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CHUMBE ISLAND CORAL PARK TOPS ISLANDS MAGAZINE “BLUE LIST”

100 “WAYS TO GO AUTHENTIC”

The award-winning Chumbe Island Coral Park, located off the coast of mainland Tanzania and its spice islands of Zanzibar, received its latest accolade via Islands Magazine. Chumbe Island Coral Park was 2nd on the magazine’s first Blue List of 100 eco-conscious islands that will “ensure environmentally and culturally sound” natural beauty “for future generations.” The first-ever Blue List issue of Islands, highlighting “100 Ways to Go Authentic” and singling out the most “offbeat, eco-conscious travel adventures” in the world appeared in the December 2007 issue.

Chumbe Island Coral Park is a unique privately managed nature reserve developed and managed by the Chumbe Island Coral Park Ltd. (CHICOP). It is a rare example of a still pristine coral island ecosystem in an otherwise heavily overfished and over-exploited area. The reserve includes a reef sanctuary, and a forest reserve. Approximately 90% of Chumbe Island is covered by one of the last remaining pristine ‘coral rag’ forests in Zanzibar.

This private, not-for-profit marine reserve, “was one of the first of its kind,” says Helen Peeks, Chumbe Island Project Manager. In 1994, it became Tanzania’s first marine park, and it has since been registered as a UN recognized Protected Area. “The diverse eco-system here is a perfect example of sustainable conservation and tourism in action together,” Ms. Peeks comments. There are only 14 guests per night on the Island. The rest of the tiny population consists of guides and other staff, Park Rangers, and occasional researchers, and local school children on daylong nature trips. The 14 guests stay in one of seven eco-bungalows designed to provide both privacy and a sense of freedom of living in the open. All overlook the sea, a 30 second stroll away from the warm tropical ocean. Dining takes place under a huge palm thatched roof stretching over the ruins of the historical, 100-year-old converted lighthouse keeper’s home with sweeping views across the ocean. An historic, elegant mosque, still in use, stands next door. Diners on the Island are a celebrated mixture of Zanzibarian, Arabic, Indian and African tastes and satisfy both vegetarians and non-vegetarians.

During the day, guests may discover the extraordinarily diverse plants, birds and animals on Chumbe Island’s magnificent nature trails, or snorkel close to the 400 species of fish in the shallow coral reef. (Due to the shallowness of the reef, the fish are virtually by one’s side.) Scuba trips nearby can be easily arranged, and exploring Zanzibar’s main city Stone Town, a UNESCO World Heritage Site, is another option.

Truly an authentic and rare eco-travel experience, a stay at Chumbe Island is only 165 \$ per person per night in low season and 220 \$ per person per night in high season. Access is by once a day boat from a location near Stone Town, and guests may arrange to be picked up at the airport or other locations for transport to the boat.

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AS TANZANIA TOURISM BOOMS, SO DOES THE NUMBER OF

A DECADE OF PROGRESS

By Karen B. Hoffman



As Tanzania tourism booms, and officially becomes the #1 Economic Sector for the Country, it should come as no surprise that the number of women playing a dynamic role in

their country's amazing progress has also grown dramatically. In the past decade the door has been wide open with opportunities for women to excel as professionals in Tanzania's rapidly expanding travel industry.

And it all starts from the top. In May, 1998, as Tanzania hosted its first ATA Conference, it was a woman Minister of Natural Resources and Tourism (MNRT), Hon. Zakia Hamdani Meghji, who was at the helm. She was only the second woman to hold that post (the first was Hon. Gertrude Mongella 1985-88). Hon. Meghji, the longest serving Tourism Minister to date, was elected President of ATA's International Board of Directors in 2001 and led the organization until 2004.

Now, a decade later, Tanzania's second ATA conference will also be hosted by yet another dynamic lady, the Hon. Shamsa S. Mwangunga, who was appointed as Minister of Natural Resources & Tourism in February, 2008. But this time, the Minister

will also have a strong female team to support her, including the Ministry's second woman Permanent Secretary, Blandina S. J. Nyoni (the first was Rose Lugembe in 1996-98) and the second woman Director of Tourism, Maria Mmari (the first was the late Madina Muro, 1987-92). Zanzibar's tourism industry is also led by a woman, the Hon. Sameer Suluhu Hassan, Minister for Tourism, Trade and Investment.

This year, 2008, Ms. Nyoni, announced that there were a record number of appointments of women by H.E. President Jakaya Mrisho Kikwete, to fill leadership positions in the Ministry of Natural Resources and Tourism. In the Tourism Division, this included Maria Mmari, Promoted to Director of Tourism; and Miriam Zacharia and Nebo M.J. Mwina, Assistant Directors in the Wildlife Department which plays a major role in conservation in a country that protects more than 25% of its land.

Accomplished women can now be found in all sectors of the travel industry. In Tanzania National Parks (TANAPA), there are a growing number of National Park Chief Wardens who are women, including two ladies Elizabeth Loibook, Chief Park Warden and Manager of Tourism Services, and Anna Grace Kyoma, Chief Warden for the TANAPA Outreach Program, which ensures that the local communities around the Parks also derive a financial and social benefit from Tourism. In fact, in TANAPA's new group of Park Rangers, 13 out of 50

of the recruits are women, quite a sizeable increase from only 8 female Park Rangers. The Ngorongoro Conservation Area Authority also has female ranger/guides as well as several women game wardens. Veronica Ufunguo, whom I wrote about in 2003 as one of the rising stars of Tanzania Tourism, is now Head of the Marketing Section. In the private sector, Saada Juma, is British Airways first woman manager in Tanzania. There are now even lady pilots for some of the domestic



airlines. At trade shows, or tourism events for Tanzania, one cannot help but notice how many Tanzanian-owned tour companies have women presidents and managing directors. The Hospitality Industry also reflects the increasing number of managerial roles filled by women, thanks in part to the access to training through the National College of Tourism, led by a woman, Agnes R. Mziray, and the Arusha Hotel Training Institute, also headed by a woman, Flora Hakika.

These talented women, together with their male colleagues, portray the professionalism and creativity that has boosted tourism to become the number one industry in Tanzania.

Photos at top of page: Hon. Hon. Shamsa S. Mwangunga, Minister of Natural Resources and Tourism (left) and Blandina S. J. Nyoni Permanent Secretary (right).

The following is only a partial list of women in key leadership roles in Tanzania's Ministry of Natural Resources & Tourism, its Wildlife Department, Tanzania National Parks and Ngorongoro Conservation Area Authority. We apologize to the many women who are not mentioned because we did not have their names in time for the publishing deadline. However, we will gladly recognize them and expand this list for the story with photos for the Africa Travel Magazine web site (www.africatravellassociation.org) Starting from the top leadership in Tanzania's Ministry of Natural Resources & Tourism (MNRT), the Hon. Shamsa S. Mwangunga, Minister for Natural Resources & Tourism and Blandina S. J. Nyoni, Permanent Secretary. Also in MNRT, Editha Beda, Ag. Director of Administration & Personnel, Maria Mmari, Director of Tourism, Uzeeli Kiangi, Assistant Director, Tourism Division and Doroth Massawe, Head of Tourism Division, Arusha, Sub-Office. From the Wildlife Division, Miriam Zacharia, Assistant Director and Nebo M. J. Mwina, Assistant Director. From the Tanzania Tourist Board, Serena Shao, Tourism Services Manager and Severa Massawe, Legal Advisor and Judy Gumbo, Managing Director's Office. From Tanzania National Parks, TANAPA, Elizabeth Loibook, Manager Tourism Service, Anna Grace Kyoma, Chief Warden, Out-Reach Program, Steria Ndaga, Chief Park Warden, Rubondo Island National Park, Marietha Kibasa, Chief Park Warden Tarangire National Park, Noelia Myonga, Chief Park Warden, Gombe National Park, Haika Bayoma, Chief Park Warden Sadaane National Park. From Ngorongoro Conservation Area Authority (NCAA), Veronica Ufunguo, Head of Marketing Section. Also, Agnes R. Mziray, Chief Executive, National College of Tourism and Flora Hakika, Principal Arusha Hotel Training Institute.

WOMEN IN THE INDUSTRY



Hon. Sameer S. Hassan



Hon. Halima Mamuya



Maria Mmari



Serena Shao



Severa Massawe



Fatima Tapy



Miriam Zacharia



Saada Juma



Judy Gumbo



Elizabeth Loibooke



Simalika



Rose Abdullah



Lydiah Makubo



Mary Lwoga



Maria Mmari(left) with Tanapa park wardens at Lake Manyara national park,

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THE EVENTS



MEET THE BEST OF AFRICA AT ADVENTURES IN

Washington State Convention Center

From September 13 to 14, 2008, this impressive complex in the heart of downtown Seattle will be the site of Adventures in Travel Expo. That's where we will launch Africa Travel Magazine's "Best of Africa" world edition. Supported by the Seattle Times, the Adventures in Travel Expo targets one of America's largest, most affluent markets, which is famous as the home of industry

giants Boeing Aircraft Company and Microsoft. The Seattle - Tacoma area is America's gateway to Asia Pacific markets, Alaska and Western Canada. We expect more and more North American travelers to consider the Pacific route to Africa, with connections in China and Japan when planning future trips.

Trade and Consumer

Adventures in Travel Expo's first morning is usually dedicated to travel industry professionals and trade contacts, while the core of the event will be open to the general public. This gives consumers from the area an opportunity to experience, book and to explore what is hot, what is interesting and what is unique in active, adventure and experiential travel. "Seattle represents a market that research shows will be very receptive to our show - an exciting

arena filled with a wealth of interactive exhibits from around the globe. We look forward to experiencing the same success as we have in other markets," said John Golicz, CEO Unicomm LLC.

Powerful media support

Part of this success can be attributed to the quality of media partners that the company has assembled over the years, such as the Los Angeles Times, New York Post, Chicago Tribune, and National Geographic. Unicomm is an independent business-to-business communications company specializing in originating and managing world-class trade shows and conferences. Located in Milford, Connecticut, Unicomm is led by a seasoned management team possessing over 50 years of events industry experience and an impressive track record of dozens of successful show launches and hundreds of event



ADVENTURES IN TRAVELEXPO CONTINUES IN 2009 WITH SHOWS ACROSS THE USA - INCLUDING



TRAVEL EXPO, SEATTLE, SEPTEMBER 13-14

productions.

Contact: Andrea Hutchinson
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Photos from Africa:

(1) Elephant from Adventures in Travel website. (2) Scuba diver meets a Whale Shark near Djibouti. (3) Fantasia in Northern Cameroon. (4-5) Scenes from Tanzania's Swahili Coast. (6) Herd of zebras at the Ngorongoro Crater near Arusha, Tanzania. (7) Drill Ranch at Calabar, Nigeria. (8) Lions at Queen Elizabeth Park, Uganda. (9) Maasai ladies welcome visiting delegates to their village on the Massai Mara, Kenya. (10) Stone Town, Zanzibar. (11) Snows of Mount Kili-



manjaro. (12) Elephant at Ngorongoro Crater. (13) Octopus drying in the sun, Zanzibar. (14) Crater lake at Ngorongoro. (15) View the spectacular annual migration of wildlife herds from the comfort of a balloon when you visit the Serengeti. (16) Zebras running, Northern Tanzania.

SEATTLE TO HOST LUCY'S LEGACY -- THE HIDDEN TREASURES OF ETHIOPIA, STARTING OCT. 4, 2008

During Houston's "Out of Africa" Celebration we visited the Museum of Science which featured a young Ethiopian woman whose 3.2 million-year old fossilized remains make her one of our oldest relatives. "Lucy's Legacy - The Hidden Treasures of Ethiopia" runs through to March 8, 2009 at Seattle's Pacific Science Center. For more details contact us at Africa Travel Magazine's exhibit at the Adventures in Travel Expo in Seattle, Washington, or visit www.africa-ata.org

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THE EVENTS



KARIBU FAIR IN ARUSHA, TANZANIA IS EAST AFRICA'S

by Jerry W. Bird

While East Africa's popular Karibu Fair celebrates its 10th Anniversary June 4-7, 2009, the most recent version could not have been held at a more opportune time - on the heels of two major events that brought the world to Arusha. We arrived on the scene in mid May to cover the Africa Travel Association's 33rd World Congress, with its focus on Marketing Africa Tourism

Karibu means Welcome

Following the ATA Congress and Leon H. Sullivan Summit, we scored a "triple whammy," by covering the Karibu Fair for three exciting days. Karibu is Swahili for "welcome" and the Karibu Fair has become a powerful magnet of travel, trade and tourism, attracting visitors from near and far. Among the several hundred exhibitors are entries from the entire East Africa

region, plus Southern Africa and Europe, almost all of whom are connected to the safari industry. The fair operates in close association with our friends at the Tanzania Tourist Board and the Tanzania Association of Tour Operators. Having completed its ninth successful show, Karibu is one of only two such events held in Africa, the other being Indaba in Durban, South Africa. Now recognized as the major travel trade event in all of East Africa, Karibu has expanded from a local show to regional status, with ample room to grow, once media like ours spread the good word.

Fly-In or Drive to Karibu

The travel agents and tour operators we met or were reacquainted with during our stay,

feel very much at home during the Karibu weekend. They can network and conduct business and in an ideal atmosphere, away

from the hustle, bustle and gridlock of city traffic. Another contributing factor we like about the Karibu Fair is its location at the Arusha Airport. Being active in publishing Air Highways Magazine and staging Air and Marine Travel Shows in Canada since the early 90s, it was a joy to watch a variety of small craft coming and going overhead adding spice to the action. On hand were several

familiar names and faces from our visit to Arusha in 1998, including Bobby's Tours of Arusha. Bobby not only drove us to the event, we joined him for lunch at Pepsis with two Russian tour operators who specialize in safaris. Our ATA colleagues





SHOWCASE OF TRAVEL, TOURISM AND HOSPITALITY

Peter Mwenguo, CEO and Amant Macha, Marketing Director of the Tanzania Tourism Board made sure we were introduced to the right people. The Zanzibar Association of Tourism Investors (ZATI) gave us a fond Karibu farewell by inviting us to a hospitality hour in their large Zanzibar section.

Solid Foundation

Based on the theme “Get Connected,” the Karibu Fair’s goals are as follows: Raise the show’s regional profile by promoting East African tourism to the global marketplace; Produce the premiere travel and tourism trade fair in East Africa; Bring all key industry stakeholders in East Africa together in one place, at one time; Create opportunities for international visitors and overseas tour agents to meet and network with members of the East African tourism industry; Bring new destinations, facilities

and products to the attention of overseas tour agents; Facilitate opportunities for overseas tour agents to visit the national parks and properties; Generate direct spending in the local economy, including hotels, restaurants, transportation and parks; Create employment, directly and indirectly, by assisting development of small and medium enterprises; Build alliances with neighboring East African countries and key tourism stakeholders, through combined efforts to promote regional tourism.

What’s Next for Karibu?

Karibu Fair provides a venue for local and regional tourism products and services. You will not experience it all in a few short hours - the exhibits and the warm welcome in the booths brings you back for more. We spent most of an entire day on our first visit - and returned for an encore. Among the exhibitors are tourist boards, camp-

ing and safari companies, tour operators, air and land transport providers, mountain climbing outfitters, ecotourism companies, wildlife lodges, hotels, camping and equipment manufacturers. We found this event’s structure and scope similar to the “Adventures in Travel Expo” series in the USA and invited several exhibitors to join us in Seattle, Washington September 13-14, 2008. We at Africa Travel Magazine are impressed with the Karibu Fair and will give it global coverage through our award winning website and our magazine, which is distributed in North America, Africa and around the world.

For more information, visit www.africa-ata.org/bulletins.htm or visit the Karibu Fair website - www.karibufair.com





ATA 33RD CONGRESS BRINGS THE WORLD TO TANZANIA,

by Jerry W. Bird

The World's Safari Capital, Arusha, Tanzania, has undergone an amazing transformation since the city hosted the ATA 23rd ATA Congress in 1998. Some writers call Arusha the "Geneva of Africa," thanks to its record of success in attracting international events. To get a complete handle on this magical change of fortune, our editorial team spent an extra 3 weeks, getting to know the community by participating in several Rotary functions, the Miss Arusha Contest, Leon H. Sullivan Summit and East Africa's Karibu Fair. We expect to return this winter for the Travelers Philanthropy Conference.

ATA Shines in Tanzania

The Africa Travel Association's 33rd International Congress was a resounding success, for which we congratulate the Tanzania Tourist Board, Ministry of Natural Resources and Tourism, plus an enthusiastic group of volunteers. Who attended? Over 300 tourism industry experts including tourism ministers and boards, hotel and airline executives, travel agents, tour operators, international and local business. They came from Angola, Belgium, Benin, Bermuda, Cameroon, Canada, Central African Republic, Chad, China, Congo, Ethiopia, Ghana, Kenya, Madagascar, Malawi, Malta, Nigeria, Rwanda, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Uganda, the USA, Zambia and Zimbabwe.

Outside the Arusha International Confer-

ence Centre, we visited one of the best ATA Trade Shows in our 14 years with the Association. The African fashions and fabrics were outstanding and Africa's active tourism industry was well represented. We returned to the trade show often to purchase crafts, clothing and wearable art.

Africa's Competitive Edge

Inside the spacious conference centre a varied program kept the delegates in their seats, with topics such as "A Decade of Progress: Showcasing Tanzania," "Africa's Competitive Edge," "Tourism as an Investment Tool," "Packaging Africa," "Africa's Accommodations," and much more. Marking the importance of this event on the national scene, proceedings were opened by Tanzania's President H.E. Jakaya Kikwete, and closed by Zanzibar President Hon. Amani Abeid Karume.

Land of Many Contrasts

President Kikwete called Tanzania a land of many contrasts, pride of African heritage, rich and diverse natural and cultural resources. He stated that close to 25 percent of the land has been set aside for conservation of wildlife and forests. This vast area includes the Serengeti National Park, where the annual migration of wildebeest draws visitors from near and far. Picturesque Mt Kilimanjaro, the Roof of Africa, is the only permanently snow capped peak in the tropics and is the highest mountain on the continent. On Arusha's doorstep is the

Ngorongoro Crater, world's largest intact caldera forming a natural enclosure for a wide variety of wildlife. With the Olduvai Gorge, and the 3.6 million year-old-human foot prints at Laetoli, all adjacent to it, the Ngorongoro Conservation Area is indeed the Cradle of Mankind and the crater is the Eighth Wonder of the World. President Kikwete mentioned the spice island of Zanzibar, the ultimate paradise in the Indian Ocean, with clear waters, unspoiled beaches, and historical heritage. Throughout Tanzania, there are game reserves, archaeological, historical and cultural sites, plus unexplored pristine southern and western parks, each offering an uncompromising and unique experience."

Job Creation Through Tourism

President Kikwete said that tourism has provided more than 250,000 jobs, and according to the Ministry of Natural Resources and Tourism, the need for more employment in the area is so huge that out of 4325 jobs the ministry advertised only 225 had been filled. He said, "The number and size of protected areas have expanded, and their ecological values are still intact. Tourism and tourism related investments are also growing steadily and



LAND OF KILIMANJARO, ZANZIBAR AND THE SERENGETI

the opportunity for further growth is still available. These improvements have been made possible by our sound political and economic policies as well as programs and plans that are specifically tailored to engender fundamental transformation and modernization of the tourism sector in Tanzania through harnessing existing potentials sustainably.”

New ATA President

Among the many high profile persons was Hon. Shamsa Selengia Mwangunga, Tanzania’s Minister for Natural Resources and Tourism and ATA President. The Minister referred to Arusha as “gateway to the world’s finest wildlife areas.” To expand on this statement, she said, “Trends indicate that tourists are searching for destinations with unspoiled natural tourist attractions, rich cultures and adventures. These trends, coupled with the friendly and warm hospitality make Africa the most ideal destination for this millennium. This year’s theme of Bringing the World to Africa and Africa to the World has come at the right time. During your stay in Arusha you will have an opportunity to visit some of our spectacular tourist attractions, including the visit to Ngorongoro Crater. When you arrive back home you will be our good ambassadors to your countries.”

Partners in Tourism

ATA Executive Director Edward J. Berg-



man emphasized the close ties between the ATA and Tanzania - a partnership that has gained momentum since the Association’s first visit in 1998. Bergman paid tribute to the tremendous effort by Tanzanians, stating that travel and tourism to Tanzania is booming. He noted that in recent years, Africa has become the leading region in terms of growth in international tourist arrivals, averaging seven percent growth annually since 2000. He expects Africa’s position to continue in the same direction due to improving infrastructures, advances in technology and communications, a growing private sector, more direct long-haul flights, and an expanding choice of tour and travel experiences..

“Bringing the World to Africa and Africa to the World”

Those of us who were at the Arusha International Conference Centre in May, 1998, when Tanzania hosted its first Africa Travel Association World Congress, were in for a pleasant surprise. In one decade, Arusha has grown from a quiet village to a vibrant, booming city with a growing list of amenities. At the same time, Tanzania’s Tourism sector has forged ahead by leaps and bounds, setting an example for all of Africa - and earning a favorable spot at the top of the economic ladder - as the country’s number one employer and money

earner. Revenue from tourism is expected to top one billion dollars (U.S.) by year end, replacing agriculture as Tanzania’s leading economic contributor.

What’s equally astounding is the fact that the United States has gained international recognition as the leading single source of tourism trade to this fascinating country.

Icing on the cake

During two gala evenings, delegates enjoyed fashion shows by Arusha designer Hilu Bara (above right) and Chief Margaret Bola Fabiyi of Nigeria. Host Country Day included a visit to Ngorongoro Crater, while the Media Post Tour featured a visit to Arusha National Park. Both attractions are an easy drive from Arusha, an important reason for its popularity as Safari Capital. Hats off to Wayne Keefer and the East African All Suites Hotel staff, who made us feel so completely at home for over three weeks. With such a spectacular setting, framed by a mountain backdrop, little wonder Tanzania was selected to host the ATA 33rd Annual Interenational Congress. The event was a world-class affair with delegates and guests from over 40 countries participating in a wide range of activities.

Photos on this page by Muguette Goufrani, Dean Mac Kasasa and Nick Gosling. For more information visit: www.africa-ata.org/tanzania.htm

THE EVENTS



ARUSHA HOSTS THE LEON H. SULLIVAN SUMMIT, MAKING

Following the ATA 33rd World Congress in Arusha, the city was buzzing with talk about the Leon H. Sullivan Summit, one of the largest gatherings of high profile leaders ever held in Tanzania. We saw a grand array of presidents, ministers and dignitaries from Africa and the Diaspora, plus key figures from the USA. Staying at the East African All Suites Hotel, we met Ambassador Andrew Young, a close friend of Martin Luther King, as well as Rev. Jesse Jackson, Hope Masters (daughter of Leon H. Sullivan) and her husband Carl. All four were prominent at the Summit, being its main organizers and speakers. We also spent some quality time with the Tourism Ministers of Namibia and Zambia, among others.

The Summit lived up to its generous advance billing in the local media, and we valued every minute of each session we attended at the Arusha International Convention Center,

Photo of Mr. Young (above right) with Manager Wayne Keefer and East African Hotel staff.

The Geneva of Africa

Tanzania's President, H.E. Jakaya Kikwete opened the event with an uplifting message. "In 2000, when visiting Arusha, President Bill Clinton christened this city the *Geneva of Africa*. I hope you already understand why. I thank the African Heads of State and Government and their representatives for accepting our invitation. I also thank all our guests from the United States, the Caribbean, Africa and elsewhere on this globe for honoring us with your visit. I would like to make very special mention of Secretary Kempthorne, the U.S. Secretary of the Interior for joining us. The fact you are here representing President Bush is highly appreciated. It is very reassuring indeed.

What President Bush has done for Africa has surpassed any other US President.

For Tanzanians, to receive so many people from the United States of America just four months after a colorful visit to our country by His Excellency George Bush. Our relationship has never ever been so



good."

Well Earned Praise

The President spoke highly of summit leaders including Ambassador Andrew Young. "You are the philosopher behind this whole enterprise. You are the one who made it all happen. You have been the inspiration and the moral authority that

kept everybody together. Last but not least I would like to thank the Tanzania national preparatory committee, and other subcommittees, for doing a sterling job. Mr. Philemon Luhanjo, the Chief Secretary, who chaired the committee, played a pivotal role. We thank you, as we do to Ambassador Patrick Mombo, the Permanent Secretary in the ministry of Foreign Affairs and staff in the ministry for a job very well done.

I was very happy to note the involvement of local companies in support of the Summit. Vodacom Tanzania Limited and CRDB Bank. Tanzania chose to give this Summit an East African character and Arusha is the headquarters of the East African Community, our regional economic



A SOLID IMPACT THROUGH INVESTMENT IN TOURISM

grouping that brings together five East African nations of Burundi, Kenya, Rwanda, Uganda and Tanzania.”

Marketing Tanzania Tourism

The President then got down to the business of travel and tourism. “As we all know, one of the important themes of this Summit is tourism development in Africa. Arusha is the hub of our tourism. The famous snow-capped Mount Kilimanjaro, which astrides the equator, is only 50 miles (80 km) away from Arusha. Besides that, world renowned nature and wildlife reserves such as the Serengeti National Crater Conservation area are close by and can easily be accessed from Arusha. The Serengeti National Park, recently named the eighth new wonder of the world is famous for the wildebeest migration, a spectacle nothing like it on this planet. The Ngorongoro Crater is a unique caldera 30 km wide and 600 deep, formed by volcanic processes which took place about 2 millions years ago is home to thousands of wild animals on its floor. The other significance of the Ngorongoro Conservation Area is that is indeed the Cradle of Mankind. In 1959 a the Olduvai Gorge a 1.75 million years old

skull of the closest ancestor to modern man was discovered by a British - Kenya archeologist couple, Dr. Louis and Mary Leakey. Latter in 1978, Dr. Mary Leakey made another important discovery of foot prints of humans estimated to be 3.6 million years at Laetoli, in the Western arm of Olduvai Gorge some 50 km away from where the skull was found. And the ultimate paradise in the Indian Ocean, the beauty Zanzibar.”

Our Time of Challenge

He then spoke of the road ahead. “What we need to do to overcome this challenge of our time is not just to come together on an ad-hoc basis as ha happened in the past. We need to create strong institutional links and mechanisms that join Africa and the Diaspora in addressing the challenges that have affected either or both of us. We need to create a mechanism that will leverage our strengths in numbers and human capacity for shared prosperity.”

African Diaspora

The President was emphatic about a key area, so vital to this summit. “Africa is very proud of the achievements of its Diaspora in all spheres - politics,



academia, business, entertainment, sports and media. We look to the Diaspora for three kinds of support. The first is financial resources, in the form of investments and remittances. I am told

together they own some 750 billion U.S. dollars of investable financial resources. We also look to the Diaspora for human resources, in the form of transfer of skills and technology. The theme of the 8th Sullivan is Tourism and Infrastructure Development. ”

Speakers at the Summit, such as Rev. Jesse Jackson and Former Presidents Obasanjo of Nigeria and Patterson of Jamaica, (photos above) will be profiled in this magazine. For more information visit www.thesullivanfoundation.org/summit/

