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Tanzania, tourism

The United Republic of Tanzania, with an area of 947,300 km² (365,800 mi²), is the largest country in East Africa. It is bordered by Kenya and Uganda to the north; Rwanda, Burundi, and the Democratic Republic of Congo to the west; Zambia, Malawi, and Mozambique to the south, and the Indian Ocean to the east (Figure 1). The country is divided into 30 administrative regions: five on the islands of the Zanzibar Archipelago and 25 on the mainland. The capital city is Dodoma, while the principal commercial and the largest city is Dar es Salaam.



Figure 1. Map of Tanzania

In 2012, Tanzania's population was 44.9 million (National Bureau of Statistics 2013) of which more than 80% is rural, consisting of more than 120 ethnic groups with diverse local languages and cultures. Swahili and English are the two official languages. The economy depends heavily on agriculture, which accounts for more than 25% of the GDP, providing 85% of exports, and employing 80% of the workforce (National Bureau of Statistics 2011).

Tanzania is known for its wildlife parks, reserves, and long coastline. More than 30% of the land is in protected areas. There are 16 national parks, 34 game reserves, 38 game controlled areas, and nine marine parks. In 2013, Tanzania received about 1,095,884 tourists. Its well-known attractions include Mt. Kilimanjaro (Africa's highest mountain), Serengeti National Park (known for its spectacular seasonal wildebeest migrations), Lake Manyara National Park (famous for tree-

climbing lions), and the Ngorongoro crater which is an extinct volcanic caldera with an outstanding game viewing from the crater rim (Boniface and Cooper 2001). The country is also remarkable for its cultural heritage (Bagamoyo, Kilwa, Kondoia, and Zanzibar) and archeological sites such as Olduvai Gorge, one of the important paleo-anthropological sites in the world.

Tourism industry supports approximately 200,000 jobs (direct and indirect), generates 25% of Tanzania's foreign exchange earnings, and contributes about 17% of the national GDP (MNRT 2012). The prospects for future research on tourism include human resource development, tourism product development, infrastructure development, security, marketing, conservation and livelihood.

Tanzania has begun to diversify its tourism offers through cultural tourism under the supervision of Tanzania Tourist Board, aiming to promote rural livelihoods. Product development and service delivery are central to successful tourism development. Due to this, the national tourism policy attaches importance to human resource development. Many universities are now offering tourism related degree programs to meet the ever increasing demand for professionals in this field. In 2012, the government implemented a project to establish a new campus for the National College of Tourism.

See also: Cultural tourism, wildlife tourism, mountain tourism, park tourism, Africa.

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