



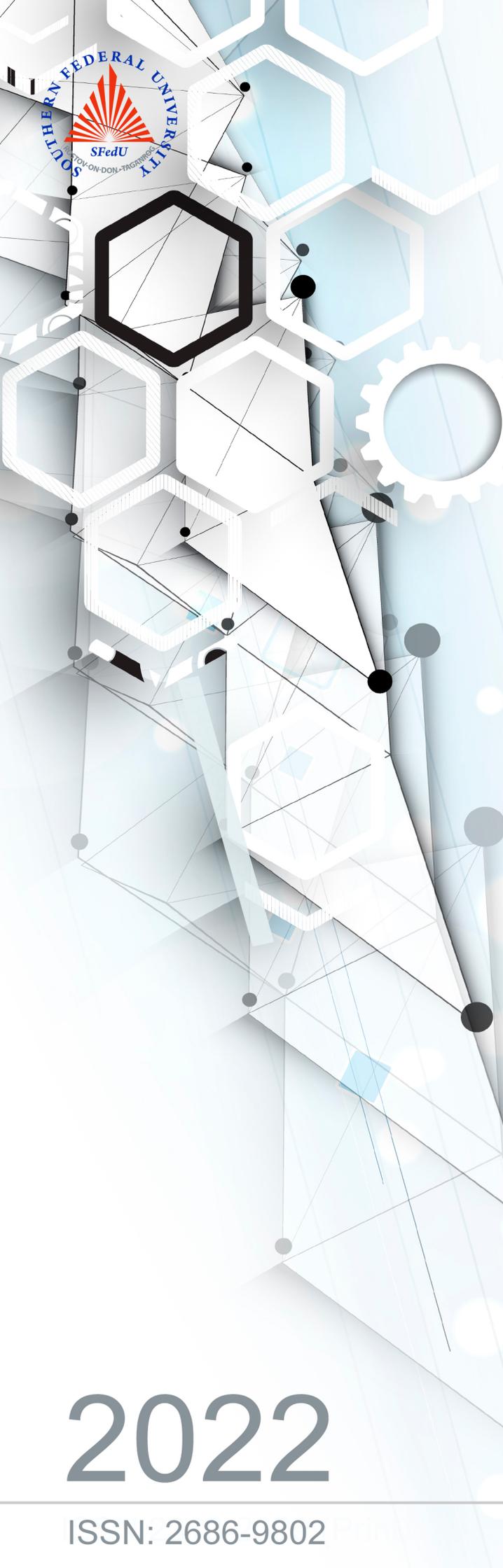
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PROSPECTS OF ICT ADAPTATION IN TOURISM SECTOR IN TANZANIA**Hussein Jamal Hussein***Southern Federal University,
Master's student*

Tourism is one of the world's fastest growing economic sectors. This paper shows the overview of tourism sector in Tanzania as well as Factors Determining the Adaptation of ICTs, although much literature exists on how technology can promote tourism industry, little is known about this phenomenon in developing countries. This paper therefore discusses the general prospects of ICTs in tourism sector in promoting tourism industry in Tanzania.

Keywords: ICT; tourism sector; Tanzania; Factors Determining the Adaptation.

Научная статья
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**ПЕРСПЕКТИВЫ ВНЕДРЕНИЯ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В
ТУРИСТИЧЕСКОМ СЕКТОРЕ В ТАНЗАНИИ****Хуссейн Джамал Хуссейн***Южный федеральный университет,
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Туризм является одним из самых быстрорастущих секторов экономики в мире. В данной статье представлен обзор туристического сектора Танзании, а также факторы, определяющие внедрение в него информационных технологий. Несмотря на то, что существует много литературы о том, как технологии могут способствовать развитию индустрии туризма, мало что известно об этом явлении в развивающихся странах, одной из которых является Танзания. Основными результатами данной статьи являются выявленные перспективы использования информационных технологий в туристическом секторе для продвижения индустрии туризма в Танзании.

Ключевые слова: информационные технологии; туристический сектор; Танзания; факторы, определяющие внедрение.

Overview of tourism sector in Tanzania

Tourism is one of the largest and developing sectors in Tanzania. Its high growth and development rates, positively contribute to the social and economic development of the country. Public and private sectors which is involved in tourism looks on planning to achieve sustainable tourism development that benefit, creates appropriate employment, maintains the natural environment, and delivers quality visitors firsthand knowledge [2]. Tourism requires a displacement: a human must travel, using any mode of transportation (he may even walk on foot: this is increasingly the case in impoverished cultures, but it also occurs in more developed ones, and it concerns pilgrims and hikers).

Tourism generates about 10% of global income and employs over a tenth of the global workforce, according to Fayissa et al. [1]. Tourism is the fastest-growing industry in the world, with enormous benefits for both local and global society. The business generates about four thousand billion dollars in annual economic activity around the world, and it employs one out of every five people on the planet [1]. On the other hand, it is assumed that while mass tourism raises land prices, it also increases demand. In general, mass tourism increases the value of land, creates more jobs, and increases wealth.

In contrast, when tourism demand is very high, inflationary tensions in tourism flow over into the rest of the economy, contributing to high inflation [6]. Tourism is one of the most important and rapidly growing areas of the external economy. Its high growth and development rates, large inflows of foreign cash, infrastructure development, and introduction of new managerial and educational

experience all have a favorable impact on various sectors of the economy, contributing to the country's overall social and economic development.

General challenges facing tourism stakeholders in Tanzania.

According to Magigi and Ramadhani [3], some of the constraints highlighted as challenges facing local people participating in tourism activities include language barriers, insufficient experience of operators, low education and training, culture, poor/weak commitment of actors, and high poverty levels. A lack of formal education, as well as speaking very little English when first employed, is a challenge for many tour guides and other service providers. They are chosen depending on their personality or understanding of the area Magigi and Ramadhani [3].

Due to corruption and a lack of cooperation across communities, the majority of villagers do not receive frequent visits to their villages, stores, or markets; this stymies any progress that individuals try to make [5]. The main obstacles to the development of the tourism sector in Tanzania are power imbalances, institutional barriers and distrust of local authorities, as well as low levels of education and lack of knowledge about tourism; poor living conditions and lack of financial support; perception of tourism as a seasonal low-income business.

Factors Determining the Adoption of ICTs in Tanzania Tourism Sector.

The adoption of ICT in Tanzania's tourism sector is influenced by several issues, which will be covered further below. In the hotel sector, for example, a hotel's location has a significant impact on its operations and profitability. The profile of a hotel's visitors, the size of its market, and the level of competition it faces are all influenced by its geographic location. Given the characteristics of its customer profile, market size, and the level of competition it must face, a hotel will be more motivated to use ICTs if it anticipates the ICT-based amenities to either provide greater competitive advantage or diminish the advantage enjoyed by its competitors.

As a result, hotels' degrees of ICT adoption inclination may vary depending on the profile of their visitors, the size of the market, or the severity of competition. The size of the market in terms of the number of tourists who visit the location will also have an impact on ICT adoption, as hotels in smaller underdeveloped destinations may need to use the internet and other ICT-based technologies like GDS to reach out to the global population to a greater extent than hotels in developed destinations. The level of rivalry among hotels in each location might also influence ICT adoption. The general occupancy rate in a location is a measure of how competitive the hotels in that location are. High occupancy rates at a place indicate that competition is limited, and hotels may anticipate filling their rooms quickly, whilst low occupancy rates indicate that there is more competition to draw customers between the hotels in the area. Due to the high degree of competition, hotels may be compelled to adopt ICT-based technologies aggressively to both attract clients and improve the efficiency of their operations.

The size of the hotel has a big impact on ICT adoption. A large financial commitment is required for the proper deployment of numerous ICT technologies. Small hotels may be less inclined to deploy costly ICTs due to a lack of resources, but major hotels are more willing to do so. In addition, because investing in new technologies is risky, small hotels may prefer to wait until the technology has stabilized before making a decision. Another aspect of hotel size that may influence ICT adoption is the hotel's readiness to adapt within the company. Large hotels have been found to be more resistant to change than small enterprises. As long as the investment required is not a factor, this conclusion shows that large hotels are less likely than small hotels to adopt ICTs. The scope of the hotel's operations can also influence adoption.

Other factors that determine adoption of ICT by tourism sector in developing countries are classified into three major categories[4]:

- *Location related factors* refers to the qualities of the company's physical location that may have an impact on how much ICT is used. The demographics of the company's visitors, the size of its market, and the level of rivalry it faces are all determined by its location. Tourism actors' degrees of adoption may vary depending on the character of visitors, the size of the market, or the severity of competition.

– *Enterprise related factors.* The scale of the business (for example, the number of hotel rooms), the breadth of operations in which the tourism business is involved, the establishment's grade, and the business's age are all factors to consider. Large tourism businesses have been proven to be more resistant to change than small businesses, but only when investment is not considered. Tourism businesses with a wide range of activities will benefit from ICT adoption more than businesses with a narrower range of activities. The grade, which indicates the economic class of the intended market for the establishment, may have an impact on ICT adoption. Higher-grade establishments that cater to the upper middle class may be more likely to adopt ICTs as a result of consumer demand and to improve their image. Age also has a significant impact on ICT adoption, as new businesses find it easier to adopt new technologies.

– *The technological resources of the business.* The proper deployment of several ICT technologies necessitates a significant financial investment. Small businesses' willingness to adopt pricey ICT may be influenced by a lack of resources. According to Barba-Sanchez, Martinez-Ruiz, and Jimenez-Zarco (2007) and the OECD (2006), ICT applications can deliver a variety of benefits across a broad spectrum of intra- and inter-business operations and transactions.

General Prospects of ICT in Tourism Sector in Tanzania.

In the tourism industry, the internet has become a critical tool. Tourism companies have been using the internet to efficiently communicate, distribute, and sell their products to potential customers all over the world. Individual firm websites have surpassed electronic markets as the most prominent e-commerce platform. In the tourism industry, the focus of e-business operations has been on customer-facing activities and services, primarily e-marketing and e-sales. In 2005, online booking and reservation services had gained widespread acceptance among consumers and business travelers. Similarly, in the tourism industry, internet purchase had become a widely used application.

“For more than 30 years, tourism has been inextricably linked to technological advancements. The introduction of Computer Reservation Systems (CRSs) in the 1970s, Global Distribution Systems (GDSs) in the late 1980s, and the Internet in the late 1990s profoundly altered tourism's operational and strategic practices. To boost efficiency in processing internal information and managing distribution, the tourism industry first concentrated on using computerized systems (e.g., CRS, GDS). The Internet and information and communication technologies (ICTs) are now important on all operational, structural, strategic, and marketing levels to promote worldwide interaction among suppliers, intermediaries, and consumers throughout the world” [4].

Conclusion

The level of adoption of ICT by tourist stakeholders in Tanzania demonstrates that ICT is widely used for business reasons by tourism stakeholders. According to the findings, ICT usage influences adoption behavior. The study's findings show a high level of ICT adoption among private entities in tourism industry in Tanzania despite the huge presence of technological and policy constraints. According to the findings of the data analysis, a large percentage of respondents believe that several factors influence ICT adoption, including the size and location of the business, sales revenue, ICT knowledge among owners, and ICT costs, all of which have an impact on the benefits realized by tourism businesses.

Although the study further found that, factors that influence adoption are somehow also operate as a barrier to tourist as they pose unimaginable and unprecedented competitions from outsiders. According to the study, tourist stakeholder's perceptions of ICT adoption in the Tanzania play a key impact in their decision to adopt ICT. The majority of tourism players within Tanzania's contend to strictly use the Internet and websites for business reasons in big numbers. The study additionally found that, majority of these organizations are aware of the advantages of ICT, such as being an effective and cost-effective means of connecting with customers across the world as well as, gaining a competitive advantage, and improving sales revenue performance at the organizational level.

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