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The Assessment of the Effectiveness of ICT Application in Zanzibar Tourism Industry

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The Assessment of the Effectiveness of ICT Application in Zanzibar Tourism Industry

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The purpose of this study was to assess the effectiveness of ICT application in Zanzibar tourism industry. Apparently, the tourism sector has emerged as one of the most important sectors for developing as well as developed countries. Tourism incorporates many of the features of the information society such as globalization, mobility and information richness. ICT is probably the strongest driving force for changes within the tourism industry. Industries are not only growing above average, but also will be among the most important industries in the next century. During this research activities, data was collected by using survey method technique and by using questionnaire as the instrument for gathering them. A total of 40 tourism organizations were surveyed. The major findings of the study revealed that there is quite good availability of ICT facilities (even if most of them are not specifically set for tourism purpose), and poor access to the use of the already available ICT facilities in Zanzibar tourism industry. The study also revealed the absence of formalized ICT training programs to the tourism organizations which undoubtedly accelerate to the poor access to use of ICT facilities. The study recommended for the provision of adequate and sustainable ICT facilities. Sustainability of the facilities can, amongst other things be met if the ICT operators or providers would systematically introduce ICT training programs, not only to the staff members but also to the tourists visiting the country and to the community at large.

What problems are you encountering to staff or run a tourism business (please tick in preferences)

Problem related to	1	2	3	4
Access to credit				
Access to internet and data base				
Regulation constraints				
Lack of skills labours				
Tax burden				
Lack of infrastructure and access to input				
Contacts outside Zanzibar				
Policy bias				
Other (specify)				

Scale: 1- More critical problem 2- less critical problem
3- least critical problem 4- Not critical problem

Thank you for completing this questionnaire