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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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# ASSESSMENT OF TANZANIA TOURISM POLICY OF 1999 IN ADDRESSING THE NEEDS OF PEOPLE WITH DISABILITY

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## **Abstract**

*It is known that Tanzania is blessed with multiple tourist attractions. However, the existence of these strengths alone will not guarantee successful accessible tourism if the needs of people with disability are not included in the policy. The inclusion of the needs of this target group is a guarantee for the tourism sector to fully achieve equality and equity, which are pillars of sustainable tourism development. This paper critically addresses the weaknesses of the existing national Tourism policy of 1999 in addressing issues of people with disability in its specific policy strategies such as marketing and product development, cultural tourism as well as domestic tourism. The policy has clearly addressed the roles of women, youth and aged people in its various strategies but it ignore issues of people with disabilities. The needs of this target group need to be featured clearly in the policy as this will raise awareness of their existence hence boost the morale for tourism stakeholders to develop effective mechanisms to accommodate them. This is a literature review paper where the Policy was reviewed closely with other relevant literature. In the end, recommendations were highlighted to help policymakers to understand the behaviour of this target group.*

**Keywords:** Policy, Strategy, Tanzania

## **Introduction**

Globally, tourism is one of the largest economic sectors (WTTC, 2018). The significance of this sector to the world economy cannot be ignored because the sector currently is ranked second to the banking industry. It accounts for 10.4% of the global GDP and supports approximately 313 million jobs which are almost 10% of the total employment supported in 2017. In Tanzania, tourism plays an important role in the country's economic development (Tanzania Tourism Sector Survey, 2018). For instance, in 2018 the sector supported 795,000 jobs compared to 446,000 jobs supported in 2017 (WTTC, 2018). The sectors' contribution to GDP in 2016 was 9.1% compared to 9.0% generated in 2017. It is further expected that the sector will significantly account for 10.1% of GDP in 2028 (WTTC, 2018). This sector is reported to be one of the key sectors in alleviating poverty to low-income earners community (Yusuf and Ali, 2018).

Socially, tourism generally has a tendency of bringing people together through their involvement in the sector (Edusei et al., 2015). Unfortunately, the involvement and the participation of people with disability in the tourism industry have been limited. This target market has been ignored (Florence, 2018) partly because service providers such as travel Agents have little knowledge to cater to their needs (McKercher et al., 2003). Also travel officers and tourism site managers are not willing to serve travellers with disabilities (Daniels, Rodgers and Wiggins, 2005) because they believe that the demand for this target market is weak (Shi, Cole and Chancellor, 2012). As a result, the industry is failing to fully accommodate the varying needs of people with disabilities (Zajadacz, 2014), this is why even the studies of people with disability in tourism are very limited (Shi, Cole and Chancellor, 2012).

Worldwide, it has been estimated that there are over 650 million people living with disabilities (Buhalis and Darcy, 2011). This may not be the exact number because of the lack of statistical data on disabled people in most of the countries. However, it is expected that the figure will exceed 650 million people to reach 1.2 billion people by the end of 2020 (Darcy et al., 2008). The significant number is expected to be high in developing countries especially Asia (Chikuta, du Plessis and Saayman, 2018). In Tanzania, the National Population and housing data of 2012 estimated that the country has 2,641,802 people with disabilities which are equivalent to 5.8% of all citizens. The data specifically highlighted that about 0.04% are people with albinism, 1.93% can't see, 0.97% had hearing issues, 1.19% had mobility issues, 0.74 covered those who can't help themselves, 0.91% covered those with mental issues and the remaining 0.23% covered those with other forms of disabilities.

In Tanzania, the tourism sector is guided by the tourism policy. The policy offers clear guidelines, plans, actions to guide governments' decisions to achieve their goals. The Tourism policy of 1999 highlights the sector-specific policies that aim to attain sustainable tourism development. The policy also explains the governing bodies responsible for handling various tourism divisions and the role they play in making sure that the sector attains its objectives. Tanzania adopted her first national policy in 1991 which aimed at setting clear objectives to attain sustainable tourism development. The Ministry of Natural Resources and Tourism (MNRT) is a government organization that is responsible for formulating and implementing tourism policy actions and strategies. It also deals with regulating and encouraging private sectors to be actively involved in the facilitation of tourism products and services in the country. After the introduction of the policy, the Tanzania Tourism Board (TTB) was established which strengthened the role of the private sector in the development of the tourism sector. The first tourism policy focused mainly on strengthening the private sector participation which contributed to the approval of various tourism projects with Tanzania Investment Centre (TIC) initially known as the investment promotion centre (URT, 1999; Anderson, 2010).

Seven years later the policy was reviewed by the MNRT. Social, political, economic, technological changes, as well as stiff competition in the industry, were among the reasons why the policy was reviewed (Lwoga, 2013). Furthermore, Agenda 21 related to sustainable tourism development, the 1992 Rio Declaration on Environment and Development were among the push factors influencing the review of the 1991 policy. The new policy was introduced in 1999 aimed at smoothening the Ministry's functions of promoting the economy and improving the livelihood of people by alleviating poverty, encouraging sustainable development and providing quality tourism that is social, culturally, ecologically, environmentally and economically viable (URT, 1999, p.5).

The existing policy is guided by four specific objectives. The economic objective aimed broadly at increasing tourism revenue, generating employment opportunities, improving infrastructures, improving linkages among destination management organizations, strengthening regional and international tourism linkages as well as stimulating the transfer of technology for the development of the industry. Socially, the policy aimed at promoting cross-cultural exchange, creating awareness to the public regarding the importance of this sector also to develop transparent and effective legal framework guiding the tourism sector. Environmentally, the sector aimed at promoting the sector that is ecologically and environmentally sustainable. While culturally, the policy intends to develop cultural values, awareness of the existing cultural attractions as well as preserving the country's cultural resources for future generations. In order to implement these objectives, several specific strategies such as marketing and product development, cultural tourism and domestic tourism, eco-tourism, international and regional cooperation, land for tourism, financing, competition, legislation and institutional participation were developed.

This study specifically aimed at addressing the weaknesses of tourism product development strategy, marketing strategies, domestic tourism strategies and cultural tourism strategies in accommodating the needs of people with disabilities. These strategies were selected because they are important in addressing the visitors' needs but also deal with promoting and attracting visitors to various tourist attractions. This study is important because currently the National Tourism Policy of 1999 is being reviewed with the intention of aligning it with innovations and improvements that are taking place in the industry with the intention of attracting more visitors. It is the right time for policymakers to include issues of PWD in the new reviewed policy so that the issues of innovations and improvements can go in hand with the needs of this emerging market. To the best of the researcher's knowledge, this is the first study that addressed the needs of PWD in connection with the National Tourism Policy of 1999 in Tanzania.

## **Method**

This paper is based on a literature review. Articles have been searched using Google scholar search engine with the following keywords used alone or in combinations. Accessible tourism, tourism, infrastructure, inclusive design, accessible facilities, people with disabilities, accessible information, accessible accommodation, cultural tourism, nature-based tourism, Tourism Policy, Accessible Transport, Domestic Tourism and Tanzania. Critical evaluation of the Tourism Policy was done hand in hand with other policies and strategies such as Persons with Disability Act of 2010, International Marketing strategies of 2012-2016, National Transport Policy of 2003, Transport Sector Investment Programme of 2007/8-2011/12, The 2017 Tourism Statistical Bulletin, and International visitors exit survey report of 2018. Most of the existing disability studies have been done in Asian contexts such as Hong Kong, Jakarta Europe such as Poland, North America such as the USA, and few in the context of Africa particularly Tanzania. Content analysis was employed to analyze content and concepts in the studies. This technique is a common data analysis method in the social sciences (Berg, 2009). The researcher further identifies that this method involves a careful, detailed, systematic assessment and interpretation of a particular body of material with the intention of identifying patterns, themes, biases and meanings. The technique identifies the meaning of the text and therefore maintains a qualitative textual approach (Silverman, 2006; Elo and Kyngäs, 2007). The advantage of this method is that it offers a replicable methodology if done properly (Duriau, Reger and Pfarrer, 2007), it is analytically flexible (Duriau, Reger and Pfarrer, 2007), can be employed as inductive or deductive research approach (Elo and Kyngäs, 2007) and through the use of this method, different levels of analysis can be performed using qualitative or quantitative approaches via longitudinal research designs (Duriau, Reger and Pfarrer, 2007). In the area of tourism, a significant number of studies have employed this technique. The analysis was performed to contextualize interpretations of the reviewed articles to produce valid, reliable and trustworthy findings. In this study, fourteen areas of articles were analyzed manually and separately to obtain data for this study. Within this method, critical analysis related to the weaknesses of the existing tourism policy of 1999 in highlighting the needs of people with disabilities was performed hand in hand with the reviewed tourism articles that were published to address the behaviour and needs of PWD all across the globe.

## **Accessible Tourism**

Accessible tourism refers to the process of ensuring that transport, accommodation, destinations and tourist attractions across the tourism system are available to support the needs of PWD (Buhalis and Darcy, 2011). It is a type of tourism that needs collaborative efforts between stakeholders to establish universally designed tourism products, services and environments to support people with access needs including mobility, vision, hearing and cognitive

impairments to function independently with dignity (Buhalis and Darcy, 2010). In this study, accessible tourism is defined as a form of tourism that offers accommodation, tourism information, physical environment, infrastructure, communication, universally designed tourism products and services accessible to people with access requirements.

### **Definition of Disability**

Disability is a very complex terminology; this is why there is no common definition of this concept. Disability is regarded as an umbrella including impairments, activity limitations and participation restrictions (WHO, 2019). For the purpose of this study, the term disability refers to a social construct that result from persons with physical, mental, hearing, visual impairment, albinism and other forms of hidden impairments that limit an individual from taking part in any of the tourism activities.

### **People with Disability (PWD)**

People with disabilities are viewed as those “having long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may limit their full and effectiveness in society on an equal basis with others” (Convention on the Rights of Persons with Disabilities, 2006, Art.1). In this study, people with disability are those with long term physical, mental, hearing, visual impairment, albinism and other hidden impairments that limit their ability to visit tourist attraction sites like abled persons.

### **Tourism product development strategies**

It is one of the strategies that were highlighted in the policy. This strategy’ intention was designed to make sure that the existing tourism products and infrastructures are well developed and accessible. It is recognized that Tanzania is one of the East African countries endowed with abundant tourist attractions that are available all over the country. As a result, a country was able to attract a significant number of international tourists from different parts of the world and make the country to be known as one among the competitive tourist’s destination in Sub-Saharan Africa. For example, in 2017 Tanzania hosted a total of 1,327,143 international visitors compared to 1,284,279 received in 2016 (Tanzania Tourism Sector Survey, 2018), where most of the visitors were from Kenya, United States of America, United Kingdom, Burundi and Germany. Despite their existence, these attractions are not easily accessible and this is due to poor infrastructures.

Tanzania Tourism Sector Survey (2018) reported that the existing road conditions and other infrastructures are still of poor quality. This affects visitors’ arrivals in various tourist sites as most of the existing major means of transport such as roads are rough. The successful tourism industry is largely dependent on the quality of infrastructure. Availability of efficient and well-functioning



telecommunications systems such as air, land, water transport, telecommunication system, electricity as well as water supply is crucial for the sectors' development as their existence assures accessibility, efficiency and customer satisfaction. However; the policy has remained silent on highlighting whether the existing infrastructure accommodates the needs of people with disabilities. On the other hand, other policies such as Persons with Disability Act (2010,p.29) indicates that "the head of a public body shall, as far as practicable; ensure that the whole or part of a tourism facility or activity to which the public has access is accessible to persons with disabilities". This shows that this target group is entitled to travel and take part in any social or leisure activities just like an abled person. Therefore, their participation should have been captured in the tourism policy of 1999.

Disabled people have been facing different kinds of discriminations. This condition has significantly affected their participation in social life. Limitations inaccessibility to public spaces and infrastructure systems are among the major turnoff factors affecting their lives. To them, a major part of their lives is affected by the existing barriers in the infrastructure systems. Those disabled people who are willing and able to work may fail to do so because of inadequate accessible transportation (Baris and Uslu, 2009). Some may fail to shop, socialize or take part in recreational activities for the same reason. In the context of Tanzania, the government has done a good job of improving infrastructures. Significant changes have been seen in the renovated roads both in rural and urban areas. The establishments of flyovers, the introduction of rapid bus transit, improvement in water, and air transport are amongst the few fruits that the citizens of Tanzania are enjoying. Despite such development, Tanzania is still suffering from inadequate, inefficient infrastructures and facilities to support the needs of people with disabilities. The existing tourist attraction sites are scattered all over the country and the available infrastructures are not easily accessible to all travellers. This has also been supported by Cameron, Darcy and Foggin (2003) that most of the tourist sites are facing many challenges that limit them to accommodate PWDs. This is caused by the fact that tourism structures and environment are not accessible (Buhalis and Darcy, 2010) to allow PWDs to take part in leisure activities.

Issues of disability needs with regards to transport system were clearly outlined by the transport sector investment programme (TSIP) of 2007/08 to 2011/12 that the development of the transport should take into account issues of disadvantaged groups including women & children, disabled people as well as rural communities. A similar issue was also highlighted in the National Transport Policy of 2003. One of the policy objectives is to have an efficient and effective transport system that is convenient to assist movements of the disadvantaged group. The policy further recognizes that the existing transport system is incapable of handling the needs of the disadvantaged group hence, it

was suggested that the government work together with other key stakeholders to make sure that they develop a mechanism of handling this issue. In addition to that, the policy openly suggested that there should be appropriate and acceptable vehicle designs that can accommodate the needs of this special group. These issues were supposed to be highlighted in the Tourism Policy of 1999. However; the policy somehow left them aside. If the country wants to improve the existing tourist's products and possibly to diversify to tourism products, the country needs to make sure that the infrastructure is accessible to all travellers. Accessible toilets in transport systems, ramps, wheelchair, accessible vehicles, assistive technologies such as braille, talk back Android and others are needed to assist PWD. Doing so will not only make the country known as a destination for wildlife lovers as it is used to be, but it will also position the image of the country to be a destination that offers tourist attractions for all travellers.

### **Marketing strategies**

In Tanzania, TTB is the leading government body that deals mainly with the promotion and marketing of tourists' attractions. It specifically focuses on promoting the country's' potentials both within and outside the country. It also handles publicity campaigns such as developing advertising, conducting public campaigns and road shows. This organ also makes sure that tourists' information is readily available whenever needed via its tourist information centres and in the end, this organ is also dealing with conducting marketing research with the intention of establishing and updating tourism database (URT, 1999). Apart from TTB, other organizations such as TANAPA and NCAA are also involved in marketing and promotion activities. Each of these organizations is working independently to promote tourist attractions and they target different customers using different marketing instruments (International Marketing Strategies, 2012-2016). The existing marketing strategies aimed at making sure that the image of the country is positioned as a leading wildlife destination. As a result, wildlife has continued to be the main tourism activity attracting 35.2% of all international tourists mainly from countries such as the Netherlands, United States of America, Switzerland, UK, France and Germany (Tanzania Tourism Sector Survey, 2018). This could possibly be because Tanzania is the only country in the world with more than 25% of her land dedicated to wildlife and game reserves (Tanzania Tourism Sector Survey, 2018).

Apart from wildlife, the country's' is endowed with abundant tourist attractions such as rock paintings, sandy beaches, lakes, cultural heritage, historical sites, mountains and islands. The country is famously known for Maasai culture and Makonde sculptures and carvings done in ebony. These attractions represent the honey-pots of the industry for years (MNRT, 2002). Tanzania has been investing in promoting tourist attractions to international market this is why a good number of them have been seen visiting various tourist attractions compared to residents. This can also be explained by the existing marketing

strategy that is designed specifically to attract international tourists and not domestic tourists. The targeted groups mentioned in the promotion campaigns covers young travellers (25-35 years) and old adventures (50+) with high disposable income (International Marketing strategy, 2012-2016) but people with disabilities are not mentioned anywhere. As if that is not enough about 90% of the marketing budget is allocated to attract primary source markets the such UK, USA, Germany and Italy, secondary market (France, Netherlands, Canada and Australia) as well as new source markets such as South Africa and India (International Marketing Strategies, 2012-2016).

How do existing promotional and marketing strategies feature people with disabilities? The use of media (radio, TV, blogs), free publicity, brochures, international and local trade fairs, road shows, travel agents and Tour operators, tourism information centres, e-tourism (social media, facebook, youtube, internet, apps websites) as well as word of mouth have been the key marketing strategies used to market tourist attractions within and outside the country. How do these tools compatible with the needs of PWD? People with disabilities are using different means of communication compared to abled people. Sign language, text display, braille, tactile communication, large print, accessible multimedia as well as written, audio, human reader instruments are the major means of communication as they are pointed out in the Persons with Disability Act of 2010.

The Act further clearly highlighted that in section 38 (1) that “where a public body communicates with one or more persons, the head of the body shall ensure that, if the communication is an oral one and the person has a hearing problem sign language shall be used. Section 38(2) If the communication is a written one, and the person or persons aforesaid have a visual impairment and as far as practicable, the contents of the communication are accessible to persons with visual impairment to whom adaptive technology is available to section 38 (3). The head of a public body shall, as far as practicable, ensure that, information published by the body, which contains information relevant to persons with intellectual disabilities, is in a clear language, legible and easily understood by such persons. Therefore, it is clear that there is a high possibility that PWD is not aware of the tourist attractions because the existing marketing and promotional strategies don’t grant accessible marketing strategies.

Inaccessible marketing strategies will act as a barrier to PWD as this will not only affect their desire to visit tourist attractions but also it will make them feel segregated and unwanted. Various disability studies have pointed out that word of mouth from close relatives and friends; internet, social media and travel guides are crucial sources of information to PWD when planning to travel (Ray and Ryder, 2003; Roko, 2018). Therefore, if these methods could be combined with other communication systems such as the use of sign languages, visual

assistive technologies, use of sound mobile apps, user-friendly devices and inclusive website design will make the promotional activities appealing to all people regardless their physical characteristics. Thus, it is urged that the accessible marketing strategies be formulated and incorporated in the tourism policy so that service providers such as TAs, TOs, hoteliers, destination managers at various tourists' sites will have a clear guideline on how to market the attractions to this target market.

### **Cultural Tourism strategies**

Tanzania is rich in terms of cultural attractions ranging from museums, antiques, rock paintings, cultural heritage, historical sites, old towns, traditional dances, historical caves as well as festival activities. As a result of these attractions, the country was able to attract visitors both from within and outside the country. Surprisingly, a good number of residents were able to sample these attractions compared to international visitors. For example, in 2017 about 66,100 residents were seen visiting various museum centres compared to 11,353 international visitors who visited similar attractions. Table 1 presents a summary of visitor's arrivals in various museum centres in 2017. This trend could be explained by the fact that the country has been seen as a destination for a wildlife safari. This is why less number of international travellers were seen in various cultural attractions as presented in Table 1 and Table 2.

**Table 1 Visitors Arrivals at Various Museum Centres in Tanzania in 2017**

<b>S/N</b>	<b>Centres</b>	<b>Domestic Visitors</b>	<b>International Visitors</b>	<b>Total</b>
1	Village Museums	30,902	2,989	33,891
2	Arusha Declaration	6,556	290	6,846
3	Majimaji	4,323	109	4,432
4	Mwl. J.K. Nyerere	7,911	204	8,115
5	Natural Resources Museum	6,540	2,243	8,783
6	House of culture	9,868	5,518	15,386
	<b>Total</b>	<b>66,100</b>	<b>11,353</b>	<b>77,453</b>

Source: URT (2017)

For the past three years (i.e., from 2015- 2017) similar trend has been seen whereby more domestic travellers visited various antiquity sites compared to international travellers (URT (2017)). Table 2 presents a summary of visitors arrivals at various antiquity sites for 3 years (i.e., from 2015-2017).

**Table 2 Trends of Visitor Arrivals at Various Antiquity Sites from 2015-2017**

<b>Antiquity Site</b>	<b>Visitors</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Kaole	Residents	20,877	17,312	13,770
	Non residents	524	350	445
Amboni	Residents	16,040	9,829	23,387
	Non residents	420	308	432
Isimila	Residents	2,587	2,116	1,828
	Non residents	424	445	450
Bagamoyo old Boma	Residents	8,141	14,234	8,690
	Non residents	761	906	829
Kalenga	Residents	2,203	1,649	1,496
	Non residents	223	19	111
Kilwa	Residents	2,667	2,360	1,221
	Non residents	800	755	431
Mbozi	Residents	1,723	1,672	58
	Non residents	69	92	159
Tongoni	Residents	488	327	159
	Non residents	115	180	98
Ujiji	Residents	4,335	3,607	3,516
	Non residents	202	108	188
Kwihara Tembe	Residents	217	501	500
	Non residents	14	17	40
Kondoa	Residents	1,197	1,574	1,936
	Non residents	254	253	350
Caravan Serai	Residents	4,781	4,286	2,559
	Non residents	286	281	375
Mwl. J. K. Nyerere Memorial House Magomeni	Residents	-	-	276
	Non residents	-	-	29

Source: URT (2017)

Despite these attractions, the existing cultural tourism strategy focused specifically to develop cultural tourism through festive activities, exhibitions, promoting visits to various historical and cultural sites such as museums, monuments, archaeological sites local as well as local dance performances. The strategy further highlights issues related to the marketing of local tourism products and encouraging cross-cultural tourism without destroying the indigenous culture. Additionally, the strategy openly highlighted the need for a special programme to be designed for youth and aged people to visit local tourist attractions so that they can learn and appreciate their culture. This strategy ignores the fact that in Tanzania there are PWD and these people have the right to learn their culture just like another citizen. They have the desire to participate

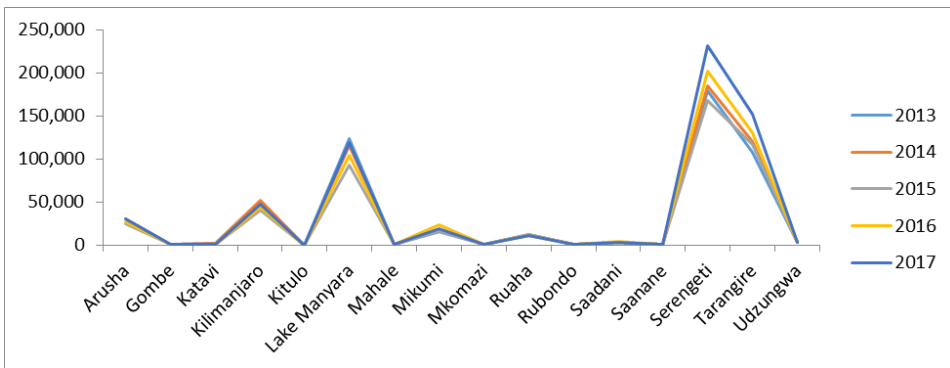
in historic activities like another able-bodied person (Allan, 2013). Historic and heritage places are important not only for their architectural and historical nature but also are seen as the masterpieces attracting tourists in many countries. They are also seen as the must-see places (Ayse, 2017). Participation in recreation and cultural tourism is considered to be a therapy because it directly assists in improving peoples' quality of life (Olodokun, Ololajulo and Oladele, 2014).

Persons with Disability Act of 2010 section 55 (1) states that “a PWD shall be entitled to take part like any other citizen in cultural life in the society without discrimination”. Section 55(3) highlights that “ The Minister shall, in consultation with the council and the Minister responsible for cultural affairs, take all effective and appropriate steps to ensure that PWDs (a) enjoy access to cultural materials in all accessible formats (b) enjoy access to TV programmes, films, theatres and other cultural activities, in all accessible formats (c) enjoy access to places for cultural performances or services, including theatres, museums, cinemas, libraries and tourism services”. People with disability have the same motive to travel for nature-based areas as the able-bodied individual (Chikuta, du Plessis and Saayman, 2017). The desire for enjoying nature, spending quality time with family and escaping the mundane city life are among the push factors influencing this target market to visit nature-based destinations. One of their preferred leisure activities involves visiting cultural and nature activities (Ray and Ryder, 2003; Allan, 2013; Chikuta, du Plessis and Saayman, 2017). This target group is reported to be satisfied when they participate in challenging natural and wilderness activities than an able-bodied person (Zeller, 2008). Their desire to visit wilderness areas includes the desire to achieve personal challenge, to increase confidence, for self-understanding as well as for social adjustment (Stringer and McAvoy, 1992). This finding supports the argument that it is wise to include this emerging market in the cultural tourism strategy because some of the cultural sites in Tanzania somehow caters for their needs although limited designated facilities, inadequate fund, shortage of skilled personnel to communicate with visitors with disabilities are among the key challenges that hinder its effective operations to fully accommodate them (Lwoga and Mapunda, 2017).

### **Domestic Tourism Strategy**

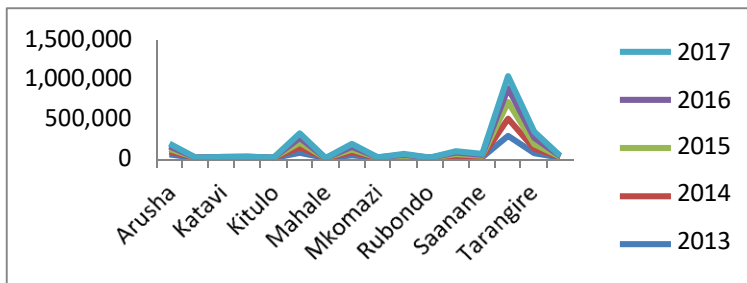
It is well known that Tanzania is blessed with abundant tourist attractions that attract thousands of visitors from different parts of the world. However, most residents of this country have failed to visit most of the attractions due to financial limitations, poor customer service, poor communication and inadequate information regarding the existing tourist attractions and high priced tourism products/services (URT, 1999; Anderson, 2010; Mariki et al., 2011). In order to resolve these problems the government embarked in collaborating with the private sector to boost this market by establishing the tourism teaching colleges with the aim of improving customer services in tourist sites and hotels,

setting of preferential rates specifically to accommodate them, renovating infrastructure and increasing promotional campaigns to attract and encourage residents to visit various attractions. Despite government efforts, no significant changes have been reported so far. The arrivals of residents to various tourist attractions are not in the same pace as internationals. For example, Figure 1 and Figure 2 show visitors' arrivals of the two travel markets in various national parks from 2013 to 2017. Resident's arrivals to various cultural and historical heritage sites only surpassed the rate of international arrivals (see Table 1 and Table 2).



**Figure 1 International Visitor Arrivals at Various National Parks from 2013-2017**

Source MNRT (2017)



**Figure 2 Residents Visitor Arrivals at various National Parks from 2013-2017**

Source MNRT (2017)

The existing domestic tourism strategies have focused on promoting tourist attractions to secondary school students and people who are working in various institutions. The strategy ignores the fact that the country has PWDs and this target group needs special care and attention. Issues of renovating infrastructure, offering a preferential fee, improvement of customer service will not matter if

there will be no accessible facilities to accommodate them. Accessible information, accessible transport system, accessible accommodation, accessible communication, accessible facilities at various attraction sites and skilled personnel who can communicate with them are the key things that are needed by this emerging market. PWDs are facing many challenges that affect their desire to fully participate in tourism. To them, participation in tourism activities involves more than just purchasing a ticket or booking accommodation (Yau, McKercher and Parker, 2004). Infrastructure with easy access as well as a variety of accessible products must be offered by the tourism service providers to fully offer accessible tourism (Darcy and Pegg, 2011). Facilities at the tourist attraction sites need to have features that support wheelchair travellers, enough room spaces, sensory access such as tactile markings, signs/labels, hearing augmentation systems and audio cues for lifts and lights.

### **Conclusion**

Overall, tourism policy was able to offer clear guidelines on how things should be operated. The responsible organs to handle various tourism issues in the country have been clearly outlined. Women, youth and older people have been mentioned and their roles in various specific policy strategies have been clearly defined. However, the policy has remained silent on issues of PWDs. Issues of marketing and promotional activities, cultural tourism as well as the development of domestic tourism strategies shouldn't exclude this target group, because such travel market sees travelling as one of the ways to regain their independence and feel normal again (Shi, Cole and Chancellor, 2012). To them, travelling acts as the rehabilitation process since leisure trips stimulate their mental capacities. This travel market is constantly increasing due to the infrastructure development, change of technology, increasing life span, and decrease in communicable diseases as well as improved medical technology (McKercher, Yau and Lam, 2003). Previous studies have highlighted that this travel market is unique in the sense that they prefer to travel during low season to avoid complications of being in an overcrowded environment. Hence, this target group can be used as an alternative source of income when other travel market fails to perform due to seasonality (Shi, Cole and Chancellor, 2012).

TTB, MNRT and other key tourism stakeholders should look at this market as an opportunity to expand their customer base and to gain competitive advantage. It is considered a golden opportunity to capture this travel market (Naniopoulos and Tsalis, 2015) because such people take many trips worldwide and spend a lot when they travel (Lipp and Van Horn, 2007) and they prefer to travel with company either with assistants or family members (Darcy and Buhalis, 2010; Roko, 2018). Therefore, for every booking or trip done by PWDs is a business deal because at least a double income may be generated (Darcy and Buhalis, 2010). Therefore, it is a profitable business for the tourism industry if policymakers will start appreciating the role of this travel market and make sure



that their needs are included in the policy. PWD are believed to be loyal and have the tendency of spending more time at the destination than the abled person (Vila, Darcy and González, 2018).

MNRT and TTB have the ability to convince both government and private organizations to invest in providing accessible tourism but these issues have to be clearly covered in the policy. It is recommended that policymakers should make sure that accessible infrastructures, as well as accessible facilities, are included in the product development policies as this will provide a guideline to tourism stakeholder's to prepare themselves to host this emerging travel market. Furthermore, the existing marketing strategies should also include accessible means of communication such as the use of braille, voice recorder instruments, sound mobile apps, user friendly websites, signs, symbols and large printing materials as this will offer an opportunity for PWDs to get clear marketing messages regarding the existing tourist attraction sites from the service providers. Additionally, domestic tourism and cultural tourism strategies should be designed to include the needs of PWDs because previous studies have indicated that this target group enjoys taking part in cultural activities, these strategies should highlight issues related to universal designs, accessible infrastructure, accessible facilities to attract the growing needs of this market. Currently, the government is in the process of reviewing national tourism policy of 1999 but the revised policy should be aligned with the needs of PWD as they have been stipulated in the Persons with Disability Act of 2010, Transport Sector Investment Programme of 2007/8-2011-12 and the National Transport Policy of 2003.

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