



USAID
FROM THE AMERICAN PEOPLE

Implementing Sustainable Tourism in the USAID Context

Arusha, Tanzania

February 2006



USAID
FROM THE AMERICAN PEOPLE

Workshop Objectives

- increase understanding of the **basic principles of sustainable tourism**
- develop capability to **analyze whether tourism would be a good tool**
- explain how to approach **tourism project design** and implementation
- illustrate **realistic expectations**, with examples of **indicators**





USAID
FROM THE AMERICAN PEOPLE

Contents



Tourism as an industry

Assessing tourism SWOTs

USAID and Tourism

Tourism for Economic Growth and Poverty Alleviation

Tourism for Natural Resources, Biodiversity, and Cultural Conservation

Economic and environmental approaches

Assembling a tourism program