

Country Summary
Report: TANZANIA,
APRIL 2022

AFRICAN
NATURE  **BASED**
TOURISM PLATFORM

TANZANIA





Country Summary Report: TANZANIA, APRIL 2022

SURVEY OVERVIEW: The African Nature-Based Tourism platform has developed a survey to assess the degree to which local communities and small and medium enterprises (SMEs) in the nature-based tourism sector are being impacted by COVID-19. The target audience is community members and SMEs who support the tourism value chain, as suppliers of tourism goods and services, and their associated enterprises, such as lodges, vehicle hire, guiding services, shops, etc. The questions seek to better understand their involvement in conservation and tourism, how the COVID-19 pandemic has affected them, and what their resulting needs are.

These reports present a summary for each country, including an analysis of qualitative data collected through the surveys, and certain quantitative data. The surveys are however more comprehensive than the data presented in these summary reports, so please be sure to visit <https://naturebasedtourism.africa/data> to explore more of the data, and register to access the database for full survey results.

All photographs by Nikhil Advani





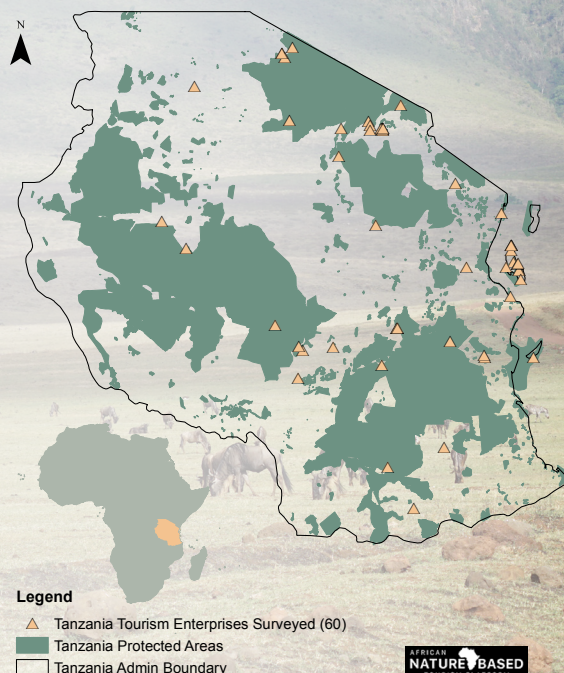
INTRODUCTION

TANZANIA IS RICH IN NATURE-BASED tourist attractions. Some of the most popular sites in Tanzania are the great plains of the Serengeti, Ngorongoro Crater, Mount Kilimanjaro, and the island of Zanzibar with its lush tropical beaches (World Bank, 2015). The tourism sector is the second-biggest sector after the manufacturing sector in contributing to national income (Valensi et al., 2021). The travel and tourism sector's total contribution to GDP in 2019 was US \$6.7 billion, equivalent to 10.7% of the country's GDP (WTTC, 2021). This was significantly affected by the COVID-19 pandemic and dropped to 5.3% in 2020. In 2019 the sector was responsible for 6.2% of total employment, but this number dropped to 4.5% in 2020 (WTTC, 2021).

The African Nature Based Tourism Platform worked with the Community Wildlife Management Areas Consortium – CWMAC. CWMAC is an umbrella organization for all authorized associations that manage Wildlife Management Areas (WMAs) in Tanzania. It plays an important role in representing community wildlife managers and their community-level constituents, giving these rural and often underrepresented groups a voice.

SURVEY LOCATIONS

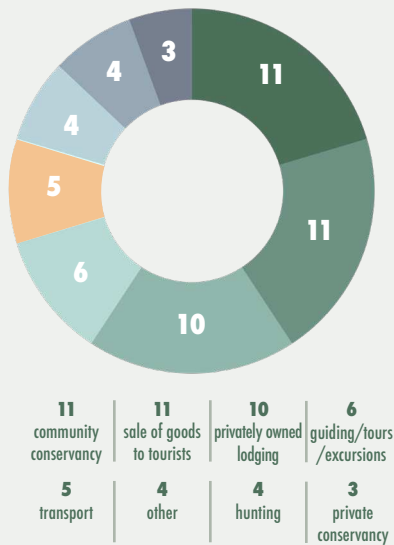
SURVEYED TOURISM ENTERPRISES IN TANZANIA



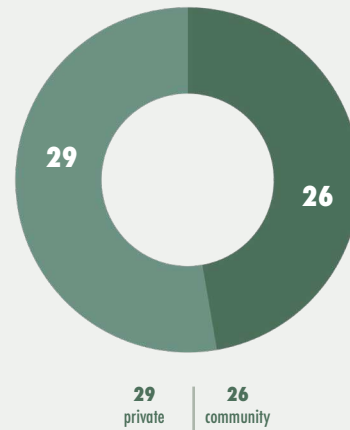


SURVEY RESULTS

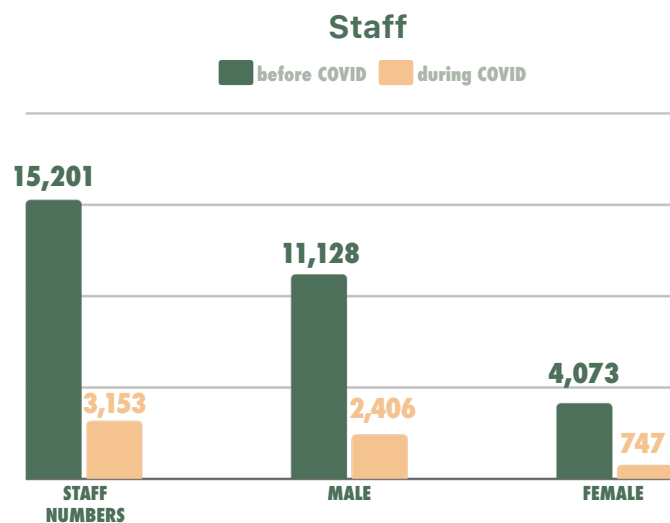
PRIMARY INVOLVEMENT OF THE ENTERPRISE IN NATURE-BASED TOURISM



ENTERPRISE OWNERSHIP



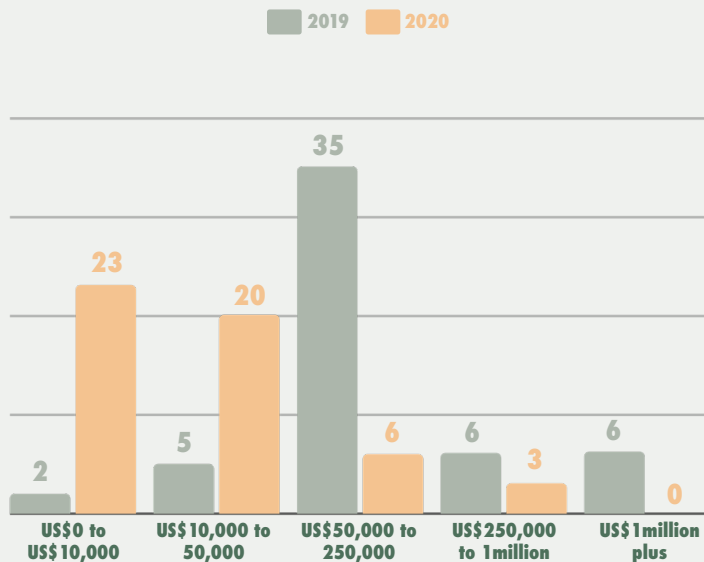
STAFFING BEFORE THE COVID-19 PANDEMIC VS. CURRENT STAFFING



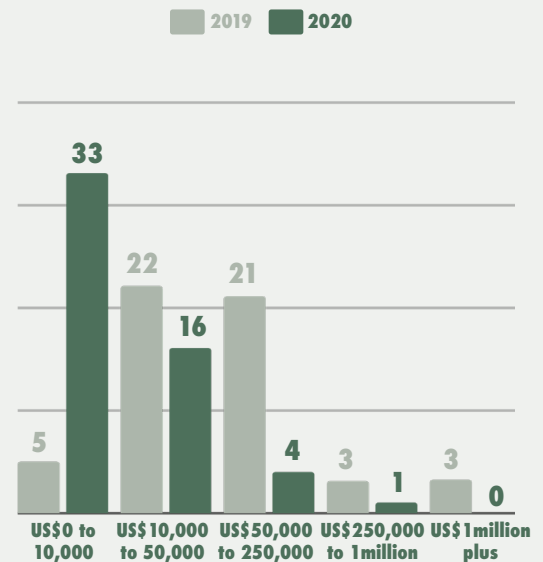


TOTAL ANNUAL GROSS REVENUE (income from selling goods and services before any deductions) THAT SURVEYED ENTERPRISES GENERATE FROM TOURISM

ANNUAL GROSS REVENUE 2019 VS 2020



ANNUAL SALARY COST 2019 VS 2020



QUALITATIVE SURVEY QUESTIONS

CONTRIBUTIONS TO CONSERVATION (the role of the community/enterprise in the management and custodianship of the land and its wildlife, including any distinguishing features about the area, its wildlife, its people and the role of tourism in its local economy)

CONTRIBUTIONS TO CONSERVATION



THE PRIMARY CONTRIBUTION to conservation by the enterprises interviewed in Tanzania was awareness raising, through community outreach and education programs. These included waste management projects, tree planting, and educational meetings. Another frequently cited contribution to conservation was the preservation of local beaches through regular beach-cleaning programs. One enterprise noted that as part of their anti-poaching measures they took all of the fines received from apprehended trespassers and redistributed the funds to the community. The overall focus in Tanzania is to reduce human impact on the environment by encouraging and supporting economic development via sustainable means, whether this is through natural resource management training, implementation of community-led conservation, or other sustainable livelihoods.

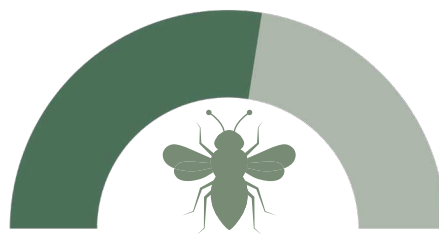


SUPPORT THAT THE INSTITUTIONS NEED



SINCE THE ONSET OF COVID-19 in 2020, most enterprises are struggling to meet their basic operating needs. Many enterprises expressed a general need for funds, be it through grants or investment. Across the board, the largest specific area of need aside from general financial support, was funds to pay staff salaries. In some cases, staff have continued to carry out duties at reduced salaries that are unsustainable for them and their families. There is also an urgent need to fund infrastructure maintenance and development, including the payment of utility bills. Another notable area of need was capacity building for ranger programs, including vehicles, training, and equipment. Many more women and girls in local communities have expressed an interest in becoming Village Game Scouts (VGS), and there is a need for funds to supply them with the required uniforms and vehicles.

ALTERNATIVE NATURE-FRIENDLY SOURCES OF REVENUE, BEYOND TOURISM, THAT THE ENTERPRISES WOULD BE INTERESTED IN EXPLORING



AGRICULTURE DIRECTLY PROVIDES livelihoods to around 55% of the Tanzanian population (Benson et al., 2017), and the land and forests are ideal for beekeeping which is a long-established economic activity in the country (Ntalwila et al., 2017), making it an attractive alternative livelihood. Vegetable farming, banana farming, and agroforestry were all mentioned frequently as potential alternatives. Enterprises on the coast in Zanzibar showed interest in fishing as an alternative livelihood, along with farming of sea cucumbers and seaweeds. Aquaculture is growing in popularity in Tanzania and is also being led by women (Charisiadou et al., 2022). Infrastructure projects and cultural centers were also cited as desirable alternatives, along with various service and manufacturing businesses that provide alternative income to enterprises and communities as a whole.



ALTERNATIVE SOURCES OF REVENUE ENTERPRISES WOULD BE INTERESTED IN EXPLORING

23 BEEKEEPING	4 INFRASTRUCTURE	1 FLIGHT SCHOOL
21 AGRICULTURE	4 CULTURE CENTERS	1 AGROFORESTRY
11 FISHING	2 TRANSPORT	1 CARPENTRY
11 CARBON OFFSETS	2 REAL ESTATE	1 WILDLIFE SANCTUARY
10 OCEAN FARMING	2 TAILORING	1 GRASS HARVESTING AND SELLING
6 LIVESTOCK	2 SUSTAINABLE WASTE MANAGEMENT	
4 POULTRY	1 BLUE ECONOMY NGO	

OTHER COMMENTS

ENTERPRISES ARE IN NEED OF FINANCIAL SUPPORT directed towards staff costs and training, salaries, renovations and anti-poaching efforts. Another need is for the government to revisit tourism-related policies, fees, and taxes to support growth for entrepreneurs in the sector. There is a call for collaboration between communities, government, and non-government institutions to work towards a common goal of people and nature thriving together. Enterprises put great emphasis on community engagement and having locals included in decision-making as well as environmental education. Tourism enterprises have realized the need to have robust alternative sources of income and are now looking to venture into fishing and sea farming. Women are also being encouraged to generate income from non-tourism related projects in order to become self-sufficient.

References: 1. World Bank Group, 2015. Tanzania's Tourism Futures: Harnessing Natural Assets. World Bank Group Report Number 96150-TZ. Environment and Natural Resources Global Practice Policy Note. Washington, DC 20433, USA. 2. Valensi K, Rahman M and Khanam R, 2021. Tourism expansion and economic growth in Tanzania: A causality analysis. Heliyon 7(5): e06966. doi: 10.1016/j.heliyon.2021.e06966. 3. World Travel and Tourism Council (WTTTC), 2021. Travel and Tourism economic impacts reports - Tanzania. 4. Benson T et al., 2017. Prospects for the sectoral transformation of the rural economy in Tanzania: A review of the evidence. Feed the Future Innovation Lab for Food Security Research Paper No. 88. 5. Ntalwila J et al., 2017. Contribution of beekeeping to livelihood and biodiversity conservation in Inyonga Division, Mlele district, Western Tanzania. International Journal of Entomology Research 2(6): pp. 33-38. 6. Charisiadou S et al., 2022. Coastal aquaculture in Zanzibar, Tanzania. Aquaculture. (546): 737331. doi: org/10.1016/j.aquaculture.2021.737331.