

Factors affecting the performance of cultural tourism in

Tanzania: the case study of Dar es salaam

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The purpose of the study was to examine the factors which affect the performance of cultural tourism in Tanzania. The study has seen it important to find solution to the problem of low level of flow of tourists in cultural attractions. A descriptive study research design was used. The study applied both primary and secondary data. The target unit of study was comprised of the different people of various cadres residing in Dar es salaam including the cultural tourism stakeholders and the employees from Tanzania from Tanzania Tourism Board. The study had a sample of 170 Respondents, However, only 164 responded. The study applied purposive sampling technique to the studied population. The data collection tools were questionnaire, interview and documents' review. The study used a statistical Package for Social Science (SPSS) programme to analyse the collected data. The study found that with regards to cultural tourism promotion campaigns there are significant factors which have a positive trend towards the performance of the sector. Some of the factors include; portraying cultural tourism tendencies, establishment of cultural tourism enterprises, cultural tourism sites' development, increased public participation and helpfulness of salesperson in cultural tourism. Other factors include increase in number of tourists and improvement of communities understanding of cultural tourism. It was also noted that there is good public awareness on the cultural tourism in the country where as the factors like visitation to cultural sites, level of cultural attractions and investigating in cultural tourism activities were found to affect the performance of cultural tourism. The study recommends that in order to improve the performance of cultural tourism there should be increased promotion efforts. However, involvement of local communities is encouraged in terms of investment and visits as well as maintaining attractiveness of cultural was also recommended.