



Developing Cultural Tourism Enterprises in East Africa: The Case of Northern Zone-Tanzania

Mbone Enie Rose Mary Olive and Straton Ngoti

Salama Heritage Ecovillage (SHE) Africa Ltd, Rwanda

Abstract

Cultural Tourism Enterprises (CTEs), provide opportunities for communities especially within the rural areas to supplement their income. While these enterprises intend to empower local people and promote sustainable livelihoods, the mechanism used for supporting targeted communities remains largely unexplained. This presentation analyzes the planning, structure and implementation of Cultural Tourism Enterprises (CTEs) as a form of community-based tourism in the Northern Zone of Tanzania. Information was collected from the Tanzania Association of Sustainable Cultural Tourism (TASUCT) members. The analysis was carried out to support members for the hosting of the African Cup of Nations (AFCON) 2027, through Arusha as one of the host cities in Tanzania. The program is under the 'Destination East African Region (DEAR)' Program and the 'Destination Northern Zone Tanzania (DNZT) Program as a model program. Our objective is to support Cultural Tourism Enterprises looking at the structure, size, development level and resource capacity and the benefit-sharing mechanism with local communities. There is a need to seek government at all levels, local and international organizations to nurture newly created CTEs and provide continual technical and financial support for existing ones.

Keywords: Community, Cultural Tourism Enterprises, Northern Zone Tanzania