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World Edition
Preview



TANZANIA

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Tanzania's Message to the World

The following quotations are from the Africa Travel Association 33rd International Congress, Arusha, Tanzania, May, 2008. See pages 24 and 25.

“Tourism is a sector whose importance in the economies of many African countries is ever increasing, but tourism in Africa is still at a very infantile stage of development. With the vast tourism resources available in many nations in Africa, there is still greater potential for growth... what has so far been exploited is a very tiny fraction of the tourism potential that exists. Africa’s share in the global tourism marketplace remains small, despite the fact that the continent has an abundance of natural and cultural tourist attractions. Africa needs to tap this potential and leverage it to overcome poverty and increase prosperity. Unfortunately many African nations are yet to benefit proportionately to their resource endowments.”
H.E. Jakaya Mrisho Kikwete, Tanzanian President

“In Tanzania, we believe in sustainable development of tourism and are strong advocates of nature conservation. We have taken deliberate efforts at a national level to involve local communities in managing natural resources and tourism development, while strengthening private-public sector partnership. We call on all tourism stakeholders to make sure that tourism promotion goes hand in hand with conservation of the natural resources as well as development of local communities.”
Hon. Shamsa Selengia Mwangunga
Tanzania’s Minister of Natural Resources and Tourism

“Dubai World Africa has long since held in high regard the work that ATA does in Africa and, it is for this reason, that we are proud to be associated to ATA. From day one of the creation of DWA it searched for an organization that continues to promote Africa. ATA is ensuring that the marketing of our beautiful continent is met with the support which our organization can provide through our presence in Africa. That is why we have become ATA’s first Premier Partner and we are honored.”
Luis Pinheiro, Dubai World Africa, Director of Hospitality Operations

“Tanzania is an example for African nations to turn to when developing national tourism strategies. When Tanzania opened its doors to ATA for the first time in 1998, the country had re-launched its promotional efforts in the American marketplace. Ten years later, the U.S. ranks second in the number of tourists visiting Tanzania. Tourism has become Tanzania’s leading economic sector, expecting to earn \$1 billion in 2008 and to overtake agriculture, the leading contributor to the country’s economy for decades.”
Edward J. Bergman, ATA Executive Director

“Tourism is the largest voluntary transfer of resources from the rich to the not-so-rich in history, Europeans and Americans take and leave more money in Africa than US and European governments give in aid. At a time when a constricting global economy reduces flows of aid, African nations have a golden opportunity to harness the enormous power of the world’s fastest growing industry, to improve the health, wealth, environment and culture of their communities.”
Lelei LeLaulu, Counterpart International President.

Sponsors: Tanzania Tourism Ministry, Ngorongoro Conservation Area Authority, South African Airways, Tanzania Tourist Board and the National Bank of Commerce and Ethiopian Airlines, who served as the Congress’s official carrier.



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THE PARKS

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Marketing and Media:

According to H. E. President Kikwete of Tanzania, *“The western media needs to focus more on success stories in Africa. We are doing so many good things out here which do not get enough publicity.”*

Africa Travel Magazine is constantly #1 on Google and Yahoo for searches on Marketing Africa Tourism to North America, Europe, Asia Pacific and the Middle East. In all areas, in English and French, we're a powerful, positive voice.

We reach and influence the right

people, and we reach them in print, online and on air. As ATA and PATA supporters for years, we develop plans to facilitate travel from North America's Western gateways of Vancouver, Calgary, Los Angeles, Seattle and San Francisco via the Pacific to African gateways. Our new Air Highways Edition, which has been in the works for many years will cover all routes to Africa from other continents, plus regional air travel between African gateways - a much needed focus. I welcome you to meet us at the Adventures in Travel, Expo Seattle, Sept. 13-14. or the World Travel Market in London, November 8-9. That's where we will be launching our Best of Series World Edition, which includes the first of many inserts on host destinations, such as this issue on Tanzania, Land of Kilimanjaro, Zanzibar and The Serengeti. These issues are designed for a two to five year circulation span with seasonal updates. To contact us please fax 604-681 -6595 or e-mail africa@dowco.com now.

Jerry W. Bird
Editor and Publisher

CONTACT THESE TANZANIA TRAVEL AND TOURISM INDUSTRY ASSOCIATIONS

The Tourism Confederation of Tanzania is the umbrella organisation representing the private business sector involved in travel and tourism. TCT works to ensure that through representation at the national level, appropriate macro policies and strategies are adopted for developing and maintaining an environment in which international and domestic tourism will prosper and the business sector will be able to achieve successful growth and development while protecting our natural and cultural heritage. Contacts: Box 13837, Dar es Salaam Tel: 022 2136177 email: tct@cats-net.com

Tanzania Association of Tour Operators represents over 110 tour operators, TATO aims are to provide a complete and comprehensive position for the tour industry in its relations with the Government and its institutions in matters pertaining to the formulation of tourism policy, plans and programmes. TATO is also responsible to maintain high quality and standards amongst its members.

Contacts: PO Box 6162, Arusha Tel: 027 2504188 email: kaributf@cybernet.co.tz web: www.tatotz.org

Tanzania Society of Travel Agents was established to encourage, promote and protect interests of member travel agents in the country, to maintain a code of conduct and code of ethics within the industry, to enhance cordial relations with associations in neighbouring countries, to promote travel into and out of Tanzania and to promote the highest standards of professionalism amongst travel agents.

Contacts: Box 21338, Dar es Salaam Tel: 2115381 Fax: 2112786 email: chairman@tasota.org

Tanzania Air

Operators Association was registered in 2001 as a platform for positive dialogue between licensed air operators and other stakeholders in the aviation industry and air transport sector. It is recognised by Tanzania Civil Aviation Authority and has approximately 30 members. Contact: Box 6811, Dar es Salaam Tel: 0741 320812

Hotel Keepers Association of Tanzania is concerned with contributing to the sound development of the hotel industry and tourism in general through improving the quality of services rendered to tourists and travellers, uplifting hotel profitability and cooperating with the relevant stakeholders in resolving issues of mutual interest.

Contacts: Box 70201, Dar es Salaam Tel: 022 2123671 email: konsult@cats-net.com

Intra-African Travel and Tourism Association

focuses towards a stronger and well equipped association of travel and tourism, an association which is broad based in its inclusion of art, culture and heritage, all of which are collectively integrated in the mainstream of the travel and tourism trade. ITTA has visionary objectives and goals directed to promoting, among other things, domestic tourism as a sustainable pathway leading to poverty alleviation.

Contacts: Box 6541, Dar es Salaam Tel: 022 124 263, 0744 368 677 email: interline@omnisys.co.tz

Zanzibar Association of Tourism Investors

has been established to represent the interests of all tourism investors in Zanzibar, and works closely with the Government to ensure a sustainable and professional tourism industry of the highest standard.

Contacts: Box 2578, Zanzibar Tel: 0747 475065 email: info@zati.org

ARUSHA INTERNATIONAL CONFERENCE CENTRE

The Arusha International Conference Centre (AICC) located in Arusha, is the leading conference venue in Tanzania. It is 100% owned by the Government of Tanzania; however, operating without receiving any subsidies. It has a total of 10 meeting rooms which cater for conferences, workshops, seminars, and committee meetings, with a seating capacity of 10 to 1000 delegates. Most of these rooms are equipped with Simultaneous Interpretation Systems (SIS) which can handle up to 12 languages.[1] Major tenants include: The United Nations International Criminal Tribunal for Rwanda (UN-ICTR) The East African Community (EAC). Simba Hall was expanded to accommodate 1,313 delegates from its current capacity of 1,000 for the 8th Sullivan Summit.

"FROM ARUSHA WE ENTERED THE CRADLE

THE PARKS



EDITOR'S NOTE: Tanzania's amazing Ngorongoro Crater is truly a photographer's paradise, and ideal for photo safaris. That is what our ATA delegates experienced during Host Country Day at the Africa Travel Association's 33rd Congress in Arusha. To prove my point, most of the wildlife images on this page were taken within a few hours by Muguette Goufrani, Africa Travel Magazine Associate Editor, who has lived and worked in several African countries. The group of ladies in their colorful Maasai tribal attire were photographed near the Serena Lodge, where we stopped on our return to Arusha. Our ATA party included Hon. Dhino Chingungi, Tourism Minister, Republic of Angola (second from left) next to Editor Jerry W. Bird).



8TH WONDER OF THE WORLD

One of Tanzania's seven World Heritage sites, the Ngorongoro Crater is located in Northern Tanzania, and is part of the famous Serengeti. It is a deep Volcanic crater, the largest unflooded and unbroken Caldera in the world at 19.2km in diameter, 610m deep and 304sqkm in area. UNESCO declared it an International Biosphere

Reserve and World Heritage Site because of its wildlife and Cultural Heritage. It is also home of the world famous archaeological site, Oldupai (Olduvai) Gorge, often referred to as the "Cradle of Mankind," because some of the oldest hominid remains, dating back 2,000,000 years ago, have been found there.

In order to protect this unique blend of scenery, wildlife, human culture and pre-history. The Ngorongoro Conservation Area Authority is not a national park, but a unique multiple use area with an indigenous population sharing the area with the wildlife.

Rare Species The rich pasture and permanent water of the crater floor supports a large concentration of wildlife of up to 25,000 large mammals, predominantly grazing animals. "The Ngorongoro Crater is one of the few places in East Africa

OF MANKIND, NGORONGORO CRATER"



where visitors can be certain of seeing black rhinoceros in a natural setting," said Stephen Mallya, Assistant Conservator at NCAA. "And for the adventure traveler, there are walking safaris in special areas such as the Olmoti and Empakaai Craters; to the Great Rift Valley, the Northern Highlands Forest Reserves and the Eastern Serengeti Plains." One of the lures of Ngorongoro, besides witnessing the breathtaking sunrise and sunset from the Crater's rim, is that it is a dynamic and constantly changing ecosystem and the numbers and proportion of some animals there have fluctuated considerably over the past 30 years.

Safari Contact:

Looking for a company that is familiar with Ngorongoro Crater and all prime locations in Tanzania? Look to Predators Safari Club. Their fleet includes 36 Safari vehicles all 4X4 combinations, specially modified for safaris with pop-up roofs and sliding windows for unrestricted viewing. Visit www.predators-safaris.com - www.ngorongoro-crater-africa.org - or www.africa-ata.org

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"IN OUR NETWORK OF PARKS AND GAME RESERVES,

Walking tours are popular in the Empakaai Crater.

Ngorongoro Fascination

Situated in the northeastern corner of the Ngorongoro Conservation Area Authority (NCAA) in Northern Tanzania, the less known Empakaai Crater is a breathtaking ecological jewel worth visiting by casual and serious hikers. Photos and story by Stephen Lelo

Many people know of the world famous Ngorongoro Crater, however the Ngorongoro Highlands have two other smaller craters – Empakaai and Olmoti, which are just as fascinating as the bowl-like Ngorongoro Crater. These three distinct geological features share a common origin in that they were all once active volcanoes whose summits collapsed into the underlying subterranean molten lava (magma) chambers forming what geologists call “calderas” – erroneously referred to as ‘craters.’

Over thousands of years, these enormous stone bowls developed their own unique mosaic of habitats that vary from caldera to caldera. Although little or less known than its towering neighbor, Empakaai Crater is a breathtaking ecological jewel worth a visit.

Empakaai is located about 30 km north-east of Ngorongoro Crater. Its northern and eastern slopes rise from the floor of the rift valley while its southern and western slopes are bordered by the highlands. The area is especially suited for hiking since there are no vehicle roads into the caldera.

The caldera is about 7km in diameter and the floor contains a saline-alkaline lake that is about 79 m deep and is fed by several freshwater streams. The average elevation of the caldera floor at the shore of the lake is about 2,230 m above sea level varying from an elevation of about 2,510 m on the East to about 3,260 m on

the West.

The best hiking trails are situated along the lowest point of the eastern rim and descend through forest to the eastern shore of the alkaline lake. The scenery within the caldera is spectacular at every point and one can occasionally see the distant snow cap of Mount Kilimanjaro on the far eastern side of the Rift Valley.

The walk takes a mere 30 minutes to the caldera floor. Another half an hour of trekking around the grassy plains brings the hiker to the edge of two small beautiful ponds. Several species of large mammals are visible year-round, with the most common ones being bushbuck, blue monkey and buffalo.

Walk for Health and Education

Short hikes can be organized with tour operators, lodges, or the NCAA headquarters. Empakaai Crater and its surrounding area offer a unique variety of experiences to visitors while reducing the pressure of vehicle congestion in Ngorongoro Crater. Empakaai Crater is best known for its large concentrations of the pink Lesser flamingoes that feed on the blue-green algae known as Spirulina. Thousands of ducks and other water birds inhabit the lake and its shores. Myriads of other colorful and inter-rolling forest and savanna-dwelling bird species also abound around the lake. The best time for hiking is around 6 a.m. in the morning to 10 a.m. and 4:00 p.m. to 6:30 p.m. in the evening. However, since buffalos and lions can occasionally be dangerous, it is advisable that visitors be accompanied by an armed ranger. Throughout the year, fog is common for most part of each day. While there are many sunny hours in the Ngorongoro Highlands, the weather is generally unpredictable. The eastern part of the caldera rim is lower in elevation and is therefore usually below the clouds. Photographing and animal viewing are especially good between 6:00 a.m. and

7:00 a.m.

In order to enjoy Empakaai Crater and its surrounding environs, visitors should plan to spend at least two or three days in the Conservation Area. Leaving the NCAA headquarters early in the morning gives visitors ample time to take a short hike into the caldera and enjoy a picnic lunch before returning to Ngorongoro.

A Pristine Area

Currently there are no tourist facilities at Empakaai. However, public campsites are situated along its rim. All campsites are situated adjacent to the road and water can be obtained from local springs. However, visitors are advised to carry their own drinking water for health precautions. The NCAA plans to diversify attractions available beyond the Ngorongoro Crater. One of the featured activities being considered are adventurous walking safaris in the Ngorongoro wilderness.

For the details of walking expeditions in the Ngorongoro Conservation Area, a walking safari brochure can be obtained from the Ngorongoro Conservation Area Authority Information Center in Arusha Municipal, from prominent tour operators, or by request from the Conservator of Ngorongoro at the following email address: ncafaru@cybernet.co.tz. The Ngorongoro website, www.ngorongoro-crater-africa.org, also provides a wealth of information about the Ngorongoro Conservation Area.

Conservation, Conservation

“In all of the wildlife countries, Tanzania has the greatest percentage of protected land,” said Peter Mwenguo, Managing Director, Tanzania Tourist Board (TTB). “Close to 30% of our land is dedicated to the preservation of wildlife, flora and fauna.” With the addition of Mkomazi in the North, Tanzania now has 15 National Parks, 32 Game Reserves and the world famous Ngorongoro Crater, which is part of its



CONSERVATION IS FIRST AND FOREMOST"

own unique conservation area. □Mkomazi, Tanzania's 15th National Park. □Now an exciting new development for wildlife lovers is unfolding in northern Tanzania. Added to Tanzania's 14 National Parks will be the restructured Mkomazi, a 56 year-old former game reserve. As the centerpiece of the new National Park, Mkomazi is joined with the Umba Forest Reserve, and shares a border with Tsavo National Park. Tanzania's 15th National Park plays a key role within the greater ecosystem as safe migratory routes and dispersal areas for herds of elephants, oryx and zebras during the wet season and as a protected area for giraffes and many other birds and animals year round. According to Gerald Bigurube, Director General, TANAPA, "Tanzania is constantly working on upgrading its game reserves to National Parks. In a National Park there is no consumptive use of resources and this allows for the multiplicity of species, increasing the wildlife in the parks."

Mkomazi

The transformation of Mkomazi into a National Park has served three major purposes: the re-securing of its land as a haven for wildlife, including the reintroduction of the critically endangered (and once extinct in East Africa) black rhino and the hunting dogs; the upgrading of the entire infrastructure of 500 miles of road, an airfield, and dams and water sources within the new area; and the introduction of an innovative outreach program to villagers living in surrounding areas. Construction of schools and clinics, new boreholes and water pumps, the formation of women's groups and a soccer team, and the introduction of cultural tourism are all part of the program meant to benefit the people of Tanzania as well as its wildlife. The Southern Circuit – Tanzania's Fabulous Off the Beaten Track Safaris Although first time visitors must

see Tanzania's safari icons in the North, the great migration of the Serengeti, the famous Ngorongoro Crater, Mountain Kilimanjaro, Manyara, Tarangire and Arusha National Parks, extended air service has made it possible to include the South in the same itinerary.

The South

Whereas Arusha is the safari capital of the North, Dar es Salaam, the exotic port city and commercial capital of Tanzania, is the jumping off point for the South. □"Since Tanzania's tourism strategy is to encourage high quality, low volume tourism, the Southern Circuit creates more diversity in the safari circuits and helps avoid mass tourism," said Amant Macha, Director of Marketing, TTB.

The Selous Game Reserve, at 55,000 square km is the largest in Africa and larger than the country of Switzerland. It is also a UNESCO World Heritage Site. Along the Rufiji River, Selous offers the tourist different game viewing experiences,



boat safaris, as well as walking safaris. In addition to its masses of elephants, hippos, buffalo, it is the remaining home of the Black Rhino and is also home to 25% of the continent's wild dog population.

Ruaha National Park will soon be combined with Usangu Game Reserve, and expected to increase its size by over 15,000 square kilometers; if this expected size

remain the same, it will make Ruaha the largest National Park in Africa. According to Gerald Bigurube, Director General, Tanzania National Parks (TANAPA), one of the aims of the government in annexing Usangu to Ruaha is in part to save the biodiversity of that area as well as to increase tourism to the region. This can best be accomplished if the area is administered and marketed by TANAPA". Ruaha, which boasts 10,000 elephants, the largest population of any East African national park, protects a vast tract of the rugged semi-arid bush country that characterizes central Tanzania. Its lifeblood is the Great Ruaha River which courses along the Eastern boundary of the park. A fine network of game-viewing roads follows the Great Ruaha and its seasonal tributaries, where, during the dry season, impala, waterbuck and other antelopes risk their life for a sip of life sustaining water. The risk is considerable with prides of 20 plus lions lording over the savannah, the cheetahs that stalk the open grassland and the leopards that lurk in tangled riverside thickets. Ruaha is also home to over 450 bird species.

The Usangu Game Reserve includes the Ihefu Wetland, the natural water reservoir for the Great Ruaha River. Other parks in the South include Mikumi, set between the Uluguru Mountains to the north and the Lumango mountains to the south-east and within a short flight from Dar es Salaam, Mikumi is teeming with wildlife and 300 species of birdlife. □Udzungwa Mountains National Park, one of the world's key biodiversity hot spots, is especially known for 10 or more species of primates, including the rare Iringa Red Colobus and the Sanje Crested Mangabey as well as the bizarre giant elephant shrew. Its constant climate has given rise to a range of flora and fauna, and sometimes called the African Galapagos. For information e-mail info@tanzaniaparks.com



ARUSHA, TANZANIA, THE WORLD'S SAFARI CAPITAL,

African Fashions and Designers Win World Acclaim

By Muguette Goufrani

Africans are painting the world in a kaleidoscope of bold, vibrant color combinations and dazzling patterns. Their rich fabrics and endless selection of turbans and other festive headgear, plus bright scarves, colorful wraps, wearable art and elegant gowns brightened our days and lit up our nights in many African destinations. In our 14 years as publishers, we've met many of the brightest stars in Africa's fashion galaxy, and welcome others to contact us.

Focus on Fashion

As I've learned, in many African societies, the choice of colors and textiles has special significance to the wearer. While I have lived and worked in several North and West African countries on behalf of airlines and tour operators, my media involvement brought the topic of African fashion into sharp focus. Our magazine's love affair with fashion started in Arusha in 1998 at the Africa Travel Association Congress, where



a Fashion Show at the Impala Hotel featured ATA members as models. We enjoyed an encore in 2008, with two similar events in Arusha, one by Hilu Bara, a well known Tanzanian fashion designer, who was very active in the Miss Arusha program. Being the Safari Capital of Tanzania and the world, Arusha's Maasai culture stands

out in many areas, namely art for display as well as the wearable kind. Thanks to Hilu and her friends we were introduced to Edward Mollell, a Maasai artist whose heritage is expressed in batik tapestries. Batik artists use etching, stencils and various tools for waxing and dyeing fabrics. They work with silk, cotton, wool, leather, paper, wood and ceramics. We fell in love with a beautiful tapestry of wildlife with Mount Kilimanjaro as a backdrop. This large batik will make a bold statement at our travel show exhibits in the USA and Canada.

Kanga-who?

African designers like to make a distinct fashion statement. To create a lasting impression and stand out from the humdrum world, you should consider kanga fabrics, available in dazzling, eye catching colors. A kanga is pure cotton, with a border wide enough to cover you comfortably. It usually features a strong, central design or theme, such as fertility signs, mountains and landmarks, Plus entertainers and sports stars. Many African ladies wear a kanga over their skirts while working in the fields in



MAKES ITS MARK IN FASHION, ART AND DESIGN

order to control the dust. A kanga makes a perfect family gift that is popular throughout Africa thanks to its multiple use as a matching or contrasting head-wrap. Kanga is derived from a Swahili proverb that includes a description for “guinea fowl.” Why? Because the original kanga were brightly colored Portuguese handkerchiefs intended for gentlemen traders and officials. These cloths were then sewn together by Africans to create a piece large enough to be worn from head to toe. They are called kangas because their brightness reminded Africans of guinea fowl. As village folks say, “kanga nenda na urembo, shani urembo na shani”-“the kanga struts in style. Kanga cloth is a lightweight loose weave fabric that is versatile and easy to care for.

What's a Kikoi?

The kikoi, woven from the finest cotton grown in the region, is a rectangle of pure cotton, with a work of art inspired by the vibrant colors of East African Swahili Coast. The traditional way of wearing a kikoi is simply wrapping it around the lower part of your body and tucking it in at the waist. Inspired by a multitude of colors and shapes,

kikoi are woven in thousands of different ways. For more details, visit our website : www.africa-ata.org/fashion1.htm or e-mail africa@dowco.com

Photos: Clockwise from top left. (1) Nick Gosling of Travel Talk Radio (left) and friends at Gala Fashion Show. (2) Fashion designer Hilu Bara at Miss Arusha Contest. (3) Hilu in her booth at the Karibu Fair. (4) Shanga exhibit at Arusha International Conference Center trade show during the ATA 33rd Congress and Leon H. Sullivan Summit in Arusha (5) Trio at Fashion Show during ATA gala dinner. Maria Mmari, Ministry of Tourism, Marketing Director

(middle), Djibouti tour operator Ali (right). (6) Owner of Motherland Creations directing her staff. (7) Batik tapestry of Maasai village scene. (8) Mr. and Mrs. Mollel showing batik of wildlife near Kilimanjaro. Below: (1) the Mollels in Maasai robes. (2) Maasai women's exhibit.

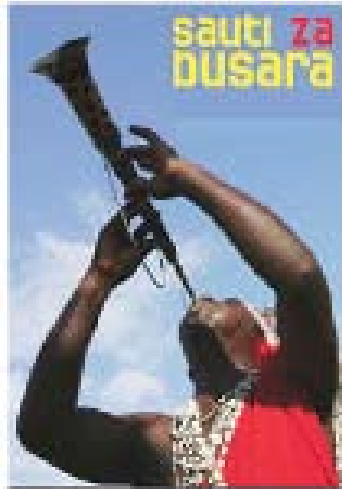




ZANZIBAR SWINGS YEAR ROUND, WITH ITS ART, FESTIVALS,

Quick now! What are the facts about Zanzibar?

- Zanzibar is popularly known as the “spice islands.”
 - Zanzibar is located about 30 K off the coast of mainland Tanzania in the Indian Ocean.
 - Zanzibar is actually an archipelago with the two main Islands of Zanzibar (also known as Unguja, the larger one) and Pemba (the smaller of the two).
 - Zanzibar was incorporated into the United Republic of Tanzania in 1964.
 - Zanzibar, which in 1992 had only 723,300 people, does have its own democratically elected president and government that run the internal affairs of the Islands.
 - Zanzibar’s Serena Inn on the Stone Town waterfront is a splendid example of the careful preservation of historic buildings. This project undertaken by the Aga Kahn Fund for Economic Development, owner and manager of the Serena Hotels, involved the restoration and rehabilitation of two historic buildings , the Old Extelcoms Building and the Chinese Doctors’ Residence.
 - Zanzibar has the largest number of carved doors in East Africa.
 - Zanzibar’s Stone Town has 50 mosques and four Hindu temples.
- The House of Wonders is one of the first buildings in East Africa to have electricity and Stone Town’s oldest existing building. In 1987, the Stone Town Conservation Authority was created to provide strict guidelines for architectural design and materials used in all renovations of public and privately owned buildings.



- Zanzibar is the world’s oldest functioning Swahili city.
- Zanzibar has seen an influx from the British, Dutch, Portuguese, Egyptian, Phoenicians, Assyrians, Indians, Chinese, Persians, Arabs and Sumerians at various times in its history.
- Zanzibar offers

the visitor a variety of pristine beaches and stunning coral reefs.

- Zanzibar’s Muslim worshippers, during daylight hours of Ramadan lunar month, may not eat, drink, smoke or have sex. Exempt only are the sick, young children and travelers .

The earliest visitation to Zanzibar was in the 8th century, when the Arab traders arrived.

- Zanzibar’s oldest remaining building is the 11th century mosque at Kizimkazi .

The name Swahili comes from the Arab word sawahil which means ‘coast’.

- Zanzibar named Best Island Destination in Africa and Middle East
- Zanzibar, the “spice islands” of the Indian Ocean, and part of Tanzania, was named by the Travel+Leisure Magazine’s readers as the highest-ranking Island in Africa and the Middle East in the World’s Best Awards Readers’ Poll. H. E. Andrew M. Daraja, The United Republic of Tanzania’s Ambassador to the USA, accepted the award on behalf of Hon. Mohammed About Mohammed, Zan-

zibar’s Minister of Trade, Industry, Marketing and Tourism at a festive luncheon at Per Se, Time Warner Center, New York City. In accepting the Award on behalf of Zanzibar, H.E. Daraja noted that “Zanzibar lures the American traveler, not just because the name itself conjures up a mystical and romantic image, but also because it is known as a peaceful, stable and hospitable island, just like mainland Tanzania.

Festivals Zanzibari Style

“Zanzibar,” the name itself conjures up a mystical and romantic image, consists of Unguja (known as Zanzibar Island), Pemba and some 50 smaller surrounding island and islets. Already popular for its beaches, water sports, scuba diving (using environmentally-friendly equipment), underwater photography, reef watching, dolphin watching and snorkeling, Zanzibar is now focusing on promoting its many year-round festivals showcasing the diverse cultures and history of Tanzania’s Swahili coastal islands.

“What makes Zanzibar’s festivals unique and popular with visitors is that they are for the local population as well as for the tourists,” says Mohammed Vuai, Executive Secretary of the Zanzibar Tourism Commission. “There are events and activities that take place in the local communities throughout the islands.”

Swahili Music & Culture

For many years, our editors and colleagues in the Africa Travel Association have been impressed by the Busara Swahili Music Festival in Stone town. So, to answer your question in advance - who is Busara? For the record, Busara Promotions, organizers of the festival, is a non-governmental, non-political, non-profit cultural organization



CULTURAL TREASURES, SPICES AND SWAHILI HOSPITALITY

based in Zanzibar. The above photos illustrate the quality of presentation at its popular events.

Mission and Vision

Established in 2003, the company's mission is as follows: "To promote and develop opportunities for local and international music and performing artists within the East African region, work to strengthen the local arts infrastructure and



build networks internationally, for the social, cultural and economic growth of Africa and the dhow region" Busara's vision is for Zanzibar to become internationally recognized and valued as a cultural epicentre for Africa and the Indian Ocean region. This is in the context of a broader cross-regional network which links festivals, venues and promoters, performing artists, music institutions and related organizations around Africa, the Indian Ocean and beyond. Busara Promotions' main event is the Sauti za Busara Swahili Music Festival, held annually in Stone Town, Zanzibar each February.

Swahili Encounters

Another of Busara's principal activities is the Swahili Encounters project. The mission of Swahili Encounters is "to encourage audiences to celebrate pluralism of cultural and religious diversity; to promote and develop opportunities for musicians and performing artists along the Swahili coast and islands to connect, learn and perform together; and to develop regional artistic cooperation, for the social, cultural and economic growth of East Africa and the Swahili region"

ATA Zanzibar Action Plan

Sustainable and Responsible - better known as "Eco" tourism, has become a key facet of the world's travel tourism industry. Among the first to recognize its enormous potential was the Africa Travel Association, which launched a series of Ecotourism Symposia, making its debut in Dakar,

Senegal (1992). Interest and awareness grew at each succeeding event, until ATA's Responsible Tourism Committee, chaired by David Gibson and Loris Crawford, produced the 10-point Fés Declaration for Responsible Travel. Sherman Perkins was a key member of the Committee. The declaration stated: "Since the pioneering initiatives of the Casablanca Ecotourism Manifesto of 1990 and the Responsible Traveler Guidelines (Nairobi, 1995), the African Travel Association has demonstrated a commitment to the global awareness of specific Cultural Heritage and Ecotourism needs. This declaration guarantees the continuity of that commitment, as a result of the significant discussions conducted during the Sixth Cultural Heritage and Eco-Tourism conference of the African Travel Association, hosted in Fés, Morocco, December 8-13, 2002, the following statements were agreed to by the delegates as recommendations for serious action trajectories to be taken by the broader tourism industry in regard to Cultural

Heritage and Ecotourism directions."

The Plan In Brief

(Implementing the Fés Declaration) ATA's Seventh Cultural and Ecotourism Symposium in Zanzibar included representation from ten African country governments, four major airlines, and over 100 ATA members from North America and Africa. At the December 2003 event, Mr. Gibson (left) gave a keynote presentation on the "Driving Forces of Responsible Tourism."

