



TANZANIA ASSOCIATION OF TOUR OPERATORS - TATO

Fact sheet - **Promoting tourism safety and security** - July 2013

more than with any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for its visitors

World Tourism Organization (UNWTO)

SOME ECONOMIC FACTS AND RANKING

The Tourism Sector accounts for 17.5% of the Tanzanian GDP. It supports an estimated 400,000 jobs and about 800,000 indirect employment positions (2009). **This industry is able to generate more jobs than any other sector in Tanzania** because of its linkages to the rest of the economy. Visitor arrivals reached 867,994 people in the year 2011 bringing in US \$ 1,354,000,000 (US \$ 1.3 billion).

Tourism is not a primary export item, like tanzanite, gold and diamonds. It is a **final goods item**, giving it a distinctive financial advantage. The Tanzania tourism attractions include its beautiful scenery, game viewing, adventure travel, beach holidays, scuba diving: all very popular and easily marketable qualities. For that reason **Tanzania is placed second worldwide for its natural environment**, but in the Travel & Tourism Competitiveness Report 2011 it is ranked at a painfully low position of **number 110...**

(data: World Economic Forum)

Without the best tourism security

even the best marketing will fail

Every time a tourist is killed or hurt in Tanzania the country's entire Travel & Tourism sector is affected

In June 22, 2012 a Dutch tourist was killed by bandits at a campsite adjacent to the world-famous Serengeti National Park. All the major news outlets in the world reported the incident. It also appeared on over 5,000 websites across the world.

The incidents of tourists getting killed in the country are actually listed on a UK government website (www.gov.uk). The USA government has a similar facility. Such incidents hurt tourism as it ignites fear, which curtails marketing efforts.

KARIBU TANZANIA

- Tanzania has no specific provisions under the law that clearly addresses security and safety issues for tourists.
- Tanzania does not currently have a special Police Unit for ensuring security and safety of tourists, unlike Kenya & South Africa.
- Tanzania Mainland and Zanzibar have different Penal Decrees with different provisions: Tourists with a one union visa may face crimes committed against them in both territories, but confronted with different court procedures.
- The Tourism Act 2008 does not clearly provide for the role of police officers in dealing with security and safety issues of tourism.

TATO is based in Arusha, Tanzania

www.tatotz.org / info@tatotz.org

Tel.: +255(0)27 2504188 Cell: +255(0)713 512308

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