

Mukuru Eco-Tented Camp is a model for guided social and environmental transformation for rural communities. Rooted in the vision of an Eco-Village — or Eco-Boma in Maasai culture — the camp demonstrates that responsible tourism can be a powerful engine for lasting community development.

OUR COMMUNITY IMPACT

■ Education & Schools

Hosted volunteer experts from the Alpi Maritime Protected Area (Italy) who helped build Mkuru Primary School for underprivileged Maasai children in Mkuru Village.

■ Safe Water Access

Facilitated geological and hydrological studies by researchers from the University of Cagliari (Italy) to locate safe water sources — critical because most local water contains dangerously high fluoride levels. A community borehole has since been drilled.

■ Community Forestry

Championed the Eco-Village concept, leading to the establishment of the nearby Uwiro-lan Community-Based Conservation Forest — a model for sustainable, community-led forestry.

■ Livelihoods & Crafts

Trained local people to establish a natural leather-processing factory and a community-based leather products business, marketed through the camp's website. Also supported camel-riding tourism enterprises.

■ Women's Empowerment

Provides training in jewellery-making (beading) and tailoring — eco-friendly, income-generating activities that give women in the community sustainable sources of income.

■ Wildlife & Environment

Trains village wildlife protection scouts, community rangeland guardians, and local conservation and tourism guides. A tree nursery now preserves disappearing indigenous medicinal plants.

■ Clean Energy

Operates primarily on solar energy and gas for lighting and heating. Uses an energy-saving stove and carefully manages water allocation to reflect its true value and scarcity in the community.

■ Research & Knowledge

Hosted a University of Trento (Italy) student researching the camp's tourism impact on community wellbeing and environmental integrity. Supports continuous academic collaboration.



Where Responsible Tourism Transforms Lives and Landscapes

CULTURAL HERITAGE & TRADITIONAL KNOWLEDGE

MukuruCampcollaborateswith knowledgeable Maasaiand Merucommunity elders who share with guests their traditional systems of criminal investigation and justice. Unlike modern legal systems, these indigenous

approaches prioritise **reconciliation between the offender and the offended**, involving close relatives of both parties after judgment — a profoundly humane model.

Community members also share their knowledge of intergenerational transformation — traditional practices that guide community growth across generations. This invaluable knowledge is increasingly marginalised in many other Tanzanian communities, making Mkuru Village a unique living cultural heritage site.

2025 INITIATIVE: MAASAI YOUTH PROGRAMME

In 2025, Mukuru Eco-Tented Camp launched a new initiative offering Maasai children — both in school and out of school — the opportunity to learn **English, environmental conservation, and tour guiding**. This equips the next generation with skills to participate confidently in Tanzania's growing tourism economy while remaining rooted in their culture.

◆ VISIT WITH PURPOSE ◆ Mukuru Eco-Tented Camp welcomes guests who wish to contribute to community wellbeing and environmental conservation. All community-support activities are designed through co-creation between camp management and guests — before and during your stay. *Contact us in advance so we can prepare a meaningful, impactful experience for you.*

"Contributions to the wellbeing of communities and the environment are the true measure of success for responsible tourism."

— Mukuru Eco-Tented Camp Mission —