

Vol. 08 No.1 | Global Crises and Tourism

Vol. 08 Article 5 | August 2021

Copyright: © 2021 Kessy D. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

The Future of Tourism: Post Pandemic Tourism in Tanzania

Kessy D¹

¹Department of Tourism and Hospitality Management, St. Augustine University of Tanzania, P.O. Box 307, Mwanza - Tanzania

E-mail: ¹delphinekessy@gmail.com

Received date: June 05th, 2021; Accepted date: July 30th, 2021; Published date: August 30th, 2021.

Page No: 36 - 49

Abstract

Covid-19 pandemic has resulted in many impacts from which the tourism industry has suffered the major economic consequences apart from the emergence of the social distancing regulations. There has been less travelling both internationally and intra-nationally resulting to less spending on leisure activities due to the high demand for health and safety. Despite the fact that it is difficult to estimate these losses, the WTTC Report for 2021 stated that over 110 million jobs and US\$ 4.5 trillion were lost worldwide in 2020. In terms of transport alone, the pandemic trimmed the wings of about 40 global airlines which had previously contributed to the booming of global business. Hospitality, one of the hardest hit sectors, had almost no demand in 2020 and recorded a decline of 54 per cent in occupancy levels. The aviation sector recorded a decline of 52.5 per cent. Many work-related programs had changed their working structures. Instead of people working at places of work, they were working remotely from home.

With this fast-growing industry sending wealthy tourists, Tanzania had reached 1.5 million tourists in 2019. It was expecting to hit 2 million in 2020. Just the opposite has happened. There was a 47 per cent drop in the number of visitors compared to the 2019 numbers. This paper will analyze the current situation of the tourism industry in Tanzania. It will also try to predict its future by using mixed methods of data collection. In addition, the study recommends some key rebuilding strategies for the industry.

Keywords: Covid-19, International travel, Global business, Tanzania, Rebuilding strategies

1.0 INTRODUCTION

The coronavirus commonly referred to as Covid-19 has brought massive devastation to the growth of tourism industry worldwide. The pandemic became a major travel inhibitor irrespective of the more developed or the less developed world. Prior to the crisis, the global business of tourism had enjoyed very promising growth for the last four decades. Globally, it was predicted to reach 1.56 billion visitors by 2020. Of these, 1.18 billion would be intraregional, and 377 million would be long-haul travelers. Long distance travelling is also categorized as long-haul travel. It was growing at 5.4 per cent per year more than intraregional travel which grew at 3.8 per cent. Africa's GDP was projected to rise at 3.2 per cent (UNWTO Tourism 2020 Vision, 2020). Also, from a global perspective, domestic tourism was also rising, most notably in Asia Pacific which experienced a growth of over 50 per cent. The three biggest domestic markets are China, India and America. Rifai (2020a) noted that in Europe, 75 per cent of the traffic in tourism is domestic. However, developing countries are heavily dependent on foreign and inbound tourism. Kessy et al (2018) asserted that developing countries rarely embark on tourism trips for leisure. However, tourism of all kinds has an ability to create strong income and employment multiplier effects. This gives socio-economic benefits to the host countries.

Domestic tourism in Africa, particularly East Africa, has experienced slow growth. In 2020, Tanzania's tourism growth was expected to hit 1.9 million international visitors. It was expected to generate about US\$ 2.9 million. Before the pandemic, tourism in Tanzania was growing at a rate of about 3 per cent for three consecutive years. In contrast to the optimistic predictions, tourism in Tanzania has in fact suffered its greatest crisis ever since 1950. Thanks to the sudden and unpredicted outbreak of Covid-19 (Masare, 2020; UNWTO, 2020 and Kessy et al, 2020), the pandemic made Tanzania's economy which had been ranked as one of the fastest growing economies in the world to suddenly not grow as fast as had been expected. Instead, the World Bank (2020) predicted that the country's GDP would only average growth of 4.5 per cent in 2020 compared to 6.9 per cent reported in 2019. Other studies reported that Tanzania's real GDP would fall to 2 per cent from 6.9 percent in the previous year while the per capita growth was negative for the first time in the last 25 years (Nabeta, 2021).

Tanzania is not an island insulated from the impact of the pandemic. As a long-haul international destination, it was hit very hard by COVID-19 pandemic. Many cases of tourism firms having to close businesses have been reported. A large number of people had lost their jobs.

The tourism earnings fell by about 59.2 per cent (US\$ 1.06 billion) while the number of visitors declined from 1,527,230 in 2019 to 616,491 in 2020. Tourism's decline reduced the earnings of export goods and services by US\$ 849.3 million (Ndal, 2021; Masare, 2021 and BoT, 2021). Although it is argued that Africa's economy had suffered relatively fewer losses worldwide, it is estimated that the East African tourism sector lost about 92 per cent of its cash flow in the 2020 (ADB, 2021). However, it is believed that Tanzania earned more than its counterparts because it did not impose stringent mobility restrictions. In fact, it lifted travel restrictions as early as May, 2020. By contrast, in Kenya, it is estimated that US\$ 1.36 billion was lost during the collapse of its tourism industry in 2020. In the previous year the country earned US\$ 1.54 billion (Anami, 2021). The World Travel and Tourism Council estimated that tourism contributed 9 per cent and 10.7 per cent to Kenya's GDP in 2018 and 2019 respectively (WTTC, 2021). The decline in tourism was associated with the depressed traveler's confidence. Travel restrictions imposed all over the world resulted in reduced airline travel and shipping. These have a significant impact in the shrinking of the tourism's contribution to the GDP. Hence, in spite of the early lifting of travel restriction in Tanzania, its tourism did not earn as much as was expected.

Nabeta (2021) argued that the pandemic caused firms, buyers and consumers to take precautionary measures. This behavior hindered consumption and production as well as imports. Tanzania as a country depends heavily on inbound international tourism. Domestic tourism has just started to receive more attention. A high percentage of the traditional source markets for tourists to Tanzania has been consistently concentrated in the US, UK and Europe despite continuing recommendations for diversifying the tourist base. These countries had the worse Covid-19 situations with many negative travel advisories which were been issued from time to time during the pandemic. This paper will now focus on the current situation and the future of the tourism industry in Tanzania while proposing strategies for its possible recovery.

2.0 LITERATURE REVIEW

According to Faria (2021), GDP [Gross Domestic Product] denotes the wealth generated in real items of products or services. GDP may be calculated in three ways. It can use expenditure, production or incomes and adjust them to the population and rate of inflation. In 2019, the WTTC reported that tourism in Tanzania contributed about 1,550,000 jobs. This is equivalent to 11.1 per cent of the total employment. It generated Tsh.

6,138.6 billion (US\$ 2.6 billion) from visitor spending and is equivalent to 32.7 per cent of total export since tourism is considered to be an export service (WTTC, 2021). International income from tourism in Tanzania stood at 84 per cent for leisure visitors while 16 per cent was for business activities. In addition, the proportion for international visitors was 68 per cent while only 32 per cent were domestic. It is also estimated that one in every four jobs was created in tourism (Nielsen, 2020). Globally, tourism created 330 million jobs which was equal to one in every 10 jobs (Nielsen, 2020).

Table 1: International Visitor Arrivals and Receipts in Tanzania, 2005 – 2020

Year	Number of Visitor Arrivals	Annual Change (per cent)	Receipts (US\$ Million)	Receipts (Tsh.) 000,000
2008	770,376	7.14	1,288.70	1,520,429.11
2009	714,367	-7.27	1,159.82	1,511,704.59
2010	782,699	9.5	1,254.50	1,767,967.85
2011	867,994	10.89	1,353.29	2,107,613.85
2012	1,077,058	24	1,712.75	2,691,929.18
2013	1,095,884	1.7	1,853.28	2,962,653.40
2014	1,140,156	4	2,006.32	3,316,647.59
2015	1,137,182	-0.26	1,901.95	3,774,443.94
2016	1,284,279	12.1	2,131.57	4,640,641.05
2017	1,327,143	3.2	2,258.96	5,040,191.55
2018	1,505,702	11	2,412.30	5,855,154.48
2019	1,510,151	0.29	2,612.8	6,076,850.24
2020	616,491		1,060	2,465,348

Source: Adapted from MNRT, 2019 Statistical Bulletin

Since 2013, tourism has contributed about 11 per cent of the Tanzania's GDP but other studies report only 9 per cent (Faria, 2020 and WTTC, 2019). However, it is estimated that sectoral contribution of tourism to Tanzania's GDP was 17.5 per cent in 2017 where in

Zanzibar it contributed a third. It is also reported that tourism was a source of 80 per cent of the Zanzibar's earnings and contributed 25 per cent of foreign currency earning (Maghembe, 2017). In 2020, the contribution must have had declined due to different measures that were put into effect to control the spread of the coronavirus COVID-19. Tour companies have lost business while employees have lost their jobs. The hospitality industry has suffered the largest losses and there were hardly had any inquiries about trips to Tanzania.

Globally, the Middle East region was a top performer in hospitality during 2020, with average occupancy of 45.9 per cent in which UAE had an average occupancy of 51 per cent and an average daily rate of US\$ 114 (Maaty, 2021). Other places like the Caribbean had hotel occupancy averaging between only 10 per cent and 30 per cent. The average daily rate was less than 20 per cent. In trying to quantify the impact of Covid – 19 in the US, Sharma and Nicolau (2020) found that each of the industries in the travel sector had experienced a fall because of the pandemic. The hardest hit sector was the cruise lines sector (Sharma and Nicolau, 2020). When Nielsen (2020) studied the impact of Covid-19 to tour and travel companies in India, he found that entire properties or hotels were shut down with zero operations while others had partially operated (48 per cent occupancy). It was because they were used by the government for quarantine during lockdowns or used as hostels for local people (Nielsen, 2020). The same study revealed that 65 per cent of the hoteliers would reduce their workforce to control cash flow. Over 50 percent reduced their salaries while a bailout from the government was at 44 percent (Nielsen, 2020).

According to Central Bank of Kenya Economic Survey (2020), in 2018 and 2019 accommodation and restaurant services sectors were a key contributor to the strong performance of the service sector in Kenya where the contribution stood at 16.6 per cent and 10.3 per cent respectively. Total employment by these sectors reached over 9 million people with formal employment at about of 89,900. The performance of the two sectors were largely supported by conference tourism which was operating at only 35 per cent in the month of May 2020 compared to an increase to 89 per cent in 2019 (Central Bank of Kenya, 2020). The hotel industry is among its four pillars of travel and tourism. Others are the airlines, cruise lines, car rentals and travel agencies (Sharma and Nicolau, 2020). Tourism demand is sensitive to crisis events such as economic crises, epidemics, pandemics, natural disasters and terrorist attacks. As results there are

various organizational changes in the economy today that may have resulted from the pandemic. For example, less air travel, commuting, and commercial retail activity at brick-and-mortar shops and restaurants as well as the persistent effects of larger government deficits caused by increased health care costs. However, those reduced activities were thought to reduce the greenhouse gas effects in 2020 according to Dwortzan (2021).

In Tanzania hotels, restaurants and conference centers also felt the pinch of the Covid-19 outbreak. According to the Tanzanian Bureau of Statistics (NBS, 2021) in December 2020 every hotel facility with 30 employees or over was forced to close down its business. Prior to that, the hotel industry was growing at a rate of over 8 per cent for three years consecutively. However, the overall perception of the accommodation facilities was that they were too expensive. The peak rates and months for each year were 54 per cent in August and September for the year 2017, 60 per cent in July 2018 and 61.5 per cent in September 2019. Normally, the months of July to September are the tourists' peak period in Tanzania. Average spending per day stood at US\$ 411 per cent for packaged tourists and US\$ 136 for non-package per night (International Visitors Exit Survey 2017). It is argued that the sectors of accommodation and restaurants shrank by 25.1 per cent in 2020 due to the effects of Covid – 19 in the tourism source markets (Faria, 2020). Before the Covid-19, tourism was expected to provide 622,000 direct employment in 2020. However, a study conducted in June and July 2020 by the World Bank covering about 1,000 small and medium sized enterprises in Tanzania revealed that over 135,000 formal jobs were lost. In the same study more than 2 million nonfarm informal workers also lost their income while sales in the firms had decreased by 36 per cent.

In the transport sector, globally more than 40 airlines collapsed despite billions of money committed by governments to support them with an estimated loss of US\$ 118.5 billion in 2020, apart from debts which hit US\$ 651 billion. Regardless, the Global cargo demand measured in Cargo Ton Kilometers (CTK's) was up by 1.1 per cent and 3 per cent compared to 2019 and 2020 respectively. Normally, air travel like any other tourism related activity is correlated to the growth of GDP. Hence, if the links between the sectors is weakened, the effects are felt through the GDP as well. Before the pandemic the aviation sector contributed about 7.7 million jobs in Africa, while in Asia-Pacific there were 46.7 million and in the Middle East 3.3 million (Air Transport Action Group, 2020). During the pandemic the travel business had reduced while Zoom, Microsoft's conferencing

program, has become a substitute for in-person meetings (IATA, 2021). The airline industry, which normally connected people and economies, remained on the ground. This resulted in cuts on both short and long-haul travel. The aviation supported jobs were reduced by 45.5 per cent (approximately from 41.7 to 46 million job losses). Direct aviation jobs (at airlines, airports, manufacturers and air traffic management) fell by 4.8 million - a 43 per cent reduction compared to pre-COVID-19 pandemic levels (Air Transport Action Group, 2020). For example, 39,200 special repatriation flights took nearly 5.4 million citizens home after borders closed in March, 2020. This was paralleled by 46,400 special cargo flights which transported 1.5 million tonnes of cargo (Air Transport Action Group, 2020). Included in the cargo statistics were the medical equipment sent to areas in need during the peak of the pandemic response.

The International Air Transport Association (IATA) argue that while the domestic Revenue Passenger Kilometers (RPKs) will recover to 2019 levels by 2022, airlines need more money from governments to assist in their operational costs. Future bookings especially for the summer (July – August, 2021) were 78 per cent below levels of February 2019 (IATA, 2021). IATA further reported that although customers regained confidence for travel in the major European markets, there were still challenges for air travel in sub-par airline share price. The capacity data for the first two months of 2021 versus the same period in the previous year show that Africa has a strong recovery in domestic markets, although there remains notable variation. Traffic stood at 66.1 per cent, capacity at 54.2 per cent and load factor at 18.4 per cent (Maslen, 2021). East Africa leads with the recovery of domestic capacity. For example, in the year 2021 Tanzania has a similar domestic capacity offering compare to the same period in the previous year (0.8 per cent) while in Algeria and Kenya levels are down to less than 10 per cent. Moreover, the overall domestic flow stands at 38 per cent. International schedules have the capacities down even more than half year-on-year in January and February, 2021 standing at 57.5 per cent although the overall variation remains high (Maslen, 2021). Ethiopia, Nigeria and Tanzania had their offerings above half the levels of 2019 while Mauritius and Algeria had not yet recovered even to 10 per cent of international capacity over the comparable periods. They performed the worse of all across Africa (Maslen, 2021). Nigeria is performing better compared to other African airlines.

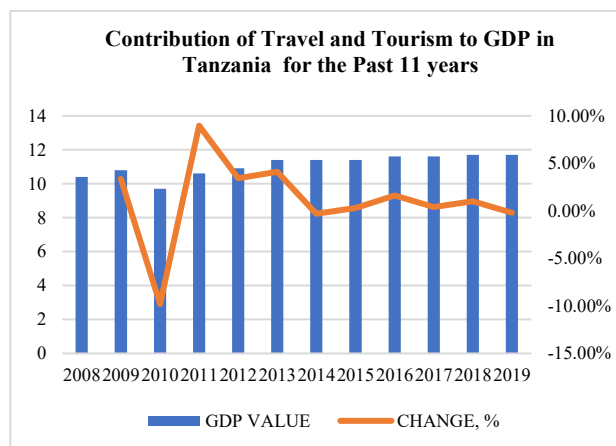
According to ESRF (2020) Tanzania's transportation and storage sector employ 521,698 people with GDP contribution of 6.48 per cent and 3.2 per cent in Tanzania Mainland and Zanzibar respectively. The sector's

contribution to the forex revenue is estimated at 14.56 per cent. Air travelers stood at 5.7 million in Tanzania Mainland of which 2.7 million were international passengers in 2019 (ESRF, 2020). International airlines currently operating in Tanzania are more than 10 including Emirates, Ethiopian, KLM, and Qatar Airways.

In East Africa, executives at Kenya Airways, RwandaAir and Uganda Airlines all conceded that they operate in a very challenging business environment. It has seen rises in costs, cutbacks in capacity and a revision of business projections (Gahigi et al., 2021). During the pandemic, the situation worsened because of the tightened borders, especially from the tourism source markets such as Canada, UK, Germany, Japan, France and America. Moreover, the existence of quarantine requirements on arrival to these and others countries also reduced demand. Demand for cargo operations in the East Africa contracted by 1.7 per cent year on year in November, 2020 as a result of underperformance of Asia-Africa route which was down to 4.5 per cent (Gahigi et al., 2021).

Another issue which reduced the number of travelers is the frequent travel warnings and alerts. They had affects especially on travelers from Western countries. While RwandaAir was operating at 50 per cent of the capacity across its network, Kenya Airways reported an increase in a half year net loss of 67.3 percent to the \$132 million due to disruptions of Covid-19. Kenya had to lay off about 857 staff including 44 per cent of its pilot (Gahigi et al., 2021). The airline had earlier implemented pay cuts for employees since March, 2020. Uganda Airlines had launched commercial operation in 2019 and planned to increase its routes to 20 destinations. However, only half of the targets were achieved. It failed completely to launch the inter-continental services to London as well as Johannesburg, Lusaka, Dubai and India. The debt free Uganda Airline operates at 55 per cent. Generally, East African aviation has been severely damaged. The East Africa regional variation stood at -15.8 per cent for domestic flights and -53.4 per cent for international flights. (Maslen. 2021).

Figure 1 : Contribution of Travel and Tourism to GDP (%) for Tanzania for the Past 11 years



Source: Faria, 2020.

Although in a short period of time (between November 2019 until July, 2021) it was found that different studies had been conducted on the impact of Covid-19 (Faria, 2020; UNWTO, 2020; UNDP, 2020; Nielsen, 2020; Masare, 2020; Central Bank of Kenya, 2020; Sharma and Nicolau, 2020; Anani, 2021; BoT, 2021; Faria, 2021; Nabeta, 2021; Maslem, 2021; Ndal, 2021 and Walas and Kruczek, 2020). However, the major challenge for such studies was the unavailability of reliable timely information on the social and economic impact of the pandemic. Studies in Europe have found that the pandemic had impact on the economic performance of the tourism enterprises. Respondents who were planning to go on vacation were uncertain to comment about the future so they could not make any decision to travel (Profitroom, 2020; Walas and Kruczek, 2020). The impact of COVID-19 on health conditions have been seen in the deaths and sicknesses which occurred worldwide.

3.0 SURVEY OF TANZANIAN TOURISM STAKEHOLDERS

One empirical study by the author [Kessy, 2021] employed both secondary and primary methods of data collection in Kilimanjaro/Arusha, Zanzibar and Mwanza. Arusha, Kilimanjaro and Zanzibar are the tourist capitals of Tanzania. These three places were the hardest hit by the impact of Covid-19. Out of 75 targeted respondents only 57 were studied. Qualitative approach was used as a general methodology for this research. Face-to-face interviews and telephone interviews were given to 11 respondents while a questionnaire was administered to 46 respondents. Data collection was done in the months of February and April in 2021. As previously mentioned, tourism in Tanzania is concentrated to the Northern

tourism circuit of Arusha and Kilimanjaro, the Eastern Circuit (Dar es Salaam) and Zanzibar. Kilimanjaro and Arusha receive international tourists through Kilimanjaro International Airport (KIA) while Dar Es Salaam is served by Julius Nyerere International Airport (JNIA) and Zanzibar by Abeid Amani Karume International Airport (AAKIA). Mwanza represents other places of the country where tourism is just starting but also, with air space not very well connected internationally. Hence based on the proximity of the respondents, a convenience sampling procedure was applied to obtain the respondents.

Normally, qualitative studies avoid the use of measurements while describing a phenomenon in details to assist a researcher in understanding it from the participants' point of view. Despite that fact, this study applied a few quantitative approaches in the analysis such as the use of graph with numbers and percentages to help the reader to understand the situation easily. Creswell (2012) noted that qualitative studies have complex textual descriptions of how people experience a situation. They result in construction of social meaning because they are empirical and inductive in nature. According to Manwa (2017) qualitative research is an attempt to experientially study people subjected to conditions shaped by dynamics outside the researcher's control. With it the researcher report only what people say. The secondary data was obtained through different online conferences such as those of World Tourism Networks (WTN), International Tourism Investment Conference (ITIC) conferences and by the review of different monthly reports published online on the internet. The researcher is a member of the WTN, a network of over 820 tourism professionals from over 120 countries including over 20 states from North America. Hence, through this membership there was a chance to easily participate in those world forums. A total of three zoom conferences were attended. All of them were focused on the impact of Covid-19 and how to rebuild the tourism industry in the future. Data was collected from ten different categories of tourism stakeholders. The Tanzanian hotels studied were found in Kilimanjaro/Arusha, Zanzibar and Mwanza.

1 describes the demographic characteristics of the respondents in all 10 areas of tourism stakeholders where data was obtained.

4.0 FINDINGS

4.1 Characteristics of the Respondents

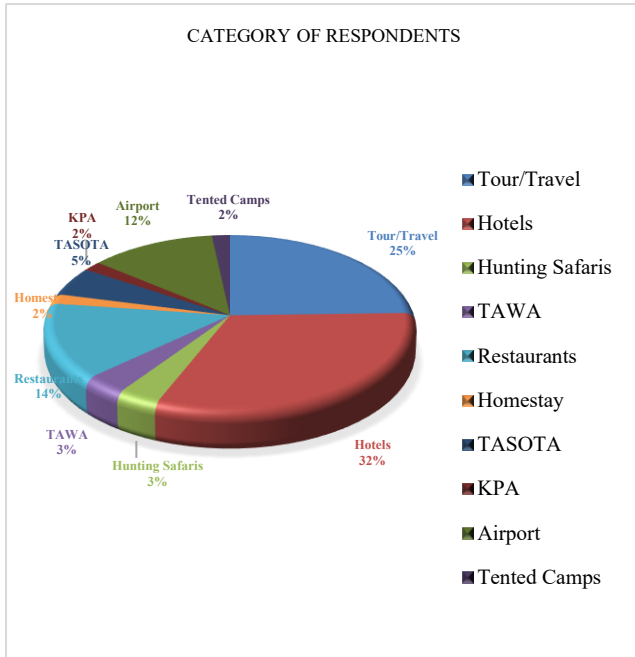
Majority of the respondents were between the age of 26-40 (42 per cent) followed by those who were at the age of 41-55 (33 per cent) and the lowest group was 25 years or below (25per cent). Gender distribution was 56 per cent male while female was 44 per cent . Most respondents were educated at the level of degree or college (77 per cent). Regarding marital status, 51 per cent of the respondents were married with families. Table

Table 1: Demographic Characteristics of the Respondents

		Demographic Characteristics of the Respondents (N= 57)											
		Age Group			Gender		Level of Education			Marital Status			N
		≤25	26-40	41-55	Male	Female	Primary	Secondary	College/ Degree	Married	Not Married	Others	
1	Airport	0	4	3	5	2	0	0	7	4	3	0	7
2	Tented Camps	0	1	0	1	0	0	0	1	0	1	0	1
3	Tour & Travel	3	7	4	10	4	0	7	7	10	4	0	14
4	Hotels	6	7	5	7	11	0	0	18	8	7	3	18
5	Hunting Safari	0	0	2	2	0	0	0	2	2	0	0	2
6	Tawa	0	1	1	1	1	0	0	2	2	0	0	2
7	Restaurants	5	2	1	2	6	5	0	3	0	0	8	8
8	Homestays	0	0	1	1	0	0	0	1	0	1	0	1
9	TASOTA	0	1	2	2	1	0	0	3	3	0	0	3
10	KPA	0	1	0	1	0	0	1	0	0	1	0	1
Total		14	24	19	32	25	5	8	44	29	17	11	57
Percentage		25	42	33	56	44	9	14	77	51	30	19	

Source: Field data, 2021

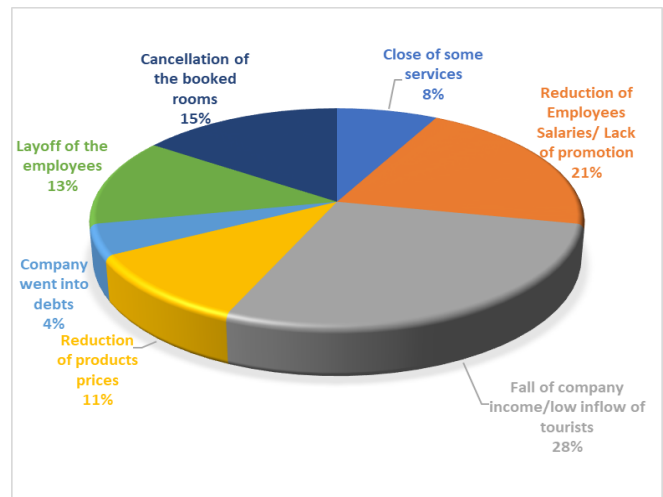
Figure 2: Categories of Respondents



Source: Field data, 2021.

Figure 2 shows the categories of respondents on which Covid-19 had an impact. In order of severity, the hardest hit was hotel industry (32 per cent) followed by the tour and travel companies (25 per cent), restaurants were (14 per cent) and airport (12 per cent). Destination Management Organizations such as TASOTA, TAWA and KPA recorded respectively 5 per cent, 3 per cent and 2 per cent. Both homestays and tented camps were only 2 per cent. In Zanzibar hotels had partial to no business since April until September, 2020. This was a period in which accommodation facilities were forced to send their employees on leave without payment. Most of tour and travel companies were forced to lay off employees. Moreover, restaurants and tented camps were forced to stop operating some of their facilities. The bed occupancy rate shrunk. Spending was reduced as the facilities were offering different rates to citizens, residents and even regional tourists in order to attract them to the market. Covid-19 made many organizations make internal analysis of their customers. This was the beginning of putting greater emphasis to domestic tourism. Collaboration between the government and the private sector resulted in various programmes and initiatives. It created an awareness of tourism and conservation related issues such as the organization of group tours. It was difficult to calculate the bed occupancy ratio due to unavailable reliable data.

Figure 3: Effect of Covid – 19 to the Operation of Tourism Businesses



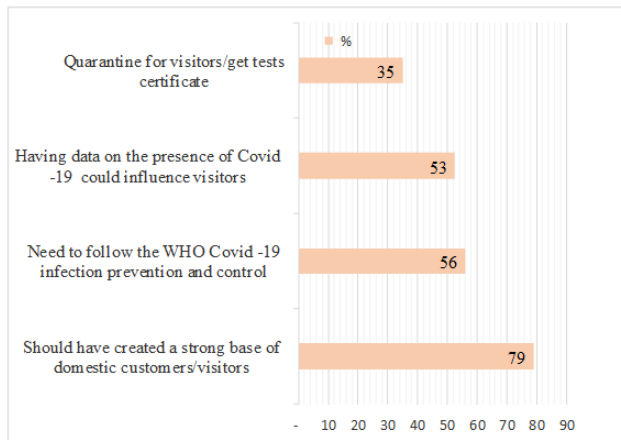
Source: Field data, 2021

4.2 Effect of Covid – 19 to the Operation of Tourism Businesses

The Covid-19 resulted into many impacts on accommodation facilities, tour and travel companies, transport companies and restaurants as shown in the Figure 3. The analysis found that a low inflow of tourists scored the highest per cent (28 per cent) while reduction and /or lack of employees promotion scored only 21 per cent. Other impacts were cancellation of the booked rooms (15 per cent), layoff of the employees (13 per cent), reduction of the products prices (11 per cent), closing of services (8 per cent) and falling into debts (4 per cent). In the airline industry there was unused labour for the airlines which did not layoff their employees. To the individual businesses, the Covid-19 pandemic resulted in reduced occupancy rates to less than 50 per cent . This parallels with the reduced number of visitors at about 60 per cent. This resulted in decreased sales by 70 per cent compared to the pre-pandemic period. The respondents were asked what could have been done. They stated that had the tourism and hospitality industry anticipated the crisis, they should have invested in domestic, regional and intraregion tourism. However, it is not currently the case. Most customers are international tourists. Hence, to encourage and increase businesses during and aftermath the Covid-19 pandemic, 79 per cent said the business operators should create a strong base for domestic tourism. More than half [56 per cent] said there is a need to follow the WHO Covid-19 infection prevention and control guidelines. About half [53 per cent] said that because Covid-19 is a global challenge, having data about it might have influenced global travels. Only 35 per cent of respondents thought that putting clients into quarantine

could have helped. Figure 4 shows the thoughts of the respondents on what could have been done.

Figure 4: What Could Have Been Done

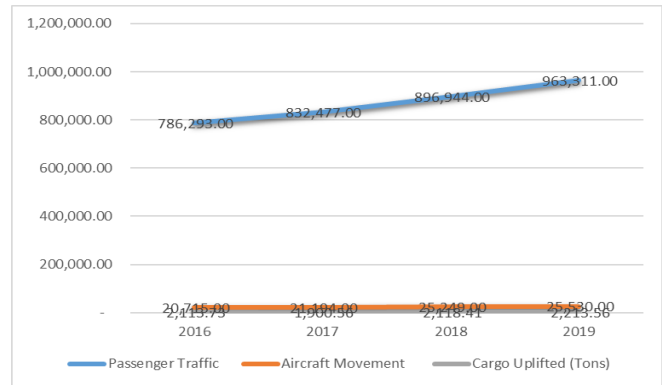


Source: Field data, 2021.

4.3 Effects of Covid-19 Pandemic on the Tanzanian Airline Industry

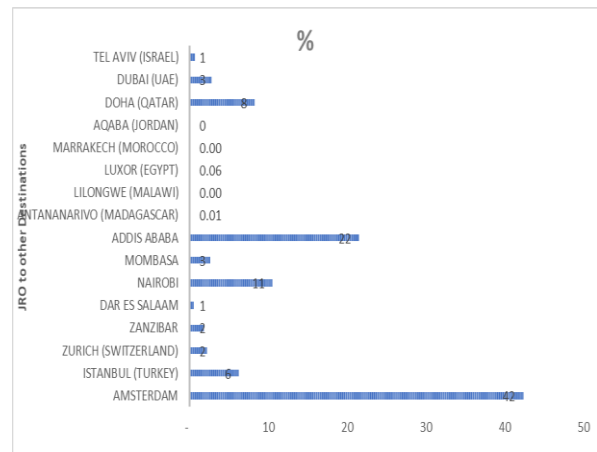
While studying the passenger traffic at Kilimanjaro International Airport (KIA), the researcher found that until 2019 the international visitor arrivals rate was 28 per cent . But for the year 2020 the international visitors’ numbers declined and to high extent the airport served domestic visitors. It is assumed that such a situation was also true for the other two main airports of Dar es Salaam and Zanzibar. However, KIA started to experience the raise in number of visitors in early September 2020. Traffic and freight analysis for common KIA linked destinations show that freight business is dominated by Europe. This is mainly Amsterdam (17,922 tons) followed by Istanbul (242 tons) which has been far below for about 10 years. The Middle Eastern market remained untouched. It should be noted that Arusha, Kilimanjaro, Manyara and Tanga are connected internationally by KIA. They are the main producers of high value horticultural crops (vegetables) with their main markets in Europe. The researcher could not easily obtain passenger traffic numbers at Julius Nyerere International Airport (JNIA) and Abeid Amani Karume International Airport (AAKIA). Therefore, it is assumed that the KIA might give a quick outlook of other airports in the country especially the busiest once. Although the chart below shows that the rate of increase of customers between the years is low (almost 2 per cent per year) still the average growth rate in passenger numbers for the past four years remained high (25.25 per cent).

Figure 5. Passenger Traffic at KIA between 2016 and 2019



Source: Kilimanjaro International Airport, April, 2021.

Figure 6: Traffic Analysis for KIA Linked Destinations (pax revenue traffic)



Source: Kilimanjaro International Airport April, 2021

5.0 THE FUTURE OF THE TOURISM INDUSTRY IN TANZANIA

Every respondent admitted that the tourism industry would never be the same again although each of them was hopeful that avoiding traveling would be impossible. Hotels, airlines, tours and travel companies had forward bookings which raised glimmers of hope although most of them were not confirmed yet. When respondents were asked how often were they in touch with their clients 65 per cent said regularly through emails and phone calls. In most cases, the communication was to keep the clients abreast of the situation. When probed about whether they asked their clients about their future travels to Tanzania, almost half (49 per cent) of the respondents said their clients were looking forward to visiting Tanzania when travel restrictions of their countries are uplifted and because Tanzania did not require quarantine.

While discussing travel revival, the chairman of the International Tourism & Investment Conference (ITIC) and Former Secretary-General of UNWTO Dr. Rifai stated that tourism would bounce back. However, it would be in new ways with new paradigms in all subcategories of tourism and the tour operator's work might change. This would require governments to rebuild the international system from bottom up in a more fair and equitable way (Rifai, 2020a). He noted that travel is a people-to-people activity that is based on the right to experience the world and to see it. There is a right to travel for business and education. There is a right to relax and take a break. Therefore, it is today a part of universal human rights (Rifai, 2020b). Hence the responsibility of the future for the tourism industry is in the hands of both the government and the private sector.

5.1 Strategies for Attracting and Serving Visitors During Covid-19 Pandemic

In response to questions about the strategies they applied in response to the COVID-19 pandemic, all the respondents agreed to have followed all the advice issued by the government regarding the pandemic, especially by using sanitizers, masks and keeping social distancing. Some respondents (30 per cent) participated in developing the Tourism Standard Operating Procedures (SOPs) which led Tanzania to re-open for tourism in June, 2020. Despite that, all the respondents were aware of the SOPs for customer handling. Other strategies adopted by the respondents during COVID-19 were to deliver services to the customers (14 per cent) and increased advertisements to promote and attract domestic visitors (63 per cent). When asked on what could be the right strategies to apply to rebuild the tourism industry, the informants said the industry should continue to sell and serve the customers by following these safety procedures. One of the new and important norms would be to embrace and emphasize on safety and security. The industry should continue to promote the tourists' attractions more and more while also protecting them for future use. It should reduce taxes so to cope with the situation. Despite that fact, while addressing the world tourism market, Rifai asserted that developing countries are yet considering domestic tourism as a value. He suggested that the private sector has to be address the situation differently so that they may have to rethink new ways of packaging tourism (Rifai, 2020a)

6.0 CONCLUSION

The global slowdown of the tourism industry impacted many livelihoods, especially from December, 2019 to

August, 2020. It is observed from the findings (Figure 3) that employment was reduced thus resulting in little income generation via the economic multipliers. Figures 5 and Figure 6 indicate passenger traffic and traffic analysis at one of the busiest airports in Tanzania. The findings indicate that the European market dominates the traffic of the airport (51 per cent) whereas domestic, regional and intraregional traffic is only 37 per cent. The rest (12 per cent) were passengers from the Middle East. The results concur with the findings of Rifai (2020a) and Kessy et al (2018) that developing countries are still very dependent on the more developed countries in terms of tourism. International tourism brings the developing countries the hard currency which is highly required in support of people's lives. According to Kessy et al (2018) such tourism contributes a lot in terms of the GDP, investments, fixing the balance of trade apart from creating many jobs in terms of multiplier effect and, therefore, development. It is still the international tourism that leads to new knowledge and creativity as a result of the interaction between more developed and less developed countries. During the pandemic international movements were restricted. In some countries even the intra-country movements were not allowed, not to mention domestic tourism. Airlines which were normally used to connect people to the world were all on the ground except for domestic travelers. The rise of new technologies for connecting people [for example, Zoom, Google Meet and Microsoft Teams] closed the connection gap but not the interaction and touch gaps. The MICE industry took a new norm in which internet gained more of an advantage. Furthermore, people lost jobs while other business organizations, especially those which were less than three years old, disappeared from the business. Donelan (2020) observed contract terminations for both freelance and employed staff was given without ample notice or specific time to resume work. Thus, it may be concluded that the Covid-19 pandemic resulted in a period of declining of real income. This was true not only for developing countries like Tanzania but for the whole world. As a result, Tanzania's GDP that was expected to grow by 6.9 per cent in 2020 grew only by 4.5 per cent.

The world recession would be felt more heavily in the less developed countries which depend much on the more developed countries for tourism and economic development. Tourism not only contributes to GDP and foreign currency earnings. Kessy et al (2018) observed that there is a linkage between tourism and other productive sectors. Hence, the industry spurs on different business opportunities. Thus, the impact of Covid-19 to a developing country like Tanzania is likely to be enormous. Investing in domestic, regional and

intraregional tourism does not seem to be a solution enough for the affected business. As observed by Rifai (2020a) such actions will only assist in keeping business alive but not for creating resilience. In spite of that, it is assumed that many people do not have disposable income for travelling as a result of less work in an economy based on the service sectors and its culture. In addition, compared to developed countries, governments in the less developed countries have not have a tendency to give public holidays that may allow people a chance to travel. Consequently, good security mixed with good customer service have a better chance of resilience, survival and providing future growth of the tourism industry.

The analysis of passenger and cargo traffic for Kilimanjaro International Airport (KIA) (Figures 5 and Figure 6) show that the arrival rate was lower [28 per cent]. This was thought to be even lower during the Covid-19 pandemic. It is already said that the traffic and freight are dominated by Europe followed by Turkey [Istanbul]. Domestic travelers make up only about 3 per cent. Regional travel, [for example, the East African region and the rest of Africa] make about 13 and 22 per cent of the pax revenue traffic. This means the domestic, regional and even intraregional tourism alone cannot sustain the airline industry and its associated activities. For that reason, it would become even more difficult to recover to the pre-pandemic levels. Africa has been slowly breaking down the barriers between countries through trade liberalization. There is a need to rebuild and make the international tourism even stronger than before. The Asia-Pacific and the Middle East are the sleeping giant markets for African tourism. India and China from the Asia Pacific region, for example, has in a span of a few years, shoot to the sixth and seventh positions respectively as the leading tourist source markets for Tanzania before the outbreak of the global Covid-19 pandemic. These two countries and the United Arab Emirates are a potential source of exports for Tanzania. The BOT (2020) reports that an expansion and an increase over time in terms of exports and imports trade markets in East Africa, Middle East and the ASEAN countries. This would enhance Tanzania's resilience to shocks. As a result, domestic and regional tourism could be an ingredient as well as an important segment for rebuilding the international business in a more fair and equitable way.

More than half [56 per cent] of the respondents said there was a need to follow the WHO Covid-19 infection prevention and control guidelines. This means the industry players are seeking to build customer confidence in the Tanzania tourism again. Next to the SOPs, these are the international requirements for travelers all over the world now. It is true that the less stringent mobility

restrictions had earned Tanzania huge benefits. Instead of having negative GDP growth, it remained positive compared to many countries. Respondents thought it would be imperative to keep the records of the trends of the pandemic and its impact. However, they were not sure if pre-testing at all the entrance points would help to control the spread of the pandemic in the country although they were against quarantine. Albeit, Ihucha (2021) acknowledges that in updating the Travel Advisory No. 6 of May 3, 2021 to version No. 7, effective from May 4, 2021, the Tanzanian government introduced enhanced screening and rapid test for COVID-19 to all travelers whether foreigners or returning residents entering the country.

Since travel and tourism should eventually bounce back, it is imperative to accept that reverting to normalcy as it was before the Covid-19 pandemic is no longer a real option. It should be noted that the recession caused by the Covid-19 is not the same as the Financial Crisis of 2007-2008 where things eventually went back to normal. Although they are both recessions, the later had only slight impacts in touristic numbers and its earning. None of the world business activities was completely stopped (Table 1). The former became fatal and even some businesses stopped running. It is here where the Covid-19 brought some benefits to the world. Its impact on climate control were significant because the world was almost silent in terms of movements because air pollution is a drag on economic growth. While studying how will Covid-19 ultimately impacted climate change, Dwortzan (2021) found that as a result of business closures, travel restrictions, and working and learning from home, many nations are reporting a substantial reduction in Green House Gas (GHG) emission in 2020. This brings them a bit closer to meeting the initial emissions control targets to which they committed under the Paris Agreement on climate change. In a nut shell, the reduction in economic activities, travel activities and the associated decrease in fossil fuel consumption around the world have resulted to a steep decline in pollution. The researcher postulated that the lower GDP number resulted in a 3.4 per cent reduction in annual greenhouse gas emission in 2020. What a success to the environmental conservation! As a result of that, the researchers are asking a pertinent question as to whether that trend would continue throughout the decade and the future (Dwortzan, 2021). Tourism suffered its deepest crisis with a drop in project earnings since 2019. Because of government restrictions, flight cancellations and countries' Covid-19 testing capabilities, it is reported that confidence in travel in 2021 has decreased. Some 32 per cent of the clients are unwilling to travel while 64.5 per cent are nervous about traveling to East Africa (Mackenzie, 2021).

What is the future of the industry? The Mass Covid-19 vaccination programs around the globe provides the tourism and hospitality industry a much-needed confidence boost. Mackenzie (2021) acknowledged that the lengths of stay had increased and occupancy levels have increased by 29 per cent by June 2021. Trade bookings are up although local direct bookings dominate. Hence, it is good to understand that tourism will have a growing demand again in spite of the lockdowns that are still in place in some regions. Added to the emergence of new virus variants, predicting future travel demand remains challenging. Hence, the UNWTO reports that it could take a period of two to three years before international tourism returns to its 2019 levels.

What should destinations do? Although it was observed that domestic tourism does not bring in the hard cash, it does, however, keep the business running. Therefore, it also keeps other people employed. Many countries have developed and are even following the WHO procedures for fighting against the pandemic. If the procedures are well observed, it would encourage many countries to open borders for tourism. Hence, it is imperative to continue to invest in and develop the wider tourism industry and its supply chain. Untapped areas such as the cargo business in the aviation sectors together with opening of new routes as well as making efficient use of airlines and diversifying markets provide a great advantage for the increase of tourism visitors with their associated earnings. Mackenzie (2021) report that there was already an 80 per cent increase in booking enquiries, with several enquiries from new markets, including the United Arab Emirates, Asia, Spain and Romania. This, therefore, means there is a need to expand markets search as well as the need to diversifying the tourism industry to include linkages to floriculture and horticulture. For example, good markets for cargo business would be China, India and the United Arab Emirates. They are already the main Tanzania's trade partners especially through the imports business but which have little freight revenue traffic (Figure 5).

Covid-19 brought greater benefits to the environment conservation efforts. Hence after the pandemic is ended, the new norm is likely to be travel smart with greater emphasis on the use of less green gas emission technologies (Dwortzan, 2021). A pointed example is Saudi Arabia, Ricci (2021) expounded that those countries which depended much on oil exports are experiencing a paradigm shift of their economies to other types such as creative economy apart from hajj and umrah religious tourism. Hydro-carbon energies are considered not sustainable due to the global shifts to renewable energy consumption. Ricci [2021] showed that the reorganization of Saudi's economy to the multi aspects of

tourism would prevent it from falling. International Air Transport Association (IATA) has developed a Travel Pass mobile app that is thought to bring changes in the travel industry. Rume and Didar-Ul Islam (2020) observed that the Covid-19 pandemic situation significantly improved air quality in different cities across the world, reduced GHGs emission, lessened water pollution and noise, and reduced the pressure on the tourist destinations. All these assisted in the restoration of the ecological system. These authors pointed out a few negatives of Covid-19 pandemic. These include an increase in medical waste, haphazard use and disposal of disinfectants, the use of mask and gloves; and the burden of untreated wastes continuously endangering the environment. They recommended among other things that tourist spots should periodically shutdown after a certain period of time while promoting sustainable livelihoods, diversification, cultural preservation, and biodiversity conservation (Rume and Didar-Ul Islam, 2020; Dwortzan, 2021 and Ricci, 2021). As a result, the tourism business environment of Tanzania needs to be redefined in the aftermath Covid-19 to prepare the sector players to adopt to a new business environment and procedures as observed by Rifai (2020a).

REFERENCES

- A deadly disease disrupts: Covid-19 and trade. 2020. *The Economist*. February 15, 39-40.
- Abdullah Mwinyi. 2020. Is a total lockdown an appropriate response to Covid-19? *The Citizen*. April 8, 7.
- Abel, Mike. 2020. How to navigate our businesses and lives through this unprecedented crisis. *The Guardian*. March 28, 11.
- African airlines getting really exposed to pandemic threat. 2020. *The Guardian*. April 15, 13.
- African Airlines to lose \$6bn. 2020. *The Citizen*. April 28, 7.
- Air Transport Action Group 2020. *Blue Print for a Green Recovery*.
https://aviationbenefits.org/media/167142/bgr2_0_final.pdf. Retrieved April 22, 2021
- AITA, 2021. *Airlines continue to burn through cash*.
<https://www.airlines.iata.org/subject/economics>. Retrieved April 22, 2021.

- Akinyemi, Wale. 2020. Pandemic gives Africa the chance to take charge and reinvent itself. *The East African*. May 9-15, 40.
- All about conducting virtual work meetings successfully. 2020. *The Citizen*. May 26, 11.
- Anami, L. 2021. Tourism gropes in the dark of losses related to Covid-19. *The East African*, February 2, 10.
- Bank of Tanzania. 2020. *Annual Report 2019/20*. <https://www.bot.go.tz>. Retrieved April 26, 2021.
- Bindra, Sunny. 2020. Remote working is here to stay, so learn how to do it properly. *Daily Nation*. May 17, 38
- Dwortzan, M. 2021. How will Covid-19 ultimately impact Climate change? Analysis of the paper entitled *The COVID-19 Effect on the Paris Agreement* <https://news.mit.edu/2021/how-will-covid-19-ultimately-impact-climate-change-0129>. Retrieved April 26, 2021
- Faria, J. 2021. GDP growth rate in Tanzania 2018-2020. Available at <https://www.statista.com/global-consumer-survey>. Retrieved April, 13th 2021.
- Gahigi, M., Kitimo, A. and Wakabi, M. 2021. Covid-19 worsens turbulence facing East Africa's airlines. *The East African*. January 25, 43.
- Global economic consequences of COVID-19. 2020. *The Guardian*. March 19, 9.
- Hard-hit passenger airlines transform into cargo carriers. 2020. *The Citizen*. March 30, 17.
- Job security amid global pandemic. 2020. *The Citizen*. April 28, 15.
- Kessy, D., Kiprutto, N. and Kiage, O. 2018. Multiplier Effects of Tourism in Selected Areas of Arusha, Tanzania. *African Journal of Hospitality, Leisure and Tourism* Vol. 7 No. 3, 24-34
- Maaty, D. 2021. Middle East hotel sector top performer globally in 2020, study reveals. *Hotel and Catering News Middles East*. <https://www.hotelnewsme.com/> Retrieved April 21, 2021.
- Mackenzie, A. 2021. Reignite Tourism in *Daily Southern and East African Tourism Updates*. June, 2021. <https://www.tourismupdate.co.za/features/reignite-tourism-june-2021/view-pdf>. Retrieved July 5, 2021
- Maghembe, Jumanne. 2017. Tanzania tourist arrivals increase by 12.9 per cent in 2016 to reach 1,28 million. <https://www.tanzaniainvest.com/tourism/tourist-arrivals-reach-2016>. Retrieved April 26, 2021.
- Malanga, Alex. 2020. Airlines, ground handlers cut jobs amid virus fallout. *The Citizen*. May 6,5.
- Manwa, H., Saarinen, J., Athlopheng, J. R. and Hambira, W. L., 2017. Sustainability management and tourism impacts on communities: Residents' attitudes in Maun and Tshabong, Botswana. *African Journal of Hospitality, Tourism and Leisure*. Vol 6 No. 3, 34-56.
- Masanja, M. 2021. Invest, rebuild and restart the African travel and tourism sector in *Proceedings of ITIC WTM VIRTUAL SUMMIT* April 7 and 8
- Masare, A. 2020. High hopes in Tanzania's tourism after Covid-19. *The Citizen*, September 24, 7.
- Maslen, R. 2021. *CAPA Middle East & Africa Regional Aviation Outlooks*. EMEA Analyst, CAPA - Center for Aviation. <https://centreforaviation.com/analysis/video/capa-middle-east--africa-regional-aviation-outlooks-1373>. Retrieved on April 21, 2021.
- Materu, Beatrice. 2020. Tourists land in Tanzania as hotels, firms and schools resume. *The East African*. May 23-29, 405.
- Mirondo, Rosemary. 2020. Tanzania expects tourism boom after lifting flight ban. *The Citizen*. May 21, 3.
- MNRT. 2020. *The 2019 Tourism Statistical Bulletin*. Dodoma: Ministry of Tourism and Natural Resources.

- Nabeta, L. 2021. Maintaining Tanzania's Lower-Middle Income Status Post-COVID-19 will depend on strengthening resilience. *Press Release No. 2021/093/AFR*. Available at: <https://www.worldbank.org/en/news/press-release/2021/03/03/maintaining-tanzanias-lower-middle-income-status-post-covid-19-will-depend-on-strengthening-resilience>. Retrieved April 15, 2021.
- Nabeta, L. 2020. World Bank economic analysis says Tanzania can seize important opportunities to mitigate negative effects of the COVID-19 pandemic - *Press Release NO: 2020/136/AFR*
- Ndalu, D. 2021. Tourism earnings down as visitors stay away from Tanzania. *The East African*, February 11, 54.
- Nielsen. 2020. Hotels and tour operator's survey on the impact of Covid-19 on the travel and hospitality industry. *Tour Survey*. <http://ficci.in/spdocument/23346/Tour-Survey.pdf>. Retrieved April 26, 2021.
- Nkwame, Marc. 2020. Tanzania to set new tourism standards after Covid-19 crisis. *The Guardian*. May 12,3.
- Onyango-Obbo, Charles. 2020. As Covid-19 wreaks havoc, Lake Victoria breathes a sigh of relief. *The East African*. April 11-17, 16.
- Peter, Felister. 2020. 'Aviation sector most badly hit'. *The Guardian*. May 5, 1,2.
- Qatar Airways throws passenger planes into cargo. 2020. *The Citizen*. April 1, 21.
- Rifai, T. 2020a. Patron's launch address. *African Tourism Board, Project Hope*. <https://eturbonews.com/1231876/world-tourism-network-wtn-is-your-voice-in-a-new-travel-industry>.
- Rifai, T. 2020b. Sighting the opportunity for travel in the Covid crisis. *Annual 40th World Travel Mart* November 9-11. 2020. <https://www.traveldailymedia.com/sighting-the-opportunity-for-travel-in-the-covid-crisis/> Retrieved April 26, 2021.
- Rume and Didar-UI Islam. 2020. Environmental effects of COVID-19 pandemic and potential strategies of sustainability. *The East African*. September 17, 45.
- Sharma, A., and Nicolau, J.L. 2020. An open market valuation of the effects of COVID-19 on the travel and tourism industry, *Annals of Tourism Research*, <https://doi.org/10.1016/j.annals.2020.102990>. Retrieved April 15, 2021.
- Tanzania Tourism Sector Survey 2018. *The 2017 International Visitors Exit Survey*. Dar es Salaam: Ministry of Tourism and Natural Resources.
- Ubwani, Zephania. 2020. Tz's tourism hit hard by Covid-19. *The Citizen*. April 7, 15.
- Up to 75 million jobs at risk in travel and tourism sector due to coronavirus. 2020. *The Guardian*. April 11, 13.
- UNWTO. 2020. *World Tourism Barometer and Statistical Annex*, Vol.18, Issue 7.
- World Bank. 2020. *Tanzania Economic Update*, Washington: World Bank.
- WTTC, 2019. *Economic Impact Report*. London: WTTC.
- WTTC, 2020. *Tanzania 2020 Annual Research: Key Highlights*. London: WTTC.