

Tourism investment opportunities

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Tanzania is endowed with a variety of tourist attractions categorised into natural, cultural, and man-made resources. The country is the home to 22 National Parks, 24 Game Reserves, 27 Game Controlled Areas, 38 Wildlife Management Areas, 19 Nature Reserves, One Conservation Area, Three Ramsar Sites, more than 125 archaeological sites and historical sites, over 1,400 km of coastline with pristine beaches, three marine parks and 15 marine reserves, three Great Lakes, and the Spice Island of Zanzibar. The existence of these attractions appeal to a significant number of tourists from different parts of the world to visit the country.

Tanzania ranks 1st in Africa and 12th in the world in World Economic Forum's Travel and Tourism Competitiveness Index for the quality of nature-based tourism resources. These resources make Tanzania among the world's top safari destinations in terms of quality, quantity, diversity, and visibility of wildlife, scenic and cultural resources. Definitely, destination Tanzania is the land of beautiful and unique cultural and natural attractions that few other countries can match. Amongst those attractions include the prominent Serengeti National Park, Ngorongoro Crater, Mount Kilimanjaro, Selous Game Reserve, and Zanzibar Stone Town.

Serengeti National Park

Serengeti National Park is the Tanzania's oldest and most popular National Park. The park has been listed by UNESCO as a World Heritage Site and is proclaimed to be among the seven Natural Wonders of Africa. Serengeti is undoubtedly the best-known wildlife sanctuary in the world, unequalled for its natural beauty and scientific value. With more than two million wildebeest, half a million Thomson's gazelle, and a quarter of a million zebra, it has the greatest concentration of plains game in Africa. The wildebeest and zebra, moreover, form the star cast of the unique, spectacular annual Serengeti migration.

Ngorongoro Crater

Ngorongoro Crater, found within the Ngorongoro Conservation Area Authority, is often described as "the African Garden of Eden". It is the largest intact caldera in the world, sheltering a cross-section of wildlife which is diverse and dispersed amongst an amazing array of

ecosystems within the natural amphitheatre. The crater has been listed by UNESCO as a World Heritage Site. Ngorongoro Crater is characterised by dynamic and constantly changing ecosystem. The mixture of forest, canyons, grassland plains, lakes, and marshes provide habitats for a wide range of bird and animal life, estimated at over 3,000 different species. Highlights include the endangered black rhinoceros, an abundance of elephants, cheetahs, lions, wildebeest, zebra, gazelle, buffalo, eland, hartebeest, warthog, waterbucks, reedbucks, bushbucks, baboons, vervet monkeys, jackals, leopards, ostrich, white storks, and flamingos.

Mount Kilimanjaro

Rising abruptly from the open plains, capped by snow and frequently fringed by clouds, it is one of the Africa's classic images famously known as the "Roof of Africa". At the elevation of 5,895m, it is the highest mountain in Africa and the highest summit in the world that can be reached by walking, without hand-over climbing. It is also the highest free-standing mountain in the world. Mount Kilimanjaro has been listed by UNESCO as a World Heritage Site. Kilimanjaro is a dormant volcano. Ominous rumbles can sometimes be heard as gases emerge from fume holes in the crater. Although just three degrees south of the Equator, the peaks of the mountain have caps of snow and ice year around. Kilimanjaro climbers pass from a tropical to an arctic environment in just a few days. There is an almost lunar-like landscape on the saddle that stretches between the two peaks of Kibo and Mawenzi. The highest point of Kibo, and indeed the whole of Africa, is Uhuru Peak, with spectacular glaciers and stupendous views of the plains, five kilometers below. The pinnacle-shaped peaks of Mawenzi are for mountaineers only.

Selous Game Reserve

Selous Game Reserve is the second largest game reserve in Africa with biodiversity of wildlife species and undisturbed nature where relatives of dinosaurs walked over 160 million years ago. Selous offers a scenic view of wild animals such as elephants, rhinos, hippos, eland, leopard, African wild dog, hyena, and Greater Kudu. The Rufiji River system, the greatest in East Africa, flows through the reserve and is home to countless hippos and crocodiles. Linked to the Rufiji

River is Lake Tagalala, where waterbucks, reedbucks, bushbucks, and the rare sable antelope can be seen.

Zanzibar Stone Town.

Just 40 kilometers from the mainland coast lies the Tanzania archipelago of Zanzibar. Famed for its palm tree-fringed beaches, beautiful coral reefs and all-over tropical paradise allure, Zanzibar is a major holiday destination. Historic Stone Town lies on Zanzibar's Unguja Island and comes with winding alleys, crowded bazaars and grand Arab architecture. Zanzibar Stone Town is listed by UNESCO as a World Heritage Site. Other popular places to visit in Stone Town include the House of Wonders, the Palace Museum, and Dr Livingstone's House. On the adjacent island of Pemba, the scuba diving sites are something of major tourist magnet.

Destination Connectivity

Tanzania enjoys an excellent geographical location making the country one the most accessible from different parts of the world. Tanzania is accessible by air through Dar es Salaam, Kilimanjaro, and Zanzibar International Airports. It may also be accessed by sea through Dar es Salaam, Tanga, and Zanzibar ports; and by train from South Africa through Tanzania – Zambia Railway (TAZARA).

A number of international airlines fly in and out of Tanzania including Air Tanzania (ATCL), Ethiopian Airlines (ET), Emirates (EK), KLM (KL), Qatar Airways (QR), Swiss International Airlines (LX), Kenya Airways (KQ), fly Dubai (FZ), Egypt Air (MS), and Oman Air (WY).

Service Standards

Quality of services is important component in the tourism and hospitality industry. Tanzania's government has been doing its best to ensure that services offered to tourists in the country meet acceptable standards. For instance, five National Parks (Serengeti, Mt. Kilimanjaro, Lake Manyara, Tarangire, and Arusha) have received awards of excellence from International Organisation for Standardisation (ISO). The East African Community, which Tanzania is a member has set criteria for grading and classification of accommodation and restaurant services. These standardised classifications guarantee higher quality tourism facilities and better management of the hospitality industry.

Current highlights and future plans

The Tanzanian government has been implementing various initiatives to enhance development of the tourism industry. Some of the initiatives include the revamp of the national carrier (Air Tanzania – ATCL) in order to facilitate travel within Tanzania as well

as connecting it with the major source markets. The government has also embarked on projects to stimulate tourism investment in the country including the ongoing projects of construction of the Julius Nyerere Hydroelectric Power Project to ensure reliable supply of electricity, improved roads, and Standard Gauge Railway networks, and a strengthened aviation sector. Moreover, the Tanzanian government has continued to enhance tourism product diversification and development as well as destination marketing. Recently, Her Excellency Samia Suluhu Hassan, President of the United Republic of Tanzania, participated in “Tanzania – the Royal Tour Programme” aimed to promote destination Tanzania as a preferred tourist destination.

Investment Opportunities

With a conducive business environment, Tanzania offers a wide range of investment opportunities in the tourism sector attributed by peace and political stability, investment guarantees, and economic stability. Areas for investment include; Accommodation Facilities such as Hotels, Motels, Lodges, Tented lodges, and Tented Camps in and outside protected areas; Tour Operation Business; Conference and Convention Centres; Education and Training Institutions; International Food Services Restaurants; development of Recreation Facilities (Theme parks and Golf Courses); and Entertainment centres. Investors in the tourism sector enjoy multiple incentives offered by different government organs including Tanzania Investment Centre (TIC), Export Processing Zone Authority (EPZA), Tanzania National Parks (TANAPA), Tanzania Wildlife Management Authority (TAWA), Ngorongoro Conservation Area Authority (NCAA), and Tanzania Forestry Agency (TFS). The Tanzanian government through the Ministry of Natural Resources and Tourism has also established Special Wildlife Investment Concession Areas (SWICA), which provide exclusivity and longer investment contracts of up to 30 years focusing on high end tourism investors. E



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Aerial view of Mount Kilimanjaro