



Quality Control Standards Implementation for Moroccan Handicrafts in Tanzania: An Impact Assessment Study

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Abstract

Moroccan handicrafts are an essential part of the local economy in Tanzania, contributing significantly to cultural heritage and tourism. The study employed a mixed-method approach combining qualitative interviews with quantitative surveys among artisans and market vendors in selected towns. Artisans reported an increase of 15% in sales revenue after adopting quality control standards, which aligned with higher perceived product quality by consumers. Quality control standards have the potential to enhance the value proposition of Moroccan handicrafts for Tanzanian markets, particularly among tourists and collectors. Governments should promote certification schemes that recognise artisans adhering to these standards, thereby boosting market visibility and trustworthiness.

Keywords: Morocco, Tanzania, Quality Management, Supply Chain, Ethnography, Sustainability, Innovation

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