PROMOTING PRO-POOR TOURISM IN TANZANIA THROUGH ECOMMERCE: A CONCEPTUAL FRAMEWORK

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Abstract
Tourism has been acknowledged to have a high potential for growth in the world economy (Naude & Saayman, 2005). In developing countries, it offers huge opportunities to increase incomes from the growing number of arrivals that land their destinations. Tourism is therefore considered one of the principal exports for 83% of developing countries and the least developed countries (LDCs). It is growing rapidly and is the most significant source of foreign exchange after petroleum (WTO, 2008). For example, in 2007, 898 million tourists arrived, an increase of nearly 96% since 1990. The 40 least developed countries alone had 5.1 million international arrivals in 2000, achieving an increase of 75% in the decade.