# ABSTRACT

Tourism entrepreneurs are young (18-35 years old) working across the tourism value chain, a large proportion being women (World Bank). The low digital capacity of these young entrepreneurs is particularly pronounced in peri-urban and rural areas. Scaling from the previous successful pilot run together with the US Embassy, the project will now be improved and implemented in Zanzibar and Arusha, which provides access to youth living in these areas. To address these challenges, DigiTrade tourism program will run a sensitization campaign, digital skills training bootcamp and market readiness clinics.
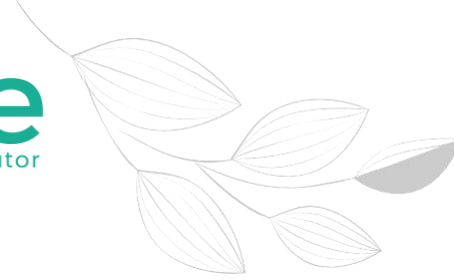
Project Overview

1. **Lack of access to business opportunities,** for youth and female entrepreneurs in tourism.

2. **Lack of digital skills for female entrepreneurs** on how to use **digital technology** to grow their tourism business.

3. **Inaccessible market,** for youth and female entrepreneurs in tourism.

Who Can Apply?

☑ **You are female**
☑ **Age 18–35**
☑ **Living in Arusha or Zanzibar**
☑ **You are working in the tourism value chain:** *handcrafter, artist, tour guide, tour operator or agent, transport business owner, local restaurant or hotel owner*
☑ **You have existing revenue-generating tourism business**
☑ **You can read and write basic English**
☑ **You have an access to a basic smartphone**
☑ **You have access to WhatsApp, Instagram & Facebook Apps**

DigiTrade
Digital Skills Accelerator
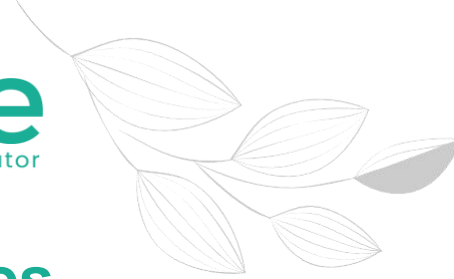
Goals & Objectives

1. **Sensitize 2,000** youth on local digital opportunities.

2. **Train 60 Female Entrepreneurs** on how to use **digital technology** to grow their tourism business.

3. **C**onduct **market readiness** consultation clinics for **30 entrepreneurs**

Outcomes

➢ Raised awareness about digital opportunities.
➢ Growth in the use of digital skills to grow tourism businesses
➢ Revenue increase for youth tourism businesses.

Website
www.digitrade.co.tz

Implementing Partners

Funder

WSH
WESTERWELLE STARTUP HAUS
ARUSHA

smartcore

CUBE Zanzibar
Business Incubation, Financing and Scaling Up

CURRICULUM

1. **Digital branding.**

2. **Digital marketing.**

3. **Content creation.**

4. **Cybersecurity.**

Approach

➢ **Human centered design** – created the program and curriculum that focuses on the needs, preferences, and experiences of the people who will be benefiting from the program.

➢ **Iterative** - continuously cycling through stages of planning, implementation, evaluation, and improvement for the benefit of better implementation.

ACTIVITIES TIMELINE

Activity	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23
Online and offline sensitisation campaign (Month 1-2)						
Produce 25 videos highlighting local uses of digital technologies	■	■				
Update project website	■	■				
Prepare marketing material and application for training bootcamp (print, flyers, online banners, radio jingle)	■	■				
Training of the trainers	■	■				
First Call for Applications	■	■				
Promotion on social media (Instagram, Youtube and WhatsApp)	■	■				
Sensitization event	■	■				
Participate in 4 youth related radio shows for sensitisation	■	■				
Capacity Building/ Month 3-4						
Conduct training for young tourism entrepreneurs cohort 1 (15 each in Zanzibar & Arusha) - Expert			■	■		
Mid-project cross-training of WSHA and Cube Zanzibar training teams in Arusha			■	■		
Market Readiness Clinics / Month 5-6						
Conduct market readiness clinics for 30 entrepreneurs					■	■
Provide working space for 30 entrepreneurs					■	■
Programme Support / Month 1 - 6						
Conduct M&E to assess knowledge, application and business impact to produce report	■	■	■	■	■	■
Programme Management	■	■	■	■	■	■

KEY PROGRAMME LEARNINGS

1. Bridging digital divide

The program recognized the existence of a digital divide among women tourism entrepreneurs in Tanzania who have limited digital skills. By addressing this gap through targeted training and support, the program aimed to bridge the divide and create a level playing field for women in the digital era.

2. Customized training approach

The program identified the need for a tailored training approach to accommodate the diverse backgrounds and skill levels of the women entrepreneurs. By offering customized training programs, the participants were able to learn at their own pace and grasp the digital tools effectively.

3. Practical application

The program emphasized the importance of hands-on learning and practical application of digital tools. By providing real-life scenarios and case studies, the participants were able to apply their newly acquired skills directly to their tourism businesses, fostering immediate impact and growth.

4. Peer to peer learning

The program recognized the power of peer-to-peer learning and knowledge sharing among women entrepreneurs. By facilitating networking opportunities, group discussions, and mentorship programs, participants were able to learn from each other's experiences and challenges, thereby enhancing their overall understanding of digital tools and strategies.
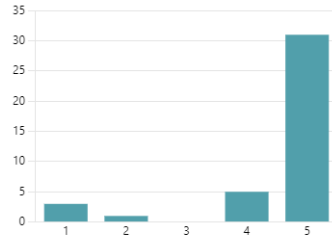
PARTICIPANTS FEEDBACK

3. How would you rate the overall the session?

More Details   💡 Insights

4.50
Average Rating

2. Did you learn something (skill or knowledge) in today's session that can help you grow your business or skills?
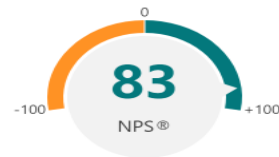
More Details   💡 Insights

🔵 Yes	31
🟠 No	0
🟢 Not sure	0

8. How likely are you to recommend us to a friend or colleague?

More Details

Promoters	15
Passives	3
Detractors	0

83
NPS®

-100   0   +100

ACTIVITIES GALLERY

Sensitization events

ACTIVITIES GALLERY

Capacity building Arusha & Zanzibar

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Let's collaborate to support entrepreneurs together in Tanzania!