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THE TANZANIA TOURIST BOARD ACT,
(CAP. 364)

REGULATIONS

(Made under section 14)

THE TANZANIA TOURIST BOARD (TOURISM GOODWILL AMBASSADORS)
REGULATIONS, 2025

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THE TANZANIA TOURIST BOARD ACT,
(CAP. 364)

REGULATIONS

(Made under section 14)

THE TANZANIA TOURIST BOARD (TOURISM GOODWILL
AMBASSADORS) REGULATIONS, 2025

PART I
PRELIMINARY PROVISIONS

Citation	1. These Regulations may be cited as the Tanzania Tourist Board (Tourism Goodwill Ambassadors) Regulations, 2025
Interpretation	2. In these Regulations, unless the context otherwise requires- “tourism goodwill ambassador” means a distinguished individual, with talent and influence who has agreed to volunteer his time and talent and has passion to promote Tanzania as a preferred tourist destination in and outside Tanzania; “Board” means the Tanzania Tourist Board established under section 3 of the Act; “Managing Director” means the Chief Executive Officer of Tanzania Tourist Board appointed under section 6 of the Act; “tourist” means a person who is travelling to a place outside his usual place of residence for a period between twenty-four hours and one year and who travels for purposes other than for the exercise of an activity remunerated from within the place visited: Provided that, where the activity is undertaken by a resident of Tanzania such person shall be known as a domestic tourist;
Cap. 364	“Act” means the Tanzania Tourist Board Act;

“Minister” means the Minister responsible for tourism matters; and
“Ministry” has the meaning ascribed to it under the Act.

PART II
APPOINTMENT OF TOURISM GOODWILL
AMBASSADOR

Qualification for appointment

3. A person may be considered for an appointment as a tourism goodwill ambassador where he meets following qualifications:

- (a) has a good general social standing and reputation;
- (b) is distinguished and has the willingness to proactively promote Tanzania’s tourism objectives voluntarily;
- (c) has an extensive social network;
- (d) has the ability to promote and influence Tanzania tourism products, strategies and activities; and
- (e) has no criminal record.

Application

4.-(1) A person who intends to be appointed as a tourism goodwill ambassador shall apply to the Managing Director in the manner set out in Form No. 1 of the Schedule to these Regulations.

(2) The application form in sub regulation (1) shall be accompanied by-

- (a) National Identification Card;
- (b) certificate of professional qualifications in tourism, if any; and
- (c) a letter of recommendation from a tourism institution or company recognized by the Board.

Processing application

5.-(1) The Managing Director shall, upon receipt of the application under these Regulations, conduct due diligence on the qualifications of the applicant.

(2) The due diligence under sub regulation (1) above shall be for the purpose of:

- (a) verifying experience of the applicant to ensure that he possesses the qualifications and expertise to enable him to discharge his duties under these

	Regulations; (b) ascertaining the willingness of the applicant to volunteer promoting tourism; and (c) establishing any other relevant fact. (3) The Managing Director shall, after conducting due diligence on the qualifications of the applicant, and being duly satisfied, submit a report with recommendations to the Board for approval. (4) Where the Managing Director is not satisfied with the application, he shall inform the applicant within thirty days, giving reasons thereto.
Recommendation for appointment	6. The Board shall, upon receipt of the report and recommendations in regulation 5, review the application and make decision to approve the application or reject the application and notify the applicants on the reasons thereto.
Appointment of tourism goodwill ambassador	7.-(1) The Board shall, upon approval of the application under regulation 6, submit the name of the approved applicant to the Minister for approval. (2) Upon approval, the Minister shall appoint the nominated person to be a tourism goodwill ambassador and issue a certificate in Form No. 2 as prescribed in the Schedule to these Regulations. (3) Notwithstanding the requirement to submit an application for appointment as a tourism goodwill ambassador, the Minister may in consultation with the Board appoint any person who meets the qualifications stipulated under these Regulations to be a tourism goodwill ambassador.
Tenure of service	8. A tourism goodwill ambassador shall serve for a period of two years from the date of appointment and may be reappointed.
Responsibilities of tourism goodwill ambassador	9. A tourism goodwill ambassador shall have the following duties and responsibilities: (a) soliciting tourists and investors to visit or invest in Tanzania; (b) advocating for conservation of natural, cultural and historical resources; (c) promoting Tanzania as a leading tourist destination

- worldwide;
(d) safeguarding the public image of Tanzania.

Prohibitions

10. A tourism goodwill ambassador shall not, in the implementation of his roles and responsibilities-
- (a) engage in any acts of discrimination;
 - (b) engage in any acts or incidences contributing to the disruption of peace or commission of crimes;
 - (c) engage in conducts which tarnish the tourism sector;
 - (d) engage in conducts involving dishonesty, fraud, deceit or misrepresentation;
 - (e) use the information and promotional materials obtained in the course of discharging his duties and responsibilities for personal interests; and
 - (f) engage in any tourism business or activities which may give rise to any of conflict of interest.

Revocation
of
appointment

11. The Minister may revoke the appointment of a tourism goodwill ambassador where:
- (a) he is unable to perform his responsibilities as prescribed in these Regulations;
 - (b) he has lost the qualifications for appointment as a tourism goodwill ambassador under these Regulations;
 - (c) he conducts himself in a manner that tarnishes the tourism sector of Tanzania;
 - (d) he is convicted of criminal offence;
 - (e) he fails to comply with restrictions set out in regulation 10; and
 - (f) there is a matter of public interest.

PART III
MISCELLANEOUS PROVISIONS

Register of
Tourism
Goodwill
Ambassador
s

- 12.-(1) The Board shall establish and keep a register of tourism goodwill ambassadors.
(2) The register established under subregulation (1) shall contain particulars of the tourism goodwill ambassadors.

Recognition
of tourism
goodwill
ambassador

13. A tourism goodwill ambassador appointed under these Regulations-

- (a) shall be recognised by the Ministry, Tanzania Foreign Embassies and tourism stakeholders who shall be required to give him cooperation in the course of discharging his duties;
- (b) may be provided with information and promotional materials for the effective discharge of his duties;
- (c) may benefit from incentives of familiarisation travel to visit various tourist attractions organised by the Board and other recognised stakeholders.

Offences

14. A person who declares himself in public as a tourism goodwill ambassador without being appointed in accordance with these Regulations commits an offence and upon conviction, shall be liable to a fine not exceeding six hundred thousand shillings or imprisonment for a term of not less than six months but not exceeding twelve months.

SCHEDULE

TTB Form No. 1

(Made under regulation 4(1) and 7(2))

FORM OF APPLICATION FOR APPOINTMENT TOURISM GOODWILL
AMBASSADOR

I of address hereby make an application to be appointed a tourism goodwill ambassador.

I have the following qualities to be considered for appointment of tourism goodwill ambassador

.....

My referees are:

- 1.
- 2.
- 3.

I undertake to comply with all condition associated with the appointment of tourism goodwill ambassador.

.....

.....

Date

Signature of Applicant

TTB

Form No.2

CERTIFICATE OF APPOINTMENT OF TOURISM GOODWILL AMBASSADOR

S/No.

THIS is to Certify that..... has been appointed as a Tourism Goodwill Ambassador.

Issued this day of 20.....

.....
Date

.....
Name

.....
Signature
Minister for Natural Resources and Tourism

Dodoma
3rd February, 2025

PINDI HAZARA CHANA
Minister for Natural Resources and Tourism