

Zanzibar Archipelago and Swahili Coast

Eastern Africa
World Edition
Supplement

Africa Travel Magazine

Zanzibar NAMED ONE OF 24 TOP WORLD DESTINATIONS BY NEW YORK TIMES

Zanzibar, also known as “the spice islands” has long conjured up a romantic image that has been a lure for American travelers. Located along the Indian Ocean, off the coast of mainland Tanzania, Zanzibar was named one of “24 Destinations of 2007” by the New

York Times in its Sunday Travel Section, December 10, 2006 with a circulation of more than 1 million.

Zanzibar, which is an autonomous state within The United Republic of Tanzania, consists of Unguja (also known as Zanzibar Island), Pemba and some 50 smaller surrounding islands and islets. Stone Town, the historic port city of Zanzibar Island, is a World Heritage Site and a major cultural attraction. 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 Kiswahili coastal islands.

Cultural Crossroads

Zanzibar is the birthplace of Swahili (an Arabic word for “of the coast”), a lingua franca forged from global dialects, upon which legends were carried, trade routes opened and a Sultan’s empire prospered.



The colorful mosaic of cultures and traditions found in Zanzibar is the result of its history as a crossroads of civilizations, absorbing peoples from as far as The Orient and Iberia, Assyria and India.

On Heritage Trail

The architectural mélange found in old Stone Town is described by the New York Times: “A jaunt through the mazelike passageways of the Stone Town... reveals bygone Arab palaces, Indian merchant homes, Zoroastrian traders’ offices, Portuguese chapels and an Anglican cathedral – all testaments to the Island’s one-time glory as an international trading center for cloves, ivory (as well as Slaves).” Zanzibar, like Bagamoyo and Kilwa on the mainland, has many historical sites that are part of the Slave Route and have become an integral part of the Africa Diaspora Heritage Trail.

World Famous Film and Music Festivals

The most well known festival is the Zanzibar International Film Festival, also known as The ZIFF Festival of the Dhow Countries. East Africa’s largest cultural event, the film festival takes place in Zanzibar around the magnificent, historical venues along the waterfront of Stone Town. Many screenings take place outdoors in an historic amphitheater. The festival celebrates the unique cultural heritage of Africa and the Dhow countries of the Indian Ocean region and their global Diaspora. The 2007 Zanzibar International Festival will take place June 29-July 8. www.ziff.or.tz

The Sauti za Busara music festival, now in its fourth year will take place in Zanzibar, February 9 -14th 2007; admission is free to all each day before sunset. The festival includes 40 musical groups, hailing from Zanzibar, Tanzania, Kenya, Uganda, Rwanda,

Burundi, Mozambique, Mauritius, Zimbabwe, West Africa and Europe. www.busaramusic.com

Zanzibar was also named Island of the Year in 2004 by the readers of Travel + Leisure Magazine.

Population

Zanzibar consists of a multi-racial and multicultural community. It is a society of many faiths and of different origins. Almost the entire population is of mixed races primarily of Arab and African decent and blended with local culture. The current population of Zanzibar according to 2002 census is 984,625 inhabitants with an annual growth rate of 3.5%.



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25-30 Fifth Annual African Diaspora Heritage Trail Conference
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1-6 Skal World Congress
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7-11 ICCA Exhibition, Florence, Italy
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9-12 World Travel Market
Excel Centre, London, UK
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14-18 NTA Annual Convention Reno, NV www.ntaonline.com

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Pemba Office:
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Chumbe Island

Coral Park



The award-winning Chumbe Island Coral Park, off the coast of mainland Tanzania and its spice islands of Zanzibar, received an accolade via Islands Magazine's Blue List of 100 eco-conscious islands that will "ensure environmentally and culturally sound" natural beauty "for future generations." The first-ever Blue List highlights "100 Ways to Go Authentic" and singles out the most "offbeat, eco-conscious travel adventures" in the world.

Privately Managed

Developed and managed by the Chumbe Island Coral Park Ltd., 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 Peek, 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. Peek 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.

Coastal Lifestyle

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. Dinners 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. 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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THE SWAHILI COAST



DISCOVER A SWAHILI SHANGRI-LA ON PEMBA ISLAND.



From Seashore to Safari

By Jerry W. Bird

Not long ago, thanks to Nicola Colangeno and the Coastal Aviation team in Dar es Salaam, we discovered that East Africa's Swahili Coast is the ideal place for a laid back vacation. In these enchanted islands that have won the raves of our readers and travel industry colleagues from near and far, we learned the true meaning of the Swahili expression 'Pole-Pole,' which we readily adopted as our motto. Together, those catchy words and a local song by the same name, are sure to invoke a feeling of euphoria, Swahili style. Our first-ever Seashore to Safari experience was a rare chance to enjoy the best of two worlds - the many delights of an Indian Ocean Swahili Shangri-la and a world class safari at camps in Selous and Ruaha. Details on these and all Tanzania National Parks can be seen in the "Tanapa" section of this Best of Africa World Edition. Coastal Aviation services the three main

islands of the Zanzibar Archipelago - Pemba Island in the North, near the Kenya border - Zanzibar (Unguja) in the middle - and Mafia, Island, southernmost of the chain. The big three, and dozens of smaller islands off their shores provide an opportunity to explore by canoe, sailing boat, ferry, motor launch or the classic 'dhow,' which has plied these warm, idyllic waters for many centuries.

History and Culture

The dhow is a symbol of the local culture. This traditional Arab sailing vessel has one or more lateen sails, and is seen along the coasts of the Arabian Peninsula, Pakistan, India, and here in East Africa. Some dhows accommodate as many as 30 persons. They are a reminder that while the western world slumbered through the Middle Ages, here on the Indian Ocean coast, trade, commerce and civilization thrived. It became the meeting place for cultures from China, the Indian subcontinent, Persia and Arabia, each adding to the mosaic and fabric of the rich Swahili tapestry. A common sight along the Swahili Coast of East Africa, the dhow is honored by the Festival of Dhow



Countries in June and July. (<http://www.ziff.or.tz/>)

Gem of the Indian Ocean

Pemba is a jewel from a sparkling necklace of large and small islands in the famous archipelago, 50 km north of Zanzibar. Most fertile of the 'Spice Island' group, Pemba has been the prime source of most of Zanzibar's famed clove production, in addition to other cash crops. Pemba is also the East African hub of traditional medicine, where folks from as far away as Central Africa come for healing or to learn the ancient arts. A



A PARADISE IN THE EXOTIC ZANZIBAR ARCHIPELAGO

blessing for today's visitor is the fact that Pemba was closed to all foreigners until the 1980s. That's why the beach areas are so pristine and uncrowded. Pemba is geologically older than Zanzibar Island and was settled earlier than its better known counterpart

Sport and Adventure in the Deep

The sport of Bull Fighting was introduced by the Portuguese, first of the Europeans to become involved in this area. This spectacular activity can be seen in different villages. Of special note, Pemba is earning worldwide notice for its outstanding dive sites, with vertiginous drop-offs, untouched coral and a great variety and abundance of marine life. Chake-Chake, the mid-island capital of Pemba is perched on a hill, with a view of the bay area and the Misali Island, where the tides determine when a dhow can enter the harbor. To its west, on the Ras Mkumbuu Peninsula, visitors will discover some of the oldest, best preserved ruins in the



archipelago. Why is Pemba famous for its rich fishing grounds? Here, between the island and mainland is the deep 20 miles wide Pemba Channel, known as one of the most profitable locations for game fishing on the East Africa coast. With a booming tourism industry in Zanzibar and the coast of Mainland Tanzania, many adventure travelers from the USA, UK and beyond, have been

attracted to the more pristine, less-crowded Pemba Island. The catalyst is 'dive tourists' who relish the uncrowded and unspoiled reefs the island offers to experienced divers.

Visitors enjoy Pemba's Swahili culture, beach activities, snorkeling, deep-sea fishing, exploratory tours, cruises and world class diving at some of the finest reefs or the deep waters of the Pemba Channel. Where there's great fishing, there's also fabulous seafood - so be prepared to enjoy.

New World Class Project

Over a decade ago Monsoon Empires, The Management company, laid the foundations on northern Pemba Island to create its first land based accommodation. They knew that their discriminating clients would enjoy the bliss of being alone on an island and exploring undiscovered reefs, and empty beaches. As they said at the time, "We built simple structures, called them tented rooms, and used a small boat to get around. How simple it was to please people then. Then ambition and competition set in. We did whatever we could to improve our level of accommodation, services and excursions. We moved on to wooden chalets, coral rooms, yachts. A bigger lounge. A bigger verandah. A pool. But still no end in sight." Early this year the resort was acquired by Resort Investor, and the resort is now run by the management company Monsoon Empires. The new owners have developed the first underwater resort, based on a successful concept from Sweden, planned to launch on Pemba during 2009.



THE MANTA RESORT, PEMBA ISLAND, ZANZIBAR



Recent Developments

During the period of April to August, the Manta Resort has gone through a major facelift, with new guest rooms and public areas. At the heart of the resort you will find Oxygene Pemba, a PADI 5 star Dive Center, offering a combination of diving, snorkeling, fishing and water sports.

- In the front there will now be six Seafront Villas, dedicated to comfort and romance. The honeymoon market as well as guests that demand elevated levels of service is a growing segment of business.

- Air conditioned, large bathrooms, private sea side verandahs - all the trimmings.

- Village has ten cottages nicely set in the gardens with wooden floors, mosquito net covered king size beds, lamu screen floored en-suite bath rooms, and a makuti-thatched verandah – all with views overlooking 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 the most unique ocean product in the world.

The Manta Resort,
Pemba Island, Tanzania
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ZANZIBAR INTERNATIONAL FILM FESTIVAL'S SPECTACULAR SETTINGS

World class films with an African focus and international music at the 12th annual Zanzibar International Film Festival .

Stone Town, the Festival's venue in Zanzibar, a UNESCO World Heritage Site, provides an exotic setting for the 10 days of festivities. ZIFF has captivated serious followers of International film and music, students of African culture past and present, and travelers interested in arts'-centered fun for over a decade. Originally called the Festival of the Dhow Countries, ZIFF is now not only the largest annual event in East Africa, it is truly one of the most

unique in the world. The Festival events in Stone Town typically attract 7,000 foreign visitors and more than 120,000 local guests; while the total number of people attending all the Festival events held throughout Zanzibar and Pemba is 220,000.

Galaxy of Stars

Stars attending the festival included Danny Glover, whose film "Toussant" opened the Festival, Charles Burnett, star of the expected hit "Namibia," and Mexican acting sensation Gael Bernal Garcia. The event's theme this year was "Media, People and Environment." For the first time ever at a film festival, ZIFF

2009 presented four feature films directed by African women directors (from Zambia, Uganda, Sudan and South Africa). In total, 24 African directors and 8 festival directors from world film festivals were expected to come together in Stone Town. In the musical realm, there was a "Reggae Sunsplash" theme, with bands from the African continent combining with those from Australia and the Netherlands in a tribute to the late Jamaican reggae artist, Bob Marley.

Tourism Minister Hassan

The Hon. Samia Hassan, Zanzibar's Minister for Tourism, Trade and Investment said, "The Zan-



based on the fact that it is a “fine example of the Swahili coastal trading towns of East Africa. It retains its urban fabric and townscape virtually intact and contains many fine buildings that reflect its particular culture, which has brought together and homogenized disparate elements of the cultures of Africa, the Arab region, India, and Europe over more than a millennium.” Retaining much of its 16th Century architecture, one can walk winding streets and stroll to the former Sultan’s Palace, the House of Wonders Museum, the Portuguese Fort and Gardens, and the Turkish Baths. Working plantations outside of the city produce spices including vanilla, nutmeg and cinnamon.

Founded in the 16th century as a Portuguese trading post, Stone Town was given to the Sultan of Oman in the 19th Century. It became a major center of the East African ivory and slave trade. In 1890, it became the capital of the new British protectorate of Zanzibar, which also included the island of Pemba. In 1963, Zanzibar became an independent republic, with Stone Town remaining its capital.

SHOWCASE HIGH QUALITY AFRICAN CINEMA, MUSIC AND ARTS

Zanzibar International Film Festival and its rich cultural diversity reflects the essence of Zanzibar itself, a Zanzibar of dreams, of journeys yet to be undertaken and the Zanzibar of history impregnated by traces of thousands of visitors.”

“Visitors are attracted to the Zanzibar International Film Festival for its outdoor setting and to celebrate the unique cultural heritage of Africa and the Dhow countries of the Indian Ocean region and their global Diaspora,” says ZIFF’s Chief Executive Officer, Dr. Martin Mhando. “And then to enjoy the charm of Stone Town and the miles of

white sandy beaches of Zanzibar and Pemba.” ZIFF’s major outdoor performances took place in the city’s Old Fort, featuring an ancient amphitheatre; others occurred in the House of Wonders and Zanzibar’s Museum of History and Culture. There were also street performances, including story telling, live music and dance, art exhibits, and a range of film and video industry workshops, seminars, screenings, and social events.

About Stone Town

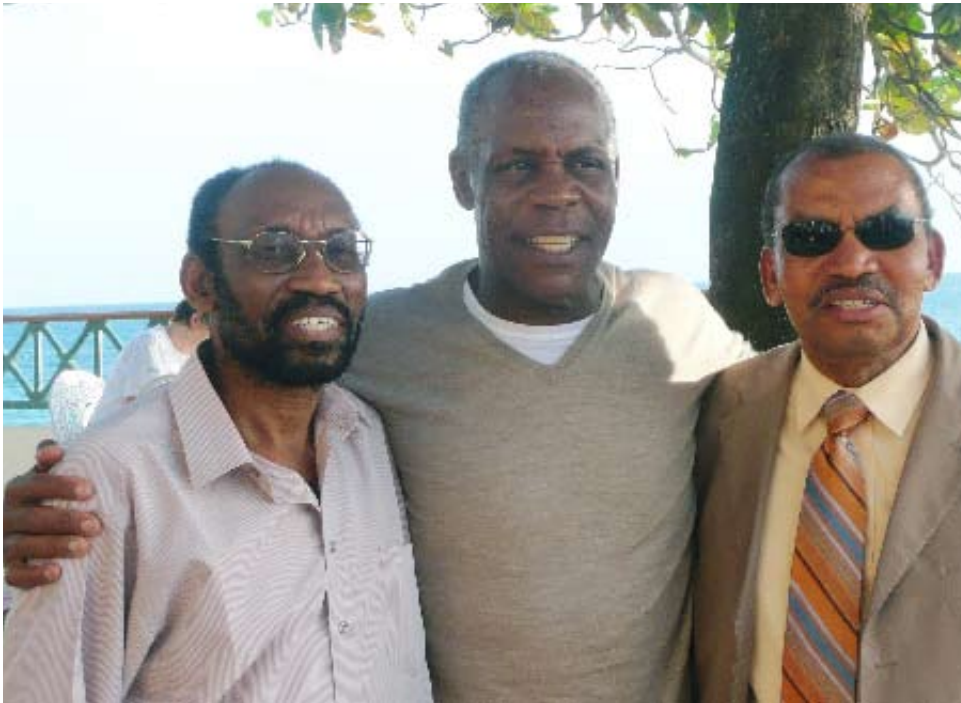
Stone Town is a place of festivals, from music to movies to dance. It was selected as a UNESCO World Heritage Site,

When Zanzibar then merged with Tanganyika in 1964, it became part of today’s democratic United Republic of Tanzania.

Zanzibar Festival Tours

The official tour operator for ZIFF is Zanzibar Festival Tours. It offers a 12-night program to the Festival, including expert guides, festival performances, exploration of Stone Town, trips to Prison Island beach, with its century old tortoises, spice plantations, Jozani Forest, home to rare monkeys, antelopes and birdlife, the Mbwani ruins, which includes an exotic botanical garden and the famed Mbwani Ruins Hotel.

DANNY GLOVER HONORED GUEST AT ZANZIBAR INTERNATIONAL FILM FESTIVAL (ZIFF)



From Left, Dr. Martin Mhando, Festival Director, ZIFF; Danny Glover, Actor and Filmmaker and UNICEF Goodwill Ambassador; Peter Mwenguo, Managing Director, Tanzania Tourist Board.

New York, NY: Danny Glover was an Honored Guest at the 2009 Zanzibar International Film Festival (ZIFF) in Stone Town, June 27-July 4, 2009, where he spoke at Zanzibar's first Sustainable Tourism Forum, organized as part of the 10 day Festival. *GOSPEL HILL*, Glover's most recent film, was one of the featured films screened in the outdoor amphitheater that is part of Stone Town's historic Old Fort. Stone Town, a UNESCO World Heritage Site, provides an exotic setting for the 8 days of film, music and dance performances from all over the world. The Forum took place at the Serena Zanzibar Inn.

ZIFF, now in its 12th year, has put Zanzibar on the map for African film makers and enthusiasts and has captivated serious followers of International film and music, students of African culture

past and present, and travelers interested in arts-centered fun for over a decade. Also called the Festival of the Dhow Countries, ZIFF is now not only the largest annual event in East Africa, it is truly one of the most unique in the world. The festival celebrates the spirit of communication symbolized in the single sail dhow, a marine vessel used for thousands of years in the Indian Ocean. The Festival events in Stone Town typically attract 7,000 foreign visitors and more than 45,000 film and music enthusiasts attended the Old Fort and House of Wonders events this year.

This year, Dr. Martin Mhando, ZIFF Festival Director, launched another unique element to the festival, the first Zanzibar Forum on Sustainable Tourism. "This was a natural outgrowth of ZIFF because the festival representing

the film, culture and arts of the region is very much a part of the Zanzibar Tourism Product. The challenge is how to expand and build on this product to ensure that the stakeholders can all benefit from the Festival and a growing African Film Industry."

In talking about the role of film in enhancing the tourism chain, Peter Mwenguo, Managing Director of the Tanzania Tourist Board, spoke about the need for African countries to make a greater effort to create the right climate and conditions to attract more international film makers to use Africa as the location for their films. "The financial benefits and outcomes to the local communities can be huge," he said. "It can also contribute to the growth of the local film industry, infrastructure, skills development and national identity and pride. The film producers help trigger other advantages as well to countries that are able to do host film productions. The rise in tourism to countries following major feature film shoots is well documented."

Danny Glover article is continued on page 34 of this issue.

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ZANZIBAR SWINGS YEAR ROUND, WITH ITS ART, FESTIVALS,

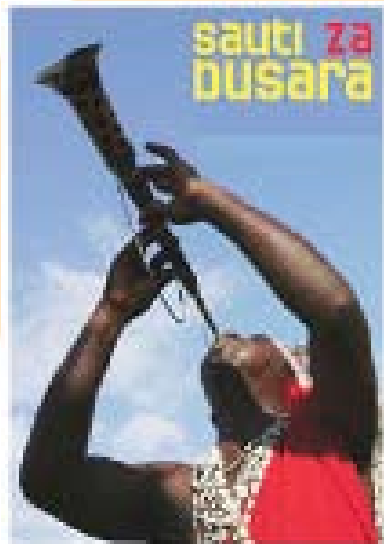
Outstanding Swahili Music & Culture

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 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 of the best kind

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." Keep in touch with events and activities in Zanzibar on www.africa-ata.org/zanzibar.htm



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Sultan's Palace Zanzibar



Popularly known as the “spice islands.”

Located about 30 K off the coast of mainland Tanzania in the Indian Ocean.

An archipelago with the two main Islands of Zanzibar (also known as Unguja, the larger one) and Pemba (the smaller of the two).

Incorporated into the United Republic of Tanzania in 1964.

In 1992, Zanzibar had only 723,300 people, does have its own democratically elected president and government that run the internal affairs of the Islands.

The 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.

Largest number of carved doors in East Africa.

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 old-

est 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.

About Stone Town:

From Karen Hoffman's article

- World's oldest functioning Swahili city.
- Has seen an influx from the British, Dutch, Portuguese, Egyptian, Phoenicians, Assyrians, Indians, Chinese, Persians, Arabs and Sumerians at various times in its history.
- Offers the visitor a variety of pristine beaches and stunning coral reefs.
- Muslim worshippers, during daylight hours of Ramadan lunar month, may not eat, drink, smoke or have sex.
- Earliest visitation was in the 8th century, when the Arab traders arrived.
- Oldest remaining building is the 11th century mosque at Kizimkazi .
- The name Swahili comes from the Arab word sawahil which means 'coast'.

Stone Town

by Karen Hoffman

Following the Africa Travel Association's annual World Congress in Tanzania, I had planned a few days visit to the nearby Island of Zanzibar. Leaving Arusha, we rushed to the airstrip, sure that a presidential traffic tie-up had caused us to miss the flight. The 20 or so passengers calmly seated in the tiny terminal building indicated to us that the plane coming from Dar Es Salaam was going to be late. The more than an hour delay led to casual conversations with fellow passengers. And so it was fortuitous that we met Paul Oliver, owner of Oliver's Camp near Tarangire National Park. Learning that we were to debark at Zanzibar he recommended that we try and locate John de Silva, a local artist/historian, an excellent tour guide who could provide us with a more intimate 'portrait' of the history of Stone Town, the oldest section of Zanzibar Town, a bustling Swahili (Arabic influence) port.

Zanzibar, for me, was always one of those 'far off' places whose very name conjured up a romantic, mysti-

cal image. The reality, although on the brink of new development, in no way spoiled the dream. 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). 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.

We checked in at the Zanzibar

Serena Inn, a 51-room world-class property on the Stone Town waterfront. The hotel, a splendid example of the careful preservation of historic buildings provided a perfect base for exploring on foot. 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 Ex-telcoms Building and the Chinese Doctors' Residence.

Finding De Silva proved to be all part of the Stone Town adventure.

Not expecting quick results, we started our inquiry with the Serena's Duty Manager, Rahim Azad. "Of course, I know him well," he responded with a smile. "But since he does not have a phone, I will take you there in the afternoon." The five minute walk to De Silva's flat through twisting and turning casbah-like alleys, was immediately intoxicating. At every turn, a new vista. Swahili-clad people mixed with those of western dress. Old buildings in juxtaposition with recent renovations.

At once, provincial yet cosmopolitan, a reflection of its history as a cross roads of the trade routes. De Silva lived on the third floor of an old Arab style house.

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The knock went unanswered. Our gracious hotel manager left a note on the door to arrange a meeting with De Silva for the next day to take us on a walking tour of Stone Town. De Silva's personal story, intertwined with the recent history of Stone Town, is one of many stories that reflect the diversity of the population who call this historic place home. Born in Goa, he came to Zanzibar at the age of nine. His father was a dressmaker in the sultans' court. In 1958 de Silva started work in accounting, but his interest in art soon led him to work on the restoration of the paintings and murals of the Catholic Cathedral of St. Joseph's. Built by the French about 1898, the Cathedral's Romanesque style is a replica of the basilica of Notre Dame De La Garde of Marseilles. Although De Silva's early paintings featured Zanzibar portraits, the work on the Cathedral spurred his interest in the architecture and history of Stone Town. Concerned that there was no record of these diverse architecture styles influenced by the cultures of the Omani Arabs, Indians, Persians and European colonials, his art now focused on the buildings of Stone Town. De Silva captured these facades in pen and ink and watercolor as well as with his camera. He boasts a collection of over 300 photos, most taken by him, and in many

instances the only known record of the carved wood doors, windows, iron latticework decorating the balconies, the alleys, streets, historical and architecturally important buildings typical of Stone Town. In 1991, the United Republic of Tanzania approved a proposal by de Silva to dedicate a series of postage stamps to the rich architectural heritage and history of Stone Town. A unique collection of four stamps were issued featuring De Silva's Stone Town drawings of the National Museum, The High Court building, the Balnara Mosque and a Balcony.

A living Museum

Walking along with De Silva, Stone Town became a living museum. He pointed out the details that distinguish the Arab (Swahili) doors from the Indian style (Zanzibar has the largest number of carved doors in East Africa); the simplicity of the

Arab mosques

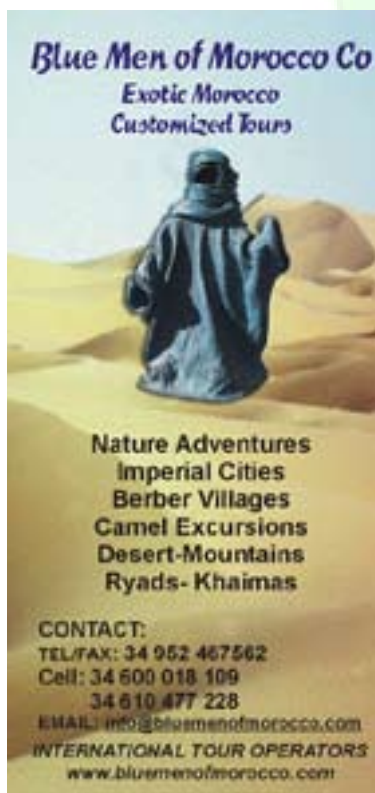
as compared to the ornate Indian mosques (Stone Town has 50 mosques and four Hindu temples); windows in the same building representing Gothic, Italian and English styles; history related through the chain of ownership of buildings as new rulers came to power; The

House of Wonders, one of the first buildings in East Africa to have electricity; and the town's oldest existing building, the Portuguese Fort.

Our meandering continued past old buildings in various states of disrepair, interspersed with newly renovated buildings housing modern shops and hotels, that, like the Zanzibar Serena Inn, had preserved the original architectural design so to be in complete harmony with their surroundings. This respect for the environment is in large measure due to the fact 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.

Is it working?

De Silva, through his paintings and drawings and frequent visits over the years to historical sites, and as a member of the Advisory Board of the Zanzibar Museums, often finds himself in serious discussions with the conservation authorities on what he considers inappropriate transformations of important architectural and historic areas which are under constant threat by wealthy and unsympathetic developers.' The challenge to Stone Town, if it is to achieve a true renaissance, is to find the right formula for the preservation of its culture heritage, history and architecture, without creating a sterile new environment affordable only by the wealthy and the tourists, thus putting at risk the wonderful mosaic of peoples and cultures that make this historic community the



AFRICAN DIASPORA HERITAGE TRAIL CONFERENCE HOSTED BY ZANZIBAR AND DAR ES SALAAM



Zanzibar and Tanzania will host the fifth International African Diaspora Heritage Trail Conference, October 25-30, in Dar es Salaam and

Zanzibar, marking the first time it has convened on the continent of Africa. The conference title, “An Africa home coming: Exploring the origin of African Diaspora and transforming Culture Heritage Assets into Tourism Destinations,” celebrates the linkages of people of African descent from throughout the world. The Tanzanian government is planning a series programs, events and tours showcasing the vast heritage tourism products and potential of their historic nation.

Ivory and Slave Route

A highlight of the fall conference will be the launch of Tanzania’s new heritage trail, “The Ivory and Slave Route”. This route provides a first – ever journey to sites, towns and terrain retracing the Arab Slave Trade in Tanzania and East Africa where more than five million Africans were captured, enslaved and shipped to the Middle East, India, Asia

and West, many perishing before reaching their final destination. Danny Glover, actor, producer and honorary chair of the ADHT Conference observes: “By convening the ADHT Conference in Tanzania, we will offer a rare glimpse into the Arab Slave Trade of Eastern Africa, a major part of worldwide enslavement of Africans that many of us in the West are not familiar with.

Bagamoyo

From the Slave Markets of Bagamoyo (translated: Point of despair) to the slave chambers of Mwangapwane Beach, our delegates will be able to barbarity of slavery and cerebrate the struggle for liberation that is also a part of Tanzania’s rich tradition”. The African Diaspora Heritage Trail Conference is open to the public and especially designed for educational, governmental and tourism professional.

The African Diaspora Heritage Trail Conference is pleased to announce the addition of a new partner, the World Conference of Mayors, and the exciting program themes for the 2009 conference in Tanzania. We look forwarding to welcoming you to Tanzania, and urge you to register for the conference and confirm your discounted air and hotel reservations at www.adht.net soon!

New ADHT Partner

World Conference of Mayors, Inc. Founder and Secretary-General, the Honorable Johnny Ford announced earlier this week that WCM would become an ADHT partner, and convene a special set of sessions and workshops for its members during the 5th International ADHT Conference. “On behalf of Mayor Ron Davis, WCM President, our Board and fellow Mayors from around the world, I wish to thank ADHT for hosting this historic conference. I am extremely honored and excited to be traveling to beautiful Tanzania. Though I have been

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fortunate to travel all over the world and throughout Africa, this will be my first visit to East Africa, the Cradle of Humanity. Tourism development is one of the main objectives of this conference, and as we know Tourism is vital to all municipalities, and directly in line with our aims of the World Conference of Mayors.”

ADHT looks forward to working with Mayor Ford, President Ron Davis and the WCM membership in this important transnational heritage tourism initiative.

Five Exciting Themes

Anchor 2009 Conference

- Historical Accuracy and Perspective in Traditional and Contemporary Heritage Interpretation
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- Identifying Resources for Infrastructure and Heritage Site Development
- Communications: Marketing and Networking for Global Visitor Attraction

If you are interested in addressing the conference on any of these exciting topics, please contact Henderson Associates at diaspora@hend.com.

For more information on the ADHT Conference, contact ADHT conference headquarters.

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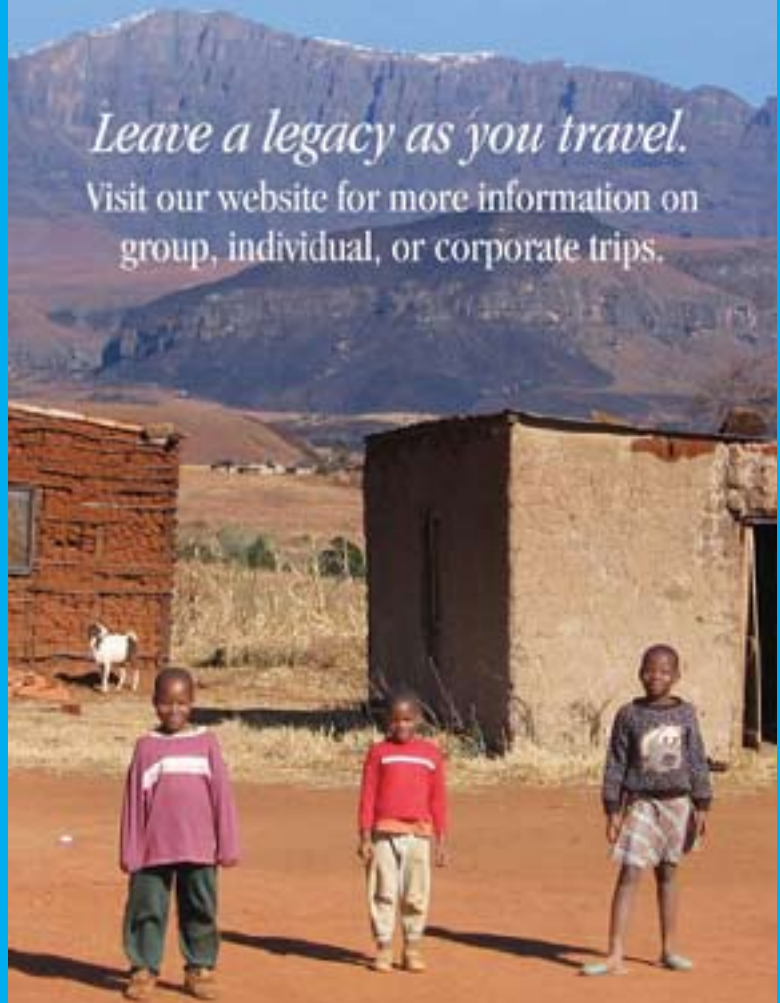
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Farouque Abdela Design, Zanzibar

During an Africa Travel Association Cultural and Ecotourism Symposium in Zanzibar, we had the good fortune to meet de-

signer Farouque Abdela and his associates at the Zanzibar Beach Resort. We were impressed on sight and are preparing a profile on his designs for our World Edition Africa Fashion Supplement for the Africa Travel Library. Here's a brief biographical item: Born in Zanzibar,

Farouque continued the family tradition as a fourth generation tailor, receiving his initial train-

ing at the London College of Fashion, where he worked with natural fibers and traditional African textiles,

Farouque creates couture and avant garde fashions, and his exquisite fashion sensibility has been seen by the public in motion picture films as well as on well

known international catwalks. Masai and Egyptian traditions strongly influence Farouque's work. Encouraged by the late Princess Diana of the UK to maintain the African influence in his design, Farouque plans to help African fashion gain recognition as a vital influence on the global scene. To

this end, Farouque has held individual fashion shows in varied locales including: the

Zanzibar International Film Festival and the Save the Children Benefit in London.

http://www.farouque.8k.com/*1factfile.html

Africa Fashion Online

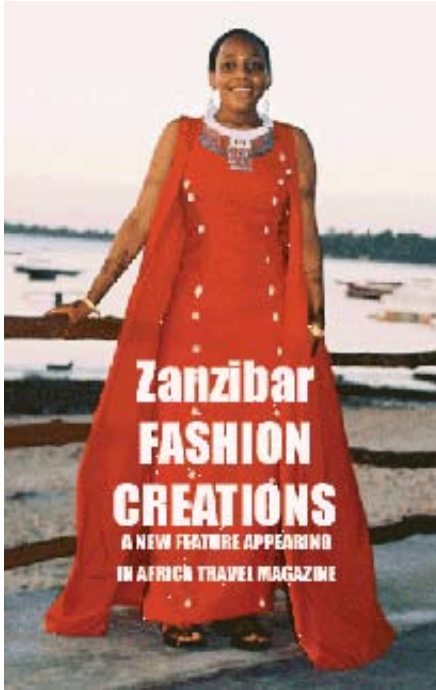
During travels, attending gala events, meetings, or looking good for any occasion, African Fashion has been a number one topic in Africa Travel Magazine and its powerful website. Webtrends monitors our site daily - and our fashion pages are consistently the most read. We also use the search power of Google and Yahoo to check how we stack up against other media - and time after time we are #1 or in the top few. You will be surprised!

HOSPITALITY AND CULTURE

Zanzibar cultures became more diverse in its range, more unique in its expression. Zanzibar is the birthplace of Swahili, a lingua franca forged from global dialects, upon which legends were carried, trade routes opened and a Sultan's empire prospered. It is here that the Africa Culture blended with other cultures mainly Persian, Arabic and Indian to forms Swahili Culture. Today the romance, the splendor and legends of the past are still vibrantly alive, traditional sailing dhows, carved wooden and doors, chests, the scent of the clove and the smile of the hospitable people welcomes you to Zanzibar.

CLIMATE

The Zanzibar archipelago is a tropical island and its climate is subject to the whims of monsoon winds. The northern monsoon (known as Kaskazi in Kiswahili) lasts three to four months from December to March. The South



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236 Hurumzi Street "Heaven is a Hotel" says Time Magazine

In the heart of Stone Town is a beautifully restored palace, once the home of one of the richest men in the Swahili Empire. The boutique hotel known as 236 Hurumzi Street recreates the wondrous atmosphere and grandeur of the past by providing traditional, elegant accommodation. Spacious airy rooms, original stucco decor, ornately carved doors, antique furnishings, ceiling fans, and unique stone baths are featured throughout the hotel.

Perched high among the minarets, temple towers and church spires is one of the most extraordinary eating venues of the world. Reservations necessary!

Kidude Cafe

"Possibly the best lunch in Zanzibar" Conde Nast
Enjoy Lunch, Dinner, desserts and drinks in AC comfort on the ground floor.

Guest Rooms

Suite Seyyed: Opulently appointed top floor suite with a westward view of Stone Town.

Suite Blue: Cool blue second floor suite with an elegant teakwood screen partition.

Suite Rose: Two well appointed second floor rooms featuring a spectacular antique brass bed.

Keep Suite: Spacious well appointed top floor suite and a private tea house and spectacular views.

Suite

Pavilion:

Top floor suite with commanding views from a verandah and private observatory.

Suite Tour:

Spacious top floor corner suite with panoramic views from a private Tea House.

Ballroom: Grandest hotel room in Zanzibar for those who want to indulge in opulence.

Gallery: Many handpainted windowpanes adorn its spacious bedroom and bathroom.

Lavender: In shades of lavender and blue, this room features an elegant brass bed and stone bath.

North: For a splendid view of Stone Town and the Indian Ocean with an open air bath.

South: A verandah garden separates the airy bedroom from a open air bath under the stars.

East: Facing the rising sun, this spacious room is a favorite for its light breezes and spectacular view.

West: Idyllic for romance with elegant furniture, a magnificent vista, and a large Arabian bath.

Crystal: Elegance and comfort are reflected in the mirrors and chandeliers of this large room with balcony.

Kipembe: This intimate central



room creates is surrounded by the unique environs of exotic Zanzibar.

Zenana:

Two beautiful rooms with a balcony suitable for a family or for guests seeking ample space.

Below is a description of the new rooms

Suite Blue: In the western Peace of Love wing Suite Blue is situated off the second floor verandah where there is an abundance of potted plants and an antique garden swing framed by a wooden bridge and staircase. The room boasts marble floors and twenty foot ceilings above a strip of original stucco decor. The walls are a cool blue throughout the large room which is divided by a teakwood screen partition of carved Indian filigree. One enters into a comfortable lounge with a writing desk sofa and chairs to relax in pleasant conversation. Beyond the wooden screen and a delicate voile curtain stands the

unique wooden bed, one of the oldest in Zanzibar, with mystic symbols carved in the headboards all under dramatic batik trimmed netting. The bathroom lies just off the bedroom where a stone tub in warm





tones of brown and deep blue provide a luxurious bath. Details in painted glass and colored glass windows adorn this space. The room is equipped with air conditioning and a ceiling fan above the bed for cool Suite Blue comfort.

Suite Rose : The beautiful carved door of this spacious two room suite lies just beneath a majestic arch off the second floor verandah in the western Peace of Love wing. The master bedroom boasts an elegant lounge area with a crystal chandelier and grandfather clock while the windows offer a western view of our bustling Swahili community of Peace of Love Square. At the far end of the room is a magnificent antique brass bed with detailing in mother of pearl and with dramatic netting trimmed in distinctive batik fabric. A second room lies off to the left of the master bed. A picturesque broad sofa doubles as a second bed beneath its own batik trimmed netting. A writing desk provides a comfortable space to relax to write letters home and to friends. An arched entry leads to the bathroom with a substantial stone tub excellent for relaxing

bubble baths. Air conditioning and ceiling fans provide for cool comfort in this lovely rose hued haven from the bustle of Stone Town. The Suite Rose is named in honor of the Rose Revolution of Georgia in 2003, , the year of this suite's conception.

Suite Sultan Seyyed: Situated on the top floor of the western Peace of Love wing Suite Sultan Seyyed is accessible either from the picturesque wooden bridge above the second floor verandah or the internal stairs near the Rose Suite under the ample archway. Guests enter a richly appointed sitting room with a magnificent teakwood credenza and Bordeaux red drapes which flow from one end to the other of this large suite lending a feeling of richness, extravagance and power worthy of the Sultan who brought the Bordeaux red colored flag to Zanzibar as it's national flag. Ornately carved wooden windows provide for an intimate retreat from the bustling neighborhood below. Through an ample archway lies the bedroom area with a beautiful brass bed with luxurious batik trimmed netting. The bath is semi open with a large stone bath beyond the bedroom area. This room is large light and airy with rows of windows along the east and west walls. Guests may open the windows for a beautiful sea breeze or take advantage of air conditioning and ceiling fans for cool comfort high above the streets of Zanzibar. Photo: North room.

Keep Suite: This suite at the pinnacle of the western Peace of Love wing commands a spec-

tacular view from it's private "castle keep" retreat. The Keep Suite is actually four distinct sections: the bedroom, the verandah parlor, the verandah garden, and the castle keep itself. Guests first enter the verandah parlor. Rich details encompass this room with it's beautiful city -scape view, a traditional swing, antique writing desk and paintings by one of Zanzibar's most renowned artists. To the left side of the parlor is a stone bath with antique tile inlays and with the facilities neatly tucked behind a decorative hand painted glass screen and batik trimmed curtain. The bedroom features a gigantic bed in a cocoon of netting and original batik trim fabric all with a fan directly above the bed. Carved lattice windows open to a rooftop city view while air conditioning makes for a comfortable cool haven from the Zanzibar heat. From the verandah garden up a teakwood staircase lies the "castle keep" itself, boasting an antique swing seat and a large couch for sunset cocktails or breakfast. The view from the stairs and skywalk leading to the "castle keep" are much like standing on the prow of a proud ocean liner above the city.

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Obama Sparks Interest U.S. Travel to Africa

“All over Africa, we can see how excited everyone is about President Obama’s connection to the continent,” said Edward Bergman, ATA Executive Director. “We have already seen a surge in interest about travel specials to Africa not only to Kenya, where President Obama traces his roots, but also throughout East Africa.”

Surge of Interest

ATA, the world’s leading global travel trade organization, is gearing up for its Second Annual U.S.-Africa Tourism Seminar. The two-day event takes place at the Washington Convention Center from February 19-20, immediately prior to the Adventures in Travel Expo (ATE). The seminar’s timing and location affords ATA an opportunity to build on the recent historic events, including President Obama’s commitment to service.

With travel to Africa on the rise and an emerging interest in Africa as a culture and heritage destination, Africa is garnering more and more attention from American tourists as one of the world’s premier travel destinations



Sports, Adventure, Diaspora Focusing on sports, adventure and diaspora travel and tourism, the seminar will showcase Africa as

a top tourism destination from the U.S., as well as a site for investment and business opportunity in one of the world’s fastest growing tourism markets. Manute Bol, former NBA star and Ethiopian Airlines

official spokesperson, will speak about different possibilities for responsible tourism and sports tourism in Africa.

Stephen Hayes, President of the Corporate Council on Africa, and Edward Bergman, among other travel professionals, will speak about tourism policy choices at the opening plenary session. Sthu Zungu, President of South African Tourism-USA, will speak about travel trends, relating to who is traveling to Africa, why they are going, and what can be improved on the travel front to increase communities can serve as Africa’s tourism ambassadors in the U.S. tourism markets.

Branding Africa

Panelists will also speak about branding and marketing Destination Africa and Africa’s newest travel products, particularly in the areas of sports tourism, and adventure travel.

Tourism experts and industry professionals from the U.S. and Africa, particularly travel agents and tour operators who market, sell and specialize in Africa, are expected to attend the seminar, as well as ministers of tourism, representatives from Washington D.C.’s diplomatic community, and Africa’s national tourism offices.

African American Family Representatives of the Spring Bank, Virginia Quanders family (1684), referred to as ‘America’s oldest documented African American family’ by Ebony and Jet magazines, will attend the event. Henderson Travel Services, the first African American travel agency in the U.S. to specialize in sending visitors to Africa, will also participate.

Public relations firms specializing in marketing Africa destinations, such as the Bradford Group, will participate in the seminar, alongside faculty and students from George Washington University. ATA welcomes travel industry professionals to participate in the ATE expo immediately following the seminar. ATA members should contact ATA for discounts to exhibit. To register and to find more information on the seminar, as well as sponsorship opportunities, visit <http://www.africatravelassociation.org/ata/events/uats.htm>

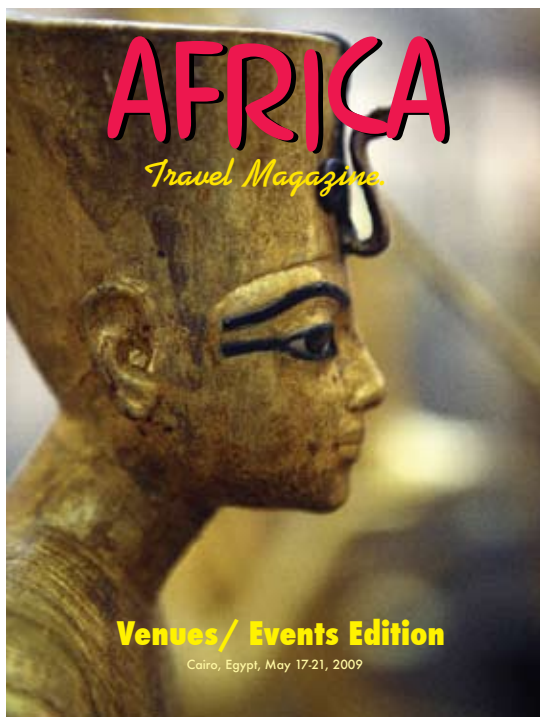
AFRICA TRAVEL MAGAZINE'S GLOBAL REACH SPARKS ENHANCED MARKETING FOR 2009-2012 AND A FREE TRAVEL LIBRARY

WORLD EDITIONS AND AFRICA TRAVEL LIBRARY LAUNCHED AT ITB BERLIN AND MODE A PARIS

After 15 years with the Africa Travel Association, the publishers of Africa Travel Magazine have extended their circle of activities beyond North America. In advance of ATA's 34th Annual World Congress in Cairo, Egypt in May 17-21, 2009, the magazine's editorial team participated in ITB BERLIN, the world's biggest travel trade show and Monde à Paris in France. Both events feature large Africa sections, where the magazine journalists provided support for their many colleagues, interviewing Tourism Ministers and other key persons. They also focused on ATA membership benefits.

Worldwide Response

Current statistics confirm the magazine's expanded global reach, with print distribution at more major events than ever, and over one million hits monthly online. Ranking in the top 40 in pages read are USA, Great Britain, South Africa, Canada, France, China, Germany, Netherlands, Sweden, Spain, Australia, Nigeria, Ethiopia, India, Italy, Ireland, Ghana, Belgium, Switzerland, Portugal, Tanzania, United Arab Emirates, Morocco, Uganda, Norway, Brazil, Philippines, Hong Kong, Egypt, Taiwan, Cameroon, Israel, Romania, Finland, Turkey, Botswana, Denmark, Mexico, Ivory Coast, Tunisia (Webtrends, March 2009).



Africa Travel Library

In addition to its special issues on ATA events, Africa Travel Magazine is now producing World Editions for its Africa Travel Library series representing Africa's 5 Sub Regions:

Northern Africa World Edition:

Algeria, Egypt, Libya, Morocco, Sudan, Tunisia, Western Sahara.

Western Africa World Edition:

Benin, Burkina Faso, Cape Verde, Côte d'Ivoire, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Saint Helena, Senegal, Sierra Leone, The Gambia, Togo.

Central Africa World Edition:

Angola, Cameroon, Central African Rep., Chad, Congo, Congo (D.R.), Equatorial Guinea, Gabon, Sao Tome & Principe.

Eastern Africa World Edition:

Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Mayotte, Mozambique, Réunion, Rwanda, Seychelles, Somalia, Uganda, Tanzania, Zambia, Zimbabwe.

Southern Africa World Edition:

Botswana, Lesotho, Namibia, South Africa, Swaziland.

"Venues" Edition:

Profiles of travel tourism industry festivals and events, past, present and future.

Copies of the above issues and others may be downloaded from www.africa-ata.org/preview.htm and will be available on CD later in the year.

Africa Travel Magazine

The magazine was launched in 1995 in partnership with the Africa Travel Association. It has produced issues for all ATA events since then. Several years later, the magazine's editors established a website which has since become a major portal for information on all aspects of travel to and from Africa. The site is often #1 for searches on Africa topics on Google, Yahoo and MSN.com and generates over one million hits monthly. E-mail: africa@smartt.com, website: <http://www.africa-ata.org/mag.htm>



Zanzibar 's Natural Abundance sustains bio diversity worthy of any East African destination, with Marine parks for the protection of its natural resources.

The Zanzibar Coast is fortunate in having one of the best big-game fishing spots in the Indian Ocean. Not only is there a wide variety of top sporting game fish, but there is also a variety of sea life to be observed.

In Chumbe Island's, coral reefs and biodiversity are so well preserved. Chumbe Coral Park is the first of many marine parks

created East Africa. It also has an education centre, a terrestrial Nature Trail and an "Eco-lodge" for accommodation.

A Conservation Zone surrounds Mnemba Island also supports a variety of aquatic creatures and plant life. The zone provides a nesting site for the endangered Green Turtle. The zone is located in northeast of Unguja Island just 10km from stone town. There is an exclusive accommodation facility for the tourist on the island. Misali Island lying within the Pemba Channel Conservation Area has been a popular destina-

tion from the seventeenth century when pirates used the island as a safe hiding place for their booty & the lost treasure of the infamous Captain Kidd is still thought to be buried somewhere on the island. The present allure of Misali is due its natural treasures beautiful coral reefs, coloured by a myriad of jewel-like fish; an open forest which is home to the rare Fischer's Turaco a dazzling green forest bird, vervet monkeys and the nocturnal bat known as the Pemba flying fox. The island and its coastal waters can be explored following established nature trails which have been designed to lead the visitor through the most impressive of the islands wonders. Misali water have now been declared as an Marine Conservation Areas, in which fishing is controlled. The regulations also provide for the western reefs to be totally non-fished, providing a sanctuary for breeding fish and a wonderful location for snorkelling. A small fee is levied on visitors, which will support a community development fund for the Misali fishermen.

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The Gambia hosts ATA 35th Congress, May 2010

Menai bay Conservation area is located southwest of Unguja Island, this 470sq km marine and coastal area is a traditional fishing ground, containing extensive tropical fish species, sea grasses, coral reefs and several small islets supporting mangrove forest. All marine parks are popular diving and snorkeling sites offering underwater cliffs, wrecks, canyons, caves and spectacular reefs where visibility is normally in excess of 20m. The aquatic life within these waters is often very prolific and one usually sees moray eels, scorpion fish, lion fish, large groupers, octopus, lobsters, rays and, occasionally, and manta rays and dolphins.

Education and awareness programs, for local and visitors alike, are deemed a very important and necessary part of the management plan of the parks. Environmentally friendly tourism and other economic incentives are being developed to help sustain the resource exploitation at all.

Weather

The rainy seasons (Masika) starts in March or April and lasts in May. June to October is the dry season and temperatures are clement. There are short rains known as Vuli. Zanzibar gets about 60 inches of rains annually. The maximum temperatures are 88.50F in February and 810F in July. The minimum temperatures are 800F in March and 710F in June.

Geography

The two Islands are located in the Indian Ocean about 35km off the coast of mainland Tanzania at longitude 39 degrees East and latitude 6 degrees South of

Equator. Pemba is about 40 miles long and 14 miles wide. It has a surface area of 608 square miles (2,332 square kilometers). It is located about 36 miles from the continent and 29 miles north-east of Unguja Island. Unguja Island is 50 miles long and 24 miles wide. It has a surface area of 995 square miles. It is separated from the continent by a 21 mile corridor at its narrowest point. Its highest point is 390 feet above sea level.

Health and Safety

Visitors to Zanzibar are no longer

required by law to have a Yellow Fever vaccination certificate. When you enter the country, please see your local doctor or Travel Clinic for further information about inoculations required for the area. Malaria is still prevalent in East Africa and so one should also take a malaria prophylaxis. There are many different kinds of medications for Malaria. However, precautions should be taken to avoid being bitten by mosquitos. Apply insect repellent and sleep under mosquito nets at night. Wear long-sleeved shirts and trousers in the evenings. Zanzibar is not much infected by HIV/AIDS. However you are advised to avoid all AIDS fueling factors.

As in almost all African countries, it is pleased to drink bottled water and avoid uncooked foods that may have been washed in untreated water. Sunstroke and heat exhaust Hindu temples which offer regular services on Sunday and on special occasions.

Shopping

As you stroll through Stone Town, you will find several shops selling wood carvings, Zanzibari chests, clothes, spices, jewellery, paintings and antiques. Most of the gift shops are situated along Kenyatta Road in Shangani, and Gizenga Street behind the Old Fort. Tourists are advised not to buy any products related to protected species on the islands, such as sea shells and turtles.



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MORE PAGES TO COME IN THIS WORLD EDITION SUPPLEMENT

Note to Readers

Some of the photos and maps in this sample edition are not of high resolution. Please be assured that these images will be replaced soon and most certainly before any portion of this edition goes to press.

Some of the text may be changed and new material will be added prior to our final approval of this issue.

Thank you

The Publisher



DANNY GLOVER

Other speakers included Brad he North American-based G.A.P. Adventures, Karen Hoffman, Tanzania Tourist Board Representative in the US and Sr. Vice President, The Bradford Group, New York, Eran Ketter, Media & Crisis

Management Consultant, Israel, and Dr Naiman Jidawi of the West Indian Ocean Marine Sciences Association. Mohamed Said Simai, Chair of ZATI (Zanzibar Association of Tourism Investors); Julia Bishop, Director, ZATI; and

Anglea Nyaki, Tanzania National Parks (TANAPA). The Forum was co sponsored by the Zanzibar Tourism Commission, ZATI and TANAPA.

Zanzibar, a state within the United Republic of Tanzania, is an archipelago consisting of two main islands Unguja, commonly known as Zanzibar Island and Pemba, and about 51 surrounding islets. Its location in the Indian Ocean off the coast of mainland Tanzania, has made it a crossroads of cultures absorbing people from the Orient, Iberia, Assyria and India.

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