

Marketing and Product Development

Good Afternoon Honorable Distinguished guest, Ladies and Gentlemen.

My name is ZamZam Mtanda from Tanzania, I am a member of Tourism Working Group of Tanzania Private Sector Foundation. Also I owned the tour company since 2006 named as Mizat Tours and Travel Limited.

I would like to share with you my success story in Product development marketing, and promotion in my small company. Marketing and promotion can be done in various ways, I am doing marketing by a word of mouth – one on one basis. My children who are abroad studying in several countries like China, Norway, Turkey and Australia are my Marketing managers and are doing a great job in promoting my unique product of educational tours known as Cultural and Youth Tourism. This product caters for both inbound and outbound tourists. (I am ready to have a private session to anyone who would like to know more about how I made this possible without using a lot of money).

In order to stimulate growth in the product development and progressive marketing of African destinations to Asian tourists, we need to develop the capacity of local investors so that they in turn can grow their business without strains. In this context it is heartening to note that local investors have a lot of potential, some with good projects in the tourism industry. However most local investors are limited in their capacity to handle only small and medium scale projects. Therefore it is imperative to focus on how to promote growth in the SME sector in tourism. The country also stands to benefit tremendously through the SME sector on account of its:

- Employment potential
- Poverty alleviation
- Usage of traditional skills
- Improving living standards of local population.

A lack of access to capital is identified as an impediment to the growth of local tourism enterprises. The banks identify a lack of confidence in the sector based on unbankable business plans. Finance for initial investments, working capital, expansion, productivity improvement tools is an important input for sustained growth and market product development. Nevertheless many of small promoters are not able to access bank credit because of inability to provide adequate security collateral to lenders.

Sustaining tourism development in Africa, we must consider start selling East Africa destinations for East Africans later putting ourselves together to promote African destinations to Asian and Japanese market by having a general website for African Tour Operators as well as African Tourism directory in order to showcase our tourist products world wide. In so doing all African tour operator can start doing the joint ventures, partnership as well as technology transfer for the benefit of Africa as a continent.

Thank you.

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