

ATA EGYPT CONGRESS PROFILE

Name: Shamsa Mwangunga

Positions: Honorable Minister of Natural Resources and Tourism,
President of the Africa Travel Association

Location: United Republic of Tanzania



What are the biggest challenges you face in bringing people to Africa

People need enough information in order to attract them to come to Africa. Most African countries don't have a large enough budget to promote themselves. Another reason is the know-how. You have to be sharp to have diversification in order to attract them to come again; otherwise, they won't come. Also, the infrastructure is not accessible enough. You have to have a good product. For example, roads are not good enough and we don't have enough flights.

What do you see as Africa's most valuable tourism asset?

Africa has a lot to offer, from wildlife to resorts and beaches. When it comes to conferencing, and when it comes to culture and historical sites, we're so lucky because only African countries have all those.

What travel trends are prevalent today and could potentially have the greatest impact on tourism in Africa?

In Tanzania, it's wildlife attractions, both game viewing in national parks, and tourist hunting.

Who do you see as Africa's tourism industry's greatest ally?

Transportation. Airlines are very important to us; travel agents and tour operators are our allies. As governments, the private sector is very important to us. We believe in a public-private partnership.

Who has had the greatest influence to you in your career?

African women leaders.

What is tourism industry's role in encouraging cultural exchange and understanding between locals and tourists?

Tourism has a greater role to play as far as culture is concerned. Everything stems from the culture we have. It comes from the community and the community makes it attractive. The community plays a role to developing the culture of different parts of the country. Cultural tourism is done in the community, and so we are involving [communities] fully. Tourism itself has a bigger role to play because the community will understand that their culture is valuable.

###