



POLICY BRIEF OUTLINE

1500 - 3000 Words

Summary

Mussika is a product of CEPDZ and aims to survey all the cultural and tourist heritage of Zambezia province and turn it into a technological service such as web and mobile application, covering all the richness of zambezia province, thus allowing anyone anywhere in the world to have access to the application, and be able to make the reservation of hotel, pensions, goods and services, however know about local cuisine, gastronomy, dances, places, games, all through an *online* app and make the purchase of goods and services through the system, where wants the client to be. Simply to be equipped with an electronic device whether it is fixed and mobile. All these aspects may be provided by Link: [www. Mussika.co.mz](http://www.Mussika.co.mz)

The implementation of the project followed 4 crucial phases:

1. The first phase of the project consisted of conducting a bibliographic survey of what has already been written and closing the gaps in the various aspects. The multidisciplinary team of the Mussika Project was able to move to the districts to dialogue with communities, make photos and videos, and bear testimonies of what exists in the Province. The information collected served as the basis for the development of the MUSSIKA platform (a web and mobile application that can be accessed inside and outside Mozambique and make its proper use. It should be noted that the activities carried out by the data collection at the level of 17 Districts of Zambezia Province. In the study, an average of 45 people were interviewed per District, with a total of 765 people whose groups also revealed to have deep knowledge about Mussika's objectives, benefits for each of the grupos present, and the data collected were related to the tourist and cultural heritage of the province .
2. In the second phase, a Workshop was held to Harmonise and disseminate the project, where the Special guest was the Minister of Culture and Tourism, Silva Dunduro. About 150 guests were present among Rulers, Academics, Tour Operators, Artists and civil society.
3. The third phase was reserved the Modeling and design of the Mussika platform. Where it allowed itself to create if the platform model, that is, the layout. As well as the design of the Mussika platform.
4. The fourth stage was reserved the acquisition of the official Domínio of the Mussika platform and data center infrastructure for hosting services. The activities were carried out in accordance with the plan in order to respond to the main problems of the project.

Introduction

Mussika is an online platform (available in www.mussika.co.mz), created by CEPDZ - Zambezia Development Studies Center, especially to allow economic agents in the areas of Culture and Tourism of Zambezia province to be able to expand your business very easily and quickly as they interact with your partners, other customers speed a simple click.

This portal also concerns the dissemination of social activities to the world, the major projects developed in the province by private companies and the state. The platform is also the ideal space for small entrepreneurs to publicize their business and create links with potential customers and investors. Mussika encompasses all the richness of the province, thus allowing anyone anywhere in the world, who has access to the app, delight in the culture, tourism and gastronomy of the Zambeziana community.

Through this application, it is already possible to have access to the potential and request online services of tourism, gastronomy, art and culture and even semitransport and rent-car services in the 22 districts of zambezia province.

Mussika's biggest differential is the high degree of interactivity it offers users, such as searching a hotel, restaurant, forging a service, creating job advertisements and selecting candidates (by companies), creating and updating portfolios, promotion and dissemination of products and services and more.

RESULTS ACHIEVED

The project defined four specific objectives, in which two of them were carried out until the implementation phase, as described below in terms of results.

- 1) The survey of tourism and cultural potential was collected in 17 of the 22 districts of Zambezia province and the following was found:
 - a. 765 Tour and cultural operators were hired at the level of the province's 17 districts;
 - b. 78 Registered transport operators;
 - c. 13 Beaches;
 - d. 7 Hotels;
 - e. 110 Pensions;
 - f. 21 Private accommodations;
 - g. 52 Private rooms;
 - h. 10 Car rental services;
 - i. 25 Car taxi services;
 - j. 185 Bicycle taxi services;
 - k. 78 Motorcycle Taxi Services;
 - l. 25 Txopela Taxi Services;
 - m. 10 Pharmacies;
 - n. 29 Lakes;
 - o. 32 Reference markets;

- p. 17 Reference hospitals;
- q. 27 Event promoters;
- r. 13 Music Recording Studios.

- 2) Acquisition of The Domain and Accommodation of the platform.
- 3) Design and design of the MUSSIKA platform, which can be accessed by the [link www.mussika.co.mz](http://www.mussika.co.mz)
- 4) Designed mobile applications for Android and iOS, which can be downloaded to website.

It is necessary to highlight that of the 22 districts, 17 were covered because we found that they have the highest tourist offer.

IMPLICATIONS AND RECOMMENDATIONS

- 1. With the implementation of the project, there was an excellent participation of the private sector from the tour and cultural operators of the city of Quelimane and Districts of Zambezia. There were a total of 765 players.
- 2. With the implementation of the project, 17 seminars and debates were created, one in each district on the process of culture management and tourism.
- 3. With the development of the project, most of our partners began to have a new expectation, with the case of Licungo University, hope that more students will have internships in a 7th generation application and equipment development institution.
- 4. With the implementation of the project, the organization has created a new community of tour operators and cultural organizations that will use communication and information technology to disseminate its products and services to zambezia province through the registers and database being created.

Conclusion

The main challenges in implementing the project so far are just the following:

Late disbursement of funding outside the schedule of activities, from November to January, conditioned some aspects of the projects, such as changing prices of materials, fuel, car rental, here the organization had to cut some equipment, which negatively influenced the normal course of the project due to price changes;

Another major challenge was data research across the province after being hit by rains, floods and high winds, which cut roads and bridges, and did not allow data collection in some districts, the organization had to delay the implementation of the project in order to wait for access to data collection points in order to be transported, as well as prices for products and services increased due to access that negatively influenced the initial budget of the project, the organization had to define a new 2-day strategy per district to collect data,

have been reduced to a day and a half and in some districts one day, to adjust the reality of goods and services prices such as car rental, housing for researchers, meals.

During the project implementation process it was challenging to develop a convincing approach with tour and cultural operators with a view to instilling a new language on the marketing of tourism and cultural goods and services through the information and communication technology. The presence of His Excellency the Minister of Culture and Tourism, and the Government of the Province in the Workshop to launch the project influenced in a favorable way the implementation of the project.

The Zambezia Development Studies Center recommends compliance with the schedule to avoid price, climate and other changes situations, because a project when it is defined for it to be implemented in a given period, usually the implementation organization has already evaluated several factors that can make sense to successfully implement the project, a change in the schedule in the financial component can have outlines for success and achievement of objectives.