



The First Ladies

Shifting the Tanzanian tourism industry paradigm from male-dominated, big-game, vehicle-focused to diversified, gender-balanced, ecologically sensitive safari experiences

Our Objectives

Gender balance

To tackle the gender gap in safari guiding and tourism industry

Safe, Stable and Well Paid

Employment

To increase access to steady and well-paid tourism employment opportunities for women

Ecologically sensitive safaris

To accelerate the transformation to diversified ecologically sensitive safari guiding experiences

Community

To establish a well supported community of female guides and mentors in Tanzania

“Ecologically sensitive”

Respecting wildlife and behaving in a way that reduces disturbance and stress to animals.

Respecting environment and making decisions that reduce the impact of vehicles on the environment.

Providing a participatory experience rather than a mere observatory experience for the client.

Tanzania Tourism Industry Background

POPULAR DESTINATION

Over 1 million tourists visit Tanzania annually with 10% growth between 2017-2018 (MNRT, 2019).

ECONOMIC GROWTH

Tourism is the largest foreign exchange earner at over \$2.4billion (Bank of Tanzania, 2020).

ABUNDANCE OF WILDLIFE

The diversity of wildlife and stunning landscapes rival those in other African countries.

01

02

03



04

05

06

COMMERCIAL VS ECOLOGICALLY SENSITIVE

Lacking innovative approaches to safari tourism, which remains vehicle-focused, big-game oriented.

COMPETITIVE MARKET

The desire to diversify the types of safari experiences has increased substantially among both tourists and operators.

LACK OF STANDARDIZED, ACCREDITED GUIDE TRAINING PROGRAM

Currently there is no professional accreditation for safari guides in Tanzania.

The Problem

Significant gender gap in the safari guiding and tourism industry.

Tanzania's economic growth in past decade averaged 6.7% yet more women still end up with low-wage, low quality, and insecure work (K4D, 2018).

< 1 female guide per 1000 male guides

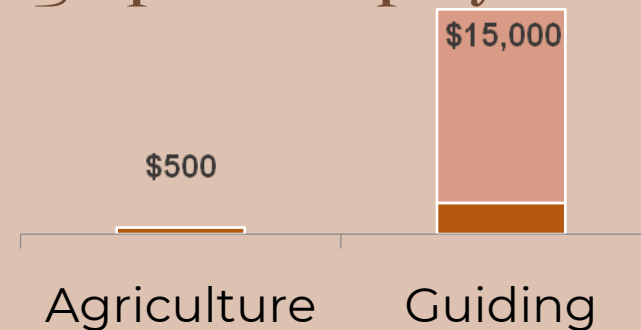


Deep rooted beliefs and perceptions



Tanzania ranks 129 out of 159 countries in gender inequality index (GII) (UNDP, 2016)

Missed opportunity for stable, safe, and high paid employment



The mean annual female income from agriculture, which employs the largest number of women in TZ is \$500. (K4D, 2018). An estimated annual salary range of Tanzanian guides is \$2,400-\$15,000 (anecdotal evidence).

Project Phases

All phases will be interwoven with ongoing monitoring, evaluation, research, learning and community and mentorship building.

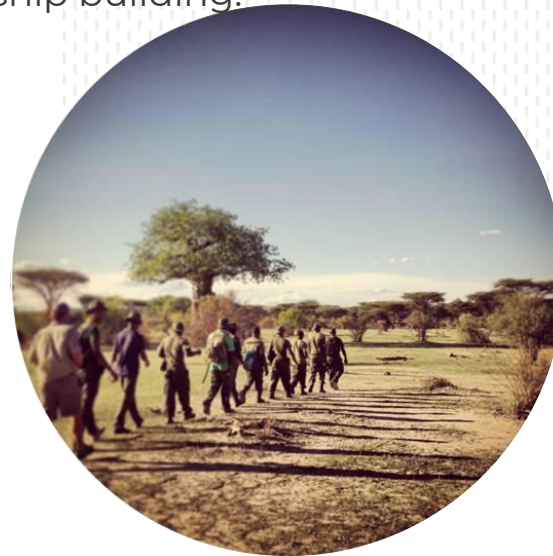


Field training

A comprehensive training over a period of 3 months covering all ecosystems in Tanzania.

Recruitment

Carefully recruited 24 women with partner organizations through a series of psychological and competence-based interviews.



Iteration & Scale

Analyze feedback from project stakeholders to inform adaptations for potential scale up to train subsequent cohorts of Tanzanian women.

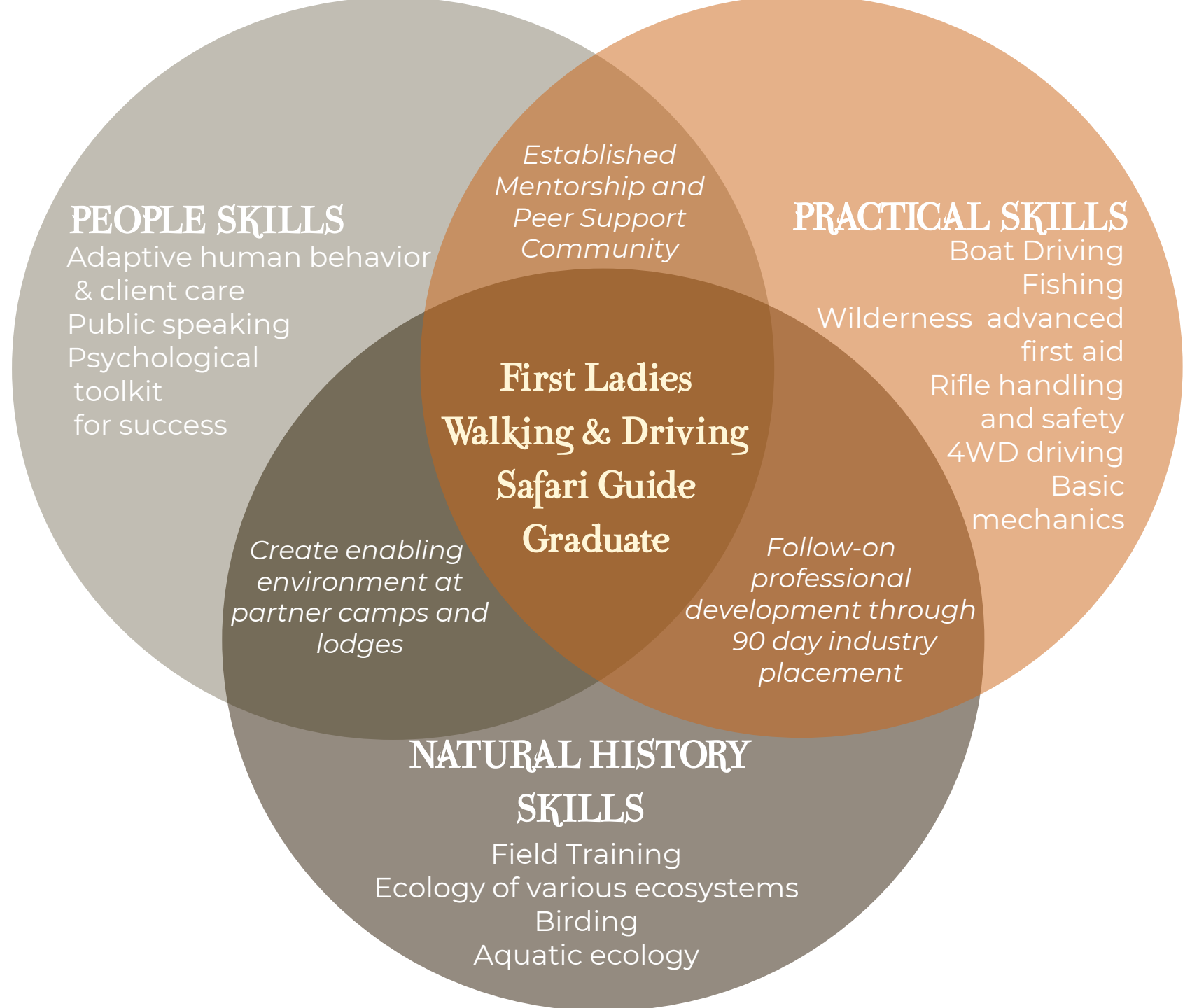
Industry placement

Hands-on 3 month field placement practicum with partner lodges, camps and tour operators.



Conceptual Framework

Training Modules & Methodology
(Adapted from Interpretive Guides Society Framework, 2012)



Logic Model

PROJECT INPUTS	OUTCOMES		IMPACT
	Short-Term (1 Year)	Long-Term (If Scaled)	
<p><u>Project Phases – 1 Year:</u></p> <p>Recruitment (3 Months)</p> <p>Field Training (3 Months)</p> <p>Industry Placement (3 Months)</p> <p>Iteration & Scale (3 Months)</p> <p><u>Cross-cutting /ongoing/ iterative:</u></p> <p>Community building and mentorship of female guides</p> <p>Monitoring, evaluation, research and learning</p>	<ul style="list-style-type: none"> Increased knowledge, competency and confidence among graduates Increased mean income among graduates accepting new employment offers Increased number of female walking and safari guides Well-supported community of female guides and mentors established Enabling employment environment created for gender balanced, ecologically sensitive guiding and training Model to recruit, train, and employ more Tanzanian women as driving and walking safari guides demonstrated 	<ul style="list-style-type: none"> Increase in % of women with safe, stable, high paid employment opportunities in tourism and guiding industry Increased % public & private sector partners practicing ecologically sensitive guiding and training philosophy Increased proportion of female mentors serving as lead trainers for future cohorts of Tanzanian guide trainees 	<ul style="list-style-type: none"> Increased economic empowerment of more Tanzanian women Improved health outcomes of Tanzanian women, families and communities Increased diversification in conservation resources and funding streams for sustainable tourism Improved client safari experiences

Training sites

NORTH

25

DAYS IN SERENGETI NP

15

DAYS IN TARANGIRE NP

4

DAYS IN ARUSHA NP

12

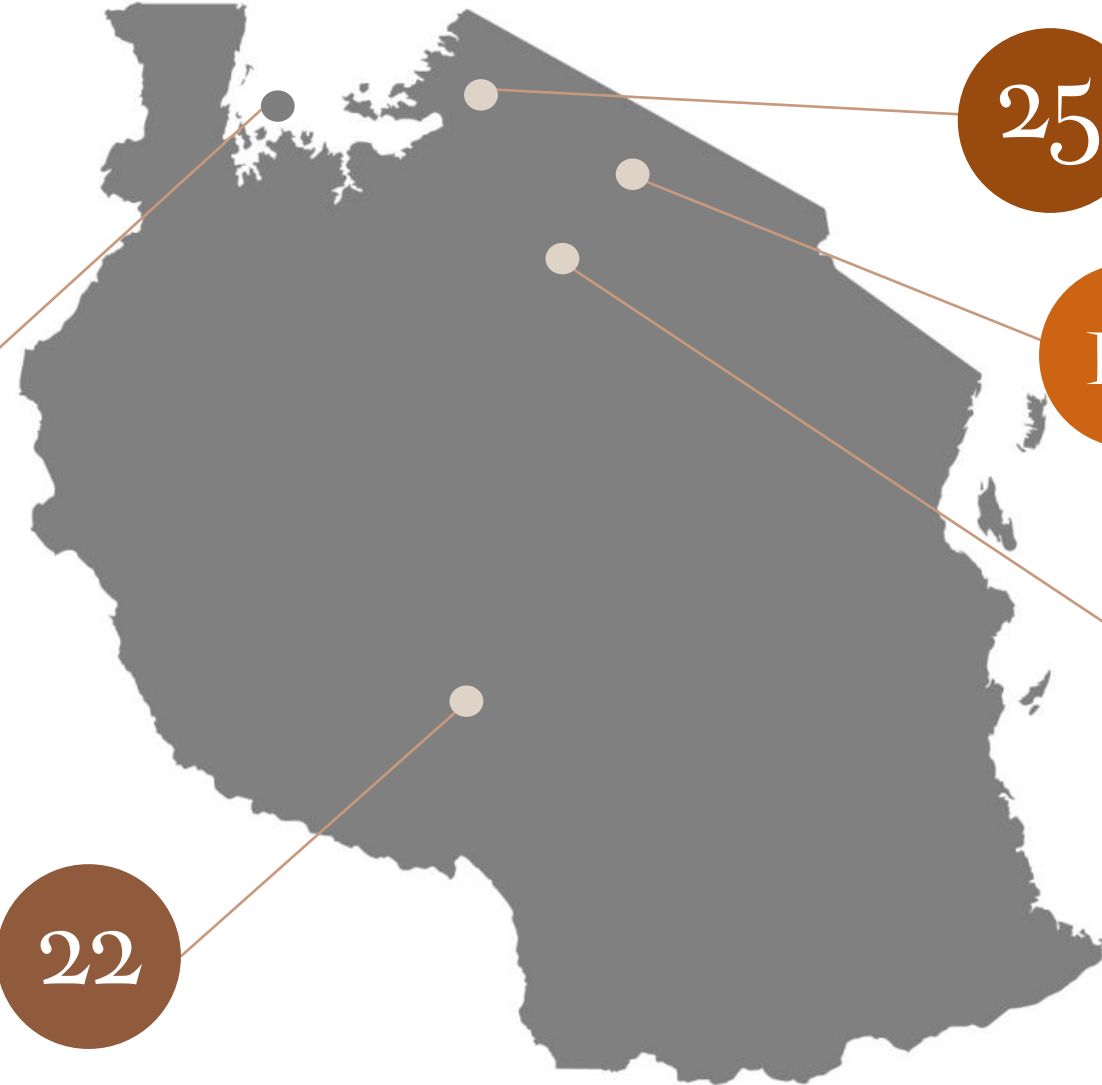
DAYS IN RUBONDO ISLAND

22

DAYS IN RUAHA NP

WEST

SOUTH



Our team's expertise



Ethan Kinsey - Project Lead and Design

For 16 years, Ethan has been a leading expert in competence-based guide training in Tanzania. His passion for gender equality starts at home; as the father of two intelligent, curious and strong young female naturalists, Ethan is committed to ensuring a future for women in guiding. As Director of Sanjan Ltd, Ethan successfully led the UNDP-funded walking safari guide training (SPANEST Project) for the Tanzania National Parks Authority (TANAPA) and Wildlife Division Rangers in Ruaha National Park between 2013 - 2018. Ethan's other training clients include 12 of Tanzania's largest and most respected tourism companies, as well as various Tanzanian government authorities including TANAPA, Tanzania Wildlife Management Authority (TAWA) rangers in Ruaha National Park and a Village Game Scout training for Mbomipa Wildlife Management Area. Ethan earned his Post Graduate Diploma of Science in Biodiversity Conservation and Management from the University of London, and a BSc from Ithaca College; he is also a certified Wilderness First Responder. Born and raised in Tanzania, Ethan has mother tongue fluency in both English and Kiswahili.



World Class Experts as Trainers - Short Term Technical Assistance

Ethan brings together a team of highly skilled individuals based in East Africa who are passionately committed to offering their unique approach assisting others in specially chosen areas of tourism and conservation.

Cumulatively, these experts have decades of experience in fields ranging from entomology to rifle handling..

Anticipated Strategic Partnerships

To support our project, we will build strategic alliances with a variety of sector stakeholders.

01. GOVERNMENT
BODIES

02. PROFESSIONAL
ASSOCIATIONS

03. PRIVATE
SECTOR
BUSINESSES

04. INTERNATIONAL
AND LOCAL NGOs and
CSOs

05. DONORS
SUPPORTING
CONSERVATION,
HEALTH,
GENDER EQUALITY and
WOMEN'S ECONOMIC
EMPOWERMENT
INITIATIVES

This project is endorsed by



**FEMALE GUIDES
COMMUNITY INITIATIVES**

www.fgcoi.weebly.com



Be part of the change

SUPPORT US

Our journey towards a new vision for diversified, ecologically sensitive and gender balanced safari experiences starts here. By supporting us, you will not only give Tanzanian woman a chance to become a self-confident and knowledgeable individual, but also, a capable income-provider for her family. By investing in women you are investing in communities.

With your help, we can elevate the standards of guiding in Tanzania and inspire the future generations of female safari guides while also building the foundation for ecologically sustainable tourism.

Thank you for your time.



firstladiestanzania@gmail.com