

# **TANZANIA'S POLICY ON TOURISM DEVELOPMENT**

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**3<sup>rd</sup> International Forum on  
sustainable Tourism**

**20<sup>th</sup> to 22<sup>nd</sup> October 2008**

**Bamako - Mali**

**Ministry of Natural Resources and Tourism - Tanzania**

# Tanzania basic facts



- **Location** – East Africa between Lat.1°-11°S and Long. 30°-40°E
- **Borders**  
**East:** Indian Ocean  
**North:** Kenya and Uganda, Rwanda, Burundi,  
**West :** DRC Zambia, Malawi  
**South:** Mozambique

## Tanzania Basic Facts Cont..

- Tanzania has an area of 945,087 km<sup>2</sup>
- About 25% of the Total area of Tanzania is designated as protected areas
- The population size is estimated to be about 35 million people(2002)
- The country has more than 120 ethnic groups, with very diverse cultural heritage
- Languages: Kiswahili and English are official languages.
- Currency, Tanzanian shilling. 1 shilling = 100 cents

# Tourism Potentials in Tanzania

- Tanzania is home to the world's most famous National Parks, including the Serengeti and Kilimanjaro (there are 15 Nat. Parks) and game reserves including Selous Game Reserve
- Ngorongoro Crater
- 804 km of finest Indian Ocean beaches and the exotic 'spice islands' of Zanzibar, Pemba and Mafia.
- Lake Victoria; the largest in Africa and the source of the Nile, Lake Nyasa and Tanganyika

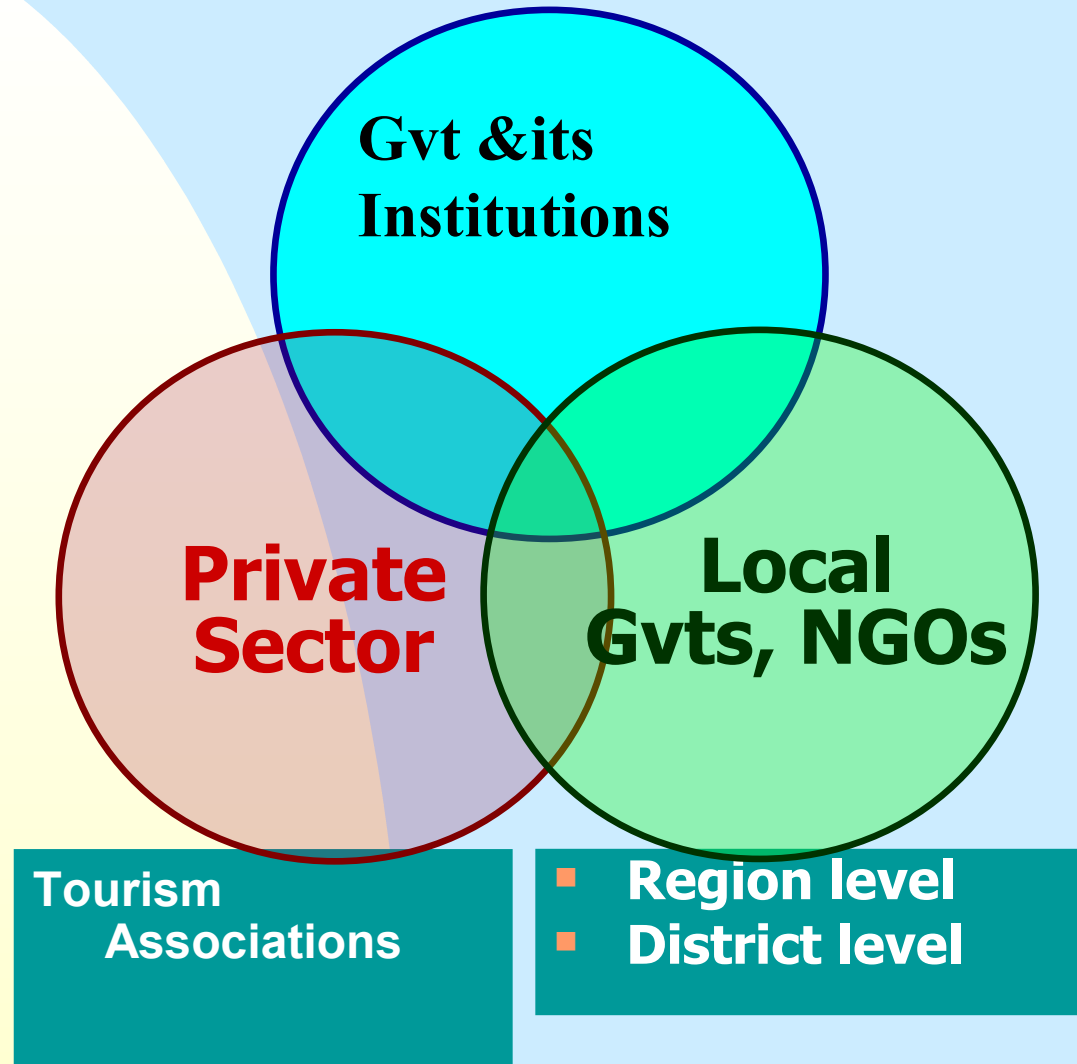
# Tourism in Tanzania...

- Community based tourism
- Tanzania is home to World Heritage sites, namely:
  - ◆ Ngorongoro Conservation Area,
  - ◆ Serengeti and Mt. Kilimanjaro Nat. Parks
  - ◆ Selous Game Reserve
  - ◆ Historical sites of Kilwa Kisiwani, Songo Mnara, and Zanzibar Stone Town
  - ◆ Rock paintings of Kondoa.

# The Tanzania National Tourism Policy

- Seeks to assist in efforts to promote the economy and livelihood of the people, essentially alleviation of poverty through encouraging the development of sustainable and responsible tourism that is culturally and socially acceptable, economically viable, ecologically friendly and environmentally sustainable.
- Ensures parks and other tourism initiatives practise sustainable tourism that preserve the environment, benefit sharing and involvement of local communities.

# Tourism Industry Partnership



# Importance of Tourism to Tanzania

- Tourism is the leading sector in foreign exchange generation
- Foreign exchange receipts reached US\$950 million in 2007.
- The sector directly accounts for 17.2% to GDP and 25% of total export earnings.
- Contributes to poverty alleviation among the local communities.



# MAJOR TOURIST PRODUCTS FOR TANZANIA

- Game viewing
- Walking safaris,
- Canoeing,
- Sport fishing
- Filming
- Mountain Hiking
- Diving
- Beach Holiday
- Community based/  
Cultural tourism

# Game Viewing



# Filming



**Tanzania is one of the most popular destination for wildlife filming in the World**

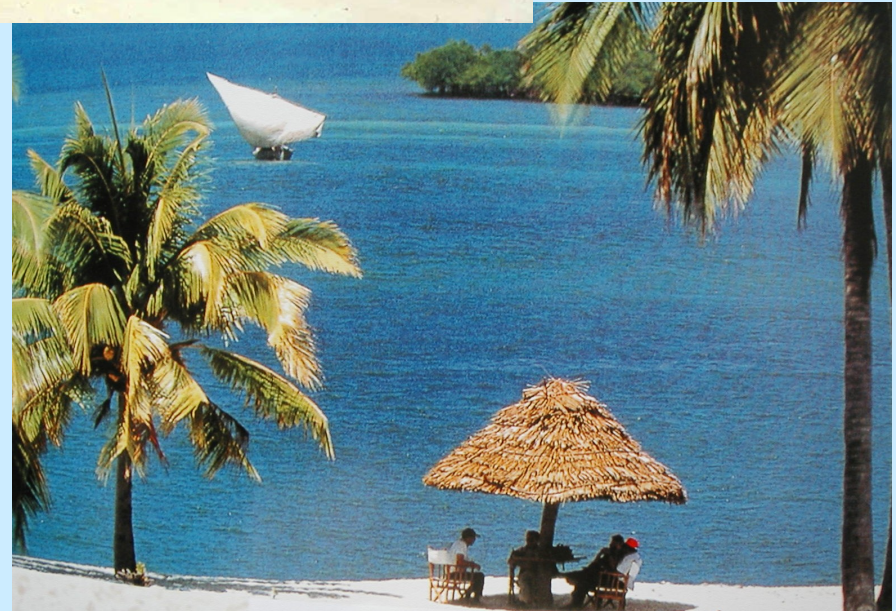


# Hiking



**Tanzania is famous for hikers who want to get to the highest point in Africa**

# Beach Holidays



31/01/09

TANZANIA: The Land of Kilimanjaro  
@ Zanzibar, Dar-es-salaam, Kilwa etc



# Cultural Tourism



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@ Bagamoyo and all parts of Tanzania

# Historical Sites

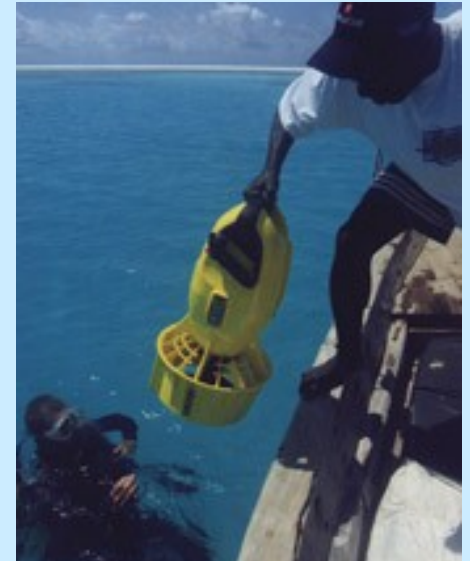


from a dhow under sail (the most common)





# Diving



**Diving in Tanzania  
waters is worth the  
money and time spent  
on the activity**

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hjar

@ Mafia, Pemba, Zanzibar etc.



# Sport fishing



# Community tourism initiatives

## **A: TANAPA: Community Conservation Services (CCS)**

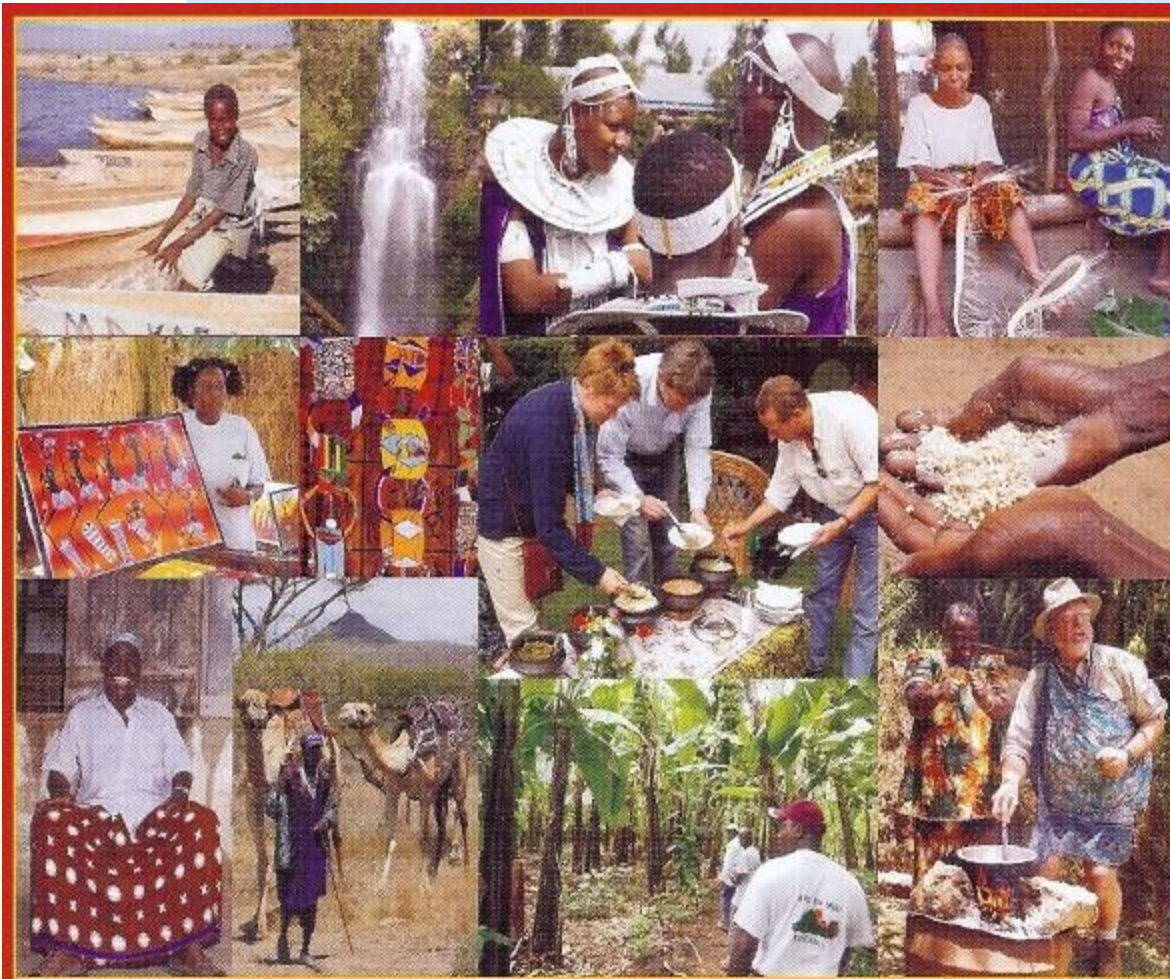
- Is Outreach Program that seeks to improve and maintain good relationships with adjacent communities to help protect the integrity of National Parks through:
  - Conservation and Environmental Education
  - Information and Knowledge sharing.
  - Benefits sharing.
- This is done to implement the National Strategy for Growth and reduction of Poverty and in line with MDGs

# Benefit Sharing

- The programme covers 300 villages where Dispensaries, schools, cattle dips and access roads have been built (community contr. 30%)
- Pilot Income generating programme is being implemented in three parks (small credits schemes- from individual to groups within the community)



# B: CULTURAL TOURISM PROGRAMME



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Tanzania  
Cultural Tourism  
Programme

Visit the  
People



TANZANIA

Land of Kilimanjaro & Zanzibar

[www.tanzaniaculturaltourism.com](http://www.tanzaniaculturaltourism.com)

# Cultural Tourism: Definition

- In the Tanzania context *Cultural tourism* is defined as a community-based sustainable tourism initiative in which the local people are directly involved in designing and organizing tours.
- While economic benefit is derived from tourism and some cross cultural exchange between visitors and the local people is also developed.
- It is a people tourism that enables tourists to experience the hosts' way of life ( an insight of values, beliefs, traditions) in the communities' own natural environment.

# Background to CTP

- CTP established in 1995 by the government supported by SNV with the objective of developing tourism that benefit local people sustainably.
- 1996 CTP started with 3 projects (enterprises) and by 2001 there were 17
- Number of visitors increased from 600 in 1996 to 30,000 in 2007
- By 2008 the number of CT enterprises increased to 25 and other ten to be established
- Now UNWTO STEP initiative is supporting pilote projects that will make this tourism spread all over the country

# Services

- Provision of accommodation (campsites, home stays, guest houses)
- Provision of traditional food & beverages
- Provision of variety of tours and programs by trained guides
  - ◆ The guides are from the locality and familiar with the area and know how to 'tell the story' about the culture of their community
- Offers cultural entertainment and
- Selling of souvenirs (curios & crafts)



## Examples: Local tour guiding; traditional food sampling





# Tourist Activities



ANIA



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# Development Initiatives

■ **Village Development Fees (VDF)** are charged for supporting community development initiatives;

For example:

- Construction / improvement of schools
- Scholarship offers
- Maternal and infant health services
- Renovation of cattle dips
- Establishment of tree nurseries for reforestation
- Rehabilitation of irrigation schemes
- Maintenance of access roads



# Tanzania Cultural Tourism Programme

## Mto wa Mbu Enterprise Statistics

Fees in TZS (1300 TZS = 1 USD in 2007)	2002	2003	2004	2005	2006	2007
Number of tourists	1,116 Pax	1,207 Pax	2,624 Pax	3,177 Pax	3,852 Pax	4,094 Pax
Village Development Fund	1,673,000	1,810,500	3,936,000	4,765,500	5,450,500	8,138,000
Guide fees	2,150,000	2,938,000	6,100,000	9,135,500	9,130,000	10,980,000
Administration Fee	2,232,000	2,413,000	5,248,000	6,354,000	7,268,000	12,229,000
Contact person fee (Warriors, Farmers)	2,330,000	4,752,500	6,865,500	8,574,000	11,380,000	11,084,000
Traditional food	1,292,000	2,950,195	4,034,000	3,102,000	5,022,000	7,164,000
Biking (MTB, local)	781,000	856,000	1,769,000	2,878,000	4,264,000	4,920,000
Souvenirs		1,675,000	1,851,000	4,086,500	6,550,000	7,706,000
Total amount of money income	10,458,000	17,396,195	29,803,500	38,895,500	49,064,500	63,648,000

# Challenges - TANAPA

- Inadequate resources.
- Human- Wildlife Conflicts exists.
- Social projects supported.
- Poaching linked to income related poverty.
- Increased pressure on resources from rapid growing population.

# Challenges- CBT

- Different levels of performance at enterprises
- Low level of quality of facilities and services
- Shortage of trained tour guides & other service providers
- Inadequate promotion
- Lack of a strong networking forum for the enterprises
- Poor management of Village Development Fees (VDF)
- Limited access to finance
- Poor accessibility to some of the enterprises

**Thank you for your Attention  
and KARIBU TANZANIA**



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TANZANIA: The Land