



Profile of Current Coastal Tourism in Bagamoyo District, Tanzania and Opportunities for Development of Ecotourism

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COASTAL RESOURCES CENTER

University of Rhode Island

Be happy, my soul, release all cares, for we soon reach the place you yearn for
The town of palms, Bagamoyo!
When you were far away, how my heart ached when I thought of you, you pearl
You place of happiness, Bagamoyo!
The women wear their hair parted; you can drink palm wine all year through
In the gardens of love of Bagamoyo!
The dhows arrive with streaming sails to take aboard the treasures of Europe
In the harbor of Bagamoyo!
Oh, such delight to hear the drums and the lovely girls swaying in dance
All night through in Bagamoyo!
Be quiet, my heart, all cares are gone. Let the drumbeats rejoice:
We are reaching Bagamoyo!

Traditional Swahili porters' song

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I. Background

The USAID-supported Tanzania Coastal Management Partnership (TCMP) has been working with the stakeholder groups in Bagamoyo District to identify and develop expanded cultural and eco-tourism opportunities in the coastal zone. While many opportunities in Bagamoyo will require substantial public or private sector investment (e.g. rehabilitation and preservation of historic buildings), TCMP is looking for low cost opportunities to facilitate and catalyze private sector initiatives and for small scale enterprises that can increase tourism visitation to local coastal assets. Of particular concern are ways to provide economic opportunities for local communities under the assumption that if they benefit from diversified income generating opportunities, they are more likely to support sustainable use and conservation initiatives.

A snapshot of the tourism industry will help TCMP and the District in identifying these opportunities. Therefore, this profile of coastal tourism: describes the status, trends and opportunities in coastal tourism in Bagamoyo District; makes recommendations for the development of both cultural/historic and ecological attractions; and evaluates the potential for market expansion that will support these objectives. It builds on the progress made by the Bagamoyo Ecotourism Task Force, established in 2008, in the Bagamoyo Ecotourism Strategic Plan and Ecotourism Implementation Plan. The vision laid out therein provides strategic guidance for considering options for future development of ecotourism in the District.¹

Tourism is a significant industry within Tanzania, generating income, employment, and other direct and indirect effects in the economy. The World Travel and Tourism Council estimates the 2009 contribution of travel and tourism to Tanzania's GDP to be 9%, with tourism-related employment of 685,000 jobs.² Historical trends in visitors to Tanzania all demonstrate steadily rising numbers of visitors, although the impact of the recent global recession on Tanzania's tourism sector has not yet been documented. Ecotourism, too, has gained in popularity over time, globally and within Tanzania.

Enhanced tourism in Bagamoyo District has been identified as a priority at the national level. The Integrated Tourism Master Plan includes as one of six priority areas for development "...the Coastal Zones involving beach resort tourism along the coast, including Mafia and other offshore islands; this zone also encompasses the historical centre of Bagamoyo and the Game Reserve at Saadani to the North and Kilwa to the South."^{3, 4}

Given the confluence of increasing rates of tourism, increased awareness of environmental issues and ecotourism as an industry, and the significant interest on the part of Bagamoyo District, the time seems right to examine the status of and potential for enhanced ecotourism in the District.

II. Bagamoyo District – General Information

Bagamoyo District is one of six districts in the Pwani Region (see Figure 1). It is located between 37⁰ and 39⁰ east, and between 6⁰ and 7⁰ south of the equator. The historical Bagamoyo Town, which is the district headquarters, is located 65 kilometers north of Dar es Salaam. The district borders Morogoro District on the west; Mvomero, Kilindi, and Handeni districts on the north;

¹ See Appendix 1 for Bagamoyo's Ecotourism Vision and general ecotourism characteristics.

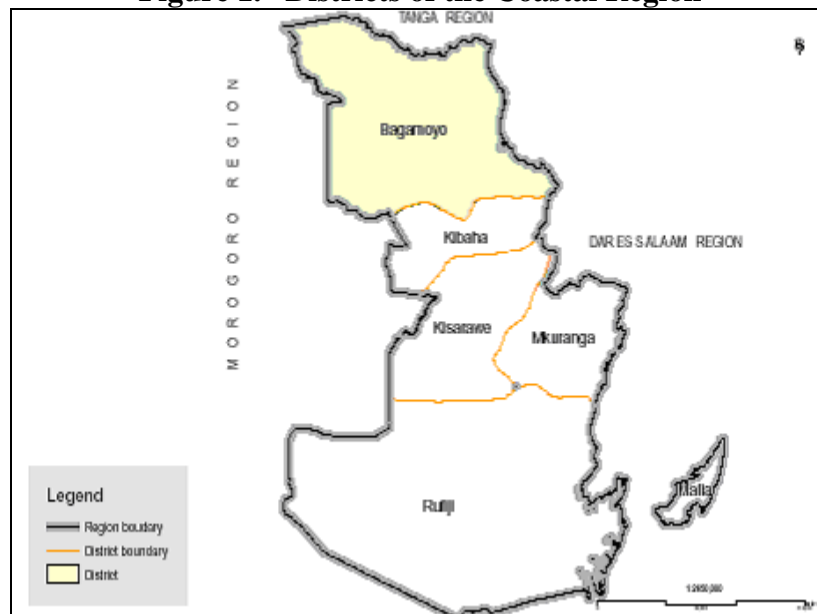
² World Travel & Tourism Council (2009).

³ Ministry of Natural Resources and Tourism (2002).

⁴ Saadani has since been elevated from a game reserve to a national park.

Pangani District on the north east; the Indian Ocean on the east; Kinondoni District on the south east and Kibaha District on the south.⁵

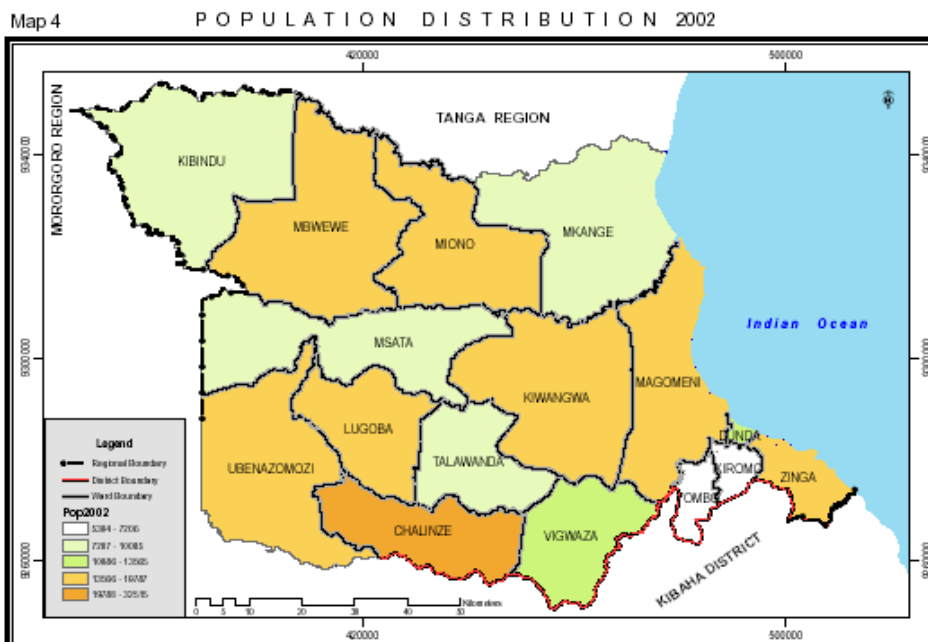
Figure 1. Districts of the Coastal Region



Source: Tanzania National Bureau of Statistics

The district covers an area of 9,847 square kilometers and has two parliamentary constituencies (Bagamoyo and Chalinze), six divisions, sixteen wards, eighty-two villages, and 645 hamlets. In 2002, it had a population of 228,967 people. Figure 2 shows the population distribution in 2002. On the coast, Magomeni and Zinga wards have the highest population densities.

Figure 2. Population by Ward, 2002
BAGAMOYO DISTRICT



Source: Tanzania National Bureau of Statistics

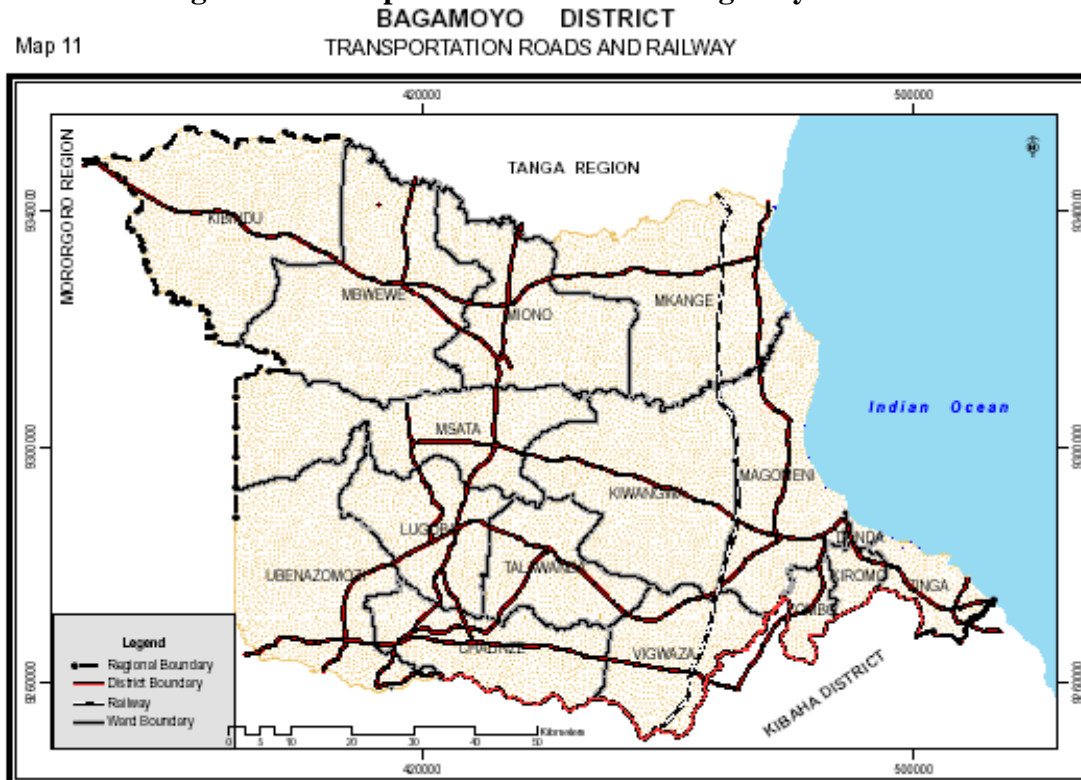
The main economic activities in Bagamoyo District are fishing, agriculture, pastoralism, and mining.⁶ Tourism in the district is dominated mainly by visitors to the historic buildings and ruins

⁵ Tanzania National Bureau of Statistics (undated).

of Dunda and Kaole villages and visitors to Saadani National Park. For the purposes of this report, a distinction is maintained between Saadani and what is hereafter referred to as Lower Bagamoyo District, as the existing attractions, tourist base, opportunities, and constraints are reasonably unique.

Critical to further development of tourism, the district has a decent road network of approximately 1,000 kilometers, of which about 204 km are tarmac, 326 km are morram/gravel, and 480 km are earth. There are three airstrips in the district, two in Bagamoyo township and one in Saadani; all are owned by private companies and are used for private charter flights.⁷ Figure 3 shows the network of roads and railways in the district.

Figure 3. Transportation Network in Bagamoyo District



Source: Tanzania National Bureau of Statistics

Within Bagamoyo District, TCMP has been working with nine coastal villages to actively further ecotourism development. These include: Saadani, Makurunge, Magomeni, Dunda, Kaole, Pande, Mlingotini, Kondo, and Mappinga. Of these, Saadani and Makurunge are fairly geographically isolated from Bagamoyo town, located about a three hours' drive from downtown Bagamoyo under current road conditions. The other villages are within 25 km of Bagamoyo.

As Table 1 demonstrates, the majority of the coastal population is located in Dunda (Old Stonetown) and Magomeni (Bagamoyo's modern-day 'downtown'). The Dunda Village Executive Committee has been actively involved in ecotourism planning efforts although to date little has been accomplished. In contrast, both Saadani and Mlingotini villages have made some progress towards establishing ecotourism, mainly due to the efforts of private hotels/lodges dedicated to this cause. Business plans for Dunda and Mlingotini developed by TCMP outline specific steps to be taken to continue advancing on this front.⁸ Population levels are important to keep in mind, as the

⁶ Tanzania National Bureau of Statistics (undated).

⁷ Tanzania National Bureau of Statistics (undated).

⁸ TCMP (2009).

per-capita effect of ecotourism can vary widely depending on the number of individuals amongst whom the benefits must be shared. Two ecotourism projects of similar size may have significantly differently perceived benefits in Dunda and Mlingotini, for example. Additionally, the larger the population, the greater its heterogeneity, with more stakeholders representing different viewpoints, potentially complicating the discussion regarding how benefits should be allocated.

Table 1. Population of Bagamoyo District Coastal Villages in 2002

Village	Population
Saadani	2,275
Makurunge	1,766
Magomeni	19,429
Dunda	14,396
Kaole	1,384
Pande	1,591
Mlingotini	2,291
Kondo	1,759
Mapinga	3,732
Total	48,623

Source: Tanzania National Bureau of Statistics



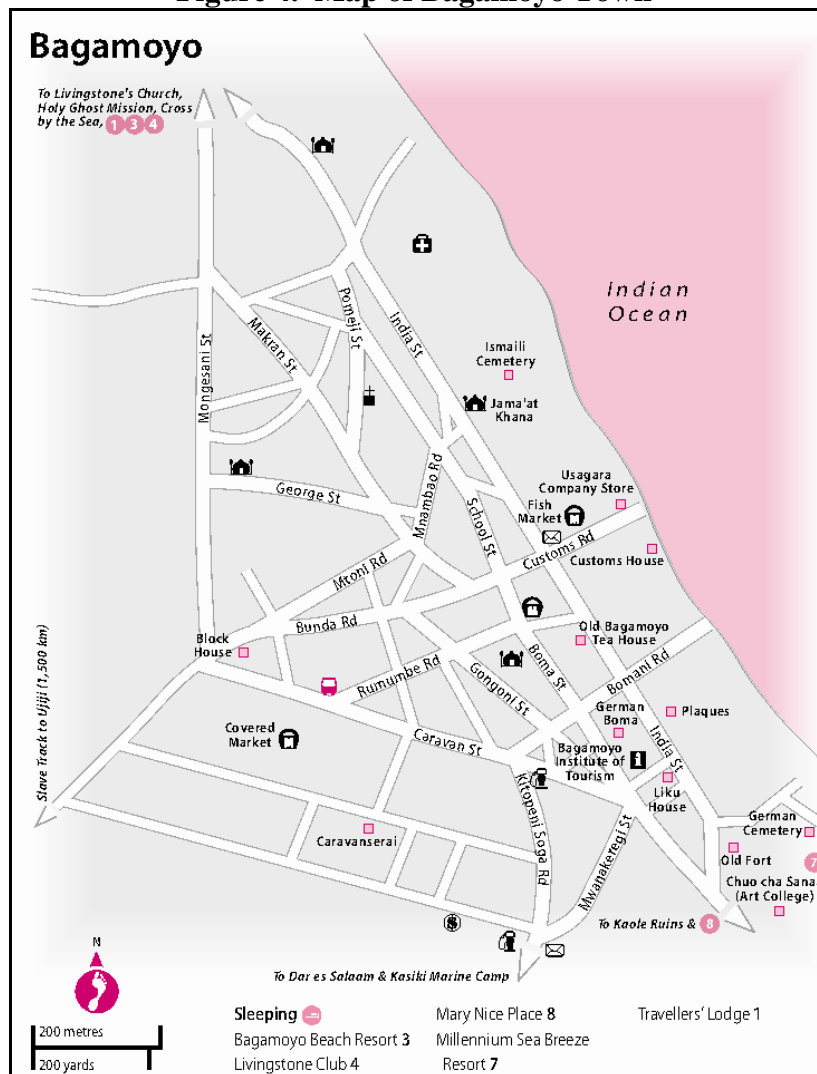
Welcome to Mlingotini, Home of Ecological Tourism

III. Tourism in Lower Bagamoyo District

III.1 Existing Attractions in Lower Bagamoyo District

Bagamoyo has a rich history as a major maritime trading center. Kaole village, about 5 km south of downtown Bagamoyo, was founded in the 12th century and was an important link in early trade routes. Later, what is now known as ‘Old Stonetown’ in modern day Dunda village gained significance as a key slave holding area, receiving slaves from western Tanganyika before they were shipped to Zanzibar. In the 1800s, the town became the site for the first German headquarters in East Africa. Relics from all periods remain and form the basis for historical and cultural tourism in the area. Figure 4 indicates the location of the key tourist attractions as well as major hotels currently operating in the area.

Figure 4. Map of Bagamoyo Town⁹



The Department of Antiquities is responsible for maintenance of and access to many of these key historical attractions. One entry fee, paid either at the Old Fort or Caravan Serai, includes entry or access to a number of attractions in Old Stonetown. The Department also manages the Kaole Ruins, which operates as a separate entity with its own entry fee. Statistics on visitors are maintained separately at all three locations.

⁹ Map copyrighted in 2009 in *Footprint Tanzania Handbook*; reprinted by kind permission of Footprint Handbooks.



Caravan Serai

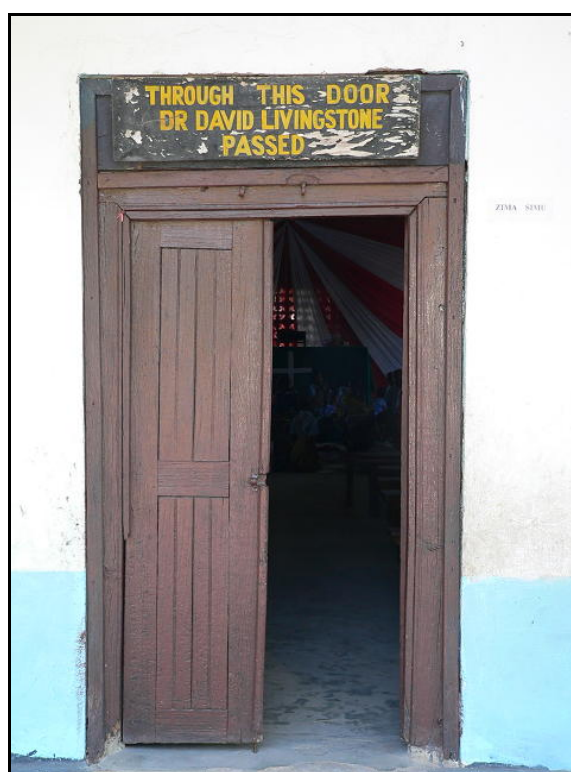
Table 2 describes the sites managed by the Department of Antiquities, while Table 3 lists other attractions in Lower Bagamoyo District.



Reception at Old Fort

Table 2: Historical Sites Managed by the Department of Antiquities

Attraction	Included in Admission to Old Fort/Caravan Serai¹⁰
Old Fort	This provision house, built in 1856, is the oldest surviving building in Bagamoyo. Used by the Arabs until 1870s; subsequently used as a German military camp, a British prison, and as a customs office and police headquarters. Original function was to hold slaves before being shipped to Zanzibar. Now used as headquarters of the Department of Antiquities.
Caravan Serai	Place where caravan parties rested and prepared for journeys to and from the interior. It is said that caravan porters gave Bagamoyo its name as the place where “one’s heart came to rest and relax after a long journey.”
German Boma	Built in 1897 to replace Liku House as German government’s colonial administration headquarters and residence.
Old Bagamoyo Tea House	One of town’s oldest buildings, notable for its authentic carved door.
Slave Port	Waterfront area, now a fish market, where slaves were transported to Zanzibar.
German Customs House	Built in 1895. Still in use as a customs house.
Mwambao Primary School	Built in 1896, was the first multi-racial school in what is now Tanzania. Still in use.
Hanging Tree	Scaffolded gallows where leader of the Bushiri rebellion may have been executed in 1889.
German Cemetery	Cemetery for German soldiers killed during the Bushiri War and other battles. Features twenty graves dating from 1889.
Attraction	Admission to Kaole Ruins
Kaole Ruins	5 km south of Bagamoyo. Includes ruins of two mosques and 22 tombs. Founded in 13 th century, and thought to have one of the oldest mosques on East African mainland.



Anglican Church

Not included in the Old Fort/Caravan Serai entry fee, but of historical and/or cultural interest, are the following attractions:

¹⁰ Information for the attraction descriptions in this table and the one following were compiled from multiple sources, including The Lonely Planet Guide to Tanzania (2008), The Rough Guide to Tanzania (2006), The Bradt Guide to Tanzania (2007), and an online guide to historical sites in Bagamoyo (www.bagamoyo.org).

Table 3: Additional Tourist Attractions in Lower Bagamoyo District

Historical Attractions	Description
Holy Ghost Mission and Catholic Museum	Complex including: Catholic Museum, located at the old Sisters' House; original Holy Ghost Church, built in 1872; Old Fathers' House; New Holy Ghost Church, constructed just before WWI; cemetery for early missionaries; and a grotto built in 1876 by emancipated slaves living at the mission. Privately funded and managed.
Cross by the Sea	On the waterfront close to the Anglican Church, this monument marks the establishment of the first Roman Catholic church in East Africa, in 1868. Managed by Catholic Museum.
Anglican Church	Donated by Anglican parish in 1974, 100 years after the death of Dr David Livingstone, whose body was carried on the church's door from modern-day Zambia before being taken to Zanzibar for transport back to the UK.
Liku House	Built in 1885, served as German headquarters in East Africa until 1891 when capital was transferred to Dar es Salaam. Served as German regional headquarters until offices moved to the Boma in 1897. Now houses immigration department.
German Block House/ Dunda Tower	Built in 1889 as a defense tower to protect Bagamoyo during the Bushiri War.
Mwana Makuka Cemetery	Muslim cemetery, with oldest tomb in Bagamoyo, dating from 1793.
Other Attractions	Description
Chuo Cha Sanaa	Bagamoyo College of Arts and Culture. Provides short and long courses in music/dance/theatre/art. Conducts frequent local performances; organizes and hosts annual Bagamoyo Arts Festival.
Fish market	Waterfront location where fish are landed daily and sold fresh as well as cooked.
Bagamoyo Salt Works	Privately run salt mining operation. Visitors are welcome to visit and observe but are not guided.
Kaole Mamba Ranch	Privately run farm raising crocodiles for export (meat, skin, and alive) but with tourist viewing as a secondary business.
Village walks	Mlingotini and Bagamoyo. Guided walks through 'traditional' village, marketplace, etc.
Marine 'no-take' areas	Four designated coral reef/protected areas from fishing.
Seaweed farm	Operates in lagoon adjacent to Mlingotini village.

III.2 Visitor Fees and Tour Packages in Lower Bagamoyo District

Table 4 documents the fees paid for entry to various attractions in Lower Bagamoyo District in August 2009. The fee paid to the Department of Antiquities for entry to Old Fort/Caravan Serai includes a guided tour when sufficient guides are available. Entry to Kaole Ruins does not include a guided tour. The Catholic Mission offers a guide for an additional fee (usually negotiable), while the crocodile farm is self-guided. The remaining attractions in Table 3 do not charge admission.

Table 4. Entry Fees for Lower Bagamoyo District Attractions

Attraction	Managed by:	Fee (Tsh) ¹¹						
		Non-resident adult	Non-resident student	Resident adult	Resident college student	Resident student	Still picture	Video
Caravan Serai/Old Fort/others	Dept. of Antiquities	2,000	1,000	1,500	500	200	1,000	10,000
Kaole Ruins	Dept. of Antiquities	2,000	1,000	1,500	500	200	1,000	10,000
Holy Ghost Mission and Catholic Museum	Church	1,500	500	500	200	100	1,000	5,000
Kaole Mamba (Crocodile) Ranch	Private ownership	2,000	2,000	1,000	200	200	--	--

Table 4 illustrates that two-part pricing, whereby residents and non-residents are charged different prices, is a common practice, although even non-resident fees are minimal.



Kaole Ruins

III.3 Other Tour Packages and Tour Providers within Lower Bagamoyo District

Entry fees are only one component of the revenues associated with tourism in Lower Bagamoyo District. Most of the hotels in Lower Bagamoyo District offer tour packages to the local sites, with any combination of attractions available. In these cases, arrangements are usually made with known, local guides who have transportation and language skills appropriate for the client (i.e., primarily English, Italian, or German). Packages are usually priced in U.S. dollars, and range from \$10 USD to \$20 USD per person for Old Stonetown tours or a trip to Kaole Ruins, to \$25 USD to \$60 USD per person for a snorkeling trip to Mwamba Kuni atoll. Generally, payment is made to the

¹¹ The exchange rate in September 2009 was approximately 1,300 Tanzanian shillings (Tsh) = \$1 USD.

guide or tour provider; unless hotel staff or transportation are used, hotels do not charge any additional fees.

There are currently at least two ‘colleges’ for tourism in Lower Bagamoyo District, the more established of the two being the Bagamoyo Institute of Tourism. The BIT provides training in tour guiding, driving, hotel management, management and administration, and languages (mainly English). Approximately 50 people graduate per year. BIT also offers tour packages within the Lower Bagamoyo District, to the Ruvu River, and to Saadani National Park. Prices charged range from \$10 USD per person for a guided visit to the Mission Museum or the Bagamoyo Salt Works, to \$100 USD per person for a snorkeling trip to Mwamba Kuni atoll, to \$250 USD per person for a two day trip to Saadani National Park.

A second establishment, the Endemic College of Tourism, has recently opened and claims to have three teachers and 15 students in a certificate program in hotel management and tourism. The college is not focusing specifically on Bagamoyo history or attractions and does not offer tour services.

Within Old Stonetown, at least four small, loosely organized tour guide groups or companies currently exist. The oldest and largest of these, Batren, has a longstanding relationship with the Department of Antiquities, and is expecting a formal contract with the Department to serve as the primary tour group in Bagamoyo. A building has been given to Batren for the purpose of establishing a central tourism office for Dunda village; however, it requires significant renovation before it will be functional. None of the four guide companies currently have an office, computer/internet service, or transportation capabilities. Their prices are completely negotiable and usually quite low (e.g., 5,000-15,000 Tsh (~\$3.80-\$11.50 USD) per guided trip).

Finally, travel agents in Dar es Salaam organize tours from Dar es Salaam to Bagamoyo. A day trip, with a car and driver provided, ranges from \$160 USD (up to five people) to \$200 USD.

III.4 Trends in Tourism in Lower Bagamoyo District

Information on visitors to the Old Fort, the Caravan Serai, and Kaole Ruins are available from 2005, although in various combinations of calendar and financial years, as well as in distinction between adults and students, both foreign and resident. These figures are shown in Tables 5 and 6:

Table 5. Number of Visitors to Old Fort and Caravan Serai, 2005-2009¹²

	Foreign	Resident	
	Adults and Students	Adults	Students
2005 (Jan-Dec)	708	854	8346
2006 (Jan-Dec)	1239	975	11686
2007 (July-Dec)	1239	319	3744
2008 (Jan-Dec)	2471	918	6100
2009 (Jan-July)	1425	496	3353

It can be seen that resident students are by far the main visitors to these historical sites.

¹² Source: 2005/2006 from Mapunda (2007); 2007-2009 from Department of Antiquities (2009).

Table 6. Number of Visitors to Kaole Ruins, 2005-2009¹³

	Foreign	Resident	
	Adults	Adults	Students
2005 (Jan-Dec)	605	1795	7729
2006 (Jan-Dec)	1230	10821	12659
2006/07 (July-June)	1485	5191	15184
2007/08 (July-June)	n/a	n/a	n/a
2008/09 (July-June)	1263	3866	15962

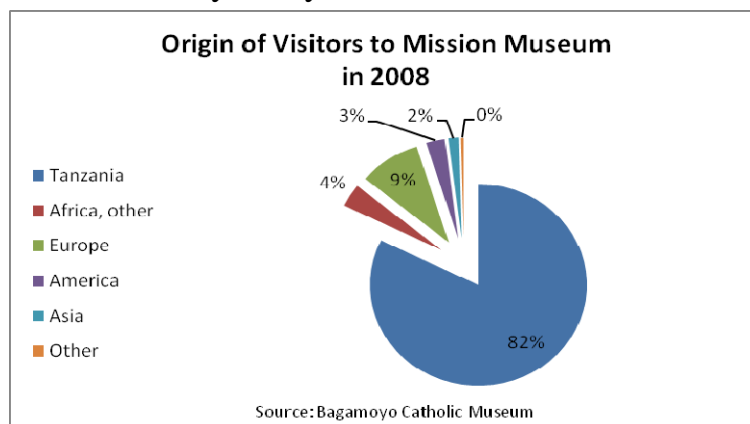
Note: in 2006/07 and 2008/09, 'students' are both foreign and residents

Figure 5 shows the growth in number of visitors to the Holy Ghost Mission Church and Museum; the majority of visitors in 2008 (82%) were Tanzanian (see Figure 6). Given that this site is listed as a 'must-see' by many travel guides, it may give the best indication of the level of tourism in Lower Bagamoyo District.

Figure 5. Annual Number of Visitors to Holy Ghost Mission Church and Museum



Figure 6. Visitor Nationality, Holy Ghost Mission Church and Museum, 2008



¹³ Source: 2005/2006 from Mapunda (2007); 2006/07-2008/09 from Department of Antiquities (2009).



Holy Ghost Church and Mission

III.5 Revenues from Tourism in Lower Bagamoyo District

A rough approximation of annual revenues generated by Old Fort/Caravan Serai and Kaole Ruins can be found by multiplying the annual visitation figures by the entry fees. For example, in calendar year 2008, approximately 7.8 million Tsh (~\$6,000 USD) was earned at Old Fort/Caravan Serai from entry fees. In financial year 2008 (July 2008 – June 2009), approximately 11.5 million Tsh (~\$8,850 USD) was generated at Kaole Ruins. These revenues are deposited into the Department of Antiquities' Antiquities Fund for general use and distribution by the central government. Salaries for staff at these locations are paid by the Department. Staff prepare and submit annual funding requests for maintenance and upkeep of facilities but are not involved in the decision making process for allocation of Antiquities funds across all locations. The Department does little to no advertising of its locations, and relies on the Ministry of Natural Resources and Tourism website for promotion. There are no informational brochures on site at any of the three locations, although there are a few publications on the history of Bagamoyo available for sale.

It is difficult to ascertain the revenues earned at the Mission Museum without information on the percentage of students versus adults. If all visitors were adults, revenues in 2008 would have been approximately 21.2 million Tsh (~\$16,300 USD); all student visitors would have earned approximately 5.4 million Tsh (~\$4,150 USD). In any case, these revenues are put back directly into management and upkeep of the complex as the Mission relies only on private funds, donations, and entry fees for its operation. The Mission does minimal advertising or marketing, relying mainly on a German run website (www.bagamoyo-album.de/) and on posters and calendars distributed within Bagamoyo town.

Based on visitation rates estimated by the Kaole Mamba Ranch staff (records on visitors are not kept), and the stated entry fees, it is possible that this operation earns around 1.64 million Tsh (~\$1,260 USD) per year from tourism. Revenues from this aspect of the business (the crocodiles

are raised primarily for export, either live, or processed as meat or skins) are put towards feeding the animals.



Crocodile Farm

III.6 Hotel Industry in Lower Bagamoyo District

Tourists to Lower Bagamoyo District have a decent selection of hotels to choose from, with a range of prices and services. The main hotels operating in August 2009 are listed in Appendix 2. A key feature of many of them is their conference room facilities. It should be noted that Bagamoyo is a popular place for conferences and retreats, particularly for central government offices, international and non-governmental organizations, and private businesses located in nearby Dar es Salaam. While a national survey of tourists to Tanzania found that only 4% come for business,¹⁴ it appears that that is not the case for Bagamoyo. Significant potential exists to work with hoteliers to provide these guests with guided tours of the local sites or to bring cultural programs to the hotels for guests' entertainment during breaks or in the evenings (e.g., local dancing, drumming, etc.). As noted previously, many hotels do offer tour packages to guests via arrangements with local operators, but advertising of such was found to be minimal.

An informal survey of hotels in the Lower Bagamoyo District conducted for this report found recent occupancy rates ranging from 12% to 30%, indicating that there is substantial capacity for expansion of tourism. These rates were collected several months *after* the loss of the area's two largest hotels to fire. These rates are much lower than that found in 2001 in Dar es Salaam and Arusha; for example, Dar es Salaam had room and bed occupancy rates of 55% and 47%, respectively, while Arusha had 38% and 30% for room and bed occupancy rates, respectively. Zanzibar registered 31% for both room and bed occupancy rates.¹⁵

Room rates charged range from \$50 to \$210 per person per night, with wide variability in the room size and quality as well as amenities offered. Many hotels offer different rates for residents and

¹⁴ Ministry of Natural Resources and Tourism et al (2007).

¹⁵ Ministry of Natural Resources and Tourism et al (2001).

non-residents. The large tourist hotels pay occupancy taxes directly to the Tanzania Revenue Authority; the district government collects taxes from the smaller local hotels and guest houses.

III.7 Arts and Culture in Bagamoyo

Bagamoyo is known as the ‘arts capital’ of Tanzania.¹⁶ The biggest event of the year is the annual Festival of Arts and Culture, organized by the Bagamoyo College of Arts and Culture, held in late September/early October, and now in its 28th year. While visitor statistics are not available, the College maintains that thousands of people come for this multi-day series of performances. Artists are allowed free entry to the event; adult residents are charged 1,000 Tsh; resident children are charged 100 Tsh; foreigners are charged 2,000 Tsh. In the past, one entry fee covered all days of the event. All funds collected go towards paying for security and hospital services (e.g., on-site ambulance and dispensary) during the festival.

The festival provides a significant benefit to the community, as not only are the major tourist hotels fully booked during this period, but many local homes are rented out to performers and resident tourists. Similarly, local restaurants, food vendors, dispensaries, and markets are frequented at a rate much higher than normal.



Bagamoyo College of Arts and Culture

In addition to the annual festival, the college sponsors weekend performances throughout June and July and frequent performances the rest of the year. Notices of events are placed in all of the local tourist hotels. The college also offers both short and long-term courses, and as such, draws people from around the world for study.

IV. New or Enhanced Opportunities for Tourism in Lower Bagamoyo District

Lower Bagamoyo District has significant potential for enhanced tourism, and could easily build on its existing comparative advantages as a tourist destination, namely history, culture, and location.

¹⁶ Finke (2006).

Its reputation as a major historical site in Tanzanian history attracts thousands of Tanzanian students and both resident and non-resident tourists annually. As the 'arts' center of Tanzania, Bagamoyo attracts many visitors to the College of Arts and Culture for training as well as for the annual arts festival. Finally, its proximity to Dar es Salaam, with an adequate road linking the two, makes it an ideal retreat for conferences, while visitors to Saadani National Park or Zanzibar use it as a stopover or launching point as part of longer tour packages. Combined, these factors make Bagamoyo a robust destination for tourists.



Bagamoyo Sunrise

This existing capacity for tourism could be enhanced to provide a more satisfying experience for tourists by taking a number of actions in both the short and medium term. These include:¹⁷

IV.1 Improvement in Tourist Information Services

1. A central tourism office should serve the Lower Bagamoyo District. It should be established in an easily accessible location and operate with regular hours. The center should have up-to-date information on local tourist hotels and restaurants, tour packages and operators, entry fees to various attractions, certified/registered tour guides, and informational brochures.¹⁸ The center could be under the control of the District, with the daily operation and administration sub-contracted out to a qualified tour company.

¹⁷ This section draws on previous work funded by TCMP; see Wilkinson (2008).

¹⁸ See TCMP (June 2009) for more specific details on implementation of a tourist information center.



Pangani Tourist Information Center

The newly established Pangani Tourist Information Center provides a useful example for replication. With funding from the World Tourism Organization, the Pangani Center includes a large reception area with informational displays and brochures, a conference center, internet access, a boat for providing marine tours, and other relevant tourist services.¹⁹

2. High quality informational brochures describing the history of Bagamoyo and its historical attractions should be developed, preferably in multiple languages. The brochures should be available in the tourist information center and distributed in all major tourist hotels and venues in Lower Bagamoyo District.

3. Consistent signage for historic and cultural attractions should be placed throughout Lower Bagamoyo District so that tourists can more easily locate key sites. An accompanying map could be developed to assist in location as well. Different colors or logos could be used to distinguish between Department of Antiquities sites and those managed by other entities. Road signs indicating directions to a site as well as signs on the buildings themselves are needed.

4. A centralized website with links to hotels, upcoming cultural events, appropriate government ministries/departments, weather conditions, etc. should be developed and kept up-to-date. The District could be the website owner, with maintenance of the site provided by the tourist information center or subcontracted out to a private vendor.

5. A registry of local tour operators should be established and maintained at the central tourism office. Guides should have visible identification, be trained appropriately in guide services and local knowledge, and adhere to established fees for tour packages (i.e., minimize or eliminate negotiation over fees).

IV.2 Rehabilitation and Maintenance of Historical Attractions

1. Many historical buildings in Old Stonetown have not been well maintained over time. Foreign investment (e.g., from GTZ and SIDA) has helped with rehabilitation of some attractions, and the Department of Antiquities provides some funding for maintenance. However, further funding should be sought to continue the rehabilitation of these unique sites.

¹⁹ See <http://panganitourism.com/>



German Boma under Renovation

2. Existing historical buildings could be modernized by provision of toilet facilities, gift shops, and readily available registered tour guides. Vendors for bottled water, snacks, or other small items could be subcontracted with and co-located with sites.

3. Kaole Ruins would benefit from organized guided tours, a gift shop/book store, and a more streamlined ticket purchasing process. A map outlining the various mosques and tombs with known information about the site would also be helpful.

IV.3 More Aggressive and Strategic Marketing

1. The translation of ‘Bagamoyo’ could be used as the unified marketing theme for the district. “Lay Down Your Heart (in Bagamoyo)” could serve as a tag line (with an associated logo) on any advertising/marketing products created.

2. While there is reportedly a hotel association in Lower Bagamoyo District, it has not been active recently. Hoteliers should be encouraged to work together to reactivate the association, perhaps around the central organizing theme of promoting ecotourism in Bagamoyo. Hotel websites could provide links to the newly created Bagamoyo tourist information center website and could describe their efforts to support the local community. Hotels can encourage guests to use travel sites such as Trip Advisor and Lonely Planet to rate their stay, raising their visibility; hotels can also advertise on these international sites.

3. Efforts should be made to promote Bagamoyo as a part of a larger tour package for visitors to Saadani National Park or to Zanzibar, with recommendations for stays of one to two days before going to or coming from other locations. Aggressive marketing to Dar es Salaam-based agents could increase short trips (e.g., on weekends, public holidays) of Dar residents (both foreign and Tanzanian).

4. National websites, such as the Tanzania Tourist Board (TTB) and the Department of Antiquities, could be better populated with information on Bagamoyo attractions/accommodation.

5. Hoteliers, the Department of Antiquities, and the District could increase attendance and representation at local annual trade fairs such as Saba-saba, Nane-nane, and the Karibu Travel and Tourism Fair. These events are well attended by tour companies and travel agents, and provide a low-cost way to reach a wide audience. Additionally, there are several active trade associations that could assist with tourism development (e.g., Tanzania Association of Tour Operators; All Africa Travel and Tourism Association; and the Tanzania Association of Travel Agents. All are constituent members of the Tourism Confederation of Tanzania²⁰).

6. Local journalists can be invited to explore Bagamoyo and write about it for travel magazines and blogs. For example, *African Footsteps*, a new Tanzania travel magazine, recently published a 7–page article on Bagamoyo; the author was the guest of a local hotel.²¹

IV.4 Development of New Attractions

1. Bagamoyo would benefit greatly from development of a public waterfront park and garden. District officials envision a promenade, food vendors, a children’s play area, and live music in the evenings, similar to the waterfront area in Stonetown, Zanzibar. While no specific plans are underway to develop such a site, officials claim that it could be done within a year, and identify the currently undeveloped area opposite the district council office building, on the southward beachside of the fish market, as a prime location.



Potential Area for Waterfront Development in Bagamoyo

2. A handicraft center for local artisans would make it easier for tourists to see the wide range of products and quality in one place and would provide another discrete attraction for marketing (e.g., “Visit the ‘Bagamoyo Cultural Center’”). Additionally, satellite businesses such as food vendors, clothes/book stores, etc., could be supported by concentrated traffic to the site.

3. Dunda villagers in particular are anxious to provide ‘homestay’ accommodations for visitors. A registry of approved homestay residences should be developed and advertised in the central tourism office.

²⁰ Ministry of Natural Resources and Tourism (2002).

²¹ Meadows (2009).

4. Lower Bagamoyo District is relatively flat and there is not much traffic on side roads. If decent bicycles were available, guided bicycle tours would be a viable tour option. One ecotourism company in Dar es Salaam is doing this, with a charge of \$35 for person which includes bike, helmet, lunch, and snacks.²² Similarly, on Mafia Island, bicycle rentals are offered through the major resorts.

5. Village walks are already being conducted in Mlingotini (one of the two pilot villages for ecotourism), mostly organized by the Bomani Beach Bungalows, a resort working closely with Mlingotini villagers. This concept could be expanded to Kaole village (before or after a trip to the ruins, e.g.) or to other nearby villages as part of add-on package to an existing trip. Fees paid for village walks generally range between \$5 and \$15 USD per person.

6. Mangrove forests line much of the Lower Bagamoyo District coastline and nearby offshore islands. Careful construction of simple boardwalks through a section of forest would facilitate guided walks. In Zanzibar, entry to Jozani Forest National Park, which includes a boardwalk through the mangrove forest, is \$8 USD per person. Earning revenue from the mangrove forest would provide villagers with an incentive to reduce destruction of the forest.

7. The seaweed farm that operates in Mlingotini village could easily develop a more formal guided tour of its operation. Currently, researchers and investors are the two most frequent types of visitor to the operation. A demonstration of the farming process from start to finish, as well as of the products made from seaweed, would be of interest to some tourists (particularly as an add-on to a village tour).

8. The Bagamoyo Salt Works is a private company mining salt from saltwater; it is located just off the main road north of Bagamoyo town. The company allows visitors to view the operation but does not provide any explanation regarding the process. Although the company currently has no plans to charge an entry fee or offer any guide services, the potential exists to do so. Provision of a small viewing platform with some simple interpretative information would be enough to give visitors a good understanding of the operation. A small entry fee (1,000 – 2,000 Tsh per person) could be collected to support a workers' fund.

²² See Afri-Roots (<http://www.afriroots.co.tz/index.php>).



Bagamoyo Salt Works

IV.5 Development of Marine Tourism in Lower Bagamoyo District

There are many opportunities for marine recreation in Tanzania, and it may be difficult for Bagamoyo to compete effectively as a destination for marine tourism. For example, Zanzibar is well-known for its beaches, and is a popular stop for international travelers who visit there after a safari on the mainland. Tourists are able to snorkel, dive, swim with dolphins, windsurf, sail, take dhow cruises, etc. and tour packages are available to do so from all of the major hotels and resorts there. Zanzibar is easily reached from Arusha and Dar es Salaam by air, and from Dar by ferry. Dar es Salaam residents often travel to Zanzibar for long weekends or holidays. Similarly, the South Beaches of Dar es Salaam can be reached within an hour from Dar via ferry and road, and resorts and hotels there offer all forms of water sports.

Tanzania's marine parks and reserves are also very accessible and provide excellent opportunities for snorkeling and diving. To date, Tanzania has established two marine parks and five marine reserves. Tourists can easily reach the marine reserves near Dar es Salaam, while numerous tour packages exist for visiting the marine parks (especially Mafia Island). The Marine Parks and Reserves Unit published revised user fee regulations in June 2009 (see Appendix 3). While none of the marine parks or reserves are located in Bagamoyo District, the user fees give some notion of the value of these protected areas. Tour packages for trips in the marine parks, which generally include a boat, guide service, snorkel/dive gear, food, etc., vary significantly across resorts and operators, but are generally quite expensive (e.g., \$40-\$60 USD per person).²³

In light of these factors, the following recommendations for developing marine tourism in Lower Bagamoyo District are made:

1. Four marine no-take zones (i.e., closed to fishing) were established recently in Bagamoyo District by the Central Coordinating Committee (CCC) associated with Community Fishery Management Areas, and do have the potential to offer a new opportunity to snorkel or dive on protected areas. The four zones are located offshore near the lower district's seven coastal

²³ Finke (2006).

villages.²⁴ The CCC set user fees for access to the zones, but to date has not been able to organize a viable trip to any of the zones. While villagers are anxious to reap the returns from this resource, they lack the capital to invest in the infrastructure (boats, snorkel/dive equipment, lifejackets, etc.) necessary to access it. Private sector investment will be needed to realistically develop this opportunity into a safe, desirable trip for tourists.



Map in Mlingotini Village Denoting No-Take Zones

With the appropriate investment, significant returns could be generated. For example, in June 2009, Livingstone Hotel offered a five hour trip to Mwamba Kuni for \$60 USD per person; the Bagamoyo Institute of Tourism offered a similar trip to the same atoll for \$100 USD per person, or \$200 USD for four people; and Bomani Beach Bungalows charged \$40 USD per person for a snorkeling trip offshore Mlingotini. The CCC will need to work closely with private sector enterprises to ensure that user fees are collected, recorded, and distributed appropriately.

2. The viability of significant establishment of other marine recreational activities, such as dhow cruises, catamaran cruises, windsurfing, canoeing, and kayaking, is questionable. Given the already well-established alternatives elsewhere in Tanzania, and Bagamoyo's current primary tourist base of school children and business travelers, it may be difficult for Bagamoyo to re-invent itself as a base for marine tourism. To the extent that it does exist or develop, efforts can be made to advertise these opportunities (via the tourist information center and website, e.g.) and to employ qualified villagers as boat captains, tour guides, instructors, or maintenance and repair workers.

²⁴ See Appendix 4 for a brief summary of the development and management of the no-take zones.



Kayaks at Livingstone Hotel

3. Bagamoyo currently has no designated landing spot or public docking facility, although the waterfront area by the fish market would be a natural location, particularly if built up as a tourist spot with a tourist information center. With a public landing site, Bagamoyo could become part of a marine tour circuit, with cruises running between Dar es Salaam, Bagamoyo, Saadani, Pangani and Zanzibar. The “Strategy and Action Plan Update” for the Integrated Tourism Master Plan for Tanzania states that “The opportunity to run excursions from Bagamoyo to Saadani with its unique coastal frontage is one. Other obvious boat excursions are between Bagamoyo and Zanzibar and Bagamoyo and Dar es Salaam. Likewise the beach resort area north of Bagamoyo could be linked to Dar es Salaam by boat.”²⁵ District officials also identify this as a potential tour package.

²⁵ Ministry of Natural Resources and Tourism (2002).



Public Waterfront in Bagamoyo

IV.6 Increased Support for Local Artists

1. The two most frequent types of visitors to Bagamoyo, school children and business travelers/conference attendees, provide a ready audience for local dance/drumming/drama shows. The Department of Antiquities could work with the Department of Education and the College of Arts and Culture to incorporate a show into students' tours. Likewise, hoteliers and the College could work together to promote cultural dance/drumming shows for guests during meeting breaks or in the evenings.
2. Greater effort could be made to feature local artwork/handicrafts in tourist hotels. E.g., locally made baskets, mats, wall hangings, and carvings could be used as decorations in hotel rooms and lobbies, as well as placed for sale in hotel gift shops. Artwork from the College or local artists could be highlighted or showcased in hotels, and special exhibits of new artists or artwork could be sponsored.
3. Development of a centralized handicraft center (see above) would provide a natural sales outlet for local artisans.

IV.7 Education and Training

1. Unemployment levels are high in Bagamoyo, as elsewhere in Tanzania. Hotels are a key employer in the Lower Bagamoyo District, with many staff sourced locally.²⁶ However, many hotels identify availability of qualified staff as a constraint. Therefore, efforts could be made to sponsor training sessions in cooking, wait service/bartending, customer service, room cleaning, and basic hotel management. This has been identified as a problem throughout Tanzania, and efforts are underway to address this at the national level.²⁷ The National College of Tourism offers short courses in various trainings; the Marine Parks and Reserves Unit has used this to train wardens at the Mbudya and Bongoyo Island Marine Reserves with much success.

²⁶ Lower Bagamoyo District hotels included in an informal TCMP survey reported employment levels ranging between 35-61 staff.

²⁷ Ministry of Natural Resources and Tourism (2002).

2. If the Bagamoyo fish market is to be developed as a tourist attraction by itself, and/or if it is a key component of a new waterfront park, then training on hygienic handling, processing, and cooking/serving of fish products will be critical. Practices in other tourist-oriented fish markets like Stonetown, Zanzibar can be used as a model.



Cooked Fish at Bagamoyo Fish Market

3. Tour guides, village executive councils, and district officials all note that for ecotourism to be successful, environmental awareness among villagers need to be increased. The benefits of conservation and non-use value must be not only explained but demonstrated so that the right incentives are in place to conserve natural resources. To the extent possible, successful examples from nearby communities should be presented to villagers (e.g., from Pangani, Mafia Island, Zanzibar, etc.) along with practical information on how to proceed.

IV.8 Promotion of 'Responsible' Tourism

1. A Code of Ethics should be developed that defines appropriate behavior of both tourists and villagers, with a description of important "Do's and Don'ts." The rules could be provided in all hotel rooms and lobbies, and available at all tourist venues, in both English and Kiswahili. They would also posted in central locations in each village (e.g., at the Village Executive Committee office) and explained in village meetings.

2. Major hotels in the Lower Bagamoyo District should consider contributing a small percentage of revenues to a local development fund that benefits priority needs in the community. For example, three tourist hotels in Ushongo village in Pangani District have an agreement to give a percentage of hotel revenues to pay for marine patrols around Maziwe Island. On Chole Island, hoteliers (e.g., Chole Mjini Lodge) have assisted in development of a new school, modern market and water well, and a village tour for visitors. In both cases, arrangements are in place to ensure that the money is used for its intended purposes. Additionally, guests to the island make contributions to the village economic development fund.²⁸ In Lower Bagamoyo District, hoteliers could work directly with the Dunda Village Executive Committee to agree on how and where funds would be spent.

²⁸ Ministry of Natural Resources and Tourism (2003).

3. As in Pangani, where local hoteliers and others in the private sector contribute to the Pangani Tourist Information Center as “Friends of Maziwe (Island),” it may be feasible to solicit community contributions for ecotourism efforts in Lower Bagamoyo District. This would likely work best if associated with a central point of coordination, such as a new tourist information center. As with a hotelier-funded economic development fund, agreement on projects to be funded would have to be identified and agreed upon by stakeholders.

4. The “Project Review Checklist: Strong Community Relations” from the “Guidelines for Coastal Tourism Development in Tanzania” should be used in development of new activities in Lower Bagamoyo District (see Appendix 5 for checklist).

5. The “Guiding Principles” for managing off-site tourist activities from the “Guidelines for Coastal Tourism Development in Tanzania” should be followed by all stakeholders to ensure that all tour activities are positive for both visitors and villagers (see Appendix 6).

IV.9 Adjustments to Existing Fees

1. Two-tiered pricing for residents and non-residents (and students versus adults) at historical sites already exists and should be maintained. However, the entry fees to the Department of Antiquities sites could be increased for foreign residents and non-residents. Even doubling the current entry fee to 4,000 Tsh (~\$3 USD) would probably not deter most visitors, particularly if some of the improvements and additional services described above are made. Similarly, foreign students’ fees (resident and non-resident) could be increased without a significant loss in the number of students.

2. The CCC’s proposed user fee for access to the four no-take zones (20,000 Tsh/\$15 USD) is probably too high, considering that entry to the national marine parks and reserves is about the same (\$20 USD = 26,000 Tsh) and offers a much more developed marine tourism experience. Given that tourists will also have to pay for a boat/fuel/snorkel equipment/guide services to the no-take zones, an additional \$15 USD per person may make this trip prohibitive.

3. In all cases where entry fees are charged, complete, accurate record keeping systems are needed to ensure that revenues are properly accounted for. These systems should be the property and responsibility of the institution/company in charge of the site, and not dependent on individual staff attendance or skills.

V. Tourism in the Saadani National Park Area

Located in the northernmost part of Bagamoyo District, the area around Saadani National Park (SANAPA) presents a much different opportunity for ecotourism than the more densely populated and geographically disparate lower region of Bagamoyo District. Approximately 130 kilometers from Dar es Salaam, Saadani village can be reached by road, by air, or by train. This traditional fishing village is located at the southern gate (Mvave) of SANAPA, adjacent to the Indian Ocean.

Gazetted as a national park in 2005, SANAPA is the newest of Tanzania’s national parks. Figure 6 shows the location and size of SANAPA relative to the other national parks in Tanzania.

Figure 6. Tanzania's National Parks



Source: Tanzania National Parks

The park is marketed as one “where the bush, sea and river meet,” and is the only national park in East Africa with an Indian Ocean beachfront. Covering more than 1,000 square kilometers, SANAPA offers visitors the opportunity to view game by car, by guided walks, and by boat, as well as access to the beach and ocean.



Saadani Beach

V.1 Visitor Fees in SANAPA

Daily park entry fees, shown in Table 7, are set by the Tanzania National Parks (TANAPA), and are the lowest in the park system (along with those for Katavi, Mikumi, Ruaha, Rubondo, Kitulo and Udzungwa National Parks).²⁹

²⁹ www.tanzaniaparks.com/regulations_and_park_fees.html (September 2009).

Table 7. Fees at Saadani National Park

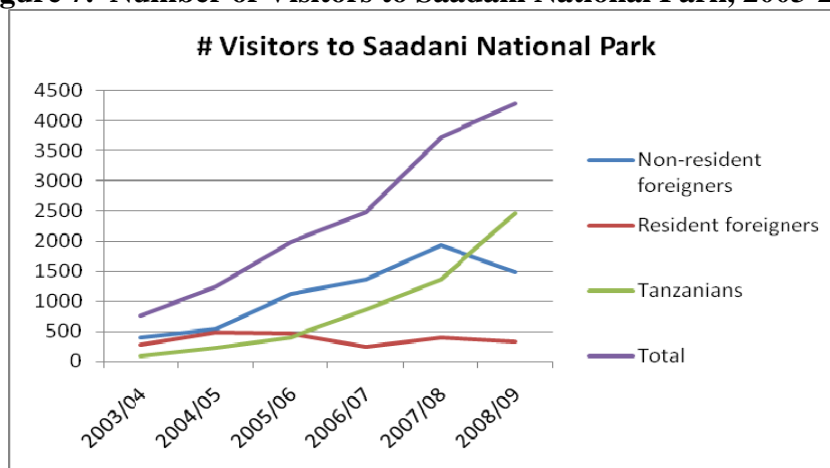
Entry fee	East African (Tsh)	Non-East African (USD)
Age 16 years and above	1,000	20
Age between 5 and 16 years	500	5
Age below 5 years	Free	Free

There are also fees for vehicles entering the park: locally registered vehicles (with regular Tanzanian license plates) pay 10,000 Tsh while foreign registered vehicles pay \$40 USD. (Rates are for vehicles less than 2000 kg; higher rates apply for larger, commercial vehicles.) The park also has a stated charge fee for boating, at \$20 per person for a half day, and \$40 per person full day; however, it does not currently offer boat tours. Plans are underway to subcontract this service out in the near future.

V.2 Trends in Tourism in SANAPA

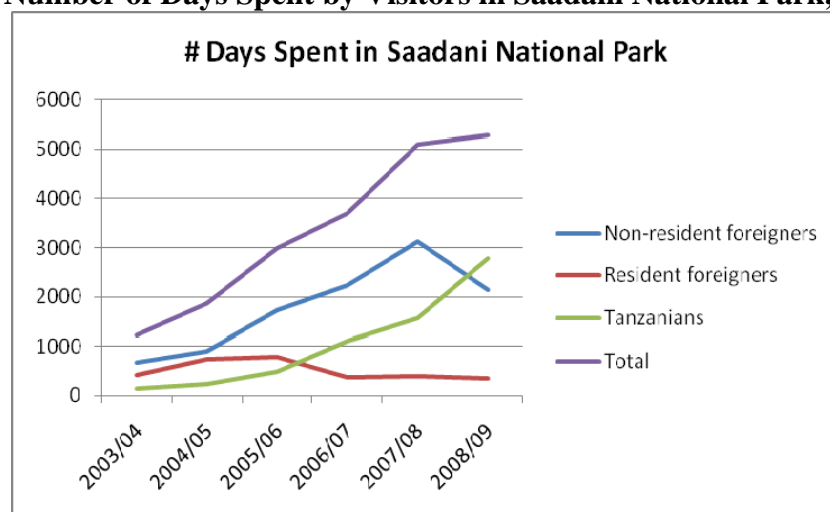
Recent statistics on visitors to SANAPA show that both the number of visitors and the number of days spent in the park have increased steadily over time.

Figure 7. Number of Visitors to Saadani National Park, 2003-2009



Source: SANAPA, 2009.

Figure 8. Number of Days Spent by Visitors in Saadani National Park, 2003-2009



Source: SANAPA, 2009.

Current statistics on visitors to other Tanzanian parks are not available, but historical data indicate consistently steady increases in tourist visits (see Table 8). These numbers may serve as a proxy for visits to Tanzania as a whole, at least for foreigners, as the 2005 International Visitors' Exit Survey Report found that 89% of visitors came to Tanzania for leisure or holiday.³⁰

Table 8. Number of Visits to National Parks Tanzania Mainland, 1990-2002

National Park	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Serengeti	59,564	78,151	90,601	91,354	95,022	104,672	110,334	116,993	123,652	202,858	309,517	335,723	378,218
Manyara	55,152	54,469	67,135	64,601	66,242	56,825	58,780	60,735	62,690	73,820	85,775	96,402	120,470
Ngorongoro	116,188	125,456	122,842	159,194	160,085	172,091	178,020	185,468	192,917	200,800	208,249	237,414	297,797
Arusha	12,964	12,126	14,515	17,063	18,343	22,153	24,276	26,821	29,366	45,880	48,425	59,929	67,075
Mikumi	23,637	20,885	20,417	18,644	21,209	11,843	10,431	7,031	3,630	12,784	10,609	17,215	18,664
Ruaha	5,011	3,683	3,055	3,099	4,416	4,269	5,098	5,683	6,268	10,938	11,523	14,986	18,246
Tarangire	17,698	19,294	27,020	30,320	31,260	44,755	49,880	57,097	64,315	56,724	67,720	72,285	78,967
Kilimanjaro	11,622	11,520	11,408	11,813	52,591	14,468	15,423	16,378	17,333	22,560	33,515	42,960	46,127
Gombe	979	1,357	1,320	1,277	479	430	670	910	1,150	961	2,201	3,221	3,563
Total	302,815	326,941	358,313	395,365	449,627	431,506	452,912	477,116	501,321	627,325	777,534	880,135	1,029,127

Source: Tanzania National Bureau of Statistics (Economic Survey)

V.3 Accommodation and Tour Packages in SANAPA Area

There are currently four main tourist lodges or camps located in or around SANAPA (see Appendix 2 for contact information, rates, and amenities). Saadani Safari Lodge sits within the park boundaries, while three other privately owned camps offer accommodation outside the park. These include: A Tent with a View Lodge, Saadani Tourist Campsite, and Kisampa Bush Retreat. All are located on the beach with the exception of Kisampa, which is 20 km from the coast. The first three establishments emphasize their proximity to SANAPA, and offer game drives, boat safaris, and walking safaris. While Kisampa can also organize these activities, it advertises itself as “a marriage of conservation and community,” focusing on its efforts to work with local villagers (primarily in Matipwili village) in all aspects of its business.

As in Lower Bagamoyo District, there is a range of prices for tour packages offered; for example, Saadani Safari Lodge charges \$50-\$60 USD per person for any type of safari, while at Kisampa Bush Retreat, all safaris are included in the room rental (park fees are additional). All four establishments advertise via websites and have booking capability via email.

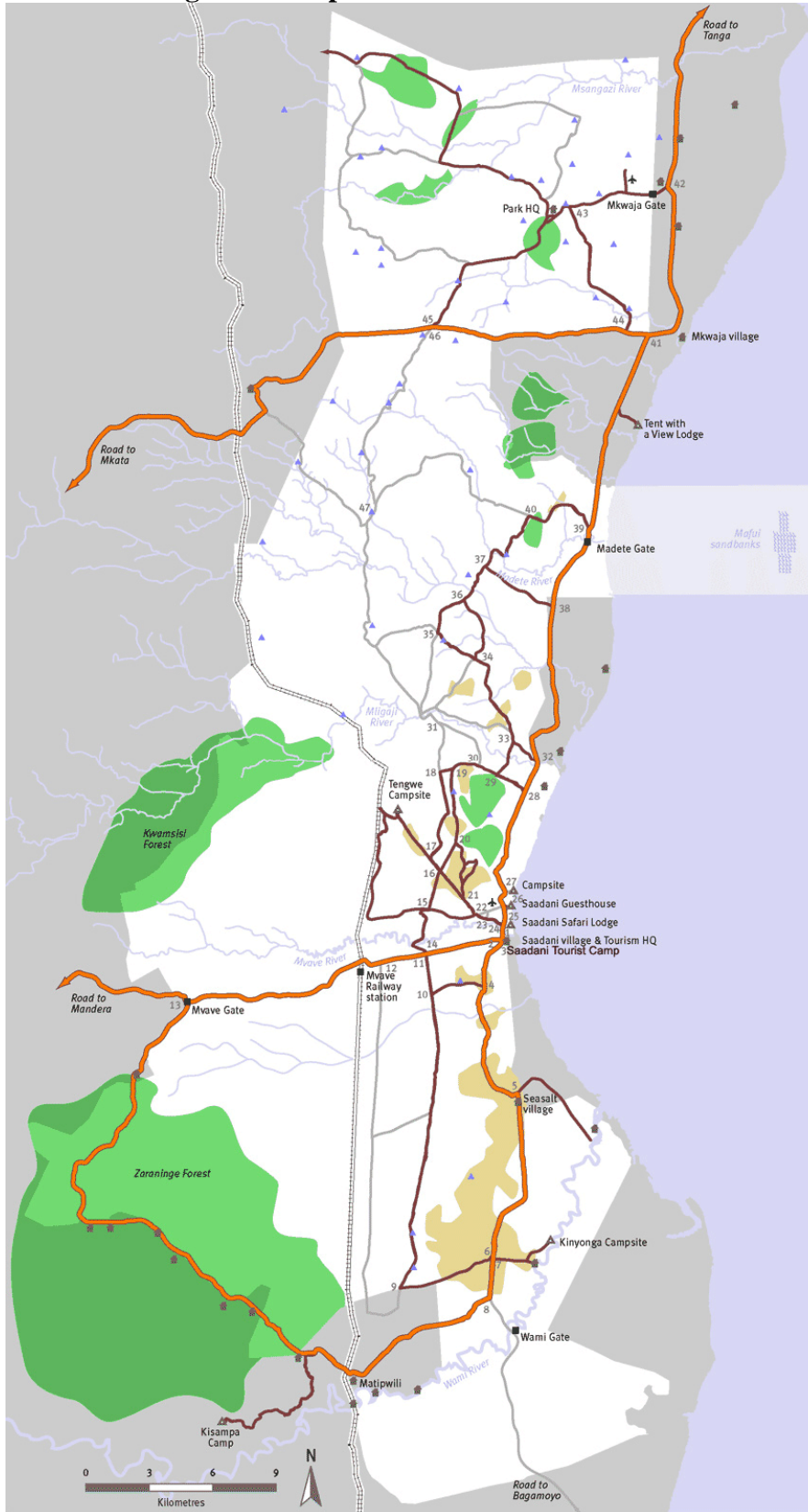
Environmental conservation practices appear to be a common feature of all four establishments, with varying combinations of solar and wind power, use of energy saving light bulbs, composting, recycling of glass/aluminum, and waste water management utilized by all. These practices are essential given the environment in which the establishments operate, but also provide an attractive marketing tool to appeal to conservation-oriented guests.

³⁰ Ministry of Natural Resources and Tourism (2007).



Solar Panels at Saadani Safari Lodge

Figure 9. Map of Saadani National Park



VI. New or Enhanced Opportunities for Tourism in the SANAPA Area

The SANAPA area provides a ready outlet for ecotourism: the tourist base has been primarily resident and non-resident foreigners who tend to be both environmentally conscious and receptive to foreign cultures, and who stay for multiple days. The recent increase in Tanzanian day visitors to the park provides a potentially new market for ecotourism development.

The villages located in and around SANAPA already benefit directly and indirectly from their proximity to the main tourist lodges. For example, Saadani Safari Lodge employs approximately 36 staff as gardeners, housekeepers, wait staff, etc., many of whom are from Saadani village. Kisampa Bush Retreat employs 30 full-time staff from nearby Matapwili village, all of whom Kisampa has trained. Both establishments purchase supplies locally to the extent possible; Kisampa uses only local materials and labor in all of its construction.

In addition to generating these direct benefits, the four main tourist lodges sponsor specific ecotourism efforts, advertising their ability to connect guests with local villagers for mutual benefit. Guided village walks are facilitated by Saadani Safari Lodge and Tent with a View for a fee of \$5 and \$15, respectively. Tent with a View provides a donation to the Village Development Fund from its fee. Kisampa Bush Retreat offers a suite of activities that provide guests with the opportunity to interact with villagers or to donate time, skills, or money to the village, and actively encourages long-term stay volunteer work (with a discount provided to guests who stay more than ten nights). The villages in this area have realized improvements in schools, dispensaries, and health services due to the contributions of tourists or to the lodges' commitments to support the communities in which they operate.

While ecotourism in the SANAPA area is already quite robust, some actions that could assist in continued development include the following:

VI.1 Greater Ease of Access to SANAPA

1. It currently takes approximately three hours to drive from Bagamoyo to SANAPA on a circuitous route well to the west of the park. Plans for completion of the more direct route that would take about one hour are underway. SANAPA wardens have proposed rather than having a tarmac road running through the park (north from the Wami River crossing) that a road be built around the outer, western edge of the park, so as to benefit more villages and avoid disruption to the animals in the park. Until any of these proposed roads are built, access to SANAPA via road will be a deterrent to visitors, especially those who are resident (foreign visitors tend to fly in to the airstrip at SANAPA or to private airstrips). Further, the roads are virtually impassable in the rainy season (April-May). The cost of all goods supplied to the area is also affected by this transportation issue.

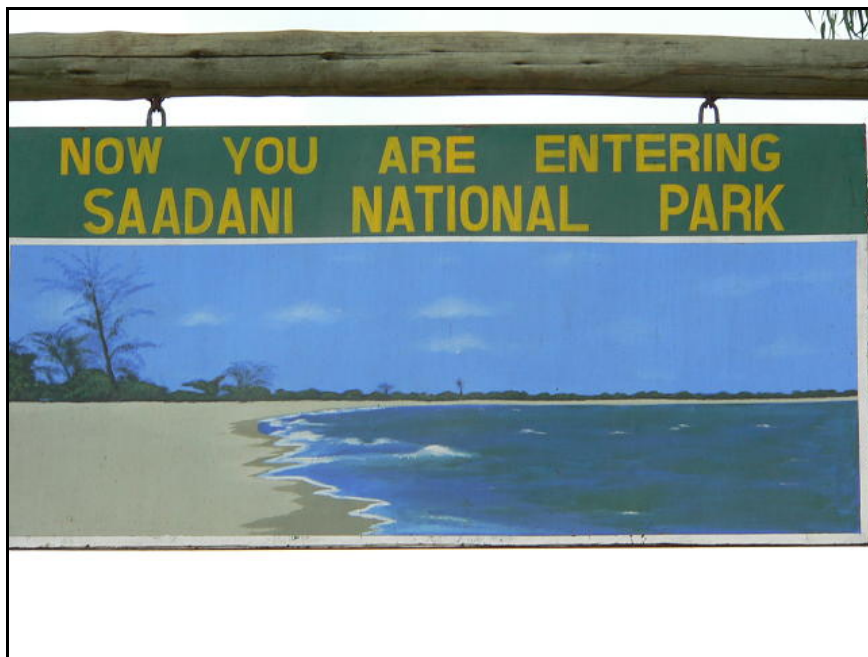
VI.2 Development of New Ecotourism Activities

1. SANAPA management is developing plans for additional park-sponsored tourist activities such as snorkel/dive trips to a nearby reef area (Mafui sandbanks), sport fishing, and turtle viewing (one of the beach areas is an important nesting ground for turtles). A boat safari on the Wami River, as well as sport fishing, is also planned. SANAPA plans to sub-contract out the services as they do not have the manpower or capability to do this themselves. Once available, these activities will need to be advertised and marketed to ensure that visitors budget enough time to enjoy them. Pricing will need to be competitive with comparable safaris offered by the lodges.

2. Saadani could be linked to a Dar es Salaam-Bagamoyo-Zanzibar boat circuit, providing tourists with another mode of access to the area.
3. Increased visibility and support for conservation of marine turtles and their habitats can be promoted via links with local NGOs working on this issue (e.g., Sea Sense). Brochures advertising these efforts can be placed in the lodges.

VI.3 More Aggressive and Strategic Marketing

1. The increase in Tanzanian visitors to SANAPA in the 2008/09 season is likely due to SANAPA's aggressive promotion of the park at trade fairs such as Saba-saba and Nane-Nane. Many companies have started having their 'family day' at the park, and are sponsoring other group trips as promotional/rewards for employees. This strategy has paid off and should be continued.



Welcome to SANAPA

2. Local lodges and resorts could also expand their resident visitor client base by advertising more heavily in Dar es Salaam. The key to expansion of this market segment may be the cultural exchange with villagers, as the game park itself is not heavily populated with animals, and Dar residents have many beach resort alternatives much closer by.

VI.4 Promotion of 'Responsible' Tourism

1. Lodges should continue to support local villages via contributions to village economic development funds, with a clear understanding of priority needs within the villages (as established by the village). New establishments should be encouraged to follow this model as well. As in Pangani and on Chole Island, hoteliers can group together to self-assess a monthly or annual payment to go to the village, with mutually agreed upon objectives and outcomes, or can maintain individual arrangements depending on circumstances.
2. Given the steady increase in visitors to SANAPA, it may be feasible to establish a handicraft center near the park gate to support products made by local artisans (e.g., baskets, mats, carvings, pottery, and jewelry). Cultural dance and/or drumming shows could be promoted here as well.

3. More efforts can be made to support reductions in conflict between wildlife conservation and surrounding communities via Tanzania National Park's Community Conservation Services program, whereby local communities living in or near national parks are engaged in programs that provide incentives to assist with conservation.³¹

VII. Conclusions

Ecotourism as an industry is still developing, and Tanzania is well positioned to align itself with the main objectives and outcomes associated with ecotourism. With an increasing tourist base, a wealth of natural, historical, and cultural resources, and a population keen on generating income and employment from those resources, opportunities abound. Bagamoyo District's diversity gives it the unique advantage of appealing to many segments of the tourism market, including students, business travelers, wildlife seekers, and culture/history enthusiasts.

The District's active participation in ecotourism planning lays the groundwork for activities that meld environmental conservation, sustainable use of resources, and poverty alleviation. These efforts are timely and if successful should yield substantial benefits to the District's residents. The expectations for when these benefits will be realized should be conservative. Even small projects can take considerable time to complete, and can be delayed or impeded by numerous factors. Start-up ventures may take several years to become profitable; all stakeholders will need to anticipate this and acknowledge the limits to growth.

The private sector will need to be fully engaged, and as such, long term, trustworthy relationships will need to be built. Capital investment is critical even for small projects, and is not likely to be supplied by residents of small villages. While the initial financial risk for most projects will be borne primarily by the private sector, ultimately, for long run sustainability, the risks and the resultant benefits should be more appropriately distributed.

Ecotourism stakeholders in Bagamoyo District should continue to seek strategic partnerships and investments that highlight the District's comparative advantages and build upon its already sizeable tourist base.

³¹ Ministry of Natural Resources and Tourism (2002).

Appendix 1: Characteristics of Ecotourism and the Bagamoyo Ecotourism Strategic Plan³²

The International Ecotourism Society (TIES) defines ecotourism as “Responsible travel to natural areas that conserves the environment and improves the well-being of local people.”³³ Honey expands this definition to describe the following characteristics of ecotourism³⁴:

- Involves travel to natural destinations
- Minimizes impact
- Builds environmental awareness
- Provides direct financial benefits for conservation
- Provides financial benefits and empowerment for local people
- Respects local culture, and
- Supports human rights and demographic movements

The Bagamoyo Ecotourism Task Force outlined the following in its strategic plan:

- **VISION:** To be the highest community-based ecotourism destination which sustainably contributes to conservation, economic growth and livelihood improvement.
- **MISSION:** To involve local communities in delivering and benefiting from effective and efficient tourism services based on the conserved natural and cultural heritages.
- **GOAL:** To maximize participation of the local communities in ecotourism activities in a sustainable manner.
- **OVERALL OBJECTIVE:** To increase communities’ incomes and other related benefits from ecotourism activities.

As such, the efforts of the Task Force and follow-up activities aim to develop unique, authentic and reliable tourism products and activities, and link them to community livelihoods and the conservation of culture and nature. This not only provides the community with a sustainable source of income but also serves as an incentive to conserve its unique natural and cultural heritage and environment.

Per the Task Force plan, the approach of ecotourism in Bagamoyo District must satisfy several general criteria, including: the conservation of biological diversity and cultural diversity through ecosystem protection; promotion of sustainable use of biodiversity; sharing of socio-economic benefits with local communities through informed consent and participation; an increase in environmental and cultural knowledge; affordability; reduced waste; and minimization of its own environmental impact. Done properly, ecotourism will contribute to long term benefits to both the environment and to local communities.

The general characteristics listed above are useful benchmarks to keep in mind when determining what constitutes an ecotourism attraction in Bagamoyo District.

³² TCMP (February 2009).

³³ www.ecotourism.org (September 2009).

³⁴ Honey (2008).

Appendix 2: Bagamoyo District Tourist Hotels

*Included in TCMP informal survey of hotels, June-August 2009.

NB: List does not include two large hotels currently under reconstruction in Bagamoyo Town (Paradise and Oceanic). There is also a large resort being built in Mlingotini Village, adjacent to Bomani Beach Bungalows.

Hotel	Location	Website	Contact	# rooms	Rates (per person per night) \$ USD	Facilities
Bomani Beach Bungalows*	Mlingotini	www.ad-travel-no	+255-786-979-475	8 double	\$60	Beach, proximity to Mlingotini village
Bagamoyo Beach Resort*	Bagamoyo	www.bagamoyo.org/bagbeach.htm	+255-232-440-083	18 double; 4 huts	\$50-\$62	Conference room, beach, swimming pool
Lazy Lagoon	Zanzibar Channel, off of Bagamoyo	www.tanzaniasafaris.info/Lazy Lagoon/intro.htm	+255-713- 237-422	12 double	\$85-\$165	Beach, private island, swimming pool, water sports
Livingstone/Malika Lodge*	Bagamoyo	www.livingstone.co.tz	+255-232-440-059	40 double	\$80-\$145	3 conference rooms, beach, swimming pool, twin engine dive/fishing boat
Millennium Sea Breeze Resort*	Bagamoyo	www.millennium.co.tz	+255-232-440-201	32 double	\$78-\$210	4 conference rooms, beach, swimming pool, small boat
Palm Tree Village*	Bagamoyo	www.palmtreevillage.com	+255-232-440-245	41 double; 4 triple	\$60-\$125	3 conference rooms, beach, swimming pool
Travelers Lodge*	Bagamoyo	www.travellers-lodge.com	+255-232-440-077	25 double and triple	\$55-\$80	Conference room, beach, camping
Saadani Safari Lodge*	Saadani National Park	www.saadanisafarilodge.com	+255-222-773-294	15 double; 1 suite	\$360-\$460 \$700 (suite)	2 swimming pools, beach, game drives/river safari/walking safari, village walk.
Tent with a View	Saadani	www.tentwithaview.com	+255-713-323-318	10 double; 3 suites	\$195-\$295 night	Beach, game drives, walking safari, boat safari, village walk
Saadani Tourist Camp	Saadani	www.saadantouristcamp.com	+255-732-927-359	10 double	\$75	Beach, game drives, walking safari, boat safari, sport fishing
Kisampa Bush Retreat*	Matipwili	www.sanctuary-tz.com	+255-753-005-442	7 double	\$150-\$300	Game drives, walking safari, boat safari, village walk, community interaction

Appendix 3: Revised Marine Parks and Reserves User Fees Regulations, 2009

A. Entrance fee for each person per day in Marine Parks	Tanzanians	Non-Tanzanians
i. For each person above the age of 15 years	2,000 Tsh	\$20 USD
ii. Between the age of 5 years and 15 years	1,000 Tsh	\$10 USD
iii. Children below the age of 5 years	Free	Free
B. Entrance fee for each person per day in Marine Reserves		
i. For each person above the age of 15 years	2,000 Tsh	\$10 USD
ii. Between the age of 5 years and 15 years	1,000 Tsh	\$5 USD
iii. Children below the age of 5 years	Free	Free
C. Boat and sport fishing licensing within Marine Parks only:		
i. Boats powered by engines of 40 hp or less trading in marine resources	\$50 per month	
ii. Boats powered by engines of more than 40 hp trading in marine resources	\$100 per month	
iii. Visiting leisure boat privately owned and non-commercial	\$100 per entry for max of 5 days	
iv. Visiting commercial leisure boat including chartered	\$200 per entry for max of 5 days	
v. Game fishing boat	\$200 per entry up to 5 days	
vi. Cruise ship/tourist passenger boat	\$1000 per entry for max of 5 days	
vii. Visitors staying at lodges and fishing in a boat owned by registered business in the marine parks or visiting game fishing boats shall pay a fishing license of:	\$50 per entry of 5 days	
viii. Fishermen on game fishing boats each pay a fee of:	\$50 for period up to 5 days	
D. Licensed boat operating with Marine Reserves only:		
i. Passenger boats with a carrying capacity of 7 passengers	\$300 per month	
ii. Local registered leisure boat	\$20 per month	
iii. Foreign registered leisure boat	\$50 per entry	
E. Concession:		
i. Permission to operate public services (e.g., restaurants & night camping) in the Marine Reserves per month	\$1,200 per month	
ii. Permission to operate public services (e.g., tourist hotel & night camping) in the Marine Park per month	\$1,500 per month	
iii. Night camping fee in both Marine Parks and Marine Reserves	\$20 per person per night	
F. Commercial Filming Fees:		
Image capture of any type, i.e. still photograph, motion picture photograph, still or conventional video imaging, for commercial purposes, in any Marine Park or Marine Reserve shall pay US\$ 1,000 per period of up to 7 days		
G. Revenue Sharing Among MPRs and Key Stakeholders:		
A portion of net revenue from user fee shall be shared among the MPRU, District Councils and Local Communities in the vicinity of Marine Protected Areas as per Marine Parks and Reserves Act. The distribution percentage shall be as follows:		
i. Marine Parks and Marine Reserves (MPRU)	70%	
ii. District Authorities	10%	
iii. Local Communities	20%	

Source: Marine Parks and Reserves Unit. Ref. No.: BT/MPR/C.220/3/. Published 1st June 2009.

Appendix 4: Bagamoyo District's No-Take Zones

Within the Lower Bagamoyo District, a Central Coordinating Committee (CCC) comprised of twenty-eight members from seven coastal villages (four members per village) is responsible for coordinating issues associated with the Community Fishery Management Areas (CFMAs). The CCC recently implemented four no-take zones located offshore. After a one year closure, and noticeable improvements in fish stocks, the closure has been extended through 2011, at which time the situation will be re-evaluated.

The first goal of the no-take zones is to protect fishery resources and to improve catch rates and hence fishermen's incomes in the long run. Fishing on the edges of the no-take zones has improved, as fish have tended to aggregate there. Some dolphin sightings have also occurred, though not frequently enough to advertise this as a tourist attraction. The CCC hopes to benefit from tourism to the coral reefs, although to date no tourists have visited them.

The CCC has set user fees for the no-take zones of 20,000 Tsh (\$15.30 USD) per adult foreign tourist; 10,000 Tsh (\$7.70 USD) per student foreign tourist; 10,000 Tsh per adult resident; and 5,000 Tsh (\$3.85 USD) per student resident tourist. The fees will be distributed between the district council (20%) and the seven villages (80%), with the CCC being included in the village distribution. The revenue to the villages is meant for further development and protection of the no-take zones and for general ecotourism purposes. The revenue to the district can be spent in any way the district wants, not necessarily for ecotourism.

The CCC enforces the no-take zones with inspections twice per week to all four zones, but feels this is not sufficient. There is significant poaching; fines are 50,000 Tsh per violation, and the group has already collected 1.4 million Tsh from fines; this is used for management purposes. The group has an engine but no boat of its own; the boat used for enforcement belongs to the government, funded from another project.

Appendix 5: Project Review Checklist: Strong Community Relations³⁵

Does the project proposal:

- Show that the local people have been consulted extensively about the proposed project?
- Take all comments or objections from community members into consideration?
- Show that the local people have been informed about what benefits they may receive as a result of the development? Are these perceived benefits reasonable?
- Show commitment to hiring local people during construction and operation? Are there any plans for training or mentoring local staff?
- Show that opportunities for the use of locally produced supplies, such as artwork, furniture, fruits and vegetables, etc. have been identified in collaboration with community members?
- Show that opportunities for cultural, or village, tourism have been explored in collaboration with local communities?
- Show commitment to maintaining a system of open communication between the hotel management and local communities?
- Consider working with community leaders to set up a village development fund and offer to make small contributions?

Other things to consider:

- Do the local people have a good understanding of what their roles and responsibilities are in terms of the development of tourism in their area?
- Do they understand the importance of maintaining a clean and secure environment for guests to enjoy?
- Do the local people understand and accept the changes that will occur as more and more tourists start visiting the area?

³⁵ Ministry of Natural Resources and Tourism (2003).

Appendix 6: Guiding Principles for Management of Off-site Tourist Activities³⁶

- Tourists should be encouraged to go on excursions to nearby attractions
- Tourists' activities should contribute to local economic development
- Tourists should enjoy a safe, clean and hassle-free environment at all times
- Carrying capacity levels and/or codes of conducts should be adhered to at all times
- Attractions must be maintained and developed

³⁶ Ministry of Natural Resources and Tourism (2003).

Appendix 7: Websites with Bagamoyo District Tourist Information

Bagamoyo Friendship Society. www.bagamoyo.com/

Bagamoyo Info/Hotels/Business/Activities. www.bagamoyo.org/index.htm

Bagamoyo Interactive Travel Guide. iguide.travel/Bagamoyo

Ministry of Natural Resources and Tourism. www.mnrt.go.tz/#

Ministry of Natural Resources and Tourism, Tourism Division. tourismtanzania.go.tz/

Mission Museum. www.bagamoyo-album.de/

Saadani National Park. www.saadanipark.org/

Tanserve. www.tanserve.com/towns/bagamoyo/index.htm

Tanzania National Parks. www.tanzaniaparks.com/

Tanzania Tourist Board. tanzaniatouristboard.com/

TaSUBa (Bagamoyo College of Arts and Culture). www.sanaabagamoyo.com

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