

Travel Pulse—The Beat of the Industry

Tanzania Tourist Board Appoints Nzuki Managing Director

Published on: June 22, 2010

Jakaya Mrisho Kikwete, president of the United Republic of Tanzania, appointed Dr. Aloyce K. Nzuki as the new managing director of the Tanzania Tourist Board. Nzuki previously worked with Tanzania's Ministry of Natural Resources and Tourism as an assistant director in tourism development and tourism research, training and statistics.

Under Nzuki's direction, the Tanzania Tourist Board will continue to promote sustainable tourism domestically and internationally. "As Tanzania's tourism industry, which accounts for 17.2 percent of the country's GNP, keeps growing, we will remain focused on high quality, low impact tourism to ensure the sustainability of the tourism product. We look forward to continuing the momentum started in the United States, which remains our number one market," said Nzuki.

Nzuki studied statistics at Makerere University in Uganda and completed a master's degree in Tourism Marketing at University of Surrey in [England](#). He holds a doctorate degree in parks, recreation and tourism management from Clemson University of South Carolina. Until last month, Nzuki was an assistant professor of international business administration at the College of Applied Sciences in Salalah, Oman. He has also worked as a member of the United Nations World Tourism Organization's World Committee on Tourism Ethics, the body responsible for interpreting, applying and evaluating the provisions of the Global Code of Ethics for Tourism.

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 percent of the land protected by the Government. It has 15 National Parks and 31 game reserves. It is the home of the tallest mountain in Africa, Mt. Kilimanjaro, The Serengeti, the acclaimed Ngorongoro Crater, Olduvai Gorge, the Selous, Ruaha, the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. For more information on Tanzania, visit www.tanzaniatouristboard.com.

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