



TOURism for the
common **GOOD**

ect!

Eco & Cultural Tourism in Tanzania

An Austrian-Tanzanian joint venture project to enhance eco and cultural tourism in Tanzania by expanding and professionalising the Cultural Tourism Programme



Bringing eco and cultural travel to blossom.

WHY and WHERE?

In August 2017 I volunteered at Rau Eco and Cultural Tourism in Moshi, Kilimanjaro region, Tanzania. While working there and coaching the three founders in building a powerful strategy for their business I got to know the Cultural Tourism Programme in Tanzania and saw many **opportunities** for the further development of it.

I have designed the project “ect!” in order to

- » go after the chances I see in enhancing eco and cultural tourism in Tanzania,
- » follow my own purpose and
- » gain a new business opportunity.

WHAT?

The **purpose** of this project is to bring sustainable tourism in Tanzania to blossom by expanding and professionalising the Cultural Tourism Programme. This goes hand in hand with the following UN Sustainable Development Goals:

- » protection of the environment,
- » conservation and tradition of the cultural heritage and
- » eliminating poverty through (self-) employment of local people including the empowerment of women.



The **strategy** will be to expand the sphere of action to eco and cultural tourism and to build a powerful umbrella brand with innovative umbrella marketing.

In order to build a powerful umbrella brand – which is of great **benefit** both to the participating eco and cultural tourism enterprises and to the tourists – the project provides

- » standards and auditing in accordance to the guidelines of the Economy for the Common Good,
- » an easy-to-handle booking-system for visitors,
- » attractive packages for visitors,
- » capacity building and empowering of local people,
- » marketing and promotion and
- » organizational development and coaching for the participating eco and cultural tourism enterprises (e.g. ensuring that each enterprise has its unique selling proposition).

HOW?

For the last 15 years my company has developed a holistic leadership and management approach. It means that we work in a participative, holistic and value-oriented way, at eye-level with our partners.





About me

My purpose is to contribute to an overall sustainability on the economical, ecological and social level. My enterprise is a pioneering enterprise of the Economy for the Common Good (ECG), which advocates a more ethical economic model in which the wellbeing of people and the environment become the ultimate goal of business.

In the 1980s I studied Business Economics at the Vienna University of Economics and specialised in Tourism Management. In the 2000s I founded my organizational development enterprise. Since then I have supported enterprises, municipalities and regions in their holistic development and strategic alignment. Since 2013 I have specialised in ECG-consulting and have coached and trained tourism organizations to become more sustainable and to increase their contribution to the common good.

About my team

I have a diverse team of internationally working experts that cooperate with me: sustainable tourism experts, ECG-consultants and -auditors and entrepreneurs from Austria, who run eco and social businesses in Tanzania and other African countries.

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