



RUVUMA REGION TOURISM STRATEGIC PLAN 2021-2030

VOLUME 1- MAIN REPORT



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December 2020

Map 1 Names and Locations of National Parks and Game Reserves in Tanzania¹



Note: The Selous Game Reserve has been designated as Julius Nyerere National Park

Source: Tanzania National Parks Authority.

¹¹ Before Selous Game Reserve was re-categorized and renamed Julius Nyerere National Park

PREAMBLE

The process to prepare Ruvuma region's Tourism Development Strategic Plan resulted into some rich information that had to be presented in two volumes of the final report. This is Volume One, which presents the rationale for commissioning the study, the approach and methodology used in the collection of views and data that enabled the analysis to determine the strategic actions needed for the development of tourism sector in the region, the proposed main strategic action areas, institutional and funding arrangements for the strategy to be effectively implemented, and the proposed monitoring and evaluation framework. Volume 2 is presented under a separate cover is dedicated to the presentation of the Strategic Action Plan.

EXECUTIVE SUMMARY

Tanzania has been able to receive more than 1.5 million tourists per years in the most recent years. However, most of them have visited other regions, with Ruvuma region receiving a small share, although it is also endowed with plenty of tourist attractions. In 2017 for example, there were 1.33 million tourist arrivals nationally, but Ruvuma region received 4,432 tourists (mostly domestic, with only 109 International visitors), which is equivalent to 0.33 percent of the national share. The region's potential attractions include Lake Nyasa and its beaches, which supports watersports and diving, sports fishing, ornamental fish, Nyerere National Park and other game reserves, Community-managed Wildlife management areas (WMAs) within the Selous-Niassa Wildlife Corridor (SNWC) and some diversity of fauna, flora and many natural features such as the Mt. Livingstone ranges. The region has some rich historical and cultural historical sites, such as military and religious sites, dances and songs, and traditional foods, snacks and drinks.

The low level of tourist arrivals to the region has historically been attributed to poor transport and energy infrastructure, underdeveloped tourism facilities and inadequate marketing to raise awareness of the region's diverse natural, cultural and historical sites for tourists. However, there has been some positive developments to provide enabling environment for tourism sector development, characterized by the construction and provision of services related to a rehabilitated and expanded Songea airport, which can now handle larger aircrafts that can help to connect tourists arriving at our international airports in Dar-es-salaam and Kilimanjaro; tarmac roads linking all major towns with the rest of Tanzania; rural roads set be more reliably passable after the establishment of Tanzania Rural and Urban Roads Authority (TARURA); electricity connected to national grid; and rural energy programmes pioneered by Rural Energy Agency (REA); and, the opening of entry gates from Ruvuma region into the recently established Nyerere National Park. The government is implementing a strategy that ensures communities benefit from tourism by participating in the Wildlife Management Areas (WMAs).

The Ruvuma Tourism Development Strategic Plan will help to rally and have coordinated efforts in the development of the sector leading to more tourists visiting Ruvuma region. Public and private sector stakeholders, including communities adjacent to Wildlife Management Areas (WMAs) provided some views on the priority action areas for the sector. The region has a **Vision of** a vibrant and sustainable tourism industry promoted and developed for the social, business and economic benefits of residents of Ruvuma region, based on the rich natural, cultural and historical endowments by 2030. The Strategic Plan is prepared to assist the region in its **mission** to link tourism, promote conservation for responsible tourism development by communities through awareness creation, networking and promotion of best practices. The **overall goal** is to promote responsible tourism practices that will conserve Ruvuma's natural environment and improves livelihoods of associated communities. The goals will be achieved through the following strategic goals (SG):

- 1) Multi-stakeholder collaboration and engagement for tourism development, which involves collaboration among different stakeholders at national and regional levels

- 2) Improvement of Wildlife Management Areas (WMAs) and Local Tourism Enterprises
- 3) Development of Products and Tourism Circuits on Natural Attractions: Wildlife, Forests, Lakes, Landscapes, which includes (i) sustainable tourism and nature conservation; and (ii) ecotourism Organizations' Conservation Capacity and Sustainability
- 4) Development of Cultural Tourism Products
- 5) Development of Historical Tourism Products
- 6) Development of Hybrid Products and Tourism Circuits
- 7) Realignment of Policy and Institutional Framework
- 8) Capacity Development for a Well-Functioning and Sustainable Tourism

The final report of the Strategic Plan consists of the following key information: (a) Maps of key tourism attraction sites of natural, cultural or historical significance; (b) Recommendations on links to attract national and international tourism investors into the region; (c) Identified links and connections to the coast and other regions to the Ruvuma; (d) Identified links and how to capitalize transboundary tourism with northern Mozambique and Malawi; (e) Identified opportunities where new routes can be developed and linked to tourism circuits; (f) Filmed documentary of tourist attractions and destinations sites in the region; and (g) a Communication Strategy is also prepared to raise public awareness on the attractions available in Ruvuma region.

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LIST OF ACRONYMS AND ABBREVIATIONS

AWOTTA	Association of Women in Tourism Tanzania
CAWM	College of African Wildlife Management
CBFM	Community Based Forest Management
CBO	Community Based Organization
CTEs	Cultural Tourism Enterprises
EMA	Environmental Management Act
GDP	Gross Domestic Product
GIS	Geographic Information System
HAT	Hotel Association of Tanzania
ITMP	Integrated Tourism Master Plan
JFM	Joint Forest Management
JNNP	Julius Nyerere National Park
LGA	Local Government Authority
m.a.s.l	Meters above sea level
MNRT	Ministry of Natural Resources and Tourism
MSME	micro, small and medium enterprises
NCAA	Ngorongoro Conservation Area Authority
NCT	National College of Tourism
OECD	Organization for Economic Co-operation and Development
PPP	Public-Private Partnerships
PSO	Private Sector Organization
RAS	Regional Administrative Secretary
SNWC	Selous-Niassa Wildlife Corridor
RAS	Regional Administrative Secretary
RTFC	Regional Tourism Facilitation Committee
SNV	SNV Netherlands Development Organisation
SNWC	Selous-Niassa Wildlife Corridor
SOWASA	Songea Water and Sanitation Authority
SP	Strategic Plan
TACTO	Tanzania Association of Cultural Tourism Operators
TAFORI	Tanzania Forestry Research Institute
TANAPA	Tanzania National Parks Authority
TAWICO	Tanzania Wildlife Corporation
TAWIRI	Tanzanian Wildlife Research Institute
TCT	Tourism Confederation of Tanzania
THPAT	Tourism & Hospitality Professionals Association of Tanzania
TIC	Tanzania Investment Centre
TOR	Terms of Reference
TTB	Tanzania Tourist Board
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	World Tourism Organization
URT	United Republic of Tanzania
WMAs	Wildlife Management Areas
WTTC	World Travel and Tourism Council
WWF	World Wide Fund for Nature

1. BACKGROUND TO TANZANIA AND RUVUMA TOURISM

1.1 TANZANIA

Tanzania is one of the fastest growing tourist destinations in the world. Tanzania's wildlife resources are considered among the finest in the world, and is the only country which has allocated more than 25% of its total area for wildlife national parks and protected areas. According to a survey conducted by SafariBookings.com in 2013, Tanzania was voted the best safari destination in Africa.

Contribution of Tourism to the Economy

The tourism sector is enjoying a healthy growth rate of about 30 percent per annum in tourism, attracting more than 1.5 million visitors and generating about a quarter of the country's export earnings². According to Tanzania's National Five-Year Development Plan (FYDP) for 2016/17 – 2020/21, the tourism sector share of the country's GDP should be 18.3% by 2020, with a real growth rate of 6.2%. It contributes 11 percent to formal employment opportunities in the country. Recent information shows that Tourism and travel directly contributed 9 percent to Tanzania's GDP in 2017 and the sector directly supported 442,000 jobs which is 4.6 percent of the total employment (MNRT Tourism Statistical Bulletin 2018). Hunting and Forestry jointly contribute approximately 3 % to the GDP of Tanzania. Given there is such commitment to the conservation and protection of the wildlife, hunting in Tanzania is used as a conservation tool, based upon the idea of sustainable hunting quotas that can bring much-needed benefits to the custodians of the wildlife resources and local communities. In Tanzania, wildlife surveys are undertaken on a regular basis by TAWIRI and hunting licenses are issued accordingly.

The sector has enormous development growth potential with some already down strategies to overcome constraints in its expansion and improve services in the current destination areas. In terms of its natural resources, Tanzania is uniquely endowed with practically all the key attractions necessary for development of any successful tourism industry. Tanzania's tourism industry is a catalyst for the growth of other economic sectors such as transport, agriculture, art and crafts. It has the potential to increase the number of jobs due to the interaction with multiple services and industries. In Tanzania tourism is the leading sector for its contribution to the national economy through foreign currency earnings.

²The sector in 2016 generated about TSh5.46trn (\$2.5bn) (according to the World Travel & Tourism Council (WTTC), which defines exports as "spending within the country by international tourists for both business and leisure trips, including spending on transport"). In the same year it attracted investment worth TSh2.66trn (\$1.2bn) or 8.7% of overall investment, which likely to grow as new hotels and resorts open up post Covid-19 era.

Policies for Tourism Development

The Tourism division in the Tanzanian Ministry of Tourism and Natural Resources was established in 1970 to carry out the present duties of ensuring development of the tourism industry in Tanzania. The National Tourism Policy provides some guidance and strategies towards development of the tourism sector in the country. The objective of the policy is to assist in efforts to promote the economy and improve the livelihood of the people. The policy encourages the inclusion and active participation of the private sector in the development of tourism by offering special investment incentives. Among the instruments for implementing the tourism policy is the Integrated Tourism Master Plan (ITMP), which was developed in early 2002³.

Special Tourist Attractions in Tanzania

The National attractions in Tanzania range from beautiful beaches, national parks and game reserves, historical sites, culture and traditions to natural wonders and beautiful scenery. The scenery and the topography of the country, including its very friendly people, embraces the growth of excellent cultural tourism, beach holidays, trophy and game hunting, historical and archaeological ventures and certainly among the best wildlife photographic safaris on the continent. Tanzania is home to the leading game reserve, partly located in Ruvuma region; Serengeti national Park, the largest national park in the world, and the Mt. Kilimanjaro which is the tallest mountain on the African continent and the highest free-standing mountain in the world. Mount Kilimanjaro was declared Africa's leading tourist attraction in 2016 during the World Travel Awards Africa and Indian Ocean Gala Ceremony in Zanzibar. Other tourist attractions in Tanzania are the Ngorongoro Crater, Lake Manyara national park, Tarangire national park, Ruaha national park, Mikumi national park. Other additional natural attractions include the white sandy beaches of the Zanzibar archipelago, of north and south of Dar es Salaam, and excellent deep-sea fishing at Mafia and Pemba Islands and a variety of cultural tourism spread all over the country. All these attractions provide best matching locations for investment.

Tourism is centered mainly in the "northern tourist circuit" of Arusha, Mount Kilimanjaro, Tarangire National Park, Lake Manyara, the Ngorongoro Conservation Area, and the Serengeti as well as Zanzibar. The Government of Tanzania is focused on developing the country as a multi-center tourism destination. Diversification and investment focused on nature and adventure travel could result in significantly increased arrivals and revenue.

Tourism packages in the country are diversified to include cultural tourism to take advantage of the diversity of people's culture offered by more than 120 tribes, with interesting traditions, customs and history. Despite the concentration of tourists in the northern circuit, Tanzania is home to a vast and diverse range of attractions across the country, some of which are located in Ruvuma Region.

³ It is certainly due for a review and formulation of a new Tourism Master Plan.

For convenience of development of tourism, the country is divided in the following zones:

- **Northern Tourism Circuit:** Mount Kilimanjaro, Ngorongoro Conservation Area Authority, Olduvai Gorge, Serengeti, Tarangire, Lake Manyara and Arusha National parks.
- **Southern Tourism Circuit:** Nyerere National Park, Mikumi, Udzungwa Mountains, Ruaha, Katavi and Kitulo National Parks. *Ruvuma region's tourism assets form part of this circuit.*
- **Western Tourism Circuit:** Gombe and Mahale National Parks, Lake Tanganyika and various historical centers especially those in the old slave and ivory trade routes.
- **Coastal Zone:** Stretch of about 804 km of beach from Tanga to Mtwara.
- **Islands and Water Resources:** Island of Zanzibar and Pemba and Marine parks of Mafia Island and Mnazi Bay.
- **World Heritage sites:** Ngorongoro conservation Area, Selous Game Reserve, Serengeti national Park, Mount Kilimanjaro, Caves of Kondoa, Historical sites of Kilwa Kisiwani, Songo Mnara and Zanzibar stone town.

Table 1 shows that most of the tourists to Tanzania come for leisure, recreation and holiday purposes (74%) which are three times more than all other purposes combined. Ten percent (10%) of the tourists come to visit friends and relatives, business and professionals (5%); transit (3%), and others. The National parks and Ngorongoro combined continue to represent the single most preferred attraction in the country particularly for the holiday makers. Serengeti national park takes the top spot in the list of most visited attractions, receiving 36% of all visitors to the national parks (MNRT, 2018). After Serengeti, tourists prefer to visit Tarangire (24%) Lake Manyara (19%), and Kilimanjaro (8%), and other parks (13%).

Table 1: International arrivals by purpose of visit, 2013 -2018

Purpose of Visit	2013	2014	2015	2016	2017	2018
Leisure, recreation and holiday	890,798	920,028	872,499	936,549	981,217	1,122,336
Visiting Friends and Relatives	76,674	85,818	103,627	138,342	163,391	101,030
Business tourism	65,922	68,341	76,245	67,075	58,130	76,123
Transit	33,267	27,146	33,093	51,055	51,068	127,569
Other	29,223	38,823	51,719	91,258	73,337	78,644
Total	1,095,884	1,140,156	1,137,182	1,284,279	1,327,143	1,505,702

Source: MNRT, statistical bulletin, 2018

1.2 OVERVIEW ON TANZANIA'S TOURISM POTENTIALS

1.2.1 Tourism Policy, Institutional and Legal Framework

Tanzania's overall policy objective is to achieve sound sustainable development by reconciling economic growth and conservation of resources while spearheading social development (Tourism Policy, 1999). The sectoral laws address the main policy goals on environmental

management which include the integration of environmental considerations in all sectoral policies, plans and programs.

The Rural Development Strategy of 2002 is a lead policy guideline for rural development projects/programmes that seeks to reduce poverty in rural areas. The Strategy spells out key actions to address the land degradation problems in rural areas such as making environment impact assessments for rural development projects mandatory.

The Village Land Act of 1999 provides opportunities for villages to develop land use plans, which take into account all activities including agriculture, forestry and the environment. It provides opportunities for surveys and demarcation of village boundaries and development of land use plans and allows women to own land.

The enactment of Environmental Management Act No. 20 of 2004 (EMA, 2004) CAP 191 of the laws provides for a legal and institutional framework for sustainable management of the environment, prevention and control pollution, waste management, environmental quality standards, public participation, environmental compliance and enforcement.

1.2.2 Tourism Institutional Framework

Tourism Management in the Mainland Tanzania Tourism is one of the major key economic sectors that the Tanzanian government has identified, with other key economic sectors including mining and agriculture. In the legal context of Tanzania, tourism actors are defined as persons (to also mean registered companies) licensed to offer transport, accommodation, reservation, tour operation and related services to tourists and visitors. Besides private service providers, the public sector is also a key player who covers regulatory and policy frameworks and destination promotion roles. In a real sense, the tourism sector is a fertile ground for equal partnership between the private and public sectors.

Much as the Tanzania Tourism Master Plan of 2002 has expired, the identification of key tourism investment areas is still guided by policy, legal framework and potentiality of tourism attraction in the southern circuit generally and in Ruvuma region more specifically. In addition, a number of improvements have made in the enabling environment within the tourism sector and in the overall socio-economic and security spheres. Implementation of the 2002 Tourism master programs focused on:

- Improving knowledge and ‘know-how’
- Attracting capital investment
- Enhancing and expanding the tourism product
- Improving service standards
- Improving access transport
- Improving safety and security
- Creating greater market awareness
- Strengthening institutions and economic linkages

In the case of Ruvuma region, improvements have been made in the areas of transport infrastructure and improving safety and security; these have created good environment for attracting investments in the areas of enhancing and expanding tourism products, improving service standards, attracting capital investments, and creating greater tourism market awareness in Ruvuma’s area of tourism comparative advantage: hunting tourism (in Game reserves,

national parks and Wildlife Management Areas) for national and international investors, photographic tourism etc.

1.2.3 The Role of Public Sector and Public-Private Partnerships

The Tourism Division under the Ministry of Natural Resources and Tourism (MNRT) is a facilitator, responsible for sector policy and planning, manpower training and classification and licensing of tourism service providers. The division is also responsible for the National College of Tourism (NCT) and Tanzania Tourist Board (TTB). The Wildlife division is responsible for all wildlife management outside the National Parks and the Ngorongoro Conservation Area and issues related to hunting concessions and licenses, including those of TAWICO and Mweka College for wildlife utilization. The wildlife division is divided into five parastatals: National Parks Authority (TANAPA), the Tanzanian Wildlife Research Institute (TAWIRI), the Ngorongoro Conservation Area Authority (NCAA), and the College of African Wildlife Management (CAWM) at Mweka. The Divisions of Forestry & Beekeeping is responsible for policy and planning in respective natural resource sectors. In addition, the former division has responsibility for a research Institute-Tanzania Forestry Research Institute (TAFORI). The Antiquities Division is responsible for national museums while the TIC plays a big role for coordination and facilitation of investment in the sector.

MNRT, through its semi-autonomous institutions namely NCAA and TANAPA, is also responsible for management of the country's natural and cultural assets around which the tourism products are created. Currently there are 16 National Parks which are reported to be a single dominant attraction to international visitors. Apart from the National Parks, the category accorded the highest protection status, according to the IUCN classification system, tourism also takes place in Game Reserves, Game Controlled Areas and Open Areas (which are managed by Wildlife Division in MNRT and the Marine Reserves).

1.2.4 The Role of Private Sector

The National Tourism Policy of 1999 (URT) considers the private sector as the tourism's engine for growth. The Tourism Confederation of Tanzania (TCT) is an apex body of the private sector players and it comprises 13 PSOs members who represent various tourism service providers. As indicated in part three, section 2.3.2, TCT has a role of safeguarding the interests of its members and forms a bridge between the operators and the government. TCT further ensures that through national representation, appropriate macro policies and strategies are adopted for developing and maintaining an environment for protecting natural and cultural heritage (Pasape, Anderson and Lindi, 20134). Other private sector associations are Tanzania Association of Tour operators (TATO) and Association of Women in Tourism Tanzania (AWOTTA).

Public-Private Partnerships (PPPs) can be a powerful tool for tourism product development and enhancement, as well as for research, marketing, and promotion. While a PPP is not the best tool for every requirement, the strategic use of partnerships can contribute significantly to the development of a sustainable tourism program, and PPPs can be a vital tool for facilitating tourist access and improving the destination experience.

⁴Pasape, Anderson and Lindi, 2013, "Towards Sustainable Ecotourism through Stakeholder Collaborations in Tanzania"

Partnerships create opportunities for private sector enterprises of all sizes, and for NGOs, throughout the tourism value-chain. Large infrastructure PPPs will be awarded to large contractors, but micro, small and medium enterprises (MSMEs) typically participate as sub-contractors, and benefit from the project outcomes. Other partnership models may offer greater scope for MSMEs direct participation, due to the lesser investment requirements.

1.2.5 Involvement of local communities

For reasons of making conservation of natural resources more sustainable, communities that live near or within these resource-rich areas are mandated and empowered to take an active part in the conservation effort (URT, 1998). This form of management of the wildlife resources gives communities a legal mandate to directly benefit from resources they help conserve particularly through tourism projects. Products that are designed and operated by communities have captured the attention of both policy making systems and intermediaries. From 2007 to 2012, the combined value of yearly revenue from game viewing tourism had risen from \$63,000 to \$915,000 (MNRT, 2014). Revenue from WMA investments are shared through an established benefit sharing mechanism among member villages. Revenue earned is often used by communities for development projects, such as construction of classrooms, teachers' houses, and medical dispensaries.

In its bid to open up more opportunities to local people and empower them to claim higher stakes in the tourism industry, the government (MNRT) in collaboration with SNV through TTB introduced Cultural Tourism Programme (now known as Cultural Tourism Enterprises (CTEs) in 1996; Anderson (2014)⁵. The aim was and is to develop and promote cultural excursions, organized by local people in their natural environment where they live today. Currently there are over 47 of these enterprises. Most CTEs focus on offering cultural experiences including: experiencing people's way of life, traditional dances/ceremonies, sampling of local cuisines, home-stays, daily homestead chores, handicrafts, community development initiatives, indigenous knowledge, historical heritage, nature walks, and local folklores. Today CTEs are well-established tourism organizations with elaborate procedures for their establishments and operations. The initiative began in Arusha involving a few groups of the Maasai youth but now CTEs exist all over the country (MNRT, 2012⁶). The Ministry has also prepared a Guideline that prescribes the steps, procedures and processes for the establishment and management of CTEs.

1.2.6 Trend Analysis of Tourism Arrivals in Tanzania

This section focuses on the trends of tourism arrivals with focus on Tanzania and Western Serengeti catchment area, in terms of number of tourists, revenue and employment where data is available.

Global context: Over the past six decades, tourism has evolved into one of the most significant sectors of the global economy. Tourism accounts for 9% of the Gross Domestic Product and 9% of employment worldwide and 6% of the world's exports (UNWTO, 2013)⁷. The tourism industry is one of the main sources of income and employment for many countries, a principle

⁵Anderson, W. (2014), "Cultural Tourism and Poverty Alleviation in the rural Kilimanjaro, Tanzania": Journal of Tourism and Cultural Change. 12 (2); 1-17

⁶ URT, MNRT 2012 "Assessment of tourists' willingness to pay for cultural tourism towards visitor's satisfaction and improvement of community social services in Tanzania's: case of Arusha region"

⁷ UNWTO Tourism Highlights, 2013 Edition

foreign exchange earner for 83% of developing countries, and the number one export for one third of the poorest countries (The International Ecotourism Society-TIES⁸, 2006). Given its economic and social significance, tourism is regarded as a strategy for economic and social development in many countries, including Tanzania (Newsome et al., 2013⁹; Telfer and Sharpley, 2008¹⁰). Globally, the number of international arrivals has grown steeply from 25 million in 1950, to 278 million in 1980, 528 million in 1995, and 1,035 million in 2012 (UNWTO, 2013¹¹). In the future, 1.8 billion international arrivals are forecasted by the year 2030, with a growing focus in developing countries. Over the past six decades, tourism has experienced expansion and diversification, and new destinations (e.g., Asia and Africa) have emerged apart from the traditional markets of Europe and North America (Newsome et al., 2013¹²; UNWTO, 2013¹³).

Trend analysis in the Tanzania context: In Tanzania, the tourism sector is one of the leading and fastest growing sectors of the economy (MNRT, 2018; For instance, tourism sector was the number one industry, providing more than 40% foreign exchange for Tanzania, and contributing about 3.5 % of the total Gross Domestic Product (GDP). Tourist earning increased from US \$570 million in 1998 to US \$823.05 million in 2005 US \$1.293 billion in 2010 and reached 1.506 billion in 2018 (MNRT, 2018¹⁴). Employment in the tourism industry has increased from 132,000 people in 1998 and reached 402,000 in 2018 (MNRT, 2018¹⁵). Tanzania relies primarily on the international tourist market that grew from 540,747 tourists in 2014 to 481,199 tourists in 2018 and kept on increasing and reached 726,003 in 2018 (see Table 2).

Table 2: Annual Trends of International Visitors Arrival at the National Parks, 2014 – 2018

National Park	YEAR				
	2014	2015	2016	2017	2018
Arusha	29,878	24,708	26,714	30,185	32,790
Gombe	890	723	956	1,002	1194
Katavi	1,643	1,200	1,159	1,190	1482
Kilimanjaro	51,929	41,038	43,893	47,772	51,533
Kitulo	65	70	95	94	179
Lake Manyara	115,217	92,341	103,830	118,501	135,098
Mahale	814	896	690	983	886
Mikumi	16,601	17,117	22,923	19,274	25,580
Mkomazi	583	563	573	594	659
Ruaha	11,602	11,558	11,233	11,217	14,381
Rubondo	447	447	433	558	465
Saadani	2,884	3,143	3,548	2,530	2,976
Saanane	253	413	464	474	650
Serengeti	184,811	167,988	201,728	231,756	270,946
Tarangire	119,770	116,590	130,085	151,681	183,764
Udzungwa	3,360	2,604	2,759	2,617	3,420
Total	540,747	481,399	551,083	620,428	726,003

⁸ The International Ecotourism Society “Ecotourism: The growth, its implications and trends

⁹ Newsome et al., 2013 “Natural area tourism: ecology, impacts and management”

¹⁰ Telfer & Sharpley 2013, “Tourism and development in the developing world”

¹¹ UNWTO Tourism Highlights, 2013 Edition

¹² Natural area tourism: Ecology, impacts and management, second edition

¹³ UNWTO Tourism Highlights 2013 Edition

¹⁴ Tanzania to diversify tourism offerings and address growth challenges

¹⁵ MNRT 2018 Statistical Bulletin

Table 3 compares Tanzania, South Africa and Kenya in terms of the sectors contribution to their economies. The sector employed 402,000 people in 2018, equal to 4.6% as its share of total employment in the economy.

Table 3: Country comparison on contribution of tourism to their economies 2016

Country	Rank in the World	Tourism contribution to GDP (USD millions)	Tourism share of GDP	Tourism contribution to employment (thousands of jobs)	Tourism share of employment	Value added per worker(US\$)	International tourist arrivals (thousands)	Spending per international tourist (USD)
Tanzania	93	1,506	4.5	402	3.8	3,744	1,063	1,769
South Africa	48	10,681	3.0	646	4.6	16,547	9,537	969
Kenya	78	2,120	4.8	226	4.1	9,367	1,433	615

Source: World Economic Forum (2015), the Global Competitiveness¹⁶ Report 2015–2016

1.2.7 Towards Diversification of Tourism Products

According to Mgonja et.al. (2015)¹⁷, Tanzania is on the path towards diversification of its tourism products, among them has been the promotion of eco-tourism given its inherent characteristics to “support conservation of natural resources, preserve local culture, and provide economic benefits to the communities”. This will inevitably require regulatory authorities to “articulate clear policies, regulations, and guidelines that delineate strategies to increase accessibility of ecotourism that brings benefits to local communities, increase local community participation, and elucidate better mechanisms of sharing revenues generated from ecotourism”. The southern part of Tanzania, such as Ruvuma region, is among areas with abundant and diverse natural and cultural resources, with plenty of room for growth. However, according to Pasape L et.al. (2014)¹⁸, the growth of eco-tourism comes with a price in terms of investments related to conservation of natural resources, refurbishment of damaged cultural sites; preservation and human settlement; creating community's awareness, establishment of reliable public services, capacity building to have skilled communities and products' quality.

In order to build a competitive tourism industry in the country, stakeholders under the umbrella of the Tanzania Private Sector Foundation (TPSF)¹⁹ recommended that among the required packages for enabling business operations in Tanzania should involve simplifying setting businesses at local level that promote eco-tourism and cultural tourism, which are more likely to benefit local communities than the traditional wildlife tourism.

1.2.8 Outline of the Report

This report has four chapters including chapter 1 that presents some background to the study. Chapter 2 presents a situation analysis of Ruvuma region in terms of socio-economic conditions and its natural endowments that can be exploited for tourism development. Chapter 3 presents findings based on stakeholder consultations on what are viewed as the most potential areas for

¹⁷ Mgonja John T, Agnes Sirima and Peter J Mkumbo (2014). A Review of ecotourism in Tanzania: magnitude, challenges, and prospects for sustainability. Posted in <https://doi.org/10.1080/14724049.2015.1114623>. Published online: 18 Dec 2015

¹⁸ Pasape Liliane, Wineaster and George Lindi (2014). Assessment of indicators of sustainable ecotourism in Tanzania. Posted in <https://doi.org/10.1080/13032917.2014.912244> (published online: 28 April 2014).

¹⁹ TPSF and Cluster Competitiveness Programme (2010). Supporting the Competitiveness of Tanzania Tourism Strategic Action Plan Executive Summary April, 2010.

tourism in all the district councils. The strategic plan for developing the tourism sector in the region is provided in Chapter 4. Annexes are also provided.

2 RUVUMA REGION SITUATION ANALYSIS

2.1 INTRODUCTION

Ruvuma region is one of the United Republic of Tanzania's 31 administrative geographically demarcated units located in the southern-most part of the country. The region is named after the Ruvuma River, which forms most of its southern boundary with Mozambique and shares part of Lake Nyasa with Malawi. The region has five districts which are Songea, Tunduru, Namtumbo, Mbinga and Nyasa. The region has a total surface area of 67,550 km² (7.2% of Mainland Tanzania's land area), of which the water area comprises of 3,582 km², dominated by Lake Nyasa. According to the 2012 national census, the region had a population of 1,376,891.

Ethnic Groups

The 10 larger ethnic groups in Ruvuma region include: Wamatengo, Wangoni, Wayao, Wanyasa, Wandendeule, Wamakua, Wapoto, Wamanda, Wanindi, Wamatambwe and Wabena. Wamatengo are the largest ethnic group in Mbinga district; The Wanyasa, Wamanda and Wapoto reside along the shores of Lake Nyasa together with a few Wangoni. Wangoni constitutes the larger ethnic group in Songea.

Climatic Conditions

Ruvuma region has a mild temperature averaging 23 degrees Celsius, depending on altitude and season. The months of June, July and August are chilly with the temperatures dropping to 13 degrees Celsius. Within the areas surrounding Matengo Highlands in Mbinga district, October and November are the hottest months with an average temperature of degrees 30C. **Rainfall:** Except for bad weather years, the region experiences adequate rainfall annually. The rainfall pattern depicts one long season which begins in November and ends in May each year. **Humidity:** The humidity is about 88 percent during the day in the months of March whereas in the evening it may drop down to 37 percent in the month of October.

Economic activities

Ruvuma Region is mainly an agrarian region with over 87 percent of its population residing in rural areas and actively engaged in land-based production. The regional major economic activities are agricultural farming, livestock keeping, lumbering, fishing, beekeeping, mining and trade. Agriculture is the mainstay and leading economic activity. The region's major staples include maize, cassava, and paddy, sweet potatoes, legumes, millets and sorghum; while coffee, tobacco; cashew nuts are the major cash crops. Farming of sunflower, soya beans, simsim (sesame), finger millet and groundnuts farming is also common in Ruvuma.

2.2 NATURAL RESOURCES AND TOURISM

Ruvuma Region has a diversity of fauna, flora and many natural features, and large in-tact wilderness areas, alongside a rich military and cultural history, most of which have not been used to attract tourism businesses. Potential attractions include prominent rock outcrops (inselbergs), wide, open scenery, beaches, watersports and diving in Lake Nyasa and Mbamba Bay Port, undeveloped cultural and archaeological/ historical tourism, National parks, Game reserves and

community-managed Wildlife management areas (WMAs) within the Selous-Niassa Wildlife Corridor (SNWC). Ruvuma Region therefore has the benefits of diverse, wilderness landscapes, from the sandy beaches along the shores of Lake Nyasa, the Ruvuma River and the mountainous climate in Mbinga District.

2.2.1 Ruvuma River

Ruvuma River is one of the largest rivers in Tanzania. It rises in the Matogoro Mountains in Ruvuma region, southeastern Tanzania. The Ruvuma River forms the boundary between Tanzania and Mozambique for a length of 400 miles (650 km) from the coast and has a total length of about 475 miles (760 km).



Photo 1 Part of Ruvuma river with some small boats used by fisherfolks

The Ruvuma River is widely known as a river for the people and nature as it is full of wildlife and saves over eight million people on both sides of the two countries. The river is connected with the famous wildlife corridor known as Selous – Niassa Wildlife corridor.

The mighty Ruvuma River is endowed with a large number of animals including



a renowned population of hippo. The river has been designated as a photographic zone and is a popular for tourists.

To the Southern East of Ruvuma region is the gate to the Nyerere National Park. The Park hosts the famous ‘‘Big Five’’ and some rare species of antelopes like Roan Antelope, Brindled Gnu, Lichtenstein hartebeest, roan, and sable antelopes, Kudu etc.! Inside the park, one can see wild dogs, herds of antelopes, elephants, lions and impalas which kept their distance from our vehicle. Unlike Serengeti National Park and Ngorongoro Crater in northern Tanzania where lions and cheetahs come close to tourist vans, the wildlife in Nyerere National Park are not used to vehicles and humans. Nyerere National Park's panoramic plains are decorated with golden grass, savannah forests, riverine marshes and lakes.

Large Populations of African Wild dogs

In Nyerere National Park, African Hunting Dogs are thriving, unlike most of those elsewhere on the continent (photo 2). In fact, the park has the last true stronghold for African hunting dog in Africa. While this species is highly endangered and seen in few areas, Nyerere gives visitors chance to see them.

Photo 2 Different animals seen within the Nyerere National Park: Dogs, Hippos and Crocodiles

<p>African Hunting Dogs</p> 	<p>JNPP: Highest Concentration of Hippos and Crocodile in Rufiji River</p> 	
<p>Source of photos: <i>Rufiji River Camp</i></p>		

Diverse birdlife

In Nyerere National Park, bird life is diverse and abundant. More than 440 species of birds have been recorded (Photo 3). These species are found in sandbanks, oxbow lakes and channels are home to these species. The rare species of pel's fishing owls and white backed heron, which live in the wooded section of the riverbank.

Photo 3 Different birds seen within the Nyerere National Park

<p><i>Kingfisher waiting to fish in Nyerere National Park River and streams</i></p> 	<p><i>Bee-eaters in the walls of Rufiji River banks</i></p> 
<p><i>Photos by Rufiji River camp)</i></p>	

The largest concentration of elephants on the continent has been known for taking home in this park (photo 4).

Photo 4 Different animals seen within the Nyerere National Park: Elephants and Buffalos

<p><i>Large populations of elephants are found in this park</i></p>	<p><i>Blue wildebeest are commonly found in the Nyerere NP</i></p>
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Photo: Rufiji River Camp



Photo: Todd Fellenbaum

Rare Species of Antelopes

Apart from being very famous for elephants, rhinos and hippopotamus, Nyerere has also a vast range of game including: brindled gnu, Nyasaland gnu, sable antelope, eland, greater kudu, waterbuck, hartebeest (photo 5), zebras, giraffe, reedbuck, warthog, spotted hyena, lion, leopard, and hunting dog, in addition to the largest populations of buffalo in Africa.

Photo 5 Different animals seen within the Nyerere National Park: *Lichtenstein hartebeest*

Lichtenstein hartebeest are seen in JNNP



2.2.2 Tourism Activities in the Nyerere National Park

Nyerere National Park has some of the activities that give visitors opportunities to enjoy its beauty. The Park will give opportunities to do walking safaris and Game Viewing by vehicles.

Accommodations

Every type and quality of accommodation is available from light weight fly camps to high end lodges (photo 6).



Photo 6 Visitor in the Lodge enjoying the facility with Rufiji River View.

Seasonal Campsites

The Park has several seasonal campsites for guests to book and stay and enjoy the unspoiled beauty of the park (photo 7).



Photo 7 Seasonal campsites in the park

Permanent Tented Camp

There a number of luxury tented camps in Nyerere where visitors can choose depending on their preferences (photo 8).



Photo 8 A luxury permanent tented camp in the park

The Nyerere National Parks (formerly known as Selous Game reserve), is a World Heritage site that was gazette in 1982, forming one of the largest protected areas in Africa. The reserve has a number of game reserves (Liparamba, proposed Gesamasowa Litumbandyosi), and five game-

controlled/forest reserve areas, namely, Undendeule, Mwambesi, a, whereby Muhuwesi and Mwambesi are in Tunduru District Council, while Undendeule is in Namtumbo District Council. Other attractions in Ruvuma region are (a) the Matogoro mountain ranges, (b) the Lukumburu Mountains, (c) Luhira Game Sanctuary, (d) the fishponds at Luhira and Peramiho.

With an area of around 50.000 km², representing 6% of Tanzania's land surface, the World Heritage Site "Selous Game Reserve" (now Nyerere National Park) is the largest single protected area in Africa. It is also the oldest dating back to 1896. The reserve contains some of the most important populations of elephants, buffalos, antelopes, lions, wild dogs and other predators in Africa. With its extensive area of natural Miombo woodlands, the Selous is also one of the most extensive forest areas under protection. During the 1980's the rapid increase in poaching for ivory and rhino horn led to a steep decline of the elephant and rhino populations and threatened the reserve's ecological integrity and survival. The Niassa Reserve is with 42.400 km² the largest conservation area of Mozambique and contains the greatest concentration of wildlife in this country.

2.3 ATTRACTION IN THE SELOUS-NIASSA WILDLIFE CORRIDOR

The Selous-Niassa Wildlife Corridor ('Ushoroba' in Swahili) joins the Nyerere National Park with Mozambique's Niassa Reserve, forming a vast conservation area of about 120,000 sq. km, and ensuring protection of one of the world's largest elephant ranges. In addition to the elephants, estimated to number about 85,000, the area is home to one of the continent's largest buffalo herds, more than half of its remaining wild dog population, a substantial number of lions, and resting and nesting migratory birds.

The area also encompasses large areas of both the Rufiji and Ruvuma River basins, with the watershed running roughly parallel to the Songea-Tunduru road. Local communities in the area are the Undendeule, the Ngoni and the Yao, who have formed various village-based wildlife management areas to support the corridor. Several of these communities have started small ecotourism ventures, including Marumba, southwest of Tunduru. At the Chingoli Society office in the village centre, guides can be arranged for village tours and to visit Jiwe La Bwana (with views across the border into Mozambique) and Chingoli Table Mountain and caves, used by locals as a hiding place during the Maji Maji rebellion. Tourist infrastructure ranges from basic to non-existent, with a basic campsite just outside the village.

(i) Wildlife Management Areas (WMAs)

The Selous -Niassa Wildlife Corridor is composed of five community-owned Wildlife Management Areas (WMAs). These large, relatively intact wildlife areas link the newly established Nyerere National Park to the Nassau National Reserve in Mozambique, and together create one of the largest wilderness areas in East Africa. There are currently 3 tourists hunting blocks located in the north of the corridor (two in Mbarang'andu and one in Nalika WMAs), with no investors in the south hunting block of Kisungule, Kimbanda and Chingoli WMAs. Large areas of the region form an important elephant range, alongside

providing habitat for other species including buffalo, wild dog, lion and sable antelope. The eco-tourism potentials of the SNWC and the five WMAs in the Ruvuma Region are currently totally unexploited. With the creation of the new Nyerere NP, the corridor could be an opportunity to attract new investors into the region, but attractive investment opportunities and options need to be available. Only a few tourist attractions have so far been exposed and advertised for tourism purposes, for example, the Majimaji museum in Songea. The region commands several tourist attractions which, if developed for tourism, can attract a good number of investors. The WMAs could attract either trophy hunting or photographic tourism, but wildlife populations are low, and the habitat wooded (game -viewing difficult) and so well-thought-out planning needs to be built into tourism development. The WMAs offer much greater flexibility and creativity for a tourism investor than a National Park, with options for hiking, fishing, outdoor training, and bush skills, off-road driving and other alternative options which investors cannot do inside the national parks. There is also the possibility of game ranching to increase wildlife numbers and therefore attract new investors into the corridor.

2.3.1 Broadening the concept: from wildlife to natural resources management

The initial idea for the WMA approach was to conserve wildlife outside national protected areas and on communal land based on the assumption that wildlife management in terms of hunting and non-consumptive tourism can economically out-compete other forms of land-use, in particular subsistence farming. Those economic incentives were supposed to contribute to the economic development of communities, improve their livelihoods, reduce poverty and consequently increase their acceptance for wildlife and conservation.

However, wildlife populations have been so small that their rehabilitation to a viable economical asset still required time and conservation efforts.

Potentials of other available natural resources and ways to put them into value had to be investigated and developed. This included:

- A change from exclusive communal management regimes to a development of a private sector and enterprise culture within the communities. That way the CBO management would have to transfer parts of the business or entrepreneurial activities in the WMA to individuals or groups of individuals originating from the community. This incentive orientated new private sector is in general more efficient in the production and delivery of services than communal organizations where members have the tendency to look rather for allowances and other personal advantages than caring for delivery and results. Furthermore, this approach allows for a shift from collective income to a wider distribution of income reaching directly the household level with the effect to reduce jealousy and conflicts among community members over money issues. It also contributes to the balance of power between the representatives of the CBOs and ordinary villagers. For example, the role of the CBOs in bee-keeping and fisheries management has been limited to the supervision of activities, the lease of user rights and issue of permits to

individuals or private user groups. Those originate from the villages and utilize the natural resources of a WMA like entrepreneurs.

- Because of its vast forests and permanent water streams the SNWC has a high potential for the production of honey and other by-products. Hence need for the formation of bee-keeping groups, training in modern and productive bee-keeping methodologies, local production of modern bee-keeping equipment, honey processing and marketing are part of their program.
- The Miombo woodlands of the SNWC still harbor some considerable amounts of valuable hardwood although illegal logging had already taken its toll until recently when numerous camps were closed and existing legal procedures enforced. Therefore, parallel management structures under WMA have to be set up and management plans for the forests have to be developed, activities which should be started in the near future before the last valuable tree has been cut down.
- Another potential is the availability of wild mushrooms during the rainy season. From time immemorial for the local communities an important part of the diet, it was found out only recently that the Miombo eco-system of the SNWC supports 57 different mushroom species. Out of those, 35 species are edible and collected by local people. For example, three different Chanterelle species grow in such quantities that they could easily supply other markets. Their marketing would support women who traditionally are the experts and collectors of mushrooms in the villages. Promotion material has been already produced and a marketing study is in progress.
- **Tourism development:** Hunting tourism, if well designed and managed, would be the ideal way for the utilization of the wildlife resources in the SNWC because it generates high income, requires only a minimum of infrastructure and hardly leaves a negative impact on the ecosystem. However, first of all the two existing hunting blocks in the northern SNWC are underutilized and their economic potential not fully developed. The hunting block located in the WMA of the CBO Mbarang'andu could easily support with its size of 3000 km² and actual wildlife population two hunting blocks and thus generate more revenue. So far, the hunting tourism industry in Tanzania has disapproved of the WMA policy and did not cooperate with its implementation. As a result, communities are increasingly attracting photographic tourism enterprises, which started to operate in hunting blocks. This has been leading to a number of conflicts and will result in the long term to the conversion of suitable hunting areas into photographic tourism concessions. In principle hunting tourism has a higher revenue potential, however, the lack of benefit sharing has the effects as described.

Non-consumptive wildlife tourism could be an additional income diversification strategy for the communities. According to a pre-feasibility study for the development of responsible tourism the southern part of the corridor, with its outstanding landscape and the Ruvuma River, has a great potential for tourism development. Here tourism could integrate nature and wildlife with an authentic rural African culture experience, complemented by a range of soft adventure

activities and cultural interaction between the local people and tourists. Because of its isolation and difficult accessibility southern Tanzania and northern Mozambique have been hardly known to tourism. Taking into consideration that the development of a new tourism destination needs a long lead time the promotion of the SNWC had been started early and in cooperation with the Tanzanian Tourism Board and Tourism Division. An increasing interest of the private sector in tourism investment possibilities shows already the first fruits of this investment. During the resource zone planning for the new WMAs villagers designated potential areas as tourism development zones. Once the WMAs have been officially gazetted and user rights over wildlife transferred to the CBOs, they will be able to legally enter into joint ventures with the private sector. In the meantime, the promotion continues. An increased cooperation with the Niassa Reserve and northern Mozambique in this matter could reduce promotional costs and produce additional synergies. For local communities to profit from tourism additional expertise will be required to provide advice in joint venture agreements, product and supply chain development as well as for training in hospitality and service. As part of the preparation for future tourism development the CBCTC included already basic tourism management in its training syllabus for communities and has started to tailor courses for the training of local tourist guides.

2.4 THREATS TO BIODIVERSITY AND ECOSYSTEM SERVICES

There have been severe threats to the continued existence of the SNWC before any development and conservation initiatives were started. If they would have left unattended, they would not only have blocked the migration of wildlife and the genetic exchange facilitated by this important biological link.

Uncontrolled and unsustainable natural resources use and unplanned and un-regulated conversion of land for agricultural as well as ribbon strip development along the major transport routes were the main threats to the biodiversity within the SNWC and its role to provide a biological link. They are exacerbated by the high human population growth rate in the corridor area of 4.3 %.

Immediate threats were the bush-meat trade supplying the local markets and ivory poaching, both a local and trans-boundary problem. Already as early as 1989 surveys showed that poaching of elephants for meat in southern Tanzania was a grave problem. It could not be solved by international trade-bans. An agreement on cross border law enforcement between the Tanzanian and Mozambique Governments did not exist at that time.

A further threat is habitat degradation due to uncontrolled wildfires caused by the local population. In the long run the high human population growth and associated agricultural expansion will increasingly convert this still biologically intact corridor to cultivation.

Tobacco and increasingly paddy farming in suitable wetlands contribute to the loss and fragmentation of natural habitat. In combination with ribbon strip developments along the major roads they will form a genetic blockade between the world's largest protected miombo forest ecosystems and wildlife habitats. The obstruction of the movements of large herbivores such as

the African elephant will ultimately result in increased human – wildlife conflicts. Crop damage by elephants and man-eating by lions are already major problems.

According to experience people will intensify farming and settlement along roads. There are still gaps between villages along the major roads through which the animals move, but it can be expected that in the future human pressure will increase and lead to the blockage of those gaps. This relates in particular to the Songea – Tunduru highway. This road has been upgraded and land values have risen. A modernized road highway will definitely improve the accessibility and open up the area for other markets including wildlife-based tourism. However, an environmental impact assessment and action is required to mitigate any negative impact on the migration of wildlife and consecutively to safeguard those bottlenecks of the Corridor. Dense human population and agricultural activities to the east along the Tunduru – Mtwara highway already prevent wildlife movements between the Niassa Game Reserve and Tanzania.

Within the corridor, intensive fishing activities and extensive snare-lines from poachers along Ruvuma River and some of its tributaries disturb the wildlife movements there and have led to a dramatic reduction of wildlife populations and local extinction of some species. This effect is greatest in the dry season, when the animals are most dependent on water from the river. Furthermore, destructive and uncontrolled fishing methods including the application of poisonous plants and pesticides deplete the fish stocks of the rivers and damage the aquatic fauna.

Uncontrolled and illegal commercial logging for valuable and marketable hardwoods was also observed to increase parallel to the growth of the major towns and the improvement of the road system. If not controlled or prevented it will soon lead to a genetic depletion of some valuable species and a massive financial loss for the local and national governments.

Of great concern are developments in the field of mineral exploration. Only recently large deposits of uranium were discovered in the northern part of the Corridor and within the Selous. Neither was an independent social and environmental impact assessment carried out previous to prospecting activities nor is one available for planned mining operations although hundreds of square kilometres of the pristine ecosystem will be affected. Also, the actual high prices for gold and other minerals are increasingly attracting uncontrolled artisanal exploration resulting in major ecological damages within the ecosystem.

Those threats mentioned, although more specific for the Selous - Niassa Wildlife Corridor, have complex causes like bad governance and corruption on different levels, inadequate management regimes and capacities, lack of law enforcement, poverty, lack of awareness, low educational level and therefore need an integrated approach towards improvement.

Other Natural attractions

The eco-tourism potentials of Ruvuma Region are currently unexploited (we need a strategy for this); and only a few tourist attractions have so far been exposed and advertised for tourism

purposes. Among the attractions are the Mpepo Forest Plantation (getting rainfall of between 2000 mm and 2700 mm per year), which can be accessed from Mbinga town via Unyoni and Tingi villages. It is about 86 km from Mbinga town. Mpepo Forest plantation consists of mountainous ranges, which are normally dominated with short grasses associated with dispersed Miombo woodlands. Due to this unique microclimate, undulating terrains and high biodiversity the area attracts ecotourism²⁰ activities.

In this regard, the region has seen a need to have a strong strategy document that will outline the key opportunities and recommendations to attract new investors into the region in order to develop a diverse tourism sector.

2.5 PEOPLE, CULTURAL AND HISTORICAL ATTRACTIONS

Songea town is famous for its history of the first African resistance against German colonization of Tanzania over 105 years ago. A National Museum has been erected at Mahenge area in the same township to commemorate the hanging deaths of 70 Africans by German Administration. The Museum in Songea stands at the burial place where Ngoni and Matengo tribes' warriors were buried in a mass grave behind the museum

Songea has been identified by its rich tourist's attractions, mainly cultural heritage, historical sites, and scenery. Among such attractions are the Matongo forest reserve, Luhira Game reserve, the German Boma (castle), originally built in Songea town in 1902, and the African warriors hanging tree. Songea town has already been declared a historical and heroic town for tourists' adventure and is located over 1000 kilometers from Dar es Salaam.

The Maji-Maji Museum is the only one in the country that portrays the history of the Majimaji war and the only place which preserves the original weapons used by the respective fighters. It is the only museum in the region that conserves and preserves some of the original tools and weapons used by the Ngoni and Matengo warriors during the Majimaji war.

***Strategic Interventions:** The success of tourism in Ruvuma requires developing a range of creative and adventure-type tourism packages, such as hiking, kayaking, climbing, historical (war memorials), and wilderness survival, alongside conference tourism, and exploitation of the Nyasa lake and beaches. Another critical strategic intervention is to identify and develop connections to existing circuits as the southern tourism circuit is developed.*

²⁰ Ecotourism is tourism done in a specific way that follows a set of principles promoting social, environmental and economic sustainability.

3 FINDINGS ON TOURISM ATTRACTIONS

3.1 NATURAL ATTRACTIONS

As shown in table 4, among the top three natural attractions specified by stakeholders in Songea Municipal Council (MC) are (i) the Ruvuma River Tourism Package, which could be sold as a tourism circuit on its own for visitors to enjoy sailing in canoes along the river from its source at near Matogoro Hills. The source has some economic importance for Songea MC since 1957 when it was designated as a natural forest and source for water supply to the town (now municipal). Songea Water and Sanitation Authority (SOWASA) has since designated the source as a protected area; (ii) the combination of Mbuji stones and Chandamali caves where the Chief of the Ngano, Mzee Mbano Songea was buried; and (iii) the Ruhila Zoo in Songea MC, which is the only natural occurring zoo within municipal council. It is located about 8km from Songea MC. Natural attractions listed by Songea SC include the series of hydropower dams along Ruvuma River, including those at Peramiho: Chipole dam (5 megawatt (MW)) used by the Catholic Mission and Tulila Dam (7.5 MW), both of which feed into the national electricity grid. There is also Lihiga Nature Reserve in Ndongosi ward; and caves in Matogoro hills- believed to host a huge snake. The site is also ideal for observation of the river valley below where canoes along the river can be seen as well as the amazing waterfalls.

Table 4: Overview of the Region’s Natural Attractions

NATURAL ATTRATCTIONS/PACKAGES RECOMMENDED BY REGIONAL-LEVEL STAKEHOLDERS	Regional Level (top 6)	Top Three Recommended Packages of Natural Attractions by Stakeholders in LGAs					
		Songea MC & DC	Madaba	Mbinga TC&DC	Nyasa DC	Tunduru DC	Namtumbo DC
1 Lake Nyasa Tourism Package: Ornamental fish (vindongo); Beaches Islands; Coastal Scenery; Mt Livingstone ranges	V			V			
2 Julius Nyerere National Park (JNNP: Wildlife- Namtumbo DC)	V	V				V	V
Game Reserves other than Selous and JNNP: such as Ruhudzi Nature Reserve and Ifinga Controlled Area			V				
3 Ruvuma River Tourism Package (could be a tourism circuit on its own): canoes, with its source at (source is Matogoro Hills). Other attractions include crocodiles in the river; Liparamba game reserve (velvet monkeys and white lions- rarely seen as they migrate from Mozambique) and Matogoro Hills and Caves as part of eco-tourism; waterfalls along the river such as hydropower dams at Peramiho (Songea DC); Lumeme water fall (Mbinga TC)); amazing valleys along the river	V	V		V	V	V	V

NATURAL ATTRATCTIONS/PACKAGES RECOMMENDED BY REGIONAL-LEVEL STAKEHOLDERS	Regional Level (top 6)	Top Three Recommended Packages of Natural Attractions by Stakeholders in LGAs					
		Songea MC & DC	Madaba	Mbinga TC&DC	Nyasa DC	Tunduru DC	Namtumbo DC
Rivers, River Falls and Dams (outside Ruvuma River) such as those in Madaba (Lingatunga, Lipukuma; Mgombezi; Lutukila and Daraja la Mungu waterfalls)			V				
4 Amazing Mbuji Stones and Caves (selections: Litembo, Mbinga DC: natural hills with space for accommodation and historical hideout and worship by Chiefs, already a memorial stone in place; Tunduru caves; Chandamali caves (Mzee Mbano Songea); Matogolo caves (Songea DC) Namtumbo caves, Mkongo)	V	V		V		V	V
5 Nature Reserves and Animal Zoos: Mwambesi Nature Reserve in Tunduru and Ruhila Zoo in Songea MC (It's the only natural occurring zoo within municipal council- 8km from Songea MC); Lihiga Nature Reserve (Songea DC Ndogosi Ward)	V	V				V	
6 Selous-Niassa Corridor- in Namtumbo/Tunduru- which include some Wildlife Management Areas (WMA)-wildlife -the Big 5 animals-elephants, lions, giraffes, hippos and mbogo (buffalo), not to mention leopards, crocs	V					V	V

In Madaba DC, the top-most three natural attractions include (i) Lingatunda Water Falls in Mahanje ward; (ii) Lutukila and Hangarivers with fascinating scenery at the junction where two rivers meet at Gumbilo and Mkongotema. The rivers are rich in hippos and crocodiles; and, (iii) Game Reserves of Ruhudzi and Ifinga. These are controlled areas for sports fishing with a license given to Wembere Gaming Safaris. Other interesting tourist attractions as part of eco-tourism includes Mwantisi B- with dams and fishing (part of Ruhudzi and Ifinga); Gesimasowa Proposed Game Reserve, which includes Mtatahuku multi-coloured-white and mahogany colours) forest- Lituta ward (Kipingo Village; white and mahogany colours; Ruhudzi Ndungu and Njege fish; Ngolo Crater receiving Lingatunda and Lifanzulu rivers (also with waterfalls); Lipukuma Water Falls; Mgombezi with waterfalls: feeds into Lutukila river with waterfalls- which later meet at Mkongotema ward; Daraja la Mungu waterfalls Mgombezi area; Lihovayayisite with natural dams and crater for traditional execution; Water Falls at Masimahuhu: before reaching Lihovayayi crater, with peach forest cap and habitat for doves; and Natural Dam Lisiwasiwa: Lituta ward (Kipingo village).

Natural attractions in Mbinga TC include: Mt Liumbe: highest observation point beyond Mbinga TC; forest reserve waterfalls at the junctions of Lumeme and Ruvuma rivers; Lipembe

Mountain Forest Reserve full of indigenous tree varieties; landscape observation points to view topography of the district connecting to Nyasa district at Mt Mbambi (for seeing Mbinga town) and Mt Likopesi observation point (for seeing beyond the district). There are also fascinating sharp corners along the Mbinga-Nyasa road- at Kitelea area sharp corners. Canoeing along River Ruvuma and sightseeing of fisherfolk and crocodiles. There is also Lugali zoo established by Lt General (retired) - with a collection of wild animals: lions, leopards, buffalos, crocodiles, birds, monkeys, and birds. It may require extra investment by interested parties to rejuvenate it. Mbinga District council has similar attractions to those in Mbinga TC but in addition they that (i) Mbuji stone in Mbunji ward, which is known for being ever warm even during extreme cold season. It is used for traditional worship rituals and nobody is allowed to climb it before seeking permission from traditional leaders. It is believed a visiting European (Mzungu) ignored the cultural rituals and so he fell to death. The stone can also be used as an observation point to see places as far as Songea town; (ii) Caves in Litembo and Amani Makoro wards, which are historically significant as a hiding place during wars; and (iii) the ever-running River Bishop in Luanda ward, which is famous for its clear water that never changes colour even when there is heavy rain in with mud. It is said that when a heavy truck crosses the river, the water is rarely disturbed and remains clear as if nothing has happened. Other attractions include natural coal and its mines in Luanda ward, view of Mt. Livingstone ranges, and an observation point of Lake Nyasa at Mkoha village in Langilo ward.

Nyasa DC would wish to brand itself as the host of (i) Lake Nyasa, which encompasses a combination of tourist attractions such as its lake shores with very clean beach sands, clean natural water, protruding stones, caves, ornamental fish for aquarium; (ii) Liparamba Game Reserve in Liparamba ward with a special species of huge elephants and white lions (migrate between Tanzania and Mozambique), a species of trees that turn into rock when felled down (a species also found in Namtumbo DC); and some water falls. There is a wildlife office on site; and, (iii) Lake islands inside Lake Nyasa: Mbamba island (host to birds and indigenous trees) and Lundo Island (isolation site for people with leprosy who were buried in mud in belief that once muds dry the disease disappears for good and cannot come back to haunt his/her family). There are also several additional attractions such as Mt. Livingstone ranges; Buruma Corner Rift Valley Observation points in between Mbinga and Mbamba bay where a full view of Nyasa district and the lake can be seen; stone caves at Kiagala (border with Ntombi and Nyasa-Mbamba Bay); Pomona stones in Liuli ward with remains of weapons used for fighting; and Ruhuhu river which is a breeding ground for mbebele fish species.

Natural attractions in Namtumbo DC include (i) the newly established Nyerere National Park in which there are Ndirima Water Falls and Kipereka Dam, linking it with tours to Niasa Wildlife Corridor (Tunduru/Namtumbo hosts largest share). Tourists can also be taken for visits to (ii) WMA such as those at Lusewa na Magazini (miombo wood land); (iii) Mbarang'andu valley-magnificent view and full of flora and fauna. The valley has some natural forests and small lakes with interesting sighting of a bird which builds a huge nest assisted by other smaller birds; and a species of lizard that glides in the air after climbing on top of trees using extended membrane on the sides of its abdomen between the front and rear legs. Other attractions include: Linole and

Chatanila Caves; Virgin Maria Mountain- with some natural formation depicting a woman holding a baby. The mountain is also historically remembered to have designated sites for execution of criminals at Kitanda. There is also Mkongo hill and a stone used for traditional sacrifice rituals; and the Large Cross (msalabamkuu) and Msindo village used a pilgrimage (hijja) place by the people of faith.

Photo 1 Nest of Hamerkop Bird also found in Nyerere National Park



Hamerkop (*Scopus umbretta*) nest (Credit: Richard du Toit/NPL)

Attractions in Tunduru DC are similar to those in Namtumbo in that it can take tourists to Nyerere National Park and WMAs such as Nalika and Chingoli. However, it also hosts Mwambesi Nature Reserve, which has the big five mammals found in Nyerere National Park.

3.2 CULTURAL ATTRACTIONS

The most frequently mentioned cultural attractions by stakeholders in all the councils visited can be categorized in different groups (table 5):

- Traditional dances that are related to different tribes/sub-tribes and for different social occasions and seasons of the year. These are: mganda dance (Nyasa/Matengo/Manda), chioda dance, lizombe and kitoto dances by the Ngoni, chomanga dance
- Traditional cultural practices by the Yao, Ndendeule, and Ngoni, depicted by cultural dresses and clothes (e.g., clothing made from special tree barks), traditional houses, languages, and the recreational “bao” (a form of draft game)
- Traditional Foods and Drinks such as likungu made from lake flies and mangatungu in Nyasa district and “togwa” beverage made from flour of germinated finger millet, sorghum and maize (in Madaba and Songea districts)

- Traditional Religious Rituals practiced by different tribes for different occasions
- Farming systems: most unique is the Matengo pits or ngoro practiced by the Matengo tribe in Mbinga
- Traditional Dresses by different tribes

Table 5: Overview of the Region’s Cultural Attractions

	General Cultural Packages Recommended by Regional-Level Stakeholders	Regional Level (top 6)	Top Three Recommended Packages of Cultural Attractions by Stakeholders in LGAs					
			Songea MC & DC	Madaba	Mbinga TC&DC	Nyasa DC	Tunduru DC	Namtumbo DC
1	Traditional Dances that are related to different tribes/sub-tribes and for different social occasions and seasons of the year. These are: mganda dance (Nyasa/ Matengo/ Manda), chioda dance, lizombe and kitoto dances by the Ngoni, chomanga dance; Limbamiza (Bena); Mkeng’endo disco dance in Mbinga;	V	Mganda, chioda, kitoto, lizombe, chomanga	limbamiza	Mkengendodisco	Mganda, chomanga		
2	Traditional cultural practices by the Yao, Ndendeule, and Ngoni, depicted by cultural dresses and clothes (e.g., clothing made from special tree barks), traditional houses, languages, and the recreational “bao” (a form of draft game)		Bark clothes		Traditional houses		Bao	bao
3	Farming systems: most unique is the Matengo pits or ngoro in Mbinga				Matengo pits			
4	Religious sites: Songea (Matogoro/Chandamali Hill) and Burial sites of Chiefs (e.g., Maposeni hills in Songea DC)		Matogoro	Maposeni hills				
5	Dresses and accessories: e.g., tree bark dresses							
6	Dishes and drinks: e.g., chikande meal made from tree roots; likungu made from lake flies/makatungu in Nyasa and "togwa' beverage in Madaba and Songea		chikande, togwa, mlenda	mlenda		likungu		
7	History of Ngoni (Chief Mbano Songea): Ongoing efforts to bring the skull back from Germany		Ngoni history					wars between
8	Traditional metallurgy		V	V		V		

Among the cultural attractions in Songea MC and Songea DC are (i) cultural religious sites at Maposeni hills where until now, Ngoni chiefs are laid to rest when they pass on; (ii) traditional dances such as the “lizombe” (include a large drum played by one person), “lingwamba” and “kitoto”; (iii) foods and drinks- which are best observed in Matimila ward who people are

experts in preparing “mangatungu-upupu” meal; “chikande: meal (made from tree roots); “kande” and “ugali” (stiff porridge) made from sorghum flour.

In Madaba DC, famous traditional dances include “limbamiza” (Wabena); “lipuga” (Wandendeule- for rain making); “lizombe” (Wangoni); “ligwamba” –using metal containers (tins) (Wandendeule). Among the observed traditions observed by people in Madaba district, which could be of interest to tourists include traditional houses, local languages, traditional weapons, and polygamous families whose members (wives) live peaceful life helping each other to support their husband and the family at large. Among the unique traditional drinks in Madaba besides millet dish and “togwa” (from germinated and fermented millet flour) is “ulanzi”, which is made from bamboo juice.

Famous dances in Mbinga DC and Mbinga TC include: “kioda”, “kindeku”, “mganda”, “mhambo”, “mkeng'endo” (resemble disco system where suitors compete for brides); while traditional dishes unique to the area is “chenele meal” (made from roots dug from the ground). The irrigation farming system, which uses natural gravity to transport water to their farms is regarded as a tradition of the Matengo. The running water appears to climb the mountains on its own (by gravity force) through the contour structures expertly done using skills passed on from one generation to another. The Matengo pits and “ngoro” farming system along the feet of Mt/Livingstone ranges is also taken as part of their culture. People from other countries visit to learn. The people of Mbinga believe that the way they undertake coffee farming, coffee berries preparation and tasting of coffees, which is accompanied by a special ceremony is part of some interesting cultural heritage. This is because although they historically learned from the Wachagga, they have developed a different way of farming and taking care of the crop. Consequently, their coffee has a unique aroma known internationally. The people in the two councils are also famous for their pottery; weavings, carvings and the way the Matengo build their traditional houses (soft grass full suit huts).

In Nyasa district, their unique traditional dance is “Mganda”, shared with the Manda and Matengo tribes. Among the traditions of the Nyasa include traditional weapons and polygamous families. Traditional food stuffs among the Nyasa people include “chikande” meal made from tree roots and “likungu” made from lake flies also known as “makatungu”. In Tunduru DC and Namtumbo DC, traditional dances that are popular include “magoha”, “lipuga”, “madogoli” and “lizombe”. “Madogoli” dance is played without any instruments but clapping and chanting.

3.3 HISTORICAL ATTRACTIONS

Historical sites and narratives in Songea MC and Songea DC are almost similar except for the “Museum of Ngoni History” and “Majimaji War and the Memorial Tower”, “Heroes Grave” and “Tree Used for Hanging Liberation Fighters” (table 6). The Museum of History of the Ngoni has documented Ngoni tribe’s migration routes from South Africa, their entry into Tanganyika and arrival in Songea. The two councils have common sites related to the Majimaji War and Hide-out caves by fighters; sites of magicians who claimed to turn bullets into water to motivate Maji-Maji fighters; hideout caves used by Chief Mbano Songea during tribal wars and churches built

by the Germans. The councils are struggling to bring back from German the skull of Ngoni Chief Mbano Songea which was taken away after defeating him.



Table 6: Regional Overview of Historical Sites

GENERAL PACKAGES RECOMMENDED BY REGIONAL-LEVEL STAKEHOLDERS	Regional Level (top 6)	Top Three Recommended Packages of Cultural Attractions by Stakeholders in LGAs					
		Songea MC & DC	Madaba	Mbinga TC&DC	Nyasa DC	Tunduru DC	Namtumbo DC
1 MUSEUM OF TRIBAL HISTORY AND WARS: Museum of History of the Ngoni, Migration Routes; and Majimaji War;		Museum, Heroes Cemetery		Mbaranj museum; Maweso; N'lezzi; Mbonani		Chief Mwenye Kingdom	
2 MEMORIAL TOWERS AND SITES: Songea Memorial Tower; Majimaji Heroes-Single Grave for Heroes and Hanging Tree; Sites of Magicians who claimed to turn bullets; Maji-Maji War Hideout Caves: including that of Chief Mbano Songea; Churches built by the Germans		Memorial Tower; Hanging Tree; Hideout Caves	village; Hanging Cliff; Gumbilo	German court			Freedom Tower

GENERAL PACKAGES RECOMMENDED BY REGIONAL-LEVEL STAKEHOLDERS	Regional Level (top 6)	Top Three Recommended Packages of Cultural Attractions by Stakeholders in LGAs					
		Songea MC & DC	Madaba	Mbinga TC&DC	Nyasa DC	Tunduru DC	Namtumbo DC
3 History of Ngoni (Chief Mbano Songea): skull in Germany need to be brought back). Cultural worship sites- History of Ngoni Chiefs		Chief Songea skull; Ngoni Migration route	Coffee farming origin at Liyanganga			Chief Mbano	
4 RESIDENCES OF NATIONAL HEROES:		Kawawa home				Samora and Nyerere meetings house	Birthplace of Hon. Rashid Kawawa

Madaba DC has preserved historical sites linked to (i) the country’s economic emancipation through communal activities and services as represented by the former Mateteleka Ujamaa Village, which has a museum showing the history of communal activities; how they worked and shared proceeds. The village has some remains of infrastructure (e.g., warehouses) and equipment (e.g., tractors and lorries) and senior citizens (e.g., Mr. Magehema) who were trained in China and Russia. There is also a historical site used for execution of criminals referred to as the “Hanging Cliff” at Ndelenyuma village (Mbundi ward), with some artefacts of execution equipment in place. Remains of an old court building established by the Germans for criminal cases and execution area can be seen at Gumbilo. Other interesting sites include: (i) stone caves at Kiagala (at the border with Njombe DC and Nyasa DC) and (ii) Pomonda stones with remains of weapons used in tribal wars (the location is at the border with Nyasa (overlooking Liuli ward)).

Interesting historical sites in Mbinga TC include (i) Ngoni Migration Route from South Africa into Tanzania: NkosiMbonani death place at Maweso village; (ii) Religious Historical Sites (Christian and Muslim?): Mahanje first missionaries; (iii) Coffee farming history: copied from Moshi during a meeting with Chagga chiefs-- and started at Liyanganga and went to Litembo. Other interesting sites include: Historical buildings; burial sites for chiefs, such as Chief Makita grave at Myangayanga area; Documentation of source of names for different places and locations; Tribal wars between Ngoni and Matengo: frequent fights until made friendship. There are also some historical sites in Mbinga DC, which include: (i) Litembo graves: where fallen Ngoni soldiers were buried after a fierce fight with the Matengo. It was also a hiding place during Majimaji war; (ii) Luanda underground fires: where natives discovered and reported to the government on the presence of mysterious underground fire. It was later realized it was underground burning coal and urgent plans to harvest the coal were initiated to save it from

extinction by the fire; and, (iii) Mt Livingstone ranges: where people practice ngoro farming; a system not used in other districts sharing the mountain ranges. Other interesting sites include: Luanda Hills, which was a hideout of the Ngoni during wars; and the Mbuji stone, regarded as sacred and one has to observe some rituals before climbing to the top, which offers an interesting observation point. It is said that one European ignored the protocol and fell to death.

In Nyasa DC, there are interesting historical sites related to (i) burial site at Ndengere where chiefs were buried accompanied by a living person to escort him. The site is already preserved by government as a historical site with some buildings and an office for tour guides; (ii) Nyasa islands with special historical value: Kiagala Island where people with leprosy were isolated; and (iii) Exploration route by Dr Livingstone from Malawi across the Mt Livingstone ranges. Other sites include: Pomonda cave as a military hideout. Dr David Livingstone left his signature on the sides of the cave; and, religious historical sites: (a) Liuli church (b) Lituhi RC church- oldest church- built on top of a hill and was used as a shelter for people from the valley that flooded after Malawi government blocked Shire River during border conflict with Tanzania.

There are also remains of buildings believed to have been the first Customs office at Mbamba Bay built by Nyasaland colonial administrators; Undu Mountain Boundary Mark: Beacon installed by colonial administrators as a boundary mark with Mozambique; Leopard stone on top of Mbamba Hill (it is believed that a leopard climbed on top of the stone while chasing a monkey but got stuck there as it couldn't descend on its own and so it starved to death); Lituhi Tree used by Mwalimu Nyerere for resting during independence campaigns; and Luhekei river which has gradually expanded and widened thus changing its original shape.

In Tunduru DC, stakeholders identified the historical icons such as the house that was used for meetings between Hon. Samora Machel of Mozambique and Mwalimu Julius Nyerere during the liberation struggles of South African countries. Namtumbo DC has also some interesting sites that include (i) Freedom Struggle Monument/Tower at the House where Mwalimu Julius Nyerere used to stay during his visits to the district during Tanganyika's freedom campaigns (ii) Linole Cave, which also hosts an ancient mosque inside the cave. The cave was also a hiding place during Majimaji war; and, (iii) History of Wandendeule and Wayao and their Chiefs such as Chief Mwinyi Kwizombe. Other sites are: Birth place of Hon. Rashid Kawawa at Matepwende in Lisimonji ward; and, religious historical sites such as the coming of Islam, its disappearance after Germans and British role, and its revival after independence.

3.4 POTENTIAL BENEFITS OF TOURISM AND CHALLENGES IN OPTIMIZING THE GAINS BY COUNCILS

Tourism development has to be accompanied by direct benefits accruing to the people as well as the LGAs that host the attractions bringing the tourists. LGAs have to support the establishment of visitors' bureaus, tourist information centers, convention organizers and local government offices that work closely with tourism businesses and other tourism organizations. According to the Tanzania Private Sector Foundation (TPSF), ordinary people can directly benefit through

initiatives that promote cultural tourism, while LGA get tax revenues from established businesses related to hotels, attractions, travel agencies, tour operators and guides, outfitters, restaurants, and conference venues²¹. LGAs have to realize that the development of local tourism destinations brings tourism benefits straight to communities by provide them with important sources of employment while providing incentives to preserve local traditions and the environment. LGAs have therefore to think about introducing incentives such as tax holidays and relaxation of registration/licensing procedures over a 3 to 5-year period allowing these communities-based enterprises sufficient time to take root and operate on a profitable basis. Border regions such as Ruvuma can also convince the Tanzania Tourist Board to market the area part of SADC's single tourist destination to take advantage of tourists coming to Malawi and Mozambique.

Below are some views from government officials and private sector operators who were asked some questions on the challenges and preparedness of LGAs in Ruvuma region to attract businesses related to tourism.

3.4.1 POTENTIAL GAINS AS SEEN BY LOCAL GOVERNMENT AUTHORITIES

The benefits from a booming tourism industry are at the moment very small due to the limited tourism sector in the region. However, during discussions it was acknowledged that LGAs are certainly going to benefit from new businesses to be opened, which will in turn (i) pay service charges (ii) buy products from local suppliers and therefore expand economic activities (iii) employ salaried and wage workers, who will in turn purchase more consumer goods from shops, who pay levies and taxes to the LGAs and (iv) enhance the visibility of LGAs, which will in turn attract more new businesses (see Table 7). However, there was still catch in gaining from corporate income taxes of businesses that will settle in the districts given that most of the taxes related to registering, starting and operating businesses are collected by Tanzania Revenue Authority (TRA).

Table 7- Perceived Benefits from Tourism Industry

	Value Chain Location	Transaction	Type of Benefits	Main Beneficiary	Secondary Beneficiary
1	Travels by Tourist				
1A	Air travel	purchase of air tickets	ticket profits	travel agents (in Europe for international tourists and in other towns of Tanzania for domestic tourists)	local travel agents
			taxes on tickets incl. airport tax	(a) foreign countries for foreign tourists; (b) TRA/GOT for domestic tourists	ATC or other local airlines if they have code sharing arrangements with foreign airlines

²¹TPSF and CCP (2010): Supporting the Competitiveness of Tanzania Tourism Strategic Action Plan Executive Summary. Tanzania Private Sector Foundation (TPSF) and Cluster Competitiveness Programme, April, 2010 (page:4)

	Value Chain Location	Transaction	Type of Benefits	Main Beneficiary	Secondary Beneficiary
			employment at travel bureau	foreign bureau for international and local agents for domestic tourists	
1B	Surface Travel by road	vehicle hire and purchase of bus tickets	profits on trips/mileage made	tour operating companies and bus owners	TRA- corporate tax and custom duties on imports
			taxes on paid vehicle insurance	insurance companies/agents	TRA (Treasury)
			vehicle crew serving passengers	citizens get employed	TRA(Treasury) - income tax-PAYE
			consumption of tax for fuel and lubricants	TRA (Treasury)	suppliers of fuel
			Jobs in fuel service stations and garages	citizens get employed	LGA through increased purchasing power of citizens
			vehicle parking fees in urban centres	Local Government Authority (LGA)	Contracted tax collection agents
1C	Water travel on Lake Nyasa	Boat hire and regular cruises			
2	Accommodation	Hotels and Lodges classified by MNRT	Business licenses and service fees	TRA collect corporate income tax and employee's PAYE	LGAs get hotel levy, business license and service levy
		Unclassified hotels and lodges	Business licenses and service fees	TRA and Councils	Farmers and shop keepers
		Restaurants and Bars	Business licenses and service fees	TRA and councils	farmers
3	Tourist Sight entry	Fulfilment of Conditions to enter and tour national parks and nature reserves	entry fees	TANAPA	WMAs and Councils hosting the national parks and reserves
		Condition to enter museums	Entry fees	councils	Shops
		conditions to be entertained by cultural groups		Cultural groups	Shops
4	Tourism Marketing	advertisement of tourist attractions in Ruvuma region	Business licenses	TRA	
			outdoor adverts/banners and Service fees	Councils and TANROADS	Artists/painters

3.4.2 AVAILABLE FACILITIES AND INCENTIVES OFFERED BY COUNCILS

Available facilities and services for tourists differ among the councils, with Songea MC having more services compared to others (Table 8) and it hosts the only classified hotel in the region, The Hunters Club. Otherwise, it has several unclassified hotels, lodges and restaurants/bars that are ideal for middle- and high-income customers. Madaba DC has about 5 decent guest houses

such as Metric, Kilimani (2 two sites), Mangi and Mazao. These can host between 10 and 25 guests each. Mbinga district has about 6 hotels and guest houses such as the Gold Farm Hotel (20 rooms), Mbicu Hotel (20 rooms); Jimboni RC Lodge; Starehe Lodge, Serengeti Lodge (more than 24 rooms). Nyasa DC has about 4 decent lodges and one hotel. There is a tented camp operated by Nyasa Eco-Tours with 6 vehicles and 6 guides (from Dar or from Songea- Njombe-Ruaha-Udzungwa-Mikumi and Dar).

Table 8 Availability of Tourism-Specific Services in the Towns and Districts of Ruvuma Region

Type of Service	Sub-category	Songea MC&DC	Madaba DC	Mbinga TC&DC	Nyasa DC	Tunduru DC	Namtumbo DC	Nation-wide
Accommodation	Hotels (rated)	1	0	0	0	0	0	n.a.
	Non-rated Hotels	More than 5	0	2	3	2	1	n.a.
	Lodges	More than 10	Guest houses=5	5	4	4	4	n.a.
	Tented Camps	0	0	1	1	0	1	n.a.
Transport	Aircrafts	0	0	0	0	0	0	ATCL & Precision and Auric
	Rental Tour vehicles	0	0	0	6	0	0	Some companies
	Taxis*	+ve	-ve	+ve	0	+ve	-ve	n.a.
	Boats	0	0	0	5	0	0	n.a.
	Ferries/Ships	0	0	0	1	0	0	n.a.
	Travel agents	1	0	0	0	0	0	In Dar
Marketing Agents	0	0	0	0	0	0	In Dar	
Tour Guides		0	0	0	6	0	0	n.a.
Security firm*		+ve	+ve	+ve	+ve	+ve	+ve	n.a.

Note: *If available (+ve) and if absence (-ve); n.a.= not applicable

Given the above situation, the most common areas earmarked for new investment or improving existing investments include building of hotels and lodges, tented camps, field vehicles for touring sites, lake boats, lake passenger ferries; travel agents and marketing agencies.

3.4.3 CHALLENGES

Among the challenges mentioned by stakeholders delayed inclusion of the southern zone as a priority tourist destination in the country's tourism policy (table 9). Although the district headquarters are currently connected by tarmac roads, the state of rural roads to reach some of the natural attractions is still not good enough. There is also concern that the government has not invested enough to raise awareness of the region's attractions. Some of the districts also lack decent accommodation and vehicles for transporting tourists. It is also felt that there is no preparedness among local entrepreneurs to invest in facilities in readiness to receive and serve tourists. This regarded as a mindset change requirement, which the government could solve in collaboration with private sector umbrella organizations. Tour operators complain that current packages in southern zone are not very attractive to tourists because Selous has the same animals like the northern zone. High density vegetation is also mentioned as a challenge as it prevents visibility of the animals in the bush. Although there are already some campaigns to promote tourism in the region, such as the Nyasa Festival, there is still very low response by Tanzanians as part of domestic tourists.

Table 9 Perceived Challenges Experienced or Likely to be Experienced by Businesses in the Tourism Industry

List of Challenges	Ruvuma RS	Songea MC	Songea DC	Madaba DC	Mbinga TC	Mbinga DC	Nyasa DC	Tunduru DC	Namtumbo DC
Infrastructure rural roads	V		V				V		
Government has not invested enough to raise awareness of the attractions	V	V	V	V			V		
Facilities for accommodating and transporting tourists	V		V				V		
Mindset change among entrepreneurs on readiness to receive and serve tourists	V								
Tourism strategy did not include southern zone as tourist destination-- not in policy -- even now --just mentioned in the	V	V	V	V	V	V	V	V	V
Tour operators complain that current packages in southern zone is not very attractive to tourists because Selous has the same animals like northern but also visibility not very friendly	V								
Domestic tourism is not well grown compared to the northern	V		V						
Tourism staff lacking- language, guidance, etc	V								
Some neglected infrastructure such as Lunecha, Lupila, Mahenge, Malinyi, Londo (road) and airports (Liuli naval base by the Germans)	V	V							
Lowly motivated citizens on importance of tourism		v							
Lack of special incentives and support for locals		v							
Changes in priorities after planning-- resources taken to other activities		v							
Neglected by earlier leaders who forgot about Ruvuma			V						
Selfishness and jealousy by Ngoni tribe (“umwenye”)			V						
Remoteness from epi-centres of tourist arrivals			V						
Dispersed attractions rendering cost of local travel to see all the attractions in the region at the same time			v						
Lack of safe public transport system			V						
Untrained personnel for guiding tourists			v						
Leaders lack willingness to actively create awareness through various media channels				V					
Lack of convening packages such as cultural and sports events					V	V	V		

3.5 STRATEGIC INTERVENTIONS

The following are among the main recommendations proposed by stakeholders consulted in order to promote the tourism industry in Ruvuma region:

1. Policy and strategic interventions: The revised tourism policy and strategy should specifically include statements and plans to open up tourism opportunities in Ruvuma region linked to the Julius Nyerere National Park (JNNP), Selous-Niasa Wildlife Corridor, Lake Nyasa and its Islands, Mt. Livingstone Ranges, River Ruvuma attractions, community linked Wildlife Management Areas, and attractions related to cultural and historical heritage of the many indigenous tribes of Ruvuma. The interventions, already in the plans, include that of opening the southern gate for entry to JNNP so that tourists can have the option to access the park from the side of Ruvuma region.
2. Infrastructural services: It is appreciated that now there is an improved airport that can handle medium-size aero planes, all the district towns are connected by tarmac roads, they are powered by electricity from the national main-grid through Njombe and Makambako and there is a wide network mobile telephone and internet network. These services are good for business development. However, there is still more needed to ensure last mile connectivity to penetrate remote areas where some of the attractions are located. The rural roads should not necessarily be tarmac but simply well maintained for passing all over the year. The government will have to invest in the revival of small airports/landing strips in Nyasa and Namtumbo DCs to simplifying access to areas with attractions located too far from reliable road networks.
3. Hospitality, Social services and Amenities: The private sector needs some encouragement through special incentives to invest in hotels, lodges, vehicles, boats, helicopters and smaller plans to hasten access to remote parts of national parks that are not easy to be reached by roads.
4. Market Development and Awareness Creation: In addition to national level tourism campaigns carried by TANAPA or TTB, each LGA should have its own strategy for tourism market development.
5. Institutional collaboration: It will be important for district-based institutions, both private and public, to forge a close working relationship with national level institutions as part of a strategy to jointly develop the sector. Among the areas that require extra efforts is to perfect the way WMAs operate and dealing with all known challenges.

4 THE PROPOSED STRATEGIC PLAN

4.1 VISION AND MISSION FOR TOURISM IN RUVUMA REGION AND STRATEGIC AREAS

Vision

A sustainable tourism industry promoted and developed for the social, business and economic benefits of residents of Ruvuma region, utilizing the rich natural, cultural and historical endowments.

Mission

To link tourism, conservation and communities for responsible tourism development through awareness creation, networking and promotion of best practices in responsible tourism operations

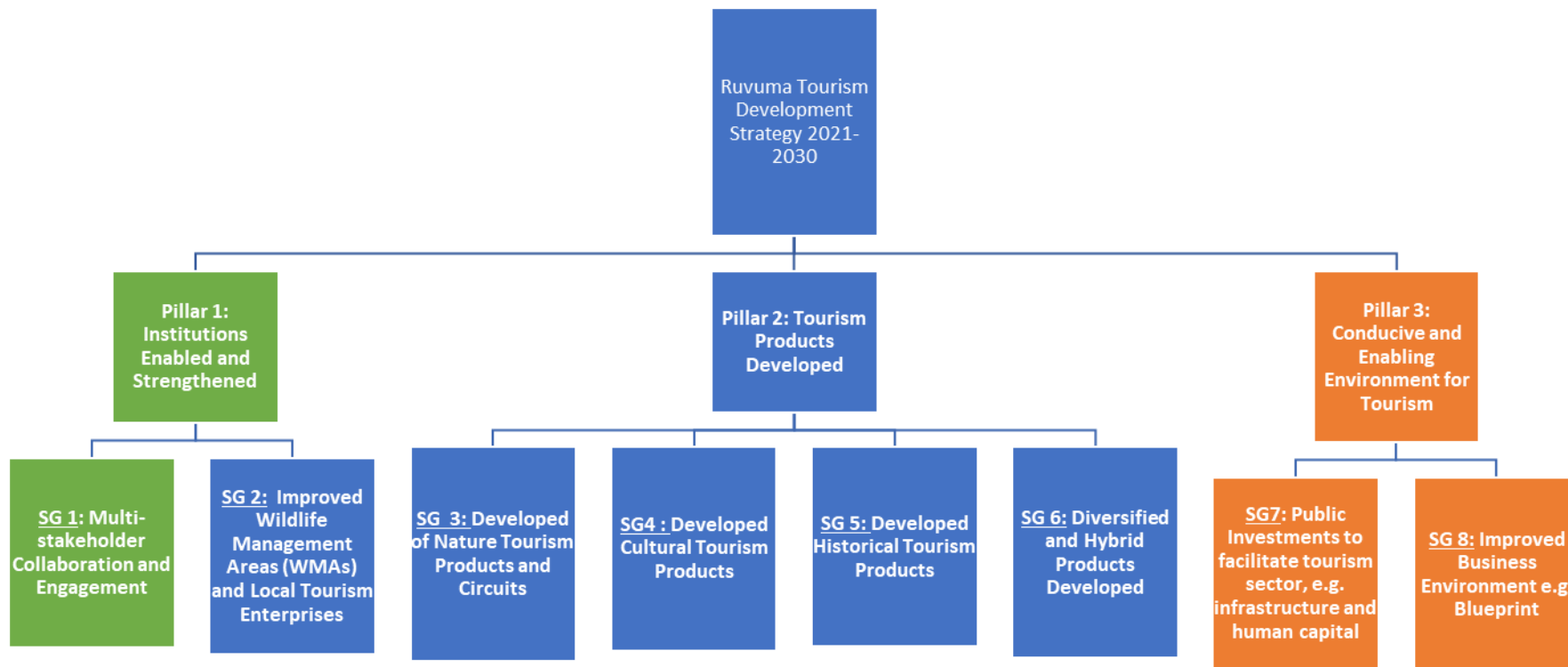
Overall Goal

Ruvuma's tourism strategic goal is to promote responsible tourism practices that will conserve Ruvuma's natural environment and improves livelihoods of associated communities. This is enhanced through the following strategic goals (SG):

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- SG 1: Multi-stakeholder Collaboration and engagement for tourism development developed
 - Collaboration among different stakeholders at national and regional levels
- SG 2: Improve Wildlife Management Areas (WMAs) and Local Tourism Enterprises
- SG 3: Development of Products and Tourism Circuits on Natural Attractions: Wildlife, Forests, Lakes, Landscapes
 - Sustainable tourism and nature conservation
 - Ecotourism Organizations' Conservation Capacity and Sustainability
- SG 4: Development of Cultural Tourism Products
- SG 5: Development of Historical Tourism Products
- SG 6: Development of Hybrid Products and Tourism Circuits
- SG 7: Investments in facilitating infrastructure for tourism development
- SG.8: Improved Business Environment for a Well-Functioning and Sustainable Tourism

Figure 1- Key Pillars and Intervention Areas for Tourism Sector Development in Ruvuma Region



4.2 BROADER/GENERIC STRATEGIC INTERVENTION AREAS TO ADDRESS CHALLENGES

In order to boost the Ruvuma Region Tourism industry, the stakeholders called for the development of a strategic plan/programme with activities that will awake the regions competitive edge in the tourism sector. More specifically, it calls for:

- Formation of tourism development fund, support grants in eco-tourism, groups at village level to promote environmentally friendly tourism (This will be widening tourism enhance creativity and innovation within the tourism sector and promote the culture of tourism to our people)
- Identification, description, documentation and development of existing and potential visitors' attractions yet to be well revealed in the region
- Human resource capacity building to standardize hospitality industry and service delivery
- Provide tourism awareness among potential tourism stakeholders (public and private sectors)
- Establish tourism stakeholders' platform (that will bring together and link tourism stakeholders in the region.
- Develop tourism resources and services, such as information centers, curio shops, curio workshops, boutique selling traditional handcrafts, good restaurants, groceries, road network and accommodation facilities and other tourism services
- Improve tourist attraction Accessibility (roads to attractions, airports, marine transportation)
- Undertake strategic marketing/promotion of destination to tourism attractions in Ruvuma
- Develop tourism integrated plans at local, district and regional and levels
- Improve local content by connecting tourism value chain in the region with other productive sectors (farming, fishing and livestock keeping and manufacturing)
- Invest in tourism facilities development (accommodation, mobile telecommunications and internet network)

The Ruvuma 2021-2030 strategic plan should focus on achieving measurable results, while linking tourism, conservation and communities for sustainable tourism development through awareness creation, networking and promotion of best practices in responsible tourism operations. Ruvuma region aims to achieve this through standards and best practices enhancement, information sharing, leadership development, research and advocacy as well as tourism enterprise development.

Interventions to be pursued

- Standards development
- Standards adoption by industry stakeholders
- Brand development
- Brand Marketing & Recognition: There is need to create a distinctive Ruvuma region tourism brand/identity such as “amazingly diversified wilderness and eco-tourism” in Ruvuma
- Eco-rating
- Codes of conduct
- Facilities & tour operator certification
- Stakeholder capacity building
- Green Destination Standards and Certification Scheme
- Establish and strengthen Tourism platform: to steer the growth of tourism in the region.

4.3 SPECIFIC INTERVENTIONS PROPOSED BY THE REGIONAL SECRETARIAT AND LOCAL GOVERNMENT AUTHORITIES

During consultations with stakeholders, they mentioned some specific areas of interventions that are critically needed in order to promote and encourage the growth of tourism industry as shown in table 10.

Table 10 Proposed Interventions Needed to Encourage the Growth of Tourism Industry in the LGAs

Strategic interventions to be made by the Regional Secretariat and each LGA	Regional Secretariat	Songea MC	Songea DC	Madaba DC	Mbinga TC	Mbinga DC	Nyasa	Tunduru DC	Namtumbo DC
Establish Regional Multi-Stakeholder Tourism Platform to steer the growth of tourism in Ruvuma region	V								
Formulate Policy and strategy to guide the industry's growth in the region	V	V	V	V	V	V	V	V	V
Develop institutional framework for collecting relevant data on tourism in the region and LGAs	V	V	V	V	V	V	V	V	V
Cultivate tourism customers at young age	V	V	V	V	V	V	V	V	V
Create awareness among adults and advertise attractions	V	V	V	V	V	V	V	V	V
Improve transport infrastructure in rural areas			V	V		V	V	V	V
Provide adequate support to tourism officers/experts working with LGAs (to be better supported by the Ministry of NR)		V	V	V	V	V	V	V	V
Build regional capacity to mainstream tourism in the regional plans?	V								
Improve disbursement of funds for plans and budgets meant for tourism development. Include simplified process for sharing revenue collected on	V						V	V	V

Strategic interventions to be made by the Regional Secretariat and each LGA	Regional Secretariat	Songea MC	Songea DC	Madaba DC	Mbinga TC	Mbinga DC	Nyasa	Tunduru DC	Namtumbo DC
behalf of LGAs and communities such as WMAs-- takes too long to get their share of tourism income									
Introduce innovations that will make LGAs see a direct beneficial link to revenue generated from tourism so that they can use for tangible projects in the districts and communities	V	V	V	V	V	V	V	V	V
Adopt livelihoods and production strategies that are ecologically friendly in the WMAs		V	V	V	V	V	V	V	V
Ensure adequate conservation status to critical wildlife areas/eco-tourism rich areas		V	V	V	V	V	V	V	V
Ensure adequate conservation status to critical wildlife areas		V	V	V	V	V	V	V	V
Use collaborative approaches with other institutions including starting an Information Centre and established Nyasa Day							V		
Improve the hosting of Nyasa Festival, which started in 2016 in order to have more national and international impact. It should now work better given the improved airport and completed tarmac road from Songea to Mbamba Bay.	V						V		

4.4 STRATEGIC INTERVENTIONS AREAS

The Ruvuma 2020-2030 strategic plan has a focus on achieving measurable results, while linking tourism, conservation and communities for sustainable tourism development through awareness creation, networking and promotion of best practices in responsible tourism operations. Ruvuma

region aims to achieve this through standards and best practices enhancement, information sharing, leadership development, research and advocacy as well as tourism enterprise development.

As a global sector, tourism has become an extremely competitive and dynamic sector that requires common strategies to ensure the Region's tourism products develops and eventually maintains its competitive edge. It is therefore essential for Ruvuma region to provide positive visitor experiences but also provide good value for money. The tourist experience embraces a number of interrelated elements including people, place, accessibility, facilities/services, and value for money and security. Although the weighting of importance of each variable will vary, it is vital that the tourism experience meets customer expectations. The region will have to compete with our tourist destinations in Tanzania and neighbouring countries in terms of diversity and quality of tourism products.

Product Diversity: Currently, the Ruvuma region's tourism continues is based on a narrow product range that includes historical, wildlife, hunting and photographic. The rich and diversified indigenous cultural products remain unexplored for tourism purposes; the opportunities for business and conferencing product, beach and historical tourism, sports products among a host of others that are spread across the Ruvuma region,

Product Quality: There will be some deliberate efforts to improve the quality of some fewer known attractions such as Lake Nyasa beaches and its small islands, which have not been developed before due poor infrastructure networks, mainly roads, air strips, and advertisement.

Tourism product development should be stimulated, directed and the activities of the various tourism enterprises/destination coordinated. This means having the appropriate institutional framework, legislation and organizational structures in place; having an attractive business climate for enterprise development and investment; having a skilled labour force capable of meeting international service standards; having a destination campaign for each product to create strong market awareness.

The following strategic interventions are planned as part of Ruvuma Region's Tourism sector development.

4.4.1 Tourism Stakeholders Collaborate through Common Platform to Develop and Promote Tourism

(a) Strategic Intervention 1: Establish and strengthen Multi-Stakeholders' Tourism platform²² to steer the growth of tourism in the Ruvuma region

At the National level there are public and private institutions responsible for guiding and supporting the tourism industry. However, the above situation analysis has identified the absence of effective Platform for Tourism Stakeholders in the Ruvuma region that is needed to accelerate growth of the sector. It is therefore important to establish and strengthen a stakeholder platform for tourism in the Region. The Platform should bring together stakeholders from tourism crosscutting sectors (natural resources, agriculture, land, education, water, legal), since they all have a role to play in the growth of the industry.

At the centre of such a platform should be a Regional Tourism Facilitation Committee (RTFC), whose main objective of bringing together all players who deal with tourists from their point of entry to the point of exit; RTFC membership should comprise: Regional Secretariat (Wildlife Department, etc), representatives of specialized agencies such as Tanzania National Parks Authority (TANAPA), Tanzania Wildlife Authority (TAWA), Tanzania Wildlife Research Institute (TAWIRI), Tourism Confederation of Tanzania (TCT), Tanzania Tourist Board (TTB), Hotel Association of Tanzania (HAT), Tanzania Association of Tour Operators (TATO), Tanzania Association of Cultural Tourism Operators (TACTO), and Tourism & Hospitality Professionals Association of Tanzania (THPAT).

Among the initial activities in developing a regional stakeholder platform will include:

- (a) Initiating meetings to let regional and district level operators understand and appreciate the need to have such platforms
- (b) Support the establishment of Local Chapters of national associations such as HAT, TATO, TACTO and THPAT
- (c) Support to ensure that they have land to establish their offices

Given that the government is the overall in charge of policy, strategy and implementation, the Regional Facilitation Committee should be chaired by the Regional Administrative Secretary (RAS), with the secretariat provided by the Wildlife Department. This structure mirrors that at the national level chaired by the Permanent Secretary, Ministry of Natural Resources and Tourism (MNRT). The combination of public and private sectors is the best institutional framework for overseeing the advocacy and implementation of the strategic plan; the strength comes from complementary roles played by these institutions. On one side the government is responsible for providing some conducive atmosphere, including providing policy guidance, developing business environment and building infrastructure. On the other side the private sector

²² Multi Stakeholder Platform is made up of the different stakeholders coming together for the same intention to address tourism management and growth in the region's tourism is a crosscutting sector and must therefore include key sectors (agriculture, water, land, infrastructure, natural resources etc)

is expected to take advantage of such a situation to invest in the various aspects of the tourism sector. Development partners are equally important for their advisory role and financial support.

National level policies recognized that funding for the operations of the stakeholder platforms should ideally be raised by all key stakeholders who, in any case are going to be beneficiaries; to be led by the government, the stakeholders expected to contribute to financial resources are the government itself, private sector umbrella organizations in the tourism industry, development partners in the tourism industry and international organizations with interest in tourism related research on conservation, etc.

Stakeholders to be involved: Regional Tourism Facilitation Committee (RTFC), Tanzania National Park Authority (TANAPA), Tanzania Wildlife Association (TAWA), Tanzania Association of Tourism Operators (TATO), Tanzania Tourism Board (TTB), Tourism & Hospitality Professionals Association of Tanzania (THPAT).

(b) Strategic Intervention 2: Develop institutional framework for collecting relevant data on tourism in Ruvuma region

The steering committee for tourism development should institutionalize collection of needed tourism data in order to inform future planning and marketing. Both the public and private sectors should be involved in generating the required data. The best way to institutionalize this is to expand the existing data collection mechanisms to enable collection of such data within and outside national parks. Stakeholders outside national parks will include hotels and guest houses who will keep records of intention of visitors spending nights at their facilities.

Stakeholders to be involved: RTFC, TATO, THPAT, Tanzania Association of Cultural Tourism Operators (TACTO), Hotel Association of Tanzania (HAT).

4.4.2 Improve the Involvement of Communities and Tourism Enterprises in Wildlife Management and Natural Resources Conservation

(a) Strategic Intervention 1: Enhance the Commitment by Communities to effectively fight illegal hunting

Addressing the Region’s illegal hunting requires clear understanding of the drivers and effects of illegal hunting. It is known for example, that among the drivers of illegal hunting include poverty/lack of alternative livelihoods, cultural and custom related rituals, immorality and corruption, and the high opportunity cost of conservation among others. In this regard, it’s crucial to involve local communities living at the buffer zones of national parks and game reserves.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO, Tanzania Forests Services (TFS), Tanzania Wildlife Research Institute (TAWIRI)

(b) *Strategic Intervention 2: Involve communities and community-based organizations in the sustainable management of resources.*

The government and NGOs will (i) motivate the formation of CBOs to play a central role engaging communities to voluntarily participate in devising approaches for sustainable management of natural resources; (ii) provide some capacity building trainings to empower communities and provide them with greater incentive to manage and utilize their natural resources in a sustainable way. Caution will be taken to avoid past mistakes whereby the emphasis was on technical or legal conservation matters only, which was associated with enforcement of unpopular conservation measures such as engaging communities to provide labour for conservation measures, triggering non-compliance and further degradation and depletion of natural resources. The participatory approach is expected to empower local people voluntarily mobilize labour for conservation, rehabilitation and development of land, water and forest resources (reducing the burden on rural women). Communities can also volunteer to build infrastructure, while CBOs can be responsible to provide fertilizer and improved seeds, assist extension and research experts in incorporating indigenous knowledge and practice into technical messages, bring accountability to extension, research and local government officials, create awareness about family planning, and generate positive synergy to address the “vicious cycle” noted earlier.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO, Tanzania Forests Services (TFS), Tanzania Wildlife Research Institute (TAWIRI)

(c) *Strategic Intervention 3: Ensure adequate and active participation of local communities in natural resources management*

It is important that conservation matters are highly appreciated by local people who trust and collaborate with the authorities without any elements of hostility and resentment. Ruvuma region has already some initiatives to involve local people in wildlife management and natural resource

conservation in general. However, more efforts are needed to ensure that communities appreciate the benefits of the involvement. This will involve stepping up some genuine participation and involvement of local people in designing, planning, decision-making, implementation, benefit-sharing, monitoring, and evaluation of the programs targets them is minimal. Some of the communities who have been involved in wildlife management have developed some skepticism due to delayed personal or community gains as earlier promised. This situation requires the government, its agencies, and donors to work together in proving to the people that, unlike in the past, the future holds better results due to some efforts to address the weaknesses such as lack of interest by investors in the gazetted WMAs. Sensitization will be required to change people's mindset and instill a sense of belonging and as important partners rather than potential enemies of conservation. Another important area requiring inputs from local people is in land-use planning using participatory processes in reaching consensus about the appropriate uses including tourism attractions. There should consensus on exclusive application of resources that are compatible with conservation goals and set aside as critical wildlife areas such as migratory corridors, calving, and dispersal grounds.

On benefit-sharing, new modalities will be applied to ensure equitable distribution, sustainability, and adequate benefits that can offset the conservation-induced costs and outweigh the returns generated by ecologically destructive land uses. Compensation policy will be applied as one of the regulatory tools against land uses and behaviors undermining conservation goals. Fair compensation shall be given for the direct costs caused by wildlife and lost opportunities from alternative uses of the land. One way of realizing effective participation is by adopting co-management approaches, a popular paradigm in natural resources management in Africa. The approach allows for the sharing of power, responsibilities, rights, and duties between the government and local resource users. Co-management approaches have immense potential in unraveling the conservation challenges facing the national parks, including the newly created Julius Nyerere National Park. The co-management approaches are premised on the reality that local communities have a long history of association with resources and a high degree of dependence on them, and are assumed to have acquired the ability to manage resources sustainably.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO, TTB, Tanzania Forests Services (TFS), Tanzania Wildlife Research Institute (TAWIRI).

(d) Strategic Intervention 4: Support establishment and enhancement of Community enterprises tourism products that match market demands and thus generate access to source markets

A community tourism program for product development and market access, centred on the buffer zones around each of the primary tourism attractions in Ruvuma region, would help stimulate

greater engagement by local people in the tourism value chain. Community enterprises in the region need support in establishing and enhancing tourism products that match market demands and thus generate access to source markets.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, and TACTO

(e) Strategic Intervention 5: Create awareness on the part of communities about the rationale and legal aspects of conservation

Logically, people are likely to collaborate in management of resources if they know the reasons for doing so and are aware of the legal aspects governing the resources in question.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, and TACTO

(f) Strategic Intervention 6: Promote traditional institutions: types, performance, reasons for poor performance, and suggested interventions

The presence of local-level institutions that can regulate access and use-rights to resources in time and place is essential in enhancing co-management arrangements. Through these institutions, specific habitats (sacred groves) and wildlife species (totemic species) are accorded protection. Strong religious beliefs and social conventions are used to enforce rules and regulations enacted to ensure their effective protection.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, and TACTO.

4.4.3 Development of Diversified Products for Multiple Natural Tourist Attractions in Ruvuma Region

(a) Strategic Intervention 1: Ensure adequate conservation status and access to critical wildlife areas ready to attract tourists

The region has several areas designated for wildlife conservation, the largest of which is the Julius Nyerere National Park, Liparamba Game Reserve, Ifinga controlled area, and the Selous Niassa Wildlife Corridor.

(b) Strategic Intervention 2: Ensure adequate conservation status and access to natural forestry areas ready to attract tourists

Interesting sites that could be part of tourism circuits, if well developed, include Mwambesi Nature reserve, Ruhudzi nature reserve and Lipembe Mountain Forest.

(c) Strategic Intervention 3: Ensure adequate conservation status and access to natural water bodies (lakes and rivers) ready to attract tourists

The most famous water bodies, with full of fascinating adventures include Lake Nyasa, River Ruvuma, with water falls in areas such as Mgombezi and Masimahuhu. Tourism activities including water sports, boating, fishing and scenery viewing around the lake and along the rivers.

(d) Strategic Intervention 4: Ensure adequate conservation status and access for ecological attractions (topographical features of mountains and valleys)

Attractions to be opened for tourist viewing include Mt. Livingstone ranges, Mt Liumbe, Mt Mbamba, Matogoro hills, etc.

Stakeholders to be involved: RTFC, TATO, HAT, THPAT, TACTO, Tanzania Forests Services (TFS), Tanzania Wildlife Research Institute (TAWIRI), Tourism Confederation of Tanzania (TCT).

4.4.4 Strategic Interventions for Cultural Tourism

Culture-based tourism has a potential to be nurtured and developed in Ruvuma region, with significant benefits accruing to local communities involved in performance arts, demonstration artifacts, local foods and drinks, home stays and tour guiding. Discussions with stakeholders indicated that in order to develop community-based cultural tourism there will be need to improve access roads and bridges; undertake some renovations, protection and preservation, as well as training of local tour guides, provide technical support, provide some communication services, resolve resource ownership conflict among resource stakeholders, and improve benefit sharing mechanisms. The LGAs will facilitate the implementation of strategies to ensure that opportunities and benefits are rechanneled to the rural communities as part of ensuring that tourism grows and contribute to poverty reduction.

(a) Strategic Intervention 1: Facilitate formation of arts and cultural groups and enterprises

Communities in the region have no adequate experience in the formation and management of enterprises dealing providing cultural entertainment to tourists or offering tour guiding services to different sites that showcase cultural inheritance of different tribes of the region. This means some of the groups and enterprises will be district-based and some with regional coverage in their scope of services to tourists. The Community Department will work closely with the Wildlife Department in mapping out youth and other people who can be nurtured to establish cultural groups.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO and Ministry responsible for Sports and Culture (MSC).

(b) Strategic Intervention 2: Improve infrastructure, particularly rural roads

Some of the cultural sites, especially those linked to earlier generations and tribal migration and wars will require some special interventions to improve rural roads and bridges in order to simply access by tourists.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO and Ministry responsible for Sports and Culture (MSC).

(c) Strategic Intervention 3: Improve communication

Communication is regarded as an important tool because it provides an avenue for community-based cultural groups to share common problems as well as means to solving them as well as enabling community members to easily communicate with foreign tourists. Communication companies will be encouraged to expand their telephone infrastructure to some of the remote villages that are rich in cultural sites.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO, Ministry responsible for Sports and Culture (MSC), Ministry responsible for Communication (MC).

(d) Strategic Intervention 4: Improve benefit sharing mechanisms among key stakeholders

There has been resource ownership conflict among resource stakeholders, contributing to weak benefit sharing mechanisms. There is need to put in place local communities' proper and effective strategies to capture tourism benefits. In order to optimize revenues for sharing there will also be need to resolve and enforce proper utilization of existing natural resources according to designated uses and diversify sources of tourism attractions and services to be sold to tourists.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO and Ministry responsible for Sports and Culture (MSC).

(e) Strategic Intervention 5: Develop skills training programmes

There is lack of appropriate knowledge and skills on how to operate community cultural groups; training is needed in areas such as product development, marketing, customer care, environmental protection and tour guiding.

Stakeholders to be involved: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO, Ministry responsible for Sports and Culture (MSC) and Ministry responsible for education and vocational training (MEVT).

4.4.5 Development of Historical Sites Tourism

(a) Strategic Intervention 1: Identify, demarcate and protect historical sites and evidence

There are some historical sites in the districts that need to be fenced off to protect them from human activity interference; and some artifacts that have to be properly preserved and housed or packaged.

(b) Strategic Intervention 2: Improve infrastructure, particularly rural roads

There is need to improve access through rural roads to many of the important historical sites. That will make it easy for tourist to reach such areas. In some districts such as Namtumbo and Nyasa, there will be need to rehabilitate or activate the use of some airports for small aircrafts.

(c) Strategic Intervention 3: Improve communication

Communication is regarded as an important tool because it provides an avenue for community-based cultural groups to share common problems as well as means to solving them as well as enabling community members to easily communicate with foreign tourists.

(d) Strategic Intervention 4: Improve benefit sharing mechanisms among key stakeholders

There has been resource ownership conflict among resource stakeholders, contributing to weak benefit sharing mechanisms. There is need to put in place local communities' proper and effective strategies to capture tourism benefits.

(e) Strategic Intervention 5: Develop skills training programmes

There is lack of appropriate knowledge and skills on how to identify and protect historical sites by communities or some local enterprises. Training is needed in areas such as presentation of historical cases, social marketing, customer care, environmental protection and tour guiding.

Stakeholders to be involved in the above-mentioned strategic interventions 1 to 5: Local Government Authorities (LGAs), RTFC, TAWA, TATO, HAT, THPAT, TACTO and Ministry responsible for Sports and Culture (MSC).

4.4.6 Improving Promotion and Marketing of Hybrid Products and Tourism Circuits

This strategic goal is meant to take advantage and build a strong synergic combination of the attractions inherent in natural resources endowments (see SG 2 and SG 3) such as the Julius Nyerere National Park (JNNP), Liparamba Game Reserve (LGR), Ifinga controlled area, Selous Niassa Wildlife Corridor (SNWC), Mwambesi Nature reserve, Ruhudzi nature reserve and Lipembe Mountain forest, Lake Nyasa, River Ruvuma, with water falls in areas such as Mgombezi and Masimahuhu and ecological attractions (topographical features of mountains and valleys presented by Mt. Livingstone Ranges (MLR), Mt Liumbe, Mt Mbamba, Matogoro hills, and many more others. These attractions could be combined by designing tour circuits that take visitors to see historical and cultural sites (as already presented in SG 4 and SG 5 above) with other social and economic undertakings of the people of Ruvuma region. These could include activities related to agricultural value chains (from land preparation such as matengo pits, crop harvesting and crop processing), mining activities (e.g., coal excavation and making coal briquettes by women groups), social activities such as marriage engagements and wedding ceremonies and primary schooling.

(a) Specific Intervention 1: Develop various combinations of hybrid packages most ideal for branding the region in general

The hybrid packages should be based on key attractions that are used to brand Ruvuma region such as JNNP, WMAs, LGR, SNWC, Lake Nyasa, River Ruvuma and Mt. Livingstone Ranges (MLR) (including mountain biking), which could be combined to include tours to matengo pits and coffee curing and coffee brewing, Lake Nyasa (including water sports and fishing).

Stakeholders to be involved: The packages should ideally be developed by tourism companies (that is, TAWA, TATO, HAT, THPAT, TACTO) in collaboration with relevant government and its agencies (that is, LGAs, RTFC, and TTB).

(b) Specific Intervention 2: Develop various combinations of hybrid packages most ideal for each of the Local Government Authorities

The hybrid packages should be based on key attractions in each of the LGAs that could be linked to hybrid packages developed for the region in general. Each of the regions should identify complementing natural resource attractions to be marketed as complementary to JNNP, Lake Nyasa, and River Ruvuma, for example. Interesting social and economic undertakings in each of the LGAs include gathering of assortments of forest products suitable

as traditional medicines, traditional weddings, making of local brews, weaving of baskets and setting up traps for vermin.

Stakeholders to be involved: The packages should ideally be developed by tourism companies (that is, TAWA, TATO, HAT, THPAT, TACTO) in collaboration with relevant government and its agencies (that is, LGAs, RTFC, and TTB).

4.4.7 Improving Soft and Physical Infrastructure to Facilitate Tourism

The Travel and Tourism Competitiveness Index 2015 has divided infrastructure index into three categories; air transport infrastructure, ground and port infrastructure and tourist service infrastructure. Infrastructure covers direct international flights to the country and to the region, good tarmac roads, quality tour operators and guides and quality accommodation (MNRT, 2002)²³. Any deficiency in these services is bound to have negative effects on both attracting more tourist arrivals and on their per capita spending. The need to improve infrastructural services is more adverse in rural areas.

Strategic Intervention 1: Invest in improving road networks, communication and water supply

There are good road connections between Songea and all of the district towns in the region. The region is also well connected to immediate major towns in other regions such as Njombe, Mtwara and Lindi by road, and Dar-es-salaam and Iringa by regular passenger flights. However, all TARURA is meant to take care of roads not handled by TANROADS. The government, through RUWASA, should also extend water supply to tourist attractions. There is also need for private sector operators to expand their geographical coverage of mobile phone services.

²³ URT, MNRT, 2002. Tourism Master Plan

Stakeholders to be involved: Local Government Authorities (LGAs), MNRT, Ministry of Works and Transport (MOWT), TANROADS, TARURA, RTFC, TAWA, TATO, HAT, THPAT, and TACTO.

Strategic Intervention 2: Invest in airstrips

The improvement of Songea Airport will allow larger crafts to bring tourists from other part of Tanzania. However, for tourists with limited time to visits the region's attractions extra flights using smaller crafts to access remote parts of the region are needed. This means smaller airstrips to handle smaller planes will be needed within the newly established JNNP, within the WMAs in Tunduru and Namtumbo districts and in Nyasa district. Some of the airstrips need rehabilitation after years of abandonment.

Stakeholders to be involved: Local Government Authorities (LGAs), MNRT, Ministry of Works and Transport (MOWT), Tanzania Airports Authority (TAA), RTFC, TAWA, TATO, HAT, THPAT, and TACTO.

Strategic Intervention 3: Promote investments in quality but low budget hotels, lodges and tourist camps giving priority to areas close to attractions

The accommodation facilities should be managed by qualified staff together with skilled service providers' such facilities should be encouraged to play the role of advertising the Region's tourism attractions.

Stakeholders to be involved: Local Government Authorities (LGAs), MNRT, Ministry of Works and Transport (MOWT), TAA, TANROADS, TARURA, RTFC, TAWA, TATO, HAT, THPAT, and TACTO.

Strategic Intervention 4: Develop human capital for provision of quality tourism services and management of natural resources

Interviewed stakeholders identified some shortfalls with respect to standards of customer services and quality of tour and safari guides; tourists complained about the low quality of such services. The same observations were made by Tanzania Tourism Sector Survey (TSS, 2012²⁴), which essentially repeated what was also observed in the 2002 Tourism Master Plan.

Stakeholders to be involved: LGAs, National Bureau Statistics (NBS), TAA, MNRT, RTFC, TAWA, TATO, HAT, THPAT, and TACTO.

²⁴ NBS 2012, The Tanzania Tourism Sector Survey

4.5 IMPROVING THE BUSINESS ENVIRONMENT THROUGH POLICY AND INSTITUTIONAL FRAMEWORK REALIGNMENT

As already indicated the Ruvuma region tourism circuit is endowed with a variety of tourist attractions such as nature and wildlife, eco-tourism, a diversity of fauna, flora and many natural features, and large in-tact wilderness areas, alongside a rich cultural history, wide, open scenery, sandy beaches along the shores of Lake Nyasa, water sports and diving in Lake Nyasa, cultural and archaeological/ historical tourism, National parks, Game reserves and community-managed Wildlife management areas (WMAs).

Tourism is a crosscutting sector that requires the involvement of various stakeholders, from both public and private sectors. Unlike many other economic sectors, the tourism sector involves various different stakeholders made up of various industries including accommodation, tour operators, mountain climbing, travel agents and car hire firms. However, as the Blueprint has shown the sector is facing numerous challenges, including inadequate infrastructure, poor product development and management, poor destination marketing, outdated legal and regulatory frameworks, insufficient institutional and technical capabilities as well as both quantitative and qualitative skills mismatch. In addition, the sector requires considerable investment in public infrastructure and services such as airports, roads, electricity, water and telecommunications. The public-private partnerships between tourism stakeholders have not been fully utilized and this tends to severely affect tourism development in the Region.

Strategic Intervention 1: Advocate for, and domesticate the, effective implementation of Blueprint recommendations

The specific tourism issues to be addressed by the Blueprint include laws and regulations, administration of Tanzania Tourism Licensing Board, Registration requirements, concerns over Tourism Development Levy, diversity of and inspections and LGA payments and requirements. There will be need to ensure there is adequate synergy and coordination of policy implementation across related sectors especially in the areas of land, infrastructures, transport, agriculture, trade, education, safety and security, labour, livestock, energy, water and environment as well as fragmented institutional chain of command in managing the tourism sector.

Stakeholders to be involved: LGAs, Tanzania National Business Council (TNBC), TAA, RTFC, TAWA, TATO, HAT, THPAT, and TACTO.

4.6 PROPOSED INCENTIVES THE REGION CAN OFFER TO ATTRACT TOURISM INVESTMENTS

During brainstorming sessions with stakeholders it was suggested that LGAs should take advantage of the Nyasa Day Festival to learn from prospective investors of the types of incentives they would wish to get for them to come and start tourism-related businesses in the region. It was agreed that each LGA should develop a tentative list of incentives likely to be approved the Full Councils of their respective municipality, town and district councils.

Stakeholders suggested that LGAs could come with incentive packages that relate to (i) free, discounted land prices or deferred payment of invoices for land plots to establish tourism businesses; (ii) reduced or tax holiday for the initial years of business operations; (iii) partnership with councils to offer some vouchers for free or discounted entry fees to some attractions owned or managed by the councils; and, (iv) free or discounted souvenirs representing the council for tourists to take away with them.

However, for the industry to grow in the region there will be need to pay special attention to interventions proposed in table 10, among others the government might see appropriate. At the top of the list include (a) updating the country's tourism Policy and strategic development to include the Southern Circuit including Ruvuma Region; (b) cultivate future customers at young age starting with schools by establishing nature and tourism clubs/associations; (c) create awareness among adults through advertisement of regional attractions so as to create a large base of domestic tourists; (d) keep on efforts by TARURA to improve transport infrastructure in rural areas, targeting those that serve the tourism industry; (e) the Ministry of Natural Resources to enhance its support to tourism officers/experts working with LGAs; and, (f) Introduce innovations that will make LGAs see a direct beneficial link to revenue generated from tourism so that they can use for tangible projects in the districts and communities.

Table 11 Proposed Interventions Needed to Encourage the Growth of Tourism Industry in the LGAs

Issues to be Done differently by the Councils?	Regional Secretariat	Songea MC	Songea DC	Madaba DC	Mbinga TC	Mbinga DC	Nyasa	Tunduru DC	Namtumbo DC
1. Policy and strategy	✓	✓	✓	✓	✓	✓	✓	✓	✓
2. Cultivate customers at young age	✓	✓	✓	✓	✓	✓	✓	✓	✓
3. Create awareness among adults and advertise attractions	✓	✓	✓	✓	✓	✓	✓	✓	✓
4. Improve transport infrastructure in rural areas			✓	✓		✓	✓	✓	✓
5. Provide adequate support to tourism officers/experts working with LGAs (to be better supported by the Ministry of NR)		✓	✓	✓	✓	✓	✓	✓	✓
Build regional capacity to mainstream tourism in the regional plans?	✓								

Issues to be Done differently by the Councils?	Regional Secretariat	Songea MC	Songea DC	Madaba DC	Mbinga TC	Mbinga DC	Nyasa	Tunduru DC	Namtumbo DC
Improve disbursement of funds for plans and budgets meant for tourism development. Include simplified process for sharing revenue collected on behalf of LGAs and communities such as WMAs-- takes too long to get their share of tourism income	V						V	V	V
Introduce innovations that will make LGAs see a direct beneficial link to revenue generated from tourism so that they can use for tangible projects in the districts and communities	V	V	V	V	V	V	V	V	V
Use collaborative approaches with other institutions including starting an Information Centre and established Nyasa Day							V		
Improve the hosting of Nyasa Festival, which started in 2016 in order to have more national and international impact. It should now work better given the improved airport and completed tarmacked road from Songea to Mbamba Bay.	V						V		

4.7 DEVELOP HUMAN CAPITAL FOR FUTURE NATURAL RESOURCE AND TOURISM MANAGEMENT

Involvement of communities and community organizations would require capacity building if they have to contribute to effective conservation of natural resources. The government should adjust policies to hire and train locally and encourage the private sector to do the same, in order to capitalize on local knowledge and integrate local communities further into the conservation effort. Investment in human capital is needed to prepare the local community for tourism and to provide strong management of natural resources, provision of cultural services and preservation of historical sites.

4.8 INSTITUTIONAL FRAMEWORK FOR SUPPORTING THE STRATEGIC PLAN

As per the Governments' Local Economic Development (LED) Approach²⁵, the Ruvuma region Secretariat and Local Government Authorities (LGAs), working in tandem with the Ministry of Natural Resources and Tourism (MNRT) will be responsible for the overall tourism sector development in the region in the following areas:

²⁵ This approach is prescribed in details in the Tanzania's Second Five Year Development (FYDP II), which is intended to promote sub-national level preparation and implementation of economic strategic plans.

- a) Policy development,
- b) Marketing and Promotion,
- c) Protection of the environment and natural resources in a sustainable manner

The first two roles shown above is wholly responsibility of MNRT. With respect to role number three above, the Ruvuma Secretariat should work in tandem with the third role of the Ministry of Tourism to:

- a) Create awareness and sharing information relevant to the growth and development of tourism business and individual member interests
- b) Contribute to industry knowledge and learning through research and organization capacity development
- c) Ensure that tourism organizations maintain environmentally friendly standards and industry best practices
- d) Support Community Enterprise Development to enable communities access direct benefits from the tourism products in their environs
- e) Empower young professionals joining the tourism industry with leadership skills through the mentorship approach

While at the National level there are public and private institutions responsible for guiding and supporting the tourism industry. However, the above situation analysis has identified the absence of effective Platform for Tourism Stakeholders in Ruvuma region to contribute low growth of the sector. It is therefore important to establish and strengthen a stakeholder platform for tourism in the in the region. At the centre of such a platform should be a steering committee that will play managerial and secretarial roles; the steering committee should be composed of Regional Secretariat, Ministry of Natural Resources and Tourism (MNRT) and its agencies like TANAPA and Tanzania Wildlife Authority (TAWA) private sector stakeholders to be represented by their umbrella organization such as Tourism Confederation of Tanzania (TCT), Tourism & Hospitality Professionals Association of Tanzania (THPAT), Tanzania Association of Travel Agents (TASOTA) and Tanzania Association of Cultural Tourism Operators (TACTO) as well as a representative of the development partners.

4.8.1 Role of the Ruvuma Regional Secretariat

As per the Governments' Local Economic Development (LED) Approach²⁶, the Ruvuma region Secretariat and Local Government Authorities (LGAs), working in tandem with the Ministry of Natural Resources and Tourism (MNRT) will be responsible for the overall tourism sector development in the region in the areas of (a) policy development, (b) marketing and Promotion; (c) Protection of the environment and natural resources in a

²⁶ This approach is prescribed in details in the Tanzania's Second Five Year Development (FYDP II), which is intended to promote sub-national level preparation and implementation of economic strategic plans.

sustainable manner. The first two roles shown above are responsibilities of MNRT. With respect to role number three above, the Ruvuma Secretariat should work in tandem with the third role of the Ministry of Tourism to:

- a) Create awareness and sharing information relevant to the growth and development of tourism business and individual member interests
- b) Contribute to industry knowledge and learning through research and organization capacity development
- c) Ensure that tourism organizations maintain environmentally friendly standards and industry best practices
- d) Support Community Enterprise Development to enable communities access direct benefits from the tourism products in their environs
- e) Empower young professionals joining the tourism industry with leadership skills through the mentorship approach.

4.8.2 Financing of the Strategy

The strategy will be financing through collaborative efforts of government (central and local government authorities), non-state actors (private sector operators, civil societies and communities) as well as development partners. The estimated costs are indicated in Volume 2 of this report.

5 CONCLUSION

This report has demonstrated that this is an ideal opportunity to encourage the private sector to invest in tourism development in Ruvuma region given that government has adequately invested in facilitating infrastructural services in the form of all-weather roads to reach all the districts, electricity supply after connecting to the national main-grid and funding a rural electrification program to cover all villages by 2025 and ensure water supply to more than 85 per cent of villages. Songea airport has been expanded to receive larger aircraft and there are new passenger vessels to serve Lake Nyasa. There is also a new gate for tourist entry and exit from the side of Ruvuma region, which was absent before 2020. There is every reason to embark on aggressive marketing campaign for Ruvuma region is an ideal tourist destination competing with other regions. It has an interesting combination of attractions that can make fascinating hybrid tourism products blending social-cultural activities of the people of Ruvuma region with natural attractions consisting of wildlife, forests, mountains, valleys, rivers and lakes.

The strategy will be spearheaded by a strong leadership at the regional level under the a steering committee composed of representatives from the public sector (namely, the Regional Secretariat, Ministry of Natural Resources and Tourism (MNRT) and its agencies like TANAPA, Tanzania Wildlife Authority (TAWA)), private sector stakeholders (to be represented by their umbrella organization such as Tourism Confederation of Tanzania (TCT), Tourism and Hospitality Professionals Association of Tanzania (THPAT), Tanzania Association of Travel Agents (TASOTA) and Tanzania Association of Cultural Tourism Operators (TACTO)); and some representation from the development partners.

The details of the strategic interventions and the institutional responsibilities are provided in Volume 2 of this report, which also provides the associated budget, sources of funds and the expected monitoring and evaluation reports.

ANNEX TABLE 1 DETAILED FINDINGS ON MAJOR TOURISM ATTRACTIONS: NATURAL, CULTURAL AND HISTORICAL

1. NATURAL ATTRACTIONS

OVERVIEW OF THE REGIONAL ATTRACTIONS

SONGEOA REGIONAL SECRETARIAT CHOICE		TOP THREE
1	Lake Nyasa Tourism Package: Ornamental fish (vindongo); Beaches Islands; Coastal Scenery; Mt Livingstone ranges	1 st
2	Julius Nyerere National Park (JK-NP: Wildlife- Namtumbo DC)	2 nd
3	Ruvuma River Tourism Package (could be a tourism circuit on its own): canoes, with its source at (source is Matogoro Hills: started in 1957 as natural forest and source for SOWASA). Other attractions include crocodiles in the river; Liparamba game reserve (velvet monkeys and white lions-rarely seen as they migrate from Mozambique) and Matogoro Hills and Caves as part of eco-tourism; waterfalls along the river such as hydropower dams at Peramiho; amazing valleys along the river	3 rd
4	Amazing Mbuji Stones and Caves (selections: Litembo, Mbinga DC: natural hills with space for accommodation and historical hideout and worship by Chiefs, already a memorial stone in place; Tunduru caves; Chandamali caves (Mzee Mbano Songea); Namtumbo caves, Mkongo)	4 th
5	Nature Reserves and Animal Zoos: Mwambesi Nature Reserve in Tunduru and Ruhila Zoo in Songea MC. only natural occurring zoo within municipal council- 8km from Songea MC	5 th
6	Selous-Niassa Corridor- in Namtumbo/Tunduru- which include some Wildlife Management Areas (WMA)-wildlife -the Big 5 animals-elephants, lions, giraffes, hippos and mbogo, not to mention leopards, crocs	6 th

SONGEOA MC CHOICES

NATURAL	TOP 3 CULTURAL
Ruvuma River Tourism Package (could be a tourism circuit on its own): canoes, with its source at (source is Matogoro Hills: started in 1957 as natural forest and source for SOWASA).	
Matogoro Hills and Caves as part of eco-tourism; waterfalls along the river such as hydropower dams at Peramiho; amazing valleys along the river	1st: Ruvuma River Tourism Package;
Caves Chandamali caves (Mzee Mbano Songea);	2 th : Mbuji Stones and Caves
Natural Zoos: Ruhila Zoo in Songea MC. only natural occurring zoo within municipal council- 8km from Songea MC	3 rd Nature Zoos

SONGEOA DC CHOICE

ATTRACTIONS	TOP THREE
Hydropower Dams series in Peramiho: Chipole dam (5MW) used by the Catholic Mission and Tulila Dam (7.5MW) feed into national grid	1st: Hydropower dams
Matogolo caves, with a huge snake	3 rd Caves with snake
Lihiga Nature Reserve in Ndongosi ward	2 nd Lihiga nature

MADABA DC

ATTRACTIONS	TOP THREE
Lingatunda Water Falls- Mahanje ward	1st
Lutukila and Hangar rivers: fascinating scenery at the junction- Gumbilo and Mkongotema- hippos and crocodiles	2nd
Game Reserves -Ruhudzi and Ifinga controlled area -fishing sports- already Wembere Gaming Safaris; 3rd part of Ruhudzi river- as Ifinga-Ruhudzi Game controlled area)formerly as Mwantisi B- with dams, fishing etc	3rd
Gesimasowa Proposed Game Reserve, which includes Mtatahuku Multi-coloured forest- Lituta, Kipingo village; white and mahogany colours	4th
Ruhudzi Ndungu and Njege fish	
Ngolo Crater receiving Lingatunda and Lifanzulu rivers (also with water falls)	
Lipukuma Water Falls	
Mgombezi with waterfalls: feeds into Lutukila river with waterfalls- which later meet at Mkongotema ward	
Daraja la Mungu waterfalls Mgombezi area	
Lihovayayi: site natural dams and crater for traditional execution	
Water Falls at Masimahuhu: before reaching Lihovayayi crater, with peach forest cap and habitat for doves	
Natural Dam Lisiwasiwa: Lituta, Kipingo village	

MBINGA TC

Attractions	Top Three
Mt Liumbe: highest observation points beyond Mbinga TC; forest reserve	1 st (tied with Mt Lipembe)
Natural colours of the soil: houses built	
Waterfalls at the junctions of Lumeme and Ruvuma	2 nd
Mt Lipembe Forest Reserve: natural tree varieties	1 st
Mt Mbambi observation: for seeing Mbinga town	
Mt Likopesi observation point	
Sharp corners Mbinga-Nyasa road- at Kitelea area sharp corners	
River Ruvuma: see fisherfolk, crocodiles	
Lugali zoo by Lt General- with a collection of wild animals: lions, leopards, nyati, mamba, birds, monkeys, birds	3 rd

MBINGA DC

ATTRACTIONS	Top Three
Mbuji stone: Mbunji ward; ever warm even during cold season; a Mzungu fell to death for failing to observe cultural rituals; seen all the way from Songea; used for traditional worship rituals	1st
Lake Nyasa view at Mkoha: Langilo ward, Mkoha village	
Litembo and Amani Makoro caves: Litembo ward and Amani-Makoro ward	2nd
Mt Livingstone Ranges	
Coal Mines: Luanda ward	
Amani Makoro Caves: Hiding during war at Amani makoro ward	
River Bishop: Luanda ward, never dry and water never changes colour even when there is heavy rain	3rd

NYASA DC

ATTRACTIONS	TOP 3
Lake Nyasa and its shores-clean beach sands, clean natural water, protruding stones, caves, ornamental fish for aquarium	1 st
Liparamba Game Reserve: in Liparamba Ward. Host to huge elephants, white lions, and a species of trees that turn into rock when felled down; water falls. There is a wildlife office on site	2 nd
Mt Livingstone ranges	3 rd
Lake islands: Mbamba island (host to birds and indigenous trees) and Lundo Island (isolation site for people with leprosy who were buried in mud in belief that once muds dry the disease disappears for good and cannot come back to haunt his/her family)	
Rift Valley Observation point in between Mbinga and Mbamba bay	
Buruma Corner Observation point for the Rift valley	
Stone caves: Kiagala (border with Njombe) and Mbamba bay; Pomonda stones in Liuli ward with remains of weapons used for fighting	
Ruhuhu river mbelele fish species breeding ground	

NAMTUMBO DC

ATTRACTIONS	TOP 3
Mbarang'andu valley- magnificent view and full of flora and fauna	3 rd
Linole Cave	
Virgin Maria Mountain- natural formation depicting a woman holding a baby. Historical linked to execution site for criminals at Kitanda	
Chatanila cave	
Mkongo hill and stone used for traditional sacrifice rituals	
Nyerere National Park- Niasa Wildlife Corridor (Tunduru/Namtumbo is the largest)	1 st
WMA za Lusewa na Magazini (miombo wood land)	
Ndirima Water Fall in Nyerere National Park and Kipereka Dam-	2 nd
Msalabamkuu at Msindo village – pilgrimage (hija) place	

TUNDURU DC

ATTRACTIONS	TOP THREE
1. Nyerere National Park	1 st
2. Mwambesi Nature Reserve	2 nd
3. Nalika WMA/Chingoli WMA	3 rd

2. CULTURAL ATTRACTIONS

RUVUMA REGIONAL SECRETARIAT CHOICES

	CULTURAL ATTRACTIONS	Ranking
1	Dances- which consists of mganda dance (Nyasa/Matengo/Manda), chioda dance, lizombe dance by Ngoni, kitoto dance by Ngoni, chomanga dance	1 st
2	Farming system: Matengo farming system, Matengo pits, ngoro farming in Mbinga	2 nd
3	Traditions and cultural practices of the Yao, Ndendeule, Ngoni, and cultural dresses and clothes, traditional houses, languages, recreational 'bao",	3 rd
4	Religious sites: Matogoro/Chandamali Hill	4 th
5	Dresses and accessories: e.g., tree bark dresses	5 th
6	Dishes and drinks: e.g., likungu made from lake flies/makatungu in Nyasa and "togwa' beverage in Madaba and Songea	6 th
7	History of Ngoni (Chief Mbano Songea): skull in Germany need to be brought back	7 th
8	Traditional metallurgy	8 th

SONGEA MC CHOICES

CULTURAL	TOP 3 CULTURAL
Traditional dances -mganda dance (Nyasa/Matengo/Manda), chioda dance, lizombe dance by Ngoni, kitoto dance by Ngoni, chomanga dance	1 st : traditional dances
Traditional dishes and drinks: e.g., "togwa' beverage, "mlenda"	2 nd Traditional Dishes and Drinks
History of Ngoni (Chief Mbano Songea): skull in Germany need to be brought back; Cultural worship sites	3 rd History of Ngoni Chiefs e.g., Chief Mbano
Traditional Religious sites at Matogoro/Chandamali Hill	
Traditional dresses and accessories; e.g., tree bark dresses	

SONGEA DC CHOICES

ATTRACTIONS	TOP THREE
TRADITIONAL RELIGIOUS SITES- e.g., Maposeni hills where until now Chiefs are buried	1st
FOODS AND DRINKS: Matimila ward best experienced (mangatungu-upupu; chikande; kondole ugali; ulezi ugali;	2ND
TRADITIONAL DANCES e.g., lizombe (7 drums by one person), ligwamba, kitoto,	3RD

MADABA DC CHOICES

ATTRACTIONS	TOP THREE
Traditional dances: Limbamiza (Bena); Lipuga (Ndendeule- for rain making); Lizombe (Ngoni); Ligwamba (Ndendeule- using tins)	1st
Traditions of the people, and cultural dresses and clothes, traditional houses, languages, recreational "bao", traditional weapons, polygamous families	2nd
Traditional dresses and accessories:	2nd
Traditional dishes and drinks: ugali wa ulezi; ulanzi and komoni (traditional liquors)	3rd

MBINGA TC

ATTRACTIONS	TOP THREE
Traditional dances: Kioda, kindeku, mganda, mhambo, mkeng'endo (disco system suiters compete for ladies)	
Traditional farming system: Matengo farming system, Matengo pits, ngoro farming in Mbinga	
Traditions of Yao, Ndendeule, Ngoni, and cultural dresses and clothes, traditional houses, languages, recreational "bao", traditional weapons, polygamous families	
Languages: KiMatengo	
Traditional dresses and accessories: ugali wa ulezi; ulanzi and komoni, chenele (dug from the ground),	
Traditional dishes and drinks	
Water Gravity System: water appear to climb the mountains by gravity force using contour structures	
pottery, weavery and carvings	

MBINGA DC

ATTRACTIONS	Top Three
Traditional dances: Matengo dances: Kioda, lindeku, mganda, muhambo, mkeng'endo (disco system suiters compete for ladies	3 rd
Traditional farming system: Matengo farming system, Matengo pits, ngoro farming in Mbinga. Done on sides of Mt Livingstone. Other countries visit to learn	1 st
Traditions of the Matengo cultural dresses and clothes, traditional houses, languages, recreational 'bao", traditional weapons, polygamous families; appreciation by rolling on the floor	
Languages: KiMatengo	
Traditional dresses and accessories	
Traditional dishes and drinks: ugali wa ulezi; ulanzi and komoni, chenele (dug from the ground),	
Water Gravity System: water appear to climb the mountains by gravity force using contour structures	
Artwork: pottery, weavery and carvings	
Coffee farming and coffee preparation and tasting: different from the way it is farmed in other regions. Highly aromatic coffee	2 nd
Harvest ceremony	
Matengo traditional houses: full suit grassed houses	

NYASA DC CHOICES

ATTRACTIONS	TOP 3
Traditional dances by Nyasa and Matengo tribes	1 ST
Traditional farming system: Matengo farming system, Matengo pits, ngoro farming in Mbinga; Traditions of Yao, Ndendeule, Ngoni, and cultural dresses and clothes, traditional houses, languages, recreational 'bao", traditional weapons, polygamous families	2 ND
Traditional dresses and accessories	3 RD
Traditional dishes and drinks	4 TH

TUNDURU DC

ATTRACTIONS	Top 3
1. Traditional dances	1 ST
2. Traditional foods and drinks	3 RD
3.ARTWORK: weavery and pottery	2 ND

NAMTUMBO DC

CULTURAL	TOP 3
Carvings and pottery (wood carvings into toys) and hair plaiting	2 ND
Traditional dances	1 ST
Languages	
Traditional foods)	3 RD
Cultural and traditional dresses	

3. HISTORICAL ATTRACTIONS

REGIONAL SECRETARIAT CHOICE

Attractions/Historical Events and sites	Ranked
1. MUSEUM OF Ngoni HISTORY AND MAJIMAJI WAR: Museum of History of the Ngoni, Migration Routes; and Majimaji War;	1 ST
2. MEMORIAL TOWERS AND SITES: Songea Memorial Tower; Majimaji Heroes-Single Grave for Heroes and Hanging Tree; Sites of Magicians who claimed to turn bullets into water; Maji-Maji War Hideout Caves: including that of Chief Mbanu Songea; Churches built by the Germans	2 ND
3.History of Ngoni (Chief Mbanu Songea): skull in Germany needs to be brought back. Cultural worship sites- History of Ngoni Chiefs	3 RD
4.RESIDENCES OF NATIONAL HEROES:	4 TH

SONGEA MC

ATTRACTIONS	TOP THREE
1. MUSEUM OF Ngoni HISTORY AND MAJIMAJI WAR: Museum of History of the Ngoni, Migration Routes; and Majimaji War;	1 ST
2. MEMORIAL TOWERS AND SITES: Songea Memorial Tower; Majimaji Heroes-Single Grave for Heroes and Hanging Tree; Sites of Magicians who claimed to turn bullets into water; Maji-Maji War Hideout Caves: including that if Chief Mbano Songea; Churches built by the Germans	2 ND
History of Ngoni (Chief Mbano Songea): skull in Germany needs to be brought back. Cultural worship sites	3 RD

SONGEA DC

Attractions/Historical Events and sites	Ranked
1. MUSEUM OF Ngoni HISTORY AND MAJIMAJI WAR: Museum of History of the Ngoni, Migration Routes; and Majimaji War;	1 ST
2. MEMORIAL TOWERS AND SITES: Songea Memorial Tower; Majimaji Heroes-Single Grave for Heroes and Hanging Tree; Sites of Magicians who claimed to turn bullets into water; Maji-Maji War Hideout Caves: including that if Chief Mbano Songea; Churches built by the Germans	2 ND
3. History of Ngoni (Chief Mbano Songea): skull in Germany need to be brought back; Cultural worship sites-- History of Ngoni Chiefs	3 RD
4. RESIDENCES OF NATIONAL HEROES:	4 TH

MADABA DC

ATTRACTIONS	TOP THREE
Historical Magistrate at Gumbilo: Caves and hanging place-remains of buildings	3 RD
Ujamaa Village Mateteleka: History of communal activities; how they worked and shared proceeds, still some remains of buildings such as warehouses and equipment/machinery such as tractors. Among the elders are Mr.Magehema who was trained in China and Russia on the management	1 ST
Hanging Cliff at Mbundi- Ndelenyuma village: the cliff, site for execution and some equipment installed	2 ND
Stone caves: Kiagala (border with Njombe) and Mbamba bay; Pomonda stones in Liuli ward with remains of weapons used for fighting	

MBINGA TC

ATTRACTIONS	TOP THREE
1. Burial sites: Makita Chief at Myangayanga area	
2. Historical buildings	
2. Religious Historical Sites (Christian and Muslim?): Mahanji first missionaries	2 RD
3. Ngoni Migration Route from South Africa into Tanzania: NkosiMbonani death place at Maweso village	1 ST
4. Coffee farming history: copied from Moshi during a meeting with Chagga chiefs-- and started at Liyanganga and went to Litembo	3 RD
5. Documentation of source of names for different places and locations	
Tribal wars between Ngoni and Matengo: frequent fights until made friendship	

MBINGA DC

ATTACKIONS	Top Three
Luanda Hills : hideout of Ngoni during war	
Luanda Fires: discovery of coal through underneath fires in the forest (first person discovered reported to the government occurrence of natural fires was from Luanda) (2nd)	2 ND
Mt Livingstone ranges: people practice ngoro farming which is not practiced in other districts sharing the ranges	3 RD
Litembo graves: where the Ngoni were buried after a fierce fight with the Matengo. It was also a hiding place during Majimaji war	1 ST
Mbuji stone: sacred stone. One European ignored the protocol and fell to death	

NYASA DC

ATTRACTIONS	TOP 3
1. Burial sites: Ndengere place where chiefs were buried accompanied by a living person to escort him. The site is already preserved by government as a historical site with some buildings and an office for tour guides	1 ST
2. Nyasa islands with special historical value: Kiagala island where people with leprosy were isolated	2 ND
3. Exploration route by Dr Livingstone from Malawi across the Mt Livingstone ranges	3 RD
5. Pomonda cave as a military hideout. Dr. David Livingstone left his signature on the sides of the cave	4 TH
6. Religious historical sites: (a) Liuli church (b) Lituhi RC church- oldest church- built on top of a hill and was used as a shelter for people from the valley that flooded after Malawi government blocked Shire River during border conflict with Tanzania	5 TH
Historical infrastructure: Customs office at Mbamba Bay built by Nyasaland colonial administrators	
8. Undu Mountain Boundary Mark: Beacon installed by colonial administrators as a boundary mark with Mozambique	
9. Leopard stone on top of Mbamba Hill- believed a leopard climbed on top of the stone while chasing a monkey but got stuck there as it couldn't descent on its own and consequently starved to death	
10. Luhekei river- expanded and widened thus changing its original shape	
12. Lituhi Tree- Resting tree for Mwalimu Nyerere	

TUNDURU DC

ATTRACTION	TOP 2
1. SAMORA/NYERERE HOUSE	1 ST
2. CHIEF MWENYE KINGDOM	2 ND
3. MNARA WA VIONGOZI	3 RD

NAMTUMBO DC

HISTORICAL	TOP THREE
Linole Cave: With a mosque inside the cave. It was also a hiding place during Majimaji war	2 nd
Freedom Struggle: Historical Monument/Tower at the House where Mwalimu Nyerere stayed while in the district during freedom campaigns	1 st
Birth place of Kawawa - Matepwende in Lisimonji ward	
History of Wandendeule and Wayao and their Chiefs such as Mwinyi Kwizombe	3 rd
Religious history: for example, the coming of Islam, its disappearance after Germans and British role, and its revival after independence	

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