

Programme Justification

Tourism is one of the fastest growing industries in Tanzania hence it is perceived as a driving force for sustainable economic development. Despite the high growth rate it seems that many tourism resources in the country are not yet utilized and revenue generated from tourism is still low. This is due to a lack of available high level education on tourism related subjects, paired with an orientation towards capital intensive tourism activities not accessible for local populations.

The programme is designed to educate people about the enormous impact tourism has on economic and social development and the opportunities the industry provides for individuals and groups. Furthermore it aims at redirecting tourism in the country towards culture, a flexible and less cost intensive resource that virtually everyone possesses. It promotes the value of culture as a source of individual, regional, and national identity and its utilization as a marketable economic resource through conservation and revitalization of traditional cultural knowledge and heritage.



Target Groups

The programme is designed to attract and recruit Tanzanian as well as international students for professional training in Cultural Anthropology and Tourism. In particular the course aims at enrolling representatives from the following categories:

1. Young high school graduates who are inspired to pursue an academic or industrial career in the programme subjects.
2. Employees from the tourism industry who wish to upgrade their formal education. This group will strengthen the practical perspective of the studies.
3. Representatives from local communities which want to engage in tourism and culture conservation activities.

Professional Capacity Building

The general objective of the Cultural Anthropology and Tourism programme is to generate academic excellence in its subjects and to produce a high skilled, creative, and sensitive tourism workforce. To deliver its product the programme is targeting to equip its students with a range of personal, technical, and conceptual skills including the following:

- To demonstrate cultural knowledge, good communication skills, and sensibility to needs and values of people from diverse cultural backgrounds
- To show adaptability and creativity in the commoditization of culture for sustainable tourism and development
- To organize and implement cultural centres, museums, events, festivals, and other culture oriented projects in view of creating opportunities for local communities and self employment
- To administer, plan, and develop tourism destinations and destination facilities, either self employed or employed in managerial positions
- To plan and set marketing strategies for tourism destinations
- To apply multidisciplinary approaches to plan, design, and undertake relevant research to generate knowledge in cultural anthropology and tourism



BACAT teaching staff assembling for a picture

Programme Contents

- A) Cultural Anthropology: Selected Theories and Fields of Application
 - Fundamentals of Physical Anthropology, Linguistics, and Cultural Anthropology
 - Introduction to Sociology, Social Psychology
 - Intercultural Communication
 - History, Culture, and People of Africa
 - Museum Studies, Cultural and Natural Heritage Conservation
 - Anthropology of Tourism
 - Organizational Anthropology/Sociology
- B) Tourism: Selected Theories and Fields of Application
 - Introduction to Travel, Tourism, Tourism Geography, Tourism Ethics
 - Tourism Policy and Planning
 - Tourist Hotel Management, Ecotourism, Travel Agency Management, Wildlife Management and Protected Areas, Tour Guiding, Tour Operations Management, Tourism Photography
 - Tourism Marketing, Tourism Accounting, and Entrepreneurship in Tourism



- C) Interdisciplinary Skills
 - Professional Ethics, Skills, Communication Skills
 - Information Technology, Development Studies
 - Public Relations and Advertising
 - Critical Thinking and Argumentation
 - Research Methodology and Social Statistics
 - Basics of Environmental and Business Law
 - International Relations and Resource Management
- D) Supervised Field Experience
 - Field Attachment/Practicum
 - Research Project

Students' Views

"I was really enjoying the course and found it insightful and worthwhile. My dream is to further study Msc Tourism and Hospitality Management."

Judith Challe, B.A. Cultural Anthropology and Tourism, Tumaini University 2008

Tutorial Assistant, Dodoma University



"I had already been working in the tourism industry before I decided to study BACAT to improve and update my professional skills. The programme also opened up a new circle of friends, colleagues, and institutional links."

Peter Olemakutian, B.A. Cultural Anthropology and Tourism, Tumaini University 2009

Tourism Officer, Ngorongoro Conservation Area, Arusha



"I was initially nervous to develop my research proposal. BACAT staff turned out to be very supportive, they guided me how to carry out my research study on gender issues in tourism enterprises in Tanzania."

Anna Ndesamburo, B.A. Cultural Anthropology and Tourism, Tumaini University 2008

M.A. candidate in gender studies, Wisconsin, USA



"I am currently a second year student in BACAT. So far the experience has been exciting as apart from class I have taken part in several activities as Class Representation, Tumaini Tourism Society, and organization of fairs."

Gloria Nisilu, B.A. candidate Cultural Anthropology and Tourism, Tumaini University



UNIVERSITY OF IRINGA (UoI)

BACHELOR OF ARTS IN CULTURAL ANTHROPOLOGY AND TOURISM

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"The potential of Culture and Tourism is still widely untapped in our society. We are producing high-skilled professionals to change this!"

Head, Department of
Cultural Anthropology and Tourism

Vision

"To professionalize Tourism and Cultural Anthropology personnel for quality service delivery"

Mission

"Transforming society through activating full individual potential"