TOURISM DEVELOPMENT IN TANZANIA BEFORE AND AFTER INDEPENDENCE

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ABSTRACT

This paper aimed at studying tourism development in sub-Sahara Africa from the sustainability perspective, and analyzing factors shaping tourism development in the region with a special focus on the Tanzania Mainland. The paper used documentary review, semi-structured interviews and anecdotal evidences to achieve its aim. The paper established that the evolution of tourism in Tanzania can be traced back to the ancient period of the *zinj*, to the era of the ancient civilization of *Rhapta*, the Swahili coast civilization and early inland states. However, modern tourism emerged during the colonial period and further advanced after independence. It was also found that the development of modern tourism in the country was a complex process embedded with struggles and periods of ups and downs due to social, economical and political dynamics. Some issues such as wars and political instability, economic prosperity, transport and communication technology break-through that affected global tourism development were found to influence tourism in Tanzania. In addition, in the sub-Sahara African context, colonialism, neo-colonialism, globalization and relations between developed and developing countries, conservation policies and local community concerns were found to be crucial factors shaping tourism development, particularly the adoption of sustainable tourism approach and the way it is managed. The study provides recommendations to the governments in sub-Sahara African region, tourism policy makers and managers in the region and other tourism stakeholders particularly the private sector and local community in order to create a better future for tourism sustainability in the region.