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Jaensson Dr. France Shayo**

The Open University of Tanzania
Kawawa Road,
P. O. Box 23409
Dar es Salaam,
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FOREWORD

Dear Authors and Esteemed Readers

It is with deep satisfaction that I write this Foreword to the Proceedings of the 2nd International Conference on the Future of Tourism (ICFT) held in Arusha, Tanzania, April 16 - 17, 2019.

ICFT continues a tradition of bringing together researchers, academics and professionals from all over the world, experts in tourism and hospitality. The conference particularly encouraged the interaction of research students and developing academics with the more established academic community in an informal setting to present and to discuss new and current work. Their contributions helped to make the Conference as outstanding as it has been. The papers contributed the most recent scientific knowledge known in the field of Sustainability of Tourism; Domestic Tourism and SMEs Development; Tourism and Economic Development; Culture and Tourism; Innovation in Tourism; Customer Care in Tourism; Methods of Measuring Tourism; and National Tourism Policy.

In addition to the contributed papers, two invited keynote presentations were given: by Mr. Richald Rugimbana, the Executive Secretary of Tourism Confederation of Tanzania who spoke about the Issues for future tourism development with special focus of Tanzania; and Prof. Zororo Muranda, Pro-Vice Chancellor, Chinhoyi University of Technology in Zimbabwe who gave presentation on the Future of tourism: Tourism of the future.

The Conference was preceded by a tailor made training in *e-Tourism and Management of World Heritage sites*. The facilitators of training were: Prof. George Oreku, a professor of ICT from the Open University of Tanzania and Mr. Erick Kajiru, an expert of Management of UNESCO World Sites from the UNESCO Commission in Tanzania.

These Proceedings will furnish the scientists of the world with an excellent reference book. I trust also that this will be an impetus to stimulate further study and research in all these areas.

We thank all authors and participants for their contributions.

Ladislaus F. Batinoluho, PhD

Conference Coordinator

Department of Tourism and Hospitality Management

P. O. Box 23049, Dar es Salaam, Tanzania

Tel: +255 767 636606

Email: tourism@out.ac.tz

Website: <https://icft.out.ac.tz>

POVERTY ALLEVIATION THROUGH TOURISM ACTIVITIES: A CASE OF AMANI AND ULUGURU MOUNTAIN NATURE RESERVES

Michael Patrick
The Open University of Tanzania
michael.patrick@out.ac.tz

Abstract

Tourism is one of the world's fastest growing industry and for many countries, especially those in the developing world it holds impressive economic potential. Both government and international donor agencies now promote the use of tourism to alleviate poverty among local communities. The Tanzanian government has embraced tourism as a meaningful and sustainable economic activity and diversification opportunity, which now ranks third after mining and agriculture in its contribution to the country's gross domestic product. The study explores the perceptions of stakeholders on the opportunities that would be created for the local communities by opening up Tanzanian's nature forest reserves for tourism activities. Data was collected through mixed methods involving in-depth interviews with government departments, local communities, quasi-government organizations and the Tanzania Tourist Board. Focus group discussions were also held with community's member living adjacent to Amani and Uluguru nature reserves. The findings indicate that opening up Tanzanian nature forest reserves for ecotourism has the potential to alleviate poverty among the disadvantaged groups living adjacent to forest reserves through direct employment, small- and medium-sized enterprises, secondary (linkages/partnerships) and dynamic effects (sustainable livelihoods). The study concludes by cautioning that whilst pro-poor tourism may yield short- and medium-term benefits, in keeping with sustainability objectives, participants in the programme need to be mindful of forestry encroachment and come up with strategies to ensure the sustainability of the Tanzania forest reserves.

Keywords: Nature forest reserve; pro poor tourism; local communities; ecotourism; Tanzania

Introduction

Many developing countries have long regarded tourism as an industry which could successfully foster economic and human development and help alleviate rural poverty. Building on new political paradigms of people's participation, the ownership and operation of tourism ventures by local communities themselves is now increasingly seen as one of the seven mechanisms by which tourism could efficiently help reduce poverty (United Nations World Tourism Organization UNWTO, 2013, Mbaiwa, J.E 2011). For many years, Tanzania's economy is largely driven by its natural resource base; a system that is necessary for development of key sectors of the economy including tourism, mining and

agriculture. Tourism industry has shown an impressive growth over the past few years and increasingly, the sector becomes an effective means of macro-economic diversification from the traditional reliance on agriculture. Despite this economic leap, not everybody has benefitted. It has been reported that, countrywide, majority of the population live below the poverty line and poverty has been particularly persistent in the most remote areas of the country. The volatility of agriculture activities (which many people rely on) has prompted many Tanzanian to look for alternative and sustainable economic activities. Tourism has been perceived as a meaningful diversification of the economy. More importantly, tourism is professed as being able to alleviate poverty among the poor, the majority of whom live in tourism resource-rich areas.

Therefore, tourism becomes an ideal candidate for poverty alleviation in Tanzania, due to its labour-intensive nature, which enables it to employ disadvantaged members of the community with very little formal training, e.g., women and youth. In addition, tourism utilizes natural and cultural resources of the poor, whereby they can utilize these resources for their benefit. However, tourism industry is a private sector business and therefore it is controlled by market forces. By its very nature, tourism is geared to serve the interests of the tourists and investors and therefore does not automatically improve the welfare of the poorer members of the community. In addition, tourism can be viewed as a form of development strategy whose agenda is driven by multinational corporations promoting neo-colonial states in the least developed countries, and thus, caution should be exercised when advocating for tourism as a one-size fits all strategy for poverty alleviation, Anderson, W. (2011). This study aims to build on the extant literature on pro-poor tourism development. This is achieved through an investigation of how the Tanzania Nature Forest Reserves can be instrumental in alleviating poverty among local communities through the use of pro-poor tourism strategies. The study uses Mitchell and Ashley's framework, to analyze the potential opportunities that would be created for the poor through the opening of Tanzania Nature forest reserves for tourism activities.

The paper draws its data from the views of the Tanzania nature forest reserves' stakeholders. In particular, the paper is guided by the following research questions:-

- What attractions prevalent in the nature forest reserves could be used for ecotourism development?
- What are the likely costs and benefits to the communities from ecotourism development in the Tanzania nature Forest Reserves?
- Are there differences in the roles that can be played by the private sector vis-à-vis the roles of the local communities in ecotourism development in the reserves?

The Tanzania nature forest reserves were chosen due to the bulk of tourism research in Tanzania having been concentrated in wildlife based tourism activities with little effort directed towards other tourism facets, such as cultural tourism and forest-based tourism. The paper provides a brief survey on the literature on pro-poor tourism, followed by background information on the case study areas. The next section outlines the main methodological approaches and then presents the results and discussion section. The study concludes by cautioning that, whilst pro-poor tourism may yield short and medium-term benefits in keeping with sustainability objectives participants in the programme need to be mindful of forestry encroachment and come up with strategies to ensure the sustainability of the Tanzania nature forest reserves.

Theoretical Framework

The impact of tourism in poverty alleviation is now a growing area of research. This is demonstrated through case studies from many different parts of the world. Its roots are embedded in the sustainable tourism framework which in turn is derived from the overarching field of sustainable development. According to Hearne, R., & Santos, A. (2017), sustainability can be defined as growth that does not encourage resource depletion or social unrest. In the tourism context, this means a level of development that is in equilibrium with the carrying capacity of the destination and that does not alter the current ecosystem, whilst not disadvantaging future generations through resource depletion. Sustainability has tended to focus on broad ecological maintainable principles, policy objectives and management techniques employed in destination management. There has been significantly less academic literature on the equitable distribution of natural resources and the accrual of externalities from the resources in question. Pro-poor tourism has been put forward as a means of addressing this gap through fostering development that is inclusive of under-privileged members of society, with the proceeds from its activities going towards improving the welfare of the community members (Ashley, C, 2000a, Ashley, C, 2000b). Pro-poor tourism is now advocated as a means of alleviating poverty in developing economies (Ashley, C & Goodwin, H, 2007).

The pro-poor framework has generated a lot of interest and promotion, not only among researchers, but also amongst international and donor organizations. For example, the United Nations World Tourism Organisation has come up with the Sustainable Tourism Eliminating Poverty Initiative (STEP), which began in 2002. The focus of STEP is to encourage the promotion of activities that promote sustainable tourism (social, economic, ecological) with a focus on alleviating poverty through the development and creation of jobs for people living on less than a dollar a day. The Department for International Development (DFID) in the United Kingdom has defined pro-poor tourism as “tourism that generates net benefits for the poor” (i.e., benefits are greater than costs). DFID further clarifies that benefits should be viewed as holistic and should not be

restricted to economic benefits, but should also include social, environmental and cultural benefits. In addition, pro-poor tourism should not be viewed as a tourism product, but rather as an approach to tourism development and management through which linkages are developed between tourism businesses and poor people as a way of leveraging and increasing the tourism benefits to the poor (DFID. 2011). Mitchell and Ashley (2014) have extended the understanding of how to determine the impacts of tourism on poor communities through the development of a framework that uses three pathways through which the benefits of tourism can be transferred to the poor, they categories these into direct effects, secondary effects and dynamic effects. Direct effects are realized through direct employment in the tourism industry. Examples of this include community employment by tourism businesses, investing in community land, the establishment of business enterprises, such as curio shops or craft markets by community members, and cultural tourism. Whilst many authors note that direct effects can increase economic benefit to the community in a variety of ways, Mitchell and Ashley (2014) caution that externalities are not always positive, with losses of livelihood to the community occurring in some instances.

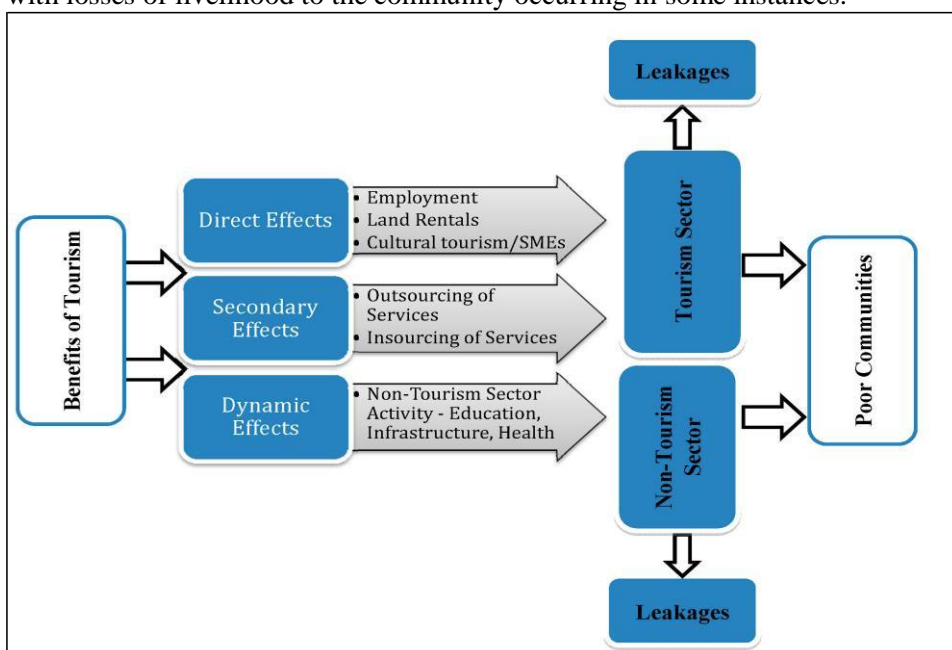


Figure 1. Pathways of benefits to the poor adapted from Mitchell and Ashley, 2014. SMEs, small- and medium-sized enterprises.

Methods

Study Area

This paper is based on a study that was carried out in two Nature reserves namely Amani and Uluguru Nature reserves. Nature Reserves category of Protected Area in Tanzania offers the highest level of protection under the Forest

Act in Tanzania. They are state state-owned and managed by Tanzania Forest Services (TFS) Agency. No extraction of forest resources is allowed in nature reserves and activities are generally restricted to research, education and nature based tourism.

Amani Nature reserve (see figure 2) lies within latitudes 5805'S and 5814'S and longitudes 38840'E and 38832'E. It forms the southern and largest forested mountain block of the East Usambara Mountains, which are part of the Eastern Arc Mountains chain. The reserve constitutes 8380 Ha of land and it is bordered by 18 villages, which support a total population of over 31,469 people (NBS, 2017). The majority of villagers are subsistence level farmers and farming for both food and cash is an important occupation of the majority of people living adjacent to Amani nature reserve. Uluguru Nature forest Reserve (see figure 2) lies at the heart of the Eastern Arc Mountains comprises Uluguru North, Uluguru South, Bunduki I and Bunduki II forest reserves and Bunduki 'gap' corridor. Uluguru Nature Forest Reserve has an area of 24,115.09 Ha with a boundary length of 197 kms and surrounded by 62 villages, comprising of 91,426,000 persons, surround the Nature Reserve.

Wildlife viewing and safari hunting dominate the tourism activities that are undertaken in Tanzania. Consequently, this activity has resulted in congested development in the form of Lodges, tented camps and hotels, all competing for wildlife resources. Using nature forest reserves for ecotourism would open up alternative tourism development in Tanzania, which would alleviate the pressure on the wildlife based tourism activities which is concentrated in Northern tourism circuit.

The study therefore explored tourism in nature forest reserves as a sustainable tourism option for communities to benefit from using the Mitchell and Ashley Framework as the analytical tool. The study focused on three villages located near Amani nature reserve and four villages in Uluguru nature reserve.

Tanzania forest reserves comprises Twelve (12) nature forest reserves that have been gazetted: Amani (8,380ha), Uluguru (24,115ha), Kilombero (134,511ha), Nilo (6,225ha), Rungwe (13,652ha), Chome (14,283ha), Magamba (9,283ha), Mkingu (23,388ha), Uzungwa (32,763ha), Rondo Plateau (14,000ha), Minziro (25,000ha) and Mt.Hanang (5,871ha).

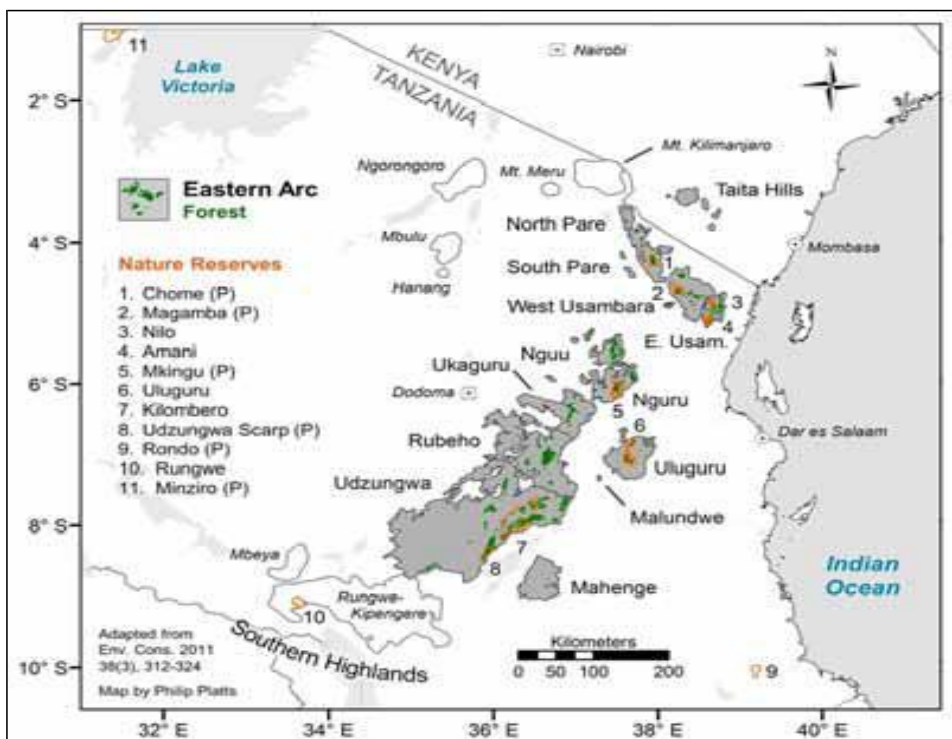


Figure 2. Location of Amani and Uluguru nature reserves

Data Collection

Data were collected through triangulation or mixed methods using a combination of secondary and primary data sources. Secondary data constituted existing literature, government reports and official documents, book chapters and other relevant documentation. Primary data was derived by means of thematic interviews targeted senior officials from Ministry of natural resources and tourism, Tanzania forest services, as well as focus group discussions with community leaders. A total of 46 people were interviewed. The interviewees represented 3 government departments, 4 non-government organizations, 21 community leaders, 10 tourism private sector organizations and 2 intergovernmental organizations that deal with conservation. The interviews, whose duration ranged between 30 and 40 min, were held between December and February, 2019. The interview guidelines addressed the study questions as follows:-

What attractions prevalent in the nature reserves could be used for ecotourism development? The questions covered tourism activities taking place in the reserves, natural and cultural resources in the nature reserves and what tourism activities and facilities should be developed in the nature reserves. Also included were the perceptions on the nature reserves' potential for ecotourism development.

What are the likely costs and benefits to the communities of opening the nature reserves for ecotourism development? Among the areas covered were potential conflict, possible costs and benefits to local communities of opening up the reserves for ecotourism. Opinions were sought on how conflicts and the cost of conflicts could be minimized? Other areas of interest included community empowerment through ecotourism development and community attitudes towards nature reserves and their use.

Are there differences in the roles that can be played by the private sector vis-à-vis the roles of the local communities in ecotourism development in the Botswana Forest Reserves? The interviews assessed perceptions on the types of ecotourism projects that could be developed by communities and the private sector. Questions relating to location were posed, as well as questions relating to the diversification and improvement of local livelihoods.

Results

The aim of the study was to investigate stakeholder perceptions on how Tanzania Nature Reserves can be instrumental in alleviating poverty among local communities through the use of pro-poor tourism strategies. The perceptions of the respondents of the study were presented according to the research questions, which guided the study as reflected in Table 2. The results were then further refined, as shown in Table 3, in terms of the perceived effects using the Mitchell and Ashley framework

Table 1. Pro-Poor Tourism Themes

Resources	Potential ecotourism products
Wildlife	Photographic safaris, bird watching, night walks, nature walking trails, night walks
Infrastructure	Tented camps, lodges, temporary structures
Cultural tourism	Historical sites, dance groups, food, way of life of surrounding villages
Agriculture	Crop farming, availability of wild fruits and thatched grass
Cost	Loss of traditional livelihoods, depletion of forest resources (e.g., medicinal plants, wild fruits), exploitation and leakages of wealth
Benefits	Development of facilities, improved livelihoods, employment opportunities, development of community-based tourism businesses, development of small- and medium-sized enterprises, partnerships with the private sector to run tourism businesses
Community involvement	Contribute as part of the workforce, formation of community-based tourism companies (CBT), formation of partnerships with the private sector
Private sector involvement	Provision of tour companies (safari companies), marketing of destination (including community-based), training and empowerment (Human capital), development of packages including CBTs

Table 2. Nature reserves activity classification

Direct Effects

Tourism Activity	Tourism Sector	Leakage	Perception
Game drives, photographic safari	Wildlife viewing	Yes	Employment with multiplier effect on the community; transfer of business skills, but not in all circumstances; community-run; direct impacts on livelihoods; human capital development
Private-run lodge/tented camp Development	Accommodation	Yes	Supply labour and outsource some functions of the lodge (e.g., agricultural produce)
Accommodation facilities operated by local people	Accommodation	No	Accommodation, use of local materials, capacity building and empowerment
SMEs (crafts, artifacts, souvenirs)	SME	No	Quality issues; lack of business skills, e.g., bookkeeping and marketing
Secondary Effects			
Sourcing of food supply from local community	Hotels/Restaurants	No	Promote self-sufficiency and an increase in food production; sustainable livelihoods
Village tours, selling of artefacts, souvenirs, local cuisine, dance troupes/groups	Cultural and Heritage Tourism	Yes	Promote cultural awareness and job creation; fair trade; lacking in administrative skills and access to tourists
Dynamic Effects			
Community Related Activity	Sector	Leakage	Perception
School	Education	No	Empowerment of the community support
Clinics	Medical support	Yes	Improved livelihoods and productivity
Infrastructure development	Roads and infrastructure	Yes	Additional employment

Perceptions on Tourism Attractions and Ecotourism Development

The perceptions from the study were that the Tanzania Nature Reserves are rich in wildlife (including birds). Ecotourism activities that could be undertaken in the forest reserves included photographic safaris, bird watching, game drives, walking safaris and walking trails. Cultural and heritage tourism was another

ecotourism attraction emphasized by the stakeholders. The forest reserves are rich in cultural resources. In addition, the respondents highlighted that the local communities have a unique culture in terms of food, dance and arts, which could be incorporated into the cultural experience of tourists to the nature reserves. This would ensure that tourists stayed longer and, as a result, spend more money at the destination. Another perceived attraction in the forest reserves was the natural tranquil environment populated by natural grasses, including thatching grass, natural trees and wild fruits. This would not only be an attraction in its own right for tourists looking for tranquility in a natural setting, but would also be an ideal location for the construction of environmentally-friendly accommodations, such as campsites, lodges and mobile safaris.

Perceptions of Impacts of Development of Ecotourism: Costs and Benefits

Due to population increase most of the nature reserves are surrounded by villages where land is a big challenge. This has resulted in a dire need for more land, since most land is reserved for conservation. There was a strong feeling, especially among the local communities, that parts of the forest reserves should be designated for communal resettlement to avail more land for construction, agriculture and cattle grazing. The study revealed that community members had limited access to the forest resources. For the development of tourism to take place, facilities, such as roads, electricity, water and shopping facilities, must be in place. The respondents noted that ecotourism development would bring about positive infrastructure developments, such as schools, clinics, roads, electricity and water, to their area.

Perceptions on Roles of the Private Sector vis-a-vis Local Communities

The perceptions of the respondents of the study were that both the private sector and the local communities should play a role in ecotourism development in the Tanzania nature Reserves. In Chome and Rungwe Nature reserves, it was suggested that there should be private-public partnerships with the involvement of the community in the interpretation and preservation of cultural tourism resources and link the resources available in the villages and the reserves. Both the reserves have potential sites that could be developed into tented campsites, wildlife viewing and photographic sites. Respondents also perceived cultural tourism to be the preserve of the community in terms of ownership and management, whilst the private sector's role would be in the packaging and marketing of the product. Further perceptions by community members were that the opening up of ecotourism companies would offer employment to local communities within the accommodation and tour guide sectors. Communities acknowledged the importance of the private sector in running successful tourism establishments in Tanzania. At different forums, the participants saw the private sector having a role to play in empowering communities to be successful participants in ecotourism businesses. The respondents suggested a partnership between the community and the private sector, where the private sector would

go into a joint venture with the community, so as to train and develop the community in business management skills. Other benefits mentioned were the linkages between local farmers and the tourism industry, where local communities would provide food to the ecotourism operators from their farm produce.

Discussions

Based on the perceptions of study respondents, the opening up of the Tanzania Nature Reserves for tourism activities would create opportunities for the poor. Using Mitchell and Ashley's framework, the benefits were classified according to three categories; direct effects, secondary effects and dynamic effects.

Direct Effects

One of the main drivers of pro-poor tourism is the private sector. This was confirmed by the perceptions of the respondents of the study, who supported the existence of a private sector to run tour operation businesses, as well as accommodation facilities in the form of lodges and campsites. This would allow for low-skilled workers to be employed by lodges and campsites as drivers, cleaners and general hands, with the local economy benefitting through the multiplier effect generated by the circulation of their earnings through the community. There was also a recognition that public-private partnerships could contribute towards the generation of physical and human capital. However, legislation would need to be revised to ensure that capacity building and the development of human capital actually occur, as previous such partnerships have not yielded much success in building human capital. Instead, communities have acted as silent partners who only receive rent from land leased to the private sector.

The stakeholders expressed the view that some areas of the nature forest reserves can have direct benefits to communities. They pointed to the fact that the large tour companies already and individuals have shown an interest in building lodges and camps in Amani nature reserve.

These developments would increase human capital, with communities being employed and acquire business operations skills and in the process, increasing their skill sets. Studies undertaken in other parts of Tanzania have shown that some community-based cultural tourism enterprises projects have not resulted in the improvement of the livelihoods of communities. The reasons for failure have been attributed to the insufficient capacity to run such projects, since communities do not have the capital, management and business skills to run a successful tourism business.

Secondary Effects

The results show two mechanisms of private sector companies/individuals investors can source various goods and services from local communities and the

use of cultural tourism to alleviate poverty among the local communities. The end product would be the sustainable livelihood of communities adjacent to nature reserves. The informants in Amani nature reserves suggested the development of partnerships and linkages between local communities and tour companies to develop cultural tourism in the villages adjacent to the forest reserves. Some of the suggestions included guided tours of the villages, where tourists would sample local cuisine and partner with local dance groups as part of the tour package. Communities could also be availed opportunities to sell cultural artefacts/souvenirs to tourists. For cultural tourism to succeed, the private sector would need to be more deeply engaged, providing access to their marketing resources, as well as their established international networks. Anderson, W. (2013) emphasizes that, for these linkages to qualify as pro-poor, the private sector must be able to impart basic business skills to the community.

Dynamic Effects

Communities were positive that the development of ecotourism in Amani and Uluguru nature forest reserves would result in the improved livelihoods of the communities. Some of the externalities would be the construction of roads to facilitate access to the tourism facilities and hospitals that would support the region. Population growth would then result in increased pressure for the government to build schools, health centres and other supporting facilities.

Implications for NGOs and Government

Communities do not have the resources to run successful business operations and would therefore require the support of NGOs, who have in the past also played a pivotal role of providing funding and technical support to pro-poor initiatives. In Northern tourism circuit, for example, NGOs have provided support for local communities living adjacent to national park to establish community based cultural tourism enterprises. The government would be required to complement the activities of NGOs and the private sector by developing the legislative framework to guarantee the participation of the poor. It would also be vital that the implementation of pro-poor strategies is monitored to ensure fair play, so that communities were not unnecessarily disadvantaged.

Conclusions

The aim of the study was to investigate the potential for pro-poor tourism development in Tanzanian nature reserves as a means for poverty alleviation. The study has shown that Tanzanian nature reserves hold great potential for the development of pro-poor tourism and other pro-poor activities. The study agrees with the suggestions of Mitchell and Ashley that the Tanzanian Nature Reserves can contribute to the alleviation of poverty through ecotourism via three pathways of direct, secondary and dynamic effects. Direct effects that have been discussed in the study include employment creation and the provision of accommodations to tourists. Accommodation would fall under private sector

owned and operated, community owned or a partnership between the private sector and communities. The third direct effect would be through the operation of community-owned SMEs specializing in selling crafts and curios/souvenirs. Secondary benefits would arise from the multiplier effect of tourism, whereby villagers would supply agricultural produce to tourism businesses operating in the forest reserves and partnerships in cultural tourism. Lastly, the dynamic effects would be an improved standard of living and sustainable livelihoods. In conclusion, experiences from elsewhere show that local benefits from protected areas need to exceed the local costs of maintaining the forest in order to reduce the threat of forestry encroachment.

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