



## IN ASSOCIATION WITH



## PRESENTS

### COMMUNITY-BASED TOURISM: PROFITABLE BUSINESS WORKING ETHICALLY WITH COMMUNITIES AND THE ENVIRONMENT

#### OVERVIEW

There are a growing number of initiatives to promote and support community-based tourism in both the private sector and NGO community in Tanzania. Community-based tourism, if done well, can make a substantial difference for rural development and provide strong incentives for improved natural resource management and conservation at local level.

Community-based tourism is an opportunity for private companies to develop alternative models of making profit based on ethical dealings with rural communities and their natural resources. While potentially challenging and tricky, community-based tourism ultimately can make a great deal of sense – it's good for business, good for local people, and good for the environment.

Several companies and NGOs have learnt how to work in community-based tourism through making mistakes and learning from them. This has been a long process of learning and there is a growing body of experience of how community-based tourism can be done better, what works and what does not.

A special two afternoon **info-fair** on community-based Tourism will be held on Wednesday and Thursday, 6<sup>th</sup>-7<sup>th</sup> June at the New Arusha Hotel immediately before the Karibu Trade Fair. The info-fair will provide concise topical seminars, with plenty of opportunity for discussion. Each session will have summary hand-outs and additional take-away information.

The objectives of the seminars are:

1. To provide an opportunity for business people and government representatives to better understand what community-based tourism is;
2. To facilitate information sharing and debate among those already in community-based tourism;
3. To better understand what would be most useful for inclusion in a forthcoming community-based tourism tool-kit for the private sector;
4. To encourage business people to subscribe to a community-based tourism working group – so that TNRF can help provide the services that the business community needs for community-based tourism.

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**Key note speaker:** Mr Ibrahim Mussa, Principle Tourism Officer, Ministry of Natural Resources and Tourism

***Entrance to the event will be free for all registered exhibitors of the Karibu Trade Fair.***

**DAY 1 - WEDNESDAY 6<sup>TH</sup> JUNE 2007**  
**USEFUL INFORMATION ON COMMUNITY-BASED TOURISM**  
**NEW ARUSHA HOTEL**

**14.00 – 16.00hrs**

**Session 1 - Understanding national targets, policy and laws that support Community-based Tourism**

***Chaired by: Mr Ibrahim Mussa, Principle Tourism Officer, Ministry of Natural Resources and Tourism***

*Speakers: Mr Richard Rugimbana, (Tourism Confederation of Tanzania), Mr Fred Nelson (Consultant) and Mr Francis Stolla (Hekima Advocates)*

The session introduces Community-based Tourism (CBT) through providing information on what CBT is. The significance of CBT's growth for achieving national tourism development targets will be highlighted, together with an assessment of Government policy towards CBT. A concise introduction is given to the laws that make business partnerships with communities legally possible, and which legally enable rural communities to manage their natural resources in a way which can support tourism. Overall the session provides the information required for an informed understanding Tanzania's policy and legal framework for CBT – a pre-requisite for investment decisions and business planning.

- An introduction to Community-based Tourism in Tanzania
- CBT in the 'big picture': Tourism, Economic Growth, and Conservation
- The basis for business partnerships and contracts with communities: Local government, land, and wildlife law (including recent changes)
- Open questions and answers

**16:30 – 18:30hrs**

**Session 2 - Practical issues for developing a Community-based Tourism enterprise**

***Chaired by: Mr Ibrahim Mussa, Principle Tourism Officer, Ministry of Natural Resources and Tourism***

*Speakers: Mr David Peterson (Dorobo Tours), Mr Makko Sinadei (Ujamaa Community Resource Team), Mr David Erickson (Cullman and Hurt Community Wildlife Project), Serena Simonson (Friedkin Conservation Foundation)*

The session will discuss key issues in developing a Community-based Tourism business. The session will review the rationale for CBT, how CBT has emerged in Tanzania as a part of the broader tourism industry, and what some of the key impacts and challenges facing CBT at present are. The session will highlight how the success of local natural resource management and the wise use of tourism revenues are dependent on good village governance, and discuss what operators can do to ensure that CBT initiatives succeed. Finally, the session looks at different types of benefit schemes and their challenges and constraints in relation to bringing tangible benefits to rural communities and linking these benefits to natural resource management and conservation.

- Business models: Examples of CBT agreements with communities and their strengths and weaknesses
- Understanding the significance of village governance for the success of CBT
- Understanding local community interests and perspectives
- Benefit Schemes: The challenges and lessons learnt from community benefit schemes
- How people from different cultures, different ways of life and different values can develop common goals and a common understanding - required for successful CBT.
- Open questions and answers

**DAY 2 - THURSDAY 7<sup>TH</sup> JUNE 2007**  
**KEY ISSUES FOR COMMUNITY-BASED TOURISM**  
**NEW ARUSHA HOTEL**

**14.00 – 14.15hrs**

**Keynote Address: How the Government will support the development of Community-based Tourism**

*Mr Ibrahim Mussa, Principle Tourism Officer,, Ministry of Natural Resources and Tourism*

**14:15 – 15: 00**

**Session 1: Discussion, questions and answers on Community-based Tourism in Tanzania**

*Chaired by: Mr Ibrahim Mussa, Principle Tourism Officer, Ministry of Natural Resources and Tourism*

The session will be divided into two parts. There will be a summary presentation of key issues followed by an opportunity for questions, answers and discussion with a panel of respondents.

**Presentation:** An overview of some of the key challenges for Community-based Tourism in Tanzania (20 mins)

**Discussion session:** Structured questions and answers on Community-based Tourism (25 mins)

**15.00 – 16.00 Getting the economic and ecological incentives right for Community-Based Tourism**

*Speakers: Dr Alan Rodgers (Ecological Consultant), Mr Ali Kaka, Director East African Wildlife Society*  
Many Tanzanian rangelands outside protected areas are becoming increasingly significant for wildlife and tourism, as tourism grows. Yet the rangelands are changing rapidly as a result of rural development and a growing rural population. This session will examine key policy choices determining how the rangelands can be managed and used wisely in such a way that their future is safeguarded but at the same time they make a major contribution to the economic development of rural people. What policy choices and incentives are required to ensure that rangeland ecosystems can support rural development and local livelihoods based on their natural values? What lessons are there to be learnt from other countries – such as Kenya? What are the challenges for achieving successful community-based wildlife management and community-based tourism?

- Land tenure, rangelands, and land use economics: Helping improve the balance
- Community-based wildlife management on village lands: Joint challenges and opportunities for villages, conservation NGOs and business

**16.00 – 16.30hrs**

**Coffee break**

**16:30 – 17.30hrs**

**Session 3: Developing practical and effective standards in tourism**

*Chaired by: Mr Ibrahim Mussa, Principle Tourism Officer, Ministry of Natural Resources and Tourism*

*Judy Kepher-Gona, Projects Coordinator, Ecotourism Society of Kenya, and Mr Damien Bell (Sokwe-Asilia Ltd)*

Community-based Tourism could represent a new way of conducting profitable business in a way that is responsive and responsible to poor rural communities and their natural resources. But engaging in ethically responsible business can be difficult – particularly in a challenging and high risk business environment. This session will explore the potential role that a formal certification process might have in defining and adding value to tourism products.

- Developing standards and certification: Options for an industry-driven eco-community tourism label for Tanzania?