



# Green Growth and Innovation Disruption for the Tourism Sector.

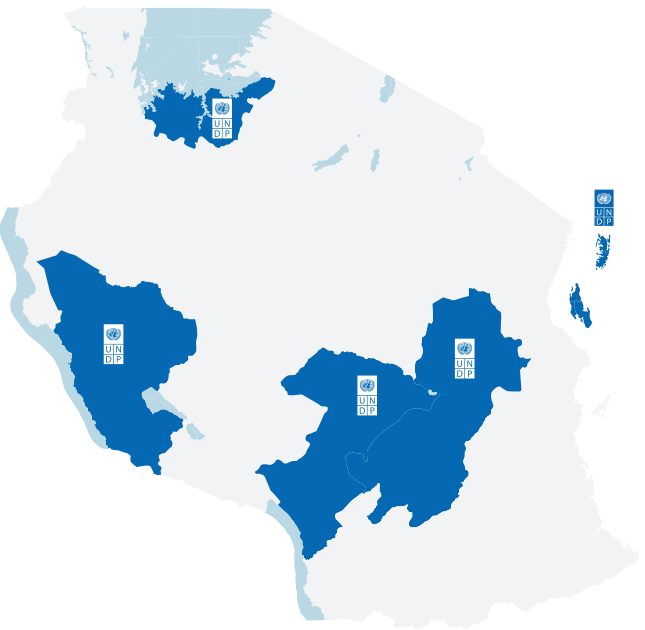
Building forward better a green and more inclusive Tanzania tourism sector.

## KEY INFORMATION

**Sector:** Tourism  
**Lead Partner:** UNDP  
**Implementing Partner:** Ministry of Natural Resources and Tourism and Tanzania Tour Operators (TATO), UNWTO  
**Budget:** USD 1,500,000  
**Duration:** 2021 – 2022

## BACKGROUND

The sharp decline in arrivals of tourists in the country has entailed the closure of businesses along the value chain in the tourism industry including hotels, tour operators, tour guides, local and international airlines, local transporters, food suppliers and traders. Because of that decline, many jobs and livelihood opportunities have been lost especially for unprotected workers and informal businesses, mostly youth and women owned. At macro level, the decline of tourists in the country has contributed significantly to the significant fall in forex earnings, domestic tax revenue hence affecting the country's current accounts. Thus, the project will invest in the tourism sector, which is stated to be highly affected heavily by the COVID-19 Pandemic for the economic development of the country.



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## WHY THIS PROJECT?

The purpose of this project is to contribute to building a more resilient, gender responsive and inclusive tourism sector which can withstand future shocks. The assistance of the selected tourism ecosystem actors, especially youth and women owned MSMEs, in the adoption of digital tools and other innovations that enable greater integration, competitiveness, resilience and greener outcomes, creates a better functioning, more inclusive and gender responsiveness and finally capable to recover from the current crisis and withstand future shocks of the overall value chain within the tourism sector. The project is supporting actors' access to digital tools necessary for adding value to tourism products, developing new products, and enabling adoption of a new modus operandi. The project, therefore, is focusing on creating new avenues for value addition in the sector and introducing products that are easier, cheaper, and more sustainable to deliver. A good part of the project resources has been dedicated to capacity building efforts targeting sector actors as recommended by the comprehensive COVID-19 recovery plan for the tourism sector.

- SMEs, women and youth in the tourism value chain.
- MSMEs facing business closure, those facing loans defaults, those reducing employees and those which have formally or informally closed their operations.

## PARTNERS



## CONTACTS

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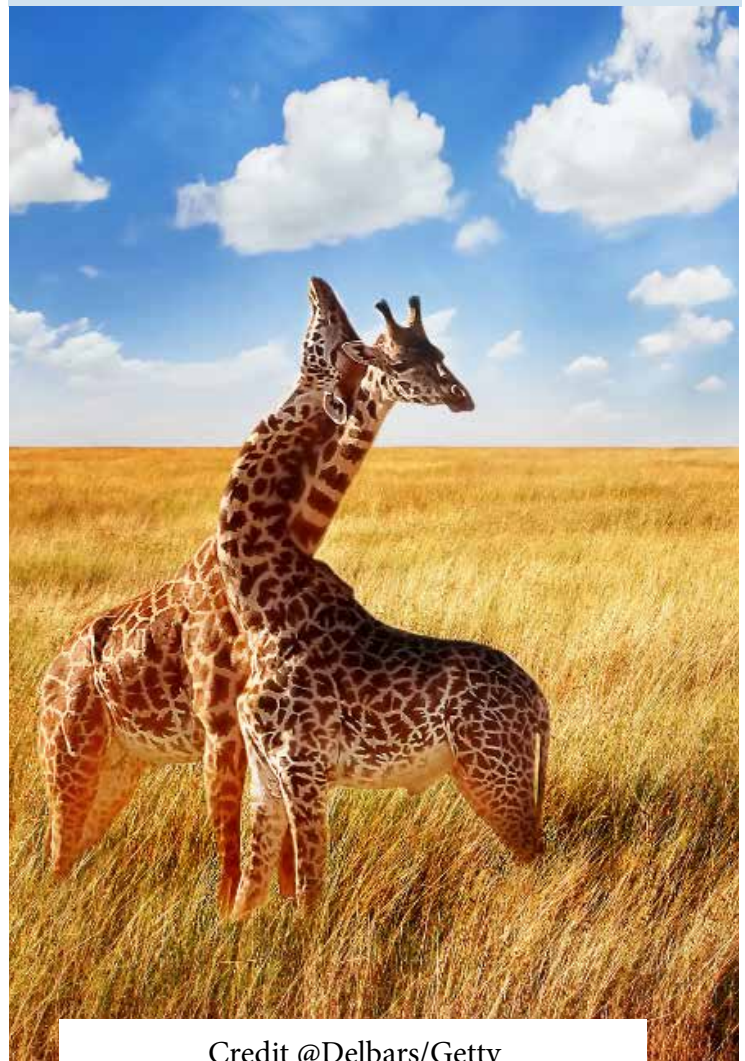
## KEY ACTIVITIES

Expected results to be achieved.

- Increased capacity and use of digital tools and other technological innovations by selected tourism ecosystem actors.
- Increased competitiveness and integration of youth and women owned MSMEs in the tourism value chain.
- To increase the role of selected private sector institutions in delivering a more resilient, gender responsive and inclusive tourism sector.

## BENEFICIARIES

- Zanzibar Environment Management Authority (ZEMA), Zanzibar Commission for Tourism (ZCT), Zanzibar National Chamber of Commerce (ZNCC), Zanzibar Association of Tourism Investors (ZATI) Zanzibar Association of Tour Operators (ZATO).
- MSMEs owned by the most vulnerable groups such as women and youth.



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