

TOURISM CAN SUPPORT FAMERS AND ALLEVIATE POVERTY IN TANZANIA

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1. ABOUT AGRICULTURAL COUNCIL OF TANZANIA (ACT)

Agricultural Council of Tanzania (ACT) is the agricultural private sector apex organization in Tanzania. ACT unites all stakeholders. Farmer groups and associations, cooperatives, companies and institutions whose activities are related to agricultural industry; farming, livestock keeping, fisheries, beekeeping, and also people engaged as researchers, traders, processors, transporters etc.

ACT was established in 1999

- Mandate-

Our Mandate include.

- Unite all stakeholders in Agricultural sector value chain to have a common voice towards transformation of agricultural sector for their benefit and the benefit of national at large.
- Lobbying and advocacy
- Capacity Building
- Representing our stakeholders in different forum (TNBC, TPSF, EAFF, SACAU, PAFO and planning soon to Join WFO)

2. WHAT IS THE AGRITOURISM

- Agricultural tourism or agritourism refers to an enterprise at a working farm, ranch or agricultural plant conducted for the enjoyment of visitors that generates income for the owner.
- It is simply any practice developed on a working farm with the purpose of attracting visitors to rest, relax, enjoy and study about farming.

3. WHY FOCUS AGRITOURISM

Tourism is one of the world's largest industries, in 2010 it generated about 11% of global Gross Domestic Product (GDP), employed about 200 million people and transported more than 700 million international travelers, a figure that is expected to double by 2020. In Tanzania it contributes 17% of GDP and 25% of forex

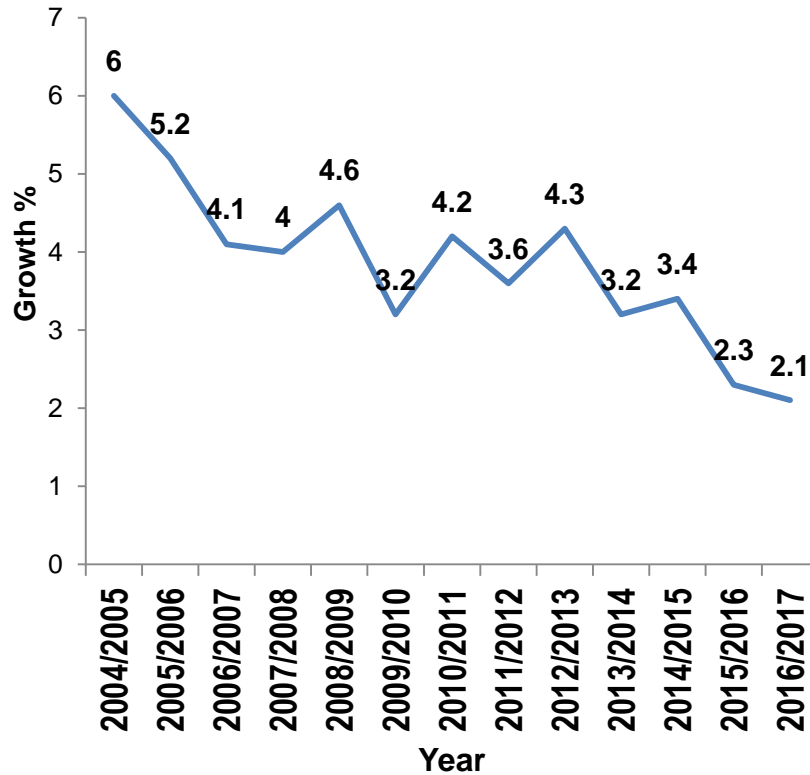
Tourism Business Trend in Tanzania						
Year	2013	2014	2015	2016	2017	Total
Number of Tourists visited different Destinations	1,095,884	1,140,156	1,137,182	1,284,279	1,327,143	5,984,644
Number of Tourists stayed in Hotels	1,021,766	1,054,338	1,033,555	1,145,934	1,163,752	5,419,345
Revenue (USD Million)	1,853	2,006	1,902	2,132	2,250	10,143
Average days stayed in Hotels	10	10	10	10	10	
Average expenditure of a tourist per day	Package Tour	372	277	305	290	411
	Non Package Tour	201	117	141	131	136

-Why Agritourism-

- As many as 75 per cent of the world's poor live in rural areas. Top tourism destinations include national parks, wilderness areas, mountains, lakes, and cultural sites are in rural.
- But most of the benefit from tourism do not reach to poor rural population which depend on Agriculture
- Most food consumed in tourism hotels and other hospitality industries come from agriculture
- Agritourism is a tool of implementing the Pro-Poor Tourism (PPT)
- Through PPT with equipped worldwide campaigns, farmers in rural areas can benefit from world tourism

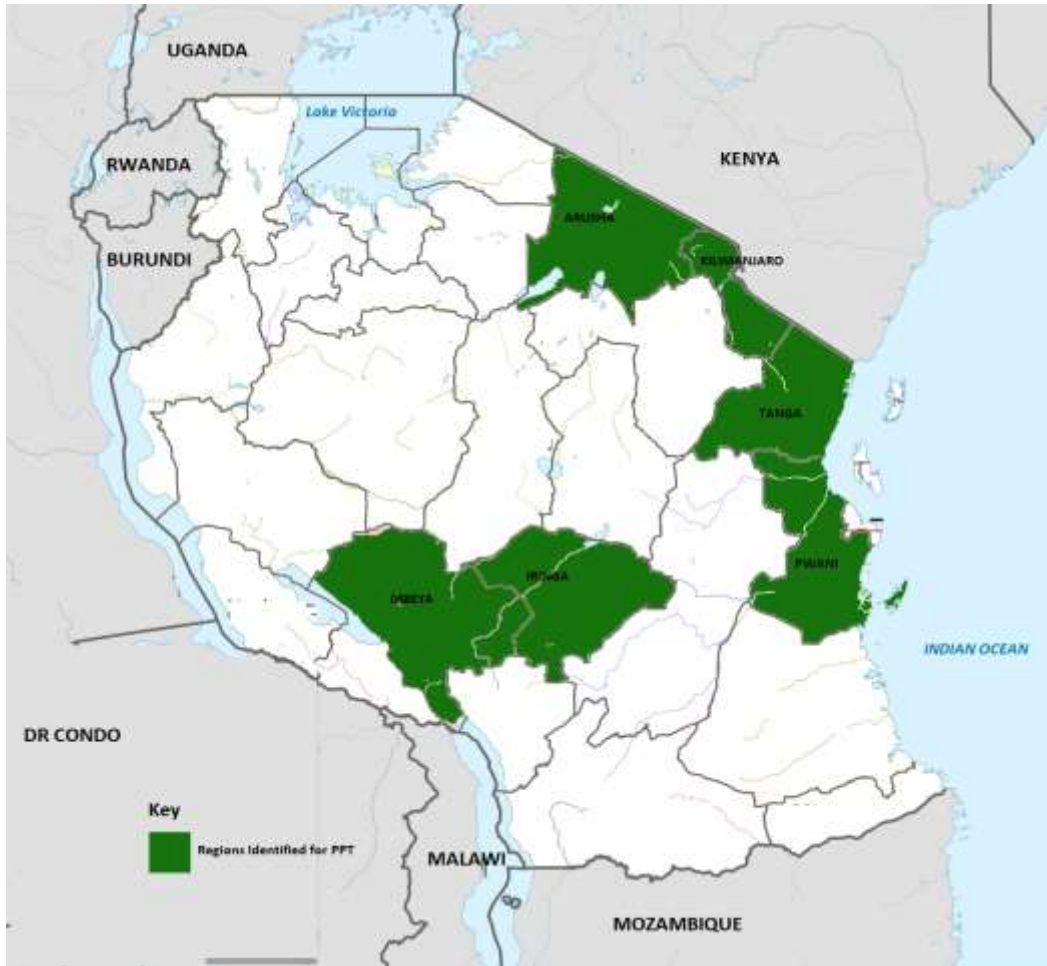
-Why Agritourism-

Agricultural sector growth (BoT)



The Tanzanian economy is among the fastest growing in Africa. It grows by 7% annually and this growth is also reflected in the tourism industry but not in the agricultural sector (BoT report)

4. TOURISM CAN SUPPORT FARMER AND ALLEVIATE POVERTY



Different success stories collected by ACT and the current activity of mapping of tourism focal point at local and regional level, indicate that it is possible to alleviate poverty in rural areas through agritourism if farmers are supported. Currently there is a lot of initiatives in different districts.

- Tourism can support farmer and alleviate poverty-

Region	Destination	Commodity for PPT	Agent
Arusha	Oloigeruno village	Coffee	Kioga Cultural Tourism
Arusha	Nkoarisambu villages	Coffee	Matunda Cultural Tourism
Arusha	Nshupu Village near Usa- river	Coffee	Mbora Women Cultural Group
Arusha	Tengeru	Coffee, Horticultural	Tengeru Cultural Tourism
Kilimanjaro	Lyamungo	Coffee	Lyamungo Cultural Tourism
Kilimanjaro	Kibosho	Coffee and banana	Kiliman Cultural Tourism
Kilimanjaro	Machame	Coffee and banana	Machame Cultural Tourism
Mbeya	Kyela	Cocoa Tour	Uyole Cultural Tourism
Mbeya	Tukuyu	Tea, Coffee and Banana	Amos Asajile
Tanga	Lushoto	Horticulture	Friends of Usambara
Mbeya	Rungwe Tea and Tours (Bongo Tour)	Avocado, Tea and Banana	Michael Mwaseba
Tanga	Pangani	Coconuts and Fruits	Pangani Cultural Tourism
Arusha	Mulala village	coffee and banana farms	Agape Women's Group
Iringa	Mufindi	Tea Tour	
Kilimanjaro	Chome	Ginger farm	Chome Ecotourism
Pwani	Mlingotini	Sea Weed Farming	Mlingotini Eco-tourism

5. CHALLENGES IN AGRITOURISM

- Limited capacity to meet requirements of tourism market
- Lack of finance or credit
- Exclusion by organized formal sector interests
- Inadequate access to tourist market
- Lack of organization among the farmers
- Government support targeted to formal sector
- Lack of human capital
- Regulations and bureaucracy

6. WHAT SHOULD BE DONE

Mismatch on the tourism demand and agriculture supply hinders the development of agritourism . Therefore we should match demand and supply sides for the success of agritourism in Tanzania.

Demand side agritourism encompassed the volume and characteristics of tourists; their perceptions, motivations, preferences, decision-making processes, and behavior. For the supply side, things to be considered include quality of produce, infrastructure, transport, attractions, accommodation, security, coordination capacity etc. These factors may either enhance or limit the development of Agritourism.

- What should be done-

What is needed

- Identify (location, activities, profile, attraction, accessibility, capacity, skill and experience, etc)
- Get them trained on GAP to meet the standards, demand and supply requirement of agritourism
- Let them connected
- Agritourism campaign especially for off-takers
- Special branding, recognition and ranking of Pro-Tour Tourism Hotels

- Expected Results

What will happen after

- More tourists will be aware on PPT product and will want to contribute to
- More hotel will join and struggle to be ranked higher (from one star to five star PPT)
- More market from rural poor farmers will be secured
- More quality produce will not only be supplied to hotels and supermarket but also to ordinary citizen in rural and urban areas
- Poverty will be alleviated among the farmer in rural areas

7. SOME SUCCESSFUL CASE



Renalda Mlay is amongst the greenhouse farmers who are benefiting a lot from the presence of the many hotels and restaurants around this beautiful city of Arusha

With the support from TAHA (Member of ACT) she has managed to secure permanent contracts with two hotels to supply vegetables and the price is fixed, thus she don't have to face price fluctuation like many other farmers and the payment is guaranteed

But her message is clear that

“TO SELL YOUR PRODUCE, KNOW WHAT BUYERS NEED”

-Some successful case-



Ray Mark from Dodoma received greenhouse support from International Trade Center (ITC) .

He is now supplying vegetables and other crops like tomatoes, okras and eggplants to the supermarkets and hotels in Dodoma

He has been getting many visitors from different places to learn about horticulture

He is a trusted young man sent by the government officials to teach other youth around Dodoma

Here is his Motive

“Visiting my fellow farmers and advising them on the importance of using greenhouse in agriculture and other good agricultural practices method so that they can move from where they are to another step of achievement as part of my contribution to the community”

7. WAY FORWARD BY ACT

- Mapping of Focal Points
- Collecting the successful story
- Training (after though understand of demand and supply side of agritourism)
- Connecting to the market
- Publicity in Website
- Influencing Policy, change (1999)
- Supporting wider campaign
- Programme for advocacy in agritourism

END OF PRESENTATION

ASANTENI SANA