



## Tanzania

### Client

#### Tanzania Tourist Board

### Actions

- SNV provided support to the Tanzania Tourist Board to develop Cultural Tourism Guidelines for improving the existing – as well as establishing new – modules for Cultural Tourism in Tanzania;
- It further supported the Ministry of Natural Resources and Tourism in the coordination and development of the ten-year Tanzania National Tourism Development Programme, which contains specific pro poor tourism strategies for implementation, monitoring, and evaluation;
- SNV facilitated the process of introducing the Sustainable Tourism – Eliminating Poverty (ST-EP) initiative of the World Tourism Organisation in Tanzania.

### Advisory days

240

### Results

- More than 24 Community Tourism (CT) Modules are currently being implemented in Tanzania. Each module has created twenty direct jobs and five hundred indirect (part time) jobs;
- Each module contributes financially to social service delivery through the village development fund;
- Projections for the next five years indicate that there will be a 100 percent increase in the number of modules and jobs, while earnings are expected to reach \$ 1.7 million;
- There is potential for setting up new small and micro enterprises as a result of the Community Tourism initiative, including: handicrafts, bee keeping, food supplies, transport, accommodation, restaurants and entertainment (1200 new enterprises were set up in 2005 and 2700 are projected by 2010).