Ecotourism Living Lab
BUSCO- Project
2017-2019

Launching Seminar Presentation

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The World Commission on Environment and Development (Brundtland Commission) in *Our Common Future* (1987) offered a definition of *sustainability*:

“...to meet the needs of the present without compromising the ability of future generations to meet their own needs.”
Outline

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3. Ecotourism Living Lab
   a) Problem to be addressed by the project
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Introduction

• “Ecotourism refers to a responsible travel to natural areas that conserves the environment and improves the well-being of local people.” The International Ecotourism Society-TIES (2003)

• “Ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impact and (usually) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.” -Honey (1999, p. 25)
Ecotourism scorecard in Tanzania

1. Involves travel to natural destinations
2. Minimizes impact
3. Builds environmental awareness
4. Provides direct financial benefits for conservation
5. Provides financial benefits and empowerment for local people
6. Respects local culture
7. Supports human rights and democratic movements.”
Involves travel to natural destinations

In this category Tanzania scores the best

- 16 National Parks
- 17 Game Reserves
- Marine parks, coastal strip & islands of the Indian Ocean
- Five heritage sites — (Ngorongoro, Kilimanjaro, Selous, Serengeti and Zanzibar Stone Town)
- 12 Nature Reserves
- Deepest lakes and biggest lakes in Africa (L. Victoria & L. Tanganyika)
- Mountains and Highlands (Usambara, Meru, Oldonyo Lengai, Southern highlands)
Minimizes impact & Builds environmental awareness
Provides direct financial benefits for conservation & Empowerment for local people

- Good neighborhood (Ujirani Mwema) 7% to 15%
- Condolences (Kifuta Machozi)
- School and community outreach programmes
- Education to both hosts & Visitors
Respects local culture

- 126+ tribes living in harmony
- Popular Maasai tribe
- Hadzabe and Tatoga tribes (Bush men)
- Traditional Dances and cultural events
- Traditional healing
- Rituals and sacred areas
Supports human rights and democratic movements

• Independent and Sovereign since 1961
• Elected leaders (5 years term, Maximum of 10 Years Constitutionally)
• No civil unrest since independence 1961
• Multiparty country
• Democratic elections
• Ratified the international human rights convention
Ecotourism Living Lab

• To strengthen the capacity of local ecotourism stakeholders through training and establishment of ecotourism living lab at SEKOMU.
• Linking the curriculum of Ecotourism and Nature conservation with the Ecotourism lab
• Assist to add value to ecotourism businesses in Usambara Mountains through training and sharing of information
Problem to be addressed

- Low level of ecotourism knowledge and awareness among the key stakeholders
- Limited knowledge and skills among the local tour guides and tourism service providers
- Low level of visitors satisfaction
- Poor governance of tourism activities
- Low contribution of ecotourism in conservation and community development
- Current University curriculums do not adequately accommodate the Living Lab methods
Objectives

1. To provide training to local ecotourism stakeholders so as to improve their capacity in the principles and practices of ecotourism
2. Apply eco-tourism as a healthy alternative to combat destructive exploitation of natural resource through the establishment of ecotourism living lab at SEKOMU
3. Develop skills for self-employment in eco-tourism, environmental conservation to local tourism business vendors
4. To link between ecotourism living lab and University Curriculum through the Application of multidisciplinary approaches to plan, design, execute, relevant research in eco-tourism and environment
Activities

A. Baseline and needs assessment
B. Inventing ways to include ecotourism studies and Living Lab methods to the curriculum and Design of the new curriculum
C. Building a sustainable model and Development of the local ecotourism center in SEKOMU
D. Planning the trainings for the local stakeholders by the TOT (students) and key experts
E. Workshops on the governance of ecotourism for local authorities, (incl. planning, materials, organizing the workshops), aim to plan rules and strategy for ecotourism
F. Developing and piloting a local tourist guide course in SEKOMU
G. Creating a marketing and advocacy plans on ecotourism, targeted (separately) for tourists and authorities
H. Training for local ecotourism stakeholders: guides, tour operators, vendors
Expected Outcomes

A. Large number of local tour guides trained
B. Ecotourism living Lab established at SEKOMU
C. Protected areas managers, local government leaders trained on the principles and practices of ecotourism in managing protected areas
D. Improved Ecotourism goods and services
E. Increased visitors satisfaction
F. A new curriculum developed
G. Natural environment improved
H. Increased student’s participation in BUSCO project
Youtube Link

• https://www.youtube.com/watch?v=q7JNonvyzyo
Thank you