

Versatile Hospitality Industry around the Globe A Case Study on Development and challenges in Hospitality Industry - Tanzania

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Abstract: *The case study is based on a research which used primary and secondary sources to examine the influence of culture on food habits in Tanzania and the Democratic Republic of the Congo. The study revealed that culture impacted on food habits, through food production, distribution, and consumption. The other factor considered was the HIV/AIDS. As community knowledge-holders die of AIDS, they take with them their local knowledge and experiences. In times of severe labour shortages owing to AIDS, people plant fewer crop varieties to save time and money. There should also be a realization that while some cultural practices have negative effects on nutrition, especially among women and children, many provide valuable opportunities for improving community-based food-security and nutrition. It is recommended that policymakers, researchers and other stakeholders should incorporate culture and food habits in community-based food security, nutrition and educational programmes. Another problem is related to the incidence of HIV/AIDS, which has threatened community-based resources by limiting the transmission to young generations of agricultural knowledge and food security practices. As community knowledge owners die of AIDS, their local knowledge and experiences are taken with them, thus eroding the foundation of sustainable food security for the community and the household. Whether the Covid-19 pandemic will have similar impacts remains a topic for future research.*

Keywords: The other factor considered was the HIV/AIDS, the consumption of insects in Ghana], Ugali in Kenya, and other traditional foods are not dependent on only taste and nutritional value, Food practices and health beliefs among Congolese forced migrants in South Africa, Tanzanian Villages: Working With Gender-Sensitive Tools in Nutritional Education Meetings etc.

I. INTRODUCTION

[1] Tanzanian cuisine varies by geographical region. Along the coastal regions (Dar es Salaam, Tanga, Bagamoyo, Zanzibar, and Pemba), spicy foods are common, and there is also much use of coconut milk.

Regions in Tanzania's mainland consume different foods. Some typical mainland Tanzanian foods include wali (rice), ugali (maize porridge), nyama choma (grilled meat), mshikaki (marinated beef), samaki (fish), pilau (rice mixed with a variety of spices), biriyani, and ndizi-nyama (plantains with meat).

Vegetables commonly used in Tanzania include bamia (okra) which is mostly eaten as a stew or prepared into traditional stew called mlenda, mchicha (amaranthus tricolor), njegere (green peas), maharage (beans), and kismvu (cassava leaves). Tanzania grows at least 17 different types of bananas which are used for soup, stew, and chips. Some breakfast foods that you would typically see in Tanzania are maandazi (fried doughnut), chai (tea), chapati (a kind of flat bread), porridge especially in rural areas chipsi mayai.

Monument was erected at the turnoff to Olduvai Gorge from the road which connects Ngorongoro Conservation Area and Serengeti National Park (a route traveled by safari-goers). Eng. Joshua Mwankunda conceived the idea of erecting a monument to commemorate this significant site while also serving as a signpost and attracting visitors to the Olduvai Gorge and museum; paleoanthropologists Nicholas Toth, Kathy Schick, and Jackson Njau planned and provided life-size fossil casts at the request of the Tanzanian government, which were used by the Tanzanian artist Festo Kijo to create the two large concrete skulls. The monument consists of two large-scale models of fossil skulls which sit atop a



large pedestal with an informative plaque mounted on the side of the pedestal. The fossil skulls depicted are *Paranthropus boisei* and *Homo habilis*, two contemporary species which were first discovered at Olduvai Gorge. The large-scale models created by Kijo are each 6 feet tall and weigh 5,000 pounds.

Famous Tanzanian snack foods include *visheti*, *kashata* (coconut bars), *kabaab* (kebab), *sambusa* (samosa), *mkate wa kumimina* (Zanzibari rice bread), *vileja*, *vitumbua* (rice patties), and *bagia*.

Since a large community of Indians have migrated into Tanzania, a considerable proportion of the cuisine has been influenced by Indian cuisine. Famous chefs, such as Mohsin Asharia, have revolutionized traditional Indian dishes, such as *kashata korma tabsi* and *voodoo aloo*. Many Indians own restaurants in the heart of Dar es Salaam, and have been welcomed by indigenous Tanzanians. In July 2019, the Olduvai Gorge

II. GROWING TRENDS AND CULTURE

In the local scene, there has been a steady rise in the number of food and beverage events –[2] cookery training and competitions, as well as food tour companies trying to sign on both domestic and international tourists.

Hotels and restaurants now also have cultural nights and food celebrations from different parts of the country, said Geoffrey Meena, a marketing manager at the Tanzania Tourist Board, a government agency tasked with promoting tourism.

As an ideal setting for culinary tourism where visitors can explore localities through their dishes and flavors, Meena said the East African nation offers a wide array of options for discerning travelers to suit the changing eating habits.

From sampling street food in the bustling Kariakoo business district of Dar es Salaam to attending cooking classes with local chefs, experts say Tanzania is rapidly getting on the radar as a culinary destination for holidaymakers chasing authentic culinary and travel experiences.

According to Meena, tourists are always treated with fine local cuisine, with all the culinary variations of *Ugali*, *Mlenda*, *Machalari*, *Makande*, *Matoke*, *tasty Pilau*, and *Nyama Choma*, as well as some of the finest local wines and beers.

“Tourists often spend time with local food vendors and learn how to cook a wide range of African cuisines,” Meena said. While each region has its own favorite food joints, experts said Dar es Salaam, Arusha, and Zanzibar offer some of the most sought-after food tours.

“We focus on quality and hygiene to ensure a safe experience for the visitors,” said Meena. Speaking to Anadolu Agency, a tourist from Norway, Irene Christiansen, said she fell in love with Tanzanian food culture. “The food here is fresh and tasty as compared to the food I eat in Norway,” she said.

Brand Awareness

[3] Lulu Adam, the chairwoman of the Association of Tanzania Caterers, told Anadolu Agency that booming culinary tourism has created strong brand awareness and potential loyalties.

“Many tourists would want to go to certain restaurants to eat local dishes of their choice,” she said. According to Adam, local cuisine is a key motivating factor for tourists to choose a local destination, with a bigger budget apportioned to food-related activities.

She added that tour operators have also added culinary tours to their itinerary to enrich tourists’ experiences. “Our visitors like to see how the food is grown, harvested, and made into a dish,” Adam said. Meanwhile, the Tanzania Tourist Board has been working to promote culinary tourism through food competitions. “Local cuisines have put us on the global map. Tourists’ experience is incomplete without eating local food and without knowing how to prepare it,” said Meena.

II. SUMMARY

2.1 Challenges of Hospitality

Tanzania is the only country, which has allocated more than 25% of its total area for wildlife national parks and protected areas. There are 16 National Parks in Tanzania, 28 Game Reserves, 44 Game controlled areas, 1 conservation area and 2 Marine Parks. Tanzania boasts many of Africa’s most renewed destinations; in the north the Serengeti plains,



the Ngorongoro Crater, Lake Manyara, and Mount Kilimanjaro, and in the south Mikumi and Ruaha National Parks and the Selous

Game Reserve. According to a survey conducted by SafariBookings.com, Tanzania's Serengeti National Park was voted Africa's best safari destination, followed by Mana Pools (Zimbabwe), Mala Mala (South Africa), Okavango Delta (Botswana), and Lower Zambezi (Zambia). The Tanzanian Government is engaged with developing and promoting sustainable growth on the travel and tourism sector in Tanzania, in order to preserve its natural and cultural resources. The government, therefore, is focused in attracting high-income tourists whom are less likely to spoil the culture and the natural environment. Tanzania's Ambassador to China, Mr. Mbelwa Kairuki, disclosed that the China National Travel Service Group Corporation (CTS) is planning to invest in Tanzania's tourism sector by constructing hotels on the mainland and Zanzibar.

2.2 Importance of Domestic Tourism Promotion

Many African countries have created a friendly environment for tourism to flourish and have shown strong commitment to promote tourism sector by, for instance, successfully promoting the destinations, involving the private sector, putting up required infrastructure and generally improving the country's business environment, through relaxing Tourism Visas, among others. Down are the Importance's of domestic tourism promotion • Offers the opportunity to generate a more diverse and economically sustainable tourism industry. Domestic tourism is an educational process for the environment since it plays an important role in influencing public view points.

Local residents can develop an appreciation and passion for the attractions in their country, the tourism equation becomes complete. Residents will also potentially develop stronger interest in promoting appreciation of a country's endowed resources and greater awareness of the achievements of the national institutions.

In addition to discovery, encountering others, and experiencing something unique, local tourists also seek a diversity of destinations and tourism activities; in other words, the range of adventures are broad and these potentials are of immense advantage.

To promote domestic tourism can be used to stabilize the frequently cyclical and seasonal flows of inbound tourism. This is through encouraging domestic tourism to occur during the traditionally slow "off peak" demand periods that is normally associated with international tourism. It is opportunities that exist to fortify the tourism A survey of international hotel accounts for 1976 in Tanzania shows considerable revenue and cost differences between town and holiday hotels. These differences are confirmed by comparisons of equivalent occupancy levels which show that higher revenue and profit are associated with higher operating costs. Town hotels generate more employment and value added, than holiday hotels, and as much foreign exchange, but at a greater use per unit of materials and services. There are also significant differences between state sector and non-state sector hotels. Should hotel-investment policy concentrate more on optimizing returns from town-hotel investments, rather than seeking to maximize returns from more risky holiday-hotel investments? These results should be of interest to tourism planners in several African countries.

This study sought to identify the challenges that are critical for success and failure in SMHs in Tanzania. To achieve the objectives of the study, data was collected from 09 small and medium hotels in Dar es Salaam, from which 27 respondents were selected. Exploratory research design was opted in this study because the researcher intended to gather information about a few number of people and also in order to get better understanding of a situation. The study found out that the main challenges are mostly attributed to inadequacy financial resources, lack of capital and support, low level of education, marketing strategy, lack of hotels business managerial skills, poor technology and lack of trained staff and budgetary resources. There is a challenge of obtaining the modern technology and information about the market and customers' desire due to the absence of marketing networks that could provide the hotel with the necessary information regarding the market needs. In the lack of supervision over the quality of inputs and the products (services), SME's aren't able to obtain a relatively competitive edge in the national markets and accordingly in international ones. The study recommends that education and training are crucial to SMH since they play a big role in the success of the business. Moreover, SMH require organization's mission, vision, values and strategic plans. It is concluded that hotel operators should take responsibility for delivery on service quality and business performance.

III. CONCLUSION

3.1 Sustainable Development and Tourism

Nature gives Tanzania the Kilimanjaro African highest mountain, the Tanganyika world deepest Lake, the beautiful Zanzibar archipelago and also a diversity of wild animal species. So it is inevitably one of the most visited countries in Africa and on top list destinations for nature loved travelers.

The ethnically diversity with more than 120 ethnic groups brings a special culture for this country and many interesting travel activities for visitors. Exploring Tanzania with locals is the best way to get money worth memories for your trip.

Together, we will conquer Tanzania. Tanzania Top Unmissable Places Mount Kilimanjaro

Mount Kilimanjaro is on top of the must-visit places list in Tanzania, and even the whole of Africa. At 5,895m high, conquering the Uhuru Peak of this mount becomes an exciting challenge for adventurers climbing along the trail to the summit to contemplate the beautiful snow-capped mountain.

Zanzibar Beaches

Zanzibar has beauty melting the hearts of every traveler. This charm archipelago gives you to the white sand beaches lying side by the blue shallow water with the endless coco palms. There are some water sports you can take part in to color your vacation.

Serengeti National Park

Serengeti National Park is home to over 500 bird species. One of the most imposing views of nature is the scene of annual wildebeest migration where over 1.5 million individuals get through the Tanzania territory. Besides, there are a hundred other wild animal species in this place to visit.

Lake Manyara National Park

Being a masterpiece of nature, this Lake Manyara National Park is the shelter of thousands of flamingos, elephants, hippos, tree-climbing lions. This park brings up baboons with the highest quantity in the world.

Tanzania has almost 38% of its land reserved as protected areas, one of the world's highest percentage. Tanzania boasts 16 national parks and is home to a large variety of animal life. Among the large mammals include the Big five, cheetahs, wildebeest, giraffes, hippopotamuses and various antelopes. Tanzania's most well known wildlife attractions are located in the northern part of the country and include the Serengeti National Park, Tarangire National Park and Lake Manyara National Park. The Serengeti National park encompasses the world-famous great migrations of animals. The Serengeti National Park is the most popular park in the country and had the chance to host more than 330,000 visitors in 2012.

In 2018, Serengeti National Park was voted the best African Safari Park following the depth study conducted by Safari Bookings the largest online marketplace for African safaris. In their website, it reads, In total 2,530 reviews were examined from the Safari Bookings website. The 1,670 user reviews were contributed by safari tourists from 72 countries. To complement these user reviews, reputable guidebook authors (working for Lonely Planet, Rough Guides, Frommer's, Bradt and Footprint) teamed up in the Safari Bookings Expert Panel to write 860 expert reviews.

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