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## FOREWORD

### **Dear Authors and Esteemed Readers**

It is with deep satisfaction that I write this Foreword to the Proceedings of the 2<sup>nd</sup> International Conference on the Future of Tourism (ICFT) held in Arusha, Tanzania, April 16 - 17, 2019.

ICFT continues a tradition of bringing together researchers, academics and professionals from all over the world, experts in tourism and hospitality. The conference particularly encouraged the interaction of research students and developing academics with the more established academic community in an informal setting to present and to discuss new and current work. Their contributions helped to make the Conference as outstanding as it has been. The papers contributed the most recent scientific knowledge known in the field of Sustainability of Tourism; Domestic Tourism and SMEs Development; Tourism and Economic Development; Culture and Tourism; Innovation in Tourism; Customer Care in Tourism; Methods of Measuring Tourism; and National Tourism Policy.

In addition to the contributed papers, two invited keynote presentations were given: by Mr. Richald Rugimbana, the Executive Secretary of Tourism Confederation of Tanzania who spoke about the Issues for future tourism development with special focus of Tanzania; and Prof. Zororo Muranda, Pro-Vice Chancellor, Chinhoyi University of Technology in Zimbabwe who gave presentation on the Future of tourism: Tourism of the future.

The Conference was preceded by a tailor made training in *e-Tourism and Management of World Heritage sites*. The facilitators of training were: Prof. George Oreku, a professor of ICT from the Open University of Tanzania and Mr. Erick Kajiru, an expert of Management of UNESCO World Sites from the UNESCO Commission in Tanzania.

These Proceedings will furnish the scientists of the world with an excellent reference book. I trust also that this will be an impetus to stimulate further study and research in all these areas.

We thank all authors and participants for their contributions.

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# OPPORTUNITIES FOR DEVELOPING SUSTAINABLE TOURISM IN NJOMBE REGION, TANZANIA

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## Abstract

*Tourism ranks third as the leading exporter. It had a contribution of about 25 percent of Tanzania's foreign currency in 2016 mainly from wildlife and beach tourism. This contribution can increase through tourism expansion. Njombe region, has great potential for developing sustainable tourism since it has got a variety of vegetation from savannah woodlands to montane forests, marvelous natural physical features, wildlife, historical sites and cultures. The objective of this paper is to reveal the possible tourist attractions found in Njombe region and possible investments. This was a desktop research. From literature reviewed, it is argued that there is a need to develop various forms of tourism and related activities in Njombe region using the available resources by integrating local people in tourism development programmes. Njombe region has a bright future for tourism development especially with the commencement of the anticipated iron and coal mining at Liganga and Mchuchuma respectively, which will bring in about 32,000 people with various needs. It is concluded that the government of Tanzania needs to commit itself to tourism expansion in Njombe region and diversify tourism activities in line with global technological changes to attract visitors and improve local people's livelihoods, as well as conservation of the environment.*

**Keywords:** Tourism in Njombe region, developing sustainable tourism, investing in tourism

## Background

Tourism defined by the World Tourism Organisation (WTO) as the activities of persons travelling to and staying away from their usual places of residence for not more than one year for leisure, business and other purposes not related to an activity remunerated from within the place visited (WTO, 2010) is a growing industry. The two main types of tourism are domestic and international tourism with various forms of tourism depending on the objectives and activities involved. For instance holiday tourism is meant for relaxation, eco-tourism is responsible travel to natural areas which conserve environment and improve the welfare of the local people. Community Based Tourism is controlled and managed by communities. We also have agricultural tourism, cultural tourism and sport tourism to mention a few.

According to the World Tourism Organization, it is being suggested that-, due to its growth tourism has become one of the leading contributors to the global economy, being stronger than other businesses. In total, the Travel and Tourism (T&T) industry generated 10.2% of global GDP and 292 million jobs in 2016. The sector also accounted for 6.6% of total exports and about 30% of total global service. As a result of the preceding promising growth, it is being projected that tourism has the potential to support 380 million jobs by 2027 (WTTC, 2017).

The other general trend of tourism is a shift from the traditional destinations in Europe, America and the Carribean to other places. This aspect also regards a remarkable rise in Asian tourists, particularly from China and East Asian countries. There is an increasing number of Chinese tourists all over the world (Wee, C.H, 2017). In addition, also, the global market trends indicate that long-haul travel, neighbouring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, ecotourism, sports and adventure holidays, coastal tourism and cruises are emerging areas of tourist interest. For instance, cultural tourism accounts for about 37% of global tourism and it is likely to continue (WTO, 2015). Moreover, the average age of the international tourist has been reduced giving rise to an increased number of young tourists who travel to take a break from increasingly stressful professional lives (Ibid). Given the above factors, robust growth in tourism is likely to continue in the coming years such that on the part of Tanzania has to effectively participate to competitively capture the market.

In the preceding sense, the future of tourism in Tanzania is bright. According to World Travel Tourism Council (2017), Tanzania's tourism sector grew over the past decade by 300 percent, attracting more than one million visitors annually; the majority came for a wildlife safari. The sector employs around one-half million people, and is the country's most significant source of foreign currency. According to the Permanent Secretary of the Tanzania Ministry of Tourism and Natural Resources, in 2014 alone tourism generated around \$ 2 billion which constituted 25% of Tanzania's foreign exchange earnings and represented 17% of Tanzania's GDP in 2014 (URT, 2014). This figure increased in 2018 where according to the Minister of Natural Resources and Tourism, Dr Kigwangala, H, Tanzania earned \$ 2.44 billion from tourism ([www.businessweek.com/tanzania](http://www.businessweek.com/tanzania)). He emphasized to target the Chinese market for increased revenues.

Tanzania ranks in 109th position in the world in terms of Travel and Tourism Competitiveness with a score of 3.46 and with Switzerland topping the list with a score of 5.66 according to WTTC (2017). In the Sub Saharan region, Tanzania ranks 12th, with Seychelles leading the group with a punctuation of 4.51. Tanzania also ranks 82nd out of 184 countries in terms of travel and tourism sector size according to WTTC, (<https://www.tanzaniainvest.com/tourism/>).

Nonetheless, tourism is centered mainly in the "northern circuit" of Arusha, Mount Kilimanjaro, Tarangire National Park, Lake Manyara, the Ngorongoro Conservation Area, and the Serengeti as well as Zanzibar. The Government of Tanzania is focused on developing the country as a multi-center tourism destination. The fact that wildlife game viewing represents a significant majority of the overall and leisure tourism market, Tanzania recognizes the opportunity to develop this segment by expanding beyond the northern circuit. The "Southern Circuit" has been earmarked for tourism diversification and investment focused on nature and adventure travel, in order to receive increased arrivals and revenue (WTTC, 2017).

The objective of this paper is to reveal the available and possible tourism attractions in Njombe region as well as the possible investments to enable tourism expansion in the region and the "southern circuit" at large. Tourism development in the region is considered important especially with the commencement of iron ore and coal mining at Liganga and Mchuchuma respectively whereby about 32,000 people (some of them being Chinese) are expected to flow in. The region needs to prepare itself to serve this market. Local people's integration into the tourism activities is deemed important to enable them benefit from the industry through the sale of goods and delivery of services to visitors.

### **Research Methodology**

This section provides information on the study area, methods used to collect data and how the data was analysed.

### **The Study Area**

The study area is Njombe region. The region is located in the Southern Highlands Zone of Mainland Tanzania. It lies between latitude 08° 40' and 10° 32' South of the Equator and between longitude 33° 47' and 35° 45' East of Greenwich. The Region covers an area of 24,994 km<sup>2</sup> and it is divided into four Administrative Districts and six Local Government Authorities. According to the 2012 Population and Housing Census, the Region had a population of 702,097 people, 329,359 being males and 372,738 females (URT, 2013).

Ecologically the region is divided into three zones, namely; Highlands, Middle and Lowland. The Highlands Zone lies at an altitude of 1,600 - 3,000 meters above sea level. Temperature is normally below 15°C with rainfall ranging from 1,000 to 1,600 mm per annum, falling in a single season from November through May. The Midlands Zone lies between 700 - 1,700 meters above sea level with rainfall ranging between 1,100 and 1,300mm and temperatures are mild to cold, falling to below 10°C during June-July (Ibid). The lowland zone lies between 600 - 1,400 meters above sea level. Temperatures range from 15°C and 20°C with rainfall ranging from 600 to 1000mm. These ecological zones

are favourable for agricultural production of a variety of crops, forests, and tourism.

The region is connected to neighbouring regions of Mbeya, Iringa and Ruvuma with tarmac roads. Most of the roads within the region are in good condition and passable throughout the year. Ongoing projects include the construction of tarmac roads to Ludewa and Makete districts. The local people are very industrious such that the region's average income is high (URT, 2013) mainly from round potatoes, soft timber, tea and wattle barks.

### **Methods of Data Collection**

This was basically a desktop study. Therefore, most of the data were largely collected through documentary research. Additional information was obtained through participatory observation by the author. Documentary research was done to get data on the status of tourism at the global level and Tanzania, the social economic information on Njombe region, and tourism attractions in Njombe region. Observation was done on natural and man-made features and the environment, to determine the tourism attractions and the required developments. The data has been presented and discussed descriptively in accordance with the Regional Investment Profile, literature on tourism status, and through inference on data obtained through observation to reach conclusions.

### **Findings and Discussions**

#### **Findings**

There are many tourism attractions in Njombe region that are suitable for developing various forms of tourism. These include: The Livingstone and Kipengere mountains that are good for natural vegetation and landscape viewing, Lake Nyasa beaches, Mount Kitulo, attractions relating to hospitality industry, cultural packages, and historical attractions such as the Nyumbanitu caves, the German Boma at Milo, old Missionary churches at Lugarawa, Luilo and Madunda in Ludewa district and Yakobi in Njombe Urban. Accordingly, there are opportunities for improving those attractions and investing in tourism for providing the needed tourism products. The following is a detailed explanation of the attractions, types/forms of tourism that can be developed and the required investments.

Adventure tourism is one of the types of tourism that can be developed in the region. Mountain climbing and particularly hiking can be developed in the Livingstone Mountains especially at Gangitoroli, in the Kipengere ranges and Mount Kitulo. Long Distance Walking Safaris can be carried out between Kipengere and Makete as well as from Uwemba to Mlangali using local tour guides. Trekkers can experience changes in elevation and scenery particularly of wheat farms, forests, temperate grasslands and tea estates. In order to cater for

visitors' needs, investment in lodges, retail shops, restaurants, eco pubs, gardens, Souvenirs Outlets, theme parks and Retail Travel Agents are needed.

Adventure tourism can also be developed in Lake Nyasa. Here, a number of tourism activities such as swimming, diving, speed boat racing, fishing and other water sports can be performed.



**Figure1: Nsungu- Manda Beach along Lake Nyasa in Ludewa District**

Beach tourism development opportunities also exist along the beautiful beaches of Lake Nyasa at Lupingu and Nsungu-Manda (Refer Figure 1). The lake has many (more than 100) species of fish than any other lake in the world. It also possesses ornamental fish with beautiful colours not found elsewhere (URT, 2013). So, the lake has great potential for developing many tourism activities and the accompanied employment of the local people through provision of goods and services that will be on demand. Construction of hotels, camping sites for Lake viewing, lodges, restaurants and a visitors' centre, will be a viable strategy as once those facilities are available, interested tourists will visit the place. More visitors will be expected to visit these attractions when iron and coal mining starts in Ludewa district.

Apart from the above, Njombe region has the potential to develop eco-tourism. Notably, in respect of the preceding suggestion, the region is home of the greater ecosystem of Kitulo National Park. The diversity of species found there including 40 flower species (See Figure 2) that are endemic to this area only. In addition, the area is also home of migrating species of birds notably; Black Stork, White Stock, and Adam's Stork as well as other resident species. So, birding tourism is important. Kitulo is also the source of Lake Nyasa and the Great Ruaha River where animals drink water (ibid). As such, it is a place where a lot can be learned, hence, the need for proper protection and improvement of the area.





**Figure 2: Natural Flowers at Kitulo National Park**

The Kitulo park needs a good tourist hotel to accommodate visitors. So, there is an opportunity for building a tourist hotel and providing transportation services to the area. This will further stimulate development in Makete district by providing a market for food stuffs such as wheat, green peas, pork, vegetables and temperate fruits such as apples, peaches, pears and avocados which are grown locally. Also small businesses in other trade articles can be initiated and be stimulated. Consequently, there will be diversification of sources of income. In anticipation of local peoples' rise in income and improvement of their livelihoods, that will be an achievement of the 1st, 2nd, and 3rd Global Sustainable Development Goals.

Apart from Kitulo National Park, there is the Mpanga- Kipengere, Game Reserve and its associated splendid natural vegetation. This needs good management in collaboration with adjacent communities to ensure wildlife sustainability and avoid its degradation through human encroachment and depletion of game through poaching as the case of Lwafi Game Reserve in the Lake Rukwa Basin (Musana, 2018, Gwalema & Malata, 2018) and Ruaha National Park (Mungure & Gwalema, 2018). Opportunities for tourism investment include: establishment of a visitors' centre, restaurants for food and beverages, and good retail shops at Kipengere village. In addition, the Kipengere ranges and the Livingstone Mountains are both suitable for mountain climbing, long walking safari and scenery viewing.

Njombe region is also well endowed with spectacular physical features that are eye catchers. These include water falls on Nyamuyuya, Hagafilo and Ruhuji rivers in Njombe urban, Kimani, Luvanyina and Madihani rivers in Makete district, a unique slab of rock with a shape similar to the map of Africa extending for about 7 acres found at Igodivaha village in Wanging'ombe district. The Rock is grown with short grass with glittering outgrowths during rainy season. There are also fascinating natural rock caves, nearby at NyumbaNitu forest.

There are also a natural attractive montane forests at Nundu (Njombe), and Milo (Ludewa) (Figure 3). These need to be conserved with the establish of tourist centres at these places.



**Figure 3: A Natural Montane Forest in the Livingstone Mountains**

In Njombe region there is an opportunity for developing agricultural tourism. Owing to the presence of tropical and montane climates, a variety of crops flourish in the region. These include: tea, coffee, wheat, round potatoes (Irish), pineapples, peas, apples, peaches, pears, mangoes, cucumbers, and water melons. Others are flowers and exotic forests (wattle, pines, eucalyptus and cypress estates) and fishing ponds. Beautiful wheat farms, tea estates, fruit orchards and well managed forests are nice-looking and enjoyable to walk in (See Figure 4). If developed as tourism attractions, jobs will be created for tour guides, food and beverage providers and transporters. This will be one way of diversifying income generating activities for the local people who mainly depend on subsistence agriculture. That will also provide an opportunity to build visitors' centres, restaurants, lodges, hotels and camping sites at Makete, Ludewa, Njombe, Luponde and Lupembe.



**Figure 4: A Tea Estate at Luponde**

Development of cultural tourism is another opportunity in Njombe region. Improvement in traditional food preparation can be a tourism product. The local people can teach visitors how to prepare various fish meals and cassava stiff porridge (Ludewa). Secondly, in Wanging'ombe district, visitors can be taught vegetable preparation mixed with pumpkin seed flower. This is very nutritious and tasty. Thirdly, in Makete, local people can teach visitors how to prepare home-made brown bread and stiff porridge made out of local wheat flour and round (Irish) potatoes. In Njombe, visitors can cook and taste 'numbu' –a root crop rich in zinc. Lastly, visitors can learn how to cook a spiced green maize meal, and taste bamboo wine. Thus, there are opportunities for demonstrators of the various methods of food preparation, running restaurants and tour guiding. This will help to make local people value local foods while visitors will learn and appreciate local foods.

Performance of traditional dances and theatre arts can be developed for tourism. In Njombe region there are several tribes- the Bena, Kinga, Pangwa and Manda. Each of these, has got its unique traditional dance. So, local people can form groups for local dance performances (such as Muganda, Kioda and Lituli) to entertain visitors when they are relaxing after visiting various attractions. This will be an opportunity to generate income from the entertainment fees. It will also be one way of strengthening the local culture.

Improvement in handicraft making is an added opportunity. The local people in Njombe region are good at making baskets, table mats, lamp sheds, trays, waste bins, photo frames and baby beds using local available reeds and bamboo. If tourism is developed in the region, there will be trainers in handicrafts, SIDO will get many trainees and a variety of handicraft products will be produced for sale. This will stimulate creativity in designing products and trade in souvenirs. Apart from being a source of income, these products build a sense of appreciating natural resources and being proud of their own culture. In turn, people can be easily motivated to exploit those resources in a sustainable way.

Historical sites are also available. Among the historical sites in Njombe region is the Nyumba Nitu natural forest, currently under conservation and management of local communities. Nyumba Nitu, meaning a Black house, consists of natural caves and a natural forest located at Mlevela village approximately 15 kilometers away from Njombe Town. Inside the caves, local Wabena people hid or took refuge during tribal wars between rival Wahehe fighters during Chief Mkwawa conquests in Iringa region, during the last quarter of 19th century. The caves also provided safe hideout from German forces during the Maji Maji uprising (URT, 2013). History narrators are required as well as a tourism centre for providing essential needs.

Njombe region is not very much endowed with wild animals partly because of the mountainous terrain and low temperatures in many parts. Establishing zoos for keeping wild animals is another opportunity. Zoos can be established in warm areas such as Ludewa, Wanging'ombe and Lupembe. Visitors can view animals in zoos instead of traveling to distant parks. So there is an opportunity to establish zoos in those areas.

Medical tourism can be developed in Makete district, at Ikonda hospital. The hospital has got modern medical equipment and specialized physicians for various disorders. Some people travel from afar to Ikonda. However, it is not well promoted. We need to promote it so that many people get treatment at the hospital. That will stimulate more building of lodges, restaurants, banks, petrol stations, and transportation services.

## **Discussion**

Tourism development in Njombe region appears to be bright because a lot of opportunities exist as explained above. Tourism attractions only need to be improved and managed well. This is not a simple endeavour as it needs investment in human resources development and environmental conservation to ensure that the attractions are not degraded. A study by Gwalema and Malata (2018) around Lake Rukwa found out that, there was a big link between the depletion of Lake Rukwa wetlands, the shrinkage of the lake and the anthropogenic forces taking place around the lake. In order to ensure the sustainability of Lake Nyasa, anthropogenic activities close to the lake will have to be controlled. For that matter, mere existence of attractions is not enough without preceding initiatives being undertaken.

Moreover, in order to benefit from tourism, the local people, need to be well integrated in the tourism industry. Hence, for such a thing to happen there is a need to decide and develop types of tourism that will involve and benefit the local people. Since the tourism industry is very competitive, in order to benefit from it, the local people need to learn widely how to run tourism enterprises in accordance with the current trend. Nowadays, 41% of business and 60% of

leisure travel arrangements are done online. That implies that service providers including local people will have to go digital in order to meet customers' needs on the web (<https://medium/swlh/top-10trends>). Hence, tourism tech trends will have to be attended to accordingly.

Success in carrying out tourism that will benefit the local people has to be through-, relevant communities undergoing training in various fields in order to gain awareness about how tourism is managed. They will also need to learn how it can be a tool for sustainable development in all dimensions (Visasmongkolchai, 2017). For example on one hand many local people in Njombe region are subsistence farmers, owning individual farms. On the other hand, tourism is a chain business involving many people. Thus, they will need to learn how to create cooperation in all aspects and learn how to manage various activities such as tour guiding, handicrafts designing and making, hospitality and how to manage and distribute finances. In fact, for such an approach to be sustainable there has to be continuous development and improvement of tourism products and human resources (Ibid, 2017; Jensen, 2005). Such process of developing sustainable tourism should include adherence to UNWTO principles that have been recommended to governments in connection with Tourism development and Poverty Alleviation (WTO, 2006, 2010).

Foremost, strategies for developing sustainable tourism should be mainstreamed within overall poverty elimination measures that ensure tourism development strategies focus more on equitable distribution of wealth and services. Secondly, there is a need to develop partnerships between international, government, non-governmental and private sector bodies, with a common aim of using tourism as an engine for development. Based on the preceding strategy, it is suggested that, most of the tourism oriented products such as accommodation, transport, retail shops and restaurants can be left to the private sector. Thirdly, an integrated approach with other sectors should be developed to avoid overdependence on tourism. For example, in Njombe region, integrating tourism with agriculture and local culture will help to generate more revenues to the small farmers and traditional groups. Agricultural and cultural tourism will have to be innovative and scientifically planned (Wang, n.y).

The fourth principle requires governments to create conditions which empower and enable the poor to have access to information, ability to influence and decision making. For example, having a training centre for designing and making handicrafts, will be one way of integrating the local people in the industry. The fifth principle is to focus action at the local level within the context of national policies. The strategies for developing sustainable tourism in Njombe region, in this case, should be based on the Tanzania Tourism policy (URT, 1999), and others. In this way, the Ministry of Tourism will be

committed to sustainable conservation and use of resources that in the long run can have enormous contribution to the socio-economic development of the local people and the country at large. Finally, there should be a monitoring mechanism to measure the impact of tourism on people's livelihoods. These principles can be well implemented through ecotourism and community based tourism (WTO, 2005). These two involve communities and help to achieve the global Sustainable Development Goals among which poverty is number one.

According to UNWTO, eco-tourism involves travel to destinations where flora and fauna and cultural heritage are the primary attractions. One of the goals of ecotourism is to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats. Therefore, there is sharing of socio-economic benefits with local communities and indigenous peoples by having their informed concern and participation in the management of ecotourism enterprises (Google-ecotourism).

The ideals of ecotourism do not always match with reality. Where most of the businesses are controlled by foreigners, very little trickles to the local people especially if many of them possess low levels of education. This negative aspect is evident in a study done by the author in Tanzanian coastal local communities, which found local people were less integrated in the tourism industry. Consequently, only 10 (6.7%) of the local people in the sample of the study were employed in the tourism industry; at the lowest level of the employment hierarchy. Moreover, about 78% of the respondents were poor due to lack of employment opportunities and capital (Gwalema, 2012).

### **Implications**

From the above discussion, it is implied that, in order to develop sustainable tourism in Njombe region, a lot of financial resources are needed. The government on its own may not be capable of doing everything. The private sector will have to be motivated to get involved in some investments such as accommodation, transportation, pubs, restaurants and tour guiding.

The shift to the digital world implies that, electricity and Internet band connections will have to be available and accessible everywhere in the country. Urban bias should be avoided.

Training of human resources has to be continuous to enable the local people develop new quality products and manage tourism activities competitively in a sustainable way.

### **Conclusions**

From the tourism attractions indicated above and the needed investments, we conclude that the future of tourism in Tanzania and Njombe region in particular

is bright. However, the Tourism Division needs to make concerted efforts to empower the local people to fit them in the industry. A lot of financial resources are needed to develop human resources, tourism attractions and infrastructure in order to compete well with other countries. Tourism in all its various forms can benefit local people and improve local people's livelihoods if the government makes concerted efforts to implement tourism strategies for achieving its set objectives. Involving local communities in planning tourism development and management of tourism enterprises using the available resources should be made a reality.

### **Recommendations**

In order to develop sustainable tourism in Njombe region, this paper recommends the following:

- To manage the attractions in a sustainable way so as to avoid their degradation and/or depletion. The carrying capacity of the respective areas should be adhered to;
- Focus on Eco-tourism and Community Based Tourism in the region because their various forms involve local communities and hence, a wider spectrum of positive multiplier effects;
- The Government through the Tourism Division should invest heavily in tourism training, infrastructure development and environmental conservation;
- Develop partnerships between international, government, non-governmental and private sector bodies for mutual benefit;
- Ensure good governance and accountability. It is the government which can protect and empower local people to participate productively in the industry and ensure sustainable tourism.

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