
Glory Itael Ndossa*  
Department of Business Management  
Institute of Accountancy Arusha  
gloryndossa@gmail.com

Norbert Peter Nyoni  
Department of Business Management  
Institute of Accountancy Arusha  
norberntyoni@gmail.com

* Corresponding author

Abstract

Meru District Council is facing the problem of poor development of tourism industry due to poor implementation of government policies related to this industry. In response to the problem, the current study aimed to assess the effects of government policies on the development of tourism industry in Tanzania. A case of Meru District Council. The study was guided by three specific objectives which were to; - evaluate the interdependence between government policies and investment in the tourism industry in Tanzania, identify the government policies implemented to promote the development of the tourism industry in Tanzania as well as examine the relationship between government policies and infrastructure development of the tourism industry in Tanzania. The study was guided by the two theories namely; - Policy diffusion theory and Sustainable Development theory to guide this study effectively. The study employed a mixed method case study design. The study involved a sample size of 144 respondents with stratified and purposive sampling techniques. Data were collected through questionnaires and interviews. Data analysis methods were descriptive statistics and content analysis. The study findings discovered the government of Tanzania has tried to put an effort on policy formulation related to tourism activities however there is poor emphasis in their implementation resulting into unsatisfactory tourism investments as well as poor infrastructure systems. The study concluded that this situation has been affected by several challenges such as poor government support and lack of awareness among the community and stakeholders. Thus the government must support effectively this industry by implementing the existing government policies and cooperate well with all tourism stakeholders. The study recommends policy makers at the Ministry of Natural Resources and Tourism to adhere the decentralization by devolution policy by allowing the tourism stakeholders to participate fully in the policy formulation process and implementation.

Keywords: Government Policy, Tourism Industry, Development, Tourism Investments, Tourism Infrastructure.

1. Introduction

Tourism is a significant contributor to the world economy, creating employment and income for various countries. Government policies play a vital role in shaping the tourism industry's development in various countries worldwide. According to EU Tourism Policy, via the Tourism Advisory Committee (TAC), the Commission facilitates exchanges of EU country representatives on
tourism and, in particular, on the provision of services for tourists. Basically, the TAC works with international organisations on the sustainability and balanced development of tourism globally. Thus, the Commission strengthened its cooperation with the World Tourism Organization (UNWTO), the Organisation for Economic Co-operation and Development (OECD) and the Council of Europe (CoE). The ETC gathers 34 European national tourism organisations from 33 countries in Europe. Since 2012, the Commission has co-financed the marketing and promotion of ‘Destination Europe’ via dedicated ad-hoc grants, notably via a Joint Promotion Platform.

On the other hand, the U.S. Travel and Tourism Industry generated $1.9 trillion in economic output; supporting 9.5 million American jobs and accounted for 2.9% of U.S. GDP. At 14.5% of international travel spending globally, international travelers spend more in the United States than any other country. The U.S. Travel and Tourism Advisory Board (TTAB) – consisting of up to 32 private sector representatives from companies and organisations in the travel and tourism industry, who are appointed by and provide policy advice to the Secretary of Commerce. Furthermore, Lee and Koo (2018) conducted a study on the effect of government policies on tourism development in South Korea. The study found that government policies aimed at promoting tourism development have a positive effect on the industry's growth. Moreover, they noted that government policies that support tourism development should be aligned with private sector needs to achieve sustainable growth in the industry.

Several studies have investigated the effects of government policies on the development of the tourism industry in Africa. According to Mthembu-Salter and Rogerson (2016), government policies can stimulate the tourism industry's development in Africa by creating an enabling environment for investment and promoting tourism as a key economic sector. They also noted that policy coherence and coordination across different government sectors are crucial for the successful implementation of tourism policies. In a study on the impact of government policies on tourism development in Kenya, Musau and Kieti (2020) found that government policies can have a positive effect on the tourism industry's development. They noted that government policies that prioritize infrastructure development, marketing, and product diversification can attract more tourists and promote sustainable tourism development.

Similarly, Odeleye et al. (2021) investigated the impact of government policies on tourism development in Nigeria. They found that government policies play a vital role in shaping the industry's development. However, they noted that the government needs to address challenges such as inadequate funding, poor infrastructure, and limited capacity building.

Furthermore, Mtapuri and Hinson (2018) conducted a study on the effects of government policies on the tourism industry's development in Zimbabwe. The study found that government policies that prioritize tourism development have a positive impact on the industry's growth. Moreover, the study noted that the government's support should be accompanied by private sector involvement to achieve sustainable tourism development. In Ghana, Addo and Andoh (2020) conducted a study on the effects of government policies on the development of ecotourism. The study found that government policies aimed at promoting ecotourism have a positive impact on the industry's growth.
Tanzania is one of the African countries whose government policies have aimed to develop the tourism industry as a source of foreign exchange earnings. However, despite the government's efforts, there is still a gap in understanding the effects of these policies on the industry's development. Several studies have been conducted worldwide to determine the effects of government policies on the development of the tourism industry. According to Buhalis et al. (2015), government policies are essential in shaping the tourism industry's development. They assert that the government's role in providing an enabling environment for the tourism industry's development cannot be overlooked. Additionally, Kim et al. (2018) found that government policies play a critical role in attracting tourists to a particular destination. They noted that government policies that support tourism development can lead to increased tourist arrivals, which can boost the economy.

The current study aims to assess the effects of government policies on the development of the tourism industry in Tanzania.

**Research Objectives**

The general objective of this study was to assess the effects of government policies on the development of tourism industry in Tanzania. A case of Meru District Council. Specifically, the study had the following objectives:- To evaluate the interdependence between government policies and investment in the tourism industry in Tanzania, to identify the government policies implemented to promote the development of the tourism industry in Tanzania and to examine the relationship between government policies and infrastructure development of the tourism industry in Tanzania.

**Scope of the Study**

The scope of this study was to assess the effects of government policies on the development of the tourism industry in Tanzania. This study examined the depth of investigation by analyzing the government policies that have been implemented to promote the development of the tourism industry in Tanzania. The geographical coverage of the study was in Meru District in which it represented the other parts of Tanzania, which is known for its wildlife, natural scenery, and cultural heritage. The current study investigated how the government of Tanzania has implemented various policies to promote tourism, including investment in infrastructure, marketing and promotion, and legal and regulatory frameworks.

**Significance of the Study**

The significance of this study lies in its contribution to the understanding of the effects of government policies on the development of the tourism industry in Tanzania. Firstly, beneficial to Policy Makers by examining the government policies that have been implemented in Tanzania to promote tourism, the study will provide insights into the impact of these policies on the industry. Secondly, beneficial to Academicians the findings of this study will also have practical implications for Tourism Stakeholders in Tanzania. The study will provide recommendations for enhancing the effectiveness of government policies in promoting the development of the tourism industry in Tanzania. Thirdly, beneficial to Academicians this study will contribute to academic knowledge by advancing the understanding of the relationship between government policies and tourism development in both public and private sectors organizations, particularly in the context of Tanzania.
Fourthly, beneficial to Researchers the study can also be highly beneficial to researchers who are interested in exploring the effects of government policies on the development of tourism industry in Tanzania. The study can provide new insights into the factors that contribute to the success or failure of tourism industry in Tanzania and can contribute to the existing body of knowledge on tourism industry which is exercised by both private and public organizations. Lastly, beneficial to the Community finally, the study can also be highly beneficial to the community, as it provides insights into the effects of government policies on the development of tourism industry in Tanzania. The findings of the study can inform community members about the whole picture of tourism industry and can encourage them to participate in tourism activities both globally and locally.

2. Literature Review
Enter here (Arial Narrow, 11-point, justified, line spacing: 1.5).

Theoretical Literature Review
This study adopted Policy diffusion theory and Sustainable Development theory to guide this study effectively.

Policy Diffusion Theory
Policy diffusion theory is a widely used theory that explains the spread of policy ideas and practices across different jurisdictions. According to Berry and Berry (2015), policy diffusion theory is based on the assumption that policymakers often borrow ideas and strategies from other jurisdictions when addressing similar issues. The theory suggests that the diffusion of policy innovations is driven by a combination of factors, including learning, emulation, competition, coercion, and normative pressures. The diffusion process can occur horizontally, where policies spread across jurisdictions at the same level of government, or vertically, where policies are adopted by jurisdictions at different levels of government. Several studies have shown that policy diffusion can have significant implications for the development of the tourism industry. For instance, Kim and Chen (2016) argue that the diffusion of tourism policies and practices from developed to developing countries has played a critical role in promoting the growth of the tourism industry in the latter. The policy diffusion theory can provide light on how government policies affect the growth of the travel and tourism sector in Tanzania. For instance, the government may speed up the growth of the tourism industry if it adopts measures that have already been proven successful in other jurisdictions.

Sustainable Development Theory
The sustainable development theory has been extensively studied in the context of tourism industry development (Diedrich & Garcia-Buades, 2012; Fyall, et al., 2012; Sharpley, 2014). The theory emphasizes the importance of balancing economic development with social and environmental sustainability to ensure long-term benefits for current and future generations (Diedrich & Garcia-Buades, 2012). The sustainable development theory is based on the recognition that natural resources and cultural heritage are finite and must be conserved for future use (Fyall et al., 2012). Therefore, sustainable development requires a holistic approach that takes into account economic, social, and environmental factors to achieve long-term sustainability (Sharpley, 2014).
Several studies have highlighted the importance of incorporating sustainable development principles into tourism policy and planning. For example, Gursoy and Kendall (2006) argue that sustainable tourism development requires a collaborative approach between government, industry stakeholders, and local communities. They suggest that government policies should promote sustainable practices in the tourism industry, while also engaging local communities in decision-making processes. Thus, the theory of sustainable development provides a useful framework for comprehending the significance of achieving a balance between economic, social, and environmental issues in the growth of the tourism sector. The theory’s emphasis on the "triple bottom line" strategy emphasizes the necessity of government policies that support the growth of sustainable tourism in Tanzania and other nations.

**Empirical Literature Reviews**

A study conducted by Liu et al. (2019), found that the government policies have led to significant growth in the tourism industry, as evidenced by the increase in tourist arrivals and revenues. In Europe, government policies have played a crucial role in the development of the tourism industry. In China, the government has implemented policies that focus on developing the infrastructure, improving the quality of services, and promoting tourism as a strategic industry.

A study conducted by Law et al. (2018), found that the development of infrastructure such as roads, airports, and telecommunication networks can attract investment in the tourism industry. In Tanzania, the government has implemented various policies to promote infrastructure development in the tourism industry. For example, the National Tourism Policy of 1999 identifies infrastructure development as a crucial strategy for the development of the tourism industry. The government has also implemented policies such as the Road Sector Development Program, which aims to develop and maintain road networks to improve access to tourist attractions (URT, 2017). Additionally, the government has implemented policies such as the National Transport Policy, which aims to improve transportation infrastructure, including airports and seaports, to promote the development of the tourism industry (URT, 2011).

A study conducted by Dritsakis (2015), found that government policies play a significant role in the development of tourism and the attraction of investment in the industry. Additionally, the government has implemented other policies such as tax incentives, which aim to attract investment in the tourism industry (UNWTO, 2017).

Similarly, in a study on the impact of government policies on tourism in India, Kalyanaraman and Krishnamoorthy (2021) found that government policies have played a crucial role in the development of the tourism industry in the country. The authors argue that the government's efforts to promote tourism through investment in infrastructure, marketing, and human resources development have contributed to the growth of the industry.

According to research by Makungu and Kimaro (2019), government policies have positively impacted Tanzania’s tourism infrastructure, leading to increased tourist arrivals. The study revealed that investments in airports, roads, and energy supply have been
instrumental in enhancing tourism activities. Moreover, the government's efforts to upgrade tourist facilities, such as hotels and game reserves, have also played a significant role in promoting tourism.

Also, a study by Lazaro et al. (2021) evaluated the effectiveness of Tanzania's tourism marketing strategies. The research found that the government's branding strategies, such as "Tanzania, the Land of Kilimanjaro, Zanzibar, and the Serengeti," have been effective in attracting tourists to the country. Additionally, the study found that Tanzania's promotion of cultural and natural heritage sites has been a significant attraction for tourists.

According to a report by the European Travel Commission (2022), EU countries have developed policies that focus on the promotion of sustainable tourism, diversification of tourism products, and the protection of cultural heritage. The report found that these policies have led to increased tourism revenues, job creation, and economic growth in many European countries.

The study by Moshi and Bukenya, 2018 found that in Tanzania, government policies such as the National Tourism Policy of 1999, the Wildlife Policy of 1998, and the Cultural Policy of 1997 have been instrumental in attracting investment in the tourism industry. The National Tourism Policy of 1999 provides a framework for the development of the tourism industry and identifies various strategies to promote the industry's growth. The policy has been instrumental in attracting investment in the tourism industry in Tanzania.

Similarly, Liu et al. (2022) highlight the importance of government policies in the promotion of tourism and investment in the industry. They argue that favorable government policies, such as tax incentives and infrastructure development, can attract investment in the tourism industry.

Moreover, according to research by Kamazima et al. (2022), the government's efforts to regulate the tourism industry have positively impacted Tanzania's tourism development. The study found that regulations on wildlife conservation, such as anti-poaching policies, have contributed significantly to the growth of the industry. Moreover, regulations on the quality of tourist facilities, such as hotels and restaurants, have also been critical in promoting tourism. Despite the positive impacts of government policies on the tourism industry, several challenges still hinder its development.

According to Dwyer and Forsyth (2015), government policies that focus on developing tourism infrastructure, increasing the quality of services, and promoting local culture have a positive impact on tourism development. This study found that in many countries, such as Australia, Singapore, and Malaysia, government policies that focus on the sustainable development of tourism have led to significant economic benefits.

Research by Makungu and Kimaro (2019) identified challenges such as poor road infrastructure, inadequate funding for tourism promotion, and inadequate regulation and supervision of the industry. Additionally, the study noted that the lack of skilled human resources and limited technology in the industry also pose significant challenges.

The study on the impact of government policies on tourism in the United States, Lankford and Howard (2015) found that government policies have played a crucial role in the development of the tourism industry in the country. The authors argue that the government's
support in infrastructure development, marketing, and the creation of tourism-friendly policies has contributed to the growth of the industry. The relationship between governmental initiatives and the growth of the tourism sector in African nations has been the subject of numerous studies.

According to Ankomah and Crompton (2018) claim that the government's initiatives to advance tourism have aided in the expansion of the sector in Ghana. According to the authors, the government's investments in infrastructure improvement, marketing, and the development of human resources have been crucial in developing tourism in Ghana.

In a study on the impact of government policies on tourism in Spain, Fuente-Rodríguez et al. (2016) found that government policies have been instrumental in promoting tourism in the country. The authors argue that the government's support in infrastructure development, marketing, and the creation of tourism-friendly policies has contributed to the growth of the industry.

In a study on the impact of government policies on tourism in Nigeria, Odoemenem and Agu (2015) found that government policies have a significant impact on the development of the tourism industry in the country. The authors argue that the government's support in infrastructure development, environmental protection, and tourism marketing has contributed to the growth of the industry.

Also, in a study on the impact of government policies on tourism in South Africa, Rogerson (2017) found that government policies have been instrumental in promoting tourism in the country. The author argues that the government's support in infrastructure development, marketing, and the creation of tourism-friendly policies has contributed to the growth of the industry.

According to Kibicho et al. (2020), the government's efforts to develop tourism have contributed to the growth of the industry, as evidenced by the increase in tourist arrivals and revenue. The authors argue that the government's investment in infrastructure development, marketing, and human resources development has been instrumental in promoting tourism in Kenya. Similarly, in a study on the impact of government policies on tourism in Ethiopia.

**Conceptual Framework**

A conceptual framework is an arrangement of interconnected concepts that illustrate the investigated variables and their relationships (Ravitch et al., 2016). A conceptual framework offers lenses for comprehending a research problem (McCombes, 2022). The conceptual framework presents of this study visual representation of relationships between the independent and dependent variables for the assessment of the effects of government policies on the development of tourism industry in Tanzania.
3. Methodology

The study was conducted in Meru District, which is located in the northern part of Tanzania. The researcher selected the area because it is near to Arusha city which is a hub of Tanzania Northern tourism circuit and it is near to the Kilimanjaro International Airport. The district has several attractive facilities and several services such as hotels, curio shops, campsites, good weather and attractive Mount Meru.

This study applied descriptive research design. Descriptive research design seeks to describe one or more variables. Descriptive design is used when little is known about the studied problem. The descriptive research design was suitable for this study as it allows the researchers to collect and analyze both qualitative and quantitative data from multiple sources to provide a holistic view of the topic. This study applied mixed method research approach. According to Creswell (2014) mixed method research approach uses both qualitative and quantitative methods to collect and analyze data in a single research study. According to Tashakkori and Teddlie, (2010) allows researchers to leverage strengths of both qualitative and quantitative methods, enabling the researcher to gain comprehensive understanding of the research problem.

The study based on the population 250 stakeholders involved in tourism activities in Meru District. The study population includes 35 Tour Operators Companies, 50 Restaurant Owners, 35 Means Of Transport Owners; 25 Curio Shops Owners, 30 Local Government Authority, 50 Hotel Managers and 25 Campsite Owners. The study
involved a sample size of 154 that will be selected from the population of 250 stakeholders involved in tourism activities in Arumeru District. A sample size was selected by using the following formula of sample size proposed by Israel (2009).

\[
n = \frac{N}{1 + N(e^2)}
\]

Where \( n \) = sample size
\( N \) = Population which is 250 stakeholders involved in tourism activities
\( e^2 \) = margin error which is 0.05 (5%)

\[
n = \frac{250}{1 + 250 (0.05^2)} = \frac{250}{1.625} = 154
\]

This study used both stratified random sampling and purposive sampling. Purposive sampling was applied to select the key informant. These individuals were selected because they have experience in all issues pertaining to tourism activities in Meru District council. This study applied stratified sampling to select a sample size of 154 respondents from sub-groups.

This study collected data by using the following data collection methods namely, interviews, questionnaires, documentary, and observations as recommended by Zozus, (2020). This study used questionnaire to collect data from 122 stakeholders of tourism industry in Arumeru District. The questionnaires were composed of closed-ended items that are coded by using 5-point Likert Scale for rating responses. The scale included the following closed ended choices: 1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree. The researcher conducted 49 in-depth interviews with Local Government Authority and Hotel Managers in Meru District. In this study, an observation discovered different behaviours and contexts which will enable the researcher to be more familiar with the research purpose. Observation is very important because it helps the researcher to discover the reality of the phenomenon. Basically, through Documentary reviews the researcher passed through official documents such as records, Government Policies, Different Government Guidelines, published Articles, books, Online Resources and annual reports pertaining to the development of the tourism industry get the required data. This method helped the researcher to get more literature and to understand the magnitude of the problem in previous times and how it had increased (Kombo and Tromp, 2006).

Both qualitative and quantitative data were analysed effectively. According to Kothari, (2004) data analysis refers to the process of editing, classifying, and tabulating collected data. The Statistical Package for Social Science Version 23 (SPSS) computer program was applied for analysis and all responses organized on the basis of the research questions. Therefore the qualitative data was analysed using thematic or content analysis by transcribing and organise into codes, then themes developed according to the main research questions. Whereas, the quantitative data was analysed using descriptive and inferential statistics such as Numbers, Frequencies, Means, Standard Deviations, Percentages. The output was given according to the research question and presented effectively in terms of tables and figures.

Generally, this study validated data collection instrument by using content validity. Content validity assesses whether the items or questions in a questionnaire or
interview guide accurately and adequately measure the construct or concept of interest in line with research questions. Content validity is measured by experts that are consulted to review data collection tools (Loiselle, et al., 2011). The reliability of the instruments that will be used to collect data on the effects of government policies on the development of tourism industry in Tanzania should be assessed. Basically, the instruments should produce consistent results when administered multiple times, and the results should be replicable across different contexts. A pilot study was done on small sample 20 participants who were representatives of all tourism activities. Then, the data from pilot study were entered on SPSS. Therefore after that, questionnaire were considered reliable for data collection. Basically, all ethical issues of research were adhered to in this study. These issues include; getting data collection permit from the Institute of Accountancy Arusha and Meru District Council. Furthermore, the researcher ensured that data are collected and will be used for the purpose of the study only.

4. Findings and discussions
The study included 144 out of 154 respondents who took an active part in both the interviews and the questionnaires administered to them. The 93.5% response rate highlights an outstanding level of participation and commitment in this study. The challenges just occurred to 10 respondents (6.5%) who were not found by the researcher during the data collection process in the field. In the same view, there is a clear concurrence with the ideas of Oscarsson, & Arkhede, (2020) who added that, high response rate in social studies reduces the chance of having bias data.

The interdependence between government policies and investment in the tourism industry in Tanzania
Basically, the interdependence between government policies and investment in the tourism industry in Tanzania was one of the objectives of this study. It was very important for this study to explore the two variables; government policies and investment in the tourism industry. The study found that, the two variables depend each other in the sense that investments in tourism depend much on the availability of the relevant government policies of the country. For instance, during data collection through questionnaire and interview methods which consulted various groups of respondents from Meru District Council with different levels of education included No formal education, (2%), Primary education (10%), Secondary education (49%), as well as College education (39%), it was strongly agreed with the statement of presence clear interdependence between government policies and investment in the tourism industry in Tanzania. In the other way, the study found that, for the tourism industry to grow smoothly there must be relevance government policies to attract more investors among the stakeholders form both inside and outside our country. The table 4.5 below shows the details.
Table 4.5 The interdependence between government policies and investment in the tourism industry

<table>
<thead>
<tr>
<th>Sn</th>
<th>Statement</th>
<th>Agreement level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>01</td>
<td>There are government policies for shaping the development of the tourism industry</td>
<td>18.9%</td>
</tr>
<tr>
<td>02</td>
<td>Stakeholders of tourism are fully participated in the establishment of government policies on tourism industry</td>
<td>13.6%</td>
</tr>
<tr>
<td>03</td>
<td>There is Community Education and awareness on tourism activities</td>
<td>12.9%</td>
</tr>
<tr>
<td>04</td>
<td>Stakeholders participated in seminars and workshops to gain knowledge and skills of tourism industry</td>
<td>4.2%</td>
</tr>
<tr>
<td>05</td>
<td>The government policies can relate to various areas such as marketing and promotion of tourism activities</td>
<td>18.2%</td>
</tr>
<tr>
<td>06</td>
<td>The government policies and interventions, normally influence the supply and demand of tourism products.</td>
<td>15.6%</td>
</tr>
<tr>
<td>07</td>
<td>The government policies normally create an enabling environment for tourism investment</td>
<td>27.8%</td>
</tr>
</tbody>
</table>

Source: Field Data (2023)

The government policies implemented to promote the development of the tourism industry in Tanzania

According to the findings, it shows clearly that the government has tried to make some efforts to establish some government policies that include the rules, regulations, and guidelines that are formulated and implemented by the government to achieve specific goals or objectives pertaining to the growth and development of tourism industry in Tanzania. According to the perceptions from the respondents of this study, they recommend that these policies may relate to various aspects of the tourism industry, such as marketing and promotion, infrastructure development, environmental protection, and tourism planning.

However the findings depict some sort of the challenge whereby despite having some of these government policies for the development of tourism industry, still they are not implemented effectively. In other words, it means the government officials and other tourism stakeholders they are not in the position of implementing them due to various reasons including lack of strong support from the government and other relevant authorities in tourism industry. Basically, this findings relate with the ideas reported by Buckley et al. (2019) who recommend that the government policies play a crucial role in shaping the development of the tourism industry. More on that, these findings can be linked with the explanation reported by
one of the Hotel Managers from Meru District Council who is the key informant that:-

“.........It’s true that we have been seeing some of the government policies such as National Tourism Policy and other Rules and Regulations pertaining to enhancement of the tourism industry in the country, but a big problem is that they are not implemented effectively. For example Capacity Building on how to interact and implement tourism government policies is not conducted to the tourism stakeholders......... “

Table 1.6 The government policies implemented to promote the development of the tourism industry in Tanzania

<table>
<thead>
<tr>
<th>SN</th>
<th>Statements</th>
<th>Agreement level</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>The government of Tanzania has established and has efforts to implement various Government Policies such as National Tourism Policy, Wildlife Policy, Cultural Policy aimed at developing the tourism industry in the country</td>
<td>Strongly disagree: 5.6%  Disagree: 13.3%  I Do Not Know: 3.5%  Agree: 46.9%  Strongly Agree: 22.4%</td>
</tr>
<tr>
<td>02</td>
<td>The government of Tanzania conducts marketing and promotion of tourism activities in tourism industry</td>
<td>Strongly disagree: 9.1%  Disagree: 36.6%  I Do Not Know: 16.6%  Agree: 25.8%  Strongly Agree: 18.9%</td>
</tr>
<tr>
<td>03</td>
<td>There is a difference in registering tourism companies between foreign investors and local investors</td>
<td>Strongly disagree: 10.9%  Disagree: 8.7%  I Do Not Know: 25.2%  Agree: 26.6%  Strongly Agree: 20.3%</td>
</tr>
<tr>
<td>04</td>
<td>The government of Tanzania implement effectively planning policies by collaborating with various stakeholders towards the development of tourism products</td>
<td>Strongly disagree: 9.8%  Disagree: 43.3%  I Do Not Know: 13.3%  Agree: 7.7%  Strongly Agree: 25.2%</td>
</tr>
<tr>
<td>05</td>
<td>The government of Tanzania implement effectively infrastructure development policies that include transport facilities, accommodation facilities, and recreational facilities which create an enabling environment for the tourism industry to thrive, attract more tourists in the country.</td>
<td>Strongly disagree: 13.6%  Disagree: 32.8%  I Do Not Know: 14.6%  Agree: 18.2%  Strongly Agree: 20.6%</td>
</tr>
<tr>
<td>06</td>
<td>There are other official licenses needed beside those offered by BRELA for tourism investment establishment in Tanzania</td>
<td>Strongly disagree: 4.1%  Disagree: 18.9%  I Do Not Know: 11.9%  Agree: 39.1%  Strongly Agree: 25.8%</td>
</tr>
<tr>
<td>07</td>
<td>There is existence of complaints from tourism investors for matters such as corruption, bureaucracy, delaying on certificate provisions</td>
<td>Strongly disagree: 11.5%  Disagree: 15.1%  I Do Not Know: 23.1%  Agree: 35.3%  Strongly Agree: 15.1%</td>
</tr>
<tr>
<td>08</td>
<td>There are many and varied conditions for registering a tourism company</td>
<td>Strongly disagree: 7.1%  Disagree: 15.9%  I Do Not Know: 13.9%  Agree: 39.1%  Strongly Agree: 23.8%</td>
</tr>
</tbody>
</table>

Source: Field Data (2023)

The relationship between government policies and infrastructure development of the tourism industry in Tanzania

Generally, government policies are very important in enhancing the infrastructure development of the tourism industry in Tanzania. These normally refer to the development of physical and social infrastructure that
supports the tourism industry. Hence force such ideas are strongly supported by the recommendations of Mason & Paggiaro (2016) that the infrastructure may include transport facilities, accommodation facilities, and recreational facilities. Through infrastructure development policies, the government can create an enabling environment for the tourism industry to thrive, attract more tourists, and create employment opportunities for the local community. According to the findings in the field the infrastructure is a challenge facing most of the tourism stakeholders due to ineffectiveness of the existing government policies to the development of tourism industry. Infrastructure becomes a challenge to transport owners when transporting tourists to destination. Hence force, the available transport facilities, accommodation facilities, and recreational facilities do not attract and support the development of tourism industry. More on that some of respondents stated that there is also a challenge when they want to communicate to their customers. About 46.7% of the respondents said that infrastructure is a challenge which is facing them. For example one of the Hotel Manager said that

“………….Some roads are not passable during rain seasons and there is problem with networks which include inaccessible internet……. But also some of the accommodation facilities are not of high quality due to poor implementation of the existing government policies on the development of the tourism activities…………………”

Table 4.7 The relationship between government policies and infrastructure development of the tourism industry in Tanzania

<table>
<thead>
<tr>
<th>SN</th>
<th>Statements</th>
<th>Agreement level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>01</td>
<td>The government of Tanzania promotes infrastructure development in tourism industry</td>
<td>12.8%</td>
</tr>
<tr>
<td>02</td>
<td>There are good transport facilities that include air and road transports for the development of tourism industry</td>
<td>5.6%</td>
</tr>
<tr>
<td>03</td>
<td>There are good accommodation facilities that include good hotels and camp sites, food and beverage for the development of tourism industry</td>
<td>8.4%</td>
</tr>
<tr>
<td>04</td>
<td>There are good recreational facilities for the development tourism industry</td>
<td>8.4%</td>
</tr>
</tbody>
</table>
The National Tourism Policy play enough facilitative roles in encouraging tourism investment in the country.

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>05</td>
<td>The National Tourism Policy play enough facilitative roles in encouraging tourism investment in the country.</td>
<td>19.8%</td>
<td>41.3%</td>
<td>14.6%</td>
<td>12.5%</td>
</tr>
<tr>
<td>06</td>
<td>There is good collaboration between tourism and other national sector such as infrastructure to influence tourism investment promotion in Tanzania</td>
<td>17.2%</td>
<td>32.8%</td>
<td>20.9%</td>
<td>17.4%</td>
</tr>
</tbody>
</table>

**Source:** Field Data (2023)

As it was illustrated earlier that this study had three specific objectives to answer the research questions. The first objective of the study was to evaluate the interdependence between government policies and investment in the tourism industry in Tanzania in the study area. Through the findings of the study it was discovered that the availability of the relevance government policies in the country contribute a lot in the whole journey of the development of tourism industry in Meru district and Tanzania at large. Generally, the United Republic of Tanzania has been attracting international investments and increasing its inflows in the last decade, which positioned the country among one of the top destinations for tourism investments in the African continent. However, the country still face the poor government policies as well as poor implementation of the existing government policies that leads unsuccessful investment in the tourism industry. These findings related completely with the ideas of Rose Shikuri and Patricia Chepkwony, (2013) who support the presence of good investments in the tourism industry by recommending that the tourism stakeholders are very important as they play a great role in tourism development by investing in hotels, campsites and restaurants, which offer number of services such as local and international food, beverage and accommodation which cater needs of tourists.

During the study, the second objective of the study was to identify the government policies implemented to promote the development of the tourism industry in Tanzania. Generally, on the basis of the findings, the government of Tanzania has established and has efforts to implement various Government Policies such as National Tourism Policy, Wildlife Policy, Cultural Policy and all other procedures and guidelines aimed at developing the tourism industry in the country however unfortunately all these initiatives are not implemented effectively. For example some of the respondents elaborated that there is existence of complaints from tourism investors for matters such as corruption, bureaucracy, delaying on certificate provisions and eventually, there are many and varied conditions for registering a tourism company that normally leads to delaying and even discouraging more stakeholders to involve in tourism activities.

During the study, the third objective of the study was to examine the relationship between government policies and infrastructure development of the tourism industry in Tanzania. According to the findings obtained from the respondents of the study, the government policies pertaining to the development of tourism industry are very important as the as they normally improve the tourism infrastructures. For example one of respondents said:-
“……………. the available transport facilities that include air and road transports for the development of tourism industry are not enough, good and encouraging. More on that, unfortunately, there is poor collaboration between tourism and other national sector such as infrastructure to influence tourism investment promotion particularly in Meru District Council………………”

Basically, infrastructure systems help tourists to access different tourist destinations and meet their needs and interests. Currently, transportation has been an integral part of tourism industry. Transportation links tourist with various attractions. There is a general agreement that tourism expands more when there are better transportation systems (Joseph Kimaro, 2012).

5. Conclusions
Conclusively, the study aimed to assess the effects of government policies on the development of tourism industry in Tanzania. A case of Meru District Council. The study was guided by three specific objectives. The findings of the study have a general implication across these dimensions. Firstly, it was evident that the government policies have close relationship with the investments in tourism industry. This means that the development of tourism industry depends much on the available government policies as they play a very big role in the development of tourism in Tanzania. This means that one cannot come up with an innovative and creative thinking if he or she is not supported by the government through the rules, regulations, procedures principles and guidelines to shape well the tourism industry. Secondly, through the findings of the study it was discovered that the government of Tanzania has tried to make some efforts of formulation of some government policies so as to enhance the development of tourism industry. For example the findings shows that the government of Tanzania has established various Government Policies such as National Tourism Policy, Wildlife Policy, and Cultural Policy aimed at developing the tourism industry in the country. However, it has been discovered that due to various reasons including lack of strong support from the government and other relevant authorities in tourism industry such as local government authorities, the government officials and other tourism stakeholders they are not in the position of implementing effectively these important government policies related to tourism industry. Lastly, the findings show that there is close relationship between government policies and infrastructure development of the tourism industry in Tanzania. Basically, infrastructure systems help tourists to access different tourist destinations and meet their needs and interests. However the available transport facilities, accommodation facilities, and recreational facilities do not attract and support much the development of tourism industry in Meru District Council. Findings concluded that on the maintenance of good infrastructure is the factor which will contribute to stakeholders to provide good service to meet tourist’s satisfaction as it has been researched on hotels, restaurants, campsites as well as transportation in Meru District Council.

6. Recommendations
Meru District Council as the focus of this study, should consider further enhancing the implementation of the the government policies for the sake of developing the
tourism industry. This can be influenced through the collaboration of both public and private sectors in tourism industry. The Local Government Officials and other tourism stakeholders must work together and present the available challenges facing tourism industry in Meru District Council to the Ministry of Tourism and Natural Resources for further solutions. Basically, Policy makers who are responsible people in the whole process of policy formulation should advocate for the development and enactment of legislation that supports the adoption and continuous improvement of government policies related to tourism industry. By actively championing policies that prioritize tourism activities in Tanzania, policy makers can create an environment where such government policies can result into the growth of tourism industry. More on that, Tourism Stakeholders should be provided with education or training on advocating and market tourism attractions. Provisions of education to these stakeholders should be put in consideration as they serve tourist. Tourism Stakeholders have the ability to develop the tourism industry if they work successfully. Lastly, It is commonly known that the issue of market for tourists is a major problem, the government should work hard to make sure that tourism industry is promoted more and more and effectively so as to accumulate more customers in and out Tanzania. More on that The tourism stakeholders in this industry play a very big role to the development of tourism whereby the government earn a lot from it as it provide employment, whereby through it people live in a good standard of life and raise national income, the government should change the system especially on multiple tax such as hotel levies TALA system (Tourism license) whereby 2000 USD is being paid per year regardless of how many cars or vehicles the owner of tourism company has. This make the small entrepreneurs in this industry remain poor.

References


Salem, F. A. (2015). Government policies and the development of the tourism industry in...


