



Historiographical Analysis of Tourism Development in Tanzania: A Review of Tourism History from Ancient to Postcolonial Time

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Abstract: A study analyzed the history of tourism development from ancient to postcolonial based on the five essential elements of tourism as a guiding framework. Several development facets of tourism have been well elaborated but tourism development history has received insufficient attention in Tanzania. Tourism has passed through ancient, colonial and postcolonial phases. With exception of the ancient phase, colonial and postcolonial phases encompass all five essential elements of tourism. The ancient phase is disqualified as a complete tourism phase because it lacks amenities and ancillary essentials of tourism. Tourism operations started formally in a colonial phase where all five elements of tourism essentials were actively and fully implemented but for the interest of the colonial government. Diversification of tourism typologies and efficiency in tourism services delivery has only been observed in postcolonial times. However, the adoption of socialism ideology after independence somehow subverted tourism development momentum in Tanzania which was again revitalized following the adoption of the national economic reform policy in the 1990s. That is to say, after independence, Tanzania has relatively customized and improved sufficiently most elements of tourism to fit the needs of domestic and international tourists. In short, tourism has passed all development phases as a trend of evolvement rather than a fully developed entity. The country has not fully unlocked and developed, to needed potential, all available tourism opportunities and typologies, and local communities are not sufficiently empowered to participate fully in unlocking those opportunities for poverty alleviation and socio-economic development.

Keywords: Tourism development; tourism history; development history; ancient times tourism; tourism amenities

1.0 Introduction

The history of tourism development is usually concerned with the time dimension and attempts to understand unique events, processes and institutions in the context of tourism development (Towner and Wall, 1991). Studies on the history of tourism development are many as different scholars from various disciplines and countries have lengthily documented tourism development events of either a destination, a particular type of tourism or specific tourism activity. For example, Diamalis (1999) explains the history of ecotourism evolution in the world, Towner (1991) provides a detailed analysis of the historical perspective of the Grand Tour era and Mo (2021) explains the history of touring China and a travel culture between 1912 and 1949. In a similar vein, this study analyses the history of tourism development in Tanzania to understand unique events and activities of tourism that occurred in ancient times.

Monu (2016) categorizes tourism development history into six stages, which are the Empire from BC to 5th century, the Middle Age from 5th to 14th century, the Renaissance from 14th to 16th century, the Grand Tour from 1613 to 1785 A.D, the Mobility from 1800 to 1944 and the Modern from 1945 to present. In Tanzania, tourism has passed through all the six categories, however, those categories have only been prominently grouped into ancient, colonial and postcolonial. That is to say, Empire, Middle Age, Renaissance and the Grand Tour eras prominently occurred in ancient. The mobility era occurred noticeably in the colonial phase and the Modern era occurs obviously in the postcolonial phase. In this article, ancient time means precolonial time and postcolonial means after independence. The history of tourism development attempts to analyse unique tourism events, prominent changes and essential elements of tourism exhibited in each development phase.

This article strives to analyze a historiographical of the tourism development in Tanzania since ancient times. This study adopts five classical A's, as determinants of tourism



development, which are attractions, accessibility, amenities, ancillary services and activities as suggested by Cooper (2016) to comparatively analyze the history of tourism development in each phase. According to Cooper, accessibility is one of the tourism essentials which encompass tourism superstructure and infrastructure. Superstructures refer to all physical constructions above the ground while infrastructure is constructions below the ground which determine the capacity of any destination to accommodate a certain number of tourists at a certain time. It is inevitable to discuss the tourism development history without a comparative analysis of accessibility elements among phases. Moreover, attraction is a primary reason and initial motivation for tourists to travel and visit destinations. In Tanzania, tourist attractions can be categorized into natural, man-made and cultural attractions (MNRT, 2022). According to MNRT, natural attractions include national parks, forest reserves, lakes, landforms and wildlife, man-made monuments, museums and zoological gardens and cultural attractions are a museum and rock paintings.

It also attempts to provide a clear description and comparison of tourism typologies between different tourism development phases of Tanzania, as it highlights the main tourism events and activities in each phase. Moreover, tourism development history is imperfect without proper accounts of tourism amenities which usually support tourists while at the destination. The amenities provide immediate needs and wants to tourists and include medical facilities, restaurants, entertainment, financial services and accommodation to mention a few. Furthermore, most destinations need ancillary elements such as public or private organizations, to effectively oversee, develop and coordinate tourism activities. In short, this article studies successive changes in tourism operations and typologies over time in Tanzania. Most studies and reports have put forth statistical evidence showing the historical financial performance of tourism. Importantly, attention has turned to a better understanding of the historical economic contribution of the tourism industry to the country's development. In essence, several development angles of the history of tourism development, in Tanzania, have been considered, one viewpoint which, in my view, has not yet received sufficient attention is the history of tourism development in Tanzania. Perhaps one reason for this is that tourism economic performance is often fluttered around due to its significance and tangible economic contribution to a country's GDP.

Tourism in Tanzania has experienced unique features and attained certain development levels in each phase. It is, therefore, a theme of this study to review the historical development of the tourism sector as tourism is one of the main forex earners and revenue contributors to the country's economy. A technical review of the tourism sector sets a benchmark which the government will use to re-evaluate tourism performance and development for the next sixty

years. Such a benchmark will equally be used as technical baseline information in the evaluation of the achievement of the vision and mission of sustainable tourism development in the country.

2.0 Methodological Approach

This article employed a documentary review approach by reviewing and analyzing published articles, unpublished research, government and non-government organisations reports, books, online resources, newspaper clippings, articles, websites, documentaries, local and international policies, and social media. Keywords include tourism, independence, Tanganyika, Tanzania, history, ancient time, explorers, trophy hunting, tourist hunting, colonial government, traditional leadership, socio-economic development, protected areas, amenities, infrastructure, superstructure, ancillary, attractions, transport and postcolonial were used to search for relevant literature from internet, electronic and conventional libraries databases. Each keyword was separately used to search for relevant literature though sometimes more than one keyword was used together when searching for particular information. All literature for this study was selected based on its relevance to the topic. Due to the rarity of literature on tourism development history in Tanzania, there was an unlimited sample size in the number of literatures selected and used for this study. Google scholars, google search engines and library databases were used in searching for online resources. The newspaper clippings were obtained from the department of tourism and hospitality management of the Saint Augustine University of Tanzania, as a collection from local (Tanzania) and regional (East Africa) newspapers. The clippings are special collections of newspapers about tourism compiled by Fr. Professor James Spillane in 2010. Those clippings were collected from printed newspapers.

3.0 Research Findings

3.1 Tourism Events and Activities in Ancient Time

Literatures evidence that humans have been roaming since the beginning of the earth, regardless of existing religious beliefs on human creation, humans originated from a single geographical point, which is believed to be either Africa or the Middle East, and then moved outwardly to occupy other parts of the world to establish new settlements without the intent of return (Castle, 2022). Historically, humans travelled when searching for food (Newsome & van Eeden, 2017). In this period, humans travelled unknowingly for leisure but intentionally for survival, also his movement and travelling were traditionally linked to the availability of basic needs and avoidance of dangerous animals as well as enemies (Taringa, 2016; Newsome & van Eeden, 2017). It is important declaring that, there was no central government in ancient times and therefore each ethnic group had its traditional leadership to oversee its ethnic cultural affairs



(Castle, 2022). Traditional leaderships were unaware of the tourism concept and existence though there were some activities that humans performed that somehow related to tourism.

Humans conducted trophy hunting and food gathering which required humans to travel from one place to another by walking without modern transport (Taringa, 2016). Taringa emphasizes that traditional weapons such as stones and arrows were routinely deployed for hunting to obtain food and shelter. Ancient hunters pursued wild animals for thrones, decorations, attires, meat and respect (Newsome & van Eeden, 2017). (Newsome & van Eeden, 2017). Some ethnic groups required men to hunt dangerous animals as a mandatory traditional practice for them to prove their manhood, and brevity, earn respect and get their life partners (Taringa, 2016). Moreover, in ancient times some traditional ethnicities scheduled traditional festivals which occurred as post-harvesting celebrations in which cultural groups performed traditional dances and people shared traditional gastronomies as ways of celebrating seasonal harvests (Weissshuhn, 2022; Castle, 2022). Such cultural assemblies attracted participants from various parts, and also occurred seasonally coinciding with agricultural harvests. According to Weissshuhn (2022) and his colleague, such gatherings are also meant to entertain traditional leaders. During ancient times, tourism activities occurred as barter trade, exploration and navigation (Eyes on Africa, 2022). Portuguese explorers were the first to unlock Tanzania's wealth and treasure (Weissshuhn, 2022; Castle, 2022). As the pioneers of navigation, exploration and discovery, the Portuguese had exceptional navigation and geography knowledge which even attracted Christopher Columbus to learn from their expertise, Portuguese initiated the earliest exploration in Tanzania which prevailed between the 15th and 17th centuries before an Arabic invasion under the Sultan of Oman took power. The Arabic occupation began with a coinage of the Arabic word safar to mean safari in Swahili or journey in English (Eyes on Africa, 2022). As a consequence, safari has been renowned and even adopted in the modern tourism industry. However, in its original context, safari meant a long-distance walk, for barter trading when Arabs and indigenous exchanged goods for goods. In essence, the earliest safari primarily focused on barter trading, not tourism though the caravans passed through myriads of the attractive natural landscape and involved observation of rich cultural diversity manifested by various ethnic groups.

Before actual colonization, European explorers possessed two facets, explorers and naturalists. This redesigned the purpose of the traditional safari and was contributory to the identification of several plant and animal species which are the main resources of tourism (Eyes on Africa, 2022). Moreover, their explorations and species identification activities led to interesting discoveries of natural and cultural

tourist attractions including lakes, rivers, minerals and rock paintings (Weissshuhn, 2022). Ancient exploration aimed at discovering wealth and knowledge of the undiscovered world not for tourism, however, coincidentally, their discoveries became a cornerstone of modern tourism development. In other words, during their exploration, enormous geographical resources were discovered and professionally described which added knowledge to the world about their existence. It is important to clarify that, explorers' scientific interest in African geography and natural resources was neither for philanthropic nor tourism development purposes but the desire for wealth exploration and accumulation (TanzaniaInvest, 2022). That is to say, undiscovered natural resources and the quest for new knowledge were the main attractions for explorers. In short, the ancient tourism development phase, to some extent, exhibited tourism activities, attractions, accessibilities and activities as essential elements of tourism. There is insufficiently documented evidence to prove the existence of tourism amenities and ancillaries in ancient time.

3.2 Tourism Development in Colonial Time

Tanzania was colonized by the German and British between 1889-1961. During these colonial administration regimes, all administrative and development decisions, for all governmental sectors, were exclusively made by and in the interest of the colonial government (Mo, 2021). Also, decisions about the establishment of tourist attractions were made by and in the interest of colonial administrations. Historically, wildlife tourism remains the bellybutton of tourism in Tanzania (Diamalis, 1999), as the country has spectacular and unmatched wildlife resources which compelled colonial governments to formally establish protected areas, as natural attractions, to regulate wildlife conservation and utilization (Tanzania Invest, 2022). The colonial governments managed to establish some of the world's popular tourist attractions such as Selous Game Reserve and the Serengeti National Park (MNRT, 2022) to enhance hunting tourism. Also, the establishment and formalization of tourist attractions excluded natives from accessing the resources by enacting strict regulations (Newsome & van Eeden, 2017). Moreover, colonial administrations established a game department, which acted as an ancillary element of tourism, to establish coordinate and manage natural attractions (Badenhorst, 1996). In those days, most tourists came primarily for game hunting and game viewing which marked the colonial phase as a beginning point of the application of word tourism (Tanzania Invest, 2022).

Colonial administration believed that foreigners could easily afford and fulfil legal and financial requirements due to their civilizations, modern hunting gears and stylish hunting skills (Hasler, 2000; Taringa, 2016). Such impression sparked an everlasting tourism colonial legacy which still exists today, such an undesirable myth that labels tourism as a foreign or



European practice because of its elevated costs and bureaucracy. More despondently, tourist hunting required bureaucratic scrutinization and multiple payments of fees before securing a hunting permit and license. It was similar to game viewing, many Tanzanians believed game viewing was designed for international tourists as it was also characterized by elevated entrance fees and unsupportive hunting regulations which stigmatized Tanzanians and elevated the status of international tourists. Additionally, it was not exciting and attractive enough for locals to engage in game viewing or hunting as the majority grew up coexisting with the same wildlife since their childhoods. Moreover, cultural attractions also existed in the colonial phase and some tourists were only attracted by cultural characterization and the history of certain ethnic groups (MNRT, 2022). Furthermore, the MNRT evidence that, in 1937, the colonial government formed a division of antiquities to oversee all matters concerning antiquities and its first curator was Neville Chittick. That is to say, some tourists were inevitably attracted by cultural diversity and history. In that case, archaeological, historical and rock painting sites, and arts and crafts were other tourist attractions during colonial as they ranked second to natural attractions (MNRT, 2022).

3.4 Tourism Development in Postcolonial Time

The adoption of the socialism ideology by the country after independence led to the centralization of all tourism-related activities as the majority of tourism activities were operated by the government (TanzaniaInvest, 2022). It is important to note that, before independence, in 1960, Tanzania had only 9847 tourists (Sonna, 2021), but today Tanzania receives more than one million international tourists. Wildlife tourism still enjoys a massive portion of Tanzania's tourism business though it is not the only typology of tourism. Global socio-economic and environmental changes catalyze institutionally and structurally changes in the tourism industry in Tanzania to accommodate tourists' needs and interests. That is to say, tourism activities and typologies have been widely diversified to meet global tourism demand. Initially, tourism activities occurred as mass tourism in which tourists with similar interests, travelled in massive groups to the same attraction and time (Diamalis, 1999). Spatial and temporal polarization amplified by mass tourism caused irresistible impacts on culture, economy and environment (Chandel and Mishra, 2016).

In the 1980's, animal activists and environmentalists demonstrated to question and criticize the integrity of tourist hunting and mass tourism (Cruise, 2019). According to activists, uncontrolled trophy hunting led to bloody commercial poaching of wild animals as it consecutively wiped animals of all ages and sexes (Thouless et al., 2016). Additionally, hunting violated animal rights as it causes unfair brutality (Finsen & Finsen, 1994). An amplified awareness of global environmental conservation and animal rights issues among tourists results in a substantial

diversification of typologies and activities of tourism to fit the tastes of environmentally and animal conscious tourists (Sonna, 2021). The global mushrooming of tourist typologies and activities has contributed to the recent complexity of the tourist industry in Tanzania. Ecotourism was one of the emerged typologies of tourism in which a few tourists pay visitation to natural undisturbed areas while inflicting negligible or least adverse impacts on the natural environment (Diamalis, 1999). It provided a timely response to the needs of environmentally responsible tourists and animal activists. Diversification of tourism products and services in Tanzania aims to meet the needs of different tourists in Tanzania. Some of the existing typologies are cruise ship tourism, api-tourism, agro-tourism, dark tourism, sports tourism and religious tourism to mention a few (Sonna, 2021).

3.5 Status of Tourist Attraction in Postcolonial Time

After independence, discovering, upgrading and downgrading and gazettelement of several natural attractions have occurred. As main tourist attractions, ownership and management of public protected areas remain the responsibility of the government of the United Republic of Tanzania. Globalization and socio-economic development have entirely changed the way governments establish and manage natural tourist attractions including protected areas. That is to say after independence Tanzania joined hands with the private sector and local communities to collectively establish and protect existing natural attractions. As a consequence, there are enormous diversification and number of natural attractions in form of community-based natural attractions and publicly owned natural attractions in the names of national parks, marine parks, game reserves, Joint Forest Management, Game Reserve, Ramsar Sites, Forest Reserves, Nature Reserves, Game Controlled Areas and Wildlife Management Areas to mention a few, there also enormous cultural and man-made attractions (Table 1).



Table 1: Categorization, quantity, management agency and ownership of some the attraction in Tanzania after independence

Attraction	Category	Number	Area (Km ²)	Management	Ownership
Game Reserves	Natural attraction	22	70,980.08	TAWA	URT
National Parks	Natural attraction	22	104,661.48	TANAPA	URT
Wetland Reserves (Ramsar)	Natural attraction	4	48,684	TAWA	URT
Museums	Man-made attraction	90	NA	NMA	URT
Antiquities	Cultural attraction	18	NA	DA	URT
Big Lakes	Natural attraction	5	61,500	MW	URT
Forest and Nature Reserves	Natural attraction	13	9,377,499	TFS	URT
Marine Protected Areas	Natural attraction	17	4,394.74	Marine Unit	URT
Game Controlled Areas	Natural attraction	44	58,565.02	TAWA	URT
Wildlife Farms	Man-made attraction	21	-	Both	Both
Zoological Gardens	Man-made attraction	19	-	Both	Both
Wildlife Management Areas	Natural attraction	38	29,518.4	CBOs	Villages
Ngorongoro Conservation Area	Natural attraction	1	8,292	NCAA	URT
Village Land Forest Reserves	Natural attraction	-	24,380,000	Village	Villages
Wildlife Ranches	Man-made attraction	5	-	Both	Both

Table 1 on categorization, quantity, management agency and ownership of some the attraction in Tanzania after independence, this information were obtained from different sources including the Ministry of Natural Resources of Tanzania. In this table, TAWA stands for Tanzania Wildlife Management Authority, TANAPA for Tanzania National Parks, TFS for Tanzania Forest Agency, NCAA for Ngorongoro Conservation Area Authority, URT for the United Republic of Tanzania, CBO for Community Based Organizations, Both the either United Republic of Tanzania or private organization, NMT for the National Museum of Tanzania and DA for Division of Antiquities (Sources: MNRT, 2022; TFS, 2022; TAWA, 2022; MNRT, 2013; NMT and the National Bureau of Statistics, 2020).

3.6 Status of Superstructure and Infrastructure in Postcolonial

As an accessibility essential element of tourism, transport remains the main constituent of any tourism system and tourism activities have been possible in destinations where transportation networks are precisely developed and maintained (Table 2). Many natural tourist attractions, in Tanzania, are found in the rural areas where other modes of transport, in particular air, water and rail transport, are either less developed or lacking. In that case, road transport remains the only reliable, convenient, cheapest and effective transport option supporting tourists' movements between and within the destination. It is frequently used by both domestic and international tourists. It is also safe to acknowledge that road transport is incomplete without road routine infrastructural and superstructural development and maintenance to

meet socio-economic needs. Consequently, the government of the united republic of Tanzania has seriously invested, and continues to invest, in road construction, upgrading, improvement and maintenance to open up inaccessible attractions and improve impassable roads to speed up socio-economic transactions in most parts of the country. That is to say, Tanzania possesses a road network amounting to nearly 85,000 kilometres (Tanzania Invest, 2021; URT, 2004). Most of this transport infrastructure cross through either within or nearby tourist attractions.

Table 2: Categorization, status, and ownership of different surface infrastructure

Infrastructure	Categorization	Status	Kilometre	Management
Roads	Trunk roads	Paved	3830	TANROAD
		Unpaved	6470	TANROAD
	Regional roads	Paved	100	TANROAD
		Unpaved	24600	TARURA
	Unclassified roads	0	27550	TARURA
	Urban roads	470	1980	TARURA
Railways	International	Active	1860	TAZARA
	National	Upgraded		TRL

Table 2 on categorization, status, and ownership of different surface infrastructure including railways and roads from independence until 2004, the source of this information was retrieved from the Ministry of Communication and Transportation of Tanzania (2004) since the road and railway networks have been extended and upgraded, currently, Tanzania is upgrading the TRL railway line into the standard gauge. In this table TAZARA stands for Tanzania and Zambia Railway Authority, TRL Tanzania Railway Limited, TANROAD Tanzania Roads Authority, and TARURU means Tanzania Rural and Urban Roads Authority.



After independence, Tanzania has speedily invested in infrastructural and superstructural development, which in turn catalyzes tourism development and diversification. Some of the completed infrastructure include bridges, flyovers and attractive buildings, which not only support tourism activities but are also tourist attractions for sustainable urban tourism in big cities like Dar es Salaam, Arusha and Mwanza. The construction of the Magufuli bridge at Busisi in Mwanza and the Mwalimu Nyerere Bridge in Dar es Salaam exemplifies urban tourist attractions for domestic tourism development in Tanzania.

3.7 Status of Tourism Amenities in Postcolonial

After independence, Tanzania perceived tourism as a threat to the country's development as it seemed to sustain colonial interest (Tanzania Invest, 2022). Such perceptions made tourism hold the least privileged in socialist government until the late 1960s when the government constructed tourism infrastructure and superstructure, there were a few hotels built in some regions to support tourism and all of these hotels were owned by the state. Moreover, Tanzania underwent economic liberation and reform in 1995 by adopting a free trade philosophy, which attracted private sector involvement in tourism amenities such as air transport, water transport, insurance, hospitals, financial services and tour operations to mention a few (Tanzania Invest, 2022). At the moment there are more than 1874 tour operators (MNRT, 2022), more than 25,793 establishment rooms and 34,000 beds, of which one-third of those are found in Dar-es-salaam and Arusha only (Tanzania Invest, 2022).

Table 3 Tourism amenities suppliers and their numbers after independence

Tourism amenity	Number	Ownership	Source
Financial institutions	60	Public and private owned	Luoga and Nyoni (2017)
Bank branches	821		Luoga and Nyoni (2017)
ATM	2,158		Luoga and Nyoni (2017)
Hospital	294		National Bureau of Statistics (2020)
Tour operators	1,975		MNRT, 2022
Establishment rooms	25,793		Tanzania Invest (2022)
Establishment beds	34,000		Tanzania Invest, 2022)
Mobile Subscribers	47,685,232		National Bureau of Statistics (2020)
Internet Users	25,794,560		National Bureau of Statistics (2020)
Heath centers	90		National Bureau of Statistics (2020)
Dispensaries	7,248		National Bureau of Statistics (2020)
Posta services	98		National Bureau of Statistics (2020)

Table 3 on tourism amenities suppliers and their numbers after independence, this information has been obtained from different sources and years as indicative figures of the status of tourist amenities after independence, it is difficult to obtain all the information from a single source due to the nature of business and ownership.

3.8 Status of Tourism ancillaries

Decentralization and involvement of stakeholders in ownership and management of tourism attractions, organizations and companies lead to efficient and effective service delivery for tourists. The establishment of the Tanzania Tourist Board simplifies the coordination and marketing of all tourist attractions. As a national tourism board, it attracts public participation in destinations management, coordination and marketing.

4.0 Discussion

Tourism began before the coinage of the word tourism itself as it was a purely traditionally practised in ancient times when humans moved from one place to another for trophy hunting, food searching, navigation, exploration and cultural performance. However, that type of tourism lacked certain essential elements of tourism, in particular amenities and ancillary, to qualify as actual tourism. In the ancient era, tourism activities occurred without tourist hotels, motels, hospitals, and financial institutions to support tourists. It could be because of the simplicity of tourism activities and technological insufficiency in those days. Moreover, lack of specific organizations to oversee and coordinate all tourism operations due to the fact traditional leaderships was unaware of the existence of the tourism business.

Coinage and the full adoption of tourism word occurred in colonial administrations, it was also the same era when all essential elements of tourism were fully developed and adopted by colonial governments. This is an era in which official descriptions and publications of natural, man-made and cultural attractions occurred, tourists flocked to Tanzania to visit all attractions through wildlife-based attractions influenced most of the visitations. Since the majority of tourists were international tourists, international travels to Tanzania were fueled by the invention of jet travel in the world (Monu, 2016). Colonial governments constructed railways, roads and waterways transports which also enhanced tourists' movements within destinations. Cultural attractions were other attractions that existed in the colonial phase as archaeological, historical and rock painting sites, and arts and crafts. It is hard to quantify the exact proportion of tourists who visited cultural attractions but it is easy to tell that majority of visitors came for natural attractions. Also, colonial administration possessed an ancillary element not as an agency, board or authority but as a game department responsible for issuance of trophy hunting licenses and control of problem animals, in those days, trophy hunting was the main appealing tourism activity in Tanzania. The game departments were also responsible for the establishment and gazettement of public natural attractions. For example, about half of the natural attractions in Tanzania, including Selous Game Reserve and the Serengeti National Park were established in colonial times as trophy hunting grounds.



After independence, Tanzania has vitalized all four modes of transport railways, roads, inland waterways and sea transport (Tanzania invest, 2021). It took years for the *government* to fully inherit a colonial tourism model business after dependence. The socialism ideology of the country affected widely the levels of investment in tourism superstructure and infrastructure. International and domestic tourists in Tanzania started to enjoy a developed transport system and network which also supports socio-economic development in the country after the adoption of the free market and economic reforms in 1995. However, Tanzania's transport network is not yet fully developed to its potential to meet the needs, comfortability, urgency and status of some tourists because the selection of certain modes of transport usually differs depending on the urgency, status, activity and location of the destination. For example, trophy hunters would prefer road transport to other modes because most hunting grounds are in remote areas where tourists can easily and conveniently be accessed by roads. Canoeing as hydro adventures requires water transport. In a similar instance, aero tourism activities such as ballooning and parachuting require aerial transport for sightseeing and adventures.

The government continually improves the existing transport system and network to meet specific tourists' needs as previous infrastructural and superstructural development were not exclusively for tourism. In essence, the government is aggressively investing in air transportation by jump-starting the then fallen Air Tanzania, as a national charter, to boost sustainable tourism development. Just like other countries, air transport in Tanzania has been encountering countless policy, technical and operational challenges which require relevant mitigation measures to enhance smooth, consistent and adequate service delivery. It is important to clarify that, after the economic reformation, both government and public companies are involved in the ownership and management of transportation facilities though infrastructure is fully owned and managed by the government. Lack of coordination among transport service providers is one of the obvious hindrances for underdeveloped and inefficient transport networks and the system as it lacks connectivity and uniformity because each mode of transport operates independently and rivals.

Road transport is one of the historic transports which is more developed than other modes of transport in Tanzania, it is the most convenient and the cheapest though it still needs serious improvement and development in the country. Its safety, organization and coordination are still questionable. BICO (2006) estimated the economic loss resulting from road transport alone was USD 446 million which is equivalent to 3.4 per cent of the country's GDP and also resulted in the loss of 2,838 lives as road fatalities. The attendants and drivers are unorganized and untrained and their equipment is generally too old and poorly maintained. In some instances, the *daladala* are overcrowded operated unsafely and also poorly maintained with the little exception of UDART in Dar es salaam. As a pilot project, once UDART has been extended and implemented to other populated regions of the country it may fuel intracity transportation and facilitate urban tourism development in major cities like Arusha, Mbeya, Mwanza and Dodoma to mention a few.

Serious improvement in road safety, quality and quantity of road equipment, and routine training for attendants and drivers may lead to improvement in the quality of road transport and therefore heighten its contribution to domestic and international tourism development. LATRA as a responsible a Tanzania's agency for regulating road transport has reasonably improved the quality of road transport by classifying equipment based on quality and cabin services. In addition, road sub-modes, *daladala*, taxi, *bodaboda* and *bajaji* require appropriate coordination and improvements to meet tourists' needs before integrating them into the tourism transport system. Due to geographical challenges of some the natural attractions, transport stakeholders should invest in related tourism superstructures and infrastructure that can tourism development as a diversification strategy of tourism products and services to offer myriads of transport facilities to meet the needs of different tourists.

Railway transport played significant role in tourism since the colonial times. However, construction and improvement of railways infrastructure and facilities are aimed at fostering socio-economic not tourism development. However, nowadays, the government is gradually changing its perceptions of the constructions and utilization of railway tracks. Currently, railway tracks are turned into tourist attractions by themselves, as example, the Ministry of Tourism and Natural Resources has been sensitizing development partners to use gorgeous and scenic natural features alongside the existing tracks (such as Game Reserves, open areas, rivers, lakes, National Parks and mountains sections with bridges and tunnels) to attract a domestic and international as some of the attractions can easily and only be accessed by railway transport. As an example, the TAZARA cruising train for sensitization of domestic tourism between Dar-es-salaam and Selous Game Reserves was once organized by Clouds Media.

Railway tracks cross myriads of naturally protected attractions such as Mikumi National Park and Selous Game Reserve, Nyerere National Park and several forest reserves in Tanzania. It also acts as inter and intra destination transport and at moment is one of the surface transports which carries many passengers, TAZARA as an international railway is in special collaboration with ROVOS railway of South Africa, which carries passengers and tourists between Dar-es-salaam and Johannesburg. As a reminder, in 2010, ROVOS carried tourists from East Africa who went to attend the world cup tournament in South Africa. Moreover, the construction of a standard gauge railway as a TRL railway upgrading strategy from the conventional type will continually improve tourists' movements nationally, regionally and internationally. In the same vein, TRL needs to incorporate special amenities on the train as a way of tourism product and service diversifications, customization, segmentation and specializations. Tourists need cruising and comfortable trains with a meaningful classification of coaches and services. Moreover, touristic trains should be equipped with reliable internet connections, star rated accommodation and restaurant services, and medical services onboard to mention a few.

Water transport, is the oldest mode of transport in Tanzania, both the private sector and government have been actively improving it through the constructions of new facilities and



infrastructure. It is hard to quantify the actual contribution of water transport to tourism development in Tanzania but it is somehow easy to disclose several unlocked opportunities which private sectors and investors may help the government improve significantly tourism services delivery in the water-based attractions and transport. There are no specific water transport infrastructure and facilities constructed specifically for tourism activities but for all socio-economic development of the country. That is to say, serious investment is inevitable to establish and improve existing water-based activities such as snorkeling, sport fishing, kayaking, canoeing, swimming and cruising in lakes, swamps, rivers and the Indian ocean.

Tanzania has exceptional and attractive water bodies and beaches in lakes like Victoria, Nyasa and Tanganyika and the Indian ocean whose contributions to sustainable tourism development and GDP is lacking or insignificant. Fascinatingly, the water bodies have outstanding natural and man-made attractions to attract tourists of any description, as illustrations, Gombe National Park in Lake Tanganyika, Rubondo National Park in Lake Victoria and Marine Parks and Marine Reserves in the Indian ocean. The future of tourism in Tanzania is probably a bright if the unlocked opportunities are adequately addressed and explored. In the next sixty years, Tanzania is likely to earn nearly half of her forex from water-based tourism activities. Cruising tourism in big lakes and oceans are conceivably attracts many tourists as most of those water bodies are geographically and politically transboundary.

After independence, Tanzania delegated all tourism-related tasks to the Ministry of Natural Resources and Tourism, in the department of tourism. It was the main responsibility of the department to coordinate and manage all tourism policy and technical affairs. However, the marketing of attractions is collectively performed by the destination management and conservation agencies such as Tanzania National Parks, Ngorongoro Conservation Areas, Division of Antiquities and Tanzania Forest Agency to mention a few. In an effort for enhancing tourism marketing and development in Tanzania, Tanzania Tourist Board (TTB) was established by the Tanzania Tourist Board as an ancillary element to market, promote and develop all aspects of the tourism industry in Tanzania. It works closely with conservation and other tourism stakeholders both in the public and private sectors in promoting the destination of Tanzania. TTB also helps the local communities develop tourism products out of their natural and cultural assets and market them. The board works closely with community-based natural resources organisations, zoological gardens and cultural enterprises for tourism marketing and development. TTB, as an ancillary in the tourism system, has significantly improved tourism performance in Tanzania despite the financial hindrances it encounters. There are also attractions which a privately and communally owned and coordinated for example zoological and botanical gardens, Community Based Organizations and Cultural Enterprises. Also, there are increased tourism amenities to increase the number of tourists, the country has more than 800 travel agencies and tour operators, several malls, insurance companies, malls and hotels to mention a few. Some of these, such as malls and tallest buildings, work as both potential tourists attractions and amenities for sustainable tourism development.

5.0 Conclusion

In Tanzania, the tourism industry has traversed through three phases of tourism development as a trend of evolvement rather than a history. Only two tourism development phases have manifested all essential elements of tourism but an ancient phase is disqualified as an independent phase as it lacks amenities and ancillary elements. In other words, the ancient phase was the beginning and evolvement of tourism development in Tanzania. However, there are certain activities and attractions which were discovered in ancient times but they have been considerably contributing to modern tourism development and diversification in Tanzania. For example, old crafts, arts and natural attractions are the foundation of modern tourism, more importantly, prevalent tourism activities like trophy hunting began in ancient times. Even the coinage of the word safari occurred in ancient times but it is still widely used in modern tourism. In ancient times, game hunting as a tourism activity was coordinated by traditional authorities. Hunting was practised for food and fulfilment of religious, medicinal and social needs. Decisions on hunters, the type of animal to be hunted, and where to hunt was under the supervision of traditional leaders.

Tourism fully started in a colonial phase where all five elements of tourism essentials were active and fully implemented. In the colonial phase, all elements were designed and developed to fit the economic requirements of colonial governments and not tourism. This is the era in which the geographical exploration country's wealth led to the discovery, establishment and gazettelement of natural and cultural attractions and also enabled the formal documentation of tourist attractions in Tanzania. Moreover, tourism activities aimed at fulfilling European civilization while excluding local people. Wildlife based attractions inspired many international tourists to visit the country. However, amenities and accessibilities were inadequately developed to satisfy tourists' needs. In this phase, colonial governments decided on the establishment and management of tourist attractions. Additionally, the government decided on the type of tourists, tourist fees and the classification of tourist attractions.

In the postcolonial time, tourism operations became fully developed and controlled by the government of the united republic of Tanzania. Decentralization of tourism operations occurred in this phase to benefit tourism stakeholders engage fully inefficient service delivery. All essential elements of tourism are practised and the majority of tourism players are positively involved and diversification of tourism operations increased. However, Tanzania has not fully unlocked and developed available tourism opportunities and local communities are not empowered adequately to participate fully in the utilization of those opportunities for poverty alleviation and socio-economic development. It is a high time now, for the Ministry of Natural Resource and Tourism to formally identify and recognized all tourism typologies, and formalize and integrate them into a Consolidated National Tourism System. This is because, some types of tourism, dark tourism as an example, have been ignored and implemented casually. Also, there should be endless efforts to sensitize Tanzanians to participate in tourism activities as both tourists and tour operators.



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