

EMPOWERING YOUNG CONSUMERS A RECIPE FOR CIVIL AVIATION GROWTH

Tanzania Civil Aviation Authority Consumer Consultative Council (TCAA CCC) "The Council" realizes that the aviation sector in Tanzania, is booming and is considered to continue to grow in the near future due to geographical location, growth of the economy, tourism promotion efforts and the connecting hub role played by Tanzania in the regional economies of East and Southern African countries.

The Government is putting efforts of constructing new airports and modernizing the older ones in different parts of the country. This aims at enabling the airports to handle more travellers countrywide, simplify air transportation business and increase earnings. The good examples are expansion of Julius Nyerere International Airport (JNIA), Mwanza and Songwe airports.

Also it has installed surveillance radar systems to make air navigation more smooth and safer, a move which aims at attracting more international airlines to use the country's airspace.

This investment and growth is hampered by lack of a sufficient number of local expertise to drive the aviation sector to grab and benefit from the raising opportunities while offering standard and rightful service to the domestic and international flights consumers.

The revival of Air Tanzania Company Limited (ATCL) also cannot go unnoticed while equal competition environment for private players are put in place and therefore, this gestures that the aviation industry will continue to thrive over the coming years.

The Council's role is to agitate for the best business environment in support of the balanced market-driven civil aviation industry, through continuous advocacy and education activities, consultations, representation, information dissemination, seminars and workshops on regulatory processes and sensitization on consumer rights and obligations in the aviation industry.

In the year 2019, the Council has prioritized in providing awareness to young Tanzanians, in particular secondary school students, to take part and benefit from this sector so that they can not only address the challenge of shortage of local expertise in the aviation market, but also agitate on quality of service and adherence to consumer rights and obligations in the aviation market. Further, the knowledge gathered from the engagements are expected to empower the target group to provide their views on matters of interests to consumers of aviation market.

The motivating factor which leads TCAA CCC to invest in educating the youth is the fact that, they are equally eager to learn and quick to grasp. According to 2012 census more than 51% of Tanzania population is of youth, Hence, they are the human resources of the present and future generations. To the youth, air transport has so many opportunities which they have to take advantage of. To sum up, according to the adage " fold the fish while it's still fresh". Thus, the youth ought to be folded while still young mentally with flexible mind

However, any community that has committed itself to development and which has a partial plan for 100 years has to empower its youth. Therefore the aviation stakeholders has to empower the youth so that they may continue to enhance the investments program of air transport with which the government has already shown keen interest in . It is obvious that due to their number, we have to empower them in Managerial and Leadership arena so that they can form an integral part in revolutionizing air transport market. Moreover , if no strategies to help the youth realize and spot their dreams and talent respectively, they are in danger of making wrong choices in their lives due to inaccessibility of the right information, hence loosing potential professionals in air transport market. Education provided by TCAA CCC through Student Clubs, will help the youths match their dreams with the available opportunities in aviation.

In the planned period, the Council in collaboration with the President's Office Regional Administration and Local Government (PO-RALG) has reached forty one (41) secondary schools in eight (8) regions namely Dar es salaam, Mbeya, Arusha, Kilimanjaro, Mtwara, Dodoma, Tabora and Kigoma. In each region the Council formed and provided awareness to five (5) student clubs. About 2050 students have joined the club. Subsequently, the program provided a three-days training and guidance to clubs care takers.

The number of schools reached is 75% of the target. The Council in collaboration with the Ministry of Education and Vocational Training of Zanzibar planned to carry out the program in ten (10) schools of Unguja and Pemba by end of January 2020 followed by Mwanza and Kagera. The Council plans to complete the program in June 2020 by carrying out the annual conference with all student clubs care takers (Teachers). This will be done annually.

This on the other hand, has granted TCAA CCC an opportunity to popularize its activities with its close stakeholders. They include Tanzania Civil Aviation Authority (TCAA), Tanzania Youth Aviation Foundation (TYAF), Tanzania Civil Aviation Training Centre (CATC), and the National Institute of Transport (NIT). This is due to the Council's belief that when knowledge on aviation sector is imparted among the youths, it spreads to bigger number of people in their circle.

For the Council believes in unified force for successful plan. We calls upon all air transport and development stakeholders to join hands in nurturing potential professionals in the sector.

To realize this even more, the Council appreciate the TCAA for organizing artistic activities for the youths like essay writing competition on "The Roles of National Carrier - Air Tanzania in National Development". These, stirs up creativity and passion for the young people.