

After the attempts to develop through exploitation of natural resources and industrialization have reached little success, Tanzania has focused on tourism in order to restructure its economy. Coastal areas are recognized as attractive sites themselves, natural gifts, requiring few investments for development. The government is trying to promote sustainable development along these areas, and it believes that the beaches are tourist and recreational spaces, which form a great potential for economic growth. However, a case study in Tuamoyo settlement - Dar es Salaam, has shown that the meanings community has of the beaches are completely different from the government ones. People perceive the beaches as segregation areas, as places for social ethnic degradation, while government has a more western view of these areas. These differences impact strongly in the community's use of the beaches. In some cases people from the community are just not using these beaches. As a consequence, beach management is mostly focused on achieving foreigner's satisfaction, and the community is excluded.

Community wants the beaches to be accessed equally, by both Tanzanians and foreigners. Moreover, for them it is a Tanzanian place, so it should be under a Tanzanian culture, not a western one. These meanings and concerns community has of the beaches should be included in the public policy formulation and planning procedures as a contribution to sustainable development.

Key Words; Beach Meanings, case study, Dar es Salaam, Sustainable Beach Development.
Tuamoyo