Perceived Sustainability of Tanzania's Tourism with Tile Current Threats Posed by Terrorism
Analyzing challenges And Coping Strategies
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This study was conducted in Arusha city to examine the challenges of terrorism towards sustainability of tourism and tourism copying strategies. Specifically, the study intended to identify challenges facing the Tanzania's tourism, determine the coping strategies for the challenges and determine the perceived sustainability of tourism in the current threat of terrorism. A total of 100 respondents were randomly selected for the study. Qualitative data were gathered using key informants' interview, and responses from open ended questionnaire while quantitative data were gathered using questionnaire and documentary review. The challenges of terrorism to tourism sustainability were analyzed using descriptive statistics such as percentage. Sustainability index was used to analyze perceived sustainability of tourism. The study found that, delaying and hesitation of travel arrangement among tourists, and avoiding conspicuous consumption among tourists were the challenges facing tourism sustainability. Advertisement of tourism, infrastructure development and increased security found to be good coping strategies for the challenges. The study also found that, sustainability of tourism under terrorism threat is practical. It was then concluded that, terrorism is a bit of challenge to tourism industry but as miniature as it is, can be mitigated when tourism stakeholder will work towards promoting it and strengthen security. Sustainability concluded sustainable with remarks to strategize security and promotional policies for more sustainability. The study recommends for checking over the scope and implication of the emerging challenges of terrorism to tourism and takes immediate actions to cope with the threat from outside and within the country which will guarantee the sector's sustainability.