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Good Governance Strategies for Sustainable Ecotourism in Tanzania

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Abstract

This article assesses the role of good governance strategies in sustaining ecotourism. Using a qualitative method through exploratory research design, 18 good governance strategies that promote sustainable ecotourism were identified. Thereafter, a specific stakeholder survey ($n = 250$) was conducted in the eastern and northern tourist circuits in Tanzania. Through the discrete choice binary logit model, relationships between the identified strategies and specified ecotourism sustainability indicators were analysed by looking for the strategies that are more associated with each indicator. The findings show that sustainability of ecotourism in the country is mainly jeopardised by inadequate transparency, poor accountability practices and weak integration mechanisms between ecotourism operations and the country's development plans. As a result, poor governance has led to unproductive planning, inefficiencies and mismanagement of ecotourism resources. The study concluded by recommending accountability, transparency and integration between economic activities in order to ensure that ecotourism meets the needs of both current and future generations.

Keywords
Good governance,
Strategy,
Sustainable ecotourism