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DIGITAL ECONOMY AND POVERTY REDUCTION: THE CONTRIBUTIONS OF COMMUNITY-BASED TOURISM TO LIVELIHOOD IMPROVEMENT. A CASE STUDY OF MTO WA MBU VILLAGE, MONDULI DISTRICT, ARUSHA, TANZANIA.

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Abstract
This study examined the contribution of Community-Based Tourism (CBT) to livelihood improvement in Mto wa Mbu Village, Monduli District, Arusha Region. The objectives were to identify CBT activities, assess their role in income generation, and evaluate employment creation. Using a descriptive design with quantitative and qualitative approaches, data were collected from community members, CBT beneficiaries, tour operators, and tourism officers through questionnaires and interviews. Findings revealed cultural tourism and guiding services as the most common CBT activities, supported by agro-tourism, handicrafts, and accommodation. A majority of respondents were directly engaged in CBT, which contributed significantly to household income, skills development, and community empowerment. Tourism infrastructure, training, and product promotion enhanced these benefits, though access to loans and financial services remained weak. CBT also created employment and improved household welfare, confirming its multi-dimensional role beyond income. Key informants noted government and NGO support through training, but limited private sector reinvestment. Challenges included inadequate funding, poor infrastructure in remote areas, low community awareness, and seasonal tourist fluctuations. The study concludes that CBT is vital for sustainable livelihoods and local economic development, recommending stronger support through training, microfinance, infrastructure investment, and destination marketing.
Keyword: *Community-Based Tourism and Livelihood Improvement*

1. Introduction

Tourism has increasingly become one of the most important sectors contributing to global economic development, employment creation, and poverty reduction, and in recent years there has been a shift from mass tourism to more inclusive approaches such as Community-Based Tourism (CBT), which emphasizes the involvement of local communities in tourism activities and ensures that they benefit directly (World Tourism Organization, 2018).

CBT is widely recognized as a strategy for achieving sustainable development, especially in developing countries. The World Bank (2020) highlights that community-based tourism contributes to income generation, employment creation, and economic diversification, and that these benefits are especially valuable in rural communities where alternative livelihood options are limited. Empirical studies from the Americas show that CBT has helped communities diversify their livelihoods; for example, in Nicaragua, CBT initiatives have enabled rural communities to engage in cultural tourism, handicrafts and small businesses, contributing to poverty reduction and improved livelihoods (Zapata, Hall, Lindo, & Vanderschaeghe, 2011).

CBT has been widely used as a tool for rural development and conservation, contributing to income generation and community development (Mbaiwa, 2004), while also enhancing community participation and promoting sustainable use of natural resources (Spenceley, 2008). In East Africa, CBT is closely linked to wildlife conservation and cultural tourism, with community enterprises enabling local people to benefit through employment and revenue sharing (Manyara & Jones, 2007; Ahebwa, van der Duim, & Sandbrook, 2012), although challenges such as unequal distribution of benefits and weak institutional support still exist in many destinations (Dangi &

Jamal, 2016).

Tourism plays a significant role in economic development by contributing to GDP and employment. Studies conducted in areas such as Ngorongoro and Tarangire show that CBT has improved income and employment opportunities (Nelson, Foley, Foley, et al., 2013). Mto wa Mbu village, located in Monduli District, Arusha Region, is one of the most well-known cultural CBT destinations in Tanzania. The area is home to more than 120 ethnic groups and offers various tourism activities such as cultural tours, local guiding, handicrafts, and agro-tourism, providing local communities with opportunities to generate income and improve their livelihoods.

The study is significant to several groups of stakeholders. For policymakers and local government authorities, it provides evidence-based insight into the role of CBT in promoting socio-economic development, which can inform policies that encourage equitable participation and benefit-sharing (Akama & Kikuchi, 1995; Nelson et al., 2013). For tourism practitioners, NGOs and development partners, the findings identify the strengths, challenges and opportunities of CBT in Mto wa Mbu, information that can guide planning, resource allocation and capacity-building initiatives (Spenceley, 2008; Tosun, 2006). Academically, the study contributes to the literature on community-based tourism and sustainable livelihoods, and serves as a reference for students, researchers and practitioners interested in tourism development and community participation.

Despite the growth of CBT in Tanzania, limited empirical studies have specifically assessed its contribution to livelihood improvement in Mto wa Mbu Village. While some community members benefit substantially, others continue to face challenges such as limited skills, unequal distribution of tourism benefits, and lack of access to markets and financial services. Most existing Tanzanian studies on CBT and livelihoods have concentrated on wildlife-based destinations such as Serengeti and Ngorongoro, leaving culturally based destinations such as Mto wa Mbu comparatively under-researched. Therefore, this study was conducted to assess the contribution of Community-Based Tourism to livelihood improvement, as a pathway to poverty reduction, in Mto wa Mbu village.

To address this gap, the study pursued three specific research objectives: to identify the types of Community-Based Tourism activities practiced in Mto wa Mbu village; to assess the contribution of Community-Based Tourism to income generation among local communities; and to assess the role of Community-Based Tourism in employment creation for local residents. Conducted in Mto wa Mbu Village, Monduli District, the mixed-methods study engaged 45 participants comprising community members, CBT beneficiaries, tour operators and tourism officers. The research employed structured questionnaires and semi-structured key informant interviews, utilizing both closed-ended and open-ended questions, to achieve the research objectives effectively.

2. Literature Review

2.1 *Background of the Study*

Community-Based Tourism (CBT) encompasses a wide range of tourism activities that are owned, managed and operated by local communities with the aim of generating income and improving livelihoods. Scheyvens (1999) identified village tours, traditional performances and community-managed accommodation as common CBT forms in developing countries, while Ashley (2000) observed that CBT initiatives often involve small-scale enterprises such as craft markets and cultural exhibitions that diversify household livelihoods. In Kenya, community-based tourism enterprises operate through eco-lodges, cultural villages and handicraft markets that generate income and employment (Manyara & Jones, 2007), while in Uganda, CBT activities include guiding services, cultural performances and community-managed enterprises around protected areas (Ahebwa et al., 2012).

Goodwin (2008) emphasizes that CBT significantly improves household income by enabling communities to participate directly in tourism value chains, and Mitchell and Ashley

(2010) similarly found that CBT improves income through direct earnings and linkages with other economic sectors, such as agriculture, transport and food supply. Similar income gains have been documented in Uganda and Ethiopia (Ahebwa et al., 2012; Teshome, 2015). Tourism is also recognized as a labour-intensive sector generating both direct and indirect employment; Scheyvens (1999) argues that CBT promotes self-employment and entrepreneurship, especially for women and youth, while Ashley (2000) found that tourism employment provides an alternative source of livelihood that reduces dependence on agriculture.

Most previous studies on CBT and livelihoods in Tanzania have focused on wildlife-based destinations such as Serengeti and Ngorongoro (Nelson, 2012), while limited empirical evidence exists on cultural-based CBT destinations such as Mto wa Mbu Village, where tourism is strongly linked to cultural diversity, agro-tourism, and community guiding services. This study therefore sought to fill this empirical gap by documenting the specific proportions of CBT activity uptake and its contribution to income and employment in a culturally based tourism destination.

2.1.1. The Sustainable Livelihoods Framework

In this mixed-methods research, the Sustainable Livelihoods Framework (SLF), developed by the Department for International Development (DFID, 1999) and Scoones (1998), is applied as the theoretical framework. The SLF explains how individuals and communities use different livelihood assets, human, social, natural, physical and financial capital, together with the surrounding vulnerability context and transforming structures and processes, to pursue livelihood strategies and achieve improved livelihood outcomes such as income, employment and well-being. Human capital, comprising guiding, hospitality and cultural-performance skills, and social capital, expressed through tourism groups and cultural associations, are central to how community members engage in and benefit from CBT (Scheyvens, 1999; Ahebwa et al., 2012). Natural capital, including agricultural land, cultural diversity and proximity to the Lake Manyara ecosystem, provides the resource base for CBT activities (Moscardo, 2020), while physical capital such as roads and tourism facilities, and financial capital such as income, savings and credit, shape the extent to which households can participate in and benefit from tourism (Mitchell & Ashley, 2010; Goodwin, 2008). This framework is relevant because it explains how CBT contributes to livelihood improvement in Mto wa Mbu Village.

2.1.2. The Conceptual Framework: Community-Based Tourism and Livelihood Improvement

The conceptual framework of this study illustrates the relationship between Community-Based Tourism, as the independent variable, and livelihood improvement, as a pathway to poverty reduction, as the dependent variable, guided by the Sustainable Livelihoods Framework (DFID, 1999).

2.1.2.1. Independent Variable: Community-Based Tourism Activities

The independent variable in this study is Community-Based Tourism (CBT) activities in Mto wa Mbu village, which include community participation, referring to the involvement of local people in planning, decision-making and implementation of tourism activities; institutional support, comprising guidance, policies and assistance provided by government authorities, tourism boards and non-governmental organizations; access to finance, including credit facilities and grants; and infrastructure development, including roads, communication systems and tourism facilities. Evidence from literature shows that communities actively involved in CBT activities such as cultural tourism, homestays, guiding services and handicraft production experience improved income, employment opportunities and empowerment (Manyara & Jones, 2007; Salazar, 2012).

2.1.2.2. Dependent Variable: Livelihood Improvement

The dependent variable in this study is livelihood improvement, as a pathway to poverty reduction, among local communities in Mto wa Mbu village, measured through income generation, employment creation, skills development, community empowerment and household welfare improvement. Evidence from literature confirms that participation in CBT leads to improved income, employment creation, skills development and empowerment, with communities engaged in cultural tourism and community enterprises reporting improved livelihoods (Mitchell & Ashley, 2010; Ahebwa et al., 2012).

Therefore, in order to effectively address the research objectives, this study investigated the following research questions. Objective One; To identify the types of Community-Based Tourism activities practiced in Mto wa Mbu village. Research Question One; What types of Community-Based Tourism activities are practiced in Mto wa Mbu village? Objective Two; To assess the contribution of Community-Based Tourism to income generation among local communities in Mto wa Mbu village. Research Question Two: How does Community-Based Tourism contribute to income generation among local communities? Objective Three: To assess the role of Community-Based Tourism in employment creation for local residents in Mto wa Mbu village. Research Question Three; To what extent does Community-Based Tourism create employment opportunities for local residents in Mto wa Mbu?

3. Research Method

This study utilized a mixed research method, combining both qualitative and quantitative approaches as defined by Creswell (2014). The integration of these methods allowed the researcher to address various complexities in the research problem. The study adopted a convergent parallel design, a mixed-methods design in which the researcher collects both quantitative and qualitative data simultaneously, analyses them separately, and then merges the results to draw comprehensive conclusions (Creswell, 2014). The study was conducted in Mto wa Mbu Village, Monduli District, Arusha Region, situated along the northern tourism circuit of Tanzania near Lake Manyara National Park, and home to more than 120 ethnic groups, making it one of the most culturally diverse and popular community-based tourism destinations in northern Tanzania. Using Yamane's formula, a sample of 45 respondents was drawn from a target population of 7,995, comprising community members, CBT beneficiaries, tour operators and tourism officers, as summarized in table below,

Table 1. Population and Sample Distribution

Category	Sample Size	Percentage
Community members	18	40%
CBT Beneficiaries	14	31%
Tour operators	9	20%
Tourism officers	4	10%
Total	**45**	**100%**

Source: Field Data (2026)

Simple random sampling was used for selecting questionnaire respondents, ensuring each individual in the target population had an equal chance of participation, thereby reducing selection bias (Etikan, Musa, & Alkassim, 2016). Purposive sampling was used for interviews to select key informants with extensive knowledge and direct involvement in cultural tourism activities, such as village leaders and tour operators (Palinkas, Horwitz, Green, & Wisdom, 2015). Primary data were collected through structured questionnaires administered to 40 respondents and semi-structured interviews with 5 key informants, while secondary data were obtained from government reports, journals and previous studies. The use of descriptive statistics for quantitative data analysis and thematic analysis for qualitative data (Braun & Clarke, 2006) added rigor to the study. Triangulation, achieved by combining structured questionnaires with semi-structured key informant interviews, further strengthened the validity and reliability of the findings by allowing quantitative

patterns to be cross-checked against qualitative explanations from tourism officers and tour operators.

4. Research Findings and Discussion

4.1 *Findings*

In this study, a total of 45 respondents from Mto wa Mbu village participated, comprising 18 community members, 14 CBT beneficiaries, 9 tour operators and 4 tourism officers, representing a response rate of 100%; all questionnaires returned were valid and usable for analysis.

4.2 *Demographic Profile of Respondents*

Of the 45 respondents, 24 (53.3%) were male and 21 (46.7%) were female, showing a fairly balanced gender distribution that suggests the findings reflect perspectives across genders in the Mto wa Mbu community. The slightly higher proportion of male respondent's mirrors patterns observed in tourism-related activities where guiding and operational roles have historically shown male dominance, while the substantial female representation indicates meaningful gender inclusion in activities such as handicraft production and cultural performances.

Table 2. Age Distribution of Respondents

Age Category	Frequency	Percentage (%)
18–25	10	22.2%
26–35	15	33.3%
36–45	12	26.7%
46–55	6	13.3%
56 and above	2	4.4%
Total	**45**	**100%**

Source: Field Data (2026)

The findings show that most respondents (33.3%) were between 26 and 35 years old, implying that many community members involved in CBT activities are relatively young and economically active, with greater physical ability and interest in tourism entrepreneurship. In terms of education, most respondents (33.3%) had attained college-level education, followed by secondary-level holders (31.1%), 17.8% with primary education, 13.3% with university education, and 4.4% with no formal education, indicating a moderately skilled community capable of engaging with tourism enterprises. Regarding occupation, farming remained the leading primary occupation (33.3%), closely followed by tourism-related work (31.1%), business (26.7%) and other occupations (8.9%), suggesting that CBT increasingly complements, rather than replaces, agriculture as a livelihood source in Mto wa Mbu.

4.3 *Objective One: Types of Community-Based Tourism Activities Practiced in Mto wa Mbu*

The findings show that 38 respondents (84.4%) were directly involved in CBT activities, while 7 (15.6%) reported no involvement. As shown in Table 3, cultural tourism (35.6%) and guiding services (24.4%) emerged as the most commonly practiced CBT activities, complemented by agro-tourism (20.0%), handicrafts (13.3%) and accommodation services (6.7%).

Table 3. Types of Community-Based Tourism Activities Practiced

CBT Activity	Frequency	Percentage (%)
Cultural Tourism	16	35.6%
Guiding Services	11	24.4%
Agro-tourism	9	20.0%
Handicrafts	6	13.3%
Accommodation Services	3	6.7%
Total	**45**	**100%**

Source: Field Data (2026)

Cultural tourism, practiced by 35.6% of respondents, involves guided village tours, traditional dance performances and visits to homesteads of the different ethnic groups residing in Mto wa Mbu; respondents cited direct interaction with tourists, quick cash payments and low start-up costs as its main advantages, though seasonal fluctuation in visitor numbers and limited bargaining power for individual households remain constraints. Guiding services (24.4%) offer direct income per tour and opportunities to build relationships with tour operators, but income fluctuates strongly with the tourist season and remains concentrated among a small number of trained guides. Agro-tourism (20.0%), which involves hosting tourists on banana, rice and vegetable farms, diversifies household income beyond crop sales, while handicraft production (13.3%), mainly beadwork, basketry and wood carving, is particularly important for women's groups as a flexible, home-based income source, though it faces limited market access beyond the village. Accommodation services (6.7%) remain the least practiced activity, constrained mainly by high set-up costs and limited capital, despite their potential for higher per-visitor earnings. According to one Tourism Officer interviewed, "Cultural tours remain our biggest attraction because tourists want to see how different tribes live side by side in one village".

Discussion

By looking at the data, cultural tourism (35.6%) and guiding services (24.4%) together account for 60% of all CBT activity uptake in Mto wa Mbu, confirming that these two activities form the backbone of household engagement in tourism. This is consistent with Scheyvens (1999) and Ashley (2000), who observed that community tours and small-scale enterprises form the backbone of CBT in developing countries, and with Manyara and Jones (2007) and Ahebwa et al. (2012), who found similar activity patterns in Kenya and Uganda. However, unlike most previous studies conducted in wildlife-based destinations such as Serengeti and Ngorongoro, which emphasize eco-tourism and conservation-linked activities, this study confirms that in a culturally diverse setting such as Mto wa Mbu, cultural tourism and guiding services, rather than wildlife-based activities, are the primary entry points into CBT. This extends existing knowledge by documenting the specific proportions of activity uptake in a cultural tourism destination that had previously received limited empirical attention. Agro-tourism, handicrafts and accommodation services remain less practiced, mainly due to higher set-up costs and limited accessibility of farms and guesthouses to visitors, as confirmed during interviews with tour operators.

4.4 Objective Two: The Contribution of Community-Based Tourism to Income Generation

The analysis indicated that institutional support factors, alongside CBT participation, positively influenced household income in Mto wa Mbu. Table 4 summarizes the frequency and percentage distribution of respondents' levels of agreement regarding institutional support and income outcomes.

Table 4. Responses on Institutional Support and Contribution of CBT to Income Generation

(SA = Strongly Agree, A = Agree, N = Neutral, D = Disagree, SD = Strongly Disagree)

Statement	SA	A	N	D	SD	Total
Government and NGOs provide enough support for CBT activities	8 (17.8%)	16 (35.6%)	12 (26.7%)	6 (13.3%)	3 (6.7%)	45
Community members have access to training related to tourism	9 (20.0%)	17 (37.8%)	10 (22.2%)	6 (13.3%)	3 (6.7%)	45

Statement	SA	A	N	D	SD	Total
Access to loans or financial support helps improve CBT activities	7 (15.6%)	15 (33.3%)	13 (28.9%)	7 (15.6%)	3 (6.7%)	45
Tourism infrastructure (roads, water, electricity) supports CBT growth	10 (22.2%)	18 (40.0%)	9 (20.0%)	5 (11.1%)	3 (6.7%)	45
Local tourism products are well promoted to visitors	9 (20.0%)	16 (35.6%)	11 (24.4%)	6 (13.3%)	3 (6.7%)	45
Community-Based Tourism has improved household income in this area	14 (31.1%)	19 (42.2%)	7 (15.6%)	3 (6.7%)	2 (4.4%)	45

Source: Researcher (2026)

One Tour Operator remarked, "Our local guides earn directly from every tour they lead, and this money goes straight into the household," while another explained, "Women's groups making beadwork and baskets have been able to send their children to school using income from craft sales".

Discussion

The data shows that institutional support and CBT participation had a broad and positive influence on household income in Mto wa Mbu. Tourism infrastructure recorded the strongest agreement (62.2% combined agree and strongly agree), followed by access to training (57.8%) and local product promotion (55.6%), highlighting the importance of these enabling conditions for income-generating CBT activities. Access to loans and financial support recorded the lowest agreement (48.9%) and the highest combined neutral and disagreeing responses (51.1%), suggesting that limited access to credit remains the weakest link in the institutional support system. So, by looking at the total of 73.3% of respondents who agree or strongly agree that CBT has directly improved household income, against only 11.1% who disagree or strongly disagree, this implies that existing training, infrastructure and promotional efforts have been sufficient to translate participation into tangible income gains for most households, even where access to finance remains limited. These findings support Goodwin (2008) and Mitchell and Ashley (2010), who found that CBT improves household income through direct earnings and linkages with other sectors, and Ahebwa et al. (2012) and Teshome (2015), who reported similar income gains in Uganda and Ethiopia. However, unlike studies conducted in wildlife-based and conservation tourism destinations, this study found that in a cultural tourism setting such as Mto wa Mbu, infrastructure and training, rather than financial access, were the strongest drivers of income improvement, while financial constraints remained the binding limitation, extending the literature by showing that income gains from CBT can be substantial even where access to finance is comparatively weak, provided that infrastructure and training are reasonably well established.

4.5 Objective Three: The Role of Community-Based Tourism in Employment Creation

The study also examined the role of Community-Based Tourism in employment creation and its broader contribution to livelihood improvement. Table 5 shows the frequency and percentage distribution of responses concerning employment, skills development, community empowerment and household welfare.

Table 5. Responses on Employment Creation and Broader Livelihood Improvement

(SA = Strongly Agree, A = Agree, N = Neutral, D = Disagree, SD = Strongly Disagree)

Statement	SA	A	N	D	SD	Total
Community-Based Tourism has created employment opportunities for local people	13 (28.9%)	20 (44.4%)	7 (15.6%)	4 (8.9%)	1 (2.2%)	45
Community-Based Tourism has improved skills and knowledge among community members	12 (26.7%)	18 (40.0%)	9 (20.0%)	4 (8.9%)	2 (4.4%)	45
Community-Based Tourism has increased community empowerment and participation	11 (24.4%)	19 (42.2%)	9 (20.0%)	4 (8.9%)	2 (4.4%)	45
Overall, Community-Based Tourism has improved the welfare of households in Mto wa Mbu village	13 (28.9%)	20 (44.4%)	8 (17.8%)	3 (6.7%)	1 (2.2%)	45

Source: Field Data (2026)

One Tour Operator explained the seasonal nature of this employment, "The challenge is that during the rainy season, very few tourists come, so casual jobs linked to tourism almost disappear," while a Tourism Officer added, "Many families in the outskirts of the village don't even know how to get involved in CBT because information does not reach them".

Discussion

The results show that 73.3% of respondents agreed or strongly agreed that CBT has created employment opportunities for local residents, whether directly as guides, cultural performers and craft producers, or indirectly through related services such as transport and food supply; only 11.1% disagreed, indicating that employment creation is one of the most consistently recognized benefits of CBT in the study area. Skills development and community empowerment were each recognised by 66.7% of respondents, demonstrating that participation in CBT is not limited to income and jobs, but also builds human and social capital within the community. Overall household welfare recorded the highest agreement (73.3%), confirming that Community-Based Tourism functions as a multi-dimensional livelihood strategy in Mto wa Mbu rather than one that benefits households through employment alone. These results support Scheyvens (1999) and Ashley (2000), who found that CBT promotes self-employment and reduces dependence on agriculture, and Manyara and Jones (2007) and Ahebwa et al. (2012), who reported similar employment outcomes in Kenya and Uganda. However, qualitative findings from key informant interviews revealed that employment linked to CBT in Mto wa Mbu is strongly seasonal, fluctuating with tourist volumes, and concentrated among a relatively small number of trained guides and established households. This nuances prior assumptions of uniform and stable employment gains from CBT, showing instead that employment benefits, while broadly positive, are unevenly distributed and vulnerable to seasonal fluctuation, a dimension not fully captured in earlier wildlife-tourism-focused studies.

5. Conclusion

This study set out to assess the contribution of Community-Based Tourism to livelihood improvement in Mto wa Mbu Village, Monduli District, Arusha Region, guided by three specific objectives concentrating on the types of CBT activities practiced, the contribution of CBT to income generation, and the role of CBT in employment creation. The evidence points to cultural tourism and guiding services as the dominant CBT activities, complemented by agro-tourism, handicraft production and accommodation services. These activities have positively contributed to household income, employment creation, skills development, community empowerment and overall household welfare, with 84.4% of respondents directly involved in CBT, 73.3% confirming improved household income, and 73.3% confirming improved employment and welfare outcomes. However, these benefits are not evenly distributed across all households in the village, and remain constrained by limited access to finance and by the seasonal nature of tourist arrivals, with gains concentrated among households with existing access to training, guiding networks and accessible farmland. These findings align with the Sustainable Livelihoods Framework by showing that human, social, natural, physical and financial capital jointly shape the extent to which households benefit from CBT, with financial capital emerging as the most constrained of the five. They also support the conceptual framework, confirming that Community-Based Tourism activities influence livelihood improvement through institutional support, infrastructure and training, moderated by access to finance. No major contradictions with the framework were observed, but the study enriches it by highlighting the seasonality of tourism demand and unequal distribution of benefits as important considerations in cultural tourism contexts. The study therefore affirms that strengthening the contribution of Community-Based Tourism to livelihood improvement and poverty reduction in Mto wa Mbu demands a coordinated, multi-actor strategy involving government, tour operators, non-governmental organisations, local communities and researchers.

6. Recommendations

Based on the findings of this study, it is generally recommended that Community-Based Tourism in Mto wa Mbu Village should be strengthened through a coordinated and inclusive multi-stakeholder approach involving government authorities, local communities, tourism businesses, non-governmental organizations and financial institutions. Particular attention should be given to improving access to affordable finance, strengthening tourism infrastructure, expanding skills and entrepreneurship training, improving digital and market access, and ensuring fair participation and distribution of tourism opportunities among households. Since the study found that CBT contributes positively to household income, employment, skills development, community empowerment and household welfare, strengthening these enabling conditions would increase the capacity of local communities to participate effectively in tourism value chains and translate tourism growth into more sustainable livelihood outcomes and poverty reduction.

Furthermore, stakeholders should promote diversification of CBT products by strengthening cultural tourism, guiding, agro-tourism, handicrafts and accommodation services, while improving linkages between these activities. This would help reduce dependence on a limited number of tourism activities and reduce the vulnerability of households to seasonal fluctuations in tourist arrivals. Community members should also be encouraged to form and strengthen cooperative groups and savings schemes to improve bargaining power, access to finance and market opportunities. Overall, CBT planning and development in Mto wa Mbu should adopt a community-centred, inclusive and sustainable approach that ensures tourism benefits reach a wider proportion of households, including women, youth and communities located outside the main tourist circuit.

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