

Responsible Tourism Tanzania

28-6-18

Experience of RTTZ from the
Investors' Perspective in Zanzibar

Julia Bishop HODI HODI Beach Houses

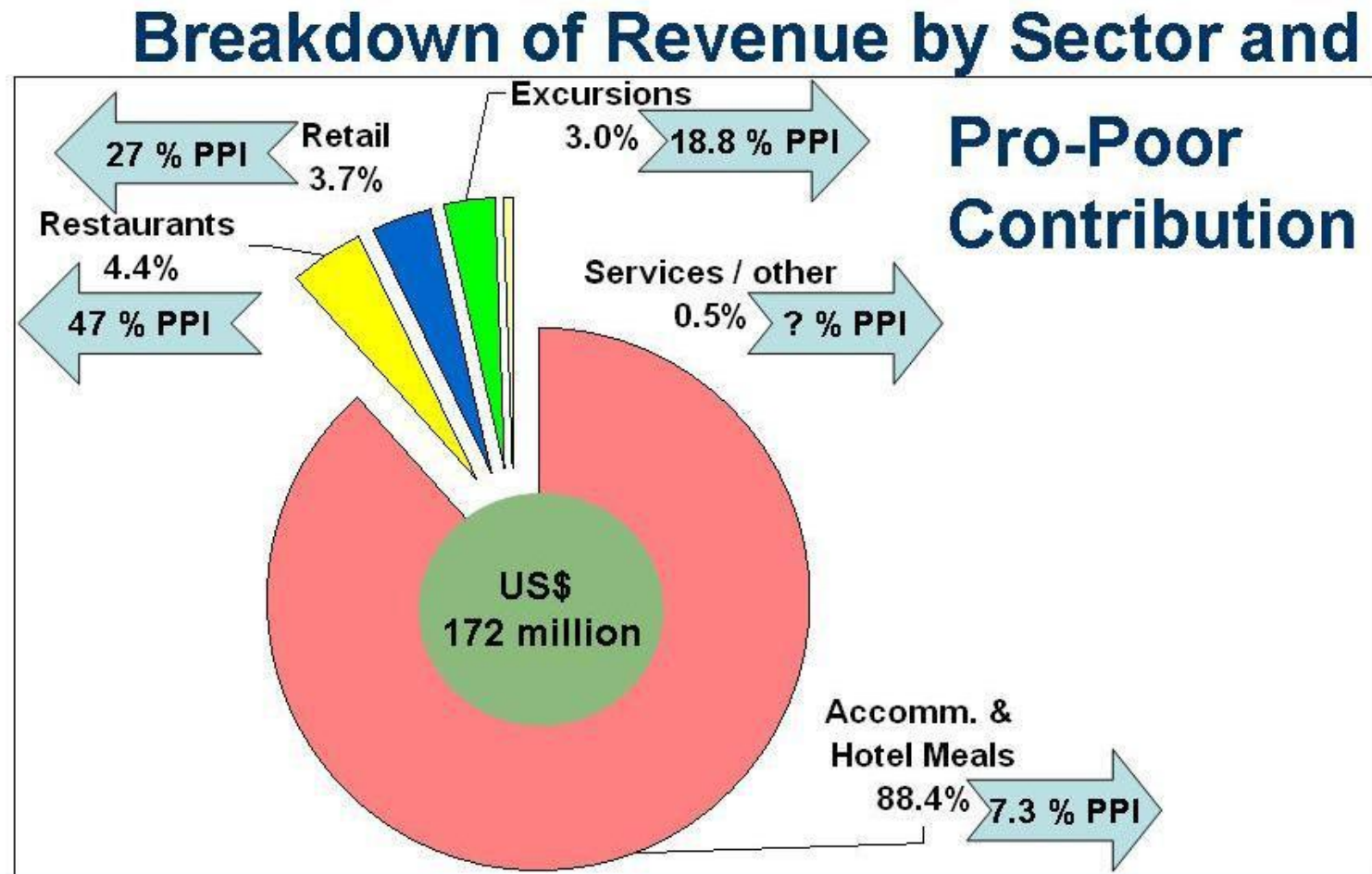


HODI ♦ **HODI**
BEACH HOUSES MATEMWE ZANZIBAR

Tourism in Zanzibar – The facts

1. Income - 27%GDP, 80%FDI
2. Jobs - 15,000 direct, 50,000 indirect – 50% of jobs by 2020.
3. 150+ hotels, 5500 rooms, 11,000 beds.
4. Pro-poor industry (VCA 2009 \$172 million annually to Zanzibaris)
5. Attracts investment (domestic and foreign)

Value Chain Analysis - 2009





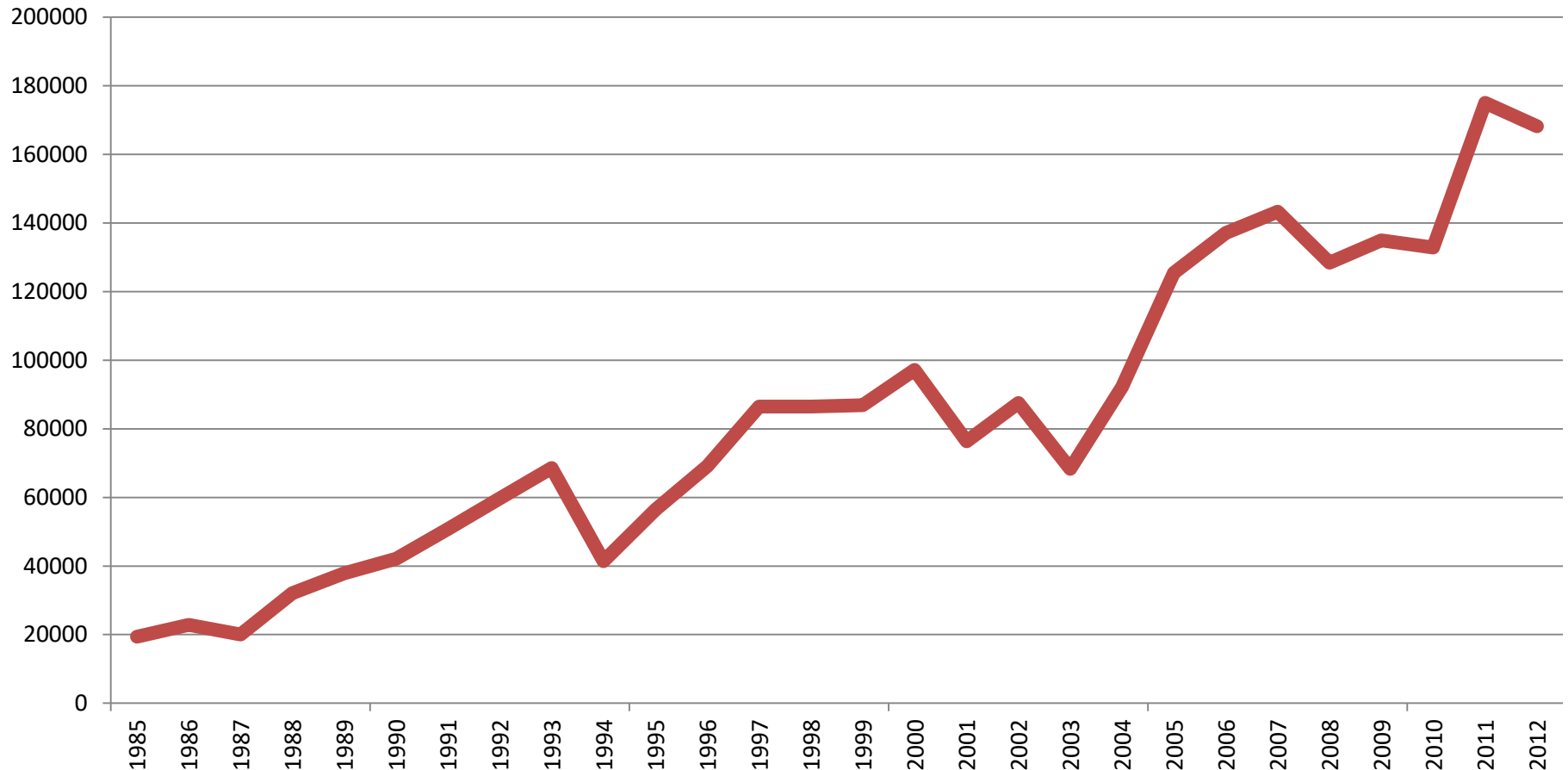
ZATI

Zanzibar Association
of Tourism Investors

The Role of the Tourism Investor

- ✓ Creating jobs for Zanzibar people
- ✓ Developing the human resource base
- ✓ Providing capital across the industry (not just hotels)
- ✓ Protecting and conserving natural attractions
- ✓ Preserving and celebrating Zanzibar's unique culture
- ✓ Contributing substantially to the tax base
- ✓ Contribute to poverty alleviation by working with local communities

Direct Tourism arrival numbers, as issued by Commission for Tourism Zanzibar – 1985 - 2015



In the last 32 years,
tourism in Zanzibar
has grown from
50,000 in 1985 to
500,000 in 2017.

Source : Commission for Tourism



WE DO NOT INHERIT THE
EARTH FROM OUR PARENTS -
WE BORROW IT FROM OUR
CHILDREN



GLOBAL SUSTAINABLE
TOURISM COUNCIL

MEMBER

Does not indicate GSTC accreditation



RTTZ THEMES

Four thematic areas –

1. Sustainable Business
2. Social Economic
3. Cultural Heritage
4. Environmental

WHAT HAVE WE LEARNED??

Exit Surveys

- 2009 survey – Visitors make comments about their holiday complained that they did not like the **dirty beaches and villages**, and they thought **town needs to be cleaned up**.
- Highest source of complaints – apart from airport
- 2010 survey – also top 3 source on complaint.

March 2017 – Hotelier Interviews

- “The Greatest Value for us is to keep the islands clean”
- “Guests complain about waste on the beach and village”
- “The waste issue needs political decisions. It all comes down to leadership”
- “The waste problem is affecting business across the whole island.”







Hoteliers' view of tourism in 5 years

- “Water and electricity are issues, but the biggest issue is waste”
- “The waste issue on the island is a management / leadership one”
- “The Government needs to take charge.”
- “Zanzibar is a paradise.. So it is most important to have a clean island”



RTTZ Pledge

Responsible Tourism Tanzania will encourage our tourism industry in Tanzania to become economically sustainable, to care for our cultures, to provide a positive social impression and to nurture our natural environment.

Official Tourism Policy - Zanzibar

To develop, plan, manage and promote a tourism industry that emphasizes sustainability, quality and diversification, and which is culturally responsible, socially desirable, ecologically friendly, environmentally sustainable and economically viable.



RTTZ AND THE ENVIRONMENT

Solid Waste – reduce, reuse, recycle

Hotels are expected to separate

They should use a reputable collection
facility

They should know where their waste goes

*****CONCLUSIONS*****

1. SUSTAINABLE BUSINESS – What could possibly stop you from carrying on your business?

2.

2. SOCIAL ECONOMIC – Get your community onside – they will thank you over and over again

3. CULTURAL HERITAGE – That's what people come to see – so help to nurture it!

4. ENVIRONMENT – Issue #1 for Zanzibar – Taka Taka

“WE HAVE TO KICK-START A NEWER ENVIRONMENTAL REVOLUTION”



Thank You