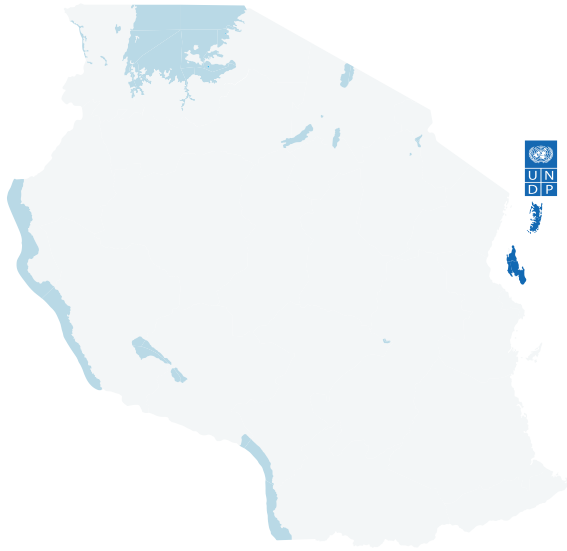




Integrated Tourism Recovery and Resilience in Zanzibar.

Leaving no one behind.



KEY INFORMATION

Sector: Tourism

Lead Partner: UNDP and UNCDF

Implementing Partners: Ministry of Tourism and Heritage, Revolutionary Government of Zanzibar (RGoZ), Zanzibar Commission for Tourism, United Nations World Tourism Organization (UNWTO)

Budget: USD 2,996,000

Duration: : 2020 - 2023

BACKGROUND

Tourism is the flagship economic sector in Zanzibar, which accounts for about 27% of GDP and potential for further expansion and subsequent contribution to Zanzibar’s economic development. However, the tourism sector faces adverse economic, social, and environmental effects. The immediate and medium-term impact of COVID 19 on tourism has further exacerbated the situation of the tourism industry in Zanzibar. The pandemic has also had an adverse impact on jobs security and reduced economic activities in the tourism value chain, resulting in increased poverty and inequalities affecting the vulnerable communities, including women and youth the most. Pursuant to mitigate the prevailing challenges that would impede recovery of sustainable tourism industry in Zanzibar, UNDP has adopted an integrated approach in supporting the Revolutionary Government of Zanzibar to build-back better the Tourism industry in the new post-COVID economic era, with the concept of ‘Leaving No One Behind’ through the ‘Integrated Tourism Recovery and Resilience’ project in Zanzibar.



Nassor Hamadi Omar, the Managing Director of ZANOP located in Zanzibar. The company manufactures spices and herbal tea. UNDP provided ZANOP with funding to support its recovery from the impact of COVID - 19.

PROJECT DETAILS

Integrated Tourism Recovery and Resilience in Zanzibar project aims at contributing to transformation of Zanzibar's economy, with a specific focus on putting in place a conducive environment for sustainable and inclusive private investment in Zanzibar's tourism industry. Crucial to having a conducive investment environment, is contingent upon the presence of supporting legal, policy and regulatory framework, as well as efficient and effective institutions, with adequate capacities and systems to facilitate private sector investment.

KEY ACTIVITIES

- Improving the environment for private investment and recovery of the tourism value chain.
- Strengthening institutional capacities in delivery of tourism sector services.
- Facilitating access to affordable financial services and products for recovery and investment of SMEs in the tourism value chain.
- Unleashing business potential of SMEs, and local communities.
- Repackaging the tourism value propositions, enhancing effectiveness, productivity, employability and integration of SMEs youth, women, and the local suppliers in the tourism value chain.
- Marketing Zanzibar's diverse tourist attractions with the view of attracting tourists from various segments including non-traditional regional and domestic markets, as well as promoting sustainable green and blue tourism in Zanzibar.

EXPECTED RESULTS

- Building a better, inclusive, and resilient tourism industry in Zanzibar.
- Improved investment environment, characterized by efficient and effective key investment institutions and regulatory bodies with adequate capacities, simplified regulations, and improved business processes to accelerate service delivery and facilitate private investment in Zanzibar's tourism sector.
- Enhanced capacities of SMEs, local communities, youth, and women, with access to resources and appropriate skills mix for inclusion in the tourism value chain.

BENEFICIARIES

- Tourism related government institutions and regulatory bodies.
- Private investors in the tourism industry.
- Selected SMEs, local suppliers, including youth and women.
- Employees of tourism and hospitality sector at operational, supervisory, and managerial levels.

PARTNERS



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'Salim Seif, Marketing Manager of ZANOP a packaging company showcasing tea bags ready to be transported to the shops'