The Status of Ecotourism in the Eastern Arc Mountains of Tanzania

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September 2008

“A thesis submitted in partial fulfilment of the requirements for the degree of Master of Science and the Diploma of Imperial College London”
Abstract

The aim of this project was to assess the status of ecotourism in the Eastern Arc Mountains of Tanzania, a centre of endemism classified within the world’s 34 Biodiversity Hotspots.

The tourism of the Eastern Arc Mountains (EAM) was investigated, focusing on the supply-side of this industry. Four types of stakeholders, hoteliers, tour operators, protected area managers, and Cultural Tourism Programme members were consulted through semi-structured interviews. Information was collected on the current attractions of the EAM, the types of demand that dominate the EAM tourism today, the existence of conservation efforts or community contribution. Data were also collected on tourism volumes and revenues accruing to the EAM tourism product.

Results suggest that current tourism in the EAM is of very small scale, and primarily nature-based, although not specifically “eco”tourism. The clientele of the EAM tourism was found to be mainly budget and backpacker tourists. The high-end tourism cannot be targeted at the present situation of the EAM due to lack of adequate facilities. The notion of ecotourism is present among the members of the Cultural Tourism Programme, but the scale of the incomes from tourism does not allow for more actions than the social services already supported by the CTP today. At the present level, there is not enough income to specifically “provide funds for conservation”. However, the initiative is present, and the members are motivated. The expansion in the size of the EAM tourism, and therefore the increase in income to those initiatives, has the potential to lead to enhanced support for conservation through tourism.
Acknowledgements

This project is funded by the Leverhulme Trust, as part of the Valuing the Arc Programme. Their financial support is gratefully acknowledged.

First, I would like to thank Prof. E.J. Milner-Gulland and Dr Douglas Yu, my two supervisors, for giving me the chance to undertake this project, and for their continued support and encouragement.

Thanks go to Dr Neil Burgess, who gave me helpful advice during the first stages of my fieldwork in Tanzania, to Dr Jafari Kideghesho, my Tanzanian “academic father” who, through his hospitality and kindness made me feel very much at home, and to Prof. Shadrack Mwakalila, the Tanzanian coordinator of the Valuing the Arc Programme, for his support during the fieldwork. Many, many thanks to Mr Abdallah Mbaruku, the patient and hard-working research assistant and excellent translator who endured the long hours of work without a word of complaint.

Thanks to Mr Yassin Madiwa and Mr Elly Kimbwereza, two of many members of the Tanzanian Cultural Tourism Programme who have impressed and inspired me with their enthusiasm and commitment to the cause of sustainable development through tourism.

I am most grateful to my Tanzanian friends Rose, Zawadi, Glory and Julie for their kindness, generosity, and sense of humour, and for taking such good care of me during my stay. Thanks also to my lab mates Jose and Guru for their encouragement and moral support at the most difficult times of the project.

Finally yet importantly, many thanks to the numerous tour operators, hotel managers, and Cultural Tourism Programme organisers in Tanzania, who so willingly spent their precious time to speak with me about their work. The project, which draws upon their insights, would not have been possible to deliver without their cooperation.
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Word count

14,450
### Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>TANAPA</td>
<td>Tanzania National Parks</td>
</tr>
<tr>
<td>CTP</td>
<td>Cultural Tourism Programme</td>
</tr>
<tr>
<td>TTB</td>
<td>Tanzania Tourist Board</td>
</tr>
<tr>
<td>EAM</td>
<td>Eastern Arc Mountains</td>
</tr>
<tr>
<td>VtA</td>
<td>Valuing the Arc</td>
</tr>
<tr>
<td>FoU</td>
<td>Friends of Usambara</td>
</tr>
<tr>
<td>TAYODEA</td>
<td>Tanga Youth Development Association</td>
</tr>
<tr>
<td>MNRT</td>
<td>Ministry of Natural Resources and Tourism</td>
</tr>
<tr>
<td>PPT</td>
<td>Pro Poor Tourism</td>
</tr>
<tr>
<td>UNWTO</td>
<td>United Nations World Tourism Organisation</td>
</tr>
<tr>
<td>WTTC</td>
<td>World Travel and Tourism Council</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>NGO</td>
<td>Non Governmental Organisation</td>
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</table>
1 Introduction

Rationale for Research

Tanzania is a country renowned for its diverse natural resources. As a result, it has, since the 1980’s, experienced a tremendous growth in nature-based tourism (Wade et al., 2001). Although Tanzania is less developed than its East African counterparts, it arguably offers lower-density, higher quality and higher-priced tourism experiences than Kenya, its main competitor (Wade et al., 2001). The tourism industry in Tanzania is paramount, and plays a considerable part in the country’s economy (MNRT, 2007), thanks to the abundant wildlife that attracts hundreds of thousands of people every year from around the world.

Yet much tourism has been called into question regarding its ethical positioning towards local populations (Brunt and Courtney, 1999, Ashley, 2000) and the ecological impact. As a result ‘Ecotourism’ has since the early 1980’s pushed the tourism industry to have a more considered ethical impact (Gossling, 1999, Goodwin, 1996). However many debates continue on current and potential role of tourism towards nature conservation and sustainable resource use (Kiss, 2004). Tourism, being the largest industry of the world, has huge potential to facilitate conservation. Its current role therefore needs to be assessed and its potential brought into sight. This study addressed such aims through a case study on the Eastern Arc Mountains, Tanzania.
1.1 Aims

The overarching goal of this study was to explore the status of tourism in areas of important biodiversity, and to identify its potential for enhancing nature conservation. This goal was achieved through focussing on the Eastern Arc Mountains of Tanzania, a ‘Hotspot’ threatened by overexploitation.

1.2 Objectives

In order to satisfy the aims of this research, the following objectives were identified:

1. To identify the tourism destinations and attractions of the Eastern Arc Mountains (EAM)
2. To estimate the minimum current demand for the Eastern Arc Tourism product
3. To estimate the maximum tourist accommodation capacity of the EAM
4. To quantify some components of economic benefit from the EAM tourism
5. To identify the current level of concern for the environmental degradation and social impacts of tourism among EAM tourism providers
6. To evaluate the current status of the EAM tourism enterprise, and identify future potential and needs for the development of ecotourism

1.3 Thesis structure

The first part of Section 2 provides a background to the tourism industry, with a special emphasis on ecotourism and its potential impacts on conservation. The second part introduces the study site, the Eastern Arc Mountains in Tanzania.

Section 3 starts by describing the methodology followed in this study for the collection of data regarding the tourism industry in the Eastern Arc Mountains, including the interviews carried out during the pilot phase of this work. The second part of Section 3 presents the methods used for the analysis of the collected information.
Section 4 gathers the results of the work and presents the insights gained through the study in a SWOT (strengths, weaknesses, opportunities, threats) framework.

The key findings of this study are then discussed in Section 5, followed by an evaluation of limitations and potential biases of the work, the presentation of policy implications of the results and future directions of the work in this area.

2 Background

2.1 The Tourism industry

Tourism is a complex sector of the economy, strongly interlinked with various other economic activities. There is no single definition of the tourism industry, but the most widely applied delimitation is that of the United Nations World Tourism Organisation (UNWTO), which counts the sectors of transport, accommodation, catering, entertainment, and related activities within the tourism industry (Rogerson, 2007). As for the definition of a tourist, there are also many operational definitions, but the most appropriate according to Braithwaite (2001) would be “a person who travels 40 kilometres or more from home for any reason and who stays away for one or more nights”.

Tourism can be divided into subsegments, of which the most basic are the international, regional, and domestic forms. These can equally be subdivided according to purpose, into leisure and holidays, business, visiting friends and relatives (VFR), health treatment, and religious pilgrimages (UNWTO, 2007). According to the UNWTO (2007), among them, leisure, recreation and holidays represent the majority of travel motives, with a worldwide total of 430 million people in 2006 (51% of international tourist arrivals).

Various product types also exist within tourism, such as sports tourism, adventure tourism, backpacker tourism, alternative tourism (such as home stay holidays), cultural tourism, ecotourism, or mass tourism (Dernoi, 1981, Buckley, 2007, Hampton, 1998, Hanefors, 2008, Weaver, 2001).

Equally, activities undertaken can be extremely diverse, ranging from urban shopping tours to wildlife watching, kayaking, mountain climbing, or travelling to remote and extreme environments where special skills would be required (Buckley, 2007).
2.2 International Tourism

In 2006, international tourist arrivals recorded 846 million, and international tourism receipts reached US$ 733 billion according to UNWTO (2007). The tourism industry is the largest industry of the world in terms of contribution to the world GDP, and second in terms of generation of employment after Agriculture. Since the 1970s, it has shown a constant growth as transport technologies developed, and prices dropped (Hampton, 1998). Today most of the population of developed countries participate in tourism for a part of the year (Braithwaite, 2001). Since 2005 the world tourism industry is in a new phase of growth, facing unprecedented growth rates (UNWTO, 2008). The major source markets are in the developed nations of Europe and the United States, the top five being USA, UK, Japan, Germany and France (UNWTO, 2007). They are also the main destinations for tourists, with Europe receiving over half of the world tourism receipts (51% in 2006 (UNWTO, 2007)). Third World tourism receives a mere 5.6% of international tourism shares, however, its growth rate is unequalled, especially for Africa which was the champion of tourism growth in 2006 (UNWTO, 2007).

2.3 Impacts of Tourism

Tourism, with such a wide range of products, and the power to cause global-scale movements of people, inevitably induces a variety of impacts, both positive and negative, in a number of the world's facets, including the society, the environment, and the economy.

Today the tourism industry bears innumerable expectations, on its potential role as a motor for poverty alleviation, development, sustainable resource-use, or for effective conservation (Ashley et al., 2000, Binns and Nel, 2002, Burger, 2000). The colossal size of the tourism industry has attracted the attention of many Third World countries as a potential gateway towards economic development (Brown and Hall, 2008). However, this does not happen without the negative impacts (Brown, 1998). The list of negative impacts entailed by relying on conventional tourism for development is extensive. Widely recognised examples include elements such as excessive foreign dependency, exacerbation of socioeconomic inequalities, environmental degradation, and cultural alienation (Brohman, 1996, Binns and Nel, 2002, Gössling, 2002).

From this recognition, and in the desire to mitigate such effects, various types of tourism have been advocated. Here, ecotourism will be discussed as an example.
2.4 Ecotourism

Ecotourism is a form of tourism that is advocated for its potential to simultaneously support conservation and the sustainable development of local communities (Ross and Wall, 1999). However, there are numerous debates around the topic of ecotourism and its definition. Indeed, much confusion exists as to the exact meaning of the term ecotourism, and this, since the term was first coined in the 1980s (Goodwin, 1996). The word ecotourism is often confounded with nature tourism, or criticised as being a purely conservation-oriented tourism, not taking into account the aspects of community benefit, which should be generated parallel to the protection of natural resources (Place, 1995, Goodwin, 1996).

It is a widely accepted view that poverty and biodiversity loss are closely linked problems, and therefore conservation and poverty alleviation should ideally be tackled together (Adams et al., 2004). This view is apparent in the definition of ecotourism as provided by The International Ecotourism Society (TIES). TIES defines ecotourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990). The principles are to minimise the impact of tourism, to build environmental and cultural awareness, to make the tourism experience positive for both the visitor and the host, to provide funds for conservation, to empower and ensure financial benefits to the host communities, and to raise awareness about the host countries’ political, environmental and social climate (TIES, 1990). The growth of ecotourism as a subsector of the tourism industry is known to have been 3 times faster than the tourism industry as a whole, at a yearly growth rate of 20-34% since the 1990s (TIES, 2005).

Hillery (2001), in a study on tourist perception of environmental impacts in Australia, asserts that tourists are in fact able to perceive and rate the environmental quality of the areas that they visit. This shows the commercial importance of maintaining areas at a low level of impact, as tourists will have the capacity to choose the less impacted areas, and therefore gives a good reason for the common interest between conservation and tourism for the preservation of undisturbed areas.

However, debates exist about the sustainability of ecotourism, which in certain cases expands beyond the small-scale, specialised niche product, as mentioned by Weaver (2001), and presents challenges to sustainability by competing for scarce resources and displacing its traditional uses and users (Wall, 1997). On the other hand, studies also suggest that ecotourism’s scale is too small to produce any significant conservation outcomes (Kiss, 2004). The main reasons are that areas of most important biodiversity tend to be inadequate for the development of tourism, due to inaccessibility, uncomfortable climate, elusive wildlife, and fragility. Therefore even if a handful of specialised
interest tourists are willing to pay more to adventure to such areas, it is unlikely that the benefits generated are enough to counter the high demand for natural resources. Furthermore, tourism may not be able to satisfy other aims of conservation, such as maintaining natural habitats and communities, or maintaining a viable portion of it. Furthermore, the effort to make an attractive tourism product may lead to the manipulation of the natural environment to an extent that disrupts the integrity of ecological communities. Finally, areas protected for the purpose of ecotourism would rarely be large enough to maintain viable biological processes (Kiss, 2004).

According to Kiss (2004) ecotourism can be regarded as a compromise, as it is a relatively acceptable land-use option, but will never be as good as pure protection, from the conservation perspective.

As for ecotourism as a development strategy in Third World countries, Charnley (2005) underlines some conditions that need to be met for it to fulfil this potential role. These are, culturally appropriate opportunities for local communities to engage in the ecotourism activities, secure land tenure which gives the appropriate rights for local residents to decide on the use of the land in which ecotourism takes place, and finally, benefits from tourism that promote social and political justice, allowing the people to fully enjoy the economic benefits from tourism.

2.5 Tanzania
Tanzania is the largest country of East Africa, with an area of over 945,087 km$^2$ and diverse landscapes such as wetlands, savannah, mountains, and coastlines stretching across 1424 km. It is one of the poorest countries of the world, with an average per capita GDP of $1,300 and an essentially agriculture-based national economy, accounting to more than 40% of the GDP and employing 80% of the labour force (CIA, 2008).

2.6 Tanzanian Tourism Industry
Tanzania used to be an optional destination for the tourists travelling to Kenya, who would hop over the country border for a few days within their tour package (Matthews, 1992 cited in Wade, 2001). Today, the country’s tourism industry has developed to stand as an independent destination. This is mainly owing to Tanzania’s competitive strengths, found in the diverse wildlife and unspoiled nature, its scenery, low volume tourism, and the hospitality of the Tanzanian people (Wade et al., 2001). According to Rogerson (2007), Tanzania features among the “most important newcomers” in African tourism, together with countries like the Gambia, Uganda or Mauritius which have placed a
new focus on tourism as their development strategy. Indeed, in 2007, Tanzania was listed in the 15th position among leading African tourism destinations in terms of growth in international tourist arrivals, and 7th in terms of growth in tourism receipts (Rogerson, 2007).

According to the Tanzanian Ministry of Natural Resources and Tourism (MNRT, 2007), International Tourism is now the most important foreign exchange earner for Tanzania, which has shown increasing tourist numbers over the last 10 years (MNRT, in press). The contribution of Tourism to the total exports rose from $615 million to $824 million between 2001 and 2005, and crossed the $1 billion limit in 2007, making it the first source of foreign exchange (MNRT, in press).

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Visitor Arrivals</th>
<th>Annual Change (%)</th>
<th>Receipts (US $ Mill)</th>
<th>Receipts (TZS Mill)</th>
</tr>
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<tbody>
<tr>
<td>1995</td>
<td>295,312</td>
<td>12.89</td>
<td>259.44</td>
<td>155,663.00</td>
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<tr>
<td>1996</td>
<td>326,188</td>
<td>10.46</td>
<td>322.37</td>
<td>194,220.00</td>
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<tr>
<td>1997</td>
<td>359,096</td>
<td>10.09</td>
<td>392.39</td>
<td>235,446.00</td>
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<tr>
<td>1998</td>
<td>482,331</td>
<td>34.32</td>
<td>570.00</td>
<td>370,500.00</td>
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<td>1999</td>
<td>627,325</td>
<td>30.06</td>
<td>733.28</td>
<td>586,624.00</td>
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<td>2000</td>
<td>501,669</td>
<td>-20.03</td>
<td>739.06</td>
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<td>525,000</td>
<td>4.65</td>
<td>725.00</td>
<td>665,115.00</td>
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<td>2002</td>
<td>575,000</td>
<td>9.52</td>
<td>730.00</td>
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<td>2003</td>
<td>576,000</td>
<td>0.17</td>
<td>731.00</td>
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<td>2004</td>
<td>582,807</td>
<td>1.18</td>
<td>746.02</td>
<td>812,676.89</td>
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<td>2005</td>
<td>612,754</td>
<td>4.8</td>
<td>823.05</td>
<td>929,058.84</td>
</tr>
<tr>
<td>2006</td>
<td>644,124</td>
<td>5.12</td>
<td>862.00</td>
<td>1,079,137.00</td>
</tr>
<tr>
<td>2007</td>
<td>719,031</td>
<td>11.62</td>
<td>1037.33*</td>
<td>1,290,542.25</td>
</tr>
</tbody>
</table>

*provision

For many years, the Tanzanian Tourism industry has continued its growth with the world famous Northern Safari Circuit as its backbone. However, feedback from the international market suggests that this area is becoming overcrowded (URT, 2002). Within the framework of the Tanzanian Tourism Master Plan (URT, 2002), strategies have been identified to promote Tanzania as a single tourism destination where tourists would spend the entire time of their holidays without combining other countries such as Kenya or Uganda. In order to reach that goal, Tanzania would need to diversify its tourism product, by developing high quality specialist interest products, activity and soft adventure products, and cultural and historical products within various destinations of the country (URT, 2002).
2.7 Eastern Arc Mountains

The Eastern Arc Mountains of Tanzania is a long chain of ancient mountains stretching from South Eastern Kenya to Southern Tanzania (Figure 2-1). It comprises 13 mountain blocks, which are, listed from North to South, Taita Hills (in Kenya), North and South Pare, West and East Usambara, Nguu, Nguru, Ukaguru, Uluguru, Malundwe, Rubeho, Udzungwa, and Mahenge (Burgess et al., 2007).

These mountain blocks, capped by indigenous rainforests, are part of the Eastern Afromontane Hotspot (see Figure 2-2), one of the world’s 34 Biodiversity Hotspots as defined by Conservation International (2007). They are found to be at the top of the list in terms of endemic species concentration, with 1500 endemic plants and 121 endemic vertebrates confined to an area of a mere 2000 km² (Myers et al., 2000). The EAM are also listed among the endangered ecoregions of Africa, together with the lowland coastal forests of East Africa, and are predicted to enter the critically threatened list of ecoregions in the next 20 years (Burgess et al., 2006).
Harbouring a tremendous variety of endemic birds, the EAM also form an Endemic Bird Area as part of the Tanzania-Malawi mountains EBI defined by BirdLife International (2003). These ancient forests are thought to have existed for 25 million years and have attracted much attention for afromontane biodiversity research (Burgess et al., 2007). Apart from the unique biodiversity of the forests, these mountains have a vital life-supporting role for the Tanzanian people. They are the principal catchment areas vital for the constant water supply to major cities such as Dar Es Salaam, and are also the source of 50% of Tanzania’s hydroelectric power, sustained by the year-round rainfall at high altitudes (EAMCEF, 2005, Erik Bjørndalen, 1992). However, studies have estimated that approximately 70% of the Eastern Arc Mountain’s original forest cover has been lost to deforestation, coupled with inappropriate farming practices such as overgrazing (Kaoneka and Solberg, 1994, EAMCEF, 2005). Today, most of the remaining forests are found in some 150 government forest reserves, and some additional private and village forest reserves (Burgess et al., 2006). The loss of the EAM forests means therefore, that not only the unique treasures of nature, but also the livelihoods of those who rely on the forests are threatened.
3 Methods

The principal task of this project was to collect a wide variety of information concerning the tourism industry of the Eastern Arc Mountains (EAM), in order to draw a general picture of the current enterprise. In the scope of this project, tourism focuses on foreign people living outside of the Eastern Arc Mountains, visiting the area for any duration, with leisure as the primary motive. Particular focus was placed on the supply-side characteristics of this EAM tourism, through identification of principal tourism attractions and facilities, the advantages of each context, its weaknesses, opportunities, and threats. The degree of consideration given to the environmental impacts of tourism by the business practitioners, such as hoteliers and tour companies, was also investigated. Characteristics of consumer groups were also of interest, such as tourist numbers, corresponding tourism sector (high/low-end), and frequently represented nationalities and occupations. This project also measures market costs in order to quantify the current baseline of tourism benefits generated in the Eastern Arc Mountains of Tanzania, focussing specifically on the hotelier business, protected areas, and local community tourism initiatives.

The definitions of the terms “Visitor”, “Tourist” and “Guest” employed in the scope of this study are as follows:

- Visitor: Anyone living outside the EAM range, going to the area for any duration, whether for business, leisure or for Visiting Friends and Relatives (VFR).
- Tourist: Any Visitor to the EAM, whose primary motive is leisure.
- Guest: Any Visitor staying at least one night in a given accommodation.

3.1 Data Collection

The main approach used for data collection was to conduct semi-structured interviews with four classes of stakeholders involved in the tourism business of the study area, namely the local hoteliers, local tour guides, protected area managers, and package tour operators. The choice of interviews against the use of questionnaires was made following pilot studies, which showed that questionnaires would require a considerable amount of time to be completed. Due to the time constraints entailed for carrying out a study on a geographically extensive area, face-to face interviews seemed a better option (having to travel between mountain blocks in the determined time meant that stays in each mountain block could not be long enough to distribute and to collect
completed questionnaires in time). In the context of this study, the employment of structured interviews would have been deleterious due to the lack of preliminary knowledge of the Eastern Arc tourism, the difference in the depth of people’s knowledge, and variability in circumstances in which tourism was taking place. It was felt that information and understanding of this business would be partially lost if the interviews were strictly standardised. The choice of a semi-structured investigation allowed simultaneous collection of quantitative data and acquisition of insight into the tourism industry in the EAM, as well as acquiring a feel of people’s perceptions of the business.

**Hotelier interviews**

Effort was made to include the same topics and questions in each interview. For hotelier interviews, questions ranged from general facts about the hotel’s facilities and available services, to the hotelier’s perception of the tourism industry, such as advantages and limitations seen in running the business in the EAM. Hoteliers were also asked whether their establishment had any measures to manage its environment or resource-use, and whether they provided their clients with information on the natural environment of the area. Finally, they were asked whether there was any capacity-building of local people, or measures to make contributions to the community through their business. Identification of tour operators using the EAM in package tours from large cities like Dar Es Salaam, was made possible from the information given by hoteliers.

**Tour Operator interviews**

In the case of tour operators, the interviews always begun by verifying that the company took clients to at least one destination in the EAM. The key elements discussed then were the attractions of the EAM for tourists as seen by the tour operators, advantages of having the EAM as a tourism destination, the limitations to its development in tourism, the keys for improvement, and the opportunities seen for tourism business in the EAM. Tour operators were also asked whether there were any rules that the clients were systematically asked to follow for cultural or environmental reasons, and whether they had any measures in place to contribute to local communities. This was to determine the degree of “responsibility” of the tour operators when conducting their business in the EAM.
Initially a list of questions were prepared and piloted in order to acquire the best approaches to introducing various topics into the conversation, and to evaluate the possibility of obtaining answers to potentially sensitive questions.

The second but equally important source of data were the hotel guest books and tourism office visitor books which recorded information on tourist numbers, nationality, occupation, and occasionally, the amount of money paid. With the consent of the interviewee, pictures of the books’ pages were taken in order to enter the data into spreadsheets later for the analysis.

3.1.1 Pilot Study

Hotelier interview pilot study

A pilot study for hotelier interviews was conducted in Morogoro prior to data collection. The hotels in the town were chosen as appropriate for the pilot study as Morogoro does not stand within the range of the EAM therefore is not directly included in the study sample, but is at the foot of the Uluguru Mountains which means that they may be receiving tourists who wish to visit the mountains. Five of the larger hotels in the range of available accommodation were visited, as they seemed more likely to be tourist oriented. Questionnaires were designed for the occasion, to assess the feasibility of questionnaire surveys for hotelier data collection. Care was taken in arranging the order of the questionnaire contents, as it is recognised to influence the response (McColl et al., 2001). As reviewed and recommended by McColl et al (2001), simple and factual questions were placed at the beginning of the survey, continuing towards more elaborate and analytical questions on opinions about the tourism business, and lastly sensitive issues such as hotel revenues or salaries.

Upon visit, two of the five hotels accorded a meeting with the manager, which allowed a brief face-to-face introduction of the researcher and the research assistant, as well as a description of the purposes of study. The two managers were requested to test the questionnaire and to provide feedback, which both of them agreed to do, and a time was fixed for collection on the next day. Two other hotels requested that the questionnaire be left at the reception and be collected via the manager on the next day once he has had the time to go through the questions. In one case, the visit was met with a refusal to participate. The reason given was that the hotel only receives business people and not tourists, so it is not concerned by the study.

Of the four hotels who had accepted to participate, two had not treated the questionnaire at the time fixed for collection, which lead to a direct interview with the managers. One hotel filled in the
questionnaire, although certain sections were not completed because the manager did not have the right to disclose information on the finances of the hotel. The fourth hotel had not filled in the questionnaire, and requested that the collection be postponed. The research assistant was assigned with the collection on the stated date, but this attempt was equally unfruitful.

This pilot study was essential in choosing the survey method used in the following period of the data collection. The main finding was the difficulty to have people read a printed document. The feedback from the managers underlined this, not only by the fact that a single questionnaire in five was filled and they were so much keener to have a conversational interview, but also because one manager clearly stated that questionnaires become a boredom while filling them. This lead to the decision that whenever possible, the attempt will be made to collect data through face to face interviews in a semi-structured format with predefined questions to ask but leaving the possibility to expand on or deviate towards an idea.

Tour Company Interview Pilot Study

A pilot study was carried out with two tour operators in Moshi, which were known to be taking tourists to the EAM, according to the Tanzania Tourist Board (TTB). A draft questionnaire had been designed for testing, but since the tour operators were open to interviews, they were used as an outline to the discussions. These pilot interviews made apparent the fact that the package tours in the EAM are not simple to outline, as many are tailor-made to the client’s preferences and therefore can vary greatly between trips. This made the questions of available tour packages and package prices difficult to answer, which were therefore abandoned. The order of the questions to be asked were changed, with questions about tourism attractions and advantages, limitations and opportunities at the beginning of the interviews, as the tour operators seemed more comfortable speaking about the concept of their work rather than going straight to detailed questions about the rules or company principles for community contribution. Given the short time tour operators could accord to the study, it was decided that the most efficient data collection method would be to privilege face-to-face interviews rather than questionnaires, which would require them to set some time aside on their own.
3.1.2 Identification of destinations

In Arusha, the tourism centre of Northern Tanzania, basic information needed to be collected concerning the available tourism sites within the Eastern Arc Mountains. A visit was made to the Tanzania Tourist Board, in charge of providing tourist information, and a list of potential tourist destinations were established. These destinations were then visited in order to identify and characterise the tourism products available.

At each of these tourist sites, potential tourist accommodation were identified and visited, in order to conduct interviews with the hoteliers. A list of tourist-oriented hotels were made for each destination using guidebooks, brochures, and by consulting local people. Since the lists were not extensive, the decision was made not to employ a statistical sampling method but to attempt to speak to all the hotels listed. However, due to time constraints, priority was given to the more tourism-oriented hotels in order to collect the maximum possible information on tourists.

3.2 Attractions of the EAM

During the interviews with local hoteliers and tour operators, interviewees were asked to name what they thought was making the tourists want to visit the EAM area in which they were conducting their business. In general, people listed a few attributes of the mountains that they thought were appealing to tourists visiting the area. When the respondents only named one attribute of the EAM, they were asked once whether they had anything else that came to mind, and if they did not have an answer right away, we moved on to the next question. This was to avoid them feeling the need to invent an answer, as the aim was to identify the most apparent EAM tourism attraction in the eyes of the hoteliers of the area.

Attributes listed per interviewee varied in number, and the total list of different attributes referred to was extensive. Therefore, attributes were grouped into categories according to meaning (for example, “bird watching” and “forests” would be grouped into “Nature” category), and the number of times mentioned was adjusted to the frequency of reference to each category in all the interviews conducted.
3.3 Measures of tourism demand

In order to have a measure of the tourism demand for the EAM product, data on tourist numbers was collected from hotels, local guiding organisations, and 3 protected areas within the EAM. As far as possible, data on 2007 tourist arrivals were collected. The main sources of this data were the hotel guest books, tourism office visitor books, and protected area registers. With the consent of the interviewees, pictures of these documents were taken. The data was entered into Excel spreadsheets later for analysis. However, in some hotels, parts of guest books were lost or records were not kept systematically throughout the year, which meant gaps could exist in the data. In such cases, the holes were filled to obtain yearly estimates. This calculation was done by using monthly averages from the available periods, or, when possible, by using monthly visitor arrivals of local tour guide offices as a basis of tourist arrival trends through the year. The tour guide offices kept an extensive record of tourist arrivals, which helped to know the monthly fluctuations of tourism arrivals within a year. That percentage of fluctuation was applied to the missing months of the hotel data.

The following assumption was necessary in order to extrapolate from the available data of tourist numbers and obtain an estimate of the yearly tourist arrivals of a given hotel.

- The local tour guide office tourist arrival trends are representative for the whole area (hotels will be receiving tourists with the same fluctuations in arrival numbers through the year)

3.4 Characterisation of the EAM tourists

**EAM tourist nationalities and occupations**

Having quantified the tourism demand for the EAM, the next question was to define the characteristics of those visiting the area. In order to achieve this, tourist nationality and occupation data were collected from guest books, visitor books, and registers of 25 hotels, 34 tour guide offices and 3 protected area administration offices.

These documents contained information, not only on tourists but also on general visitors with other motives of travel. In order to distinguish Visitors and Tourists as defined earlier in section 3.1, the following assumptions were made:

- Any person with a foreign nationality is a tourist visiting the area for leisure purposes
Tanzanian people are more likely to be travelling for motives other than leisure, therefore are not considered as tourists.

An exception to the above assumption was when the records were able to tell the purpose of travel of the visitors, and Tanzanian nationals had a clear connection to tourism such as guiding. In such cases, they are counted among the tourists from the assumption that their travel is due to tourism, and they would not be in the EAM otherwise.

It must be acknowledged that these two assumptions would potentially lead to an overestimation of foreign tourist numbers on the one hand, as some may have been in the area for work, and an underestimation of Tanzanian tourists on the other.

The data concerning tourists were extracted from the records, and nationalities were classified into geographical regions of origin in order to examine their proportions. Occupations were categorised according to sector in order to identify the top 5 sectors represented among the EAM tourists. Since not all visitors had filled in the section for nationalities and occupations in these documents, the assumption was made that the sample of those who had filled in the sections are representative of the total visitors to each destination.

**Udzungwa Mountains National Park package tourists & individual tourists**

For the Udzungwa Mountains National Park, the 2007 records also showed whether the visitors had used a tour operator. This information was analysed with the assumption that all package tourists had filled the records in appropriately.

**Tourism seasonality**

Additionally, the seasonality of the tourist arrivals were examined for the case of the West Usambara local tour guide office which had extensive data recorded on tourists, and for the 3 protected areas of the EAM surveyed during the data collection. The monthly numbers of tourist arrivals were normalised, with the highest month of the year having a value of 1. The data was plotted with the relative international tourist arrivals of Tanzania (according to data collected by the Ministry of Natural Resources and Tourism).
3.5 Measures of tourism capacity of the EAM

In order to quantify the maximum capacity of tourism in the EAM, estimates of the maximum bed-nights and the maximum hotel income were calculated. For these calculations, room numbers, types (double or single), and prices obtained through the interviews with hoteliers and local tour guides were used. Number of beds per establishment was calculated, and the average price per bed deduced. These calculations only include the hotels for which the data was available, and not every hotel and guesthouse was included, as priority was given to the tourist-oriented establishments.

When 2007 prices for accommodation were available, they were used to calculate the yearly revenues of the hotels, but when unavailable, 2008 prices were applied assuming that the difference would not be significant given the baseline uncertainty of the estimates. In order to obtain the prices in Dollars, the “rule of thumb” exchange rate of the fieldwork period was applied: $1 = 1200 TZS.

3.6 Quantification of tourism revenues

The estimates for the minimum number of tourists were combined with the information on hotel prices, local tour prices and protected area fees, in order to calculate the minimum tourism-related income for those three stakeholder groups. In order to obtain the prices in Dollars, the “rule of thumb” exchange rate of the fieldwork period was applied: $1 = 1200 TZS.

For the calculation of protected area tourism revenues, the difference in Tanzanian and Foreigner’s entrance fees meant that an assumption needed to be made for the visitors of unknown nationality. In the case of this study, the people of unknown nationalities were classified within the Tanzanian group and the Tanzanian entrance fees were applied to the calculation of their payments. This is to ensure that the estimate of total revenues is indeed the minimum estimate, Tanzanian fees being lower than the price for foreign nationals.
3.7 Conservation efforts by tourism suppliers

In order to determine whether the tourism industry of the EAM comprised any ecotourism, focus was placed on its two aspects, contribution to conservation, and community-benefits. The hoteliers and the tour operators running the EAM tourism business were therefore questioned about:

1) Whether they took any measures to protect their natural surroundings or to limit the impact of their business to the environment; and

2) Whether they had any policy to provide community-benefits from tourism income.

The word “ecotourism”, which has now become a widespread marketing brand, was avoided during the interviews, so as not to influence the interviewees in their answers.

3.8 SWOT analysis

Finally, the insights gained through various interviews with the four stakeholder groups on the advantages and limitations of the tourism industry of the EAM were analysed in a SWOT (strengths, weaknesses, opportunities, threats) framework. The SWOT analysis is a framework widely used in business planning to evaluate the performance of a project or enterprise. The Strengths and Weaknesses are the internal factors of a project, which will influence its outcomes positively and negatively, whereas Opportunities and Threats are external factors, linked to the broader context, or environment, in which the project is placed. It allows the organised interpretation of information, and is useful for providing a basis of knowledge on which to develop further investigation (Collins-Kreiner and Wall, 2007).

4 Results

4.1 Tourism Product of the Eastern Arc Mountains (EAM)

4.1.1 Tourism Destinations

Although the Eastern Arc Mountains (EAM) is composed of 13 mountain blocks, only 6 were identified as tourism destinations. Listed from North to South, these were, North Pare, South Pare, West Usambara, East Usambara, Uluguru, and Udzungwa Mountains. There was no information
from the stakeholders surveyed, which suggested that the other EAM blocks in Tanzania, Nguu, Nguru, Ukuanguru, Rubeho, Malundwe or Mahenge have any tourism activities.

Among the 6 destinations was one National Park, the Udzungwa Mountains National Park (UMNP), which is part of the largest mountain block of the EAM. Another large protected area open to tourism was the Amani Nature Reserve, located in the East Usambara Mountains in the Tanga region bordering the Indian Ocean.

The most developed in terms of tourism was Lushoto, a town in the West Usambara Mountains which is also the central town of the Lushoto District, and which used to be the preferred retreat for German colonial administrators.

For the North and South Pare Mountains, each was found to have a single potential tourism destination where hiking tours could be organised. For tourists wishing to visit the North Pare Mountains it would be the Lomwe Secondary School, a boarding school near the village of Usangi, and for those heading for the South Pare Mountains, the destination would be TONA lodge up in Mbaga village.

At the foot of the Uluguru Mountains is the large town of Morogoro, a potential starting point for those who want to visit the Ulugurus.

**Cultural Tourism in the EAM**

With the exception of the Udzungwa Mountains and the East Usambara Mountains, all other tourism destinations in the Eastern Arc Mountains had been developed as part of a National Cultural Tourism Programme (CTP) initiated in 1997 through collaboration between the Netherlands Development Organisation (SNV), the Tanzania Tourist Board (TTB), and the local communities. Each of the tourism organisers in the four mountain blocks, North and South Pares, West Usambaras, and the Uluguru Mountains, constitutes a module of this Cultural Tourism Programme, which also has numerous modules outside of the EAM. Since SNV phased out in 2000, the modules of the Cultural Tourism Programme have continued under the TTB supervision. In the four EAM modules, local tour guides were running the tourism offices and guiding the tourists through defined trails, each with a particular highlight such as viewpoints, waterfalls, local women groups’ traditional activities, trekking through forest reserves, or visiting old colonial era lodges open to the public. The principle of the Cultural Tourism Programme, as identified through interaction with the guides, is to collect a fee called the Village Development Fee (VDF) from the tourists, additionally to the guiding fees and the
local expenses for food and drinks. This VDF is entirely kept aside as the village development fund, to which the community has the possibility of applying when financial support is needed for social services such as health clinic construction or improvement of local school facilities.

Lushoto also had another local cultural tourism office, the Tanga Youth Development Association (TAYODEA), which is an association of the Tanga region, aiming to reduce youth unemployment through tour guiding.

Three modes of travel were identified for a tourist visiting the EAM area. Individual travel was one option, using either private or public transport and making necessary reservations independently. There was a second option which was to order through a tour operator the appropriate reservations and hiring of transport, before heading to the destination individually without a tour guide. Finally, the third option identified was that of the package tourist, where itineraries are predefined, activities are scheduled, and transport and guiding are included in the programme.

4.1.2 Tourism Attractions

As a result of the interviews with hoteliers on the topic of the EAM tourism attraction, a general tendency was identified in the opinions of the interviewees. Among all the interviews held on tourism attractions, the most frequently mentioned aspects were those of the natural environment of the EAM (Figure 4-1). Interestingly, despite the proximity to the CTP modules, culture was the least frequently mentioned attraction.

Among hoteliers, attributes related to the Nature of the EAM were the most frequently mentioned tourism attractions
Through discussion on the same topic of tourism attractions with the tour operators, the results were found to confirm the focus on the Nature of the EAM, which was the most frequently mentioned aspect (Figure 4-2). These results underline that at least in the perception of the tourism providers of the EAM, the tourism product of the area is primarily nature-based, as are many of the tourism products of Tanzania.

**Figure 4-2 Tourism Attractions of the EAM according to tour operators**

*Tour companies showed the same focus as hoteliers on the Natural attributes of the EAM as tourism attractions.*

4.2 EAM Tourism Demand

The level of demand for the EAM tourism product was examined from the minimum estimate of tourist numbers in terms of hotel use, protected area visitation and cultural tourism participation.

4.2.1 Minimum tourist number estimates

*Hotels*

In each mountain block there was at least one potential tourist accommodation which would allow tourists to overnight. For 2007, the available guest records in each destination lead to a minimum estimate of 10210 tourists staying at least one night in the six mountain blocks where they are known to venture. As seen in Table 2.1 Error! Reference source not found., the majority of these tourists were those visiting the West Usambara Mountains, where choices for tourist
accommodation are numerous compared to other mountains. The North Pare Mountains accommodation, which is in fact a rest house of a local boarding school, was the least used by tourists (Table 4.1).

**Table 4.1: Minimum tourist guest number estimates for EAM hotels**

<table>
<thead>
<tr>
<th>Mountain</th>
<th>Tourist numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Pare</td>
<td>23</td>
</tr>
<tr>
<td>South Pare</td>
<td>100</td>
</tr>
<tr>
<td>West Usambara</td>
<td>5599</td>
</tr>
<tr>
<td>East Usambara</td>
<td>1567</td>
</tr>
<tr>
<td>Uluguru</td>
<td>2700</td>
</tr>
<tr>
<td>Udzungwa</td>
<td>221</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10210</strong></td>
</tr>
</tbody>
</table>

**Protected Areas**

Unlike what the hotel guest numbers may suggest, the Udzungwa Mountains National Park (UMNP) received a considerable number of tourists in 2007 relative to other protected areas of the EAM (Table 4.2). There is demand for the National Park, but it is underrepresented when only nearby hotel guests are considered, because many tourists tend to stay in higher standard lodges at the neighbouring Mikumi National Park, and make day-trips to the UMNP. Indeed, less than 25% of visitors to UMNP stayed overnight according to the records in the visitor book (a sample of 2,255 people in 2,587, or 87%) which indicates that UMNP is a short-stay destination.

**Table 4.2: Visitor arrivals in three protected areas of the EAM**

<table>
<thead>
<tr>
<th>Mountain Block</th>
<th>Protected Area</th>
<th>2007 Visitor numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Usambara</td>
<td>Amani Nature Reserve</td>
<td>1567</td>
</tr>
<tr>
<td>Uluguru</td>
<td>Kimboza Catchment Forest Reserve</td>
<td>92</td>
</tr>
<tr>
<td>Udzungwa</td>
<td>Udzungwa Mountains National Park</td>
<td>2587</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>4246</strong></td>
</tr>
</tbody>
</table>

Although the accommodation demands are still low in the Udzungwas, according to government records (MNRT, *in press*), the tourist demand for the national park was found to be growing steadily in line with the general trend of the Tanzanian national parks (Figure 4-3).
However, when compared to the whole range of National Parks in Tanzania, UMNP is receiving negligible tourist volumes (see Figure 4-4).

As shown in Table 4.2, Amani Nature Reserve (ANR), despite the target of receiving 10,000 visitors per year (Conservator of ANR, 2008, pers. Comm.), has shown an estimated total of less than 2000
visitors for 2007. The past records of the Amani Nature Reserve visitor numbers show a slower growth in recent years (Figure 4-5), which makes the target all the more difficult to achieve.

Cultural Tourism Programmes

The Cultural Tourism Programme provides some measure of the level of leisure activities undertaken in the EAM. As a whole, Tanzania’s Cultural Tourism had shown increased demand from establishment up to 1999 (Figure 4-6). At that time, the West Usambara CTP was recorded to be the leading module in terms of tourist arrivals, at 1174 people per year (Anon, 2000).

Adapted from (Anon, 1999)
However, since the Netherlands Development Organisation (SNV) phased out of the CTP, the various modules have had to continue their activities without its support. According to the former SNV Tanzania CTP coordinator, Tom Ole Sikar, some modules “have developed, some have not”.

The data collected on the 2007 tourist arrivals of the EAM Cultural Tourism Programmes show that Lushoto in the West Usambaras is still leading within this group, but has declined from 1174 (in 1999) to 605 tourists (Table 4.3). In fact, the CTP tourist numbers are quite low for the EAM in general. As shown in Table 4.3, even when taking the whole of the EAM tourists to the different CTP modules, the numbers remain at a mere 1233.

<table>
<thead>
<tr>
<th>CTP Modules</th>
<th>2007 visitor numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Pare CTP</td>
<td>91</td>
</tr>
<tr>
<td>South Pare CTP</td>
<td>136</td>
</tr>
<tr>
<td>West Usambara CTP</td>
<td>605</td>
</tr>
<tr>
<td>TAYODEA</td>
<td>226</td>
</tr>
<tr>
<td>Uluguru CTP</td>
<td>175</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1233</strong></td>
</tr>
</tbody>
</table>

4.2.2 Tourist characteristics

Following the quantification of the demand for EAM tourism, a characterisation was attempted through the identification of tourist origins and occupations, the seasonality of their arrivals, and the mode of travel used.

Tourist origins

The three protected areas surveyed showed a similar trend in the visitor origins when excluding Tanzanian nationals. In all cases the highest proportion of tourists was of European origin, followed by either American or African nationalities (see Table 4.4). Asian origins were the least represented, and only the UMNP had received tourists from Oceania. However, Tanzanian nationals represented a large proportion of visitors for all three protected areas, and in the case of Amani Nature Reserve, including Tanzanian nationals within the counts brought African origins to the highest position (78%). The sample sizes of known nationalities were (sample/total):

Kimboza 56/92 (61%); Amani 1117/1656 (67%) (2006 values); UMNP 2568/2587 (99%)
In the case of the Friends of Usambara CTP in Lushoto, the same dominant proportion of European tourists could be observed (see Table 4.5). Here the African origin tourists were all found to be of Tanzanian nationality, but they were included in the list of tourists, as FoU being a tour guiding association, all visitors hiring the guides are certainly there for tourism. The sample size was 594 people out of 605 (98%).

Table 4.5: Proportions of different origins for FoU tourists

<table>
<thead>
<tr>
<th>Origin</th>
<th>% of FoU tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>83</td>
</tr>
<tr>
<td>America</td>
<td>12</td>
</tr>
<tr>
<td>Asia</td>
<td>2</td>
</tr>
<tr>
<td>Oceania</td>
<td>2</td>
</tr>
<tr>
<td>Tanzanian</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Tourist occupations

The Udzungwa Mountains National Park had an extensive record of tourist occupations, which showed that the largest proportion of people visiting the national park corresponded to the Student group (Table 4.6). The Student category was followed by the categories Educator (mainly teachers), Medicine (doctors and pharmacists), and Science and technology (scientists and engineers). The sample size for this calculation was 2039 people out of 2587 (79%).

Table 4.6: 2007 UMNP top 5 tourist occupations

<table>
<thead>
<tr>
<th>Type of occupation</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>19</td>
</tr>
<tr>
<td>Educator</td>
<td>14</td>
</tr>
<tr>
<td>Medicine</td>
<td>10</td>
</tr>
<tr>
<td>Science and technology</td>
<td>10</td>
</tr>
<tr>
<td>Management and finances</td>
<td>8</td>
</tr>
<tr>
<td>Others</td>
<td>39</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
**Seasonality of arrivals**

With the exception of the Amani Nature Reserve (Figure 4-7b)), the seasonality of the EAM tourism seems to fit the general trend of the Tanzanian tourism seasons (MNRT, *in press*), with the highest peak in tourist arrivals during the dry months of July to September, recognised as the high season (see Figure 4-7 and Figure 4-8). One common trend in all of the destinations featured here is the drop in tourist arrivals between March and May. This corresponds to the rainy season, which is less comfortable for undertaking outdoors tourism activities, and when access to various places becomes difficult due to poor road conditions.
However, the magnitude of the high season peak for the Friends of Usambara CTP suggests the stronger seasonality of tourism in the West Usambaras compared to Tanzania’s foreign visitor arrivals, with a rush of tourist arrivals during a few months in the year, followed by a long absence in the low season (Figure 4-8).
**Mode of travel**

Overall, 66% of visitors to the UMNP had come individually, and 34% had come with a tour operator according to the visitor book of the Park Headquarters.

When broken down to different origins of the visitors, visitors of African origin were the ones least using tour companies (see Figure 4-9). In fact, when excluding all Tanzanian nationalities from the African category, 100% of the African visitors were individual visitors to the National Park. The sample size was 2568 people out of 2587 (99%).

![Figure 4-9: The proportion of Package and Individual visitors to UMNP according to origin](image)

4.3 EAM Tourism Capacity

Using the hotel data collected, the maximum bed-night capacity of the present EAM destinations was estimated at a total of 324,120 nights per annum. This amounts to an estimated annual income of over $6,570,000 for the whole of the EAM. Among the destinations where tourist accommodation is available in the mountains (which excludes the Uluguru and the Udzungwa Mountains), the highest capacity was measured for the West Usambaras (Figure 4-10). For the Ulugurus, the town of Morogoro has an extensive range of hotels which largely exceeds the surveys carried out in this study, and would doubtlessly have the highest capacity to host tourist arrivals. However, at present most of these are mainly used to host Tanzanian workshops from Dar Es Salaam, or to accommodate people travelling within Tanzania, so the actual tourist numbers will be significantly lower in Morogoro.
4.4 Economic Benefits of EAM Tourism

4.4.1 To the Hotelier business

In 2007, the minimum income from tourists staying in hotels in the EAM was estimated at $ 214,285 (Table 4.7). This amount is minuscule compared to the maximum capacity of the EAM hotels mentioned in section 0, but it must be underlined that this value only takes into account the hotels from which data were collected, and that hotels which were not surveyed but potentially accommodating tourists have been omitted. In order to obtain the prices in $, the “rule of thumb” exchange rate of the fieldwork period was applied: $1 = 1200 TZS.

Table 4.7: EAM minimum hotel revenue estimates

<table>
<thead>
<tr>
<th>Mountain</th>
<th>Tourist numbers</th>
<th>Hotel Revenue estimates (TZS)</th>
<th>Hotel Revenue estimates ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Pare</td>
<td>23</td>
<td>92,000.00</td>
<td>76.67</td>
</tr>
<tr>
<td>South Pare</td>
<td>100</td>
<td>1,200,000.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>West Usambara</td>
<td>5599</td>
<td>115,695,562.60</td>
<td>96,412.97</td>
</tr>
<tr>
<td>East Usambara</td>
<td>1567</td>
<td>15,666,666.67</td>
<td>13,055.56</td>
</tr>
<tr>
<td>Uluguru</td>
<td>2700</td>
<td>130,630,909.09</td>
<td>108,859.09</td>
</tr>
<tr>
<td>Udzungwa</td>
<td>221</td>
<td>3,805,234.27</td>
<td>3,171.03</td>
</tr>
<tr>
<td>Total</td>
<td>10210</td>
<td>222,575</td>
<td></td>
</tr>
</tbody>
</table>
4.4.2 To the Communities

In the EAM tourism, the Cultural Tourism Programme serves to ensure that benefits from tourism are delivered to the local communities, even if the Programme does not capture the whole tourism arrivals, as not everyone will hire a CTP guide. In 2007, the total amount of Village Development Fees (VDF) was estimated at $2,468 (see Table 4.8). Although not momentous in terms of absolute amount of money, this will contribute directly to the community through support for social services. In order to obtain the prices in $, the “rule of thumb” exchange rate of the fieldwork period was applied: $1 = 1200 TZS.

<table>
<thead>
<tr>
<th>CTP Modules</th>
<th>VDF (TZS)</th>
<th>VDF ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Pare CTP</td>
<td>182,000</td>
<td>151.67</td>
</tr>
<tr>
<td>South Pare CTP</td>
<td>544,000</td>
<td>453.33</td>
</tr>
<tr>
<td>West Usambara CTP</td>
<td>1,542,000</td>
<td>1,285.00</td>
</tr>
<tr>
<td>TAYODEA</td>
<td>452,000</td>
<td>376.67</td>
</tr>
<tr>
<td>Uluguru CTP</td>
<td>350,000</td>
<td>291.67</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,070,000</strong></td>
<td><strong>2,558.33</strong></td>
</tr>
</tbody>
</table>

Examples of past contribution include the Mtae primary school staff residence, which received 1,000,000 TZS in 2001 as support for building a school staff residence within the school grounds (see Figure 4-11), and the Mambo Clinic also in Mtae which received corrugated iron sheets as roofing material for its construction in 1999 (see Figure 4-12).
This photo shows the front of the building with a panel acknowledging the support provided for its construction. Approximate translation from the panel in Swahili:
“This building has been constructed thanks to support from: ...Friends of Usambara VDF, Saw mill, School fees, Force of the citizens”

In 1999 Friends of Usambara was able to supply the Mambo Clinic in Mtae with corrugated sheet iron and nails worth 329,000 TZS in order to roof the clinic building. The clinic supports approximately 3750 people for treatments of malaria or diarrhoea.
4.4.3 To Protected Areas

The flow of tourists to the EAM protected areas generated an estimated income of $70,311 in 2007 for the three areas surveyed (Table 4.9). The highest earner was Udzungwa Mountains National Park (UMNP).

<table>
<thead>
<tr>
<th>Mountain Block</th>
<th>Protected Area</th>
<th>visitor Revenues ($)</th>
<th>tourist revenues ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Usambara</td>
<td>Amani Nature Reserve</td>
<td>16,842</td>
<td>14100</td>
</tr>
<tr>
<td>Uluguru</td>
<td>Kimboza Catchment Forest Reserve</td>
<td>510</td>
<td>400</td>
</tr>
<tr>
<td>Udzungwa</td>
<td>Udzungwa Mountains National Park</td>
<td>59,124</td>
<td>58320</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>76,475</strong></td>
<td><strong>72,820</strong></td>
</tr>
</tbody>
</table>

*Table 4.9: Protected area fees collected in 2007*

4.5 Environmental and social consciousness

4.5.1 Of Hoteliers

*Environmental care*

Among 24 hotels interviewed in the mountains, 4 establishments (17%) presented consideration for environmental degradation, and were attempting to take measures against it. One had shifted from using charcoal in the kitchen to kerosene stoves, claiming that the principal motive was to reduce the use of firewood from the forests which are being cut to produce charcoal. Another establishment possessed an extensive land around the hotel, and had planted trees in order to reduce dependency on timber and charcoal from natural forests. A third hotel was practicing organic farming and had trained the local farmers in order to supply organic food to all clients. Lastly, one establishment had decided to work on the restoration of indigenous forest cover in the land owned by the hotel, and to establish a private biodiversity reserve. Four other hotels mentioned turning lights off at night, but this was not specifically out of concern for the hotel’s resource-use. One hotel clearly recognised the importance of dealing with environmental impacts of their business, but admitted that they had never got around to taking measures to counter it. Overall, the hoteliers took their role as providers of accommodation, but did not seem to recognise a role in the management of resources unless they owned some extensive land.
Environmental education of clients

When asked whether clients receive some kind of information about the environment of the EAM, only one establishment in 24 responded positively, showing a large panel outside the building which describes the problem of deforestation in the EAM. Several times in the interviews, hoteliers mentioned the CTP, implying that environmental education was the role of the CTP guides. Although this shows the distance perceived by the hoteliers between themselves and the role of environmental awareness raising, it also underlines their recognition of the link between the CTP and care for the environment. Indeed, the CTP seemed to be a well-recognised organisation, especially in the Lushoto area.

Social benefits from the hotelier business

When asked whether their business involved any capacity-building of local people, 13 out of 24 (54%) hoteliers answered negatively. 8 (33%) claimed that they trained the employees in customer care, hotel maintenance or cooking. 2 (8%) were part of institutions which run training and educational facilities, and 1 (4%) answered that the hotel had taught local farmers about organic agriculture in order to have organic food supplied to the clients.

As for the question concerning measures taken by the hotel to contribute to the community, again 13 (54%) hoteliers replied “no”. One (4%) hotelier claimed to have made a personal contribution to the community by adopting and raising orphans, which is made possible by the hotel income, 2 (8%) respondents said that the infrastructure established for the hotel has contributed to the surrounding community by providing them with running water for example, and 1 (4%) said that the employees of the hotel were given the opportunity to go on a safari at the hotel’s expenses once a year. Seven (29%) positive responses referred to donations made to schools and orphanages.

4.5.2 Of Tour Companies

Community contribution

Among 36 tour companies going to the EAM, 24 (67%) did not have any measures to feed back to the host communities, 8 companies (11%) had measures but outside of the EAM area, and 4 (11%) claimed to contribute towards the CTP by hiring the local guides from its offices.
Systematic rules to limit tourism impacts

Of the 36 companies, 13 (36%) clearly stated not having any systematic rule imposed on the clients. Another 14 (39%) claimed to have rules communicated to clients either as a written or oral briefing or during the trip, but mentioned that it was up to the guide to ensure that clients follow them. Examples of such rules included both cultural and environmental aspects, such as respecting certain dress codes in rural areas, asking people for permission before taking pictures, no littering, and no picking of plants or catching animals. Additionally, 9 (25%) companies claimed to systematically follow the set of National Park rules in natural areas, even outside of the parks.

4.6 SWOT Analysis

These are the Strengths, Weaknesses, Opportunities and Threats for the tourism business in the Eastern Arc Mountains, as identified by hotel owners and tour operators during interviews. These are not direct quotations, but the summarised essence of the discussions held.

Strengths

- The Eastern Arc Mountains (EAM) has a good resource for tourism, especially ecotourism, as it is a centre of biodiversity.

- The EAM has a wide variety of attraction and tourism products, which are different in character to those available in the typical Northern Circuit National Parks, and which are less explored.

- The EAM provide a possibility to get out of the jeep and to walk around, and to experience life in the mountains, unlike the typical National Parks where people are confined to their land rovers.

- In the case of Lushoto in the West Usambaras, there is a history of German settlements which attracts German tourists curious about their history with Tanzania.

- The EAM offer an appropriate acclimatisation destination for tourists intending to climb Mount Kilimanjaro.

- The base costs for tourism are low in the EAM, which makes a good additional income for tour operators, and is affordable for budget tourists and backpackers.
• The possibility to interact with the local people is something unique in the tourism product

• The EAM is not yet suffering from the negative impacts of tourism due to its low volume

• The Udzungwa Mountains National Park fees are cheaper than other national parks

• Tourism in the EAM allows diversification of the tourism product of Tanzania

• There is low competition for the sales of the EAM tourism product

• There is potential for educational trips

• Can provide local benefits

• Good environment to develop sport tourism like rafting, rock climbing or hang gliding

• Local hotelier business is often locally owned, allowing residents of the area to conduct business in their home area (mentioned by two hotel owners)

**Weaknesses**

• It is difficult to sell the EAM to foreigners who have little knowledge of the area, because they tend to have mistrust

• There is not much government marketing of the EAM

• The quality of accommodation in the EAM is unsatisfactory, only backpackers would want to use them, and not mid to high-end users

• The EAM (especially Lushoto, West Usambaras) is too far away from the major tourist cities like Arusha or Dar Es Salaam. Its position is inconvenient for tour operators to sell

• The EAM is not as a self-standing destination, it can only be sold in combination with other destinations and be used as stop-over points

• In the case of the Udzungwa Mountains National Park, as there are only few clients to the Southern Circuit, it is unattractive for tour operators to sell the area

• Tour operators do not have enough knowledge on the EAM to sell it as a destination
• The demand for EAM tourism is very low

• The Tanga area where the East and West Usambaras are found is difficult to market due to the lack of a strong “hook”

• High-end users tend to be elderly, so in general they would not be apt to spending time hiking in the mountains

• The remoteness is limiting for organising a tour to the EAM, as clients have a limited schedule

• In the case of the Udzungwa Mountains National Park, Night Torching to see nocturnal animals was one of the “hook” products, but since walking out of campsites after sunset was banned in the Park, the product has been lost

• The products of the EAM, including hotels and services, are overpriced. They do not provide value for money

• Cultural Tourism is bad because it sells culture, which shifts the mindsets of local people towards money-making, turning their culture into an artificial product

• The infrastructure of the EAM is not well planned so the area is inappropriate to take high-end luxury tourists

• Increasing the prices before the popularity of the EAM destinations has been established can undermine its future because low value for money can discourage people from trying the product in the first place

• The niche of the EAM tourism product is too specialised

• The EAM becomes inaccessible during the rainy season mainly due to road conditions

Opportunities

• The EAM would be good to develop as a school-trip destination

• The EAM (especially the West Usambaras) attracts many religious people because of the presence of the Montessori Sisters Training Centre and the Lutheran Church in Lushoto
• As the prices in the Northern Circuit increase, more tourists are flowing to the Southern Circuit (it is part of the government strategy to reduce tourism volumes in the Northern Circuit and to diversify destinations)

• The increase in National Park prices may create a flow of tourists going to the more affordable EAM

• The EAM areas in the North (Pare mountains and Usambara mountains) could be coupled with the newly gazetted Mkomazi National Park

• The residents tend to prefer the low season to go on holidays

• Popularisation of Pangani beach could allow the combination of the EAM destinations with beach tourism

• Tanzania is a generally expensive destination, so it may be a chance to develop the EAM specifically as a range of more affordable options

• Companies are starting to focus on selling destinations outside National Parks because they are so expensive

**Threats**

• People mostly only want to buy what they recognise so the unfamiliar EAM may be rejected at first

• Vacations are short for Americans so they may not take the time to venture to the EAM tourism product

• Many clients fly between Dar Es Salaam and Arusha, which means that they just fly over the Usamabaras and the Pares

• As Udzungwa Mountains is also a National park, it is equally influenced by rising Park fees, making it difficult for tour operators to sell it

• Recently shorter packages are selling well, and this popularity make it hard to sell the EAM which would require more time

• Rivers are drying up and water availability is decreasing in the mountains. The EAM environment is becoming degraded.
• The plan for Tanzania to develop high-end tourism may have negative effects for the EAM because that clientele is not apt to enjoy the EAM

• Other closer options are available for people from Arusha, like mount Meru available which has similar products – bird watching, cultural tourism, hiking, scenery, etc.

• The distance coupled with riding oil prices makes the access expensive for the EAM

• Tour operators tend to focus on better-known destinations which are easier to sell

• Foreign tourists tend to trust foreign companies more, so the competition is difficult to win against foreign tour operators

• Political instability in the region can be a threat to Tanzanian tourism as was seen during the Kenyan riots, when many tour bookings were cancelled for Tanzania (Ihucha, 2008)

• Tours sold through travel agents abroad tend to have a very high mark-up, which means clients will expect a higher quality product

5 Discussion

5.1 Discussion of findings

Through this study, the main tourism destinations of the EAM have been identified, with their primary attractions according to the tourism providers of the area. The current demand for tourism in the EAM has been estimated at a minimum of 10,210 arrivals in the tourism accommodations for 2007, whereas the total capacity of the identified establishments has been estimated at 326,310 bed nights per annum. This is a mere 3% hotel occupancy by tourists within the whole year (if tourists only stayed a night each), and therefore has a large margin for expansion.

The tourism revenues estimated through this study for 25 hotels, 4 Cultural Tourism Programmes (CTP), and 3 protected areas in the EAM amount to a total of $ 297,953. This estimated value, however, is limited to the Village Development Fees of the CTPs, and the protected area entrance fees. Certain values have not been taken into account such as the CTP tour guide fees and the tour costs, or protected area fees other than entrance fees, such as vehicle fees, park guide fees or camping fees. Furthermore, within the 39 hotels identified through the study, 25 have been surveyed for tourist numbers and revenues in order to establish the minimum estimate of tourism-
generated revenues for the EAM economy. However, this surveyed portion of hotels is not comprehensive of the actual tourist numbers. Among the 14 hotels for which data was unavailable due to inaccessibility, absence of, or refusal by the appropriate personnel, at least 3 establishments are known to have a high likelihood of receiving significant numbers of tourists. This means that the minimum estimate established in this study is most likely to be well below the actual hotel revenues.

The consumer characteristics have also been outlined through this study, and the EAM tourism seems primarily dominated by European tourists, and mostly likely students, as seen in the case study of the Udzungwa Mountains National Park. Through interviews of tour operators in large cities, the picture drawn of EAM tourists is that of backpackers and budget tourists. Indeed, as pointed out by many, and featuring in the SWOT analysis, EAM tourism does not have the infrastructure to supply high-end tourists.

The lack of marketing was repeatedly mentioned by the interviewees as one of the main reasons for low tourism volumes in the EAM, but the Tanzania Tourism Board (TTB) appears to have initiated some measures to promote the minor tourism destinations through its website. Namely, a “Featured Destination” page is dedicated to introducing available tourism in the Tanga region, including the Amani Nature Reserve in the East Usambaras, and Lushoto in the West Usambaras which have been studied in this project (TTB, 2008a). The Tanzania Cultural Tourism Programme (CTP) is also promoted through the TTB website, with a link to its own website where the different CTP modules are introduced with the contact details of each organiser (TTB, 2008b). The effort to promote the CTP was equally observed at the VIIIth Sullivan Summit¹ and at the Karibu Fair² where the TTB stands were distributing brochures exclusively dedicated to advertising the CTP. If efforts continue at such available occasions, the effects may be felt with some delay as the word spreads about these products.

Some tour operators regarded the high degree of specialisation of the EAM tourism product as a limitation to tourism development. However, the EAM has potential for contributing highly to the diversification of the Tanzanian tourism, particularly due to this specialisation. Among the many

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¹ The Sullivan Summit brings together political and business leaders to focus on Africa’s economic and social development. Hosted in Arusha on June 2-6, 2008.
Website: http://www.thesullivanfoundation.org/summit/summit8/index.asp

² The Karibu Fair is an East African travel and trade fair where tour operators and travel agents exhibit their products. Originally created to promote Tanzania, the 9th fair was held in Arusha on June 5-8, 2008.
Website: http://www.karibufair.com/
niche tourism products, the EAM has the possibility of offering at least three, sport tourism, cultural tourism, and bird watching tourism.

Ecotourism in the EAM

This study has drawn a picture of the present tourism industry of the EAM, which turns out to be very small-scale relative to the Tanzanian tourism as a whole. The main finding is that the available tourism in the EAM areas is primarily nature-based, although not particularly “eco”. The surveys on the conservation efforts made by tourism suppliers revealed that only a small portion of the tourism suppliers have focused specifically on providing biodiversity conservation measures or environmental education to tourists, alongside tourism business. The Cultural Tourism Programmes are aiming towards the goal of ecotourism, but are currently more geared towards poverty alleviation and community development, apart from some tree-planting activities to limit deforestation for firewood. At present their income does not seem high enough to “provide funds for conservation” (TIES, 1990) through ecotourism. Overall, the tourism of the EAM seems to have considerable potential for ecotourism, as resources are abundant, and initiatives like the CTP already exist. However, the challenge would be to find the way to develop it further, so as to make a significant difference.

5.2 Limitations

Various measures were not taken into account due to lack of accessible records, such as the number of people who camped within the hotel facilities or in the protected areas. According to the information obtained through tour operators, this number could be significant, and would necessitate a further investigation, possibly from the tour operators’ side where records are likely to be kept on past clients.

The overlap between tourist numbers obtained from accommodation, protected areas, and CTPs is difficult to determine, as each party involved does not keep track of where the tourists are coming from in terms of accommodation.

The coverage of this study was limited due to time constraints. This means that certain tourist areas, especially around the upland Uluguru Mountains and the Western side of the Udzungwa Mountains
around Iringa, have not been included in the surveys. Additional surveys of those areas would be necessary in order to obtain a more complete estimate of the size and revenues of the EAM tourism.

The case of the Udzungwa Mountains National Park has shown that the EAM also receives considerable rates of day-trips. This underlines the necessity to expand the coverage of the study outside the EAM range in order to determine the true value of the EAM for the tourism industry of Tanzania. Investigation of the neighbouring options for tourist accommodation would need to complement the data collected from the EAM range itself.

5.3 Potential biases

My presence could have influenced some of the answers provided by the interviewees. Especially for questions regarding whether people had measures to limit the environmental impact of their business, interviewees seemed to try to come up with one answer or another, even if it were not directly relevant to environmental impact management, or the primary intention was purely financial.

The assumptions made in order to analyse the data from sometimes incomplete guest books and registries may well be wrong, or be a cause for overestimation of tourist numbers as mentioned in the methods section. There are possibilities that many foreigners actually visit the EAM for motives other than leisure, but those distinctions were not possible to make and they were therefore counted as tourists in this study.

5.4 Policy implications

The study has identified that at present very few, if not zero high-end users venture to the Eastern Arc Mountains, even to the Udzungwa Mountains National Park, which is sometimes incorporated within package tours. The main reason for this being the lack of infrastructure and facilities satisfying international standards, those who support the development of high-end tourism in areas other than the Northern Circuit must bear in mind that a considerable amount of investment will be required before a substantial amount of high-end tourism can take place in these areas. Furthermore, the aim of establishing international standards is likely to require foreign investment, which has its shortcomings for the host economy, as leakages could potentially be high, as mentioned by Brown (1998). If better lodges are established and the infrastructures developed,
there may be more tourism in the EAM, but there is a certain risk of the whole “sense of place” being lost. Additionally, more tourism infrastructure means more land alteration (Gössling, 2002), potentially inflicting negative impact on the environment. Although development of services may help the business, it must be done carefully so that both the social and environmental quality of the destinations are not lost in the final product.

Equally, the orientation of the Tanzanian tourism towards more expensive luxury tourism may not be a strategy applicable to the Eastern Arc Mountain area, as this part of the country is still underdeveloped in terms of tourism infrastructure, and not adequate for conducting tourism at the standards required for such high-end public. The principal consumers of the Eastern Arc Tourism being the budget tourists and the backpackers, a hurried increase in access costs such as entrance fees may potentially be harmful to the industry as these budget-sensitive consumer groups may move away from the overpriced product. Considerable patience and perseverance would be needed if the tourism of the Eastern Arc Mountains is to be developed to reach profitable levels. Unrealistic expectations should not be placed on the tourism industry, which, being a business like another, is not the panacea for solving all the poverty and development problems.

As mentioned by (Wade et al., 2001) the diversification of tourism products is one of the important keys to Third World tourism development, and the Eastern Arc Mountains with its unique fauna and flora have an undisputable place.

5.5 Prospects for future research

This study takes one small step into the tourism research of the Eastern Arc Mountains, and establishes a starting point by outlining the present tourism business of the area. Hopefully, this will serve as a preliminary research providing baseline knowledge for the development of more in-depth investigations.

This study was carried out entirely focused on collecting data from the supply-side of the EAM tourism industry, but the ideal will be to have both the supply and the demand side views on tourism. It will be essential to carry out a tourist survey to examine whether there is any discrepancy between tourist views and those of the suppliers. More emphasis on the local community members not directly involved in tourism would also be a valuable source to determine whether the supposedly “little negative impact on the communities or on the environment” as claimed by some of the interviewees of this study is reality.
**APPENDIX 1**

**tentative questionnaire**

**Eastern Arc Mountains**

**Tour Operator Survey**

* I am a postgraduate student at Imperial College London in the UK. I am carrying out research on **Tourism** in the Eastern Arc Mountains of Tanzania, in collaboration with Sokoine University of Agriculture, Tanzania. The “Eastern Arc Mountains” (EAM) comprises a chain of ancient rainforest-capped mountains in Tanzania and a part of Kenya. Within Tanzania, the mountains included in the Eastern Arc range are: the Pare Mountains, Usambara Mountains, Nguu, Nguru, Ukaguru, Rubehe, Uluguru, Malundwe, Udzungwa Mountains, and Mahenge.

* My research on tourism is one component of a large research programme called “Valuing the Arc” carried out through collaboration between various universities in the UK and Tanzania. My aim is to estimate the cash flows generated by tourism in the Eastern Arc area, and to investigate its links to the conservation of the Eastern Arc environment.

* I am requesting you to fill in the following questionnaire regarding your activities in the EAM to help me for my research. Please answer the questions as accurately as possible. Your cooperation is extremely important to me, and will be hugely appreciated.

* The answers that you provide will be treated with high degree of **CONFIDENTIALITY**, and **ANONYMITY** is guaranteed. No individual answers will be used in the analysis.

**A) TOUR COMPANY**

1) Please give the name of your tour agency: .................................................................................................

2) When does your company receive the most tourists? (Please give the months of the year)
   From .......... to ..........
   What proportion of the annual tourist numbers arrive during that period? ............................................

3) When did the agency start its business? ....................................................................................................... .................................

4) How was your tour business in the Eastern Arc Mountains (EAM) started?
   ....................................................................................................................................................

**B) TOURS TO THE EASTERN ARC RANGE**

1) Do you organise tours to any of the Eastern Arc Mountains? Yes [ ] No [ ]

2) Which of the Eastern Arc Mountains do you provide tours to? (Please tick as appropriate)
   If you have different tour types for each mountain, please indicate them. Please also give the average length of stay (in number of nights) for each tour type.

<table>
<thead>
<tr>
<th>Mountain</th>
<th>Tour type name</th>
<th>Stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. [ ] Pare Mountains</td>
<td>a)..................</td>
<td>[............]</td>
</tr>
<tr>
<td></td>
<td>b)..................</td>
<td>[............]</td>
</tr>
<tr>
<td></td>
<td>c)..................</td>
<td>[............]</td>
</tr>
<tr>
<td>2. [ ] Usambara Mountains</td>
<td>a)..................</td>
<td>[............]</td>
</tr>
<tr>
<td></td>
<td>b)..................</td>
<td>[............]</td>
</tr>
<tr>
<td></td>
<td>c)..................</td>
<td>[............]</td>
</tr>
<tr>
<td>3. [ ] Uluguru Mountains</td>
<td>a)..................</td>
<td>[............]</td>
</tr>
<tr>
<td></td>
<td>b)..................</td>
<td>[............]</td>
</tr>
<tr>
<td></td>
<td>c)..................</td>
<td>[............]</td>
</tr>
<tr>
<td>4. [ ] Udzungwa</td>
<td>a)..................</td>
<td>[............]</td>
</tr>
<tr>
<td></td>
<td>b)..................</td>
<td>[............]</td>
</tr>
<tr>
<td></td>
<td>c)..................</td>
<td>[............]</td>
</tr>
</tbody>
</table>
C) TOURISM BUSINESS IN THE EAM

Tourist attractions
1) What are the aspects that are attracting tourists to each of the mountains used by the company? (Please give the number corresponding to the mountain and list its top 3 aspects.)

............................................................................................................................
............................................................................................................................
............................................................................................................................

2) Do you think there are any factors limiting the number of visitors coming to the EAM?

............................................................................................................................
............................................................................................................................
............................................................................................................................

3) How could these limitations be overcome?

............................................................................................................................

D) ENVIRONMENTAL IMPACT

1) Do you have rules for visitors to limit their impact on the environment during the tours organised by the company? What are they?

............................................................................................................................

2) How do you inform the visitors of these rules?

............................................................................................................................

3) Do you have an education programme for visitors about the natural environment of the EAM? What is involved?

............................................................................................................................

E) IMPACTS ON COMMUNITIES

1) Do you have rules for visitors to regulate their impact on the local communities? What are they?

............................................................................................................................

2) Are there any specific programmes by which your business provides benefits to the local community? What are these?

............................................................................................................................

3) Do you have any schemes for training local people and improving their skills for employment in tourism? What are they?

............................................................................................................................

F) Advantages and disadvantages for business

1) What proportion of your tours went to the EAM in 2007?

............................................................................................................................

2) How does the EAM compare to the other tourist destinations?
(Please list the top 3 advantages and disadvantages of each)

<table>
<thead>
<tr>
<th>EAM:</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>[............]</td>
<td>[.............]</td>
</tr>
<tr>
<td>2.</td>
<td>[............]</td>
<td>[.............]</td>
</tr>
<tr>
<td>3.</td>
<td>[............]</td>
<td>[.............]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other destinations:</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>[............]</td>
<td>[.............]</td>
</tr>
<tr>
<td>2.</td>
<td>[............]</td>
<td>[.............]</td>
</tr>
<tr>
<td>3.</td>
<td>[............]</td>
<td>[.............]</td>
</tr>
</tbody>
</table>

3) Do you have any views about the future of the tourism business in general in the EAM?
...........................................................................................................................................
...........................................................................................................................................
...........................................................................................................................................

4) Are there constraints on the tourism business in the EAM? Are there opportunities?
What are they?
...........................................................................................................................................
...........................................................................................................................................
...........................................................................................................................................

5) What about for your business in particular?
...........................................................................................................................................
...........................................................................................................................................

G) Tour Package Information

1) For your tours to the EAM, please indicate the price paid per person, and the number of tourists received in 2007. Please also indicate how much it costs for the company to provide such trips.
[Currency used: ......................]

<table>
<thead>
<tr>
<th>Tour type name</th>
<th>Price</th>
<th>Tourists in 2007</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>[.......]</td>
<td>[.......]</td>
<td>[.......]</td>
</tr>
<tr>
<td>2.</td>
<td>[.......]</td>
<td>[.......]</td>
<td>[.......]</td>
</tr>
<tr>
<td>3.</td>
<td>[.......]</td>
<td>[.......]</td>
<td>[.......]</td>
</tr>
<tr>
<td>4.</td>
<td>[.......]</td>
<td>[.......]</td>
<td>[.......]</td>
</tr>
<tr>
<td>5.</td>
<td>[.......]</td>
<td>[.......]</td>
<td>[.......]</td>
</tr>
<tr>
<td>6.</td>
<td>[.......]</td>
<td>[.......]</td>
<td>[.......]</td>
</tr>
<tr>
<td>7.</td>
<td>[.......]</td>
<td>[.......]</td>
<td>[.......]</td>
</tr>
</tbody>
</table>

- Which tours require entrance permits or fees?
(Please indicate the number corresponding to the tours in the above list)

2) What was the size of the last tour group that you took to the EAM? Was this typical? If not, why?
...........................................................................................................................................
...........................................................................................................................................

3) What services are included in the tour packages for the average length of stay? If different types of tours, please indicate the corresponding numbers from question G) 1))

| Tour type: | [.......] | [.......] | [.......] | [.......] | [.......] | [.......] | [.......] |

<table>
<thead>
<tr>
<th>Included Costs</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>-International Transport</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>-Accommodation</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>-Food</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>-Equipment*</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>-Local Transport**</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
-Fuel [ ] [ ] [ ] [ ] [ ] [ ] [ ]
-Labour*** [ ] [ ] [ ] [ ] [ ] [ ] [ ]
-Entrance fees [ ] [ ] [ ] [ ] [ ] [ ] [ ]
-Permits [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
-Other: [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

(*Equipment for camping, climbing or any activity involved in the tour package, where it is available for rent. **Local Transport meaning car hire, public transport. ***Labour meaning drivers’, guides’, porters’ hiring costs.)

H) TOURISTS COMING TO THE EAM
1) Please give the proportions of age groups represented among tourists coming to the EAM through your company.

<table>
<thead>
<tr>
<th>Age</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤25</td>
<td>[...........</td>
</tr>
<tr>
<td>26-35</td>
<td>[...........</td>
</tr>
<tr>
<td>36-45</td>
<td>[...........</td>
</tr>
<tr>
<td>46-55</td>
<td>[...........</td>
</tr>
<tr>
<td>56-65</td>
<td>[...........</td>
</tr>
<tr>
<td>66≤</td>
<td>[...........</td>
</tr>
</tbody>
</table>

2) What are the nationalities represented among your customers coming to the EAM? Please list the nationalities and give estimates of the proportions.

I) ACCOMMODATION
(If you are involved in organising the tourist’s accommodation)
1) Do you regularly use certain hotels/lodges/guesthouses in your tours? Yes [ ] No [ ]

Which ones? [.............................................................................................................]

2) Do you get a commission for bringing customers to hotels/lodges/guesthouses? Yes [ ] No [ ]

How much? [.............................................................................................................]

3) Do you use camping? Yes [ ] No [ ]

4) Please give the proportions of your customers using each type of accommodation.

Hotels: [.................]%  Campsites: [.................]%

J) FINANCIAL INFORMATION
Tour operator expenditures
1) Please give the breakdowns of expenditures for your trips to the EAM. [Currency used: [.............................] 2007 Expenditures

<table>
<thead>
<tr>
<th>Service</th>
<th>2007 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Transport</td>
<td>[..................]</td>
</tr>
<tr>
<td>Accommodation</td>
<td>[..................]</td>
</tr>
<tr>
<td>Food</td>
<td>[..................]</td>
</tr>
<tr>
<td>Equipment*</td>
<td>[..................]</td>
</tr>
<tr>
<td>Local Transport**</td>
<td>[..................]</td>
</tr>
<tr>
<td>Fuel</td>
<td>[..................]</td>
</tr>
<tr>
<td>Labour***</td>
<td>[..................]</td>
</tr>
<tr>
<td>Entrance fees</td>
<td>[..................]</td>
</tr>
<tr>
<td>Permits</td>
<td>[..................]</td>
</tr>
<tr>
<td>Advertisement</td>
<td>[..................]</td>
</tr>
<tr>
<td>Commissions</td>
<td>[..................]</td>
</tr>
</tbody>
</table>
Other: please specify............................[............................]

**TOTAL expenditure for 2007**[............................]

(*Equipment for camping, climbing or any activity involved in the tour package, where it is available for rent. **Local Transport meaning car hire, public transport, etc. ***Labour meaning drivers’, guides’, porters’ hiring costs.)

**Employment**

1) Please indicate the number of employees that add up to the total number of staff, and the yearly wages paid to each category which add up to the total amount of wages paid in 2007.

<table>
<thead>
<tr>
<th>Staff numbers</th>
<th>wages (currency: ........)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Tanzanian</td>
<td></td>
</tr>
<tr>
<td>1. Resident</td>
<td>[...............]</td>
</tr>
<tr>
<td>2. Non resident</td>
<td>[...............]</td>
</tr>
<tr>
<td>b) Non Tanzanian (Nationality: .........................)</td>
<td></td>
</tr>
<tr>
<td>1. Resident</td>
<td>[...............]</td>
</tr>
<tr>
<td>2. Non resident</td>
<td>[...............]</td>
</tr>
<tr>
<td>c) Other (please specify...........................)</td>
<td>[...............]</td>
</tr>
</tbody>
</table>

**TOTAL staff number in 2007**[............................]

**TOTAL amount of salary paid in 2007**[............................]

**Ownership**

1) Who owns the business of this tour company? Please give the percentage of shares owned by people of each category.

a) Tanzanian

<table>
<thead>
<tr>
<th>Shares (%)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Resident</td>
<td>[ ] [...............]</td>
</tr>
<tr>
<td>2. Non resident</td>
<td>[ ] [...............]</td>
</tr>
</tbody>
</table>

b) Non Tanzanian (Nationality: .........................)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Resident</td>
<td>[ ] [...............]</td>
</tr>
<tr>
<td>2. Non resident</td>
<td>[ ] [...............]</td>
</tr>
</tbody>
</table>

c) Other: .......................................  

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL Shares</td>
<td>[ 100% ]</td>
</tr>
</tbody>
</table>

**K) ADDITIONAL COMMENTS**

If you have any comments that you would like to make, please do so here.

........................................................................................................................................................................................................................................
........................................................................................................................................................................................................................................
........................................................................................................................................................................................................................................

If you would like to have a copy of the report from this study, please give your name and postal address or e-mail.

........................................................................................................................................................................................................................................
........................................................................................................................................................................................................................................
........................................................................................................................................................................................................................................

......
Thank You Very Much For Your Time And Cooperation

IF YOU HAVE ANY QUERIES PLEASE CONTACT:
SANA OKAYASU
Imperial College London Postgraduate Student
c/o Sokoine University of Agriculture
E-mail: sana.okayasu07@imperial.ac.uk
Tel: 0783 588 383
**A) GENERAL INFORMATION**

1) Please give the name of your hotel/lodge/guesthouse: .................................................................

2) When does your hotel receive the most tourists? (Please give the months of the year)

   From ............... to.................

   What proportion of the annual tourist numbers arrive during that period? .................................

3) When did the hotel start its business? .................................................................................................

4) How was your hotel business in the Eastern Arc Mountains (EAM) started?

   .........................................................................................................................................................
5) Please indicate the number of rooms available and the number of Tanzanian tourists and Non Tanzanian tourists who used each type of room for 2007.

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Nbr of rooms</th>
<th>Tanzanian</th>
<th>Non Tanzanian</th>
</tr>
</thead>
<tbody>
<tr>
<td>single, self-contained</td>
<td>............</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>single, common shower and/or toilet</td>
<td>............</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>twin, self-contained</td>
<td>............</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>twin, common shower and/or toilet</td>
<td>............</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>double, self-contained</td>
<td>............</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>double, common shower and/or toilet</td>
<td>............</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>triple (or more), self-contained</td>
<td>............</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>triple, common shower and/or toilet</td>
<td>............</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>other room type:</td>
<td>.............</td>
<td>...........</td>
<td>.............</td>
</tr>
</tbody>
</table>

**TOTAL Tourists using hotel rooms**

|                          | ............ | .............|

**TOTAL number of rooms**

|                          | ............ |

6) Do you have camping facilities? Yes [ ] No [ ]

If yes: How many tourists used the camping facilities last year? ........................................

How much does the camping cost? ........................................

7) Do you book activities in the Eastern Arc Mountains (EAM) for your customers? Yes [ ] No [ ]

What kind of activities are proposed through the hotel and what are their prices?

Please also indicate the number of people taking part in the activities proposed.

<table>
<thead>
<tr>
<th>Activities</th>
<th>Price</th>
<th>Nbr participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>..................................................................</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>..................................................................</td>
<td>...........</td>
<td>.............</td>
</tr>
<tr>
<td>..................................................................</td>
<td>...........</td>
<td>.............</td>
</tr>
</tbody>
</table>
8) Do you have any specific business strategy to maximise the tourist volumes that you receive?

B) HOTEL BUSINESS IN THE EAM

Tourist attractions

1) What are the aspects of the EAM and your hotel that are attracting tourists?
(Please give the top 3.)

1...............................................................................................................................
2...............................................................................................................................
3...............................................................................................................................

2) Do you think there are any factors limiting the number of tourists coming to the EAM?

3) How could these limitations be overcome?

C) ENVIRONMENTAL IMPACT

1) Do you have rules for tourists to limit their impact on the environment while using the accommodation or when going on hikes? What are they?

2) How do you inform the tourists of these rules?
3) Do you have an education programme for tourists about the natural environment of the EAM? What is involved?

................................................................................................................................................
................................................................................................................................................
................................................................................................................................................

4) Are there any rules for hotel staff to limit the resource-use of the hotel? (e.g. turning lights off in public areas, etc). What are these, and how do you inform the staff of these rules?

................................................................................................................................................
................................................................................................................................................
................................................................................................................................................

**D) IMPACTS ON COMMUNITIES**

1) Do you have rules for tourists to regulate their impact on the local communities? What are they?

................................................................................................................................................
................................................................................................................................................
................................................................................................................................................

2) Are there any specific programmes by which your business provides benefits to the local community? What are these?

................................................................................................................................................
................................................................................................................................................
................................................................................................................................................

3) Do you have any schemes for training local people and improving their skills for employment in tourism? What are they?

................................................................................................................................................
................................................................................................................................................
................................................................................................................................................

**E) Advantages and disadvantages for business in the EAM**

1) How does the EAM compare to the other tourist destinations?

(Please list the top 3 advantages and disadvantages of each)

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAM:</td>
<td></td>
</tr>
<tr>
<td>1. ..........</td>
<td>1. ................</td>
</tr>
<tr>
<td>2. ..........</td>
<td>2. ................</td>
</tr>
</tbody>
</table>
2) Do you have any views about the future of the tourism business in general in the EAM?
.................................................................................................................................................................................................
.................................................................................................................................................................................................
.................................................................................................................................................................................................

3) Are there constraints on the tourism business in the EAM? Are there opportunities?
What are they?
.................................................................................................................................................................................................
.................................................................................................................................................................................................
.................................................................................................................................................................................................

4) What about for your hotel business in particular?
.................................................................................................................................................................................................
.................................................................................................................................................................................................
.................................................................................................................................................................................................

F) VISITOR INFORMATION

1) Please indicate the breakdown of tourist numbers which add up to the total tourist number for 2007 by the way they found you:

a) Tourists using the accommodation as part of a package tour
   - Through an international tour operator: .................................................................
(Owned by people other than Tanzanian)
   - Through a Tanzanian tour operator: .................................................................
(Owned by Tanzanians)

b) Walk-in tourists: .................................................................................................

c) Others: ............................................................................................................
(Please specify how they found you: .................................................................)
TOTAL number of tourists using the hotel in 2007: .........................

2) Do you regularly receive tourists through tour operators? Yes [ ] No [ ]
If yes, which ones? ........................................................................................................................
Do the tour operators get a commission? Yes [ ] No [ ]
If yes, how much? ........................................................................................................................

3) Please give the proportions of age groups represented among tourists using your hotel.

<table>
<thead>
<tr>
<th>Age</th>
<th>≤25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>56-65</th>
<th>66≤</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of total</td>
<td>[...........]</td>
<td>[...........]</td>
<td>[...........]</td>
<td>[...........]</td>
<td>[...........]</td>
<td>[...........]</td>
</tr>
</tbody>
</table>

4) Do you know which countries the tourists using your hotel are from?
Please give a list of the different origins, and indicate the proportion of tourists from each country.
......................................................................................................................................................
......................................................................................................................................................
......................................................................................................................................................

G) FINANCIAL INFORMATION

1) Please give the total revenues of your hotel for the last three years:

2) Please give breakdown of hotel expenditures which add up to the total expenditures for 2007:

   Currency: ..............

   Food [......................]

   Electricity [......................]

   Water [......................]

   Fuel [......................]

   Taxes [......................]
Salaries [............................]
Advertisement [............................]
Commissions [............................]
Other: please specify............................ [............................]
TOTAL expenditures for 2007 [............................]

Employment

1) Please indicate the number of employees that add up to the total number of staff, and the yearly wages paid to each category which add up to the total amount of wages paid in 2007.

<table>
<thead>
<tr>
<th>Staff numbers</th>
<th>wages (currency: ...........)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Tanzanian</td>
<td></td>
</tr>
<tr>
<td>1. Resident</td>
<td>[.........................] [............................]</td>
</tr>
<tr>
<td>2. Non resident</td>
<td>[.........................] [............................]</td>
</tr>
<tr>
<td>b) Non Tanzanian (Nationality: .........................)</td>
<td></td>
</tr>
<tr>
<td>1. Resident</td>
<td>[.........................] [............................]</td>
</tr>
<tr>
<td>2. Non resident</td>
<td>[.........................] [............................]</td>
</tr>
<tr>
<td>c) Other (please specify...........................)</td>
<td>[.........................] [............................]</td>
</tr>
<tr>
<td>TOTAL staff number in 2007</td>
<td>[............................]</td>
</tr>
<tr>
<td>TOTAL amount of salary paid in 2007</td>
<td>[............................]</td>
</tr>
</tbody>
</table>

Ownership

1) Who owns the business of this accommodation? Please give the percentage of shares owned by people of each category.

<table>
<thead>
<tr>
<th>Shares (%)</th>
<th>Shares (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Tanzanian</td>
<td>[ ] [.........................]</td>
</tr>
<tr>
<td>1. Resident</td>
<td>[ ] [.........................]</td>
</tr>
<tr>
<td>2. Non resident</td>
<td>[ ] [.........................]</td>
</tr>
<tr>
<td>b) Non Tanzanian (Nationality: .........................)</td>
<td>[ ] [.........................]</td>
</tr>
<tr>
<td>1. Resident</td>
<td>[ ] [.........................]</td>
</tr>
</tbody>
</table>
2. Non resident [ ] [...............]
c) Other: ........................................ [ ] [...............]

TOTAL Shares [ 100% ]

H) ADDITIONAL COMMENTS

If you have any comments that you would like to make, please do so here.
..............................................................................................................................................................
..............................................................................................................................................................
..............................................................................................................................................................
..............................................................................................................................................................

If you would like to have a copy of the report from this study, please give your name and postal address or e-mail.
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..............................................................................................................................................................

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IF YOU HAVE ANY QUERIES PLEASE CONTACT:

SANA OKAYASU
Imperial College London Postgraduate Student
c/o Sokoine University of Agriculture
E-mail: sana.okayasu07@imperial.ac.uk
Tel: 0783 588 383
### Minimum Hotel Revenue Estimates by Mountain Block

<table>
<thead>
<tr>
<th>Mountain</th>
<th>Hotels</th>
<th>Guest numbers</th>
<th>Tourist numbers</th>
<th>Available income data</th>
<th>Hotel Revenue estimates (Tsh)</th>
<th>Hotel Revenue estimates ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Pare</td>
<td>1</td>
<td>100</td>
<td>23</td>
<td>1</td>
<td>92,000.00</td>
<td>76.67</td>
</tr>
<tr>
<td>South Pare</td>
<td>1</td>
<td>119</td>
<td>100</td>
<td>1</td>
<td>1,200,000.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>West Usambara</td>
<td>18</td>
<td>8,817</td>
<td>5,599</td>
<td>18</td>
<td>115,695,562.60</td>
<td>96,412.97</td>
</tr>
<tr>
<td>East Usambara</td>
<td>1</td>
<td>1,801</td>
<td>1,567</td>
<td>1</td>
<td>15,666,666.67</td>
<td>13,055.56</td>
</tr>
<tr>
<td>Uluguru</td>
<td>1</td>
<td>16,400</td>
<td>2,700</td>
<td>1</td>
<td>130,630,909.09</td>
<td>108,859.09</td>
</tr>
<tr>
<td>Udzungwa</td>
<td>3</td>
<td>1,289</td>
<td>221</td>
<td>3</td>
<td>3,805,234.27</td>
<td>3,171.03</td>
</tr>
<tr>
<td>Grand Total</td>
<td>25</td>
<td>28,525</td>
<td>10,210</td>
<td>25</td>
<td>267,090,372.63</td>
<td>222,575.31</td>
</tr>
</tbody>
</table>

### Maximum Hotel Capacity Estimates by Mountain Block

<table>
<thead>
<tr>
<th>Mountain</th>
<th>Hotels</th>
<th>Max. bed nights</th>
<th>Data available</th>
<th>Max. revenue (Tsh)</th>
<th>Max. revenue ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Pare</td>
<td>1</td>
<td>2,555</td>
<td>1</td>
<td>10,220,000.00</td>
<td>8,516.67</td>
</tr>
<tr>
<td>South Pare</td>
<td>1</td>
<td>14,600</td>
<td>1</td>
<td>175,200,000.00</td>
<td>146,000.00</td>
</tr>
<tr>
<td>West Usambara</td>
<td>29</td>
<td>167,535</td>
<td>29</td>
<td>3,710,383,166.67</td>
<td>3,091,985.97</td>
</tr>
<tr>
<td>East Usambara</td>
<td>3</td>
<td>43,435</td>
<td>3</td>
<td>843,880,000.00</td>
<td>703,233.33</td>
</tr>
<tr>
<td>Uluguru</td>
<td>2</td>
<td>67,160</td>
<td>2</td>
<td>2,876,063,125.00</td>
<td>2,396,719.27</td>
</tr>
<tr>
<td>Udzungwa</td>
<td>3</td>
<td>31,025</td>
<td>3</td>
<td>581,445,000.00</td>
<td>484,537.50</td>
</tr>
<tr>
<td>Grand Total</td>
<td>39</td>
<td>326,310</td>
<td>39</td>
<td>8,197,191,291.67</td>
<td>6,830,992.74</td>
</tr>
</tbody>
</table>
KIGURUNYEMBE TOUR (4hrs)
Get a scarce but memorable moment in a cool rock stream with a natural refrigerated cold water in the slants of Uluguru mountains. Enjoy swimming, lunch, together with colobus, Velvet monkeys and birds around.

HOW ARE YOU GETTING THERE
With pleasant climate and location of Morogoro is almost center between Dar es Salaam, Iringa and Dodoma. Morogoro can be easily be reached from Dar es Salaam; it lies 195km west of Dar es Salaam, 280 km east of Dodoma and 310 km northeast of Iringa from Arusha it takes 600km to get in Morogoro. You can pass Morogoro on your way to Mbeya.

TOUR GUIDES
The guides are indigenous of Morogoro who speak good English with good experience in tour guiding in the area.

GATE AWAY TO SOUTHERN CIRCUIT: MIKUMI AND
UDZONGWA NATIONAL PARKS, RUWAHA PARK TOGETHER WITH SELOUS GAME RESERVE. SAFARI CAN BE ORGANISED BY US.

Get excitement, unbelievable and everlasting memories with

Chilunga Cultural Tourism Programme
P.O. Box 1940, Morogoro
+255 754 477 582, +255 713 663 993
+255 784 479 538, +255 713 580 680
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If you are done with this brochure, please pass it on to someone else who will read it or return

PROFIT FROM THIS TOURISM PROGRAMME WILL BE USED TO IMPROVE THE CONSERVATION OF NATURAL RESOURCES IN ENVIRONMENTAL CONTROL AND CULTURAL SUSTAINABILITY IN MOROGORO.
INTRODUCTION
Get time to visit Morogoro an old historical town located at the foot of the popular Uluguru mountains. Enjoy your time in the natural rain-forests full of endemic plants, birds and insect species. The land is rich of traditional Luguru culture, natural rainforests, endemic plants, birds and insect species, unique panoramic view points and attractive physical features.

TOURS ORGANIZED
MORNINGSIDE (5hrs)
The tour starts from the office via Towelo and Ruvuma village and walk to morning side, Old German Settlement. On the way back enjoy the beautiful scenery over the farming land and the view of Morogoro town. Also pass through the ports and cooker maker.

MADOLA TOURS (4hrs)
The tour start from office ascending to the madola village via villages around, where you will meet the talented woman tradition healer. The tour can be extended alternatively.

USOLO TOUR (full day)
Drive from Morogoro to Mtamba via Mikuyuni center to Usolo (foot print), enjoy walking, fishing and experience of local people’s life. Further more take a chance to visit stone women breast (Matombo).

CHOMA TRADITIONAL VILLAGE (6hrs)
Enjoy the traditional packages of Luguru people at this popular village, participate in traditional dance sincerely, food, drinks and hand craft activities. Stay overnight as among of lugurus’ family and experience the life of people.

KINOLE VILLAGE
On this tour three options are available

OPTION ONE (2 days)
Tour start from Kinole village descending over Uluguru mountains to Morogoro by passing the chief Nyanyinko where uproot history of previous time.

OPTION TWO (3 days)
Tour start from Kinole village via Nyange village then closer to forest reserve descending over Uluguru mountain to Morogoro. There have a chance to blue monkeys and (black and white) colobus monkeys.

OPTION THREE (4 days)
Tour start from Kinole village via Tegetero and Bangilo village crossing the forests, descending over Uluguru mountain to Morogoro where you can have a special birding of Uluguru “bush shrikes” over looking the Kitundu hill where also can have a chance to see blue monkeys and (black and white) colobus monkeys, from the peak.

BUNDUKI TOUR (full day)
A largest Huluul waterfall flowing about 100m high. Take a drive for two hours then a hike for an hour before reaching the holy place where Huluul waterfalls. Swimming and camping can be offered.

LUKWANGULU PLATEAU TOUR (2 Day)
The only plateau in Uluguru mountains that when you are at the top will bring you a nice view point of other mountains and plains. Also you can have an opportunity to stay overnight with villagers.

MAASAI VILLAGE TOUR (full day)
There you will find the Maasai which is among the colorful tribe found in Tanzania. Stay overnight in the village, and join day to day activities. Also enjoy barbecue (mshikaki) in the market day where you will find your pleasure.

TOWN TOUR TRIP (3hrs)
This tour involves either driving, riding or walking whereby it’s arrangement can be done by the tour guide or information officer in charge at the office.

KIBWE WATERFALL (4hrs)
Walk to the beautiful seasonal waterfall flowing from Uluguru mountains through the Village and Farming land. Paronamic view of Morogoro town can be viewed from different points in this tour.

CYCLING TOUR
Enjoy cycling for about 130km toward Kisaki via Matombo. Enjoy good scenery and meeting the people more closely while riding.
Leave only footprints, take only photographs.

What you can do to help to conserve the Eastern Arc Mountains:
- Support conservation efforts in the Eastern Arc such as the work carried out by the Tanzania Forest Conservation Group.
- Promote tourism in the Eastern Arc Mountain forests.
- Tell other people about the importance, beauty and uniqueness of the Eastern Arc Mountain forests.
- Respect the forests that you visit by taking all your rubbish with you, not collecting or killing any wild plants or animals and avoiding starting any forest fires.
- Support community tourism initiatives as these motivate local people to conserve their forests.

For more information, contact your tour operator or visit:
www.tanzaniaeasternarc.com
www.easternarc.or.tz

This leaflet was produced by:
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Website: www.easternarc.or.tz

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PO Box 23410, Dar es Salaam
Tel: +255(0)22 2665007
Fax: +255(0)22 2665007
Email tpg@fig.or.tz
Website: www.fig.org

Photos by: Michelle Marpere, Timm-Joost and Andrew Parks.
The Eastern Arc: a biological paradise

The Eastern Arc is a chain of ancient mountains covered with rain forests and grasslands.

- These mountain forests are recognized as one of the 24 most important "biodiversity hot spots" in the world.

- About 100 vertebrate animal species and 800 plant species are found in these forests only and nowhere else in the world. This includes charismatic animals such as the bongo, mangabeys and the Mountain galago as well as an extraordinary diversity of chameleons, tree frogs and birds.

- Forests have existed on the Eastern Arc Mountains for over 30 million years. That's 29 million years longer than on neighbouring Mount Kilimanjaro.

Where are the Eastern Arc Mountains?

- North Pare Mountains (2 1/2 hours drive from Mzuzu)
- Activities: Cultural tours, hiking in the sacred Chikungula forest, wildlife watching, forest wildlife viewing

- Other Mountain Blocks
- North Pare
- South Pare
- West Udzungwa
- East Usambara
- Ngora
- Muhanga

Udzungwa Mountains National Park (1 hour drive from Dar)
- Activities: Hiking, bird watching, forest wildlife viewing including bongo, mangabeys, iringa bushbuck and malachite sunbirds

Udzungwa Mountains National Park
- Activities: Hiking, bird watching, forest wildlife viewing including bongo, mangabeys, iringa bushbuck and malachite sunbirds

- Mufindi (1 hour drive from Dar)
- Activities: Hiking, home stays, fishing and bird watching

Safari, beach... and rain forest. For the more adventurous visitor, the forests offer:

- Hiking: Well established trails in the Udzungwa and East Usambara Mountains offer visitors the opportunity to hike through pristine tropical forests and to enjoy spectacular waterfalls and dramatic views.

- Bird watching: For keen bird watchers, the Eastern Arc forests hold some exciting birding opportunities including a chance to see the Amari, Rufous-winged, Loerie’s and Monza’s sunbirds, the spot-throat and for the really dedicated there is the Udzungwa bush-shrike. Even if you are not permanently attached to your binoculars, you can easily enjoy the hornbills, turacos, crowned eagles and paradise flycatchers.

- Forest wildlife: Seen the big five? Now try the little five? Bushbabies, elephant shrews, anomalures, chameleons and tree frogs are just some of the extraordinary animals that can be found in the Eastern Arc forests. To that, add wild orchids, African violets and the majestic campion wood tree.

- A rich cultural tradition: the forests play a key role in the culture and traditions of the people living in the Eastern Arc Mountains. In the South Pare and West Usambara Mountains, there are opportunities to experience and learn about these traditions.
Facilities

In Usangi, there are several local families that can offer a room to tourists. Most of these families stay at the compound of the Lomwe Secondary School, where often one of the family members works as a teacher. The rest house of the school also offers three rooms for 6 visitors. In addition, there is a guesthouse in town which can accommodate up to 11 people. In the mountains there are also areas that are suitable for camping. The Women’s group of Usangi provide meals which include some traditional African dishes.

People who are hiking from Usangi through Kindoroko forest and heading to Kisangara Chini, can find accommodation in Enimasha House where the Banduka family is running a guesthouse and a campsite.

Development projects

German (GTZ), Dutch (SNV) and local (ENIMASHA) development organisations have initiated several projects in the area. The organisations work closely together and try to assist farmers in increasing their agricultural production, while preserving the natural environment. The improved traditional irrigation systems, the soil conservation terraces on the steep slopes and the vast number of tree nurseries in the area are the most visible results. Recently, development organisations have also started to promote energy saving stoves that use three times less firewood and therefore help to preserve the natural forests and reduce the workload of women. The profit from the tourism programme will be used for the promotion of these stoves. The Pare farmers will proudly provide you with interesting background information.

How to get there

From Arusha or Moshi, a direct bus (Sahara Beach) goes to USANGI. Buses leave in the morning from the Central Bus Station and it’s about 5 hours to Usangi.

From Dar es Salaam take a coach going to Arusha. Get off in MWANGA. From here buses are leaving for Usangi. It is a 1 1/2 hours drive. Ask the driver to let you at the Lomwe Secondary School. Ask for Mr. Kangoro who is the coordinator of the project. He will assist you in finding lodging and guides.

You can also contact the school by phone: tel. USANGI Nr. 7.

Northern Pare Mountains
Cultural Tourism Programme

Welcome to the green northern Pare mountains, where you can get a real impression of rural African life, while enjoying the tropical vegetation on sleeping mountains.

We people of Northern Pare mountains offer you:

- A walk through Kindoroko Forest reserve, a natural linen forest on top of the mountain.
- Climbs to different mountain peaks, where you have excellent views of Kilimanjaro, Lake Jipe and Nyumba ya Mungu.
- Visits to historical relics from the time of tribal war and colonial rule.
- A view into Pare culture.
- Thorough explanation about various development projects in our villages, including irrigation, soil conservation, and reforestation.

The profit is used to promote energy-saving stoves. Your visit helps to protect our environment.

For further information

Please contact your tour operator or

TTB information Centre in Arusha
Boma Road, Tel: 027 - 2757927 / 2757924
E-mail: tourinfo@habari.co.tz
E-mail: nelsonkangoro@yahoo.com
www.habari.co.tz/culturaltours
www.infojep.com/culturaltours

A cultural tourism programme conceived with advice from

SNV – the Netherlands Development Organisation and the

Tanzanian Tourist Board.
Introduction

The Northern Pare Mountains are situated 50 kilometres south-east of Moshi, almost in the shadow of Mount Kilimanjaro. The mountains are reached via the town of Mwanga, the district capital where huge palm trees grow abundantly in the water streams downhill. From Mwanga a good sand road winds upward to Usangi, the centre of the Northern Pare Mountains. Surrounded by eleven peaks, the little town is a centre of economic activities. Small local factories produce bricks, stoves, pottery and clothes. In their backyards, some families make local beer, using traditional brewing methods inherited from their grandparents. Every Monday and Thursday, there is a colourful market, where farmers from the surrounding villages come to sell their harvest.

The mountains are among the most fertile in East-Africa, and villagers do their utmost to use every square metre of cultivable land. Hand-made dikes drain swampy areas, terrace building has enabled cultivation on steep slopes while traditional irrigation systems bring water to many farms. High on the mountains protected natural forests and woodlands are often sites of traditional clan forests in the Pare culture. In these forests, ceremonies take place and witchdoctors perform their magic. From the mountain tops, wide views over the surrounding plains unfold, showing the extensive Kisangara sisal estate, the long drawn-out lakes of Jipe and Nyumba ya Mungu ('House of God') and on the horizon, the Taita and Kitero hills. Mount Kilimanjaro is a stone's throw from the area and at many places the impressive mountain can be seen.

Half day walking & hiking tour from Usangi

Mangatu view tour

Through farms on the lower part of the slopes you gradually climb to the Mangatu moorland (1600 m). On top you reach the Mbuli clan forest, from where you have excellent views of Mount Kilimanjaro and Lake Jipe.

One day hiking tours from Usangi

Kinderoko Mountain climb and rainforest tour

From Usangi, you hike up the 2,000 m Kinderoko Mountain which is a moderately difficult climb. Once on top you can walk through the protected natural rainforest which is inhabited by Blue Monkeys and many seasonal tropical birds. On the other side of the forest you will see stone terraces and modern irrigation systems adopted by the local people, stop off to listen to a traditional healer tell of herbal medicines, and visit the women's pottery cooperation to see how they make clay pots and energy-saving stoves, before returning to Usangi.

Kamwala Mountain climb

As you begin your climb through the Chegilo moorland, your guide will tell you fascinating stories of the past and local traditions. It is a steep climb to the top of Kamwala Mountain, but on the way, you'll have good views of the plains north and south of the Pare Mountains. After descending, you will visit Shigatini village where you can meet and talk to some local farmers who have benefited from the improved agricultural techniques supported by development projects.

Northern Pare Hikes of more days

On request, walking/ hiking tours of several days can be organised, where you can walk long distances through natural forests, descend the mountains and spend a night with a family in the village of Kisangara Chini or visit the sunniest Northern spurs of the mountains near the village of Ugweno.

Pure 4 x 4 car round-trip

Via Mwanga you enter the mountains and drive to the Northern spurs, where you stop at the Wara dam. From here you turn Southwards to Shigatini and Usangi. On your way you have perfect views, and can visit some progressive farmers and local factories and see relics from the time of the tribal wars and colonial rule. This tour can easily be done as a day trip from Moshi or Marangu.

Other trips and areas of interest:

From Ugweno, other trips as well as accommodation can be arranged. There are many options and activities to do, and for someone looking for hikes of shorter lengths, Ugweno has much to offer. There are smaller mountains which makes for easier hiking, but you will still have fantastic views. In addition, there are ancient tunnels which you can enter inside and hear fascinating tales about early tribal wars. There is also a beautiful waterfall which you can hike to. Lake Jipe is only 1½-2 hours walk and from there you can canoe while trying to spot hippos and crocodiles. Accommodation can be provided at the compound of the secondary school.

Please note:
It is recommended that you bring with you:

• Proper hiking or walking shoes
• A raincoat
• Cap and sun cream
• Your own camping equipment if you plan to camp.

Guides

The guides all come from the Pare region and speak very good English. Most of them are working as farmers or craftsmen in the area. When tourists arrive, the guides can easily find time to show them the beauty of the mountains.
Facilities

Hill-Top Tona Lodge is the perfect place to stay during your visit in the Mbaga Hills. This historic hideaway takes you back in time and is far-removed from the modern day chaos. Built in the beginning of the century, each of the five modest brick wings have been turned into small cottages with electricity, running water and private rooms. One of the cottages overlooks the Mikomazi Game reserve. Meals are available, however, advanced notice must be given. Local home stays are also possible.

Camping possibilities are available at various points along the tours. We will be happy to work with you to provide a place which best fits your travel plans.

Please note

* Bring your own camping equipment.
* Drinking water is available for purchase.
* Wear good walking shoes.
* Take a cap and sun cream with you.

Guides

Our guides were all born in the Pare Mountains and are very familiar with the trees, plants and culture of the area. They speak reasonable English.

The activities are designed for travellers who would rather learn a dance than watch one, learn to cook rather than read about it, discover by doing rather than simply by seeing and hearing.

How to get there

Mbaga Hills is located deep within the Southern Pare Mountains about 150 km from Moshi. From Arusha or Moshi busses heading to Dar es Salaam and from Dar es Salaam coaches in opposite direction are making a stop in Same. At the Sasa Kazi restaurant in the bus stand information is given on how to get public transport for reaching Mbaga Hills. Two roads are leading to our destination. By private car it is still a two hours drive passing by Mikomazi Game Reserve and Kisiwani village. A 4 x 4 car is needed in rainy season.

Southern Pare Mountains
Cultural Tourism Programme

Welcome to the most remote mountains of northern Tanzania, where you can walk on top of steep slopes through our traditional Pare villages and dense tropical forests. Come discover the treasures hidden within our valleys.

We farmers of Southern Pare mountains offer you:

- A trip to the hilltop Ranzi Dam and Tona grounds which provide unique fauna, colourful soils and a glimpse of German history.
- A climb to the different mountain peaks where you have excellent views of Mikomazi Game Reserve, Mount Kilimanjaro, Shengena Peak and Taita Hills of Kenya.
- A view from Shengena Peak, the highest point of the Eastern Arc Mountains.
- A view into Pare culture.

For further information

Please contact your tour operator or
TTB information Centre in Arusha
Boma Road, Tel: 027 - 2503642/43/40
E-mail: tourinfo@habari.co.tz
www.habari.co.tz/culturetours
www.infojep.com/culturaltours
Tel: 0744 852010 Hotmail
E-mail: tona_lodge@hotmail.com

The profit is used to subsidize energy-saving stoves and educational scholarships to the local vocational training centre.
**Introduction**

Mbagga Hills is located in the Northern part of the Eastern Arc Mountain forests. Rising from the surrounding plains, the winding roads take visitors high into the mountains where they can experience some of Africa's most spectacular scenery. With a history of German influence, a backdrop of quaint stone buildings, landscaped terraces and mini-waterfalls, this area offers a unique view into a picturesque African village.

Narrow footpaths wind through the mountains connecting the villages in the area. Whether you decide to hike through Shengena Forest, climb the peaks to view vastness of Mkoma Game Reserve, enjoy the rich history of Malamani Rock, the Mghimbiri Caves or the natural beauty of Tona Moorland, Ranzi Dam and Red Reservoir, there's a memorable visit and experience for you at Mbagga Hills. The people have kept their traditional Pare culture throughout history.

A stay in Mbagga Hills can easily be combined with a visit to neighbouring Mkoma Game Reserve, which contains 90% of all botanic species in Tanzania and 1/3 of plants classified as unique in the world.

**Half day guided walking tours**

Mghimbiri Caves and Malamani Rock

You'll take a step back in history. In 1860, the caves provided hiding places on the mountains during the slave raids. Proceed on to Malamani Rock, where up until 1930 thousands of children were sacrificed to the gods to appease the evil spirits. You can climb the rock, however, you must first enter a traditional hut for instructions. Guides can provide lively tales of the traditional spiritual beliefs at both of these places.

Mpepera View Point

A cross on top of the hill symbolizes a peaceful union between area Protestants and Roman Catholics. This hill, a respected place in the village, is frequented by residents who go there for prayers. On a clear day you can view Mount Kilimanjaro on the horizon and the vastness of the Mkoma Game Reserve.

**One day guided walking tours**

Tona Moorland-Ranzi Dam

Starting at Tona Lodge you can wind your way through the lush rain forests to view the majesty of Malamani Rock and then proceed on to Tona Moorland, a green plain surrounded by rolling hills with unique vegetation, soils and medicinal trees. Just a few minutes behind Moorland are ruins from the German missionary influence in Mbagga Hills. After a break at the green fields you will proceed on to Ranzi Dam, where you may enjoy a picnic overlooking this natural-spring water dam.

Heiganda Duma View Point

Wind your way through Mbakwemni village, the home of many traditional healers and where families use methods passed down from their ancestors to brew the local beer. Footpaths will take you to Momba Natural Caves, where you may explore nature's closets. From here you can proceed to a traditional African village, Chabari, where you will begin your ascent to Heiganda Duma View Point for a bird's eye view of Mkoma Game Reserve.

Ikongwe Village Tour

Believed to be a gift from heaven, this spiritual village is a unique African community which has been together for 30 years. Leaving from Tona Lodge, this walking tour descends the mountain terraces and criss-crosses several small waterfalls. Tropical fruits, mangoes, bananas and oranges abound. An overnight stay in the village can be arranged. On the way back you may also stop by Mpepera View Point for a view of the area from high atop the clouds.

Red Reservoir Tour

Located near the Tona Moorlands is Red Reservoir, perched high on the mountains. Famous for ritual practices among the local villages, finding the Reservoir can be challenging as it is frequently covered with lush vegetation. The peaceful area provides an excellent place for picnics and bird viewing.

**Three Day Hike**

Shengena Forest

A hike to Shengena Forest is a trekker's paradise.

Day 1

Leaving in the morning from Tona Lodge you will weave through the green countryside to Chome Village by traditional footpaths. Here in this small village, you can stay with a family, sample the local foods and enjoy stories of the rich Pare culture, a life almost untouched by the outside world.

Day 2

In the morning you will continue your ascent to the edge of Shengena Forest where you can enjoy camping or sleep under the stars.

Day 3

Wake up at four o'clock and after a two-hour hike up Shengena Peak you can catch a stunning sunrise. You may choose either hike back or return by car.

**4 x 4 car round-trip**

These beautiful Pare Mountains can also be explored by driving around on the winding roads. The guide will assist you in finding your way.

Have a picnic at one of the view points, visit a farmer, listen to the legends of the Pare people and enjoy visiting villages. Combining Southern- with Northern Pare Mountains is possible. In Usangi a similar Cultural Tourist project is running with food and overnight facilities.
Our Guides:
All our Guides grew up in the Usambara Mountains. They have a wide cultural and environmental knowledge of the region. Every TAYODEA-Guide has finished secondary school and has studied Tourism and Wildlife in Tanga. All of them speak English and Kiswahili fluently.
We know that a friendly and flexible guide is essential for a great trip, and be sure we do our best to make your days in Lushoto unforgettable!

Not in the mood for hiking?
Also enjoy:
- Local food cooking course
- To make Traditional & Maasai jewellery
- Kiswahili for Beginners
- Local family life
- Biking trips
- Cultural evening
- Bird watching

How to find TAYODEA:

For more information please contact:
TAYODEA Tour Care
P.O. Box 268 – Lushoto, TZ
Tel: (+255) 0784-861969
(+255) 0713-771087

Email: youthall2000@yahoo.com

OR VISIT US IN OUR OFFICE!!!

TANGA YOUTH DEVELOPMENT ASSOCIATION

welcomes you to the

USAMBARA MOUNTAINS

“Join a tour, help the region”

Cultural Tourism Program
Guiding, Hiking & Tour Care
About us:

Our vision as TAYODEA (Tanga Youth Development Association) is:

- To support the youth of our region by creating employment opportunities.
- This will provide a better future for the single person and for the whole region in long-term.

We try to achieve these goals by different projects, e.g.:

- Free English courses
- Carpentry workshop in Mkunky
- Free public library near Soni
- Youth Center for local street guys

How you help the region:

Almost half of your payment for a tour supports our region:

> 20% for TAYODEA-projects (see above)
> 10% for social service (e.g. schools, dispensaries)
> 10% for disabled children (e.g. orphanage, blind school)

One-day hiking tours:

1. Irrente Viewpoint (4-6 h) $20
   - see local agriculture and villages
   - enjoy an incredible view over the Maasaiplains at the viewpoint
   - lunch at Irrente farm (included)
   - possibility to buy cheese, bread...

2. Magamba Rainforest (4-5 h) $10
   - walk through the rainforest
   - admire the rich vegetation, colobus monkeys & colourful butterflies
   - lunch at Kiguru Hakwewa’s peak
   - Forest fees are included

3. Mkuzi Waterfalls (6-8 h) $15
   - walk through Magamba Rainforest
   - look for colobus & velvet monkeys
   - have a nice rest & lunch (Included) at Mkuzi Waterfalls
   - walk or take a bus back to Lushoto

4. Historical Lushoto (3-4 h) $20
   - learn about the colonial times
   - visit historical buildings, old graves and the lively market
   - walk through local villages

5. Western Usambara (3 days*) $2500
   - Lushoto – Lukozzi – Rangwi – Mtae
   - beautiful tour off the beaten track
   - you walk through the rainforest, experience local life at its original, reach many peaks with nice views
   - visit a traditional medicine man and pottery-women
   - look for monkeys, chameleons, butterflies, birds and a rich flora
   - $50/person/day

6. Mazumbai Forest (3 days*)
   - Soni – Bumbull – Mazumbai
   - experience Rainforest at its best
   - you walk to nice peaks and through the lively rainforest, with colobus and velvet monkeys, old trees and many colourful birds
   - Visit a coffee and tea farm, enjoy the culture of local villages

Several days hiking tours:

- $4500/person/day

Your individual tour:

- Create your own individual trip!
  Talk to us and we will help you to plan a tour specially arranged for your taste and interests.
  Choose your own destinations, distances, difficulty and length.

Also ask for these tours:

- Growing rock (4-6 h)
- Bangala river (4-6 h)
- Usambara Farm & Flora (4-6 h)
- Lushoto View Point (3-4 h)

You want to save time or money? Many of the tours can be combined! Ask for the Two-In-One Tours!!!
Development projects
With German (GTZ) and Dutch (SNV) assistance, the Usambara farmers have started several development projects over the past years. The projects focus on improving the farming system, which is seen as one of the main factors for raising the standard of living. Improvements of the traditional irrigation systems are combined with afforestation, soil erosion control, introduction of cross breeding and strengthening of the social and conturines are the most visible results of the projects. But when speaking with farmers you may notice that their increased awareness of social and environmental problems and their determination to change it may even be a more valuable result. The profit from the tourism programme will also be used in these various development projects.

Guides
Our Guides are all former students of the Shambalai Secondary School in Lushoto. Some of them have to wait one year for further education, others won’t continue studying and try to find suitable work like tour guide. All speak reasonable to good English, are familiar with the area and can tell you many stories about history and daily life of the Shambas people.

PLEASE AVOID UN-AUTHORIZED GUIDES
Always demand receipts for any payment, that will help to ensure that your fees go towards development activities in our villages.

New walking tours
A walk to the viewpoint at Carter’s place, a hike up to Migambo Peak (2300m), a 3 - 4 days walk to Milau, a session with a traditional healer and a visit to a mountainside village of potters. Custom-made tours can be arranged.

How to get there
Halfway between Dar es Salaam and Arusha, Lushoto can be reached within 5 hours by direct buses starting from these two towns. The other coaches have a stop in Mombo where small buses bring you in 1 hour time to Lushoto, the 34 kilometres

Tourist Information
Contact the FoU Tourist Information Centre in Lushoto town, 150m from the NMB Bank. The tourist information centre is an initiative of the local guides and community members.

Friends of the Usambara Society
P.O. Box 151 Lushoto
Tel 027 264 0132
Email: usambaras2000@hotmail.com
usambaras2005@yahoo.com
Secretary General: Mr. Zabdiel Mrema
Mob: 0764-449311
0787-094725
0787-710480

Please contact your tour operator
Or
TTB information Centre in Arusha
Boma Road, Tel: 027—2503842/3
Dar es Salaam Samora Ave,
Tel: 022—2120373
www.tourismtanzania.org
info@tourismtanzania.org

If you are done using this brochure, please pass it on to someone else who will read it or return it to the place where you got it from so that it can be used again. Asante sana.

West Usambara
Cultural Tourism Programme
Welcome to the green and fertile Usambara Mountains, where you can experience all facets of African rural life and enjoy the marvelous views over the area.

We farmers of the Usambara Mountains offer you:-

- Visits to superb viewpoints on the edge of the mountains
- A visit to several development projects in the district (soil conservation, irrigation, cross breeding, afforestation, health care)
- A climb to Kwa Mongo, the mountain home to a vast number of beautiful butterflies
- Walks through dense natural forest and along small rivers that race downhill
- A view into the history and daily life of the Wasambaras farmers
- A visit to a traditional pottery village

The profit will be used within the several development projects in our district: Your visit helps us to improve our living conditions through your contributions.

A cultural tourism programme executed with advice from SNV - the Netherlands Development Organisation and the Tanzanian Tourist Board.
Introduction
The Usambara Mountains are situated in the North Eastern part of Tanzania between Mount Kilimanjaro and the Indian Ocean. The mountains rise up steeply from the surrounding plains and can only be entered via a few roads. The only tortuous lama road in the area winds along a small river to Soni and Lushoto the largest towns in the area. Because of its pleasant climate, the mountains were favoured by the Germans and the English and the material wealth from the colonial times as is evidenced by the numerous historic buildings from the past.
From a distance the mountains are a colourful mosaic. On the fertile slopes around Soni and Lushoto farmers cultivate small plots but further away from the town large areas are still covered by dense tropical forests.
The viewpoints on the southern and western side of the Usambara are well known for the spectacular views of Mkomazi and Handeni plains. Kilimanjaro can be seen on the horizon and at the end of the day the sunset turns the area into a tremendous pallet of unforgettable colours.

Different modules
We have developed various modules that show you the most interesting places in the area.

One day walking tour from Lushoto
Montessori Sisters of Ubiiri (3-4 hours)
This tour takes you for a short walk from Lushoto to the Catholic Mission of the Montessori Sisters in Ubiiri. At this beautifully landscaped mission you can learn about taste and buy locally-made cheeses, wines and jams.

Irente Viewpoint (5-6 hours)  
From the famous Irente Viewpoint you see the village of Mazinde almost 1,000 metres below the vast Maasai plains beyond. On the return trip to Lushoto you visit the Irente Farm cheese factory and the royal village of Kwembago. Enjoy a picnic of whole meal at Irene.

Usambara Farm and Flora (4-5 hours)  
This walk takes you through the fertile farmlands of Jaegertal to a fruit tree nursery where you learn about different varieties of fruit trees and their propagation. You can continue uphill to the village of Vuli to learn about local soil conservation, irrigation projects and farming methods. You return to Lushoto via the Arboletum.

Magamba Rainforest (5-6 hours)  
This tour begins with an uphill walk from Lushoto to the royal village of Kwembago, where you learn about the cultural history of the traditional ruling clan, the Kilindi. From Kwembago you have a beautiful view over Lushoto and the Maasai plains. You proceed to the lush Magamba rainforest, home to black and white Columbus monkeys. The return to Lushoto passes via an old German Middle School and the village of Magamba.

Growing Rock (5-6 hours)  
From Soni you walk to the top of Kwamongo Mountains peak, famous for its multicoloured butterflies, via the villages of Shashui and Kwasula. From Kwamongo you have views of Soni, Lushoto and the Handeni plains. You descend to the village of Magila at the foot of the ‘Growing Rock’ to visit a soil conservation project and learn why the rock is growing.

Bangala river tour (5-6 hours)  
From the village of Misuzi you weave slowly down the steep slopes of the Bangala River Valley, at times wading through cool mountain streams that offer a welcome relief to the rising savannah heat. Throughout the walk you see traditional irrigation systems and have beautiful views over the Maasai plains. Before returning to Lushoto you visit a local farm or tree nursery.

Several days walking tour from Lushoto.

Western Usambara (3-5 days)  
From Lushoto you pass through tropical rain forests, trek over mountains and through valleys to the villages of Lukoz, Manolo and Sunga before finally reaching your destination at the historical village of Mtae. On the route you reach several superb viewpoints and visit various development projects.

Mazumbai Forest (4 - 5 days)  
This physically challenging walk begins in Soni and passes via Kwamongo and Magila. From there, the walk continues to the Bumbuli Mission — a historic German settlement — and continues to the Mazumbai rainforest reserve a bird watcher’s paradise. After enjoying the forest you return to Soni via the villages of Mgwashi and Kwesene.
References


TIES (1990) TIES Description and Ecotourism Principles.


TTB (2008a) Tanga Tourism 'Utalii Tanga'. Featured Destination. Tanzania Tourist Board.

TTB (2008b) Tanzania Cultural Tourism Programme. Tanzania Tourist Board.


