



ROUND TABLE MEETING ON RESPONSIBLE TOURISM PARTNERSHIPS

AT ARUSHA HOTEL, ARUSHA, TANZANIA

ON JUNE 3, 2010

ABBREVIATIONS

CBO	Community Based Organization
CBT	Community Based Tourism
DMA	Destination Management Areas
EAC	East African Community
ESAMI	Eastern and Southern African Management Institute
MNRT	Ministry of Natural Resources and Tourism
MSM	Maastricht School of Management
RT	Responsible Tourism
RTA	Round Table Africa
SNV	The Netherlands Development Organization
TCT	Tourism Confederation of Tanzania
VCA	Value Chain Analysis
VCD	Value Chain Development
WMA	Wildlife Management Areas
ZATI	Zanzibar Association of Tourism Investors

SESSION 1: SETTING THE STAGE

The meeting began at 9.00 am with an outline of the purpose and objectives of the Round Table by Mr. Richard Rugimbana of Tourism Confederation of Tanzania (TCT) who took the role of Master of Ceremony at the Round Table. The questions of the day were: 'Is it time to be Responsible? What is Responsible Tourism (RT), and is it right for us?' The objectives of the Round Table were therefore:

- i. To provide an opportunity for business people and government representatives to better understand the meaning and elements of Responsible Tourism.
- ii. To provide concrete examples of RT practices and innovations from Tanzanian tourism businesses.
- iii. To ascertain if there is a need for the formation of a RT association in Tanzania, and identify the role it will play in fostering responsible practices in the sector (e.g. offer evaluation, accreditation and training on RT)

Mr. Rugimbana thereafter gave a brief overview of the speakers who will give a presentation, their backgrounds, and topics to be discussed.

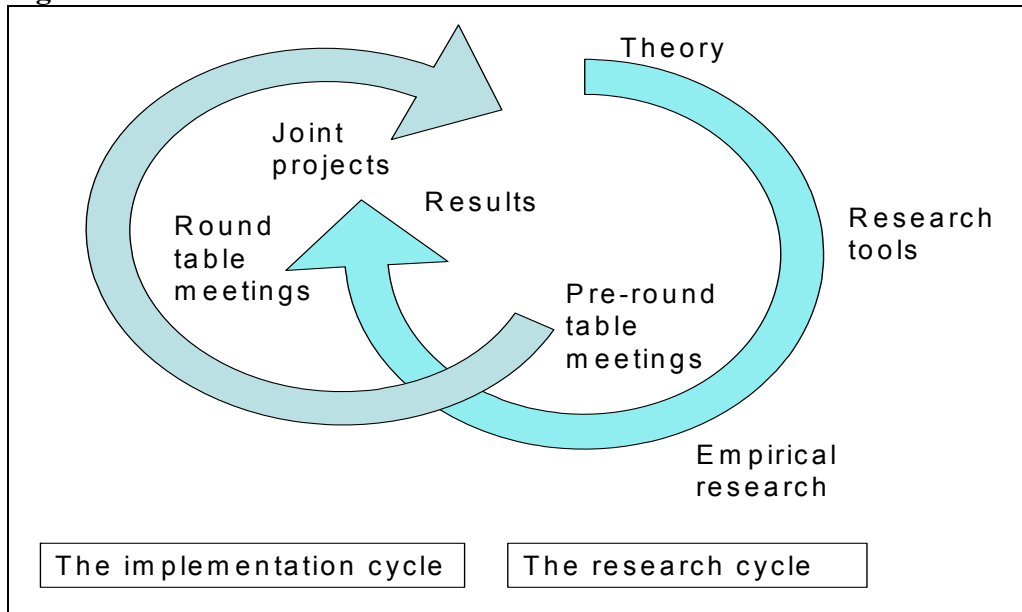


The setting of context was followed by an introduction by the Assistant Director of Tourism from MNRT, Mr. Ernest Mwamaja, who commended the organizers of the Round Table for bringing together stakeholders to discuss issues in order to facilitate the smooth running of tourism activities. Mr. Mwamaja stated that tourism policy in Tanzania is ten years old, and needs to be reviewed.

Following this a briefing on the RTA process was given by Drs. Diederik de Boer, the Director of the RTA program. The RTA program is a collaboration effort between the Sustainable Development Centre of Maastricht School of Management (MsM) in the Netherlands and the Eastern & Southern Management Institute (ESAMI) based in Arusha.

The aim of RTA is to link research with sustainable business development in the areas of agriculture, mining and tourism through: education, research, round table meetings, and projects. Figure 1 illustrates this conceptualization. Sustainable business development involves a balanced four-legged approach based on the three Ps: people, planet, profit (Brundtland Report, 1987) + Ethics. The RTA research program focuses on: competitiveness studies (at regional and institutional levels), value chain development and partnerships.

Fig 1: The RTA DBA Process



Key note address on Responsible Tourism by Dr. Anna Spenceley, Spenceley Tourism and Development (STAND)

The keynote address was delivered by Dr. Anna Spenceley. The address gave an overview of the concept of RT. RT encompasses the positive economic, social and



environmental contributions made by a tourism enterprise in the host (local) community. Based on this definition, the Cape Town Declaration (2002) on RT emphasizes the need for greater economic benefits for local people from tourism, involving local people in decisions that affect their lives, and making positive contributions to the conservation of natural and cultural heritage.

Market research suggests that there is increasing demand for responsible tourism products, but there is much confusion surrounding various branding labels for responsible practice. In South Africa alone there are eight different certifying bodies for responsible practice in tourism. This leads to consumer and industry confusion about the variety of certification schemes, local certification schemes with no international recognition; as well as communication problems such as fragmentation, isolated efforts or duplication of efforts. Regional and global accreditation bodies such as the Tourism Sustainability Council (TSC) established in 2009 can help to bridge such gaps by accrediting certifying bodies and hence facilitating the adoption of universal sustainable tourism principles.

A certification scheme should be voluntary and independent based on measurable criteria. It is a 'stamp of approval' and verifies that certain criteria have been met avoiding 'greenwashing'. It should provide clients with credibility, market access, point of differentiation or market advantage and business development. Criteria/standards for certification may include: legal & general, labor standards, human resource practice, skills development, procurement, community benefits, cultural sensitivity, environmental measures, health and safety, quality and reliability (adopted by Fair Trade in Tourism South Africa – FTTSA).

Question & Answer Session

Questions were asked by participants on the following areas, which were addressed by Dr. Spenceley:

- On definitions – which to use: pick one that resonates, and use it
- How to introduce training for RT into courses – e.g. integrate modules into existing courses
- How to explain RT to communities – keep simple (don't confuse with definitions)
- Certification – removal of logos when not RT – re-assessments over time

SESSION 1: Responsible Tourism – understanding the basics of RT

This session was chaired by Richard Rugimbana of TCT. The first speaker was Birgit Steck of SNV (The Netherlands Development Organization), the second speaker was Henry Waruhiu of ESAMI, finally a presentation was given by Colin McConnell on examples of responsible practice at Ndutu Lodge in Serengeti.

Sustainable Pro Poor Tourism, The Destination Management & Value Chain Analysis Approach – Birgit Steck, SNV



Birgit Steck discussed the approach of SNV in developing sustainable pro-poor tourism programs, which involves two complementary approaches: Destination Management Areas (DMA) and Value Chain Analysis and Development (VCA / D). In their Zanzibar program, the aim is to increase the percentage of pro-poor income from tourism from 10% to 15% of overall tourism revenues. A study carried out in Zanzibar shows that the largest proportion of overall tourism revenues is earned by the hotel and accommodation sector, but this has few transfers to the poor, consequently the proportion of pro-poor income (PPI) is low. Conversely, the individual restaurant sector has a high proportion of revenues transferred to the poor, but the sector receives only a small share of overall revenues earned in tourism.

Is Community Based Tourism Responsible Tourism?– Henry Waruhiu, ESAMI

Henry Waruhiu raised several important questions concerning the meaning of RT and Community Based Tourism (CBT). He highlighted several aspects of CBT: that it is responsible travel, it preserves the natural environment and addresses economic needs of the local people. It involves local residents in the running and management of tourism projects. Responsible Tourism is tourism ‘that creates better places for people to live in, and better places to visit’. A question raised was, what are indicators or criteria for RT, and from which perspective should they be measured: the community? Government? Tour operators? Tourists? Development partners? Is it possible to measure these from all perspectives? Is there a conflict between internationally developed indicators with those the communities would seek? There is evidence that the majority of CBT initiatives have enjoyed very little success. Some suggested pre-conditions for success are acquisition of knowledge and skills, well grounded management and governance structure, sharing of profits and re-investment of these back to the community, stimulating an entrepreneurial culture within the community members and appropriate / supportive government policy on tourism.

Responsible practice at Ndutu Lodge – Colin McConnell

Collin McConnell gave a presentation on some responsible practices at Ndutu Lodge in Serengeti. Their strategy is not perfect, and there are still many things to improve on. The lodge has 34 rooms, with occupancy of 72 people per night (max). They sell 10,000 bed nights per year. It is hard not to have any impact on the environment – so they take responsibility for what we do. They have:

- Simple cabins built from local renewable resources / recycled hardwoods
- Limited power supply – e.g. 12 hours power and small generators (25 kva) so low fuel consumption. Hard to transport fuel in by truck tough in wet season.
- Water systems – used to be heated with firewood, ‘friendly’ burners to minimise wood use. Now using solar panels – but busy in wet season (less sunshine). So using both. This season they used wood only 20 days in year rather than solar.
- Bulk gas for cooking, they used to have firewood stoves.



- In the 4 month wet season they collect all water needed during this time. 450,000 Liters storage. Boil this (no bottled water brought in. Need faith from tourists).
- Grey water – fat traps installed, to protect French drains (could do reed-beds)
- Biodegradable waste – composting cage – preventing animals from accessing it. Then using it on garden.
- Most staff are employed locally. They have trained people to management level.
- Maintaining all the roads/tracks in the area.
- Helping community to set up a tourism site.

Ndutu Lodge have no framework, they are only using common sense, and trying their best to be responsible.

What they need:

- policies, processes, formats
- more information on what they can do and how.
- A framework.
- Want to support driver/guide training in the field on RT – to improve their knowledge and how to conserve the area.

What they want to see in the future:

- Standards for management/training on EMS
- Need honest listening, action, and taking responsibility.
- Want to be accredited as 'green' status

Question and Answers for Session 1 presentations

1. How to avoid elites managing CBT.
2. Waste management is a problem – remote areas and difficult for processing. If have an association – drive for better infrastructure.
3. Henry's paper – good governance and empowerment.
4. Zanzibar – a study could look at what is wrong with tourism in mainland Tanzania.
5. How to assist to differentiate image of Tanzania. Diversify so that there is more choice. Handicrafts? Locally made, rather than bringing them in from outside.
6. Tourism in the wet season has been neglected in the past.
7. Henry's paper – do these communities even want tourism – is it the best idea, or is agriculture etc better?
8. Birgit – what is SNV doing in Zanzibar. Tour operators there – association?
9. Birgit – spoke about PPT – how relates to RT. Poor people and local community –
10. Henry – lots of questions – should try and answer some of them.
11. Working in forest reserves. How to reduce conflict.

Responses

Birgit Steck:

Leakages – have been criticisms of this, and lots money is not reaching the country. Looked at what money was staying in the destination. More spent on accommodation,



and remaining there – because people eat/sleep in the hotel. Small amount of money went to the poor – high taxes/levies; high imports – food & beverages.

Handicrafts – SNV want to do more analysis on VCA in Zanzibar – most of those sold in Zanzibar are from mainland or overseas.

Culture-image – tourists sometimes didn't have opportunity to spend their money, and go home with it. Need more opportunities for tourists to spend.

Henry Waruhiu:

In identifying who represents the community – it needs to be transparent how this takes place. There is often suspicion between park authorities and communities. He agrees involvement between different stakeholders and empowerment is important.

Lots of questions, because he wanted to be provocative. Research needed to address them.

Colin McConnell:

Committee on waste management a good idea – all properties in the national park areas have the same issues. E.g. taking batteries to municipal dump – and they put them anywhere. Need a committee to get them moving.

SESSION 2: What are the pros and cons of certification and what certification is available in East Africa? What is the state of the global market for RT products?

This session was chaired by Damian Bell of the Honey Guide Foundation. The first speaker was Harro Boekhold of CONTOUR Project based in Kilimanjaro, who presented on the pros & cons of certification, the second presentation was given by Nicolas Hubert on the MNRT's ecotourism certification project, the third speaker was Julia Bishop of ZATI who presented a picture of the current certification status in Zanzibar, and expectations for the future. The fifth presentation by Edith Alusa-Bosire of Ecotourism Kenya gave an overview of the role, activities and criteria of an existing certification scheme. Finally a presentation was given by Brightson Lema on activities of the Tengeru Cultural Tourism Program.

The Pros and Cons of Certification – Harro Boekhold, CONTOUR Project

Harro Boekhold listed some advantages of tourism certification: easy comparison of business performances, it provides a standardized checklist, which is useful. Organized meetings of people accredited who feel that they are striving for the same goal. It creates exchange between businesses.

Problems of certification:



- Simplicity – standard (e.g. 20 criteria – no-one wants 160 criteria) – reduces destinations to a common level, there is no differentiation.
- Different types of tourists/tourism – does not address complexity. Accommodation is simple but what about transport? Hard to work with airlines.
- Administrative burden for tourism businesses
- Label becomes aim rather than a tool. Companies forget the meaning of a label that it should help them improve over 20 years.
- Audits only cover 1 moment in time – not just by the label – but 3rd party too (e.g. external to green label). E.g. every 2 years you need an audit – so at that moment, enterprises ensure that they comply. Some only check every 5 years. Checking annually turns into an administrative burden.

Low promotional value of certification

- Tourists choose location first, then activity, then price, then they think about responsible tourism.
- Cost reductions in 1st 3 years – but then afterwards, what keeps them involved. Companies effectively become ‘graduates’ of a label – achieved.
- Lack of experience of auditors – but a complicated business. Making it credible is hard.
- Corruption/ignorance – has been offered bribes by people during assessments.
- Tourists don’t think about their role, impact, behavior – if the enterprise is certified and doing all the way.

Confusions

- Certify businesses that just comply with legislation? Shouldn’t be like that. Should comply any way.
- Rewards for being less-bad than neighbors? – e.g. 300 Liters water per bed/night; another using 500 Liters water.
- Who pays costs? System – with accreditations, certifiers etc – where money comes from – the tourism business. This will be passed on to clients.
- Why certify good practice? Do we allow irresponsible tourism?
- How many niche markets needed? Sustainable/green/eco etc. E.g. you can offer responsible tourism and irresponsible tourism in a country.
- Green washing.
- What is the limit?

MNRT’s eco-certification project – Nicolas Hubert, Consultant to MNRT

Nicolas Hubert explained that the Ministry wants to provide guidelines for the industry. Ndutu Lodge is representative of the industry – businesses are trying to do what they can and many say they want to be responsible. They are doing it using common sense without any guidelines/policies. Some are doing well. Partners say they are doing well, but you visit and see that things can be improved. The problem is that anyone can say that they are eco-friendly. Companies can start by developing a management plan. Certification is



a way to reward (and not constrain) business. It should be voluntary. Tourism is a business – the more money is made, the more goes to the poor. We would want to see these elements in other sectors too – e.g. mining laws to be more environmentally friendly. You will never have zero impact. The Ministry is currently trying to find partners for the program.

Zanzibar Association of Tourism Investors, Julia Bishop

Julia Bishop gave a summary of the activities of the Zanzibar Association for Tourism Investors. ZATI has 'responsible' and 'sustainable' in its mission statement. \$0.6 bn investment is represented in the association. There is a diversity of size/type of tourism business. 44% members Zanzibari owned companies. 40-50% of Zanzibar's GDP comes from tourism. How sustainable is it? ZATI members sign up to 7 pledges – related to RT (This should be the baseline). The 2003 Tourism Master Plan addresses looking after culture/environment. The New Zanzibar Tourism Act 2009 uses terms such as eco-sustainable etc.

Linkages to awards: Chumbe Island has picked up many awards over the years, and this has put Zanzibar on the map. Some 18 lodges have measured carbon emission outputs and are developing a carbon offset program, replanting trees. There is a big appetite for it in Tanzania. People are very keen to do this even if they don't know if they can get accredited. There is a need to work out criteria and what works for Zanzibar i.e. whether assessment would be on membership basis, whether it would involve an external independent audit or a certification program. ZATI plans to work with others and to pool resources, and exchange ideas.

Ecotourism Kenya, Edith Alusa-Bosire

Edith Alusa-Bosire explained that sustainable tourism is a way of doing business, not a destination. Tour operators in Kenya are currently not covered by certification, but they want to do this. It is good to start with a wide net – bronze level – to invite people in. Once they are there you can ensure progressive improvement. The challenge is to get renewals, getting people on board for the first time is easy.

Ecotourism Kenya seeks to have regional collaboration – there seems to be a demand from Tanzania, Uganda and Rwanda. This will help to promote sustainable tourism regionally, but in other countries Ecotourism Kenya doesn't have influence over the policies. It is better to have an overall East African group unifying the region – this could be useful in regional marketing, but not for the certification scheme. E.g. you could have an Ecotourism Tanzania - a home-grown program is better. There is long term value for a local program.

Tengeru Cultural Tourism Enterprise in Arusha, Brightson Lema



The Tengeru Cultural Tourism program offers nature and cultural tours. There are coffee farm tours – learning how to roast/pound etc, pottery, hair braiding, visiting a vegetable market, banana fibre handicrafts, and visiting organic agricultural farms. The program also runs conservation programs e.g. tree planting, distributing seedlings, preventing erosion by trail placement, and developing environmental awareness for people living there. Donations from tourists have been used to develop villages (a sum of \$12,550 between 2006 and 2009).

Some challenges the program faces are a shortage skills, a shortage of quality accommodation (which some guests demand), a shortage of promotional materials (not having a website is difficult), inconsistent work force, some tour operators complain about fees (they want their own rates, want a discount, but they charge tourists more anyway), and lack of quality control.

Questions and Answers for Session 2 presentations

1. Good MNRT is going in this direction – what about conflict of ministry’s scheme and other processes. Can you do it in collaboration?
2. EAC hotel grading – Kenya, Burundi, Rwanda – was done jointly.
3. Certification programs – are useful to build structure. Carbon offsetting – how can it be made inclusive/exclusive in Tanzania? Including the majority of companies and how to build their capacity is an important process. When we think about making it rigorous – how can we also make it inclusive?

Harro Boekhold – he is not against the idea of certification . . . but not v. supportive for Tanzania right now.

4. Identification and certification, indicators. Identification of flora/fauna. Cultural products like kangas, which are now fabricated in China. How to protect local products and industries?

Edith Alusa-Bosire – it is a problem when people don’t have ‘ownership’.

5. Question to MNRT – new wildlife act restricts local people from benefiting. So is it too late to be discussing RT? If there is no room, let us not waste time.

Silvanus Okudo (Principle Game Officer in the Wildlife Division) – This is incorrect. Wildlife policy and tourism policy does champion community involvement. They will look at benefits sharing.

6. Global financial crisis – difference between rating of banks and an eco-rating program. There is a conflict of interests, if certification is refused the company won’t want to pay the fees.



Harro Boekhold - Part of who is paying. In the end the tourism enterprises have to pay, and then the tourists too. In the beginning there is lots of funding/consulting etc, but this is heavily subsidized by donors. Not financially viable.

SESSION 3: What is the current approach to Responsible Tourism in Tanzania?

This session was chaired by Dr. Anna Spenceley. The first speaker, Laura Tarimo of RTA/ESAMI spoke on research carried out by RTA on three models of community-business tourism partnerships in Northern Tanzania. This was followed by comments made by three community members from Longido and Babati Districts on their communities' experience of community-business tourism initiatives. Finally, Damaris Agweyu presented on the responsible practices of the Serena Hotels group.

Tourism Community-Business Partnerships in Northern Tanzania, Laura Tarimo

Laura Tarimo presented the objectives, framework and preliminary findings of research conducted by RTA in Longido and Babati Districts on community-business partnerships since December 2009. The study identified three different models of partnership currently existing:

- i. Direct community-business agreements (require authorization from the Wildlife Division since 2008)
- ii. Wildlife Management Areas (WMAs) involving communities, the District government and NGOs playing a facilitator/advisory role, the Wildlife Division (central govt) as authorizer and a private sector tourism investor
- iii. Hunting, involving transactional agreements between a tour company and central government.

The research framework is based on an input-output approach, where based on partnerships literature, five critical success factors or inputs were assessed in terms of their importance in contributing to the performance of each partnership model. These were: i. Level of commitment, ii. Level of transparency and accountability, iii. Whether there are mutual benefits, iv. Number of tourist bed nights sold and v. The type of partnership arrangement. Outputs and outcomes of each partnership were placed in three categories: A. Financial B. Non-financial e.g. improved access to infrastructure, education and health services; and C. Empowerment impacts in terms of institutional development and participation in local decision making.

Preliminary findings based on an assessment of six case studies show that financial and non-financial benefits were higher when communities and businesses came into agreements directly. Institutional benefits were high in the Wildlife Management Areas model for example villages were required to obtain a land-title deed and carry out an environmental impact assessment of a tourism activity

Some conclusions and recommendations from the study are that financial and non-financial benefits need to be higher in the WMA and hunting models if communities are to have incentive to conserve wildlife. In the WMA model this means either an increase



in the number of investors, or a decrease in the number of villages making up a WMA. From all models it was clear that local sourcing of food produce and crafts was low. Companies need to place priority on local sourcing and capacity needs to be built at the village level to supply products at required volumes and quality. Government should support responsible tourism and create an enabling environment for partnerships that facilitate local economic development.

Communities' experience of Community-Business Partnerships in Longido and Babati Districts, Rajabu Shabani (Babati), Agustino Peter (Babati), Longido community representative

The representative from Longido District expressed that revenues from tourism on the whole are very high, but very little is received by communities in the areas where tourism takes place. Communities also face problems from human-wildlife conflict e.g. there have been cases of destruction of crops or livestock by wildlife, which is not addressed by the government. Communities need to see more benefits from tourism activities, otherwise the presence of wildlife appears as a problem to them.

Agustino Peter spoke on the positive experience of his village and of the Community Based Organization (CBO) of Burunge WMA in Babati. With the addition of a second investor making payments to the WMA, earnings to the CBO have doubled from 30 million Tshs per annum to 60 million. The earnings are distributed to 10 villages making up the WMA and the villages tend to use this amount as contribution to an education fund to sponsor secondary school students. On the whole the WMA has brought benefits to communities in his experience.

Rajabu Shabani had a less positive view of the benefits of WMA in his village. Minjingu village was in discussion to get their village out of the WMA. This proved difficult. There was never any formal acknowledgement of their request. The problem in their village was that there was not enough education about the WMA and village members were not clear on benefits that will be gained. In fact Minjingu village has seen a drop from up to 60 million Tshs earned per year by the village prior to the formation of the WMA down to about 3 million Tshs now that earnings have to be divided amongst 10 villages. The reality is that some villages bear a greater burden of the WMA, for example in Minjingu the area allocated for use by the tourism investor can no longer be used by livestock herders who used it previously.

Responsible practices at Serena Hotels Group, Damaris Agweyu

Damaris Agweyu spoke on why Serena Hotels chooses to carry out responsible practices. The market increasingly demands it, it helps save costs thus increasing the bottom-line, a responsible label adds to the competitiveness of the product they offer and customers and employees develop a stronger sense of loyalty to the company.



Responsibility is reflected in Serena Hotels' ethos, where as an affiliate company of the Aga Khan Fund for Economic Development (AKFED), Serena Hotels are expected to build, rehabilitate and manage hotels and lodges that contribute to economic growth in an environmentally and culturally sensitive manner. Serena's eco-policy is about protecting a fragile environment, preserving traditional cultures and enriching local communities. In conservation, the hotel runs reforestation programs; they have butterfly, dragonfly and turtle conservation programs in Mombasa. Serena drivers are under strict instructions to follow park regulations and conduct game drives responsibly.

On water and waste handling the hotels provide guests with an opportunity to re-use towels and other linen. Up to 25% of water used in laundering is saved. Grey water is stored in tanks and used for cleaning pathways and watering gardens. Wet waste from the kitchen is retained at lodges and composted and used in gardens, while non-recyclable waste is sent to cities for handling by garbage disposal companies. The hotel uses energy saving bulbs.

The architectural design of Serena properties is based on the history, culture and lifestyle of the people of the area. Buildings blend in with the natural environment, local labour and materials are used in construction.

Serena is involved in a broad range of charitable and community initiatives and has provided donations in the form of time, foodstuffs, household goods and clothing to communities.

Questions and Answers for Session 3 presentations

Silvanus Okudo (Principle Game Officer in the Wildlife Division) offered to clarify on the wildlife policy and what it means in terms of benefits to communities. Communities are earning more from tourism activities today as earlier tour companies were paying very little to villages per bed night when there was no regulation by the government. He raised a question on where models in the RTA research came from. The response given was that they came from field study of 6 different cases of partnership in villages in Longido and Babati Districts.

Harro Boekhold noted that Serena hotels was carrying out a lot of good practices, was certification necessary / important for them? A response from the General Manager was that Serena Hotels had received recognition from various bodies on their practices, which has worked to their advantage.

AFTERNOON SESSION WORKING GROUPS

This session was chaired by Drs. Diederik de Boer who explained that from what was learned from the presentations there were three possible areas of intervention:

- Certification for tourism companies
- Evaluation of current business-community partnership models
- Formation of a Responsible Tourism Association



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Drs. de Boer revealed that RTA has seed funding (USD 10,000) for the design and implementation of a project either in the area of policy research or capacity building of an organization / association or in financial matchmaking for businesses – or a combination of some of these areas.

Drs. de Boer thereafter took the participants through an exercise to determine some of the key issues that may be discussed in working groups. Three groups were formed to discuss: i. Certification, ii. Evaluation, iii. Association

The groups were to look at their issues in terms of:

- Problem Statement
- Project Objectives
- Project Activities
- Project Outputs
- Budget
- Plan

Group 1: Certification

Problem statement: lack of guidelines for Responsible Tourism practices in Tanzania

Project objective: Develop the guideline towards certification of responsible tourism practices in Tanzania.

Project activities:

- Activity 1: Identification of relevant stakeholders in the tourism industry
- Activity 2: Sub-sector workshops to identify their guidelines
- Activity 3: Acknowledgement and launch of guidelines and press conference.

Outputs: guidelines in place. MoU amongst stakeholder to take it on.

Planning:

Activity 1: before end June 2010

Activity 2: before end Sept 2010

Activity 3: before end Nov 2010 – after election

Group 2: Evaluation of different partnership models

Problem statement: How to evaluate the models of partnership that currently exist in Tanzania

Project objective: to develop a methodology and criteria for evaluating each partnership model



Project activities:

- A fact finding mission to assess models and incorporating community views on each model: WMA, Direct business-community agreements, Hunting
- Develop a set of criteria for evaluation of each model

Project outputs

1. A methodology for evaluating partnership models
2. A list of shortcomings and solutions of each model: will look at practicalities – quick wins etc.
3. Clarity on each model leading to an improved Wildlife Policy
4. A consensus building amongst stakeholders: common evaluation language developed. Trust will come.

Issues:

- Options to look at other parts of Africa too? Would need more \$ if need field work. (Could do as desk study) e.g. South Africa, Namibia, Mozambique, Botswana types.
- Protection of the wildlife resource and that type of re-investment – will look at which model is most conducive to conserving the environment.

Group 3: Association

Problem Statement:

- How to create an enabling environment for responsible tourism

Objective

- To develop a plan for a responsible tourism entity for Tanzania

Activities

- Business plan (including financing options)
- Institutional feasibility study
 - Needs to avoid previous mistakes
 - Review previous similar interventions – e.g. TATO, other associations, certification programs
 - What it will do
 - Guidelines for how it should be created (e.g. incubation period)
 - Funding options and control of financing
 - Stakeholder consultation / participatory planning of institution
 - What are the pros and cons of having an association
 - Cognizant of other proposals:
 - MNRT DT has compiled a project for Ecotourism Certification and is looking for partners
 - Proposal to have TNRF as a membership organization “incubate” the project?! (Arm of TNRF until it becomes independent)
- Propose an appropriate platform / institution for members



- Round table to review/validate outputs of the feasibility study

Outputs

- Proposal for a institution to create an enabling environment for responsible tourism in Tanzania, which provides understanding of:
 - Institutional structure
 - Clear functions and modalities of the entity
 - Clear way forward / process for development
 - Who the key members would be
 - Who the partners are, and mechanism for constructive partnership
 - Budget
 - Human resources needed
 - What members expect/demand from the institution

Budget

Need time/resources for:

- Coordinator/secretariat for program (initial stages)
- Desk review
- Stakeholder consultation (ministry, PS, NGO etc)
- Scenario analysis
- Business plan
- Review period by stakeholders
- Reporting & development of proposal
- Review/validation meeting

Timeframe / Planning:

- June 2010 – write proposal to Round Table based on these discussions
- Round Table Africa & TNRF for an agreement

**ANNEX 1: ROUND TABLE ON RESPONSIBLE TOURISM PARTNERSHIPS PROGRAM: JUNE 03, 2010
ARUSHA HOTEL, ARUSHA, TANZANIA**

WORKSHOP PROGRAMME		
Thursday 3 June 2010		
Time	Activity	Resource Person
8.30 - 9.00	Registration of Delegates	
9.00 – 9.10	Master of Ceremony Preambles	Richard Rugimbana (TCT)
9.10 – 9.30	Introduction by the Assistant Director of	Ernest Mwamaja



9.30 – 9.50	RTA Briefing	Drs. Diederik de Boer, Director, RTA
9.50 – 10.20	Key note address	Dr. Anna Spenceley
10.25 – 11.20 am	<p>Session 1 – <u>Responsible Tourism- Understanding the basics of RT</u></p> <p>The first presentation will be on the approach of the Netherlands Development organization to push for responsible practices through their Sustainable Pro-poor Tourism programmes. (15 mins)</p> <p>The second presentation will be on community based tourism as an example of Responsible Tourism. (15 mins)</p> <p>The last presentation will provide a current example of RT practice in East Africa. (10 mins)</p> <p>(10 mins Q&A)</p> <p>Chair: Richard Rugimbana</p>	<p>1. Birgit Steck (SNV)</p> <p>2. Henry Waruhiu (ESAMI)</p> <p>3. Damaris Agweyu (Serena Hotels)</p>
11.20 – 11.40 am	TEA/COFFEE BREAK	

<p>11.40 – 12.35 am</p>	<p>Session 2 – <u>What are the pros and cons of certification and what certification is available in East Africa? What is the state of the global market for RT products?</u> The first presentation will be on the pros and cons of certification and on the international market for RT products. (10 mins) A presentation by Ecotourism Kenya will provide a summary of the activities of a certification body in East Africa. (10 mins) Nicolas Hubert will speak on the Ministry’s ecotourism certification project. Julia Bishop will provide examples of lodges that have been certified, and the future of certification in Zanzibar. (15 mins) The last presentation will be on the activities of a community based cultural tourism program in Tengeru. (10 minutes) (10 mins Q&A) Chair: Damian Bell</p>	<ol style="list-style-type: none"> 1. Harro Boekhold (Contour Project) 2. Edith Alusa-Bosire (Ecotourism Kenya) 3. Nicolas Hubert (MNRT) & Julia Bishop (ZATI) 4. Gladness Pallangyo (Tengeru Cultural Tourism Program)
<p>12.40 – 1.35 pm</p>	<p>Session 3 – <u>What is the current approach to Responsible Tourism in Tanzania?</u> The first presentation will be on the results of a study carried out in Northern Tanzania that looks at the way tourism partnerships contribute to local development. Three partnership models are considered: i. WMAs, ii. Hunting, and iii. Agreements between tour companies and villages in GCAs and open areas. (15 mins) The second presentation will provide the perspective of the District and communities on their experience working with private companies on community-based tourism initiatives. (15 mins) The final presentation will be an example of a medium sized lodge and their efforts in RT. (15 mins) (10 mins Q&A) Chair: Anna Spenceley</p>	<ol style="list-style-type: none"> 1. Laura Tarimo (RTA/ESAMI) 2. Longido District Tourism Officer & community representatives from Longido and Babati 3. Colin McConnell (Ndotu Lodge)



1.40 – 2.40 pm	Lunch Break	
2.40 – 3.40 pm	<p>Introduction + discussion in working groups on:</p> <ol style="list-style-type: none"> 1. The pros & cons of creating a Responsible Tourism association <p style="text-align: center;">Chair: Damian Bell</p> <ol style="list-style-type: none"> 2. Tourism partnerships (community based photographic tourism, hunting and WMA): which model offers a win-win situation for both business and communities? <p style="text-align: center;">Chair: Richard Rugimbana</p> <ol style="list-style-type: none"> 3. Current practices of Responsible Tourism e.g. community-based tourism initiatives, eco-tourism etc. 	
3.40 – 4.00	Coffee/Tea Break (Refreshments)	
4.00 – 5.15	Plenary: Group presentations + Q&A	
5.15 – 5.30	Forum Wrap up - by Diederik de Boer Vote of Thanks/Closing	
5.30 - 6.30	Cocktail	