

# AFRICA

## Travel Magazine



### Land Of Teranga

Senegal Hosts ATA 36th Congress

Profiles of other African Countries

Includes chapter from new book on Timbuktu





# SENEGAL SAYS "MANY HAPPY RETURNS" TO THE MOST FRIENDLY COUNTRY

By Muguet Goufrani

Before adding our personal comments, let's set the stage by having the host country speak for itself.

## I AM SENEGAL...

They call me the land of hospitality Teranga and the land of Baobab Proud host country of the Africa Travel Association 36th Annual Congress. I am bordered by the Atlantic Ocean to the West, Mauritania to the north and east, Mali to the east, and Guinea-Bissau to the south. My western boundary along the Atlantic Coast offers visitors some of Africa's most beautiful beaches especially the best quiet, secluded, hidden beaches with warm coastal waters and a tropical climate that is warm and humid year around. My country is defined by rivers. The Senegal river meanders across the northern border. The Casamance River runs along the south.

I am unique in that I encloses another nation within its borders; The Gambia is embraced by Senegal on three sides. It is a small country that follows the length of the Gambia River. My terrain

is mostly low and rolling plains dotted with baobabs trees that extends to the horizon. I also has small pockets of tropical rainforest and mangrove stands nestled in the savannah that dominates most of the landscape. Do you know that I am only few hours away from major tourist markets, five hours away from Western Europe and about seven hours away from the East Coast of the United States.



A former French colony, I became independant in 1960. As President, H.E. President Abdoulaye Wade stated concerning my promising future, "There is little doubt that the African Renaissance monument

constructed as a symbol for the African renaissance will be a world class structure attracting visitors from around the globe creating additional revenue for the country. A must-visit cultural historic site and very important aspect of Africa Diaspora Tourism, the monument is just a little taller than the Statue of Liberty will show the world that Africans are rebounding and experiencing a culture renaissance after six centuries of darkness and suppression.

## MY ETHNIC ROOTS

Many Americans know about me thanks



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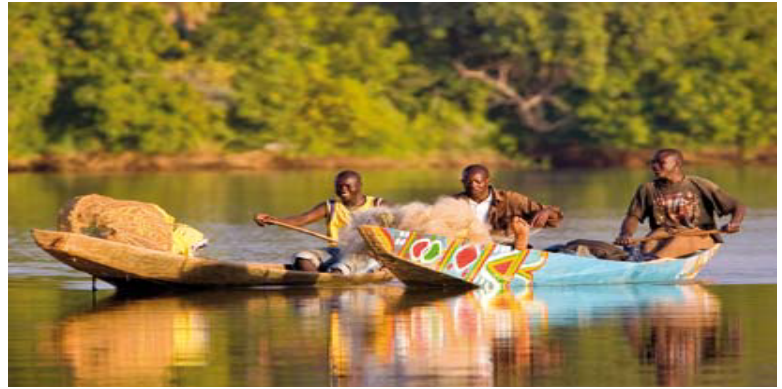
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to Alex Haley's bestseller and epic television ducudrama "Roots". My Population of about 12 million includes the Wolofs, Fulani, Serer, Lebous Pular , Toucouleur, Jola, Diolas, Mandinka, Soninkes, Bassari and Bedik, who live harmoniously in mixed communities, freely exercising their religions and cultural traditions. My people are widely recognized for their genuine friendliness and hospitality. While French is the official language, Wolof, Pulaar, Diola, Fulani & Tukolor, are spoken in towns and Mandingo in rural areas. About 90% of my population is Muslim, with a Christian minority which is well respected I do maintain interfaith peace. My capital, main port and commercial center is Dakar (2.5 million population) located south of the senegal River.

### My ECONOMY

Agricultural, industry, fishing and tourism account for 20 percent of my gross domestic product and employ 75% of my workforce. In 2000, around 500, 000 people visited me every year making tourism one of the country's key foreign exchange earners providing important jobs to with stable employment.

### GATEWAY TO SUCCESS

Manufacturing, fishing, agricultural, food processing, phosphate mining,

chemicals, oil , metal, handmade textiles, gold, silver leatherworking offer oppotunities for expansion. I am an important entry point for goods to be distributed to neighboring countries - the logical "gateway" into West Africa for the transshipment of imports and exports.

### MY RICH HERITAGE

The World Heritage Committee inscribes 24 New Sites on the World Heritage List, including the West African Senegal. New

natural sites include The Island of Goree of Senegal which present a testimony to the main periods and facets of the encounter between africans and Europeans along the Rivers, a continuum that stretched from pre-colonial and pre-slavery times to independance. Niokolo-Koba National Park Djoudj National Bird Sanctuary and Island of Saint Louis.

Visit: [http://www.senegal-tourism.com/visit\\_senegal.htm](http://www.senegal-tourism.com/visit_senegal.htm)



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## CAMEROON'S FESTIVALS ,WILDLIFE AND CULTURAL DIVERSITY



### **Cameroon is Africa in One Country**

*Clockwise- from top left: Giraffes in Waza National Park, Ngondo Festival on Wouri River-Douala, Fantasia in Northern Cameroon, Tea Plantation, Face Painting, Bamenda Castle, Trekking- Mt, Cameroon, Kapsiki Region, Lobe River Excursion, Cameroon Chief in Costume, Limbe Botanical Garden, Western Region Dances, Giant Sea Turtles at Ebojie, Lobe Waterfall, Ngondo Festival. So much to see and do.*



# We interview Hon. Baba Hamadou, Minister of Tourism, Cameroon

## **Africa Travel Magazine: Mister Minister, what are your immediate and long range goals for tourism in Cameroon?**

In the area of tourism, Cameroon is currently pursuing a double objective: seeing that this sector participates concretely and immediately in the implementation of the Head of State's policy programme for his current seven – year term of office, so as to meet the common goal of social well being. This is why my Ministry is working to significantly increase the number of international tourists visiting Cameroon. The figure is today estimated at about half a million. The immediate objective agrees with the medium- range target of endowing the sector with a sound tourism policy that will be made possible in the coming months through a Tourism Development Master Plan. This will lead to a more rational and optimal development and exploitation of our potential.

The upcoming creation of a National Tourism Board; developments now taking place in some tourist sites, notably within the framework of the STEP (Sustainable Tourism for Eliminating Poverty) Program; the imminent launching of major construction works for the investment of giant tourist complexes in Malimba-Yoyo in the Littoral and in Lobé near Kribi in the South are ample proof of a brighter future for Cameroon's tourism industry. As far as cooperation is concerned, we are going to continue with the signing of cooperation agreements in the area of tourism, notably with China.

## **What sets Cameroon apart from other destinations in Western and Central Africa? What is your competitive edge?**

The main characteristic of Cameroon's tourist products is their diversity. In fact, thanks to its central position on the African continent, Cameroon's tourism is characterized by a large variety of products. Cameroon's tourism potential is endowed with a large range of resources stemming from its landscape, and climate which give rise to flora and fauna resources among the richest in Africa.

Moreover, this country harbours almost the totality of what nature has unevenly given to other African countries. Here live more than 250 ethnic groups, with exceptionally rich

and varied cultures and folklores. It is worth noting that in a region like ours which is plagued with all sorts of crises; social peace that reigns in our country is very conducive for profitable tourism investments.

## **How highly do you rate your membership in the Africa Travel Association and its events in Africa and the USA?**

There are potential market segments in the USA that can be exploited for the development of our tourism - for example, lovers of nature, of less disturbed environment, and of genuine cultures and traditions. But, the most visible segment is of human and historic interest.

It is worth recalling that according to historians,

about 30% of black slave population that was taken from the West Coast of Africa originated from the region that stretches from Cameroon to the Niger Delta. Probability is therefore high that an important segment of African Americans hailed from Cameroonian families, as is the case with Nate Parker, who, according to recent information, will visit Cameroon where his roots are said to be found in the Tikar region.

This accounts for: Cameroon's adhesion to ATA in 1986; the organization of two annual congresses (1987 and 2004) and of one symposium on ecotourism in 2001 in Cameroon; the creation of an ATA Chapter; the creation of a National Scientific Committee on Cultural Tourism Project "The Slave Route" and more recently the representation of Cameroon Head of State H.E. Paul BIYA at the 4th Forum of African Heads of State on Tourism organized By ATA last September in New York alongside the General assembly of the United Nations. As far as ATA events in Africa and the USA are concerned, they have been witnessing for the past years both a quantitative and qualitative evolution. The project for the elaboration of a five-year plan of ATA's activities could be a good thing likely to help this organization be more at the service of its members and development of tourism in Africa.

## **What are your priorities for the improvement to the tourism infrastructures?**

To improve tourism infrastructures in Cameroon, certain number of activities has

been undertaken, notably:

- 1- On going leasing procedure of State-owned hotels. To that effect, a public international call for the manifestation of interest was launched and the deadline for submission of tender files is 24 May 2010;
- 2- Many tourist sites have been studied and are soon going to be developed within the framework of ecotourism development in Cameroon. It is the case with the EBOGO tourist site in the Centre Region and Lake AWING in the North- West Region which are STEP projects (Sustainable Tourism for Eliminating Poverty)
- 3- Improving upon the quality of service in lodging establishments through the on going campaigns on classification and re-classification.
- 4- Training and sensitization campaigns geared towards private operators through the organization of seminars on quality.

## **Cameroon Ministry of Tourism**

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**SENEGAL THE GATEWAY OF AFRICA**



La Directrice Générale  
Mamadou Moustapha Diop

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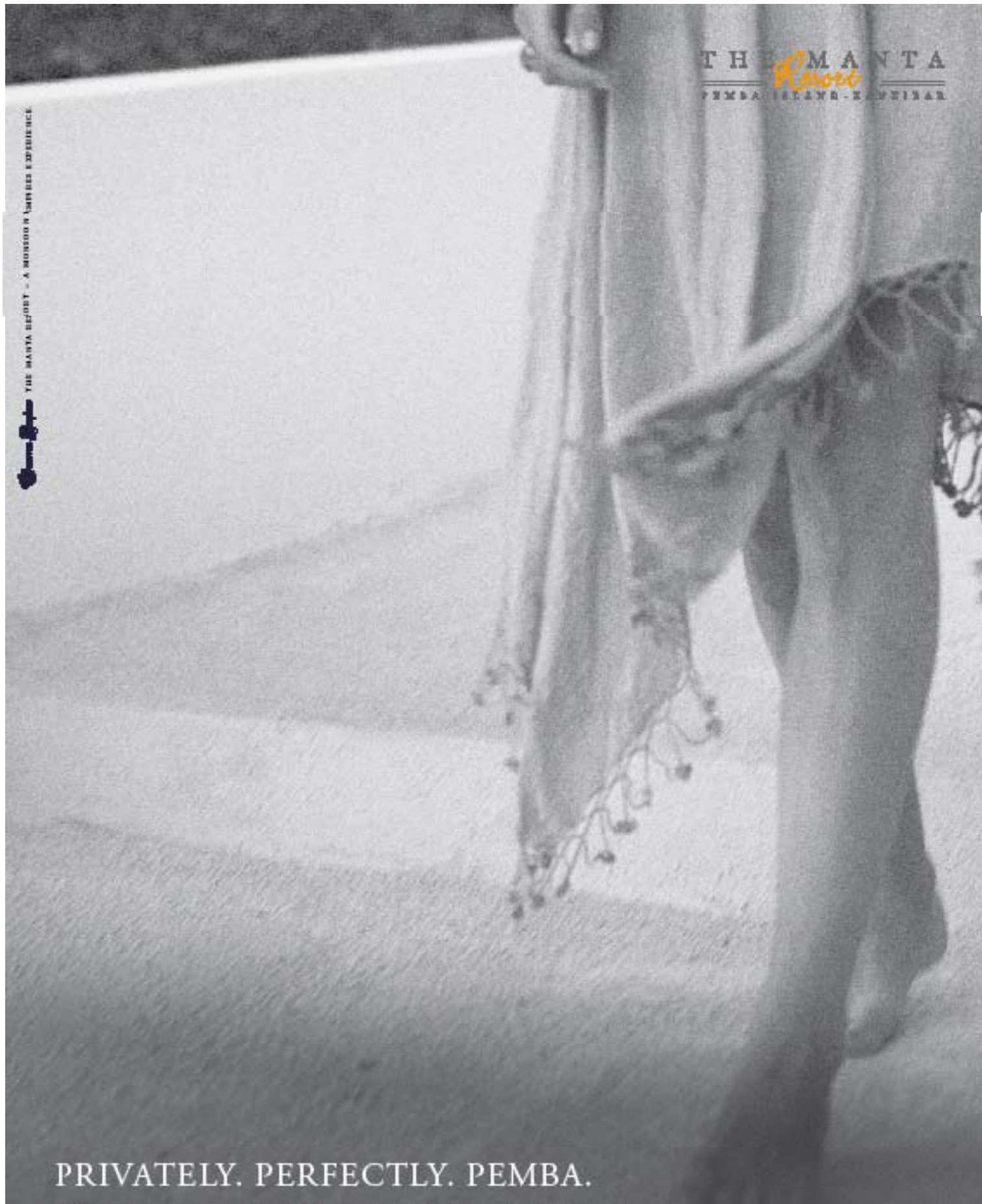
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# THE MANTA RESORT, PEMBA ISLAND,

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and a makuti-thatched veranda – all with views overlooking the Pemba channel.

- The sea side Kipepeo Spa offers all customers soothing massage treatments that have become an expected service in boutique lodges.
- A watersports centre, a swimming pool, and a

beach lounge will form the hub of the clients' social life during the day.

- Dining facilities have been increased, as well as the main bar and lounge relaxing area, overlooking the amazing views of the Pemba channel. The Manta Resort has the potential to become

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# Tanzania promotes Treasures of the North, Gems of the South and West

Hon. Ezekiel Maige, Minister of Natural Resources and Tourism

Dear Travel Agents, In this special ATA Congress edition of Africa Travel Magazine, we want to take this opportunity to introduce you to a part of Tanzania few people know about, the Gems of the South – Ruaha National Park, the Selous Game Reserve, Pangani, Tanga and Songea. Even if you have not yet been to Tanzania, most of you are familiar with some of our famous icons and World Heritage sites, Kilimanjaro, the tallest mountain in Africa, Serengeti National Park, famous for the great wildebeests migration, as well as the Ngorongoro Crater, which is often called the 8<sup>th</sup> Wonder of the World. But in the south, with fewer tourists, the experience is different, some say even more authentic. Ruaha National Park is now the largest park in East Africa and the second largest national park in all of Africa. The Selous Game Reserve is the largest in the world. Now, as the air connections between North and South expand with Coastal Aviation offering scheduled flights between the Serengeti and Ruaha National Parks starting June 2010, and as the choice of accommodation increase in the South, your clients can have a diversified safari experience all in one destination – Tanzania. Let us also not forget the opportunities for total relaxation on the miles of white sandy beaches along the Indian Ocean. Marine parks, water sports and world class diving sites are found off the shores of mainland Tanzania, its coastal islands like Mafia, as well as on the exotic spice islands of Zanzibar. The most frequently heard comment from first time visitors to Tanzania is “I came for the wildlife, but took home the memories of the warm hospitality of the people.” Tanzania’s Cultural Tourism Program, Visit the People, which currently comprises 26 villages in the North, offers visitors a rare opportunity to meet the local people and participate in a diverse range of daily activities such as cooking, fishing and making handicrafts. We look forward

to saying Karibuni Tanzania (welcome to Tanzania) to you and your clients.

## **TREASURES OF THE NORTH, GEMS OF THE SOUTH**

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 15 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by USA Today and Good Morning America; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind; the Selous, the world’s largest game reserve; Ruaha, now the second largest National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

## **TREASURES OF THE NORTH**

Tanzania is most famous for the icons of what is known as the Northern Circuit. Arusha, the Safari capital of Tanzania, is the jumping off point for the North. International flights to Arusha fly into Kilimanjaro Airport, most domestic and safari flights are from Arusha Airport.

### **Ngorongoro Crater**

A visit to the world renowned Ngorongoro Crater is an integral part of any first time Safari to Tanzania. But too often it is just an overnight, where visitors only come to see the Ngorongoro Crater, which in fact is only one of eight craters, and miss the excitement and diversity of the entire Ngorongoro Conservation Area. There is so much to experience beyond the Ngorongoro Crater that we encourage visitors to incorporate at least two or three night stays in the NCA. It is one of the World’s most unique ecosystems because it is the only conservation area where man and wildlife co-exist in harmony and one of the reasons that NCA was accorded the status of a World Heritage Sites and listed as one of

the International Biosphere Reserve by the UNESCO’s Man and Biosphere Reserve Program.

## **Kilimanjaro – “The Roof of Africa”**

Kilimanjaro is the highest mountain in Africa. The ultimate in adventure travel, scaling the peak of Mount Kilimanjaro is a heavy challenge, more from the rigors of altitude than the actual difficulty of the hike itself. The climb, which takes on average five days, takes hikers through thick forests and alpine grasslands, desolate rockface and brilliant white glaciers.

## **Serengeti National Park**

Serengeti National Park is easily Tanzania’s largest and most famous park because of the annual animal migration of over one million and a half white bearded wildebeest and zebras; it has 5,700 square miles of protected area. Large prides of lions laze easily in the long grasses, plentiful families of elephants feed on acacia bark and trump to each other across the plains, and giraffes, gazelles, monkeys, eland, and the whole range of African wildlife is in awe-inspiring numbers. One of the highlights of the Serengeti National Park is the opportunity to take a hot-air balloon safari, organized by Serengeti Balloon Safaris. The journey takes off flying low over the plains as the sun comes up and turns the grasslands from blue to gold. After landing, guests have a champagne breakfast complete with crystal glasses and white linen tablecloths in the middle of the African bush, as zebra and antelope graze nearby.

## **GEMS OF THE SOUTH**

Come discover the wonders of Tanzania’s Southern Circuit! The sheer vastness of southern Tanzania, still undiscovered by many, makes for some spectacular game viewing and opportunities off the beaten track. Dar es Salaam, the commercial capital of Tanzania, is the jumping off point for the South.

## **Ruaha National Park**

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



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 and now includes the Ihefu Wetland, the natural water reservoir for the Great Ruaha River.

### The Selous Game Reserve

The Selous Game Reserve is Africa's largest game reserve and covers more than 5% of Tanzania's total area. Its rivers, hills, and plains are home to roaming elephant populations, the area's famous wild dogs, and some of the last black rhino left in the region. Due to its natural diversity and untouched state, the Selous Game Reserve was proclaimed a World Heritage Site in 1988 and today continues to live up to its esteemed status. The Selous offer tourists the added attractions of boating safaris on the Rufiji River and walking safaris.

### Katavi National Park

Isolated, untrammelled and seldom visited, Katavi is a true wilderness, providing the few intrepid souls who make it there with a thrilling taste of Africa as it must have been a century ago. Tanzania's third largest national park, it lies in the remote south-west of the country, within a truncated arm of the Rift Valley that terminates in the shallow, brooding expanse of Lake Rukwa.



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### Saadani National Park

Saadani is where the beach meets the bush. Located on the Indian Ocean beachfront, it is the only marine/bush national park in East Africa. The beach possesses all the attributes that make Tanzania's tropical coastline and islands so popular with sun-worshippers. Yet it is also the one place where those idle hours of sunbathing might be interrupted by an elephant strolling past, or a lion coming to drink at the nearby waterhole! About a three hour drive from Dar es Salaam, it is also a popular day trip from beach resorts scattered along Tanzania's northern coast.

### Mbeya Region

The city of Mbeya, near the Zambian deep in the southern an border highlands, is the major agricultural capital in the country's south-west region. The Mbeya mountain range lies to the north, and the Poroto mountain range lies to the south-east. Lake Nyasa, that serves as a boundary for Tanzania and Malawi, is among the leading tourist attractions in the southern highlands. The 800-metre deep lake and shore-line offer pristine beaches for water sports and sun bathing. The lake is the third largest body of water bordering Tanzania, 500 kilometres long and 50 kilometres wide. From the Lake Nyasa Shores, are the Uporoto Ranges, Kipengere and Livingstone mountain ranges and the Rift Valley features; all of which the Tanzania Tourist Board (TTB) and the Tourism Division in the ministry of Natural Resources and Tourism have identified for development and marketing. At the Chimala and Matamba escarpments, a road with 52 hair-pin bends (sharp corners) has been constructed and a thrilling, panoramic and breathtaking offers drive as it snakes through nine kilometers of spectacular waterfalls.

### Songea

Songea town in Ruvuma region has been declared a historical tourist site in southern highlands of Tanzania. Ruvuma region has been identified for its rich tourist attractions, mainly cultural heritage, historical sites and scenery. Among such attractions are the Matongo Forest Reserve, Luhira Game Reserve, the German Boma, originally built in Songea town in 1902 and the Maji Maji warriors hanging place. Since the end of infamous Maji Maji rebellion in 1906, a festival to commemorate the Maji Maji heroes hung in Songea takes place every February. The new Maji Maji Memorial Museum was inaugurated during the 2010 Songea Festival.

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## World Economic Forum Honors Susan Mashibe, Founder and Executive Director of TanJet As a 2011 Young Global Leader

(March 21, 2011, New York, New York) World Economic Forum has honored a Tanzanian woman, Susan Mashibe, Founder and Executive Director of TanJet as a 2011 Young Global Leader (YGL). The honor, bestowed each year by the Forum, recognizes up to 200 outstanding young leaders from around the world for their professional accomplishments, commitment to society and potential to contribute to shaping the future of the world. Drawn from a pool of almost 5,000 candidates, the Young Global Leaders 2011 were chosen by a selection committee, chaired by H.M. Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan and comprised of respected international leaders from business, government and media.

Ms. Mashibe is the executive director and founder of TanJet, an international Fixed Base operations service and the first company of its kind in Tanzania, mastering logistical support for corporate, diplomatic, and private jets. TanJet has transformed the way business aviation operates in East Africa, and its clients include Heads of State, monarchs, Fortune 500 executives, celebrities, and military flights.

"I grew up on the shores of Lake Victoria dreaming of flying airplanes," said Susan Mashibe, who is also the first woman in East Africa to become both a FAA certified pilot and an aircraft maintenance engineer. "I could have never imagined that I would one day be honored by the World Economic Forum. It's truly humbling."

Ms. Mashibe runs another company, Kilimanjaro Aviation Logistic Center, that process landing and overflight clearances for private jets throughout the African continent. Currently, she is establishing aircraft maintenance and repairs services at Kilimanjaro in order to provide a modern, quality and safe scheduled maintenance services for general and corporate aviation in the region.

Ms. Mashibe was born in Kigoma and grew up in Mwanza, first dreaming of becoming a pilot when she was just four years old. After graduating from secondary school in Mwanza, she went on to go to flight school and to study engineering in the United States. Since forming TanJet in 2003, Ms. Mashibe has been recognized with a number of different honors, including the 2009 Archbishop Tutu Fellowship Award and the 2009 Tanzania Women of Achievement Award.

In Tanzania, Ms. Mashibe shares the honor with a representative from the State House, Elsie Kanza, Economic Advisor to the President, who has also become a 2011 YGL. Serving as a personal assistant to the president since 2006, Ms. Kanza has also worked with the Ministry of Finance and the Bank of Tanzania. The two highly successful Tanzanian women join 12 other honourees in sub-Saharan Africa, among a total of 190 YGLs from 65 countries worldwide.

"It is magnificent to see what Tanzanian women can achieve today whether in politics, business, or education," said Ms. Mashibe. "As Young Global Leaders, I hope we can inspire and assist more women and youth in Tanzania and Africa to pursue education to the highest levels and fulfill their dreams in life for a sustainable future."

The 2011 YGL honourees will become part of the broader Forum of Young Global Leaders community that currently comprises 668 outstanding individuals. Young Global Leaders are actively engaged in the community, integrating into events organized by the World Economic Forum and organizing events of their own, as well as launching and leading a number of innovative initiatives and task forces.

For more information about the Forum of Young Global Leaders, visit [www.younggloballeaders.org](http://www.younggloballeaders.org). For more information on Tanzania, visit <http://www.tanzaniatouristboard.com>

## DEVOTA KASANDA MDACHI APPOINTED NEW DIRECTOR MARKETING FOR TANZANIA TOURIST BOARD

(June 21, 2011, Dar es Salaam, Tanzania) -- Dr. Aloyce Nzuki, Managing Director, Tanzania Tourist Board (TTB), announced the appointment of Devota Kasanda Mdachi as TTB's new Marketing Director. She succeeds Mr. Amant Macha, who has recently retired, and will be the first woman to hold this position. Ms. Mdachi will be based in the TTB head office in Dar es Salaam, Tanzania.

In making the announcement, Dr. Nzuki noted that "Ms. Mdachi brings more than 17 years of outstanding experience and knowledge in tourism as part of the TTB staff, and has completed a diverse range of tourism courses and training outside the country. We are confident that under Ms. Mdachi's direction, Tanzania's booming tourism will continue to raise its international profile in the country's major source markets worldwide as well as reach out to new markets. While at the same time she will be developing programs to attract more domestic and intra-Africa tourism."

Ms. Mdachi started working at TTB in 1994 and was first employed as Tourist Information Officer, at the TTB Branch Office in Arusha. In 1998, she was transferred to the Tourist Information Center in Dar es Salaam. In 2000 she was promoted to Senior Tourist Information Officer and in 2004 to Principal Tourist Information Officer and Head of the Tourist Information Centre, Dar-es-salaam. Since May, 2010, Ms. Mdachi has held the position of Principal Marketing Officer.

Ms. Mdachi holds a BA degree in International Relations and Advanced French Language from the University of Dar-es-salaam; completed a master's degree in Tourism from the Open University of Tanzania and completed a post graduate certificate in Tourism from the International School of Tourism, Rome, Italy. She is fluent in English, French and Kiswahili.

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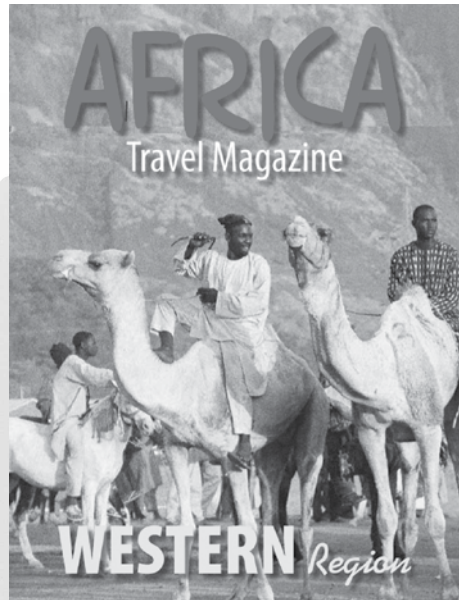
# The Africa Travel and Nature Library Editions Showcase Big 5 Regions

by Jerry W. Bird, Editor  
Author of "I am Africa"  
Part of the Africa Travel and Nature Library

*This brief issue salutes the Africa Travel Association's 36th Annual Congress and our magazine's 15th year as the positive voice of Africa Travel, Trade and Tourism worldwide. It also marks the ATA's happy return to Saly Senegal 1992. What else? It introduces a library of marketing and learning resources for the travel trade - in print and enhanced electronic format. The project is based on a "Nature Library" I developed years ago for a Canadian government client. As the new series is introduced worldwide we expect even greater success than the original. Over 24 editions are in progress, the first in the group are Africa's Big 5 Regional Yearbooks:*

## **Western Africa Edition**

This issue, being launched in June, profiles 17 countries, from Mauritania to Nigeria and provides an illustrated showcase and commentary on the The Gambia and ATA 36th Annual Congress. Thanks to special permission are including an entire chapter from "To Timbuktu for a Haircut: A Journey through West Africa" by Rick Antonson of Vancouver- with customized tours of the areas described so effectively in Rick's book. Read the glowing comments



on his work in this bulletin.

## **Northern Africa Edition**

This issue profiles 7 countries, from Western Sahara to Egypt and Sudan. Following the ATA 34th Congress in Cairo, Egypt and a Nile Cruise from Aswan to Luxor, we devoted the balance of 2009 creating the Africa Travel and Nature Library, from a villa near Essaouira, Morocco. From here we explored many tourism areas not covered in our earlier visits during ATA Ecotourism Symposia in Marrakech and Fes.

## **Eastern Africa Edition**

This, our largest edition profiles 19 countries, from Eritrea to Madagascar and the exotic islands of the Indian Ocean. It also includes personal interviews with tourism superstars, such as President Jakaya Kikwete, and Tourism Minister Shamsa Mwangunga of Tanzania, who participated in the Africa Travel Association's USA-Africa

Forum at New York University.

## **Southern Africa Edition**

This issue profiles 5 countries, from Namibia to Swaziland. With South Africa hosting the 2010 World Cup, our recap will feature the host cities, their magnificent new stadia, new tourism attractions and photos of the football finals. Send your stories of activities during the games to [airhwy@smartt.com](mailto:airhwy@smartt.com)

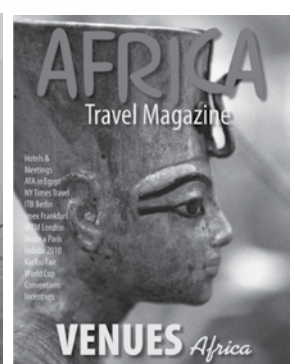
## **Central Africa Edition**

This issue profiles 9 countries, from Chad to Angola, which we describe as the "land of diamonds" in one of our feature stories. Having traveled extensively in Cameroon, our writers expand their commentary on the cultural attractions and potential of "Africa in One Country." On the agenda are further in-depth interviews with Hon. Baba Amadou, Minister of Tourism.

## **Venues Edition**

During our 15 year partnership with the Africa Travel Association, Associate Editors Mugnette Goufrani, Karen Hoffman and I have participated in dozens of successful events, developing sound partnerships with travel show management. We plan to do the same with Cultural Festivals in Africa and the African Diaspora. Recent venues in the USA, Canada, Africa, Europe<sup>o</sup> and Asia are showcased in our Global Venues Edition - a testament to the power and lasting benefits of face-to-face marketing and networking.

*To advertise or subscribe to the editions on this page and others to be announced, e-mail [airhwy@smartt.com](mailto:airhwy@smartt.com) and visit [www.africa-ata.org/mag.htm](http://www.africa-ata.org/mag.htm)*







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# "A Journey Through West Africa."



Our Post Congress Editions will include selected chapters from the new travel book ... "To Timbuktu for a Haircut: A Journey through West Africa," created by Author

Rick Antonson, CEO of Tourism Vancouver and a leader in our industry. His outstanding book is available from [www.amazon.ca](http://www.amazon.ca) and [www.chapters.indigo.ca](http://www.chapters.indigo.ca). These unique and timely book selections will be appearing in our Western Africa Yearbook and Global Venues Editions of Africa Travel Magazine - first as enhanced digital issues and later in printed format. To celebrate this innovative project, escorted West African tours inspired by Rick Antonson's book

will begin following the Africa Travel Association's 35th Annual Congress in Banjul, The Gambia. Hosted by ATA tour operator member Mariama Ludovic de Lys of Bamako, the tours are detailed in coming issues and on Africa Travel Magazine's Website - [www.africa-ata.org/wa\\_tours.htm](http://www.africa-ata.org/wa_tours.htm)

Here is a brief excerpt about the priceless Timbuktu Manuscripts (right)

"Endangered, too, are the rarest of writings; pieces of history on paper that form

one of the world's great treasures, the Timbuktu manuscripts. Many crumble at the touch of a well-meaning hand; others wither simply because of their exposure to air. Without them, we will know immeasurably less about a glorious time for Africa, some six hundred years ago.

The manuscripts provide a portrait of life, of religion and science, of law and architecture, and of a society that thrived like none other at that time. Before leaving on my journey, while researching Timbuktu's fourteenth-century history and its extensive libraries, I was disheartened to read about thousands



***"The remarkable combination of Rick Antonson exploring the ancient mysteries of Timbuktu, matched with the rich culture of Mali he captures so well makes it a page-turner from start to finish."***  
**Jerry W. Bird, Editor, Africa Travel Magazine**

*Historically rich, remote, and once unimaginably dangerous for foreign travellers, Timbuktu still teases with "Find me if you can." Rick Antonson, an internationally respected tourism executive, coaxes the reader with charm and knowledge into joining his personal quest in West Africa.*

*As Antonson travels in Senegal and Mali by train, four-wheel drive, river pinasse, camel, and foot, he tells of fourteenth-century legends, nineteenth-century explorers, and today's endangered existence of Timbuktu's 700,000 ancient manuscripts in what scholars have described as the most important archaeological discovery since the Dead Sea Scrolls.*

*Think Eric Newby's A Short Walk in the Hindu Kush or Redmond O'Hanlon's Into the Heart of Borneo and you begin to see what kind of writer Rick Antonson is. To Timbuktu for a Haircut combines wry humour with shrewd observation to deliver an armchair experience that will linger in the mind long after the last page is read.*

*Over the centuries, ignorance has impeded the preservation of the 700,000 Timbuktu manuscripts. A continued lack of awareness facilitates their slow disappearance — the loss of history's book one page at a time. Without these paper treasures we will know immeasurably less about a glorious time for Africa some six hundred years ago.*

*Literally, it is a race against time to save these irreplaceable riches, which in this book are described as "Islamic pamphlets covered with sand ... scholarly pages a phase away from dust." A portion of the author's royalties from To Timbuktu for a Haircut will be donated to the Timbuktu Educational Foundation to assist its Preserve-a-Manuscript Campaign.*

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# PIERRE THIAM PRESENTS HIS AUTHENTIC WESTERN

Introduction by Jerry W. Bird.



Meeting Pierre Thiam (left) at the ATA 35th Annual Congress was a highlight of my Gambia visit and the start of a long term friendship.

What an inspiration

he is to those of us who want to see authentic African foods earn their proper place in the culinary world. The following is from his presentation on Niche Markets.

*Above photos: 1. Caldou seafood 2. Blakeye Pea Salad 3. Chicken Yassa 4. Duck 5. Rice Pudding 6. Avocado Mango Salad. 7. ThiebouJenn*

## Thinking beyond the traditional markets.

Experiencing the food of the country, region or area is now

considered a vital component of the tourism experience. Dining out is common among tourists and food is believed to rank very high in importance to tourists.

Many countries have developed a niche based on their traditional cuisines.

France is the obvious example. Whenever the country's name is mentioned one cannot help but think about good food. It has set an example and others have successfully followed its steps. Italy tops the list, with different cuisines in each region and towns famed for their special ingredient or dish. Japanese, Chinese and Indians, to name a few have cuisines that are drawing very diverse crowds. In fact, it's hard to visit southern Europe, SE Asia, Japan or Mexico without stumbling onto a food festival or event. Visitors plan their vacations around the dates of these gustatory celebrations. The 2006

Taste of Chicago brought in a record 3.6 million people.

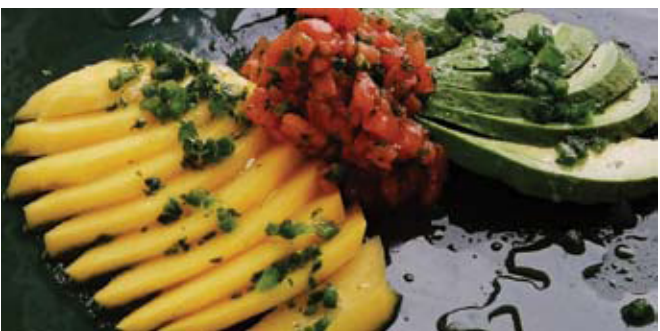
In brief the product is ripe, but in the case of Africa certain challenges need to be addressed.

## Challenges

Our first challenge is the stigma that Africa carries, especially when it comes to food. Westerners are used to the *image of the starving African*. Once, during a radio interview, an NPR journalist told me of how shocked she was when she read my book and saw the images of delicious and abundant food because in her own words, when people think of Africa, they think of scarcity.

A recent NY Times article titled "in Epicurean NY the challenge of Africa" (7/09) quotes a respected food critic saying that 'Africans vastly prefer tough, tough meat' and they "eat tree snails that are so tough you would have difficulty distinguishing it from a rubber





# AFRICA CULINARY DELIGHTS AT THE ATA CONGRESS

tire"... "for them, eating something for dinner is not an appreciation of tenderness. It is an appreciation of toughness, and they want to really chew on the meat and enjoy it because meat is so rare".

This is another case of xenophobic comments that simply repeats old prejudices toward Africa.

## Solutions

### *Culinary Tourism is the hippest travel trend*

Tourism boards must seize the great opportunities that exist in this niche by investing in development and promotion of the local cuisine. A few necessary steps must be taken:

- \* Introduce tourists to local restaurants offering unique and memorable experiences
- \* Introduce the local or regional cuisine
- \* Organize market trips
- \* Introduce traditional artisan products
- \* Organize Food Festivals

\* Organize cooking classes: Chef Demonstrations or in-the-kitchen **chef training** are two exciting ways to create an unforgettable dining experience for guests. Enhance these approaches further by showcasing a chef. African chefs must research our traditional recipes and then deconstruct them in order to present it beautifully and appetizingly in plates and in cookbooks. We need to **reinvent our cuisine**, using techniques and lessons from other food cultures while still keeping our authentic flavors (for example Roy Yamaguchi is credited by some industry observers with reinventing and reinterpreting Hawaiian cuisine. Opening his first restaurant in Honolulu, he became renowned for using only the freshest locally grown, raised, or harvested ingredients, and combining them in a unique style that married the best techniques and flavors of European

and Asian cooking.)

• Another way to dramatize our regional cuisine is to publish a cookbook with favorite recipes from the area, as well as local specialties from restaurants. Tourism boards must **realize that cookbooks are cultural products, as well as objectifications of culinary culture**. Rather than simply be understood as reflections of contemporary consumer culture, **cookbooks should be understood as artifacts of cultural life in the making. Cookbooks contain not only recipes but inscribed cultural tales**. Yet the study of cookbooks as placed cultural artifacts is largely neglected by consumer researchers.

## Food for Health

\* The healthy aspect of our traditional cuisine must be reclaimed. Our ingredients are among the more nutritious in the world. Nutritionists agree that the traditional Sub-Saharan diet is the



best. It is well balanced with grains, beans, proteins, leaves, fruits and the occasional use of fermentation which facilitate digestion.

Fonio for example, is a grain that has been cultivated for over 5,000 years in the continent and even considered sacred in some parts of Africa (i.e. ancient Egypt, here in Gambia and Casamance and by the Dogon people in Mali who call it the seed of the universe). This grain is extremely rich in protein and minerals, it abounds in 2 of the rarest amino-acids (cystine and methionine) which are absent in all the other major grains (rice, barley, corn etc..) in addition fonio is gluten-free, it matures in 2 month and is now easily processed and packaged.

Another ingredient is the quintessential palm oil, which was for a very long time discredited. Falsely rumored to have cholesterol (which is impossible because it's from a vegetable and not an animal), palm oil is in reality rich in beta-

carotene (that's why it's orange in color), rich in vitamin A and D and is even now believed to have cancer fighting qualities (serious researches are being done on the topic). Today, palm oil is called nature's gift to the world and it is interesting to notice in shelves of NY health food stores' as well as organic supermarkets' like Whole Foods, where it is sold in small 8 ounces jars for \$15 to \$20. There are many more African ingredients that would make this list (millet, sorghum etc.). It is our role to educate the consumers. Needless to say this fight can't be the chefs' alone. It will take the combined efforts of governments and entrepreneurs, as well as tour operators. It is a daunting effort but it is well worth it. Once they taste African food they will not only ask for second servings, they will keep this unique and memorable experience with them and help spread the word. *Photo: Le Grand Dakar Restaurant, Brooklyn, NY, USA..*

## **YOLELE! RECIPES FROM THE HEART OF SENEGAL**

### **BY PIERRE THIAM**

PHOTOGRAPHY BY ADAM BARTOS

African cuisine is the hottest trend in the culinary world today and Pierre Thiam's YOLELE! Recipes From The Heart Of Senegal is the first cookbook devoted to Senegalese cuisine. YOLELE is one more reason why food critics and food lovers alike are taking notice of the new, exciting recipes, and bold flavors coming out of Africa. Now, thanks to the pioneering efforts of restaurateur and Senegalese native Pierre Thiam to bring this once little-known cuisine to a wider audience, we are able to explore a cuisine that is at once familiar and exotic, down-home and elegant. Once food lovers try these delectable dishes, they will understand why Pierre Thiam's Le Grand Dakar restaurant in Brooklyn has packed crowds night after night, feasting on such delicacies as Shrimp and Sweet Potato Fritters, Grilled Chicken with Lime- Onion

Sauce, Blue Fish with Red Rice and Vegetables (their signature dish), and Roasted Mango and Coconut Rice Pudding.

YOLELE introduces readers to new taste sensations, exotic spins on rice and other familiar ingredients, and foods indigenous to Senegal, such as fonio, an ancient, tiny-seeded whole grain that has been one of the mainstays of Senegalese cuisine. Bursting with delicious taste and extraordinarily healthy, fonio is likely become a major



# Africa Travel Association Announces Impact of 36th Annual Congress on Africa's Tourism Industry

By: Sharon Roling



The Africa Travel Association, a world leader in promoting tourism to Africa, announced major industry milestones at the travel trade association's 36th Annual World Congress in Senegal. ATA's hallmark event brings together tourism leaders and professionals from around the world to shape Africa's growing travel industry.

"ATA is incredibly pleased with the outcomes of the congress and is confident they will have a positive impact on the tourism industry in Senegal and across Africa," said Edward Bergman, ATA Executive Director. "These achievements are an integral part of the story of the growing importance of the industry in Africa and we expect they will encourage a spike in the number of arrivals to and investments in Africa's emerging and well-known destinations."

age a spike in the number of arrivals to and investments in Africa's emerging and well-known destinations."

Under the banner "Destination Senegal: A Tourism Gateway Inspired by Culture, Heritage and Arts," the event was hosted by the Ministry of Tourism and Handicrafts, Liaison with the Private Sector and Small Businesses, in cooperation with the Senegalese Tourism Authority. South African Airways served as the presenting sponsor.

Delegates included six tourism ministers (Ethiopia, The Gambia, Ghana, Liberia, Senegal and Sierra Leone), the African Union Commissioner responsible for tourism, 16 tourism ministry representatives, approximately 200 tourism leaders and professionals, businesses and non-governmental organization participants, students, and travel trade media. Delegates came from more than 30 countries.

## ATA Congress Milestones - Congress milestones include the following:

- ATA and the National Tour Association (NTA), the leading business-building association for travel professionals interested in the North American market-inbound, outbound and within the continent, renewed their commitment to work together to promote travel and tourism to Africa by signing a new memorandum of understanding.
- Dr. Yaw Nyarko, Director of New York University's Africa House, announced the forthcoming release of the second edition of State of Tourism in Africa, prepared by Africa House-New York University, the World Bank and ATA. The report, which uses facts, figures and stories to show the potential and impact of tourism across Africa, will be officially released at ATA's upcoming Presidential Forum on Africa Tourism in September, parallel to the meetings of the United Nations General Assembly.
- Citing UNWTO data, among other international sources such as WTTC, China Tourism Academy, World Economic Forum, and Expedia, Inc., the report presents the preliminary finding that Africa's tourism arrivals grew from 37 million in 2003 to 63 million in 2010 and that arrivals to Africa continued to grow at a higher rate than overall arrivals in the world in 2010. In addition, according to China Tourism Academy, Africa received 730,000 visitors from China in 2010, making it the smallest, but fastest growing continental destination with a growth rate of 90% in comparison to 2009.
- ATA hosted the largest delegation of students and young professionals to date with over 20 participants from more than 5 countries.
- The Republic of Chad joined ATA as a member country.

## Program Highlights

Senegalese Prime Minister Hon. Souleymane Ndéné Ndiaye opened the event, which took place at Le Méridien President. "The Government of Senegal is pleased to partner with the Africa Travel Association to strengthen Africa's travel and tourism industry," the Prime Minister said, adding, "I hope this Congress marks the dawn of a new era in promoting Destination Senegal in the global marketplace and advancing Africa's travel and tourism industry."

The Prime Minister was joined by Minister of Tourism and Culture of The Gambia and ATA President Hon. Fatou Mas Jobe Njie. In her remarks, the Minister emphasized the importance of regional and sub-regional cooperation. "We cannot promote tourism in an isolated and self centered way in the same way we cannot talk of national development without linking it to bilateral and multilateral cooperation between states or institutions."

ATA hosted a roundtable for tourism ministers on the second day of the congress. The discussion focused on current challenges and future prospects for the industry, building on the signing of a memorandum of understanding between the African Union Commission and ATA. Participating ministers included Hon. Minister Thierno Lo, Ministry of Tourism and Handicrafts, Liaison with the Private Sector & Small Businesses, Senegal; Hon. Fatou Mas Jobe Njie, Minister of Tourism and Culture, The Gambia, President, Africa Travel Association; Hon. Minister Akua Sena Dansua, Ministry of Tourism, Republic of Ghana; Hon. Minister Aissa Bright, Assistant Minister of Tourism, Ministry of Information, Culture and Tourism, Republic of Liberia; and Hon. Victoria Sylvia Saidu-Kamara, Minister of Tourism and Cultural Affairs of the Republic of Sierra Leone. Dr. Elham M.A. Ibrahim, AUC Commissioner for Infrastructure and Energy, also participated.

The four-day networking and learning event engaged delegates in discussions on a range of industry topics, such as new product development and brand positioning, culinary tourism, airlift to Africa, hotels, online marketing, responsible tourism, public-private partnership, advertising, tourism development levels, and trans-Atlantic communication with tour operators. The program also included a special reception co-hosted by The Gambia ATA Chapter, under the auspices of ATA President Hon. Fatou Mas Jobe Njie and Le Méridien President.

Speakers at the congress included representatives from Advancing Tourism to Africa (ATTA), Africa Consult Group-Production Travel & Tours, the African Union Commission, Amadeus, Arik Air, The Bradford Group, Expedia, Fuel Outdoor, National Tour Association (NTA), Passport Health, South African Airways, Starwood Hotels & Resorts, among many others.

At the closing gala, ATA announced the 2011 recipients of ATA's annual congress awards, which recognize companies and individuals for their leadership in promoting tourism to Africa. ATA's highest achievement, the Founder's Award, was presented to Ronald Mracky of the Africa Consult Group. The recipients of the Outstanding Service awards were Senegal's Tourism Minister Hon. Thierno Lo, Senegal's Director General of the Senegalese Tourism Authority, Ibrahima Sarr, the Senegal Tourist Authority in the USA, and South African Airways. Hon. Fatou Mas Jobe Njie received the Outstanding Leadership award; Salif Badiane of Africa Connection Tours and Mariama Ludovic de Lys of West Africa Tours received the Development of Responsible Tourism in Africa award. The Diaspora Tourism Leadership award was presented to Ogo Sow and Robert Washington received the Young Professionals Leadership award.

## Showcasing New Attractions in Senegal

During the congress, ATA and Senegal worked together to expose the delegates to Senegal's new industry events and travel products. To begin, ATA delegates joined hundreds of Senegalese and West African travel professionals and consumers at TICAA (The International Tourism, Cultural Industries and Artistic Crafts Fair). The fair, held annually in Dakar in May, brings together travel-trade professionals working in the Africa tourism industry to develop business opportunities, tourism products, and strengthen markets for tourism in Africa.

Senegal's government has also invested heavily in developing new culture and heritage attractions, most notably the Africa Renaissance Monument, which rivals the size and scope of New York's Statue of Liberty and France's Eiffel Tower. This giant copper sculpture of a family was inaugurated by President Abdoulaye Wade to mark the 50th anniversary of the country's independence in April 2010.

On Host Country Day, ATA delegates visited the monument. Delegates also visited Goree Island, a destination memorializing the trans-Atlantic slave trade, where they were hosted by the Mayor of Dakar, Khalifa Ababacar Sall. The delegates wrapped up the day at a tree-planting ceremony at Cheikh Anta Diop University, where they planted more than a dozen trees. ATA's carbon neutral tradition began last year in The Gambia at ATA's 35th Congress.

At the end of the congress, delegates, alongside thousands of fans, attended a Senegalese wrestling match at Demba Diop Stadium in Dakar. Today, wrestling is Senegal's national sport and a multi-million dollar game that attracts more fans than any other sport in the country.

In addition to SAA, congress sponsors included the Senegalese Ministry of Tourism and Handicrafts, Liaison with the Private Sector and Small Businesses. New Focus Travel Magazine, E-Turbo News, and Travel World News were media partners with support from Afrique Expansion. The Gambia ATA Chapter, Le Méridien President, Mayor of Dakar, Khalifa Ababacar Sall, and Africa Connection Tours, Inc. were also sponsors.



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# WEST AFRICAN COOPERATION URGED ON MARINE

## Introduction by Jerry W. Bird



As founders of the successful Air and Marine Tourism Conference, first held in Vancouver, BC, Canada in 1997, we are proud to present the following article by Lelei LeLaulu, a regular speaker at African Travel Association events. Africa Travel Magazine is a strong supporter of Marine Tourism and our Air Highways Magazine of Open Skies has been active since 1995. Our grand experience on Moevenpick's Royal Lily following the ATA 34th World Congress in Cairo featured in our Northern Africa Yearbook Edition.

## Visit Africa's Exotic Ports

During her career as a Travel Agent in Tahiti, Muguette Goufrani, our Associate Editor, worked for Matson Lines. Later, visiting West Africa on a cruise from Europe along the Gold Coast and Ivory Coast, she ended up working there for several years. Ms. Goufrani's views on Cruising Africa will appear in this section and in print. She lives in Vancouver, BC, Canada, one of the world's finest ports and center of the famous Love Boat

Cruises to Alaska. In my late teens I, worked aboard the paddle wheeler SS Keno on the fabled Yukon River system. Together we can give you some sound advice based on experience.

If you have news of a cruise experience e-mail: [airhwy@smartt.com](mailto:airhwy@smartt.com). For information on our previous Air and Marine Conference visit [www.airhighways.com/air&marine.htm](http://www.airhighways.com/air&marine.htm)

## West Africa Comments by Leili LeLaulu



DAKAR: Senegal and The Gambia should invest more in developing marine tourism, together, before the big cruise lines increase

arrivals in West Africa, urged a development expert.

"Once the big cruise companies start sailing into West Africa - which they will because of rising fuel prices and the need for fresh destinations," predicted Lelei LeLaulu, co-chairman of Innovation for Sustainable Development Centre, "if there are no local arrangements for their passengers, they are likely to build their own on-shore facilities, thereby decreasing cruise revenues for the host countries."

"West Africa should learn

from the Caribbean experience where cruise lines have built their own destinations with beaches, shops and touristic activities where infrastructure was absent," stated LeLaulu, a director of the Caribbean Media Exchange for Sustainable Tourism (CMEx), who admitted marine and cruise tourism can be good for Africa if managed sustainability.

Speaking to reporters at Senegal's first "Salon TICCA," showcasing tourism, cultural industries and art from Africa, LeLaulu, an adviser to the Africa Travel Association, said the Gambian River "should be developed to enhance the tourism offerings of the West African region."

"For example, you should be able to fly from the heart of the ancient desert kingdom of Timbuktu, in Mali, onto a traditional, or modern fishing boat, and sail between Dakar and Banjul in a matter of hours," asserted LeLaulu, who also advises CDC Development Solutions, a Washington DC agency which links tourism to business development in several African countries.





# TOURISM. A HUGE OPPORTUNITY AWAITS

The marine, river and coastal assets of West Africa offered “huge opportunities for multi-day cruises which both Senegal and The Gambia can jointly develop - there are well over 500 species of birds and an abundance of wildlife to draw visitors to the river and its many waterways,” he opined.

“Gambian and Senegalese companies have the means to really turn the Gambian River into an attractive destination - it has rich human assets with several culturally distinct peoples sharing the waterway, as well as the architectural heritage of the Portuguese, French and English colonial periods,” LeLaulu asserted.

“And for those yearning for the fruits of the deep, it has some of the best fishing on the continent, with record deep water catches recorded off the West African coast,” he reported, “while the Gambian river delta and waterways boast a cook’s seafood delight.” LeLaulu also urged more marine transportation: “there are high-speed boats in Senegal and Gambia which can ferry passengers between the two West African capitals in two hours for those wanting to avoid driving to and from airports for the short Dakar-Banjul flight.”

Photo: (left) Tahitian Princess cruise ship, Dakar, Senegal. (below) National Park Rangers







## SENEGAL'S NATURE RESORTS ARE A PROUD EXAMPLE OF ECOTOURISM IN ACTION

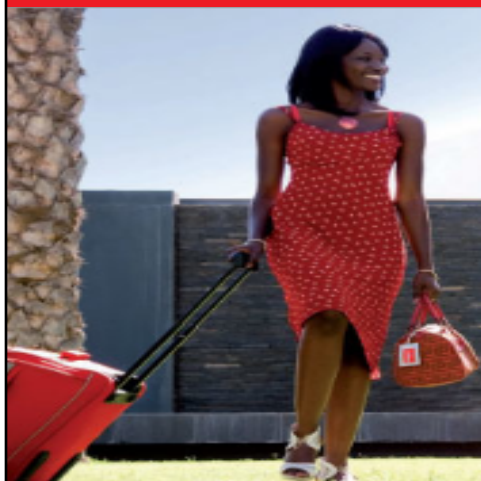


Photos: 1. Les Collines de Niassam, Eco Unique Lodge in Sine saloum Delta Region  
2. Club Med. 3. Ndangane, Bolongs towards Ile de Mar Lodj, Pointe de Sangomar. 4. Pink Flamingos National Park Sanctuary 60 km from Saint Louis. 5. Plage des Alizes Cazamance. 6. Pelican National Djoudj Parc. 7. Ogo Sow Radio Program and Mari-ama Ludovic, West Africa Tours. 8. Lodge du Delta du Niominka.





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