USAID TRAINING SEMINAR

ON SUSTAINABLE TOURISM

ARUSHA

DEVELOPING SUSTAINABLE TOURISM IN TANZANIA

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Tourism, WTO (1993)

- 'activities of persons *travelling* to and *staying* in places *outside* usual environment (a day to one year long) for leisure, business or other (not related to paid activity at destination.)'

- **'Sustainable Development'** -(Brundtland (1987, *Our Common Future,* Rio Earth Summit in 1992)

Sustainable Tourism -WTO

- *that* meets the needs and wants of present **tourists** and **host** communities while protecting and enhancing opportunity for the future.
  - --*managing* all resources (built, cultural, ecological, biodiversity) to fulfill both the economic, social, and aesthetic needs

Tourism Performance in Tanzania

- **Tourism Receipts** –increased from US$ 259.44 million in 1995 to US $ 746.02 million in 2004
- **Tourist Arrivals** –number increased from 295,312 in 1995 to 582,807 in 2004
- Supports around 198,557 direct jobs
- targeting one million tourists by 2010.

Principles of Sustainable Tourism

- Using resources sustainably
- Reducing over-consumption and waste
- Maintaining diversity
- Integrating tourism into national/local planning
- Supporting local economies
- Involving local communities
- Consulting stakeholders, the public
- Skills Development and Training
- Marketing tourism responsibly
- Research and Development

TOURISM AND MDG

- **Recognize** ST as MDGs tools - esp poverty alleviation;
- **Integrate** tourism in national dev't programmes- poverty reduction
- **Good governance-** Stakeholders consulted, given responsibilities;
- Mobilize domestic **resources,** in cooperation with financial institutions, business, private sector to facilitate SMEs;

MDG cont

- All Players to **act** in a **sustainable manner-** increase employment and opportunities to local people;
- Observe **ethics-**Global Code of Ethics for Tourism-,child exploitation
- **Cooperation-** public and private sectors to ensure infrastructure, political stability, peace and good governance are in place;
- **Prioritize tourism** in dev't assistance programmes – infrastructure, capacity building, technology, markets access, security, travel;

Achieving STD, Indicators?

What does a host community gain?

- Are there benefits from economic activity to the community? for how long?

  -employment, infrastructure, social services? improved quality of life
- How are the benefits distributed?

Decision-Making and Control

- Is ‘every one’ involved - planning and decisions

cont'd

Contributing to Local Economy

- diversify and stimulate local economies
- are the benefits to local communities flexible over time –take in different groups?
- minimum leakage and maximum linkages - policies?
- are local communities' priorities being neglected because of tourism?

cont’

Social dev’t

- strengthened local cultures, community morale and spirit
- does the tourism improve the quality of life?

Skills Development

- training opportunities - skills development.
- less outside workers?

Environment/NR

- protection and management of the environment and rehabilitation
- Is tourism over-dependent on natural resources?

Is tourism an appropriate tool for SD?

Arguing against!:

- **‘**Requires immense resources and commitment.’
- ‘Although provides benefits to local community, too often it has ignored their needs and rights.’
- ‘Characterized by rapid, short-term dev’t – *the ‘boom and bust’ syndrome*’
- ‘one quarter of the world (North) consumes 80% of global resources, the rest (South) share 20%. - tourism allows the one quarter to even travel to the South to *consume the remaining* 20% *as well*.’

cont

- ‘… poor environmental record, negative cultural impact and unsatisfactory benefits - intermittent, low level employment
- ‘…how does one promote private and community interests at the same time?’
- ‘… private companies not to be expected to share profits/power with rural communities simply because it’s a kind thing to do so.’
- ‘…how does one enrich a few and at the same time reduce poverty?’

Tourism a powerful tool for SD

- STD is a continuous process and requires constant monitoring of impacts, introducing necessary preventive and/or corrective measures.
- Needs stronger political leadership to ensure wide participation and consensus building.
- Raising everyone’s interest in promoting sustainable tourism.

Tanzania Experience

The National Tourism Policy-1991, reviewed in 1999

- objectives and strategies necessary to ensure ST in the country
- tourism that is culturally and socially acceptable, ecologically friendly, environmentally sustainable and economically viable in the country .
- Low volume, high value tourism

Policy Objectives

Economic :

- increase revenues - forex and GDP
- create more employment and promote HRD
- promote investment-develop private sector.
- development of the infrastructure, support institutions
- technology, local industries, regional and international tourist linkages

Social:

- cross-cultural exchange, understanding.
- awareness on the importance and role of tourism.
- provide social opportunities for tourists and residents
- establish competitive, transparent and regulatory framework

cont’

Environmental:

- promote tourism that is ecologically friendly and environmentally sustainable.

Cultural:

- promote cultural values as a form of product diversification
- help promote country’s rich cultural and natural heritage attractions
- encourage development of a national identity

Implementing STD

- **Government's role:** from provider to that of regulating, promoting and facilitating
- **Ministry's commitment**: ensuring sustainable conservation of natural and cultural resources, and developing its tourism potentials.
- **Communities**: part of receipts returned to the local communities to support development projects such as schools, health centres, water, roads etc. (TANAPA, Game Reserves)

  CBT: through Village Development Fund (VDF)

  Youth and Women take part- preparation of meals, sale of souvenirs, work as guides etc

cont

- **Private Sector:** enabling environment for private sector, investment.

  PPP: through Tourism Confederation of Tanzania (TCT), a private sector body to represent tourism private sector
- **Product Diversification-** environmental friendly products- cultural tourism, events

  -Develop other circuits
- **HRD (**employment)- HRD policy, improve training standards

  -National College of Tourism

cont

- **Local control:** Strengthening local authorities in the management and control of tourism, including providing capacity building.
- **Conservation:** Develop EIA, Law enforcement- TANAPA, NCAA, Antiquities Division, Wildlife Division- monitor use of natural resources,

  -Design eco-friendly tourism programs (eco-tourism)

  -ST awareness building among tourists and local population

cont

-Communities involved in the management of resources

-Priority to neighboring communities-training, employment

Financing

- SMEs –credit guarantee schemes, other

Legislation

- Quality control of tourist facilities, products and services
- Tourism Act –facilitate, regulate sector development and operations

Challenges, conclusion

- Commitment – national, international
- Power and Control -local communities
- Expanding benefits to communities
- Limiting destruction of the natural resources

We strongly believe that ST is an appropriate tool for Sustainable Development in the Developing countries like Tanzania.

By the end of this training you will have both sharpen your understanding and commitment to sustainable development of the sector.

THANK YOU FOR YOUR ATTENTION