

# **Coastal Tourism in Tanzania**

Presented by:

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# Tanzania Coastal Management Partnership (TCMP)

- Joint initiative between Vice President's Office through **NEMC**, United States Agency for International Development (**USAID**) and the Coastal Resources Center/University of Rhode Island (**CRC/URI**)
- Initiated to develop and apply a national coastal management framework i.e to conserve coastal biodiversity and improve livelihoods.
- Promoting Sustainable Tourism (coastal tourism) is one of the TCMP activities.

# An overview of Tourism-Tanzania

- Tourism is now the largest industry in the world – it can bring substantial economic benefits to Tanzania
- Tourism industry depends on a clean and healthy environment
- Sustainable tourism can enhance environmental conservation and provide tangible benefits to the communities

# Overview (cont)

- Travel Industry trends– more demands for pristine environments, experiences with nature and lack of pollution and civil society problems
- Tourism receipt increased from US\$ 259.44 million in 1995 to US\$ 746.02 million in 2004
- Tourist arrivals increase from 295,312 in 1995 to 582,807 in 2004
- Accounts for nearly 16% of the national GDP
- Support around 198,557 direct jobs.

# The case for Coastal Tourism Development in Tanzania

- Tanzania has 1424 km of coastline
- Natural attractions range from the traditional wildlife to the relatively newly discovered marine mammals (dolphin, dugong, whales etc.)
- Cultural attractions
  - historical sites
  - ruins along the coast
  - traditional Swahili life-style

# The case for coastal tourism development (cont)

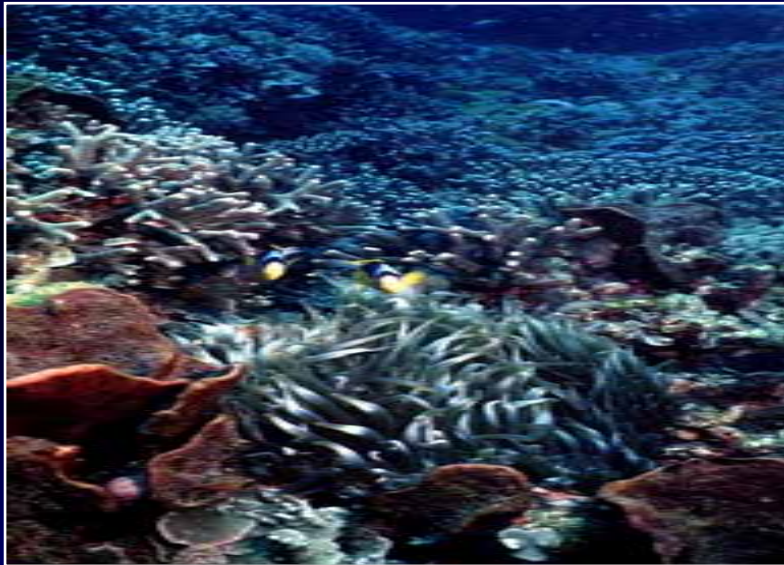
- National Tourism Policy of 1999 -  
Diversification of tourism products
- Integrated Tourism Master Plan- the coast is  
the priority zone for tourism development
- National ICM Strategy- coordination of  
coastal environment and economic activities  
for improving livelihood
- NSGRP (MKUKUTA) – Pro- poor tourism

# Coastal districts of Tanzania





# ATTRACTIONS





# Coastal areas with high potential for coastal tourism

- Pangani- Saadani- Bagamoyo
- Kilwa
- Mafia Island
- Lindi - Mtwara

# CULTURAL ATTRACTIONS



# Problem Analysis

- **Main environmental problems:**
  - **Pressure on existing infrastructure and services**
  - **Beach erosion from poorly sited hotels**
  - **Localized pollution due to increased waste load**
  - **Degradation of habitats e.g. Due to trampling and anchors**
  - **Collection of trophies, seashells and corals**

# Problem Analysis [cont]

- **Social-economic problems:**
  - **Rural coastal communities are still poor, depend on smallholder farming, small-scale trade, livestock husbandry etc.**
  - **Low level of participation by local communities in tourism planning and management processes**
  - **Unemployment and lack of sufficient knowledge about tourism business**

# Problems[cont]

- **Development Constraints:**
  - **Inadequate access [International & Internal flights]**
  - **poor infrastructure esp. roads**
  - **High costs of internal transport**
  - **Poor services standard**
  - **Poor quality tour and safari guides**
  - **Lack of quality accommodation facilities**



# Efforts to overcome constraints

- Develop Guidelines for Coastal tourism Development
- Develop a comprehensive tourism management plan
- Provide technical advice to the Coastal Tourism investors by using the Guidelines
- Support the CBOs to promote ICM best practices in Bagamoyo and Pangani Districts

## Efforts (Cont)

- Work with FINCA Tanzania to provide loans to the Bagamoyo Tour Guides
- Support MPRU for opening of nature trails and placement of signages on Bongoyo Island Marine Reserve
- Work with Tourism Division to prepare the National Tourism Development Programme



# The way forward

- Continue providing Technical assistance to the new and existing initiatives
- Continue to assist potential investors on the use of the **Guidelines for Coastal Tourism Development**
- Continue to work with the Tourism Division to implement the **National Tourism Policy and Master plan**

# The future of coastal Tourism

- Depends on cooperation between all interested stakeholders
- Has the power to build up the well-being of Tanzanians living along the coast
- Depends upon adherence to the existing guidelines

THANK YOU!

