Development of Cultural Heritage Tourism in Dar es Salaam City Centre: Demand Perspective

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Abstract

Most cities in sub-Sahara Africa are rich in terms of cultural heritage assets but yet, fail to attract, retain and satisfy cultural tourists. With a focus on Dar es Salaam city centre, this study aimed at analyzing demand for cultural heritage tourism with a view of providing proper recommendations for the development of cultural heritage tourist destinations from the demand perspective. Data collection involved both open and closed questionnaire, documentary review and personal observation of cultural heritage, followed by quantitative and qualitative analysis. Geographical and psychological analytical approaches were also used in order to grasp tourists' perceptions in relation to their area of origin and experience. Results indicate that there are several opportunities that could promote Dar es Salaam city from a tourists' gateway to primary tourists' destination. Key recommendations, including the development of tourist zones and itinerary based on tourist perspectives and recommendations for further investigations are put forward.