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Critical Tourism Themes Emerging from the Sub-Saharan Africa

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CTS 8 Keynote Address



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Wineaster holds PhD (2008) and Masters (2005) in Tourism and Environmental Economics from University of Balearic Islands, Spain, and an MBA (2001) and Bachelor of Commerce (1999) from University of Dar es Salaam, Tanzania. She was formerly Dean and Associate Dean of University of Dar es Salaam Business School and Director of Quality Assurance for the University of Dar es Salaam. She has researched and published widely in the areas of innovation and sustainability in tourism, international business, and internationalization for poverty alleviation, gender, and marketing. Wineaster has received various honours, including the 2018 Tanzania Women Champions in Tourism Award (Africa Reconnect), the 2015 Women of Achievement Award in Tanzania (TWAA), the Highly Commended African Management Research Fund Award (Emerald/ALCS) in 2010, and the Konrad-Adenauer-Stiftung Honor for the Best Essay in 1999 on East Africa Community. She has served and continues to serve on various Governmental Committees and Boards in Tanzania, including the Technical Advisory Committee to the Minister of Natural Resources and Tourism; the National Council for Technical Education - Business, Tourism and Planning Board; Tanzania Investment Centre; Tanzania Bureau of Standards; and the Tanzania National Parks Authority.

Critical Tourism Themes Emerging from the Sub-Saharan Africa

The presentation highlights the critical themes emerging from the tourism scholarly works published about Sub-Saharan Africa (SSA) during the past decade. The focus is on Tanzania. Using content analysis, the key themes include the pro-poor tourism, innovation and sustainability, inclusive tourism development, as well as public-private partnerships and dialogues for reforming the business environment. Most discussions are centred on three key pillars. First, there is a common agreement that, tourism is one of the key economic sectors in the SSA; and therefore, they propose responsible and pro-poor tourism strategies as the way forward. Second, inclusive tourism development comes out very strongly as it requires all groups of people [regardless of their gender, ethnicity, age, sexual orientation, disability or poverty] contribute to creating equal opportunities for all, new customer values and experiences. Three, they consider favourable business climate a lifeline for attracting more tourism investments and tourists to the destination; supporting innovations and creativity and eventually, reducing poverty. The presentation, conclusively, underlines the prominence of two strategic themes - inclusive tourism development and innovations in tourism - and provides an important contribution to managerial and policy research.

