - 182). Wallingford: UK: CABI Publishing.
- UNWTO. (2018, June 30). *UNWTO*. Retrieved April 30, 2019, from UNWTO website: <http://www.unwto.org>
- WTTC. (2016). *Travel and tourism economic impact*. London: World Travel and Tourism Council.

APPENDIX A

Questionnaires

Dear STAKEHOLDERS,

This questionnaire is intended to facilitate a **case study of Arusha City**. As a Lecturer of the National College of Tourism at Arusha Campus I am expected to publish a paper in any relevant Tourism areas.

This survey focusing on the **ROLE OF BUSINESS TOURISM IN PROMOTING TOURISM GROWTH** is being conducted with the purpose of determining the factors played by MICE in promoting tourism growth in Arusha, Tanzania.

The findings of the survey will lead to recommendations for appropriate policy measures to local government and Government in general towards the improvement of the MICE delivery and tourism growth strategy.

Please give full cooperation in this exercise and be assured that the information will be treated in self-possession and for the purpose of this study.

Thank you.

Part I: General characteristics (Put symbol "√" for the selected item)

1. Gender
 - Female
 - Male
2. Which company are you working with?
3. How long have you been working in this company?
 - Less than 10 years
 - More than 10 years
 - More than 10 years
 - Just started a business

Part II: MICE situation in an area.

Please tick (√) a correct answer.

1. Do you understand the concept of MICE?
 - Very familiar

- Somewhat familiar
 - Unfamiliar
2. Do you think MICE is fully practice-able to this city?
- Yes
 - No
3. Do you agree that there is a potential of attracting more tourists in the study area through MICE?
- Strongly agree
 - Agree
 - Don't know
 - Disagree
 - Strongly disagree
4. Could you list three tourist attractions that found in Arusha city?
 i).....ii).....iii).....
5. List three tourist growth indicators i).....
 ii).....iii).....

Part III: Participation in MICE

Please tick (√) correct answer.

6. What kind of MICE business do you perform frequently?
- Meetings
 - Incentives
 - Conferences or Convention
 - Exhibition
7. Do you meet tourists directly?
- Yes
 - No
 - If No Explain how
 -

8. Who do you think should make primary decisions concerning MICE practices?
- The whole community
 - A group of people in the community
 - People outside your community (e.g. government officials, tour operators, NGO's, financial contributors, etc.)

Part IV: MICE contribution to Tourist growth

The following question consists of statements. Please indicate to which level you agree or disagree with the statements by circling or **BOLD** the appropriate number.

1= Strongly disagree

2= Disagree

3= Neither disagree nor 7y6agree

4= Agree

5= Strongly agree

1. I believe that MICE will lead to tourism growth 1 2 3 4 5
2. MICE diversify the tourist attraction 1 2 3 4 5
3. MICE creates new markets for our local products 1 2 3 4 5
4. MICE promote cultural restoration and conservation
1 2 3 4 5
5. MICE invites other organizations to do business with the community
1 2 3 4 5
6. MICE makes Arusha community well known to outsiders
1 2 3 4 5

Part V: Political, Social and Institutional Support for MICE

Please tick (✓) correct answer.

1. Do tourism policy, planning and management promote MICE?
 - Yes
 - No
2. Does policy encourage community in the participation of MICE?
 - Yes
 - No

3. Does policy encourage public organization in the participation of MICE?
 - Yes
 - No

4. Is there any institution dealing with MICE?
 - Yes
 - No

5. Is there any organization providing a fund to facilitate MICE?
 - Yes
 - No

6. Does Tanzania government provide assistance in implementing MICE?
 - Yes
 - No

Do you have any other inputs or opinions on tourism activities? (***If you have any please write your comment***)

Thank you very much for your valuable time.

Mwjarubi, Lorna.B¹ and Sabulaki, N.P

¹ National College of Tourism – Arusha Campus, P.O. Box 6127 Arusha,
Tanzania

Mobile Phone: 0767048290, 0754808300, 0787048290 (***What's up only***)

Email: lorna.mwjarubi@nct.ac.tz

neema.sabulaki@nct.ac.tz

APPENDIX B

FINDINGS OF THE STUDY

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	21	35.0	35.0	35.0
	Male	39	65.0	65.0	100.0
	Total	60	100.0	100.0	

COMPANY					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University/ College	9	15.0	15.0	15.0
	Public organisation	15	25.0	25.0	40.0
	Travel Agency	6	10.0	10.0	50.0
	Hotel	18	30.0	30.0	80.0
	Private Association	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

WORK DURATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10 years	42	70.0	70.0	70.0
	More than 10 years	15	25.0	25.0	95.0
	Just started Business	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

CONCEPT OF MICE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Familiar	39	65.0	65.0	65.0
	Somewhat Familiar	21	35.0	35.0	100.0
	Total	60	100.0	100.0	

MICE IS FULLY PRACTICE-ABLE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	70.0	70.0	70.0
	No	18	30.0	30.0	100.0
	Total	60	100.0	100.0	

POTENTIAL OF ATTRACTING TOURIST THROUGH MICE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	42	70.0	70.0	70.0
	Agree	18	30.0	30.0	100.0
	Total	60	100.0	100.0	

MICE WILL LEAD TOURISM GROWTH					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	10.0	10.0	10.0
	Agree	30	50.0	50.0	60.0
	Strongly agree	24	40.0	40.0	100.0
	Total	60	100.0	100.0	

MICE DIVERSIFY TOURIST ATTRACTION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	3	5.0	5.0	5.0
	Disagree	3	5.0	5.0	10.0
	Agree	36	60.0	60.0	70.0
	Strongly agree	18	30.0	30.0	100.0
	Total	60	100.0	100.0	

MICE CREATES NEW MARKETS FOR LOCAL PRODUCTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	10.0	10.0	10.0
	Neither disagree nor agree	3	5.0	5.0	15.0
	Agree	21	35.0	35.0	50.0
	Strongly agree	30	50.0	50.0	100.0
	Total	60	100.0	100.0	

MICE INVITES OTHER ORGANISATIONS TO DO BUSINESS WITH THE COMMUNITY					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	5.0	5.0	5.0
	Disagree	3	5.0	5.0	10.0
	Neither disagree nor agree	3	5.0	5.0	15.0
	Agree	21	35.0	35.0	50.0
	Strongly agree	30	50.0	50.0	100.0
	Total	60	100.0	100.0	

MICE MAKES ARUSHA COMMUNITY WELL KNOWN TO OUTSIDERS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	10.0	10.0	10.0
	Neither disagree nor agree	3	5.0	5.0	15.0
	Agree	18	30.0	30.0	45.0
	Strongly agree	33	55.0	55.0	100.0
	Total	60	100.0	100.0	

TOURISM POLICY, PLANNING AND MANAGEMENT PROMOTE MICE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	55.0	55.0	55.0
	No	27	45.0	45.0	100.0
	Total	60	100.0	100.0	

PRIMARY DECISIONS CONCERNING MICE PRACTICES					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The whole community	12	20.0	20.0	20.0
	Agroup of people in the community	6	10.0	10.0	30.0
	People outside your community	42	70.0	70.0	100.0
	Total	60	100.0	100.0	

ORGANISATION PROVIDING FUND TO FACILITATE MICE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	45.0	45.0	45.0
	No	33	55.0	55.0	100.0
	Total	60	100.0	100.0	

TANZANIA GOVERNMENT PROVIDING ASSISTANCE IN IMPLEMENTING MICE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	45	75.0	75.0	75.0
	No	15	25.0	25.0	100.0
	Total	60	100.0	100.0	