

A review of ecotourism in Tanzania: magnitude, challenges, and prospects for sustainability

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In the recent past, the concept of ecotourism has been promoted in Tanzania as an alternative, low-impact form of tourism that supports conservation of natural resources, preserves local culture, and provides economic benefits to the communities. Existing evidence shows that Tanzania has not utilised most of its ecotourism potential. The actual amount of ecotourism activity in the country is highly localised and relatively minimal due to the following factors: accessibility problems in some protected areas, inadequate infrastructure, and insufficient marketing and promotion. There is a need for regulatory authorities to articulate clear policies, regulations, and guidelines that delineate strategies on how to implement ecotourism activities in most parts of Tanzania. Such strategies should describe how to increase accessibility of ecotourism benefits to local communities, increase local community participation, and elucidate better mechanisms of sharing revenues generated from ecotourism. Given the abundance and diversity of natural and cultural resources in Tanzania, there is still room for growth, particularly in the southern, eastern, and western tourism circuits.

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