

ICTs and the changing fortunes of postal services: a case study of the Tanzania posts corporation, Dar es Salaam

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This study was about ICTs and the Changing Fortunes of Postal Services: A Case Study of TPC Dar es Salaam. The study used mixed research design and it involved a sample of 160 respondents made up of men and women who were purposively and randomly selected. One fifty respondents participated fully in filling in questionnaires and other 10 were interviewed making a total of 160 respondents (43% were females and 57% were males). Data was collected through face to face interviews, questionnaires, observations methods and documentation. The findings show that 55% of respondents were aware of the TPC from 1980s and 44% knew it from 2000s, while only 1% knew it since 1940s. Furthermore, the introduction of ICTs in Tanzania brought about changes in the general practice of TPC. Some services such as mailing letters and money orders are highly affected while on the other hand, new postal services such as Expedited Mail Services, Fax, Postal-Cash and Postal- Giro and post City Urgent Mail (pCUM) have been introduced reacting to the introduction of ICTs. On the issue of ICTs to meet new communication demands, 63% of the respondents disagreed. The exception was in a few areas with good infrastructure, better networks and reliable power supply such as Dar es Salaam, Morogoro and other towns and cities. Challenges which the TPC encounters include the mushrooming of private mobile phone networking companies and loss of customers. Among the recommendations, the postal services are called upon to improve its services to suit the contemporary environments.