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Exploration of challenges facing lodging operations in Tanzania national parks

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The purpose of the study was to explore challenges facing lodging operations in Tanzania National Parks. The study established three research questions, first one was on exploration of main challenges facing lodging operation in Tanzania National Parks, the second one was on finding how challenges can be grouped or categorized in groups of lodges or geographical location and the third was on identification of their coping strategy. The study was qualitative exploratory which used both primary and secondary data. The study adopted convenience sampling from small number of lodges located in Seven National Parks and respondents from their biggest hotel association (HAT). Thematic analysis was employed to analyse data from 13 in-depth interviews. The reliability of the coding process was tested and percentage of agreement was 95%, which ranking excellent to carry on with the study. The study identified a long list of 16 challenges, also discovered majority of challenges can be grouped geographically but some challenges affect lodges irrespective of geographic zones (Northern, Southern Eastern or Western), and finally identified list of coping strategies deployed by lodges when addressing those challenges. The study concluded that, lodges' operations in the National Parks are in unpredictable business climate where policies contribute 11 of 16 challenges and therefore recommend for policy makers, tourism private sectors and academicians to review the situation and stabilize business climate for development of the lodging industry.