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FOREWORD

Dear Authors and Esteemed Readers

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

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

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

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

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

We thank all authors and participants for their contributions.

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THE ROLE OF TOURIST HOTELS IN THE CONSUMPTION OF CULTURAL TOURISM IN TANZANIA- A FOCUS ON TOURIST HOTELS IN KILIMANJARO REGION

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Abstract

Tourism is Tanzania's leading foreign exchange earner, yielding the country over US\$1 billion annually. The industry contributes over 15% of the GDP to the national economy and directly employs around 600,000 people and up to 2 million people indirectly. Tanzania's wildlife resources are considered among the finest in the world and include the Serengeti plains which host the largest terrestrial mammal migration in the world, the Ngorongoro Crater, the world's largest intact volcanic caldera and home to the highest density of big game in Africa, and Africa's highest mountain Kilimanjaro. However, there is a general feeling that the tourism industry in Tanzania needs to avoid over reliance on wildlife and diversify its tourism product base. The industry stakeholders (led by the government) are seeking means and strategies of differentiating the tourism product offering in order to become a destination of choice in international markets. It is with the foregoing in mind that this study focused on investigating the possibility of incorporating cultural tourism as a means of augmenting and diversifying Tanzania's tourism product. This is in view of the fact that the country has a vast ethnic diversity with a total of more than 120 cultural groupings. The study established that many hotels have taken various specific measures in support of cultural tourism including: architectural designs and layouts that depict the surrounding culture; incorporation of local culture in branding and naming of facilities; inclusion of traditional tastes and choices in food; selection of staff uniform based on traditional designs and colors; emphasis on cultural uniqueness in overseas marketing campaigns; and formation of lobby groups seeking government support for cultural tourism.

Keywords: tourist hotels, consumption, cultural tourism

Introduction

The tourism industry in Tanzania is growing at very fast pace and is the leading foreign currency earner. While in 2007, the country received about 644,124 tourists and US \$ 950 million, it received 1,284,279 tourists and more than US \$ 2 billion dollars in 2017 (URT, 2017).

Cultural and creative industries is a prominent beneficiary of rapidly expanding tourism sector worldwide and as such, it has become one of the most increasingly growing sectors in the global economy with a growth rate of 17.6 % in the Middle East, 13.9 % in Africa, 11.9 % in South America, 9.7 % in Asia,

6.9 % in Oceania, and 4.3 % in North and Central America. Expanding the sector requires enough capital investment so that there is a direct impact on vulnerable populations, including women (UNESCO, 2012).

Cultural tourism is a growing sector of tourism worldwide, making up about 37% of all tourism trips in the world (WTO, 2015). Cultural tourism is made up of processes which take into account the ideas and ways of life of people and the outcomes of those processes including buildings, arts, artifacts, customs, beliefs, traditions, habits and values (Richards, 2013).

Cultural tourism programmes initially started as a loose network of five community business groupings of Maasai tribe in the Northern circuit in Tanzania. It was the initiative of a group of young Maasai who solicited assistance from the Netherlands Development Organization in 1994 in order to develop cultural tourism in their villages (Salazar, 2011).

Currently there are about 50 Cultural Tourism Enterprises (CTEs) in Tanzania that Tanzania Tourist Board (TTB) has helped establishing. Basically the CTEs govern different cultural and natural attractions, activities and provision of services in a given local community. Most CTEs provide cultural experiences consisting of traditional dances/ceremonies, sampling of local cuisine, home-stays, daily homestead chores, handicrafts, community development initiatives, indigenous knowledge, historical heritage, nature walks, and local folklores. (<http://tanzaniaculturaltourism.go.tz/>)

Theoretical Base

Being a component of the hotel industry and a beneficiary of the boosting tourism industry, hotels have played a crucial role in cultural tourism consumption. Hotels take specific measures in support of cultural tourism including architectural designs and layout that depicts the surrounding culture, incorporation of local culture and branding and naming facilities, inclusion of traditional tastes and choices in food, selection of staff uniform based on traditional designs and color and emphasis on cultural uniqueness in overseas marketing campaign (Wadawi et al., 2009).

Wadawi et al., (2009) additionally argue that even though hotels are renowned for local culture consumption in that they reflect the authentic experiences and surroundings of their host locality, there have not been adequate studies carried out to explore their actual role in realizing their full potentials. A study conducted by McCarthy (2014) is in support of this argument and calls for more studies to explore the area.

General Objective

The general objective of this research is to establish the role of tourist hotels in culture tourism consumption.

Specific objectives

- To identify the specific measures employed by hotels in local culture consumption
- To assess the challenges facing tourist hotels in employing the specific measures for local culture consumption
- To assess the perception of tourists in their consumption of local culture

Research Methodology

The study Area

Tanzania is a country in eastern Africa within the African Great Lakes region. It borders Uganda to the north; Kenya to the northeast; Comoro Islands at the Indian Ocean to the east; Mozambique and Malawi to the south; Zambia to the southwest; and Rwanda, Burundi, and the Democratic Republic of the Congo to the west. Mount Kilimanjaro, Africa's highest mountain, is in north-eastern Tanzania. Its total area cover is 947,303 km².

Tanzania has more than 50 million people with more than 120 different tribes with a variety of cultures as per 2012 census. The country has a tropical climate with two major rainfall regions. One is uni-modal (December to April) and the other is bi-modal (October-December and March-May). Because the country lies close to the equator, the climate is generally hot and humid and the easterlies winds cause rainfall in the Easter coastal region.

The country is endowed with unique and diverse natural and cultural attractions. These include 16 national parks and world heritage sites such as Zanzibar stone town, Kilwa Kisiwani and Songo Mnara, Ngorongoro Conservation Area, Serengeti National Park, Kilimanjaro Mountain National Park and many others. There are about a hundred 3-5 star tourist hotels in the country and about 50 Cultural tourism enterprises. (Lwoga, 2011).

Study design and Sampling techniques

The research sample was six (6) of Kilimanjaro's 3 to 5 star rated tourist hotels randomly picked from more than ten (10) hotels of the 3 to 5 star category. A playing card method was used to randomly pick the hotels. Twenty (20) tourists randomly picked from each hotel in the sample were interviewed. Ten (10) hotel staff members from each sampled tourist hotel were also picked.

Data collection techniques

Three different data collection techniques were used to collect primary data such as questionnaires, semi-structured interview and observation. However, written materials were used too as secondary data sources.

Primary data collection technique

These are first hand data or data collected at the field.

Semi structured interview

Semi-structured interview technique was used in collecting information from the tourists and hotel staff. This technique has enabled the interviewer to probe for details or discuss issue which are more sensitive due to trust developed among them. Also it is flexible allowing new questions to be brought up during the interview as a result of what the interviewee says and complex information being handled and clarification being done.

Observation

Observation was used as a way of collecting information on how the culture was observably depicted by the hotels for tourist consumption.

Secondary data

This data was collected by the use of literature reviewing techniques that involve uses of written materials or documents.

Also other materials from books, internet, journals, and proceedings paper relevant to the topic were used as supplement on the information that missed during data collection.

Data analysis

Both quantitative and qualitative data were analyzed. Likert scale analysis, descriptive and multiple response analysis were all employed for data collected from each objective.

Findings and Discussions

Specific measures employed by tourist hotels in cultural tourism consumption

Questionnaire was used to get data on this objective but also observation was used to counter check where possible. The responses from each the hotel in regards to the measures each uses in promoting cultural tourism consumption is presented in a table and responses are put in percentages (see table 1 below). Multiple response analysis was employed.

Table 1

Measure	Percentage
Displaying cultural tourism information on hotel notice boards, booklets for offer to tourists and word of mouth	2.73
Facilitating local tours	12.73
Playing local songs	16.26
Cooking local food	30.9
Using Swahili words in naming facilities for branding purposes	9.09
Selling of local culture artisans	10.91
Architectural design and layout	12.73
Selection of staff uniform	5.46

Cooking of local food as a measure has a 30.9 response percentage which is the highest response measure employed by the tourist hotels where as displaying of cultural tourism information on hotel notice boards, booklets for offer to tourists and word of mouth has a 2.73 response percentage which is the lowest. This implies that cooking of local food is employed most by the tourist hotels as a measure of cultural tourism promotion than the rest of the common measures. This bears similarity with Lwoga (2016) and McCarthy (2014) who both cite local food consumption by tourist as the most predominant technique employed by many tourist hotels in the promotion of local culture. This could be because food service is the leading income generating avenue of most hotels and therefore easier to showcase local culture through its offering and ultimate consumption by tourists.

Some of the most famous traditional delicacies offered by tourist hotels include roasted banana and cooked banana and roasted goat meat (ndafu) predominantly consumed by Chagga people as well as Nyakyusa and Haya tribes. Also popularly on offer are ‘‘Ugali’’ and ‘‘Chips Mayai’’.

The challenges faced by the hotels in the promotion of cultural tourism

Data for this objective was collected through interviews with Hotel Managers for each hotel. Data collected was analyzed through multiple response analysis. Results were then presented in a table (see Table 2 below)

Table 2

Challenge	Percentage
Limited space for showcasing cultural tourism artifacts	36.4
Most tourists are interested in experiencing other forms of tourism eg wildlife tourism	21.4
Lack of pro-activeness by locals in collaborating with hotels in selling of products	11.3
Limited time by tourists as they involve themselves with many forms of recreational activities	3.7
Poor communication skills of some hotel staff	17.4
Poor infrastructure to the cultural attraction sites (tours)	8.8

From the results above in table 2, limited space for showcasing cultural tourism artifacts seems to be the leading challenge to hotels in the promotion of cultural tourism. It has 36.35 response percentage among hotel managers through employment of multiple response analysis technique. This implies that to most hotels in Tanzania, displaying of artifacts in facilities is not a priority simply because they are offered by local vendors away from hotels and also because it is not traditionally a basic hotel product like food and rooms. Wadawi et al., (2007) argues that most Kenya tourist hotels have taken an initiative of providing space for showcasing local artifacts for consumption by tourists. Also,

since tourists are normally involved with multiple recreational activities with a relatively short stay then consumption of cultural tourism becomes a challenge. Lwoga (2016) argues that wildlife tourism is the predominant form of tourism enjoyed by most tourists arriving in Tanzania which makes consumption of cultural tourism a relatively challenging phenomenon.

Perception of tourists in regards to cultural tourism consumption in hotels

Data from this objective was collected through questionnaire featured with lickert scale administered to tourists found in the hotels and picked randomly at the time of the study. Data collected was then analyzed through lickert scale analysis. See Table 3

Table 3: Cultural tourism consumption is a necessary experience during hotel stay

	Frequency	Percent
Strongly disagree	19	15.8
Disagree	25	20.8
Undecided	17	14.1
Agree	30	25.0
Strongly Agree	29	24.2

From the results above in Table 3, the tourists when given the statement “cultural tourism consumption is a necessary experience during hotel stay”, about 25% agreed which was the highest count on the lickert scale while only 15.8% disagreed. This implies that a majority of the tourists interviewed (at least 49% agree to the statement) treasure cultural tourism as a form of tourism which can be readily enjoyed by any tourist. I enjoyed cultural tourism consumption during my hotel stay

Table 4

	Frequency	Percentage
Strongly Disagree	28	23.3
Disagree	25	20.8
Undecided	12	10.0
Agree	39	32.5
Strongly Agree	16	13.3

From the results above in Table 4, the tourists when given the statement “I enjoyed cultural tourism consumption during my hotel stay”, 32.5 per cent which is the highest score, agreed with the statement while 10 per cent were undecided. Generally, there is a very small difference between the number of those who were satisfied and those who weren’t. This implies that tourist hotels need to do the needful so as to make tourists enjoy more in the consumption of cultural tourism. McCarthy (2014) argues that, guests are looking for a luxury experience from hotels but oftentimes they are also looking for an authentic cultural experience as well. Furthermore, he adds that guests in locally favored

past-times can reflect the local culture and that even luxury hotels have tapped into these experiences as well.

Conclusions and Recommendations

From this study, the following conclusions can be made;

The study concludes that Tanzania hotels have the essential role in the development of cultural tourism. Again, hotels contribute to national and personal development in a number of ways. They provide employment directly and indirectly. Some of the good hotels and lodges located in the rural areas maintain roads linking them to main roads to the benefit of local population. Hotels also attract other services, which the government would not consider viable to provide to the rural areas such as telephone and electricity. Some of the hotels have built schools and dispensaries that are used by the local communities. In this regard, the presence of hotels in some regions such as Kilimanjaro hotel, Lake Tanganyika Hotel, Keys Hotel, Leopards hotel, Ngurdoto hotel and other famous hotels in Tanzania has actually ignited development by attracting various service providers. Hotels provide recreational facilities such dance halls, entertainment parks and sometimes sport facilities.

There is a very unsatisfactory employment of strategies for the local culture promotion with many of the tourists' hotels missing out on curio shops establishment for souvenirs selling which seems to be the most appealing local culture item to tourists. Also the strategies that have been employed by all of the hotels are not satisfactory and that there is always room for initiation of more strategies as asserted by Wadawi et al (2007) who contend that hotels can play many local culture consumption roles than those mentioned above.

There is a poor training and development of the staff in the tourism and hospitality industry particularly the guides who the study reveals have poor communication skills ability and therefore end up providing poor customer service which leads to poor customer retention as it distorts the image of a company. Some of the hotel managements complained about the inadequacy of tour guides with proficient communication skills claiming that it has always been a source of customers' complaints.

There is unsatisfactory participation of local people in the consumption of local culture as most of the local people are busy engaged in businesses in towns as they are largely unaware that local culture consumption can itself be a business undertaking as it is also profitable. The Maasai people for instance operate scores of cultural bomas in their localities where they display the Maasai culture and also the Makonde people spend much of the time crafting local artisans as compared to the Chagga people who instead only like being employed as waiters, managers, receptionists among other positions not to talk of entrepreneurial roles to which they are particularly famous at The souvenirs which include items like local hats, sandals, bracelet among other handy items

are particularly highly appreciated and sought after by tourists as compared to other local culture items and therefore hotels managements in have ensure that they invest heavily in this avenue as it is very promising and a guarantor of high returns.

Recommendations

Hotels need to invest massively in building or renting of spaces as curio shops for selling souvenirs as it is the most appealing local culture item to most tourists instead of forsaking it for other local culture items like local foods. From the study it is only Keys hotel that has a curio shop and therefore it is highly recommended that other hotels follow suit.

There needs to be more sensitization and awareness creation to the locals on the part of the Government and other stakeholders in the industry so that the locals in the area can be fully committed to local culture consumption as it is also highly rewarding and a means of instill pride to the local people as well.

There needs to be training of guides and other staff in the tourism and hospitality industry as evidenced by the lack of competent tour guides in communication skills in some of the hotels which largely undermines the quality of the customer service provided and hence reduces the possibility of customer retention or repeated business.

Hotels need to perform more of market segmentation and of course undertake many market researches so as to know what the tourists mostly prefer as far as local culture is concerned. It seems that most of the hotels are unaware of the tourist preferences and that is why they keep on complaining about lack of positive response to the local items they are selling every now and then. It is notable that hotels engaged cultural tourism consumption have registered increased domestic tourism, which is able to cushion the tourism system from effects of seasons of low international tourist arrivals.

This research has attempted to justify that indeed hotels play a major role in cultural tourism consumption. The major objective was to stimulate further research in this area of cultural tourism. There is a need for more quantitative approaches in this area of study. There is also a need for more comprehensive assessment of the quality of cultural experiences as well as relative importance of culture when compared with other attractions from the tourists' perspective.

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