



Enhancing Rural Livelihoods through Agro-Tourism in Maasai Mara Villages: A Tanzanian Case Study

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Abstract

Agro-tourism has emerged as a promising strategy for enhancing rural livelihoods in Maasai Mara villages of Tanzania. A mixed-method approach combining qualitative interviews with quantitative surveys was employed to gather data from the participants in Maasai Mara villages. Participants reported an average increase of 20% in household income due to agro-tourism activities, indicating a positive impact on their livelihoods. Agro-tourism appears to be a viable strategy for rural development, although further research is needed to validate these findings and explore its scalability. Government policies should support the establishment of more agro-tourism enterprises in Maasai Mara villages to facilitate wider economic benefits. agro-tourism, rural livelihoods, Maasai Mara, Tanzania Model estimation used $\hat{\theta} = \underset{\theta}{\operatorname{argmin}} \{ \sum_{i=1}^n (y_i - f_{\theta}(\xi_i))^2 + \lambda \|\theta\|_2^2 \}$, with performance evaluated using out-of-sample error.

Keywords: *Maasai Mara, Agro-tourism, Livelihoods Enhancement, Rural Development, Community-Based Tourism, Participatory Action Research, Geospatial Analysis*

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