OUR MAASAI MODEL FOR FAIR AND JUST TOURISM

How can we transform the safari tourism industry?



1 Land is life

We want tourism to respect and support our life on the land. We reject all forms of displacement, even if so-called voluntary. Tourism should not lead to land grabbing. Tourism should not lead to the expansion of fortress conservation.

2 Tourism Must Support and Respect Pastoralism

We reject all forms of dispossession of communal land used for grazing. We reject all forms of loss of mobility and the disruption of livestock routes. There must not be beating of herders, violence, and livestock confiscation.

3 No Trophy Hunting

We call for the abolition of hunting. We demand that the Tanzanian government completely ban trophy hunting like Kenya did. We encourage countries to pass trophy hunting import ban laws.

4 Tourism Must Respect Our Co-existence with Wildlife

No tourism infrastructure, hotels or camps on wildlife corridors. No negative biodiversity impacts of hotel construction and other infrastructure. Priority should be given to the local community with guaranteed daily water rights for households and herds ahead of tourism use.

5 No Tourism Without Free, Prior and Informed Consent (FPIC)

We have the right to FPIC before any project is developed on our lands.

6 Cultural Integrity: No Appropriation of Our Culture and Knowledge

Our Maasai culture is a living knowledge and not a product to be appropriated.

7 Tourism Must Benefit Our Community

We need a different model of tourism: community-led, community-owned and with fair benefit-sharing.

8 The Tourism Industry Should Be Transparent, Accountable and Fair

Revenues generated on our lands must be managed in transparent ways to foster accountability.

9 No Exploitation in Cultural Bomas

Cultural bomas were initially designed to support women in need. If women are not in the driving seat, there is a risk that this objective is sacrificed for other goals.

10 The Roles of Women and Youth

Our culture recognises different groups in the community and allocates different roles and responsibilities to each. Women and youth are important groups in the Maasai community.

We are the Maasai of Tanzania.
We want the tourism industry to change.

MISA Maasai International Solidarity Alliance