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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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IMPACTS OF POLITICAL INSTABILITY ON THE FUTURE OF TOURISM GROWTH: THE CASE OF TANZANIA

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Abstract

Tourism is one of the world's fastest growing economic sectors. Nonetheless, political instability is regarded as a challenge for its growth. The implications of political instability on tourism growth in Africa are significant but poorly assessed; this is the case in Tanzania. This paper reviews and reflects on the effects of political instability on tourism growth in African Countries, particularly in Tanzania. The paper shows that the number of tourist arrivals decreased by 50% soon after the war between Tanzania and Uganda in 1978/79, and by 25% soon after terrorist bombing the Tanzanian American Embassy in 1998. Likewise in Congo, tourist arrivals decreased by 80% in 2017 soon after the war of 2016. Because the tourism growth is partly measured by the number of tourist arrivals, this review provides insights that may help African countries learn from and avoid unnecessary and unexpected factors that may trigger political instability. This paper argues that the growth of the tourism in Africa is contingent to its political stability.

Keywords: Tanzania, Tourism, political instability

Introduction

Worldwide, tourism has emerged as a crucial sector having substantial developmental impacts in employment, income, foreign exchange earnings, growth of indigenous sectors and the spread of infrastructures that it entails. Tourism is considered as one of the world largest and fastest growing economic sector. Tourism plays an important role in both developed and developing countries, and it has become a significant social and economic (Issa& Alnitay, 2006).

According to the World Tourism Organization 2015, the number of international travellers worldwide has grown from 764 million in 2004 to over 1.32 billion in 2015. It is estimated that by 2025 international travellers will be 1.7 billion per year (WTO, 2015). In addition to this, the international tourism revenues have grown from US dollar 484 billion in 2004 to over 1.4 trillion US dollar in 2015. This earning represents an average growth rate of six percent.

Although the share of this earning is still little in Africa, tourism is growing rapidly in African developing countries, and increase foreign earnings from

tourism leapt from less than US\$ 50 billion in year of 1990 to more than US\$ 260 billion in year of 2007 (Jackson, 2007). Thus, tourism remains as a principal foreign exchange earner for 83 percent of the developing countries (Pro-Poor Tourism Partnership, 2004).

Tanzania being one of the African countries which is ‘politically stable’ recorded 10.42 percent increase of tourist arrivals in 2016 when 924,442 tourists visited the country from January to October. According to the World Travel & Tourism Council (WTTC, 2017) the direct contribution of Travel & Tourism to GDP in Tanzania was TZS4, 585.5bn (USD2.1bn) in 2016 equivalent to 13.3% of GDP in 2016. The contribution is forecasted to rise to TZS26, 403.0bn (USD11.8bn), equivalent to 13.6% of GDP in 2027.

According to Hall (1994), political stability is an essential prerequisite for attracting international tourists to a destination and a fundamental precondition to the successful establishment, growth and survival of a tourist industry. Despite the good improvement in recent years, the growth of tourism industry has not been smooth as, beyond economic reasons such as fluctuations of demand or rising transport costs due to changes in the international price of oil, wars, terrorism, and political instability and political tensions. Incidents of terror- attacks, like that at the World Trade Centre in New York City on September 11, 2001, disturbed air travel worldwide. Likewise, the number of political instability that had occurred in Africa had been lowering the number of tourist’s arrivals to specific or nearby countries. For instance, in Kenya, the political war (2007), Somalia terrorist in Kenya (2012-2017), Political conflict in Sudan (2002 & 2005), Political war in Congo (2003), Political war in Nigeria, Political war in Northern Uganda are few examples that had had decreased the number of tourist arrivals in these countries. Tourism is thus one of the victims that suffer from political instabilities.

Political instability has been a barrier towards the African tourism growth yet poorly assessed. This paper explores the effects of political instability on tourism growth in African countries and discusses how the country should embrace its political stability for its successful tourism growth. In this paper, we study the trends of tourism growth based on the number of tourist arrivals and earnings and reflect on the fall of tourist arrivals or earning by linking this with political instability incidents in a particular period. This review paper provides case studies’ insights that may help African countries to avoid unnecessary and unexpected political instability to grow at its fastest rate.

Identification of the dimensions of political instability

Despite the central role of political instability as a determinant of the tourism flows in a given country, this remains a primitive construct. The definition and, at a later stage, selection of the indicators of political instability were made from

a collection of political instability, political violence and terrorism-related literature. Political instability for this study was identified as Civil War, terrorist attacks, bombings, war, Riots, threat of war with another country, restriction of political rights, Censoring of media, Assassinations (political), Political Instability in neighboring countries, Mass, Arrests, Change in government, Arrests of significant persons and Imposition of martial law. As noted before, political instability is a multidimensional concept. Thus, each dimension of political instability has a different magnitude and impact on the tourism industry.

Data sources and methodology

In this paper, a systematic literature review was used. We used keyword search words, such as “political instability and tourism in Africa, All papers found with similar search key words were taken. We also reviewed yearly data for foreign tourist arrivals in Africa. We obtained aggregate tourist arrivals data from the World Development Indicators (WDI) database, Tanzanian National Bureau of Statistics (NBS), UNWTO and MNRT-Tourism Department. We also collated information from case studies in Africa. We integrated and synthesized the collated information on tourist arrivals trends and linked them with incidences of political instability and unrest of a specific country.

Since the results of this study are based only on the online available literature, they should not be generalized and applicable to other destinations. However, this study should be considered as a preliminary step towards a more general empirical investigation of the relationship between tourism and political instability in Africa.

Results

Political Instability and its impact on tourism

One of the central propositions in this study is that political instability or terror attack reduces the number of foreign tourists flow in a country. Political instability (international or national or tribal), substantially affects tourism sector. Although occasionally, political instability is attributed to reducing the number of tourist arrivals in many African countries. The effect is observed in the subsequent years soon after the instability had occurred.

The findings show that in Congo, the war of 2016 and 2017, resulted in a loss of 139,000 tourists and 157,000 tourist's receipts of the year 2016 and 2017 respectively. In 2016 Congo received 224,000 tourists, a drop from 363,000 in 2015 and only 206,000 tourists were recorded in 2017. Experience from political-related violence in Kenya decreased the number of tourist arrivals significantly. Political instability caused a loss of 613,733 tourists in 2008. In 2007 Kenya received 1,816,957 tourists, a drop from 1,816,957 in 2007 and only 1,203,224 tourists were recorded in 2010 (Kenya Bureau of Statistics, 2008).

In the study by Basu and Marg (2010) on the impact of political instability and terrorism in the tourism industry of the three Middle East countries of Egypt, Jordan and Lebanon found that tourism industries in these countries, which attracts a huge number of tourists from all across the globe, plays a very important role for their overall economic development. Nonetheless, the study concludes that the impacts of political-related violence for one month in Egypt decreased the number of tourist arrivals significantly. For instance, the Sharm-el-Sheikh incident caused a loss of 8 percent of foreign tourism receipts in 2004 and 0.56 percent of GDP in 2005. Similarly, Dahab bombing caused a total loss of 8 percent of foreign tourism receipts of 2005 and 0.53 percent of GDP of 2006.

Findings by Enders and Sandler (1991) in Spain, in the study attempt to estimate the impact of terrorism on tourism for the period 1970–1988. The authors found that terrorism affected tourism. Similar the study by Enders et al. (1992) estimated the impact of international terrorism on domestic tourism in countries like Austria, Italy and Greece for the period of 1974–1988. They found terrorist activities not only reduced tourism in the targeted countries but also affected the neighbouring countries negatively.

Drakos and Kutun (2003) showed that international terrorism has a negative impact on tourism in countries like Turkey, Greece and Israel for the period of 1991–2000. The impact of terrorism on tourism industry in Turkey was also examined by Yaya (2008). For the period of 1985–2006, the author found that the impact of terrorism on tourism is negative but the magnitude of reduction of foreign tourist inflow is small. Moreover, the duration of the impact is observed approximately within one year. It also shows that terrorism has caused a loss of 6 million tourists in the span.

Terrorism in Italy had a significant negative impact on tourism over the period 1995-1997 and the impact was greater in case of large cities when compared with small cities. Moreover, the study confirmed that the impact of terrorism on economic and tourism activity is transitory in nature and is confined largely to a period of 3–9 months after an event. The study measured the impact of terrorist activity on domestic as well as foreign tourist arrivals and it has pointed out that impact of terrorism is more on foreign lodging (Greenbaum and Hultquist, 2006) Similarly, Hazbun (2006) is of the opinion that while there is a general notion that tourism economies are generally vulnerable to political violence, tourism patterns in the Middle East may call for a subtle revision of our understanding of how that relationship plays out. According to Hazbun (2006), in the 1970s and 1980s, an “incident” (as for example, terrorist attacks/ political violence) anywhere in the region would have a sizeable negative impact on tourism receipts across much of the Middle East and North Africa as Western tourists reconsidered their travel plans. He further pointed out that in the post-9/11 era,

however, such a broad neighbourhood effect is mitigated by other factors. Our review found out that despite the civil war in Iraq and the global tensions over Iran's nuclear program, the United States' posting its most serious "travel warnings" for locations across the far East region (i.e. Lebanon, Israel, the Palestinian territories, Iraq, Iran, Saudi Arabia, and Yemen), little had occurred to dampen the expansion of regional tourism. Places like Dubai still received high number of tourist arrivals. The author cited the World Tourism Organizations' (UNWTO) Report of 2005, which clearly stated that, 'in terms of consumer behaviour, it is quite evident that travelers have been undeterred by external threats. At the global level, the impacts of such shocks have been negligible. Yet at local level the impact are substantial. Incidences of political instabilities have led to temporary shifts in travel flows, but they have not stopped people travelling. At the local level, the impact can be severe in the affected areas, but in most cases, surprisingly this is short lived.

Political instability and its impacts on Tanzania tourism sector

Since the 1970s, tourism played a central role in the restructuring and diversification of the Tanzanian economy. In the 1960s tourism activities were largely centered in Northern tourism circuit, the city of Dar-es-salaam and historical island of Zanzibar (Kweka, Morrissey and Blake, 2003). The International tourism in Tanzania started to expand in early 1970s. The expansion was highly influenced by state owned hotel programme. The first sharp fall in tourism arrivals and receipts was between 1977-1985, this was a result of closing the border with Kenya and war with Uganda in 1979 (Curry, 1986; Kilungu et al, 2014) and recovered from late 1980s. Following government initiative in the 1990s tourism sector expanded partly. Following major changes in public sector in the 1990s when major institutional changes were implemented and when private sectors were allowed to participate in improving national economy, the tourism sector was promoted. As table 1 indicates, the rise in tourist arrivals has been spectacular; from 131117 in 1970-1979 to 2.03 million in 1998. Information on recent trends for tourism in Tanzania is provided in Tables 1 and 2. Nominal earnings from foreign tourism increased from US\$95m in 1991 to over US\$500m in 1998, compared with tourist arrivals of 186800 and 482331 respectively. Tourism earnings as a share of GDP increased significantly, from about one percent in the 1986-92 periods to over six percent in the 1993-98 periods. Comparable data for the East Africa region and African countries on average show that tourism earnings as a share of GDP increased marginally from 1.5 per cent to about two per cent over the same period (World Tourism Organization, various years).

Table: 1. Growth of International Tourism in Tanzania 1970s-1998

Year(s)	Arrivals	Nominal earnings (US\$)	Real Earnings	Real GDP	Tourism employment
1970-1979	131117	14.7			
1980-1985	74522	14.8			
1986-1990	131089	43.3			
1991	186800	94.7	100	100	100
1992	201744	120.0	163	103	111
1993	230166	146.8	227	104	147
1994	261595	192.1	241	104	191
1995	295312	259.4	283	105	213
1996	326188	322.4	292	110	222
1997	359096	392.4	305	108	244
1998	482331	570.0	429	115	293

Source: National Bureau of Statistics, and Tourism Department 1999

Table 1 illustrates smooth progress and development of Tanzania tourism continued from 1970 until July 1979 when Tanzania and Uganda entered into war. After the war and the partition of between Tanzania and Uganda, all economic activity came to a standstill. Tourism suffered devastating consequences since most of economic activities were destroyed; there were no peace therefore tourism suffered devastatingly. Table 1 illustrates a breakdown of tourist arrivals in Tanzania on a yearly basis for the period 1970-1998. A careful examination of the table shows that the normal seasonal fluctuation of the tourism movement in Tanzania was heavily disrupted during the period 1980 to 1985. During this period, tourism arrivals dropped to minimal levels (74522 in 1980,) and real earning was 14.8% (National Bureau of Statistics, and Tourism Department 1999). The effects of the invasion had a crippling effect on the economy but tourism suffered disproportionately because of the concentration of the main tourist's resorts and infrastructure in the occupied areas and the subsequent fall in the number of tourist arrivals and receipts.

Conclusions and Recommendations

In Africa, the tourism sector is growing fast, and its contribution to growth is significant. As a result, it has attracted investment and policy initiatives to support its development. In this paper, we reviewed various papers. The results indicate that the impacts of political instability on tourism growth are substantial. The results reveal that political instability has a significant impact on tourism. Basing on the political instability between Tanzania and Uganda and experiences from other African countries, we conclude that the impacts of political instability on tourism growth are enhanced by backward linkage effects on the economy. As such, the relationship between political instability on African tourism growth should not undermined even in countries that are considered as 'politically stable' like Tanzania. Moreover, the existence of

political instability in Africa leads to a negative effect on a tourism industry of a nearby region/country (spillover effects). We argue that tourism managers and policy makers need to be aware of the dimensions of political instability and its likely impacts on their tourism industry. Such awareness would enable tourism managers/planners and policy makers to design and implement policies to counterbalance/reduce the negative effects of political instability. As noted before, political instability is a multidimensional concept. Each dimension of political instability has a different magnitude and impact on the tourism industry. This study should be considered as a preliminary step towards a more general empirical investigation of the relationship between tourism and political instability in Africa and in particular Tanzania. It is hoped that future researchers will expand the review and apply the proposed model on a comparative basis to different socio-economic settings in order to test the pattern of differences that may exist between the empirical dimensions of political instability between different tourist destinations.

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