

HOTELS, CATERING AND TOURISM SECTOR

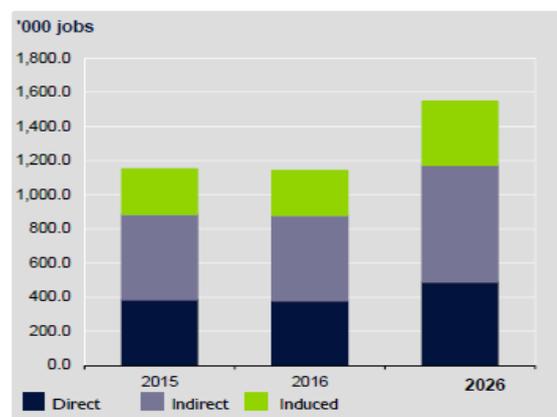
Sustainable tourism in Tanzania

FACTS AND FIGURES

During the last decade tourism increased significantly in Tanzania and is expected to continue growing before it reaches its full potential. **Tanzania’s national parks, conservation areas, marine parks, highlands, coastal and lake areas provide the country with unexplored potential for sustainable tourism development.** The UNWTO reported that international arrivals rose from 644,124 in 2006 to almost 1.2 million in 2014, with the highest arrivals coming from Africa (525,937 in 2014), followed by Europe (362,382), the Americas (124,218), East Asia and the Pacific (70,987) and the Middle East (21,805).

Tourism is a **major source of employment** because of its labour intensive nature and the significant multiplier effect on employment in related sectors, for example transportation, food and beverage provision, handicrafts and the preservation of cultural and natural assets. In **2015, the sector directly generated 386,000 jobs in Tanzania, representing 4% of GDP and 3.4% of total employment.** The industry’s indirect effects generated **1,151,000 jobs in 2015, equivalent to 10.3% of total employment, and 11.8 % of GDP.**

EMPLOYMENT CREATED BY TRAVEL AND TOURISM



Source: WTTC 2016.

DECENT WORK AND SUSTAINABLE TOURISM

Local sourcing of products and services by SMEs, as well as large players such as hotel chains and tour operators, can improve the livelihoods of local communities and ensure that the destination benefits from the income and employment generated by tourism directly and indirectly, through the multiplier effect of its supply chain.

Decent work in tourism is essential to **achieve sustainability**, it offers a great opportunity for inclusive development and directly influences the quality of service, client satisfaction and productivity.

Tourism is included in the **Sustainable Development Goals (SDGs) in Goals 8.9** "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products", **12b** and **14.7**.

When managed sustainably, the industry can **contribute to the transition to the green economy, support cultural heritage and local environments, promote socio-economic development, improve living conditions and reduce poverty.**



For further information please contact:
Ms. Lucie Servoz, Technical Officer, Hotels, Catering, Tourism,
Sectoral Policies Department, International Labour Office, Email
servoz@ilo.org, Tel: +41 22 799 7503

