

# TOURISM INDUSTRY STRATEGIC PLAN FOR ZANZIBAR

**Location:** Zanzibar, Tanzania

**Client:** Zanzibar Association of Tourism Investors

**Services:** Market Research, Consultations, Policy and Planning



## Development of a strategic plan for the Zanzibar Association of Tourism Investors and a review of tourism on the island

### Project Objectives

- Review of Zanzibar Association of Tourism Investors (ZATI) positioning, management, business development services and support role to tourism businesses, leading to the development of a Strategic Plan.
- Review of the Zanzibar Tourism Growth Strategy and the current status of tourism on the island.
- Identification of constraints to the development of tourism in Zanzibar, and recommended solutions to these.

### Our Recommendations:

- We developed a Strategic Plan for ZATI for the period 2008-2010 which included a mission statement, key challenges, objectives of the organisation, management structure review, and a three-year financial plan.
- It was found that the main constraints to tourism development on the island were the supply of goods, training and education, and the lack (or poor supply) of services and utilities.
- Recommendations were made that included prioritised action points for the public sector, private sector, and NGOs to overcome these constraints.