

Concept on Reviewing the National Tourism Policy of 1999

Introduction

Tourism is a major sector contributing to the increase in government revenues in which it contributes more than 17% of GDP. The sector contributes approximately 1,500,000 direct and indirect jobs. In addition, the Tourism Sector has marked its first position in generating the foreign currency (25%) over the past four consecutive years (2012 - 2015). This is a cross-cutting sector, so it is a catalyst to the development of other sectors such as Agriculture, Industry and Infrastructure and it holds a second chance in attracting investors. Given the importance of this sector for national development, various strategies have been put in place to make this sector more economic. By 2015, the number of tourists in the country was 1,137,182 and earned a total of US \$ 1.9 billion revenue. By recognizing tourism opportunities for our nation's sustainable development, it is clear that we need a comprehensive tourism policy that provides guidance for the best management and performance mechanism in this sector.

Justification for Reviewing the National Tourism Policy, 1999

- i.) The Tourism Policy was first formed in 1991 and was revived in 1999 due to the economic and social changes in the country, particularly the government's withdrawal from the ownership and operation of tourism services and the private sector.
- ii.) Currently, new guidelines for the tourism sector (i.e. the tourism policy, 1999, and the Tourism Act 2008) are needed, to eliminate the interruptions between the various institutions involved in the entire tourism industry.
- iii.) It is not outlined how the variation of the range of sectors relevant to tourism such as; Wildlife Policy 2007, PPP Policy 2009, Forest Policy and Investment Policy as well as its Law 1997; they can affect tourism.
- iv.) Apart from the current policy (National Tourism Policy of 1999) focus on enhancing tourism for economic growth and poverty eradication, tourist attractions/resources (wildlife, beaches etc.) continue to be used without having direct benefits to ordinary citizens. At the same time, tourism is now being launched in areas outside the reserve where by the the Ministry of Natural Resources and Tourism does not have direct management and

authority in the implementation of tourism policy and thus contributing to more damage to environment and resources without having a positive effect on the industry.

- v.) Tanzania aims to focus on Industrial Development by 2025, and it has not been made clear how tourism industry is planning to participate in such progress. The sector's perspective is to increase the revenue of the country and continue to lead in foreign exchange generation, as well as to reduce the poverty in the country, for example:
 - a) The methods used to promote our tourism abroad are very expensive compared the country's capacity, and make it unsuitable, so these methods need to be improved based on technological changes current (such as internet, phone etc.)
 - b) There was still no sincere inspiration for promoting local tourism along with our culture, expanding the scope of tourism resources (products) and tourist sites as the Tourism Policy of 1999 directs.

- vi.) As tourism is a cross-cutting issue and involves stakeholders of various sectors, the process of engaging and coordinating these stakeholders is weak and has failed to bring about the results expected by the 1999 Policy. This situation has been contributed by having no clear relationship between different stakeholders and the Ministry of Natural resources and Tourism thus undermine the development of tourism in the country. An example is how the Ministry of Natural Resources and Tourism is collaborating with the President's Office, Regional Administrative and Local Government (PO-RALG) to oversee tourism in areas especially under the Local Government's Authorities Creating a friendly environment for a common citizen participating in or participating in tourism business without having a tax burden and multiple levies.

- vii.) There has been a disagreement among different stakeholders of the Tourism Sector on how Tanzania's tourism is managed and operated. Their opinion is about how this situation will improve and bring more benefits, the issue will be considered by adjusting the Tourism Policy.

- viii.) Since the development of tourism sector in the country is experiencing various challenges, there is a need to identify and utilize the opportunities offered by the tourism industry. The contribution of this sector to foreign exchange revenue is substantial, especially through areas outside our reserves that have been great tourist attraction for many years to the tourism. For that reason it is important to adjust the existing Tourism Policy to suit the national, zonal, and regional (EAC and SADC) with the International initiatives, attitudes Protocol and Agreements relating to Tourism.

Invitation to Participate in the Policy Review

Given the above-mentioned factors as well as the other, and to ensure Tourism is enhanced and developed in the country, and ensure you contribute to The most significant level in promoting the sustainable economy of Tanzania, the Ministry of Natural Resources and Tourism have decided to revive the 1999 Tourism Policy. For that purpose, The Ministry is collaborating with the ESRF, TPSF and TCT, to conduct the whole exercise of policy review. In pursuit of this, it is legal obligation to involve stakeholders in various sectors in the review by contributing to idea and proposals that will improve the existing policy so that it can be inclusive and modern. To enable stakeholders in most parts of the country participate and give their inputs the Ministry have organized workshops in six (6) zones, of mainland Tanzania and one of Zanzibar, namely:-

- 1) Coast Region (Dar es Salaam, Lindi, Mtwara and the Coast)
- 2) Southern Highland Region (Iringa, Ruvuma, Njombe, Songwe and Mbeya)
- 3) Mbeya)
- 4) Central and West Region (Dodoma, Tabora, Singida and Morogoro)
- 5) Western Region (Rukwa, Katavi and Kigoma)
- 6) Lake Victoria Region (Mara, Mwanza, Shinyanga, Kagera, Geita and Simiyu)
- 7) North East Region (Arusha, Kilimanjaro, Manyara and Tanga)
- 8) Zanzibar (Zanzibar)

Policy Priorities to Put into Consideration

1. Focus on sustainable tourism with a friend of the environment
2. Integrating tourism with other sectors, such as agriculture, industries, contacts, etc.
3. Development, management and tourism coordination in areas outside the park, particularly under the Local Government Authorities.
4. Expand the scope of areas (products), tourism services and marketing
5. Managing international and regional cooperation in tourism issues
6. Use of particular technologies in advertising tourism
7. Strengthening tourism relations between Zanzibar and Mainland.
8. Structure and Tourism Sector Framework
9. The prospects for the Tourism Sector in policy implementation and various programs in the country such as; Sustainable Development Plans (SDGs); National Development Vision 2025; etc