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" A STUDY ON THE CAPABILITY OF ARUSHA  
TOWN AS A TOURIST CENTRE OF THE  
NORTHERN TOURIST CIRCUIT IN TANZANIA. "

A THESIS PROJECT SUBMITTED IN PARTIAL  
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**ABSTRACT:**

Tourist industry has proved to be among the major economic activities in many countries of the world. Despite the difficulties involved in evaluating quantitatively the revenue from this sector, the amount of foreign exchange accrued from tourist business in many nations proves its significance in the contribution towards development and especially in ironing out trade deficits. For a developing country like Tanzania, the role of tourism in balancing of payments is of vital importance since the country always experiences an unfavourable balance of payments with regards to the difference between the monetary value of exports and imports.

Given the resource potentiality of tourist attractions in Tanzania and particularly in the Northern Tourist Circuit, there is a need for planners, especially physical planners, to get involved in the process of formulating development strategies for the tourist sector. Such plans should ensure that tourism is considered as one of the important sectors in the economy which should function complementarily with other sectors and not as a separate entity.

Arusha town being the centre of the Northern Tourist Circuit, the study attempts to relate the capability of tourist facilities, institutions, and the whole infrastructure with the hinterland which is well endowed with different varieties of tourist attractions in the

perspective of a major purpose of enhancing the development of an efficient tourist industry.

From the study, it has been observed that there are various problems which arise and hinder a smooth running of tourist activities. Lack of a co-ordinated and comprehensive plan for tourist industry in the area is the main constraint behind the identified problems in the study.

Arising from the above problems, it has been recommended that the appropriate strategy for an efficient tourist industry should be that of adopting an integrated tourist plan which is comprehensive. It has, therefore, been suggested that all the tourist activities should be treated as interrelated functions within a common system and not as a separate entity. At the same time, tourism should not be regarded as a separate sector within the economy, instead its inter-dependence with other economic sectors should be given emphasis, particularly when considering the need for conservation of natural resources which are not only important to tourism, but also for the future generation.

The success of recommendations given in this study will enable proper formulation of an integrated plan including tourism as among the major sectors and guide a proper growth of Arusha town as a tourist centre. The recommendations will also offer the basis for planning of future tourist activities and the modelling of existing ones to suit the above ideals.

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## CHAPTER ONE

### 1.0 INTRODUCTION:

#### 1.0.1. Development of Tourism:

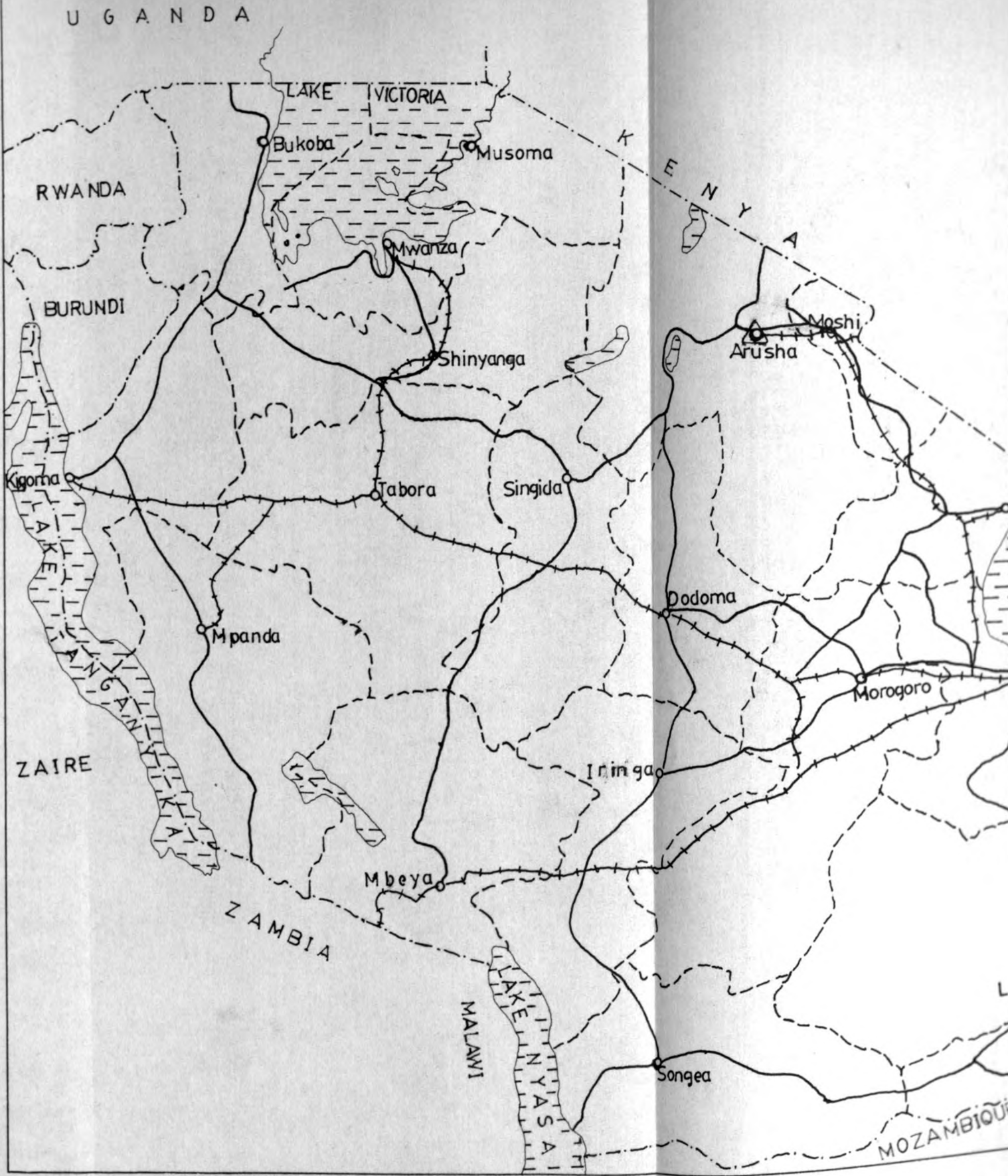
There is a close relationship between tourism and travelling since tourism involves visiting distant places for various purposes. However, not all travellers can be considered as tourists. In early times, tourists travelled with different aims such as trade, discovery and spreading religion. Among the first people to make tours were the Middle East and Mediterranean trading caravans. The beginning of early tours was also marked by adventures like Magellan, Drake and Marco Polo who made circumnavigations with the purpose of making discoveries. Tourism developed further when the Romans travelled to Egypt and Greece for leisure on seaside resorts.

Tourism grows further with the development of transport through time. It is this development which enabled the growth of trade, commercial, cultural and educational activities and hence a steady growth in tourism. Further, on global basis, the growth of tourism was enhanced by the impact of the industrial revolution with its political and social implications. In addition, developments in world financial and political stability and numerous other factors have accelerated the growth of tourism in the world.

The basic factor which enhances tourism is the regional variation in resource endowment. Regional differentiation provides a place with a unique environment and other amenities. People wish to visit new horizons, foreign places and strange areas which are peculiar to their experience. It is the existence of potential tourist attractions in the Northern Tourist Circuit of Tanzania which prompts tourists to come from various parts of the world to Arusha town.

A good example to show the relationship between spatial variation in resource endowment and tourism is the observation that, there is a growing preference of the European public for sunny and warm climate on warm seas. This is shown by the fact that the Northern part of Western Europe had an International Tourism increasing from 21 million to 31 million arrivals, an average increase of 5%. While in the same period, the Southern part which is endowed more with sunny and warm climate received an increase from 19 million to 50 million, an average increase of 13% annually. This is more than 2½ times that of the Northern.

This rapid increase of both domestic and foreign tourism concentrating more and more in the warm sea regions of Europe has brought forward a strong investment



activity in order to cope with the rising demand.

At the same time, these and other connected investments are changing the very aspect of tourism. Many areas have been overdeveloped and urbanized to such an extent that they look more and more like big cities the tourists wanted to escape from while on vacation. It is this similar issue which has incited the need for the study so that there should be direct involvement of planners and people with knowledge in other disciplines to lay out short and long term strategies in order to balance the development of the town and growth of tourism.

#### 1.0.2. Tourism in Tanzania

Tanzania is gifted with a variety of resources which attract tourists. Among them are the vast areas of different types of wildlife mainly termed as National Parks, which are eleven altogether. These include Serengeti, Manyara, Tarangire, Kilimanjaro, Arusha and the famous Ngorongoro caldera in the Northern Circuit. Others are Mikumi, Ruaha, Katavi, Gombe, and Rubondo Island. Together, they comprise a total area of 37,525 square kilometres, this is 4% of the whole area of the country.

Another major attraction in the Northern Circuit is the scenic beauty of Mount Kilimanjaro, the highest mountain in Africa (19340 feet) and snow capped throughout the year. The Northern tourist circuit is famous for game

viewing, camping safaris, hunting safaris and mountain climbing, whereas at the coastal circuit, the dominant attraction is the beautiful beaches and to some extent, fishing trips.

Prior to 1961, tourism as an industry hardly existed in Tanzania. This implies that there was no guided policy towards the development of tourism. Furthermore, there was no marketing, advertisement, promotion agency or deliberate tourist infrastructure. From that time, the Ministry of Commerce became responsible for the development and promotion of tourism. However, with time, various government and parastatal bodies have been given the responsibility of developing tourism in the country. Tanzania, however, could still be considered late in the field of tourism, though this can be an advantage that the country can learn from the experience of other countries and plan her own tourist development systematically.

The extent of tourism can be gauged by the number of visitors entering a country. During the current decade, the number of visitors entering Tanzania has been estimated at expanded growth rate of 19% per annum which might appear high in Tanzania's development, but very modest by international standards.



The information on the total number of visitors entering Tanzania is not however, very comprehensive due to the 1948 Immigration Legislation which specified that, visitors entering Tanzania from Kenya or Uganda should be treated as the immigrants of the first entered country. As the majority of visitors to Tanzania arrive from Kenya, this practice results in a significant underestimate of the total recorded number of visitors entering Tanzania. Below are the estimates based on figures from the East African Statistical Department and the Tanzania Bureau of Statistics.

Year	Estimated Number of Visitors
1950	11,250
1951	11,315
1952	11,380
1953	11,445
1954	11,510
1955	11,575
1956	11,640
1957	11,705
1958	11,770
1959	11,835
1960	11,900

Source: Bureau of Statistics, Dar es Salaam.  
The figures for 1950-1959 are based on the figures available to the East African Statistical Department of the Immigration Department of the Government of Kenya.  
The figure for the year 1960 is a preliminary estimate.

**TABLE 1: VISITORS TO TANZANIA, 1960 - 68, 1976 -77**

Year	First Arrival	Visitors through Kenya/Uganda	Total
1960	7,534	2,313	9,847
1961	7,351	4,867	12,218
1962	9,257	6,409	15,666
1963	9,878	10,472	20,350
1964	7,140	13,117	20,257
1965	8,278	13,222	21,500
1966	10,800	17,599	28,359
1967	16,000	18,619	34,619
1968	-	-	40,000
1976	-	-	176,000
1977	-	-	118,000*

Source: Bureau of Statistics, Dar es Salaam.

Data for years 1968 - 77 is not complete (not available) - an empirical illustration of the shortcomings inherent in the industry.

\* The fall in the year 1977 is vividly explained in Chapter Three.

### 1.0.3 Some Planning Aspects of Tourism:

The development of tourism in many countries of the world has been a major factor in building international understanding and, at the same time, has provided a significant source of income for those nations which have encouraged it. In Tanzania, sometimes, tourism is termed 'invisible earner' due to the difficulties involved in calculating the income this sector brings.

Tourism may represent a relatively small percent of the total economic activity of a country or area, yet it has major importance to the economy. This means that when considering the revenue from tourist industry in relation to other economic sectors, the earnings from tourism may be very little. Whereas, if the revenue is evaluated on the basis of gains in foreign exchange earnings, tourism usually contributes an appreciable amount and rank high in relation to other sectors. Tourism in Switzerland, for example accounts for only 8.4 per cent of the total Swiss national income. Income from foreign tourists in 1970 was 3.125 billion francs. This "invisible" export" however, covered up to 85% of the deficit experienced by the country in its trade balance, the difference between imports and exports.<sup>2</sup>

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<sup>2</sup> Report by Swiss National Tourist Office, 1971.

In 1970, Tanzania made an effort and made a calculation from the expected daily per capita expenditure of the tourists. This showed that Tanzania was expected to earn 171 million shillings in foreign exchange. And the second five year plan 1969-74 envisaged a tourist development programme of increasing the number of visitors from 40,000 in 1968 to 120,000 in 1973-74 with estimated foreign exchange receipts in the range of 120 - 160 million shillings per annum. This would put tourism in the third position in terms of foreign exchange earning after agriculture and industry respectively.

In order to maintain the position and sustain the income from tourism, the government has to make bulk investments on the basis infrastructure especially on hotels and lodges which are expected to regenerate income in due course of their operation. The Northern tourist circuit is one of the major areas earmarked for the investments and hence conferring Arusha as the centre. All the above factors put together necessitate the need for comprehensive study so as to come out with proper and relevant strategies on the development of tourism in the region. This will also help in avoiding haphazard investment which might culminate into wastage of resources.

Tourism like most other economic sectors, do not perform alone. There are always linkages with other sectors. This can be in the form of attracting industries which cater for tourism in one way or another like service industries of the nature of garages and the like. For the development countries with a developed tourist industry, it is possible to accumulate capital and managerial talent which will in turn promote further industrial development. To a developing country like Tanzania, industrial development and tourist development are inter-related, not competitive.

Transport service and accommodation provide the primary infrastructure for tourism. Tourists, however, come for a particular purpose and in order to handle them properly, a very wide range of facilities must be made available. An area like Arusha town, which has been made a tourist centre, its social, artistic, sports and other amenities, hitherto serving other needs become far too restricted and must be supplemented. The study therefore, is based on the above ideas and it is an attempt to find solutions as to how tourism can be developed in a comprehensive approach.

Tourism being the third sector in foreign exchange earnings in the country, greater emphasis

should be put to foster its development. To conform with the above, the government has identified several guidelines as stipulated in the third Five Year Development Plan to be adhered to:-

**1.0.4 Policy Strategies:**

1. Emphasis will be put on having a large Tanzania workforce. The purpose being to have many citizens qualified in Hotel Management so as to attain the target of being self sufficient.
2. Efforts to be made to advertise the touristic attractions abroad. These efforts are to include screening of films about the attractions, opening tourist offices abroad, dispatching frequently delegations of tourist officers to countries where large numbers of tourists come from. On top of that, possibilities of getting tourists from the Middle East and Australia to be investigated. Also Tanzanians will be encouraged to visit national parks in groups and arrangements will be made to enable school children to visit national parks as part of their education.
3. The Ministry concerned will be charged with the task of grading hotels. This will enable the republic to have medium class hotels which are popular among

tourists.

4. Efforts be made to persuade international flights and charter planes to land directly at the airports of Dar es Salaam, Zanzibar and Kilimanjaro.

5. In order to provide better services to tourists, a new corporation to be called 'State Tourist Service Limited' will be formed to take over the services that were being provided by state travel services.

#### 1.1. Statement of the Problem and its Significance

The importance of the study is based on the fact that, tourism is among the major income earning activities in the country. The idea of making Arusha the centre of tourism in the Northern Circuit has just been brought in a town which was not specifically planned for tourist purposes. It is therefore, important to have a clear understanding of the various tourist activities. With the above acquired knowledge, one can identify the major shortcomings in the smooth running of tourist activities and proposals as to how to rectify the situation can be made.

The overall problem identified in the study is lack of a comprehensive plan, both at national level and more specific for the area of study which has been earmarked as a tourist circuit. Lack of

a co-ordinated plan leads to sectoral approach in tourist development projects, and this might lead into misallocation of 'scarce' resources as a result of the consequences of haphazard investments. With a comprehensive plan, it is possible to monitor the progress of a project. Monitoring is important to evaluate the success of a project through follow ups and feedback. In this way, it is possible to discover the drawbacks in the initial laid down strategies and make necessary amendments to suit the laid down goals. It is only through this procedure that tourism can develop successfully.

As a consequence of the overall problem stated above, there are other problems which were identified. The major one was infrastructure in terms of transportation and communication. Some roads are impassable during the rain season and there are frequent problems of means of transport especially the maintenance of vehicles. There are also difficulties in the flow of information. Another identified problem is the need to re-examine Arusha's position with regard to the supply of tourist facilities so that tourists are well served.

It was also observed that there is under-utilization of the potential resources such as Kondoa rock paintings.



For the tourist industry to grow, there should be a policy to encourage further research on the possibilities of harnessing other tourist attractions for purposes of diversification. Since planning is future oriented, there is a need for conservation measures. Ways should be sought to enable the natural resources to be used for tourism and at the same time, be preserved for the future generation. In regarding the Northern Tourist Circuit, other important economic activities should be incorporated in planning for tourism. The problems identified above will be further elaborated in the following chapters.

In reality, very little effort has been put as an initiative towards a systematic and co-ordinated way of carrying out tourist activities in Arusha town. Many aspects related or catering for tourism are still functioning as separate entities, while they should carry out their activities as a single unit.

The significance is magnified further when considering the resource potentiality of the hinterland of Arusha. First of all, the potentiality of this area has not been fully examined and in most cases, the potentiality was looked upon in isolation and hence the need for direct involvement of the planners.

Due to the scope of the study, it is only the tourist resources which are examined fully. Other resources in the hinterland are not given emphasis, but should not mean that they are disjointed. There is always a direct impact on other sectors due to the development of tourism. The study therefore, provides a challenge, which may stimulate various disciplines to engage themselves in as much as possible so as to come up with an integrated plan. There is also a personal feeling that the topic itself is interesting in the sense that it is multi-disciplinary in approach. Tourist industry incorporates such fields as environmental, socio-economic, recreational, aesthetics and transportation to mention a few. The spatial aspects mentioned enhances the relevance of the topic to physical planning and hence the importance of the study as a planning student.

It is also in this field, among others, where one will be trying to plan for the interests of people of different origins and hence different behavioural interests. As such, when planning the development of Arusha town, the area should be viewed in the context of urban ecology with main concern for the physical, spatial, and material aspects of the social structure in the town. In addition, the concern should also be on human values, behaviour and interaction.

## 1.2. Objectives of the Study:

In view of the above stated problems, in this study, the author sets out to study and analyse the different tourist activities and facilities, their functions and relationships so as to come up with a clear understanding of the way tourist business is being organized within the Northern Tourist Circuit and Arusha as the centre. The objective is to come out with policy strategies which will play an effective role in guiding the development of tourism in the study area.

For the purpose of an efficient and prosperous tourist business, the study will critically examine and analyse the relationship between tourist facilities and requirements in Arusha town, with particular attention directed to evaluation of how the facilities can effectively cater for tourism in Arusha. The study will also assess the tourist resource potentiality of the hinterland, transport and communication in general with particular emphasis on road network and condition and air transport so as to correlate and assess the accessibility between Arusha and its catchment area.

Studies on the distribution of tourist activities in Arusha town will also be carried out with specific

reference to the Clock Tower District so as to understand and find solutions to existing land problems. Other important centres within the Northern Tourist Circuit will also be studied with respect to the ability to handle tourists. The idea behind is to look for possibilities of alternative towns for the purpose of decentralizing and supplementing tourist activities in Arusha town. For the purpose of diversification, other untapped or not fully developed resources will be identified so as to increase the resource potentiality of the 'circuit'. Another important objective is look for ways of integrating tourist activities with other sectors so that they develop simultaneously with mutual benefits. Further research, therefore becomes inevitable to achieve the above objective.

### 1.3. Assumptions:

With the recent booming of various activities deemed to rapidly increase the number of visitors to Arusha, one has to question as to how the visitors can be served by the existing facilities. It is also known that there are proposals of increasing the facilities while at the same time, there has not been any comprehensive study to justify whether the existing facilities will match with the future tourist industry's demand.

Arusha is the focal point in most of the International conferences that take place in Tanzania; the only Conference Centre in the country is situated here. The East African Management Institute also increases the number of visitors to Arusha. To a larger extent, as the centre of tourist trade which has complex operations, the way to carry out the business successfully becomes dubious.

It becomes very difficult to ascertain the efficiency of tourism in Arusha at this moment. As such, several hypothesis subject to approval by the thesis have been laid down. The following are the assumptions behind the subject.

- (i) Lack of a comprehensive plan is a drawback towards the smooth running of tourism.
- (ii) Arusha being the centre of Tourism in the Northern Circuit, activities in the town will definitely expand and multiply several times. Therefore, a variety of physical planning problems are likely to arise, particularly land problem.
- (iii) Tourism involves a variety of organizations and activities, as such there is likelihood of the cropping up of the problem of co-ordination. This problem of co-ordination is expected to work against the efficiency of the business.

- (iv) Though Arusha was a tourist town, in certain aspects it was not a tourist destination until after the breakdown of the East African Community and consequently the border closure with Kenya. It is thus assumed that facilities would be inadequate for tourists who now come direct to Arusha.
- (v) Hinterland problems may interfere with or act as bottleneck to the tourist business.

#### 1.4. Research Methodology:

Due to the complexity of tourist industry, a variety of survey methods had to be applied so as to end up with reliable information. Questionnaires were applied for seeking the information on the existing facilities and the different services offered by tourist oriented establishments. The convenience of the questionnaire was due to the fact that most of the information here could be quantified and in some cases, it could be presented by listing. It was also through the questionnaire where one could gather the information on the problems and general difficulties faced by the industry. The same method was applied in collecting data for the future development proposal. The above information collected necessitated the questionnaire to be dominated by open ended questions.

Interviews with various personalities engaged in tourist activities supplemented the questionnaire. This was very helpful especially in probing further for more detailed information and also in getting opinions from different people with variety of functions in the same sector (tourism). A total of 40 personalities were interviewed and most of them were the managers or heads of their establishments, that is the hotels, travel agents, curio shops and government and parastatal bodies, dealing with tourism. In some cases, especially in hotels, people who had special assignments were consulted, there were such people as catering officers and housing managers.

Using the above two methods, due to the few number of tourist hotels (5) and other establishments, almost all of them were interviewed. In fact, data was collected from all the tourist hotels in the town. Sampling technique here was not necessary since the survey took almost 100% of the population in most of the important aspects.

Personal observation was also very necessary in this study and sometimes participation especially in hotel services was of great help in gathering information. This was done through taking meals and drinks in some of the hotels so as to facilitate in better understanding of the service condition in the

hotels. In this way, hotel operations and management could be assessed. Personal observation as such added my knowledge on the information which could not be gathered through interviews or otherwise. The data thus gathered is one's own experience on the matter, this adds to the weight of the whole empirical formation.

On the spot studies were also important especially when assessing the condition of sports facilities like the golf course. The above method was also applied in studying the condition of parking spaces. Furthermore, the roadside (pavement) hawkers in relation to traffic was studied in the same way.

Information was collected from the written documents, mainly the annual reports and official documents from relevant bodies. These include the Central Statistical Bureau, Tanzania Tourist Corporation, the Ministry, Tanganyika National Parks, Tanzania Wildlife Corporation, and consultations were also made on Arusha master plan and other development plans for Arusha.



**1.5. Definition of the Terms Used:**

**1. Tourism:**

I suggest that this term can easily be understood by telling who a tourist is. According to the League of Nations Statistical experts (1937), it was resolved that the term "tourist" shall, in principle, be interpreted to mean any person travelling for a period of twenty four hours or more in a country other than that in which he usually resides. Whereas the United Nations Conference on International Travel and Tourism defined tourists as temporary visitors staying over twenty four hours in the country visited, the purpose of whose journey fall under one of the following two categories:

- (I) Leisure, recreation, holiday, sport, health study, religion
- (II) Business, family, friends, mission, meeting.

The architects Journal<sup>4</sup> has a very broad and general definition of tourism which I think can as well hold for our purpose. Tourism here is considered

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<sup>4</sup> Principles of hotel design, the architects Journal; Architectural press, 1970.

as the migration of people, families, and groups to places outside their residential areas for limited periods and by personal choice. For the purposes of the study, all the definitions above are relevant since their minor differences do not have significant controversy.

II. Circulation:

It embraces all movement and communication basic to the process of spatial interaction.

III. Accessibility:

The degree of access to a particular place in terms of distance, time or cost. Specifically, the term also implies the number of opportunities available for a given travel cost, and reflects the quality of the transport, network i.e. the availability and quality service provided.

1.6. The Scope

The first chapter of the thesis explains the importance of tourism in a national economy and discusses the various factors responsible for the growth of tourism in the world as well as in Tanzania with particular emphasis on the Northern Tourist Circuit. The statement of the problem, its significance,

and the methodology including the limitations of the study are also covered in this chapter. The second chapter has got three main sections. Section one explains the historical development, the physical, climatic condition and social aspects in relation to the development of tourism in Arusha. The second section is an analysis of the location of Arusha town and its tourist hinterland. In this section, the various tourist attractions are discussed in detail. The last section focuses on the existing communication network. Main emphasis is on connectivity and accessibility which comprise of means of transport, road network and condition. In this section, the linkage of Arusha with the Northern Tourist Circuit and the whole world in terms of movement and flow of information is explained with respect to tourist trade.

The discussion in the third chapter is based on the existing tourist industry in Arusha town, with main emphasis on:

- (a) Accommodation capacity of hotels and other services they offer.
- (b) Means of transport with emphasis on the functions of tour operators.
- (c) Curio shops and trophy dealers.

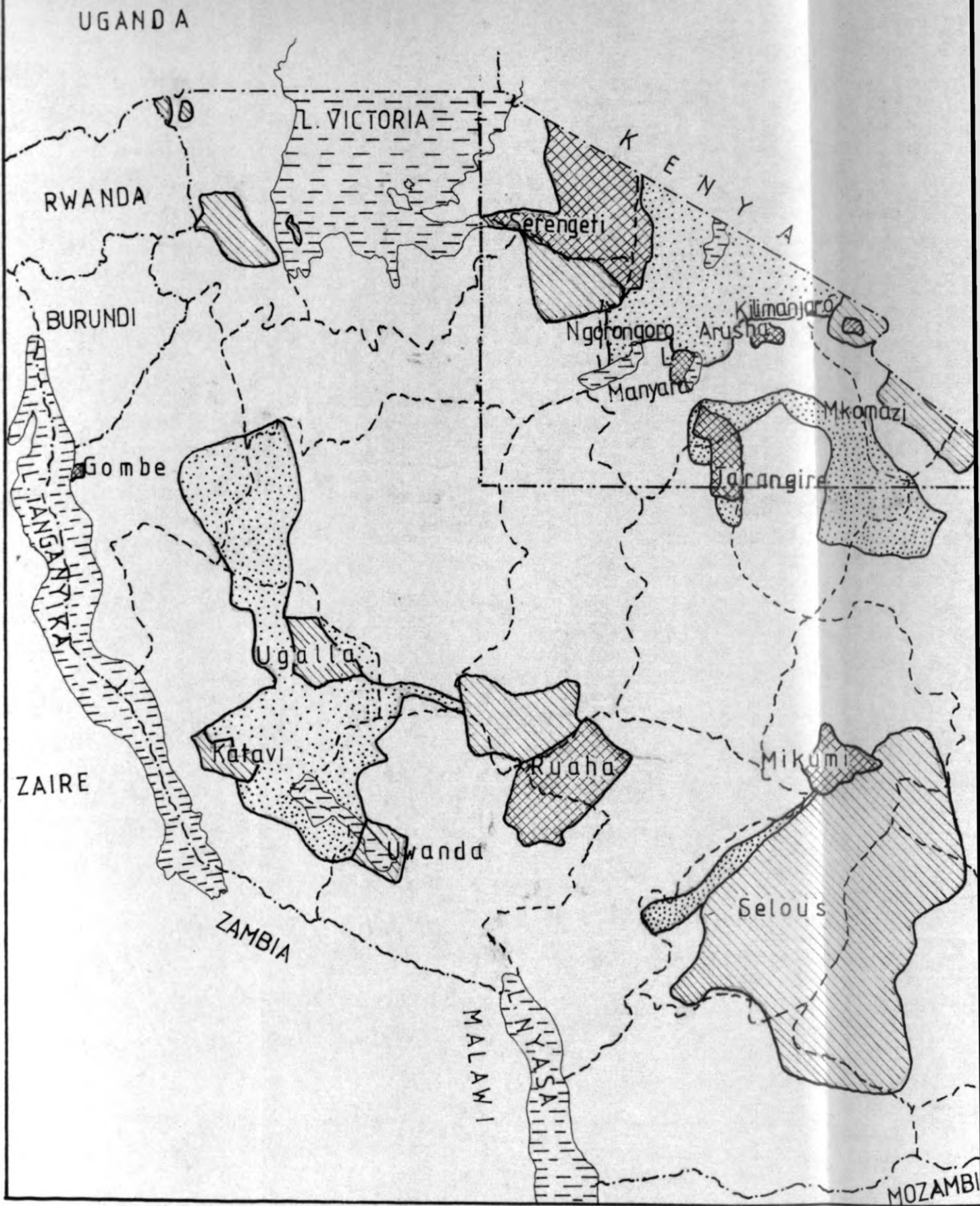
- (d) Activities which have certain influence on tourism like function of the International Conference Centre.
- (e) Other amenities of interest to tourists like museum and recreational facilities.
- (f) Government or parastatal organizations and other statutory bodies having roles in connection with tourism.

The main theme of the study is based on the role of existing tourist facilities in Arusha town and the relationship between the activities in the town to resources in the Northern Tourist Circuit in the context of tourist development. One should note that Arusha town cannot be studied in isolation without its resource region as shown in map number two. The details of the resource region are elaborated further in the second chapter. The hinterland is important because, the study is based on urban economic sector which is regionally oriented. As such, the approach was that of considering spatial linkages of the urban economy and its region so as to give implicit recognition to the intra and inter-regional relationships.

### 1.7 Limitations:

The study had its main problems and most of them are based on the quantity and quality of data available. A number of records were not available and the empirical data that was available was fragmented and covers a short period and hence difficult to make meaningful interpretation as a basis for planning, especially with projections. Some of the establishments were new in their period of operation and did not have well recorded data bank. The same applies to other projects which are embarked on an adhoc manner.

It was difficult to get some information on tourist industry such as the number of people employed in the sector, this is because the existing classifications were intended for other purposes and tourism as a sector was neglected. Photo taking was prohibited in certain parts of the town and hinterland with the main reason given as security during my period of study. Thus this reduces the number of visual aids in the thesis report. It was difficult to have direct contact with tourists, as such reliance on the information from dealers (second part) was inevitable.



CHAPTER TWO :

ARUSHA AND ITS HINTERLAND:

2.0. Introduction:

This chapter broadly tries to explain the growth of Arusha town from a historical and economic perspective. Due to the scope of the study, there is no emphasis on the changes of land use on various periodic times. Only the major factors relating to tourist industry are mentioned. The climate of the town is also discussed with emphasis on the relationship between the variations of seasons in Europe. Physical aspects of the town and certain vegetation type, particularly the attractive scenic features of significance to tourism have been shown on the map.

Social aspects have also been considered. Here, more emphasis is put on the cultural and traditional way of life of the local people. This relates more to tourism because some categories of tourists are interested more in learning people's traditions. A clear breakdown and quantification of tribal composition of the people is not possible due to the government policy on eradicating tribalism.

The second part of the chapter gives an analysis of the hinterland. The hinterland has got a very important role to play to as far as tourism in Arusha is concerned. Most of the interesting features and attractions are located in the hinterland. When planning for tourism in Arusha on the basis of the Northern Tourist Circuit, the hinterland resources should be taken as the resource base. This is why it is always mentioned that Arusha town cannot be studied in isolation without a thorough analysis of the tourist resource base. In this study, the hinterland is considered as the main catchment area.

The last section of the chapter deals with transportation and communication in general. This part is important in explaining the linkage of Arusha with the outside countries and other parts in the country, mainly in terms of air transport, road transport, and messages. For planning purposes, it is the communication network which enables one to understand the accessibility in terms of distance and flow of ideas. Transportation and communication are even more important to be understood since the tourists come from outside Arusha and visit parts of the country which are outside the Town.



**SECTION I . GROWTH FACTORS, PHYSICAL AND SOCIAL CHARACTERISTICS OF ARUSHA TOWN:**

**2.0.1 Extent:**

In most cases, it has been observed that settlements are situated in strategic areas in cases where defensive measures are given priority. In other cases, communication determines the location of a settlement. As such, most of the road functions or terminus for roads and railways happen to be major centres of population concentration. There are other factors like sea port or river sides which are also important sites for settlement sites.

Whatever the main determinant of the location of a settlement, the main factors to be considered are the activities which sustain that population. Some centres act as collecting centres for the local products, some are mainly administrative while others are a combination of various activities carried by a society.

In the case of Arusha town, it is a combination of functions which enhanced its development. The importance of the town however, dates back to the time when the Germans established a 'Boma' as an administrative post for the Northern Region.

As a regional and a district capital, Arusha also grew as the main business centre. Given the resource potentiality of the hinterland, the town also housed the major enterprises which were meant to support agriculture, the main economic activity in the immediate hinterland.

Arusha town received more international recognition when it was made the centre of the then East African Community. At present, there is the Arusha International Conference Centre and the East African Management Institute, which attract visitors from outside countries to Arusha. When it was made the centre of the centre of the East African Community, Arusha experienced a further growth and physical expansion due to the need for residential and office accommodation of the employees. Some of the Community employees were utilizing the tourist hotels, especially at the time when their residential quarters had not been built. During this time, these hotels were ensured of constant customers despite the season.

Also at the moment, Arusha is centre for research on appropriate technology in agriculture. This institution is meant to improve agriculture in the rural areas. This centre has attracted many developing countries especially those of Eastern and Central Africa in

observing the findings of the research institute. Some of the findings are also relevant to these countries since they can be applied in developing agriculture in their rural areas. This centre usually organizes seminars whereby the interested foreign countries are invited. Visitors to such seminars are considered as tourists and hence Arusha receives a variety of tourists.

The impact of the different resources in the hinterland of Arusha is made more evident with the establishments owned by the Tanganyika Farmers Association (T.F.A.). T.F.A. established shops and go-downs to sell farmers' inputs and store products respectively. The main crops of the region include coffee, maize, beans, wheat, pyrethrum, forest products and a variety of vegetables. Livestock is also kept in abundance by the local population. And a dairy factory was established to process milk.

A variety of industries were also established, some were meant for processing the local raw material, some grew spontaneously with the purpose of servicing other industries while others were deliberately established to implement the policy of decentralization as well as countering urban unemployment.

The important industries in Arusha town include the General Tyre (E.A. Ltd.), the breweries, Kilimanjaro Textile Mill (KILTEX), the maize meal, Tan Foam for mattresses and pillows and Alfi - a German firm for cosmetics. There are also establishments for motor vehicle dealers and farm machinery which were bought to be used in farms and estates. With regard to tourism, since some of the industries are not fully owned by the state, foreign owners usually come to Arusha temporarily for their business interests. Such visitors also account for the number and variety of tourists in the town.

By early 1930s, the first tourist hotel was established in Arusha town and at present they are about five in number. Tour operators and travel agents are being established at a very rapid rate and curio and souvenir shops are a common site in the town mainly at the Clock Tower District. As Arusha is also the starting point for many tourists to the game parks in the hinterland, it has become an important shopping centre. As will be discussed further in the coming chapters, the above activities make tourism a major sector (among others) in Arusha town.

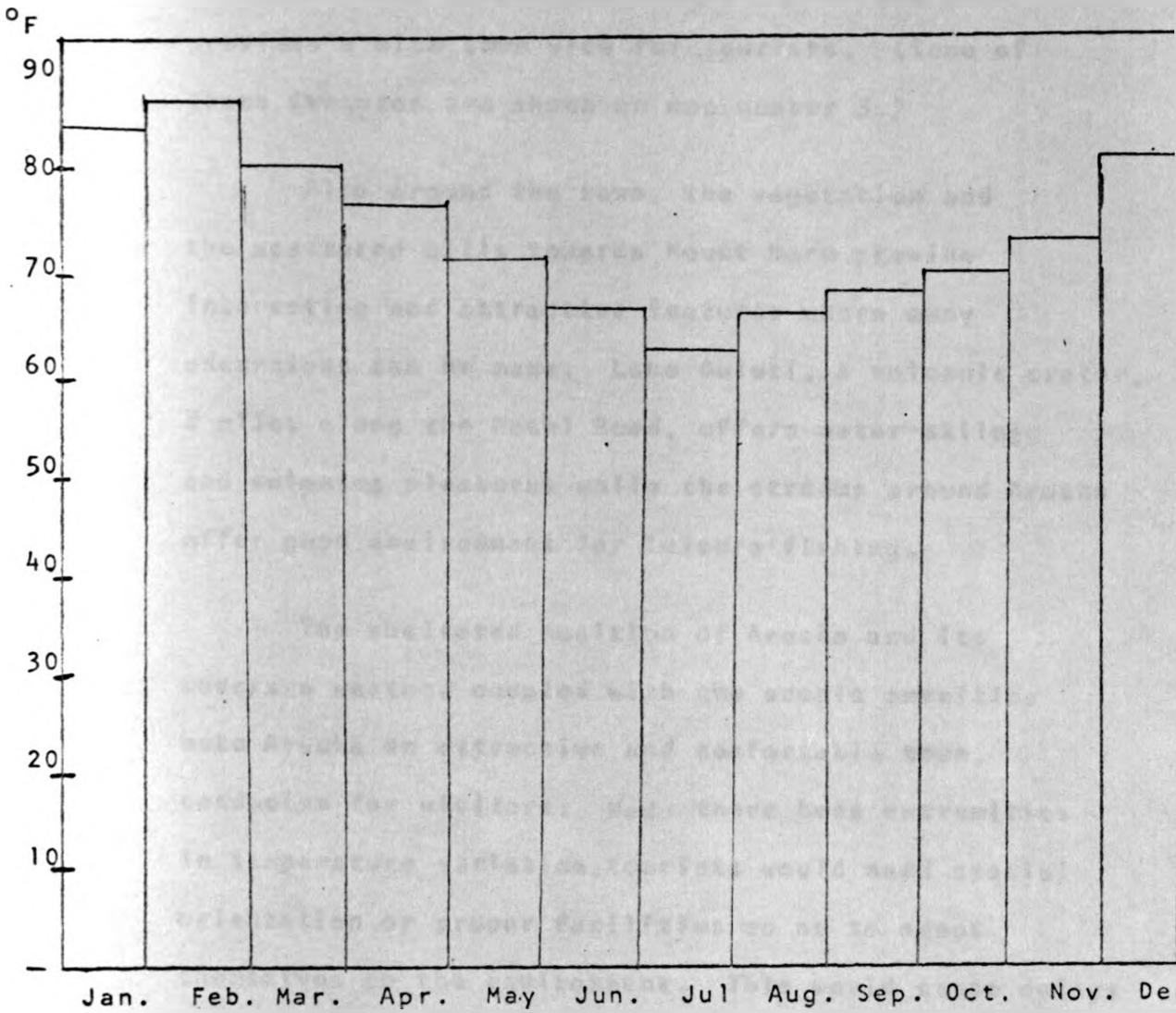
### 2.0.2 Existing Physical and Climatic Conditions:

Arusha, the capital of Arusha region is situated at 36.6° East of the Greenwich Meridian and at 2.6° South of the equator. The town is located on the Great North Road in an area said to be halfway between Cape Town and Cairo.

The town has a moderate climate ranging between 62° and 85°F, making the range of temperature between the coldest and the hottest months very small (see chart). June to August is the cool season. Though there are no proper figures, the experience shows that temperature drops in the evening. It is important to note that the coldest months in Arusha do not coincide with the winter period in Europe. This is very important to tourism because most tourists come for the purpose of changing the environment as well as avoiding the severe winter in their countries. In chapter three, it is shown that the peak period in Arusha is the winter season in Western Europe. And this same period, Arusha experiences its warm season, hence the tourists enjoy the weather they expected.

The town was established in a more or less undulating land and through it run two small rivers which descend from Mount Meru. These are Goliondoi and Temi rivers. Striking green valleys have been developed along the river banks running through the town from North to South.

Chart I: Mean Monthly Temperature: Arusha Town.



Source: E. A. Meteorological Department. Climate of Arusha.

The monthly range of temperature is 23°F.

The local tree species do attract birds and this provides a nice town view for tourists. (Some of these features are shown on map number 3.)

Also around the town, the vegetation and the scattered hills towards Mount Meru provide interesting and attractive features where many excursions can be made. Lake Duluti, a volcanic crater, 8 miles along the Moshi Road, offers water-skiing and swimming pleasures while the streams around Arusha offer good environment for leisure fishing.

The sheltered position of Arusha and its moderate weather coupled with the scenic amenities make Arusha an attractive and comfortable town, conducive for visitors. Had there been extremities in temperature variation, tourists would need special orientation or proper facilities so as to adapt themselves to the environment. This would cause delays and hamper the smooth running of tourist industry. Therefore, whenever assessing the capability of Arusha as a centre of this industry, the climatic condition is important among other factors.

### 2.0.3 Social Aspects:

According to the Tanzania Bureau of Statistics, the December 1975 demographic survey estimated the

% RACE COMPOSITION OF THE POPULATION OF ARUSHA & SELECTED TOWNS:

Year	Town	Africans	Asians	Arabs	Europeans	Others
1957	Arusha	51.4	34.8	0.7	8.7	4.3
	Dar,	72.5	21.4	1.9	3.5	0.7
	Moshi	68.5	26.6	0.5	3.2	1.2
	Arusha	84.9	11.2	0.3	1.4	2.2
	Dar,	83.9	10.7	1.5	1.3	2.5
	Mosh	83.6	12.4	0.4	0.9	2.7

Source: Bralup & Bureau of Statistics - The Population of Tanzania (1967)



population of Arusha District to be 89,000 with a growth rate of 10% per annum. With this rate, the population projection indicates the population to be 117,000 by July, 1979.

In the town there is a mixture of people of different races, tribes and ethnic composition. This indicates that people with different customary characters and behaviours are to be found in Arusha, a phenomenon common to most urban centres in the country.

During the 1957 census, non Africans made up more than a quarter of the urban population of Arusha, 46%. By 1967, the non Africans were 13%. The major non African race were Asians who were mainly engaged in commercial business. The next non African group were Europeans who were mostly involved in farming in settler's areas and either in <sup>li</sup>religious or educational institutions. Of all the urban areas in Tanzania, Arusha had the largest number of Europeans, followed by Dar es Salaam, the capital, and Moshi. Though the main purpose of the Europeans in Arusha at that time was not tourism, one can argue that the weather in Arusha is among the overriding factors which attracted them, as such even the 'dominant' tourists from Western countries do not experience a negative effect as far as weather is concerned.

Masai warrior (Moran) is even more impressing to the tourists. These morans dress their hair in sheeps, fat and red ocre clay. Along spear is usually carried. And a one piece blanket, skin or other material slung over a shoulder forms their habitual dress. (see photographs).

Another important fascination to the tourists is the Masai women who are noticeably goodlooking in the way they dress and decorate themselves. The women wear a robe with a skin apron and carry a considerable amount of jewellery. Their ears are widely pierced to hold large hoops, their arms and legs are encased in long metal bands and their necks are encircled by beaded collars of many rows.

The bead articles, metal bands, spears and shields are also sold to the tourists. It is very interesting to the tourists that they buy things which they have already seen how they are used, something which gives them the knowledge of the mode of utilization. The articles thus bought are not only used for idle purposes, like house or wall decoration, but also used for real utility values. Tourists with interest buy things like bead ornaments in the form of necklaces and belts which they can wear.

The Wambulu women have much to offer in the field of tourism. They wear necklaces reaching almost to the waist and their traditional dress of black, unique in East Africa, is decorated by patterns of coloured beads. All these are impressive features to the tourists who want to know more about African traditional culture.

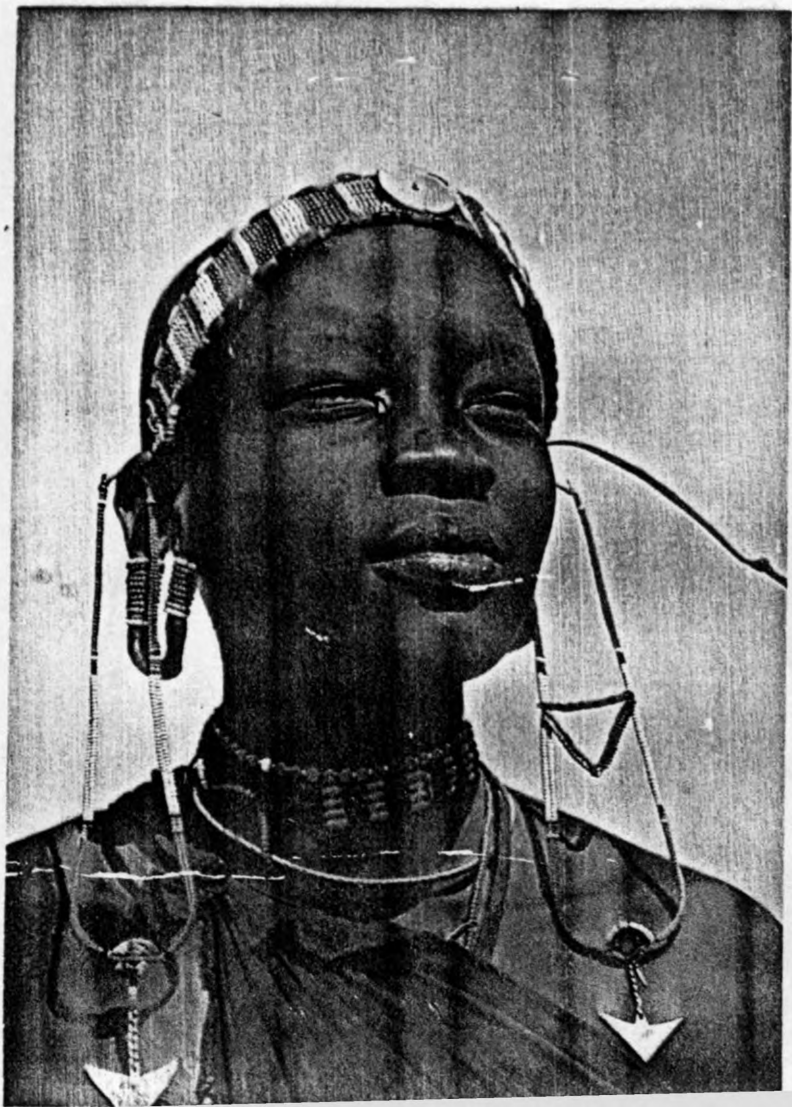
For strangers who are committed to religious activities or functions, there are a variety of sects in Arusha town. The major religious establishments are those of the Roman Catholic and Protestant. There is also a Moslem Mosque at the centre of the town mainly for Friday prayers. Other smaller mosques are also found in various parts of Arusha. Most of the Indian sects have got their temples in the town. As such, visitors who would like to attend a religious service, the facilities are within a walking distance.

## SECTION II. HINTERLAND ANALYSIS:

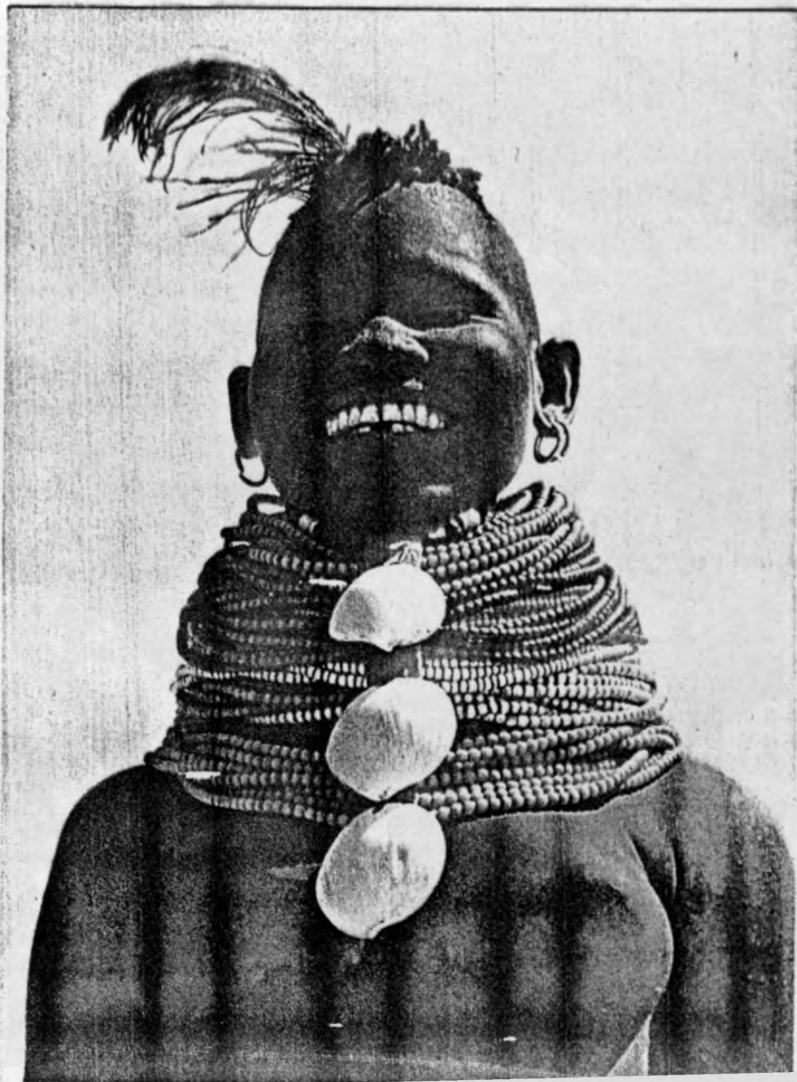
### 2.1 Extent:

It is the hinterland of Arusha which makes the town a viable place for tourist business, and so when considering the different functions in a town, it is important to understand the external environment which affects a particular given activity.

1. (a) A traditional Masai woman dressed in superb bead ornaments.



1 (b) A typical Masai girl also decorated herself with bead ornaments in the form of necklace and earrings.



(a) A Masai Warrior demonstrating with a shield and claw

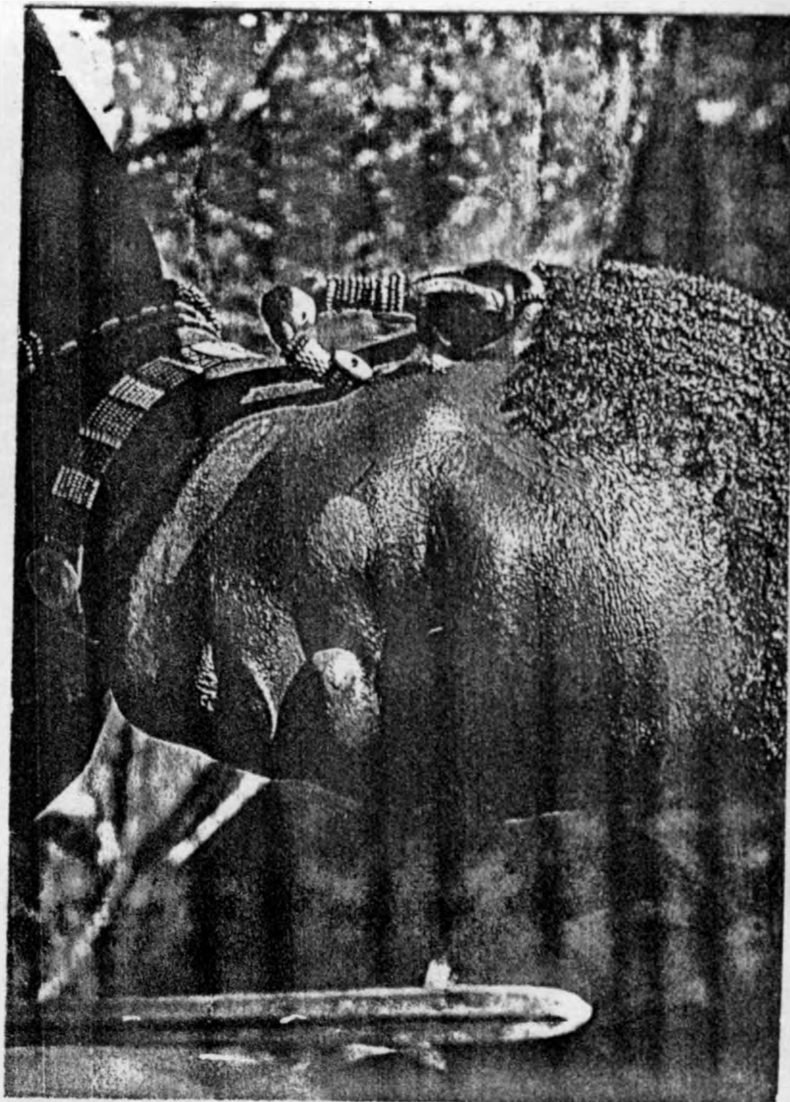
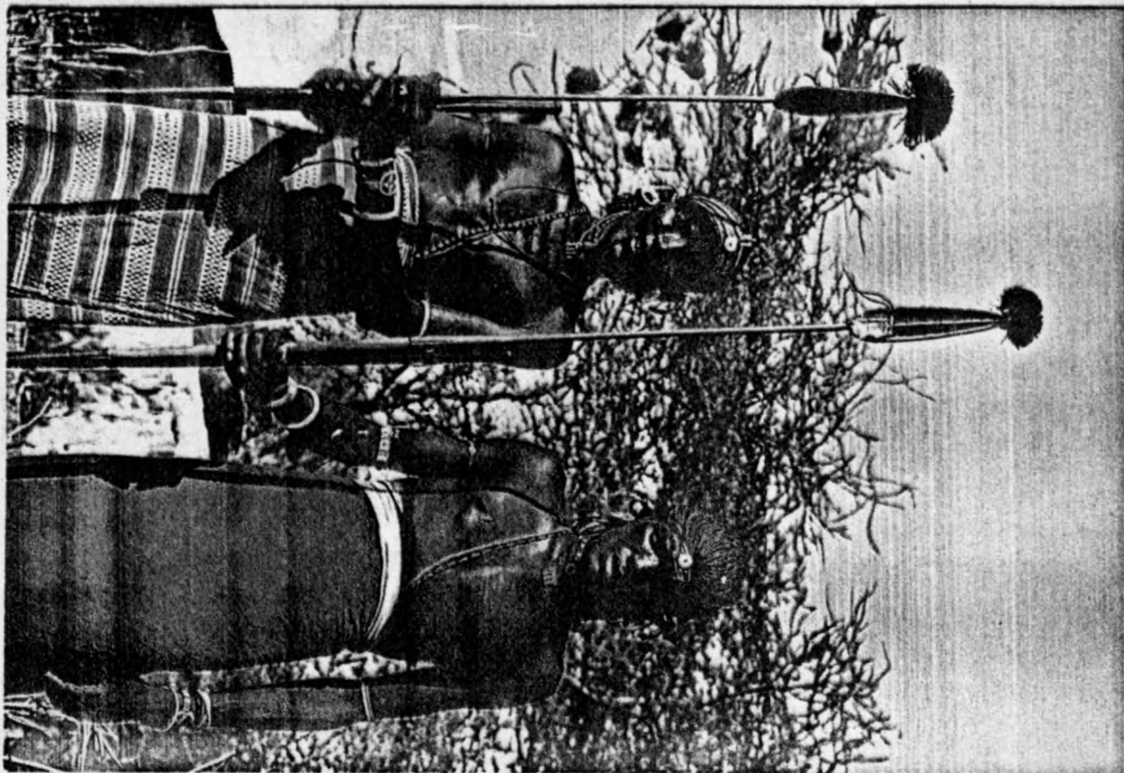


(b) Rare tree climbing lions, dominant  
in Lake Manyara National Park.



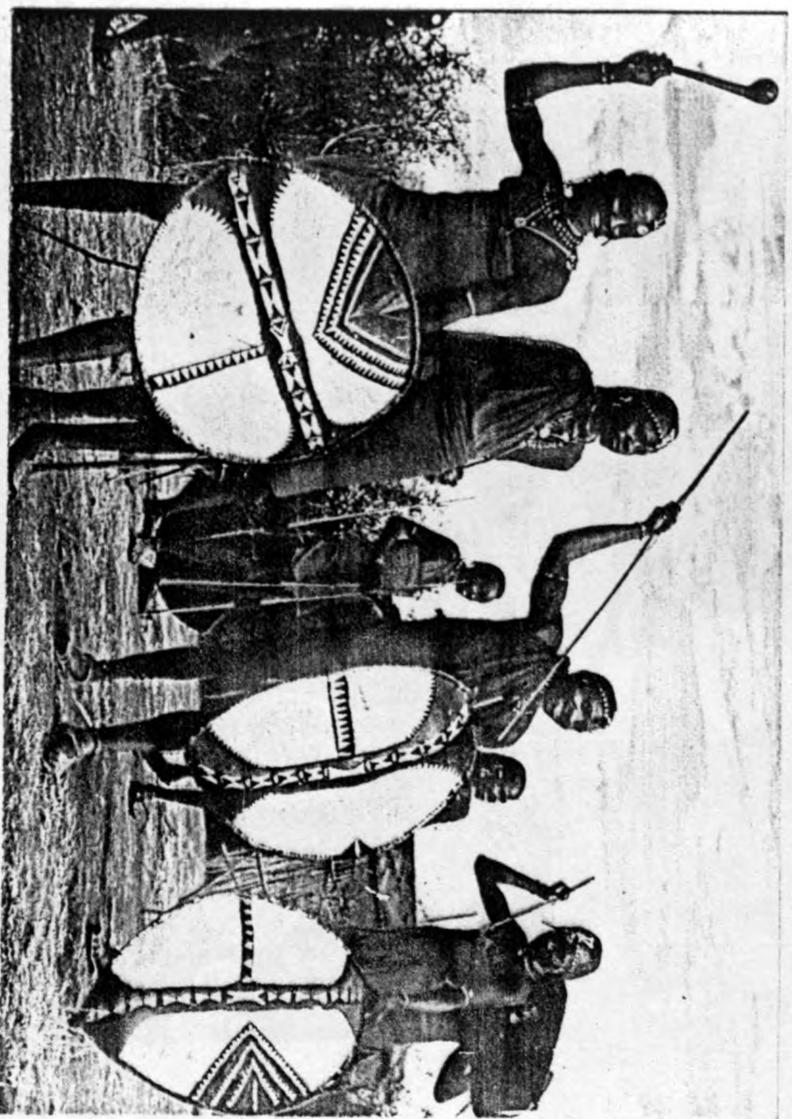
Plate 3.

ing  
Masai warriors hold a spear (note the decorations on the head and  
face by the red ocre clay)



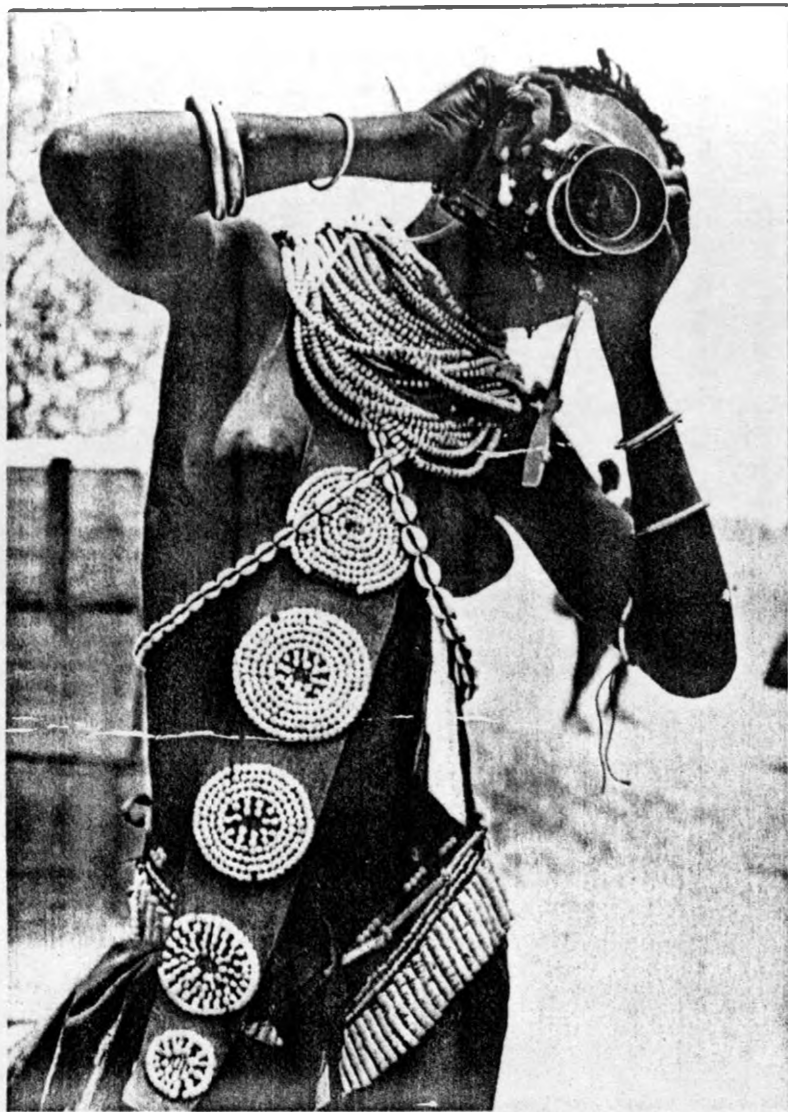


(b) A group of Young Masai boys in front of their home \_\_\_\_\_, note their height and slimmness  
(a "Manyatta" (Masai house) is visible from behind)

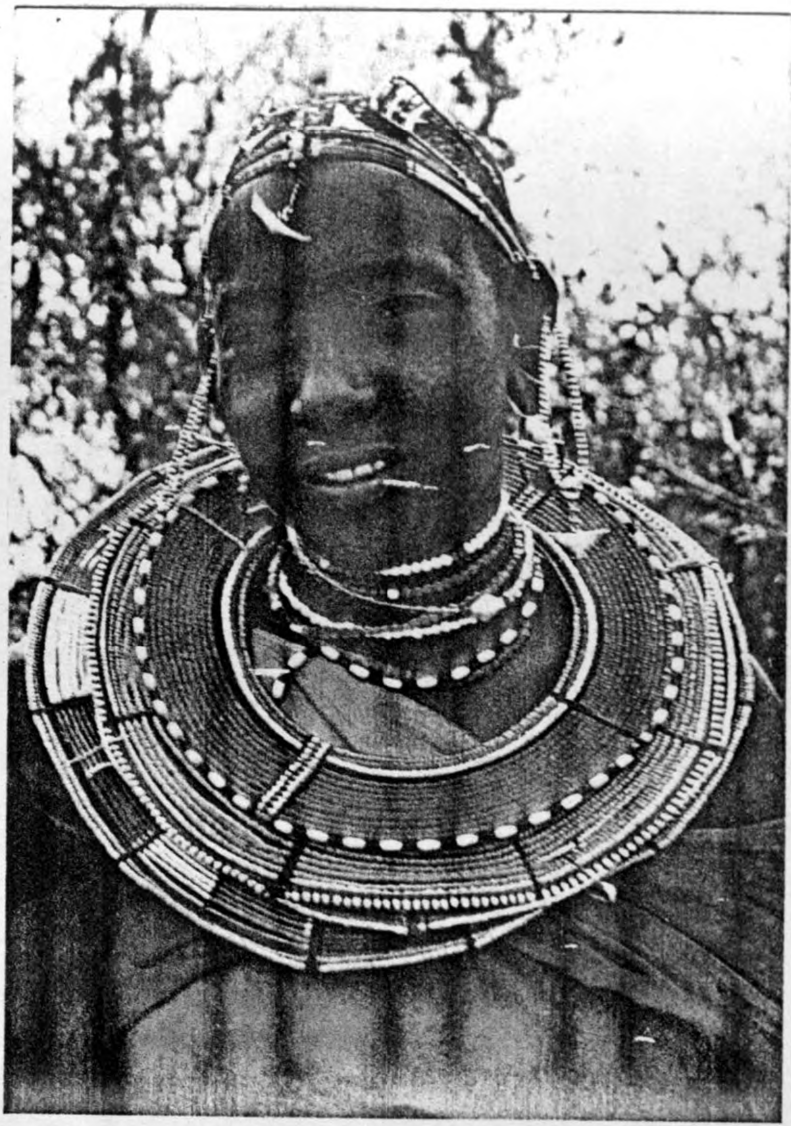


(a) This is a Masai warrior dancer, with a head dress of beads and feathers.





bead ornaments, usually in the



The various different attractions within the environs of Arusha account very much for the tourist activities in the town. As such, it is important to understand analytically the influence of these attractions on the growth of tourism in Arusha. As the study is centred on the belief that Arusha town acts as the main co-ordinating centre where most of the tourist functions start, and also that the task emanates from the fact that Arusha is not the main target for all tourists, therefore for planning purposes, the understanding of the potentiality of the hinterland is of prime importance in formulating strategies for a successful tourist business in the town and circuit.

As shown in map number two, the hinterland stretches from near the shores of Lake Victoria to the West, the extent to the North is marked by the border line with Kenya. In the Eastern side, it stretches up to the areas around Mount Kilimanjaro while the Southern boundary is about one hundred miles north of the central Tanzania railway line.

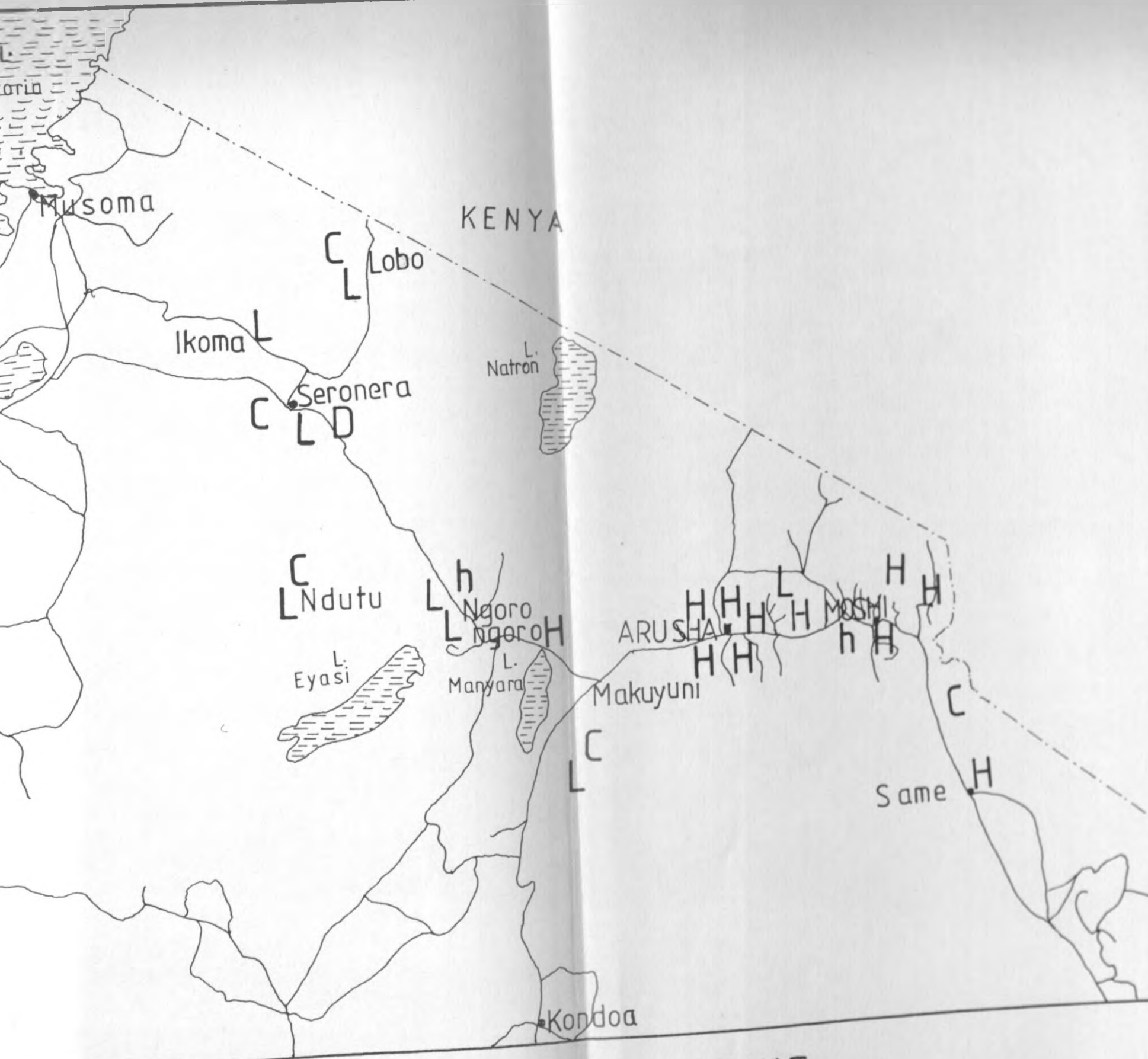
The main aspects to be considered in the hinterland include the National Parks which are rich in various different game species. The Ngorongoro Conservation Unit

is also another area of interest especially on tourism. Other aspects include the famous Mount Kilimanjaro and Mount Meru, both of volcanic origin. There are also some historic sites which attract some categories of tourists. These include Olduvai Gorge and Kondoa rock paintings.

2.1.1. National Parks, Game Reserves, Controlled Areas and Ngorongoro Conservation Unit : (Game Sanctuaries).

Tanzania is one of the countries with the richest and most varied wild animal population in the world today. Most of the common game species such as buffalo, wilderbeast, hippo, elephant, zebra, impalla, bushbuck and reedbuck, and predators such as the leopard and lion are widely distributed throughout the country.

The greatest concentration of plains game are to be found in the open grassy plains which cover most of northern Tanzania. There are, in some areas, literally thousands of antelopes which may be in sight at one time. At present, there are measures taken to ensure that the game resources are not destructed especially by <sup>the</sup> action of man. During the years of colonial rule, emphasis was placed on game preservation, sanctuaries and reserves being created in areas where there was little conflict between man and beast. In the decade and more



TANZANIA: NORTHERN TOURIST CIRCUIT.

# GAME SANCT

## Legend

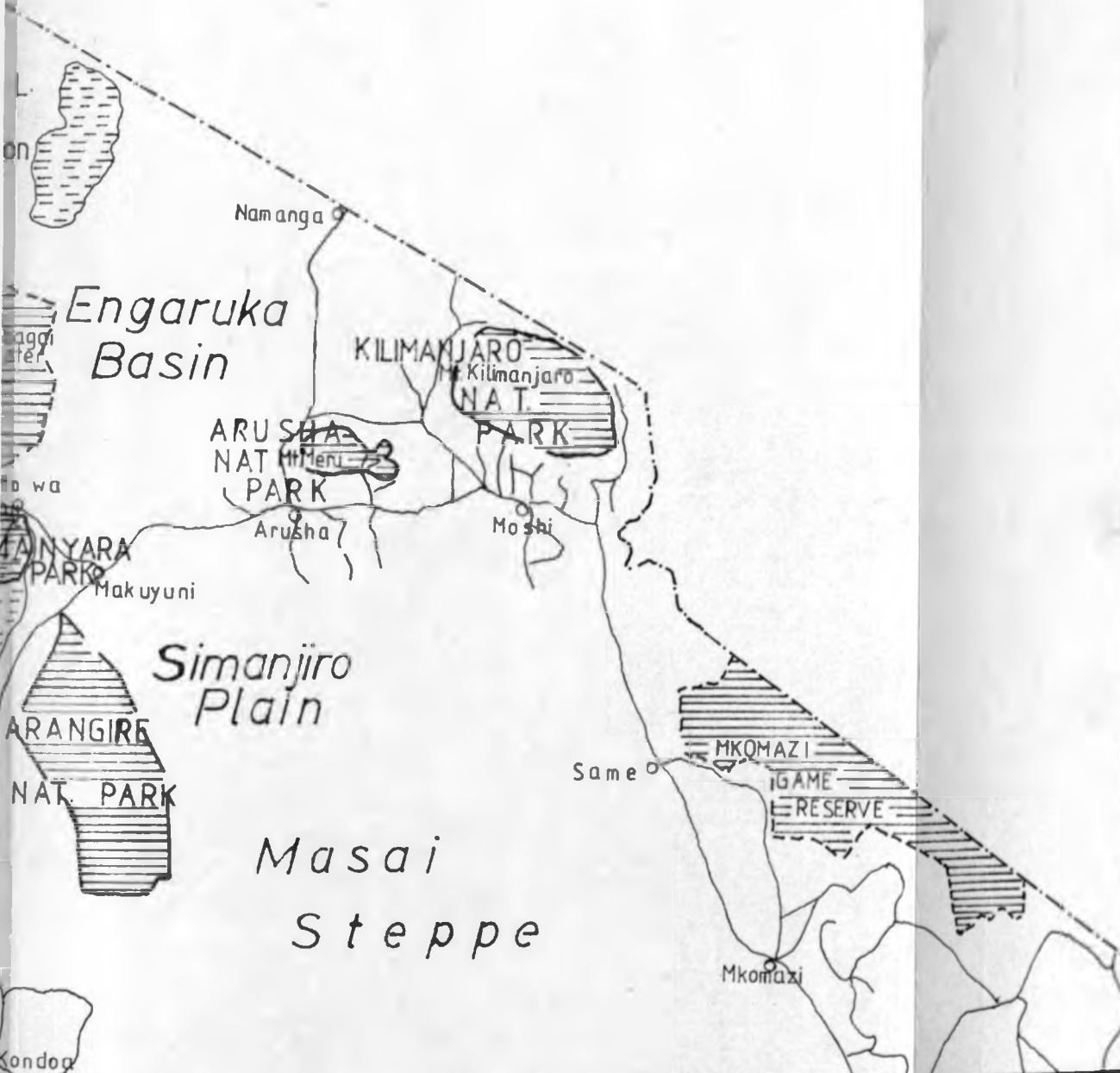
-  NATIONAL BOUNDARY
-  WATER BODIES
-  GAME SANCTU
-  ROADS
- 
- 
- 
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- 



THESIS  
No. 4



KENYA



URIST CIRCUIT.

L.K. MSUYA  
DEPARTMENT OF URBAN  
REGIONAL PLANNING  
MA PLANNING 1978/79

since independence, there has been a growing realization of the need for more positive conservation through planned utilization of resources.

There are five types of game sanctuaries and they afford differing degrees of protection and allow different levels of utilization. These are:-

(i) National Parks, under the control of a public board trustee. These areas are specifically set aside for complete protection of the total environment. They are mainly developed for sight-seeing and photography. No human dwelling, except those of park staff near the boundaries are permitted. A brief outline of the major national parks in the Northern Tourist Circuit are as follows:-

(a) Serengeti National Park:

It was the first national park in the country and was started in 1951 by the then established organization, 'Tanzania National Parks'. The park has a total area of 14,763 km<sup>2</sup>, and the nearest town, Arusha, is 320 km. away. Principal features include the open plains with



short and long grass. There are also acacia savanna in the South and Central areas respectively, while in the East, the Ngorongoro highlands are visible. Serengeti is the largest national park in the country and it is in this area where the major attractions are found. These include Serengeti famous lions, wildebeest migration, Thomson and Grants gazelles and various other animals.

Of greater significance are the three magnificent lodges in Serengeti National Park, these offer such services as food, accommodation and they actually act as stop over places for tourists while touring the Vast Park. The lodges are situated in a manner that there is a reasonable distance between each one and also rationally distributed so that tourists can always find a place to refresh themselves when they are on safari within Serengeti. The first is Seronera Wildlife Lodge which is situated at an altitude of 1,737 metres in the heart of Serengeti National Park. It is in an ideal place suited to witness the seasonal animal migration. Seronera is also the settlement where all matters of the park are centred. To facilitate movement in and out of the park, there is a local airstrip which handles both light and medium weight aircraft.

The second is Lobo Wildlife Lodge built into the massive rock promontory. It is a boldly designed lodge and literally built into the gaps and contours of a massive rock overlooking Serengeti plains. There is a private filling station for guests travelling by car, and light aircrafts can also use the nearby local airstrip. The lodge is 40 kilometres from Seronera and 250 kilometres from Arusha. Before the border closure, Lobo Wildlife Lodge was the first stop in Tanzania for tourists coming from Kenya in Masai-Mara National Park.

The above two lodges have got the same capacity, that is, they have 75 bedrooms each with its own private bathroom. The lodges also offer their own swimming pools and souvenir shop. For relaxation after an exciting safari tour into the park areas, one can also purchase the famous Makonde carvings of wood and ivory from the shops.

There are always facilities for group tours like students who cannot afford the expenses of luxury hotels and lodges. In Seronera (the main settlement in Serengeti National Park), there is a dormitory which can accommodate about 50 people at a go. With the provision of such facilities, even the students from within the country can organize trips to the National Parks.

The third is Fort Ikoma Lodge. This one, despite being of a historical significance, is also of importance on planning aspects. The fort was built by the Germans for the purposes of war strategies and later it was abandoned. The idea of renovating this historic feature which portrayed the expertise on the old architectural skills, leaves much to be desired by the planners. Converting the fort to its present outlook of a lodge signifies the tendency of destroying the past archives by the present generation. However, this can sometimes be considered as a rational way of user change, instead of leaving the fort as a monument, it is renovated and changed into a lodge while its historical background still remains.

Fort Ikoma lodge is a major stop over from Seronera to Lobo Wildgelife Lodge. It also offers all the accommodation facilities. Therefore, a tourist can decide to spend a night while touring Serengeti National Park. As such, the lodge is itself a hotel as well as a tourist attraction, therefore, it is multipurpose.

(b) Lake Manyara National Park:

It was established in 1960 with an area of 325 square kilometres (with the lake covering 229 square kilometres). The park is situated in the North West direction from Arusha on the way to Serengeti National Park. (See map No. 4). It is 117 kilometres from Arusha, the nearest town. The park is accessible by road and air from Arusha and the airstrip handles light aircraft.

Principal features in this park include the rift valley which has no eastern wall, hence the flattish country falls very gently into a depression where you find the Soda lake and ground water forest. Major attractions are the rare tree climbing lions, hot springs at Maji Moto at the southern end of the park.

Within the park, there is a comfortable hotel perched on the very brink of the great rift wall at an altitude of 1737 metres with a commanding view of Lake Manyara National Park. Since the hotel is situated on the way from Arusha to Serengeti. Tourists travelling on this route can make a stop over for their meals and refreshments in case there is a need.

This relieves the burden of hotels in Arusha since if this Manyara hotel was not here, tourists would have to carry their supplies right from Arusha. Hence Lake Manyara supplements the services which would have otherwise been offered by hotels in Arusha. The hotel also relieves the tourists with the burden of travelling with their supplies for a long way, thus adding comfort to the journey.

The hotel has got 100 rooms each having its own private bathroom. Suites are also available for family groups, therefore, the hotel can cater for a variety of people. Other major services to guests are the hotel swimming pool and souvenir shop for hides and other wildlife trophies. Viewing and photographic safaris are organized from the hotel to the National Park only a short drive away.

(c) Arusha National Park:

This is the smallest park in the circuit. It has an area of 137 square kilometres and it was established in 1960. The park is 32 kilometres from Arusha town and it is accessible by road which branches from the road towards Moshi, a few kilometres from Arusha and goes Northwards towards Mount Meru where the park is situated.

The park has got very distinctive scenic features which are attractive to the tourists. These include Ngurdoto crater, the famous Momella Lake and the rugged Meru mountain<sup>a</sup> in which is snow capped part of the year, mainly from May to September. Most of the tourists who come during the off-season period usually get a change of seeing the snow cape. However, for those tourists who are interested in viewing snow in the tropics<sup>ic</sup>, there is Kilimanjaro mountain which can substitute Mount Meru, the second highest mountain (4556 metres) in Tanzania.

Apart from being near to Arusha town where visitors can make short trips from town and back, the park is also near to the Kilimanjaro International Airport, about 30 kilometres. This enables tourists who have very little time to make a quick tour of the park and possibly be able to catch the earliest flight to another place. This is very advantageous especially during peak periods since congestion in Arusha could be reduced in such a manner. When planning, such factors should always be considered as possible alternatives for a tourist business in Arusha and its hinterland.

Apart from other common animals which have been mentioned, the colobus monkeys found in the park are the major attraction. There is also a zoo near

(e) Kilimanjaro National Park:

This park, which was established in 1973, has got unique principal features which are of tourism potential in the area. Apart from the game animals, the main attraction is the twin peaked Mount Kilimanjaro. Although just three degrees south of the equator, Kibo, the highest peak (5,895 metres) is permanently snow capped. The sister peak, Mawenzi (5,149 metres), is snow capped for half of the year. The main attractive activity in the park is mountain climbing. There are organized climbing expeditions from the hotels on the lower slopes of the mountain. The ascent and descent takes five days and in between on the way, there are three huts which are actually resting points.

Due to the long time of the climbing expedition, arrangements for climbing are made at Marangu and Kibo hotels which are situated in coffee and banana plantations. Kibo hotel is the highest hotel in the slopes of the Kilimanjaro, at an altitude of 1550 metres. It offers comfortable accommodation and excellent continental food. The hotels are also responsible for preparing packed meals and other arrangements for climbers, including guides. Moshi which is the nearest town is 48 kilometres away.

2.1.1.1. Role of Moshi Town.

The role of Moshi town to as far as tourism in the Northern circuit is concerned should be emphasized. Moshi is the second biggest town in this region after Arusha and it is almost of the same size as Arusha. It is also the nearest town to Arusha. This town is situated in the Eastern side of Arusha and it is 80 kilometres far towards Mount Kilimanjaro (see map).

In terms of communication, the two centres are among the properly linked nodes in the country. There is a tarmac road which links Arusha and Moshi, as well as a railway line. However, the railway up to the moment does not offer passenger services. In Moshi town, there is an airport which handles local aircrafts of internal flights. Of greater significance is the Kilimanjaro International Airport which is situated half way on the way from Moshi to Arusha by road. In addition to the above, in terms of tourist facilities, there are two tourist hotels in the town, namely Moshi Hotel (Former Livingstone Hotel) and K.N.C. U. Hotel. There is also the Y.M.C.A. hostel which can accommodate visitors especially those with limited financial capability like students.



With the above in mind, it shows that Moshi town has a lot to perform on tourist circles. Therefore, when planning, the accessibility, the tourist facilities and its situation with respect to the potentiality of Eastern part of the Northern Circuit (Mount Kilimanjaro area), Moshi should be considered so as to make the town part and parcel of tourist activities in the area.

#### 2.1.2. Ngorongoro Conservation Unit:

This is a bit of an exception, where emphasis is placed on combined development of all forms of natural resources including wildlife. People, namely the Masai, are permitted to live there. The place is aimed at promoting tourism, forestry, agriculture and ranching. The main features of interest to tourists include: the Ngorongoro Crater (garden of Eden) as it is termed to attract tourists. Technically, the crater is a 'caldera', 2,000 feet deep, 11 miles in diameter, and covering an area of 102 square miles. The crater is a wonderland of wild animals and bird life. Not only the 'big five' (lion, elephant, rhino, buffalo and hippo), but also thousands of plains game. There is also a crater lake which is an important migratory point for flamingoes. The flamingoes throw a pink mantle over this crater floor lake.

Another feature in the conservation area is the Empakaal crater which is also a caldera (collapsed volcano). It lies 20 miles North East of Ngorongoro. And six miles way from Empakaal, there stands another interesting feature, the active volcano, Oldonyo Lengai (which erupted in 1966). Empakaal is known for its spectacular scenery. The steep forest covered walls end at a floor half a mile below. There is also a two mile wide, 79 metre deep alkaline lake which lies on the eastern half of the caldera floor. The crater was given the special status of a 'nature reserve' within the conservation area due to the co-existence of the Masai tribesmen pastoralists with game animals.

There are three hotels in the conservation area:

- (a) Ngorongoro Wildlife Lodge, which is built on another unique site of this second world largest crater. The hotel has central heating and log fires in the recreational rooms. This is due to the cold weather part of the year.
- (b) The second hotel is the Crater Lodge also magnificently situated at the rim of the crater.
- (c) The third is the Forest Lodge.

Both hotels have souvenir shops and they offer services common to all tourist hotels.

Ngorongoro conservation area is famous for its camping sites. Three are within Ngorongoro crater rim and two are at the floor. There are also some camp sites in Empakaai crater which is mainly suited for hiking. The conservation area is only 64 kilometres by road from Lake Manyara and 192 kilometres from Arusha. It is also situated on the way from Arusha to Serengeti National Park and also a local airstrip is available for light aircraft.

#### 2.1.3. Game Reserves:

These are areas specifically set aside for game protection and similar restrictions are placed on human habitation as for National Parks. In these areas, development is based on multipurpose utilization of wildlife for tourist sport hunting and game viewing.

#### 2.1.4. Controlled Areas:

In these areas, wildlife is utilized for both local and tourist hunting on an controlled yield basis. In case the game and hence tourism potential increases, the area can be given a higher status to become a game reserve.

#### 2.1.5. Partial Game Reserves:

These are areas where there is no restriction on entry and residence, but in which the shooting of certain species of game is prohibited. These potential game are those rare species which prove to be of greater tourist potential and this raises the issue of the need to check their extinction.

## 2.2. Antiquities and Monuments:

Within the Northern Torust Circuit, there are also some other features apart from the already discussed game animals and other scenic environments. These other features at present have not been regarded very significantly as among the tourist attractions. This may be because of remoteness of some of them and in others, lack of popularity may be a contributive factor. Despite that, to add into the tourism potentiality of the area, a thorough analysis could incite more future developments in these areas. Tourists do like to see a variety of things as much as possible, because after all, they comprise people with different interests, and aims. Some are academicians, some are adventurists and some belong to various other fields in life.

### 2.2.1. Olduvai Gorge:

This is a site of world importance for the study of the origins of man, where the famous 'Zinjanthropus skull now reclassified as *Australopithecus boisei*' was found in 1959. The deposits which are over 300 feet deep, have yielded other equally important hominid fossils, and also, the fossilized remains of more than 150 different kinds of extinct mammals, most of them new to

science. Also thought to be bed  $\square$  of Olduvai is Peninj. In this place, there are exposures of Pleistocene lake beds where there was a surface find of an almost complete jaw of *Australopithecus boisei* in 1964. This led to exploratory excavations but so far no more hominid material has been found. Olduvai gorge therefore, is among the few places in the world where people could learn the first places to be inhabited by men.

#### 2.2.2. Kondoa Rock Paintings:

In the central part of Tanzania, Kondoa is remarkably rich in rock paintings, and more sites are being discovered every year. It has not been possible to discover what people made the paintings, nor when they were painted. Further investigations by scientists from different fields could add up to the knowledge of the past. These rock paintings have got a potential of attracting visitors from various parts of the world.

#### 2.2.3. Others:

In Marangu near Moshi, there are a series of man made underground shelters which were used as retreats by the Chagga (local tribe) women and children in time of war. Similar bolt holes exist in the North Pare hills in Ugweno. They are locally known as 'Mireshe' and also used as refuges for women, children and animals during times of unrest.

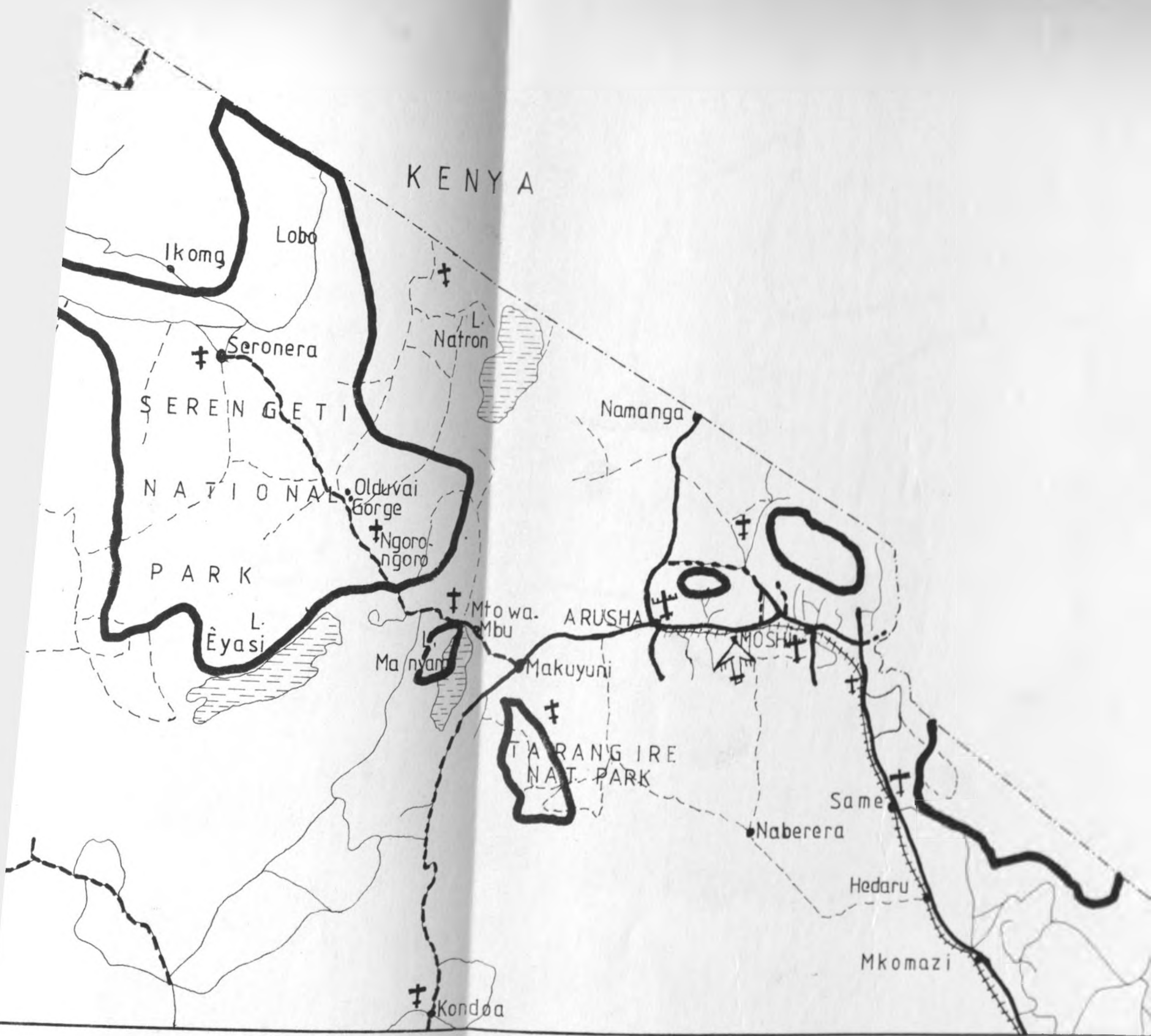
Also in Ngorongoro, a place which has formerly been discussed on other issues, there are graves belonging to the Stone Bowl Culture. These stones are similar to the ones described by Mrs. M.D. Leakey at Njoro River Cane in Kenya, and dated at about 950 BC.

### SECTION III - ACCESSIBILITY AND COMMUNICATION:

#### 2.3.0. Transportation:

Essentially, transportation reduces the friction of space by connecting various complimentary points to facilitate free and smooth movement of goods, people and services. An efficient transport system should ensure security, comfort and time (speed) in its operations. There are different means by which movement can be achieved, they range from water, road, rail and air transport.

In this study, water transport is discarded due to be natural environment of the area. Rail transport at present is not significant though Arusha is the terminous of the railway from Tanga and Dar es Salaam through Moshi. This is mainly because the section of the line from Moshi to Arusha does not offer passenger services. Nevertheless, even if there were passenger services, the railway services in the country at the moment can hardly compete with other modes of transport, to as far as tourism is concerned despite the low rates.



TANZANIA: NORTHERN TOURIST CIRCUIT.

The main drawback with railway transport is its low speed<sup>1</sup> which cannot compete with other modes of transport. The closeness of the main tourist attractions in the Northern Tourist Circuit makes it impossible for the railway which is only a single line without a network, to transport tourists to these destinations. However, railway transport could offer a chance of seeing the countryside, but this same purpose can be catered for by road transport equally well and hence the superiority of road transport as compared to railway mode of transport on tourist circles. More emphasis is put on road transport since the only alternative now, the air transport is not conducive for site seeing which is also among the interests of the tourists. Air transport becomes less important within the Northern Tourist Circuit because the attractive features are distributed and arranged in a form of a chain from the East (Kilimanjaro) to the North West (Serengeti). Thus, tourists would like to make a tour with a whole coverage of these features, therefore, making stop-overs within short distances, a situation which is best possible with road transport. Road network in the Northern Tourist Circuit is evenly distributed reaching all places of tourist interest, it is only during rain season when some sections of these roads are impassable. Air transport, however, is more important for tourists in long journeys, when coming from outside the country to avoid tiredness and boredom.

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<sup>1</sup>Hofmeir, R. Transport and Economic Development in Tanzania: Africa - Studien Nr.78, (1973) - "The average speed of trains is only 19 miles per hour.



Railway transport can be important in the future with the completion of the proposed railway from Arusha to Musoma. This railway as can be seen from the location of the two centres will definitely pass through the major game plains namely Lake Manyara and Serengeti. As such, tourists with the interest of viewing the country side as well as the game resources can have that chance of using railway mode of transport. However, the utilization of Arusha-Musoma railway for tourist purposes can be possible if proper consideration of tourist activities is taken when planning for the railway line. This can be done through incorporating the sector in appraising and implimenting the project so as to make the promotion of tourism part and parcel of the aims and goals of the Arusha-Musoma railway line project.

#### 2.3.1. Road Network and Condition:

Roads are considered in relation to the tourist catchment area of Arusha. They spread like tentacles to form a network pattern with the focus in Arusha, the major town as well as Moshi in the Estern section of the Northern Tourist Circuit. Most of these roads make their destinations in the major National Parks, the main interesting areas for tourists. However, some roads proceed to other places since they were not solely meant for tourism, but also for other services vital for the development of the country.

On the national basis, major part of the road network consists at present, and still for a considerable time to come, of relatively low-cost earth roads. These roads normally fulfill their purpose satisfactorily during the dry seasons when they are at time in passable condition for their given traffic volume.

Though the carrying capacity of different roads in the country is not specified, a reasonable distance of roads with the circuit has the leading traffic volume in the country.<sup>2</sup> The road from Moshi to Makuyuni via Arusha has an average daily traffic of more than 1,000 vehicles per day, while the road from Makuyuni to Ngorongoro has about 350 vehicles per day. This is very high above national average of 106 vehicles per day. This statistical data refers up to 1966 so at present, the traffic volume has definitely increased in most areas. The above status of the present volume of traffic in this section of the Northern Tourist Circuit shows that tourist industry will also benefit from the existing vehicle fleet.

The rainy periods damage the road system especially on the earth sections and this creates problems to traffic. For convenience of the study roads have been classified as follows:-

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<sup>2</sup> Ibid, 1 - The National average of traffic volume is 106 vehicles per day (V.P.D.)

- (a) All weather roads - hard surface (tarmac and gravel).
- (b) Seasonal (dry season only) roads - gravel earth and tracks.

As can be seen on map number five, the road from the border with Kenya in the Eastern side towards Moshi, Arusha and Makuyuni is tarmac. The roads towards Mount Meru are all weather. Another major important road is that which transects the three major parks, Lake Manyara, Ngorongoro and Serengeti with another section from Makuyuni to Kondoa (rock paintings), and Tarangire to the South- The northern section of this road is all weather up to Seronera Wildlife Lodge in the heart of Serengeti National Park. Though the road is all weather up to this point, the rain season usually creates some problems, sometimes vehicles can get stuck for some hours while slippery is a common experience during this time.

From Seronera to Fort Ikoma Lodge and Lobo Wildlife Lodge, the roads are seasonal, but they are passable by using four-wheel drive vehicles like landrovers. The disadvantage with the untarmaced roads during the dry season is the dust. However, the effect of dust can be minimized or partially controlled by putting on hats and sun-glasses.

The southern arm from Makuyuni to Kondoa is all weather though not tarmac. The only problem lies in the access to Tarangire camp where there is only a track from the main road to the National Park, this section is impassable during rain season.

The main advantage with the Northern Torust Safari is that, most of the lodges are along the main roads except for a few. The main problem with road transport occurs during rain season on the sections of earth roads and tracks, and also in the steep section within Ngorongoro which become slippery.

#### 2.3.2. Air Transport:

This means of transport has been enhanced by the vital modern technology presently owned by man. Of all the other advantages in air transport has the opportunity of saving a lot of time which counterbalances the constraint of higher rates as compared to other means.

With regards to the foreign tourists who come from abroad and mostly from overseas, air transport acts as the best mode of travelling. The fastness of the aircrafts makes the journey less tiresome with regards to the distance which the tourists could cover if they used surface means of transport.

However, with the knowledge of the connection between the roads and railways of Tanzania with those of the outside countries, it would be very difficult for common tourists especially those on holidays to use such means of transport. This is because Tanzania in terms of surface transport is poorly linked with other countries.

The tourist business has become a big industry due to the technological progress in air transport. This progress has enabled tourists to travel long distances within a short time. And with the invention of jets which can carry up to 400 people, air transport has become even less expensive since the passengers to carry in one flight becomes relatively many. In addition, the present innovation of the supersonic Concorde, though it brought certain controversies particularly on noise pollution, its speed enables it to cover fast distances within a very little time.

At present, Arusha town is being served by two airports. The Kilimanjaro International Airport and Arusha Airport, located two kilometres beyond the Western limits of the district. Arusha airport handles local charter and general aviation operation. But of main interest at this juncture is Kilimanjaro International Airport. (K.I.A.)

2.3.2.1. The Kilimanjaro International Airport:

Kilimanjaro airport, a modern airport capable of handling all operational aircrafts, is located forty kilometres East of Arusha. With its four mile runway and other necessary facilities, it offers domestic and international passenger and freight services. The main purpose of constructing the airport was to enable the tourists to start and finish their journey in Tanzania.

The airport will also contribute substantially towards linking the "coastal circuit" with the "northern circuit". As indicated in chapter three, formerly most of the tourists used to fly to Nairobi and travel overland to Arusha for tours in Lake Manyara, Ngorongoro and Serengeti plus many other areas of interest. This, as has been explained, was a blow to Tanzania's earnings on foreign currency from tourism.

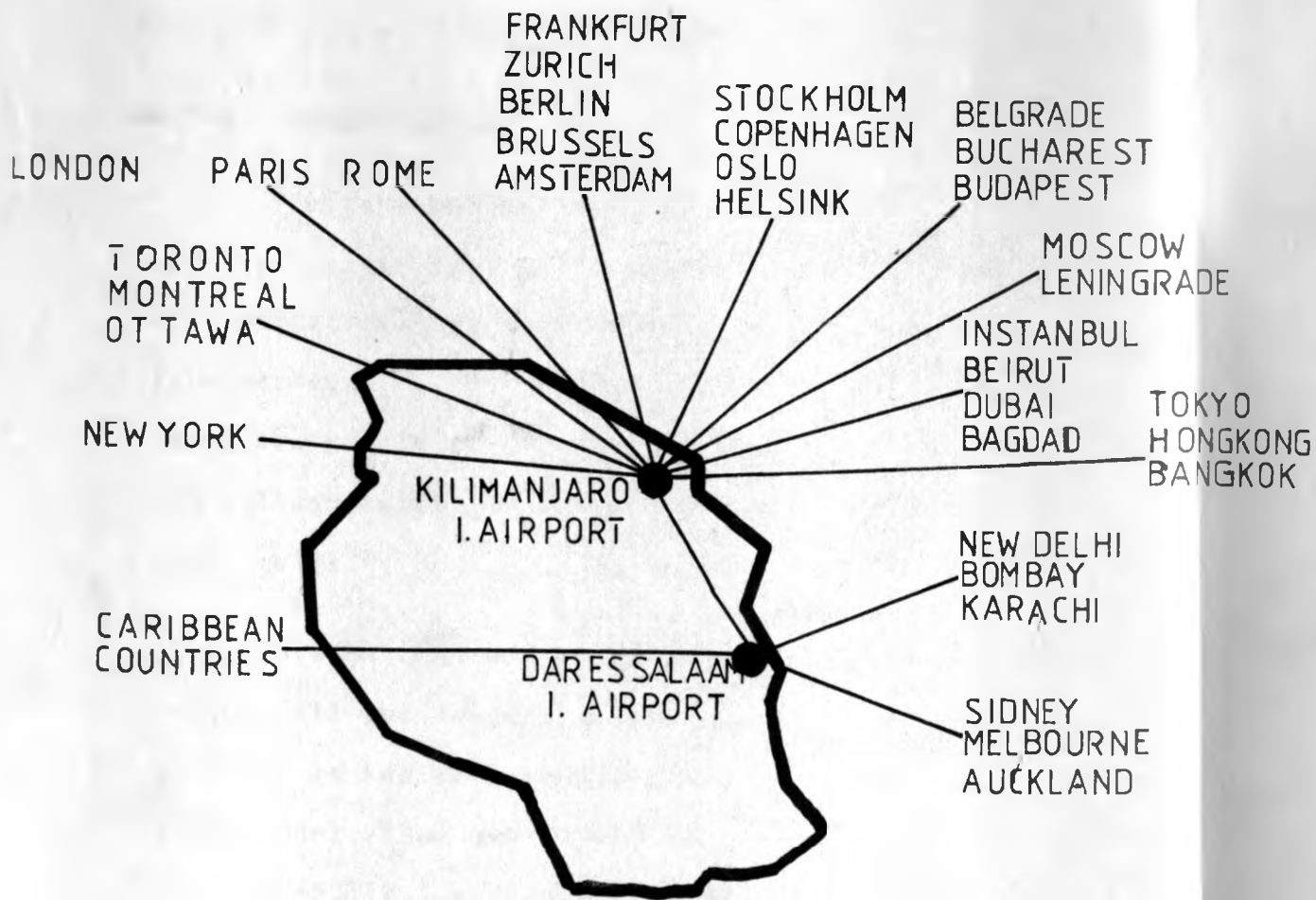
Further, with the completion of the airport, tourists can fly straight into the Northern Regions, and thereby substantially reduce the cost of travel to the game parks. Construction of Kilimanjaro International Airport began on 1st November, 1969 and operated in by the end of 1971. At present, there is a minimum of five international airlines which fly straight to K.I.A. from overseas. These are: The Ethiopian Airlines, Pakistan International Airline, Pan Am. Lufthansa and B.O.A.C., and plans are underway to attract more. Other air services

are facilitated by the availability of an airport in Moshi, Arusha and airstrips in almost all the National Parks mainly for international flights. K.I.A., therefore, can be considered as the first point in the receiving end of the tourists destined to the Northern Tourist Circuit. As such, its linkage to the potential tourist hinterland needs further elaboration.

K.I.A. is well linked to Arusha by a macadamized road and it takes only twenty minutes to drive on a small car or a mini bus mostly used by tourists to the town. There is always ready transport from the town to the airport, this is made possible because the arrival and departure time of the tourists is known by the travel agents who have the responsibility of receiving and sending back their clients from and to the airport respectively.

To facilitate the movement of tourists to and from the airport, T.T.L., the government owned tour operator and the biggest in the country has stationed some of its vehicles in Mount Meru Hotel, one of the biggest hotels in the town. The movements of these vehicles are therefore, meant to serve the Arusha - K.I.A. route which requires prompt attendance for a faster movement of tourists.

# AIR LINKAGE: K.I.A. & THE WORLD.



SOURCE: Tanzania Tourist Corporation, Road Map 1978/79.



At this moment, one can see the role which K.I.A. performs in terms of tourists destined to Arusha, K.I.A. acts as a very important instrument by linking Arusha with the outside world and this facilitates the growth of tourism in Arusha and the Northern Tourist Circuit as a whole.

2.3.3. Communication:

The terminology here is not applied in its full meaning because part of it has been covered under transportation. In this case therefore, communication is restricted to the various ways of conveying messages. These are mainly covered by the services of the Posts and Telecommunication Corporation and others like radio calls.

Arusha town has got a post office which can perform all the necessary services of a major post office. It has an exchange which can cater for external telecommunication apart from the local subscriber Trunk Dialing (S.T.D.) within the country. This kind of communication with foreign countries enhances the efficiency in the operations of tourism. It makes it easy for one to get information to and fro on the prevailing situation. In this way, booking can easily be made within a short time instead of waiting for letters which take more time.

The communication between the parks is done through wireless system, mainly radio-calls. The Tanzania National Parks headquarters in this way is always equipped with the information on the situation of the game parks. This information is always available to whoever wants it, especially the tour operators. The information can vary from the road condition at that particular time to the type of animals found in a given place. Such information, if received prior to the start of the journey, can enable a travel agent to plan the tour on the interests of the tourists. This avoids blind movements based on trial and error which might annoy a tourist in case the expectations are not made. One should emphasize that tourism will only prosper if the clients interests are looked after before everything else. Other things like economic benefits are the result of satisfactory services rendered to the tourists.

The tour operators and travel agents especially those <sup>who</sup> own vehicles need a very efficient system of communication so as to have a smooth tour of the Northern Circuit. This is very crucial particularly when it comes to accidents or any sort of a mechanical breakdown of the vehicles. Direct contact with the headquarters

would enable the rescue mission to act in time so as to have a successful tour. This avoids delays which would otherwise interfere with the tourists' programme. At present, it is only the T.T.L. which operates with few vehicles having radio-call system fitted on them. Other operators, in case of any problem, rely on other passing vehicles or a nearby settlement where they can phone to send messages to their respective head offices.

CHAPTER THREE

EXISTING TOURIST INDUSTRY:

3.0 Background:

Tanzania became more important as a tourist destination after the border closure with Kenya. The above statement is supported by the I.B.R.D.<sup>1</sup> with the observation that, "In general, tourism in 'Tanganyika' is organized as part of tourism in East Africa as a whole, particularly on the part of visitors from overseas, and it seems that this circumstance should be accepted as the basis of certain joint efforts regarding international publicity and the organization of tours by groups. Thus, for both Kenya and Uganda, especially the former, have secured a substantial larger share of East African tourist trade than 'Tanganyika'. This is due to a number of factors, including better links with international air transport, better roads condition and superior hotel facilities". Therefore, for a very long time, Tanzania had the contention that a very high proportion of visitors to the country would spend only very few days in the course of a safari of much longer duration that started and finished in Nairobi. (see table II (a) and (b).

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<sup>1</sup> International Bank for Reconstruction and Development, the Economic Development of Tanganyika (1961)

Though the government decision to close the border with Kenya was not aimed at diverting tourists to Tanzania, the closure had some side effects on tourist industry in the country. The Tanzania was forced to build up its own servicing arrangements for visitors who came direct to the country and hence the revitalization of Arusha town for tourist business in the Northern circuit. Arusha would have enjoyed the advantage of being the centre of the former East African Community had it not been dissolved. Being the centre of such a big organization, certainly there would be a constant inflow of local and foreign visitors. However, the International Conference Centre which was among the community assets still attracts visitors from a variety of Nations.

The construction of Kilimanjaro International Airport was also an attempt to attract direct flights and hence direct tourists to Tanzania instead of coming through Kenya where they spend most of their money by renting vehicles and making other tour arrangements in Nairobi. There are other various measures taken by the government to develop tourism in the country, among them is advertising the different tourist attractions in the country. This has been made possible through opening of offices in various parts of the world by the T.T.C. (Tanzania Tourist Corporation).

**TABLE II (a): % FOREIGN VISITORS IN EAST AFRICA BY COUNTRY.**

	1964	1965	1966	1967	1968	1969	Average annual increase
Kenya A	77.3	96.0	125.8	143.0	211.1	243.4	23.6%
					262.0	293.4	
Tanzania C	20.3	20.2	21.5	28.3	34.6	41.9	15.6%
Uganda B				38.2	53.9	73.9	-

A. - Tanzania and Uganda visitors excluded

B - All foreign visitors

C. - Kenya and Uganda visitors excluded.

**TABLE II (b): HOTEL CAPACITY IN EAST AFRICA & ITS UTILIZATION:**

Country	Beds	All Visitors	Visitors Nights (In 600) 1969		Length of stay in days	Estimated Nos. of foreign visitors
			E.A. Residents	Foreign Visitors		
Kenya	8,809	1,632.8	757.1	875.7	9	97.300
Tanzania	3,807	499.5	250.0	245.5	6	41.000
Uganda	2,294	417.5	208.8	208.8	6	35.000
	Beds in 1974	All Visitors	Visitors Nits In '000 In 1975		Length of stay (days)	Estimated Nos of foreign visitors
			E.A. Residents	Foreign Visitors <sup>1</sup>		
Kenya	15,000	3,000	1,000	2,000	9	222,222*
Tanzania	7,390	1,478	335	1,143	7	163,285
Uganda	3,862	772.4	280	494.2	5	98,840

Source: (a) & (b) V. Popovic, *Tourism in Eastern Africa; Africa - Studies No.73* (1972)

\* 4 times, 1969.

### 3.1 Accommodation:

Accommodation is among the major and basic function of tourist industry. Tourism involves visitors who travel long distances and become tired. These visitors need places where to stay and rest while at the same time enjoying both man made and natural facilities available. Due to the above reason, hotels are indispensable facilities in tourist business. Moreover, these are not hotels per se but they should be of international standard so as to be able to cater for visitors of different nationalities. This implies that even the facilities and services in these hotels should be diversified to satisfy different interests of varied clients. For example, in food or drinks, the guests usually expect to be served in a manner in which they are used and according to their choices. As such in order to sustain tourist trade, the hotel is duty bound to satisfy the requirements of the customers.

In Arusha town, there are four major tourist hotels: Mount Meru, New Arusha, New Safari, and Hotel Equator. And Arusha by Night is another hotel which can be used for tourism especially during the need times of peak periods. At present, an hotel which will have the largest capacity is under construction.



Though of different capacities, the hotels offer a variety of common services, and facilities. These include accommodation, meals, of international standard, recreational facilities, drinks and also make other services like travel arrangements. Shops which sell things of immediate need like cosmetics and other articles including books, trophies and various works are available. These shops have also expanded to the lucrative business of selling the local clothing material 'Kitenge'. In addition, the hotels also act as information agents to visitors. Below is the details of the hotel facilities and functions. (see table III).

**TABLE III: TOURIST HOTEL: CAPACITY AND SERVICES: (ARUSHA TOWN)**

Hotel	Mount Meru	New Arusha	New Safari	Equator
Year established	1977	1933	1950	1971
No. of Rooms	192	67	64	24
No. of Beds	384	137	108	48
Restaurant capacity	260 people	110 people	140 people	80 people
Conference Room capacity	200 people	100 people	80 people	100 people
No. of Bars	-	3	2	1
Bars capacity	80 people	-	60 people	80 people
No. of shops	2	2	6	1
Non Hotel Offices	3	-	-	-
No. of swimming pools	2	1	-	-
No. of vehicles	4	1	3	1
Parking lot (No. of vehicles)	200-250	10	10	30
No. of snack Bars	-	1	1	-
Dancing Hall capacity	-	75	100 people	-
Garden Bars (No.)	-	1	1 proposed	-
1st Aid Facilities	Available	Available	Available	Available

Sources: Own Survey.

Mount Meru Hotel was officially opened in February 1977. It is under the management of Tanzania Tourist Corporation. The vehicles owned by the hotel; one 70 seater bus (for staff), one pick-up and two saloon cars are not sufficient for their day to day activities. It is felt that an addition of three V.W. Combies could solve the problem of transport. The adults swimming pool - 5 x 15 sq.m. is inadequate for the size of the hotel which requires double the size of the existing one. It has also been observed that the hotel lacks indoor games, an activity which could interest the customers as well as contribute into the revenue of the hotel.

Other problems which the hotel faces include the disturbance in their budget because of the cancellation of flights by Air Tanzania. The housing manager of the hotel estimates a loss of 250 customers per month due to flight cancellations. Also communication, particularly telephone to overseas especially Europe is difficult. Of greater seriousness to the hotel operations is the inadequacy of hotel supplies, even the local beverages and spirits like Konyagi and Duncan. Sometimes, the locally made wine from Dodoma is in short supply.

New Arusha Hotel is owned jointly by the Tanzania Development and Finance Company Limited (TDFL) and other private proprietors. It was started

In 1933 and renovated in 1964 to the existing improved standard. Common to all hotels, a shortage of local and imported foodstuffs like breakfast cereals, bacon, sausages is experienced. Food is a very touchy issue since according to the manager of New Safari Hotel, "Even the colour of food do matter to tourists".

The hotel has got the best swimming pool in Arusha town and it is bigger than that of Mount Meru Hotel though it caters for both adults in combination with children. The pool is shared with Hotel Equator due to the common management of the two hotels.

Its garden bar offers a very nice scenic view and fresh air since it is bordering the banks of the nearby Temi River. The hotels, especially Hotel Equator are nice venues for parties, particularly during weddings.

New Safari Hotel was started in 1950 with 40 bedrooms and 60 beds. In 1978, it was renovated making it possible to increase by 24 bedrooms and 48 beds. The garden bar in the hotel is under construction, it will have an area of 150 square feet. In the near future, there are prospects of expanding the hotel. The biggest disadvantage with New Safari Hotel is lack of a swimming pool and the situation is worsened since there is no vacant land around fit for

development of such an activity.

Though there is no straight forward statistics to back this argument, it is contended that the hotels in Arusha have never experienced a situation of being fully booked save the time when the East African Community (EAC) headquarters had just moved to Arusha from Nairobi. And it is expected that if hotel 77 is not fully completed in time, then the existing hotels will not be able to accommodate all the delegates for the conference of group of 77 to be held in February, 1979. However, some other alternative accommodation is possible especially at the nearby hotels which are less than 20 kilometres from the town, the Management Institute can offer accommodation especially for that particular meeting.

The occupancy statistics show a kind seasonality depending on the changes of weather in Europe and America, the main source of tourists. Most of these tourists come to Tanzania when it is winter in their countries, thus making August to March the peak period. Most of the foreign tourists come from Britain, Scandinavia, Germany, United States of America and Asia. This is shown by the statistics from the biggest hotel in Arusha (see table IV). The table also illustrates the point mentioned above regarding peak seasons.

Months	Tanzania	Other African countries	France	Netherlands	Italy	Australia	Spain Portugal	Swiss	Germany	Britain	Scandinavia	Other Europ countries	U.S.A. and Mexico	Canada	Other American countries	Middle East and Japan	Asia	Total
Jan. '77																		
Feb.	577	173	7	11	22	4	-	7	42	5	95	103	9	1	7	9	26	511
Mar.	90	5	2	-	-	-	-	3	2	12	6	212	6	-	20	-	5	383
Apr.	501	25	-	9	17	6	-	2	36	57	88	94	14	2	63	-	55	969
May	337	12	3	14	18	8	2	4	17	42	28	5	7	11	-	1	29	5537
Jun.	303	42	11	57	2	19	-	5	32	54	46	27	70	20	-	14	16	718
Jul.	680	65	2	30	-	22	-	12	32	43	55	20	89	1	-	7	8	1041
Aug.	620	17	4	29	8	13	-	1	30	132	144	27	50	40	-	63	68	1247
Sep.	428	23	4	31	-	7	4	13	63	47	86	14	58	7	1	6	8	797
Oct.	425	483	23	44	3	31	-	41	69	164	77	46	74	18	15	105	137	1746
Nov.	372	22	13	53	2	23	-	23	102	171	57	53	37	18	9	18	67	1042
Dec.	823	49	32	25	6	37	-	47	134	193	126	46	106	103	18	13	243	2001
Jan. '78	561	64	20	13	46	-	132	174	157	78	56	-	26	16	32	40	-	1652
Feb.	491	24	63	45	-	30	-	83	129	105	102	59	91	9	-	9	93	1474
Mar.	1701	133	4	68	23	10	-	7	208	132	162	32	112	15	2	42	94	2862
Apr.	2216	247	2	40	13	8	-	-	77	111	146	12	21	19	16	6	19	2517
Total	8957	1175	176	449	121	180	138	400	1033	1292	1085	3468	34	266	93	354	780	17,634

TABLE IV: OCCUPANCY STATISTICS: MR. MERU HOTEL.  
SOURCE: MT. MERU HOTEL LTF., VISITORS FOR 1977/78

There is also a clear proof that the border closure with Kenya and consequently the cancellation of direct flights has affected tourist trade in the country. However, the situation will soon be rectified. This is clearly shown by the statistics from among the old well established hotels in Arusha, New Arusha Hotel.

(Table V), New Arusha Hotel: Visitors Statistics  
1975 to July, 1978:

Year	Month	No. of Visitors
1975		25,826
1976		26,638
1977		16,271
1978	January	1,699
	February	1,391
	March	2,090
	April	1,989
	May	1,658
	June	2,189
	July	2,226
Total for Jan. to July, 1978		13,242

Source: New Arusha Hotel Annual Reports 1975-78

Monthly breakdown for years 1975-77 are not available.

TABLE VI: HOTEL CAPACITY AND HOTEL OCCUPANCY RATES BY LOCATION 1976 - 1977

	NORTHERN TOURIST CIRCUIT											
	DAR ES SALAAM		ARUSHA / MOSHI		NORTHERN WILDLIFE		ZANZIBAR		OTHER AREAS		TOTAL	
	76	77	76	77	76	77	76	77	76	77	76	77
NO. OF HOTELS	30	30	20	20	10	10	3	3	49	49	112	112
ROOMS AVAILABLE	498,276	448,375	183,608	138,432	218,896	185,001	57,596	52,425	245,527	226,901	1,203,906	1,064,941
ROOMS OCCUPIED	352,732	326,060	93,394	61,803	93,409	18,557	18,303	13,892	122,188	75,891	680,026	496,301
BEDS AVAILABLE	970,761	831,882	301,829	256,301	443,594	371,044	139,955	104,236	445,964	354,743	2,302,103	1,918,206
BEDS OCCUPIED	531,369	483,524	133,870	85,132	174,725	34,129	26,604	17,698	132,366	85,934	997,934	706,417
OF WHICH												
TANZANIAN'S BEDNIGHT	244,501	263,906	69,149	58,761	9,654	8,556	7,834	7,628	104,857	72,434	436,075	411,365
VISITORS BEDNIGHTS	286,788	219,538	64,721	26,371	165,071	25,573	18,770	10,070	26,509	13,500	561,859	295,052
OF WHICH												
KENYA/UGANDA	25,807	9,441	9,770	2,662	2,914	364	2,795	391	3,003	1,119	44,289	13,977
OTHER AFRICAN COUNTRIES	41,060	37,919	1,705	1,930	1,422	508	4,579	1,749	3,233	1,541	51,999	43,647
EUROPE	87,640	85,149	30,751	13,249	88,700	17,418	6,911	5,044	12,647	6,678	226,649	127,538
AMERICA	32,018	20,705	12,074	3,589	63,630	5,329	1,320	587	2,513	1,325	111,558	31,535
ASIA/AUSTRALIA	100,263	66,424	10,421	5,132	8,405	1,954	3,165	2,290	5,113	2,828	127,367	78,620
BED OCCUPANCY RATE BY LOCATION	54.73	50.12	44.35	33.21	39.38	9.19	19.00	16.97	29.45	24.22	43.34	36.82

Source: Bureau of Statistics, Dar Tanzania.



Though the year 1978 was counted up to July, the number of visitors (13,242) had approached that of the lowest year 1977 (16,271, the impact of border closure). With the remaining months all being peak, the number of visitors is expected to come or even exceed normal.

The impact of the border closure on tourist industry is also shown clearly in table six.

From the table, it will be seen that total number of bednights occupied dropped from 997,934 for the year 1976 to 706,417 for the year 1977. This was a decline of 29.2%. The total number of visitors bednights also decreased from 561,859 for the year 1976 to 295,052 for the year 1977, a decrease of 47.48%. There has been a drop in bed occupancy rate in all areas with the exception of Dar es Salaam. The bed occupancy rate increased from 54.73% for the year 1976 to 58.12% for the year 1977.

Northern wildlife area recorded a drastic fall of bed occupancy rate, dropping from 39.38% for the year 1976 to 9.19% for the year 1977. The number of visitors to Tanzania also dropped from 176,000 in 1976 to 118,000 in 1977. Visits to the National Parks decreased from 261,617 in 1976 to 145,501 for the year 1977. As emphasized by table VI, it can be noted that 1977 was not only a difficult year for Tanzania

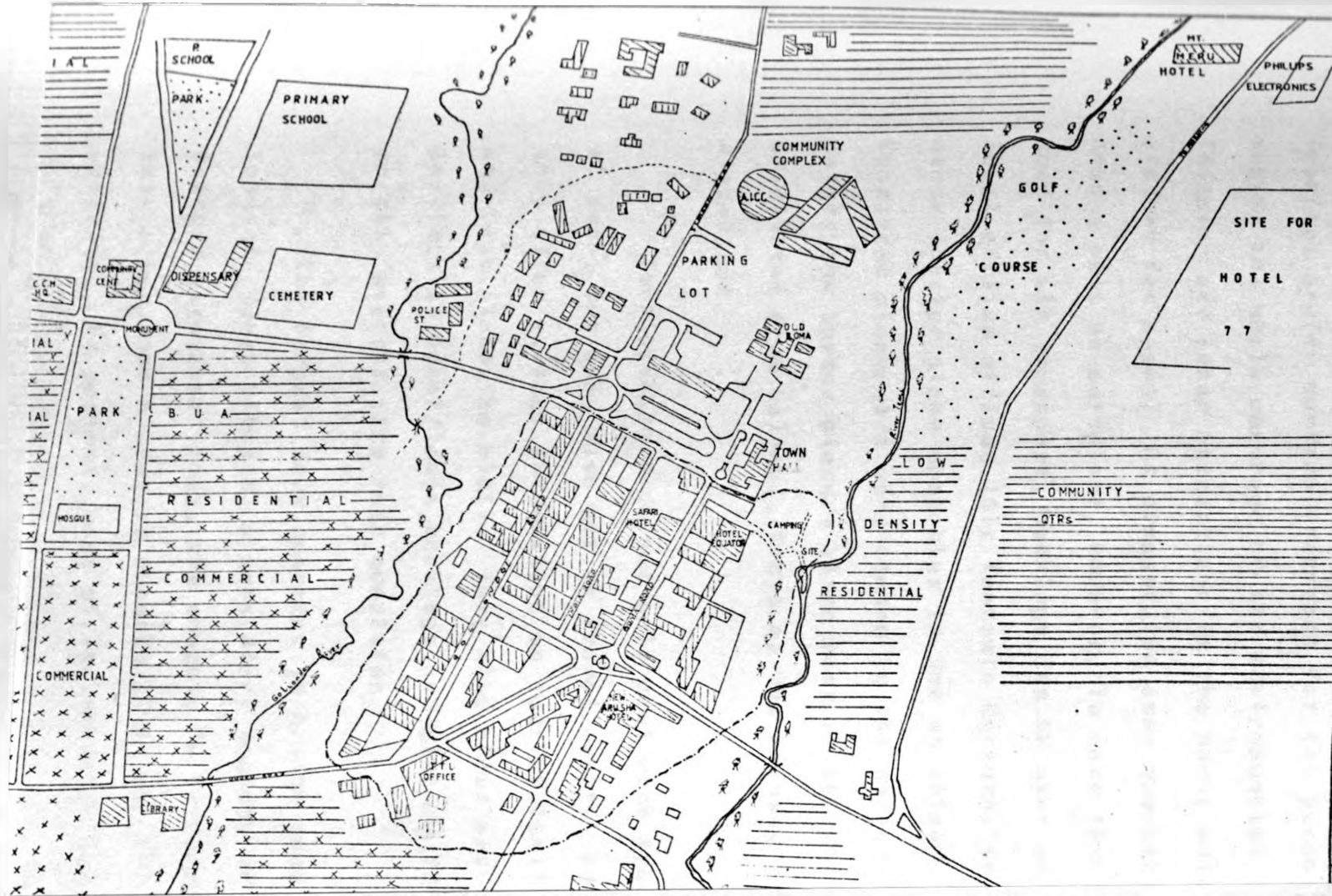
tourist industry, but even more for the study area. Among the major factors remained, breaking of East African Community, grounding of East African Airways and border closure.

There is also a camping site within the town. This site is just close to the famous tourist hotels and it is closest to Hotel Equator on the banks of river Temi. The area is generally safe since it is not on the remote areas of the town. Tourists who are interested in camping therefore, can also get this service in Arusha town. (see map number three).


















### 3.2 Tour Operators:


On tourist business, tour operators play a very big role in transport. It is the transport service which enables tourists to travel and come to Arusha and visit various areas of interest. With regard to tourism, transport should ensure safety, comfort, convenience to customers. At the moment, tour operators in Arusha depend mainly on road transport facilities and mostly, the vehicles used range from saloon cars to minibuses, and in special cases, four wheel drive vehicles are used.

Air transport, the next mode is not much relied on due to the problem of unreliability of internal flights. Mostly, people who fly are those going



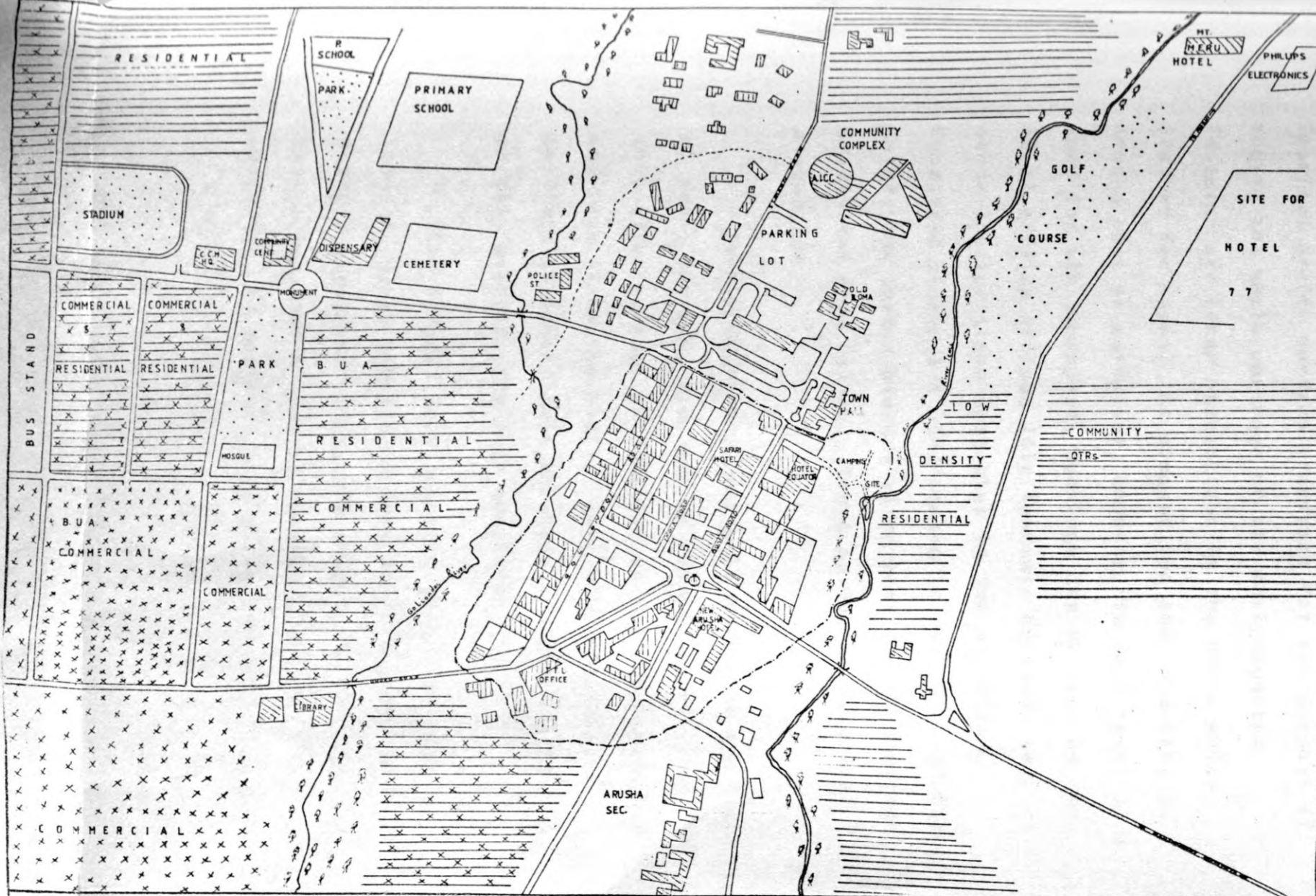
# EXISTING LAND USE

-  RIVERS
-  ROADS
-  TRACK
-  CLOCK TOWER DISTRICT BOUNDARY
-  GREEN VALLEY
-  RECREATIONAL
-  PUBLIC BUILDING
-  PRIVATE BUILDING
-  RESIDENTIAL
-  COMMERCIAL
-  BUILT UP AREA
-  CLOCK TOWER
- 
- 
- 
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 THESIS MAP  
 No. 3

0 50 100 metr.



# EXISTING LAND USE

- RIVERS
- ROADS
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- CLOCK TOWER DISTRICT BOUNDARY
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- RECREATIONAL
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- CT CLOCK TOWER

**THIS IS MAP**  
**No. 3**

0 50 100 metr.

L. K. MSUYA  
 DEPARTMENT OF URBAN &  
 REGIONAL PLANNING  
 M.A. PLANNING 1972/79

ARUSHA TOWN

from the Northern Tourist Circuit to the coastal one and vice versa, but flights from Arusha to the game sanctuaries are not significant in number. Tourists prefer surface transport for the purpose of seeing the whole coverage of the environmental features and other attractions in the parks which are not far apart. At present, no tour operator in Arusha owns an aeroplane, however, in case there is a need for air transport, bookings can be made at the local airline offices (Air Tanzania Corporation), or other charter plane companies in Dar es Salaam. Chartered planes were very common in the National Parks before the border closure since most of the tourists originated from Nairobi, Kenya as has already been elaborated.

Tour operators do not only deal with transport as such, but they also act as travel agents, and they offer various information on tourist facilities and best places to visit. They also offer such services as hotel/lodge bookings and give advices on certain aspects like road condition.

The largest tour operator in Arusha town is Tanzania Tours Limited, a subsidiary company of T.T.C. Being a parastatal body, the company is favoured more than other tour operators especially in acquiring vehicles. At present, most of its vehicles are still

new. It is estimated that the company has got more than 100 V.W. Combis and other small vehicles. The company also has the advantage that, most of its vehicles are hired by the lesser travel agents who own few vehicles. So even if T.T.L. does not have its own clients, in rare cases can their vehicles remain idle. T.T.L. has got a small garage which cannot enable more than 10 vehicles to be repaired at a go. Also the available petrol tank is small, thus aggravating the problem of servicing the vehicles.

T.T.L. offers special rates for residents, and most of them are Indians, expatriates and people sponsored by the government like conference delegates.

Apart from T.T.L. there is only one tour operator with foreign offices. This is the United Touring Company (U.T.C.) established in 1965. U.T.C. owns offices in Nairobi, Australia, Switzerland, Frankfurt, U.S.A. and London, the head office. In 1973, U.T.C. sold all the 60 vehicles it owned in Arusha, at present, vehicles are being hired from other tour operators. T.T.L. owns foreign offices in U.S.A., West Germany, France, Austria, Switzerland, London, Milan, New York, Tokyo, and the Nairobi office was closed after the border conflict. In fact, T.T.L. does all the advertisement and marketing business for other local tour operators.

Another tour operator is Subzali Tours and Safaris which was established in 1950 and it started a taxi service in 1945. Subzali is among the most well established travel agents in Arusha. The sustenance and perpetual prosperity of Subzali is enhanced by the garage he owns among other factors. The garage is the biggest owned by an individual in the region and the surrounding regions, actually it can maintain up to 20 vehicles at a time.

Kinavi Tours (1973) also owns a garage with the capacity of handling 10 vehicles at a go, though some are maintained at the open air. The importance of a garage is being emphasized, because, with a private one, it is easy to maintain vehicles within the required time and it is also possible to schedule and re-schedule according to the progress of the work in the garage. This ensures efficiency in tour operators.

Other tour operators do maintain their vehicles in the open air, but in case of the need for major repair, they are sent to special dealers like Cooper Motors, Marshalls or other well established garages like Subzali. At present, there are about 10 tour operators, but more are expected to be established in the near future. Though it is difficult to estimate

the exact rate of growth of tour operators, it is correct to predict that more travel agencies will be established due to the rapidly expanding tourist business in the town.

Tour operators have many common aspects. Their drivers are mainly people who had once worked with the National Parks or other related fields. T.T.L. offers training for its drivers/guides at Seronera in the heart of Serengeti National Park. These trained drivers usually resign from T.T.L. and join other private travel agents. Drivers also act as guides and most of them do have a knowledge of various animals, their seasonal movements and when and where to be found. The drivers commonly speak only two languages, Swahili and English, it is a rare case to find one who knows either French or any other international language. However, this does not offer a significant language problem since most of the foreign tourists have a general knowledge of English while in some cases groups which are well organized and sense a possibility of communication breakdown through language do usually come with their tour leaders, in most cases, this is a person who is already familiar with the environment. The drivers also have a partial knowledge of mechanics, so that they can be able to do minor repairs in case of a fault during the journey.



Since all the tour operators are established in the C.B.D., at the Clock Tower District, an area which is already fully developed, they face a problem of acquiring land for expansion. Land is needed mainly for establishing garages and in some cases for putting a curio shop in addition to the existing office. The problem is aggravated due to the fact that most tour operators want land which is within the premises of the place they presently occupy.

The frequent flight cancellation by Air Tanzania seriously affect the tour operators who usually make the bookings for their clients. Thus instead it is the tour operators who are blamed for inefficiency, this is a great blow to their sensitive business.

Another touchy problem is lack of adequate spare parts. Most of the vehicles are grounded as a result. In addition to the above problem, to acquire a new vehicle is not an easy matter, first because vehicles are few in the country and they are very expensive due to sales tax imposed on them. Secondly, the procedure of acquiring a vehicle is very long and it involves strict censorship through various stages.

Tour operators do admit the existence of competition, but it exists in an indirect manner. This takes place in the form of ensuring efficiency in the work since the clients go for good services and other aspects like comfort. In fact, dedication and personal initiation determines the success or failure of the business. However, it has been observed that there are other clients who stick to one operator due to fore knowledge acquired beforehand plus past good will.

Table VII shows that most of the tour operators have to rely on other companies for such crucial services like maintenance of their vehicles and rescue services because most of them do not own garages and towing services. Lack of these services might result into constant delays, thus retarding the efficiency of tourist business. Most of the drivers speak only two languages, English and Swahili as such, it is difficult to communicate with tourists who do not know these two languages. Though only two tour operators own offices outside the country, T.T.L. performs as the country's foreign representative on tourist business.

TABLE VII: PARTICULARS OF MAJOR TOUR OPERATORS IN ARUSHA (1978)

Agent	T.T.L.	Subzali	UTC.	Range Safaris	Kinavi	New Victoria	Old East A. Company	Simba
Year	-	1950	1965	1962	1973	-	1974	1975
No. of vehicles	82	31	0	36	12	9	4	7
Extra vehicles needed	-	11	5	-	2	-	4	-
Average capacity per week	-	80	35	-	10	65	70	-
Driver/Guides No. of languages known	2	2	2	2	2	2	2	2
No. of Local Offices	3	2	1	2	1	1	1	3 Agents
Foreign Offices	9	0	6	0	0	0	0	0
No. of Garages	1	1	0	0	1	0	0	0
Towing Service	No	Yes	No	No	No	No	No	No

Source: Own Survey.

### 3.3. Curio and Trophy Dealers:

They mainly deal with handcraft articles ranging from wood carvings, trophies, cloth paintings known as batik, masai beads and a variety of artworks. Some of the articles are made locally within Arusha, while others are bought from as far as the Coast in Dar es Salaam or Mtwara, these are particularly the Makonde carvings. The locally available articles include the famous Masai beads, batik, and different kinds of trophies which are transformed into various things like handbags, wallets, belts, elephant legs, leopard skin sandals, passport cases. Local musical instruments like manimba and drums especially those made from zebra skins are also common in shops. In addition, there are things like spears and calabashes mainly made by the Masai or Waarusha - the indigenous tribesmen.

The articles are being sold in two distinct places, the well established dealers have got specialised shops while there are vendors who either display their business on the street pavements, in market stalls, and some do walk with their articles following the tourists movement in the town. Like the tour operators, most of this business is also situated in the clock-tower district. Varied prices have been noted on these works of art, even on the same shop, prices

are gauged according to the buyers' estimated ability to pay. The tourist, often ignorant of the correct price, is therefore, overcharged in many instances.

Some trophy dealers do own 'taxidermist' factories. These are factories for treating and shaping game trophies to the required products. This is a great advantage in the business since their final products have got a higher chance of selling at a relatively cheaper price in their shops as compared to other dealers who will have to buy various articles from taxidermist. Of the four taxidermists in Tanzania, three are in Arusha, and among the three, one, the best of all is owned by T.W.C.

The business of exporting trophies is underway and some dealers have already acquired licences. Also advertisements were sent to the United States of America, West Germany and Japan. At present, some orders have already been placed. This shows that apart from serving the tourist industry, trophies, handcrafts, and other artworks can also act as a separate foreign exchange earning export for Tanzania. However, the relationship with tourism should not be overlooked.

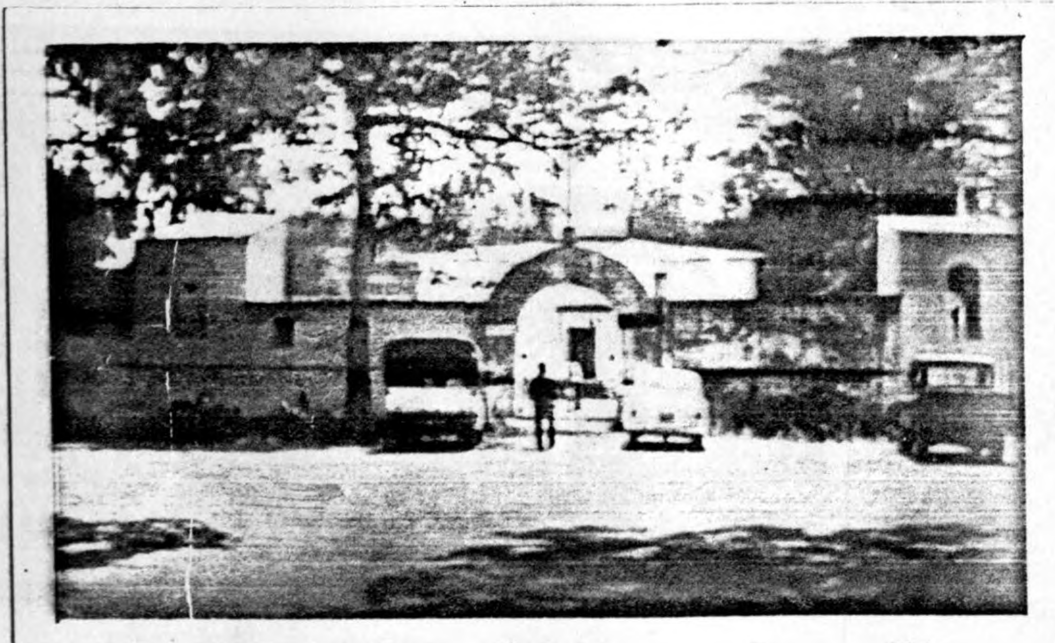
It is discouraging to find that certain trophies that are highly demanded by tourists are in short supply. These include elephant legs, leopard and zebra sandals, passport cases and other articles mainly made from wild

game tusks and skins. This shortage may be attributed first probably to the failure of taxidermists to product enough to meet the demand and most probably caused by the former hunting ban which has recently been waved. The hunting ban was a rational action as a conservation measure, however, the way, it was applied signifies the need for cordinated plan. Conservation measures should not be applied at the detriment of tourism. There should be proper cordination in the implementation of such policies so that the natural resources are properly conserved while at the same time, tourism is developed, hence the need for planners to be directly involved in carrying out tourist as well as other development activities.

Tourists seem to have little time for shopping due to the tight programme mainly set by tour operators. Tour operators do not have interest on trophy business run by other agents, as such tourists are made to rush without proper understanding of some of the articles. The above problem results from failure to integrate the functions of various activities catering for tourism. Also tourists are limited in the number of articles they can carry home due to export regulations.

Plate 6.

- (a) A side view of the old German Boma in Arusha, some walls have already fallen down (collapsed).

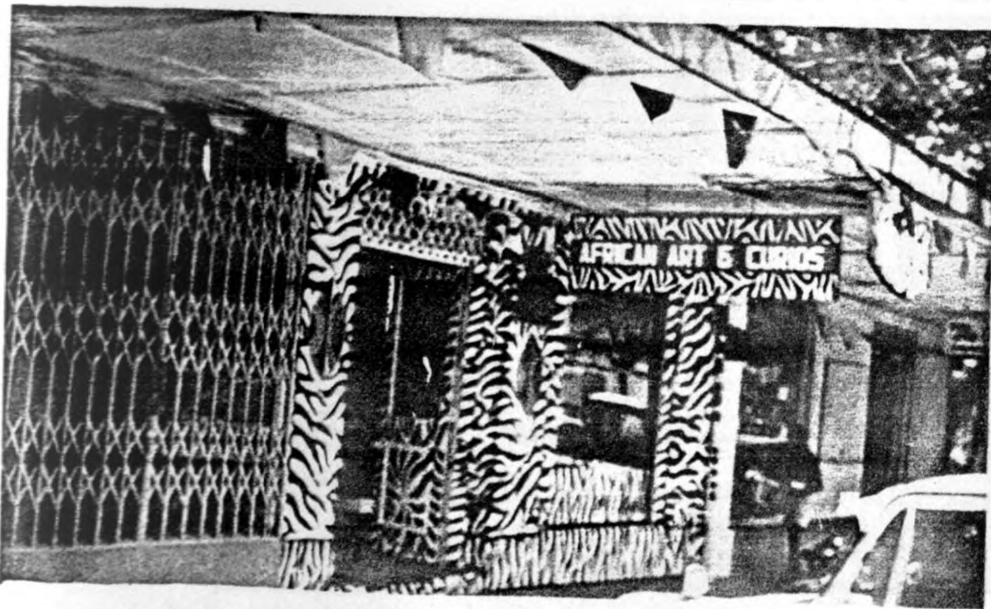


- (b) The front view of the German Boma (one proposed as the Museum).

Plate 7.



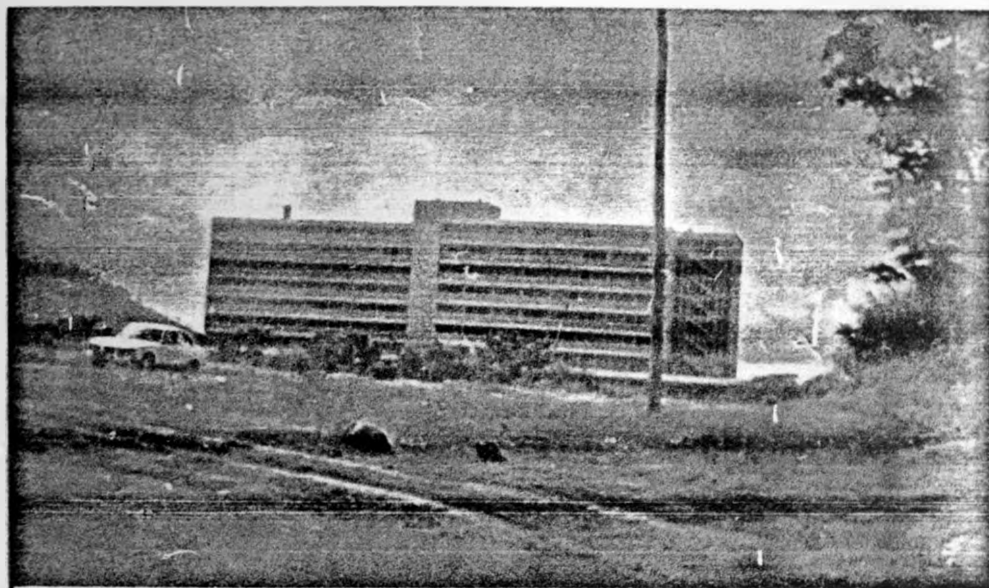
(a) Trophy sellers on street pavements (they usually block traffic).



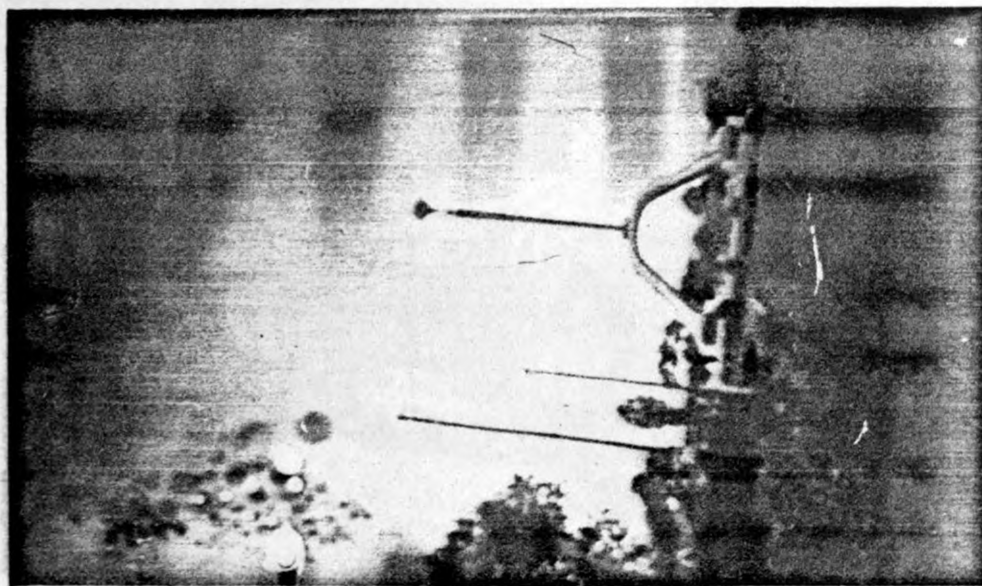
(b) A curio shop, a typical site in the Clock Tower District.



Plate 8.



(a) Mt. Meru Hotel, one of the New Tourist Hotels in Arusha town.



(b) The Monument (to mark the Arusha Declaration) in the foreground is Mt. Meru, covered by clouds.

(a)



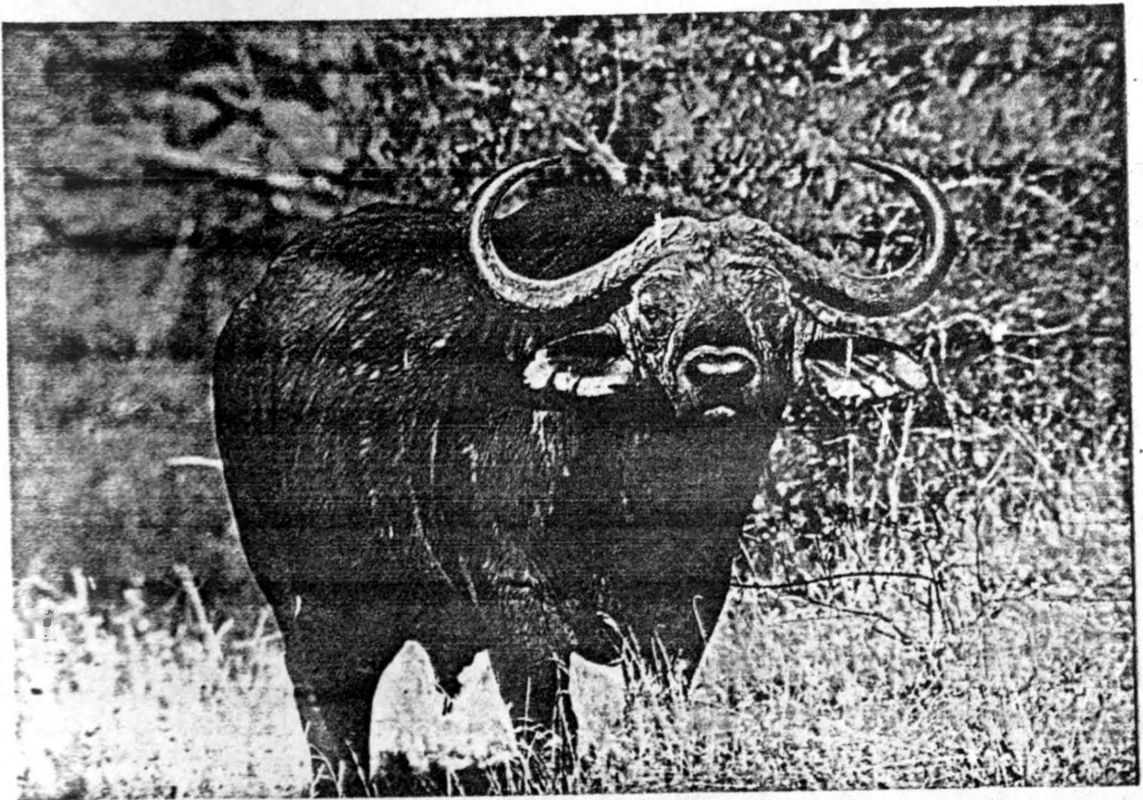
(a) and (b) Subzali Garage, the biggest private owned garage - the owner also is a Tour Operator.

(b)

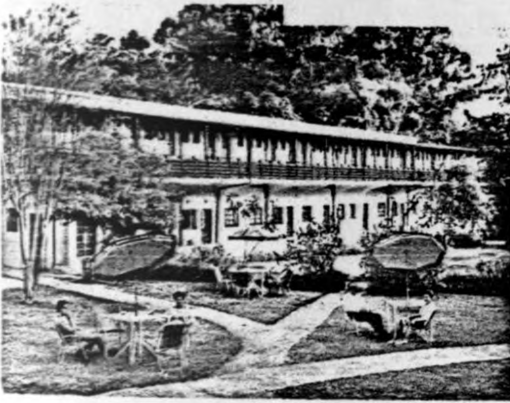




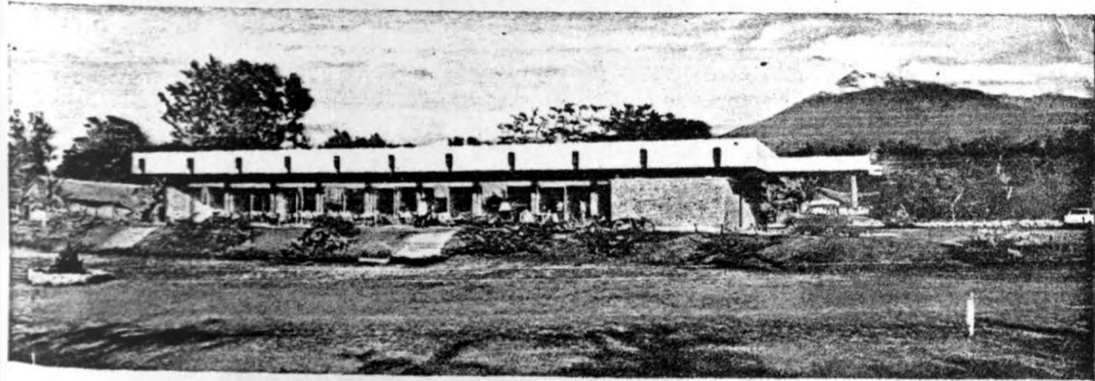
(a) A herd of zebras, (one of the tourist attractions in the National Parks).



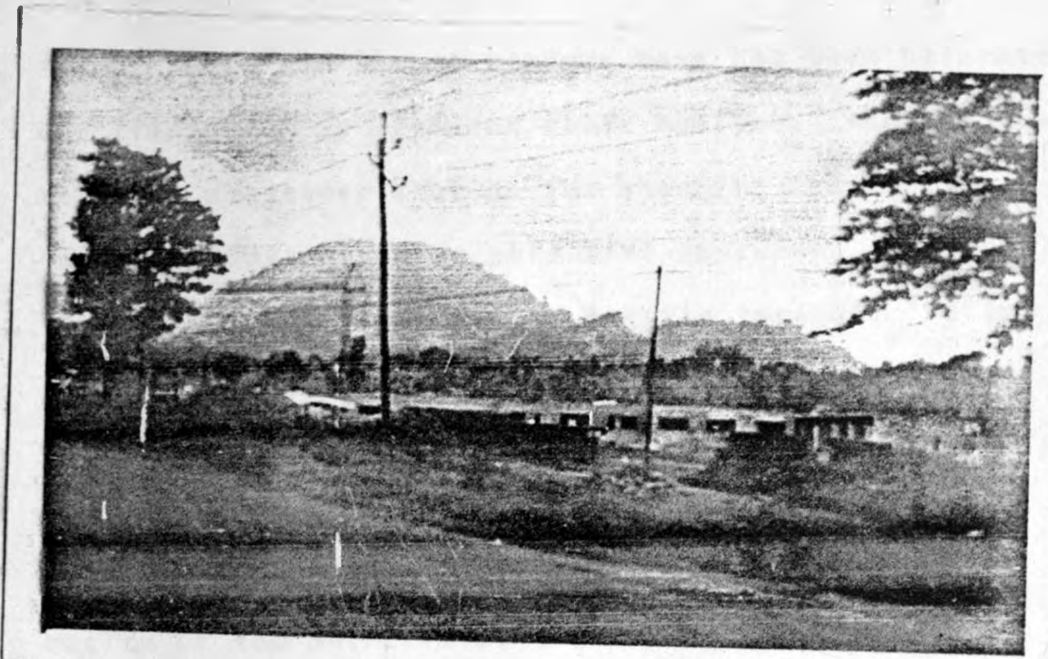
(b) One of the "big five" in the game sanctuaries, the Buffalo.



(a) Different views of the New Arusha Hotel. Note the Sign Post just at the Clock Tower round-about (top-left) and the Swimming Pool (bottom right).



(b) Tanzanite Hotel - 20 kms. from Arusha - sited with a nice view of both Mt. Meru (top) and Mt. Kilimanjaro (bottom left).



(a) Hotel 77 under construction - (note the hills on the foreground, a typical scene in the outskirts of the town.



(b) Section of the completed Hotel 77 (only final touches are being laid ready for the Conference Delegates - (a controversial project).

Since the street vendors have not been allocated specific areas to transact their business, they follow tourists wherever they go for shopping. By doing so, they obstruct these potential customers (tourists) to the curio shops which are legally located. It is also suspected that these vendors involve themselves in illegal business like dealing with foreign currency transactions and selling intoxicating drugs like bhang to the tourists. If such dealings come to the notice of the authorities concerned, the schedule of the journey of a tourist may be disrupted and a tourist might be delayed, even the whole programme of the tour can be overhauled rendering a person stranded, even for some days. To curb these transactions need a very high degree of intelligence since the business is informal, petty and illegal. Such informal transactions are a threat to trophy dealers as well as to the whole tourist industry, it portrays a bad image which is not the real intention of the true dealers.

#### 3.4. Related Institutions:

The government organization in tourism is carried by the division of Tourism in the Ministry of Natural Resources and Tourism. The division is charged with the responsibility of preparing overall policy decision at national level on hotel accommodation, tourist agents licensing and tourist information promotion through its offices in the country and abroad. Other services

are: (a) Professional training, (b) Creating and maintaining tourist infrastructure.

To enable the tourism division to fulfil its duties, a parastatal organization - T.T.C. was formed. It is entrusted with the implementation of government participation in hotel industry and tourist trade in general. It also controls a film company, a travel agency (S.T.S.), Tour operator (T.T.L.) and a duty free shop, in addition, other tourist ventures are due to be opened. The Ministry also controls four parastatal bodies which are directly concerned with wildlife.

These are:-

- (1) Tanzania National Parks in Arusha
- (2) College of Wildlife Management in Moshi
- (3) Serengeti Research Institute (Seronera)
- (4) Tanzania Wildlife Corporation in Arusha.

The two institutions have been located in Arusha for the particular reason of streamlining the operations of tourism in the Northern Circuit.

#### 3.4.1. Tanzania National Parks (T.N.P.)

This is the body responsible for all the activities in the National Parks in the country. T.N.P. has the following major functions. It provides services to the tourists within and outside the country. All the

bookings to go to the Parks including group tours like schools should make their arrangements with T.N.P. These arrangements can be made through travel agents. Also T.N.P. has got to coordinate with the park lodges especially on crucial matters as accommodation.

T.N.P. is there to see to it that the park animals and the park itself are well protected according to the existing policies. T.N.P. also assists the workers of the National Parks in sending essential supplies which might be lacking in those areas. Some national parks are in very remote areas, so the workers usually need assistance from the headquarters. The services are most crucial especially during natural hazards like floods.

All the information concerning the national parks, their condition, and present services and facilities are readily available at the headquarters in Arusha. In fact, T.N.P. headquarters is also its information bureau supplying the details of the various National Parks it controls. The presence of T.N.P. headquarters in Arusha means that tourists in the Northern Circuit are well exposed to all information concerning the main attractive and interesting features and hence the best areas to visit in the national parks.



### 3.4.2 Tanzania Wildlife Corporation (T.W.C.)

The Corporation is an essential instrument when considering tourism in a wider perspective. It was established in 1974 to deal with wildlife trade in different manners. There is the catching of live animals and trapping of birds which are either sold or kept in zoos. T.W.C. has got the task of organizing hunting safaris for tourists. However, the corporation has not at the moment enjoyed the benefits of hunting activity due to the hunting ban which was imposed in 1973, one year before the formation of the Corporation. Nevertheless, the ban lifting in April 1978 has made T.W.C. to revitalize the supply of such services as transport, camping equipment and food for the hunters, mainly tourists.

Trophy selling is another activity carried by the Corporation. T.W.C. owns five shops in the country and two of them are in Arusha. The best game trophies are to be found in these shops. These range from complete elephant tusks and game skins which are in whole form. Those skins which cannot be sold in whole are made into already mentioned articles. Among the fast moving articles are lion and zebra skin, and, for more money these skins can be moulded in 'full mount' to look like the whole animal or 'rug mount' like say

a lion's head. Full mount sells at 21,000 Tanzania shillings, while rug mount is at 11,000 Tanzania shillings for lion and zebra.

For the normal tasks, T.W.C. has employed 18 professional hunters and some other extra people are still under training. The Corporation owns 10 landovers and 3 lorries as transport facilities, 141 tents, refrigerators and guns of various types. And above all is the already mentioned important asset, the taxidermist. All hunting safaris in the country start and end in Arusha, except in Selous Game Reserve where the starting point is Dar es Salaam.

Due to the complex nature of the hunting safari, the Corporation needs special types of vehicles and particularly refrigeration in vehicles being a necessary priority device. It has been realised that for an efficient operation, that is 10 trips per month, T.W.C. needs an extra of 10 landovers, and 10 lorries. At present, publicity of the hunting sport is not world wide. The Corporation plans to publicize by making a live photograph so as to boost tourism through showing the movie in the potential tourist countries.

T.W.C. boosts tourism through organizing photographing safaris (camera hunting) mainly for those dealing with snap shops and moviewes. However, at the moment, this activity is at minimal, most of the

photographing is done in the due course of a general tour.

### 3.4.3 Arusha International Conference Centre:

Arusha International Conference Centre started operating on 30th July, 1978. It is situated in the former East African Community headquarters of which it was among the buildings. So far, it is not a member of the International Conference Organization, but all the same, the application to join has already been sent and soon A.I.C.C. will be incorporated in the organization. The membership problem should not be highlighted more since the centre has just been opened - six months ago, with just about 8 international conferences held. Among the biggest conferences held was the 10th F.A.O. Regional Conference from 18th to 29th September, 1978. This meeting attracted more than 350 participants from 45 African countries. In addition, a number of observers came from Britain, United States of America, France, West Germany and Canada, All the African Liberation Movements, Organization of African Unity, and United Nations agencies. This shows the number and diversity of foreign visitors which Arusha town handled as a result of a single conference. Evidently, these visitors had access and actually utilized the tourist facilities in Arusha, especially accommodation in hotels.

This meeting also prompted the government to import 50 Mercedes Benz Saloon Cars to be used by delegates and after then be used for other international conferences. There are clear indications that the Conference Centre has a direct link with tourism. For example, the expected meeting of group of 77, a preparatory meeting to prepare for the UNCTAD meeting in Manila. This meeting was mainly backed by the Ministry of Trade and Ministry of Natural Resources and Tourism. These two ministries in liaison with other government bodies made a resolution to build a 800 bed hotel (Hotel 77) purposely for that conference so that the expected 1,100 delegates to the meeting could be accommodated. This hotel which is to be built within the spell of not more than 6 months, is meant to supplement the existing hotel capacity in Arusha.

With full advertisement, the Conference Centre can become among the major leading tourist attractions to the country. A.I.C.C. has a capacity of 1,000 people in the plenary hall. There are two committee rooms each with 200 people capacity, the other two committee rooms have the capacity of 50 and 100 people each. A self service canteen ready by February 1979 serves the catering problems with the centre, however,

arrangements can also be made with Mount Meru or New Arusha hotel to provide the required catering services. The hotels are located within a radius of 5 kilometres from the Arusha International Conference Centre. The Conference Centre is also facilitated with exhibition and gift shop, interpreters booths where the four United Nations languages are used at ago. There are also telephones, teleprinters and telex for English and Reuter news. Other services can be offered by the post office and banks. Car parks are available, 60 cars can park inside the gates and the outer parking lot can take up to 200 cars.

#### 3.4.4. Others:

There are some other establishments which are of interest to tourists though sometimes they might not be the direct attraction. But then, one having visited Arusha, such places may incite the urge to make a tour of some kind. One of the attractions is the industry which uses 'meerschium' (a mineral which is like soil) for making smoking pipes. The taxidermist already discussed may interest the tourists. There are some historical areas like the monument which is situated near the place where the 'Arusha Declaration' was launched, the declaration was actually a document to show how Socialism on "Ujamaa" basis was to be achieved. There is also the old Boma, the

headquarter of colonial rulers in the region. Tourists usually if they get time like to visit places like the market.

The East African Management Institute, formerly under the East African Community, is also known for holding meetings and seminars, though of less significance than those held by the Arusha International Conference Centre, they also attract people from outside the country, especially those from Eastern Africa.

The following are the conferences held and those expected within that given time in Arusha International Conference Centre.

Table VIII:

Date	Type of Meeting/Conference	No. of Delegates	Organizer
18th -29th Sept.1978	10th F.A.O.Regional Conference	7350	- -
2nd - 7th Oct.1978	African Timber Organization	- -	- -
13th -19th Oct.1978	Broadcasting Organization of the non-aligned countries	- -	- -
23rd -27th Oct.1978	I.C.A.O. Statistical workshop	- -	- -
23rd -27th Oct.1978	E.B.A. Executive Committee	- -	- -
26th - 3rd Oct.1978	Integrated Rural Development	- -	- -
13th -18th Nov.1978	UNIDO Meeting	- -	- -
14th -17th Dec.1978	South South Dialogue	- -	- -
8th-12th Jan.'79	Perspective of Afro German Relations	200	- -

Table VIII (Contd.)

Date	Type of Meeting/Conference	No. of Delegates	Organizer
6th - 16th Feb. 1979	Group of 77	1,200	Min. of Trade
12th - 22nd May. 1979	E.C.A. - U.P.U. Study Circle	45	T. Posts & Telecom.
9th - 20th April 1979	Pan African Postal Union	150	"
4th - 17th May 1979	Consultations on the rights and problems of refugees in Post Independent Africa	100	All African Conference of Churches
20th Nov. - 14th Dec. 1979	6th African Indian Ocean (A.F.I.) Regional Air Navigation	600	Min. of Commerce & Transport
-	Regional Meeting of Rotary International District	920	Rotary Club Mr. J. K. Chande

Source: Calendar of events, A.I.C.C.



CHAPTER FOUR.

4.0. PROBLEM IDENTIFICATION:

4.0.1. General:

From the previous two chapters, the existing situation was looked at and from there, an analysis was made whereby general and particular problems were identified both in Arusha town as a centre and the hinterland as a tourist resource potential area.

It has been observed that the major problems facing the tourist industry in Arusha are not unique to tourism only, but they cut through other sectors of the economy. The most severe one is the way planning and its implementation is carried. Most of the projects are embarked upon on an adhoc manner and in most cases, they are disjointed in the sense that they are not comprehensive. Tourism has been considered as a separate function within the economy. Even within the tourist business, some other activities do not have precise and prior consideration of the related functions.

Furthermore, there are indications that a type of threshold approach in planning is being adopted. This system aggravates the problems of adhoc actions which lack proper research on the problem which is being planned for. The system of waiting for a problem

to occur and try to find immediate ways of accommodating it is exemplified by the decision to build hotel 77 within a spell of four months. The immediate purpose was achieved but the future returns of such huge investment still remain questionable.

There is also a problem in implementing some recommendations made by the planners. This is very specific to the recommendation that the old Boma be converted into a Museum. Up to date, the place is being occupied by certain sections of the government administration.

The government policy on decentralization, particularly by the dissolution of Urban Councils had adverse effects on the services within the town.

The stringent measures applied by the government on the expenditure of meagre foreign reserves and the import restrictions brought various negative effects on tourist industry which depends on an appreciable number of imported articles.

The distribution machinery (Regional Trading Company, R.T.C.) of various foods and drinks and the constantly escalating prices are also a hindrance to the smooth running of tourist industry, particularly on hotel services and especially on the preparation of menu.

Also the raising of the status of Arusha town to a tourist centre catering for a very wide area brings other implications on the trend and structure of the development of the town since there will be a need for things like more land, improved services and the general infrastructure for revitalization of tourist industry in the town as well as the hinterland. And given that the town planning approach was not geared towards the promotion of tourism as among the major sectors and the fact that there is no comprehensive plan to guide the development, there is bound to be haphazard development. Lack of a comprehensive town planning background (incorporating tourism as a major sector) in Arusha is exemplified by the following findings from the study, that at the moment, there are only a few places of interest where a tourist can visit while in Arusha town. These include the market, the party museum, the monument and a general tour around the town. For introducing a tourist to a centre of the vast Northern Tourist Circuit, these attractions are not enough.

Together with the above problem, the border closure with Kenya and the more direct flights to Kilimanjaro International Airport have positive implication in general, however, provides a challenge to Arusha capability necessitating the planning of the town now to a trend whereby tourism becomes among the major priority sectors. This is a task which need planners who can even review the existing plans which neglected tourism as a major sector. The above national problems made it inevitable for the following consequent repercussions.

**4.0.2. Specific Problems:**

1. Due to improper planning, difficulties in co-ordination have been a perpetual problem facing various tourist institutions. Thus, as has been illustrated in previous chapters, different institutions have a tendency of performing their activities independently, a factor which is against the harmonious development of tourism as an industry.

2. The problem of internal air transport resulting into frequent cancellations of flights is a clear indication of sectoral planning. Air transport was not considered as a necessary pre requisite to the efficient running of tourist business.

**Flight cancellations lead to:-**

- (a) Disturbance of hotel budget and loss of visitors and hence loss of revenue.
- (b) More expenditure by the tourists, this is over and above the expected costs and hence a tourist might be forced to forego certain things of greater interest. Hence a tourist is forced to leave the country unsatisfied. This is very big hindrance to the prosperity and promotion of tourist industry.

(c) The tour operators are affected due to loss of time and revenue. The operators therefore, are forced to reschedule their activities.

3. There is a general shortage of vehicles especially for tour operators and other relevant institutions like the Tanzania Wildlife Corporation which need special types of vehicles. In conjunction with this, the shortage of spare parts for the vehicles also retards the efficiency, particularly on road transport. The shortage of vehicles is coupled with the problem of acquiring the permission to purchase the few and expensive vehicles available.

4. Inadequacy of hotel supplies - not only the imported ones, but also the local ones such as the local whisky, gin and wines namely; Konyagi, Duncan and Dodoma respectively.

5. There is a shortage of such simple facilities of immediate need by the tourists like photographic and slide films. In case these are available, the prices are very high. Some tourists find it difficult to carry with them such articles right from home since they usually expect to find them in the country. It is also difficult to find people with expertise of repairing commonly tourist instruments such as cameras.

6. Tourists are limited in the number of articles they can buy and carry along with them. This problem is a result of two conflicting interests: The government's regulation on export restriction and curio shop owners interest on the fast movement of their commodities. However, the above problem can be solved if one acquires a clearance to carry more articles, nevertheless, given the poor co-ordination between the tour operators (who guide the tourists) and the curio shop owners, the former do allocate a limited time for shopping in their programmes and very little is done as effort to enable the acquisition of a permit to carry extra articles like trophies. There are various interpretations from the above problem and from planning point of view, one is subjected to a situation where the private (individual) interests should over-ride the community (National) interests or vice versa.

7. Recreational areas and facilities particularly the parks which are only two in number, are inadequate and not well maintained. And as already been mentioned in the previous chapters, the golf course has also been neglected for a long time.

#### 4.0.3. Other Problems:

1. Most of the decisions and notices are made in a sudden manner to the extent that many inconveniences on tourist do occur as a result. Long term notices could

allow reasonable time for a systematic way of re-scheduling and overhauling some of the programmes set before hand. For example, the hunting ban and its waving were all sudden, this could not allow for any preparation to accommodate such a decision. At the time of the ban, some bookings had already been made and when it was waved, there were no immediate clients to go hunting since there was no prior information. Another good observed example on the problem of short notices was the changes in charges/rates on various services which took place without any intended attempts to caution the esteemed customers.

2. There is also the problem of poor planning in the sense that sometimes there are no standards adhered to. This refers to the case of Mount Meru Hotel's swimming pool. The pool was completed in 1977 and just within a period of one year, operation of the swimming pool has proved to be inadequate for the hotel capacity.

3. Cinema halls are few in Arusha town, at the moment they are only two. Also other interesting entertainments like the night clubs are inadequate. At present, it is only Safari Hotel which operates a night club, though not legally recognized, as such with the anticipated increase in the rate growth of 'visitors' to Arusha, the above mentioned facilities should be provided gradually.

4. Road condition, particularly the route to Serengeti National Park, does not allow free movement of vehicles during rainy season. This problem is aggravated by the shortage of towing services and wireless communication which would facilitate the delivery of a rescue mission in case of any problem (see map number 5 and Table VII).

5. There are no charter flight companies stationed in Arusha town. This makes it more difficult to arrange for a chartered flight within a short time.

6. Hiring charges of vehicles particularly those owned by Tanzania Tours Limited, are higher than those charged by other smaller tour operators, as such this becomes a problem to smaller tour operators who own few vehicles. Sometimes, the smaller tour operators are forced to surrender customers to other agents with sufficient vehicles, a move which is not in favour of their interest. However, the above problem is more of competitive nature, a phenomenon common to most business undertakings.



## CHAPTER FIVE

### FUTURE PLANNING FOR TOURISM:

#### 5.0. Recommendations.

##### 5.0.1. General

International tourism is today the largest single item in foreign trade. The last two decades have seen a phenomenal rise in world travel, both national and international, and there is every indication that the trend will continue. In 1965, total world tourist receipts reached 11 - 16 Billion dollars for international tourism and have been estimated at around 43 billion dollars for domestic tourism.<sup>1</sup> Tanzania's declaration of the Northern Tourist circuit and Arusha as the centre is pursuit with economic move to get foreign earnings by utilizing the natural potential. While the above policy is worthwhile, planning knowledge is indispensable so as to foster resource utilization and conservation in the study as well as at National Level.

For some countries, tourism already represents the major export industry and earner of foreign exchange. For others, it constitutes a promising new resource for economic development. The case with Tanzania is that,

- 
1. O.E.C.D., Tourism development and Economic Growth, Seminar held under the auspices of the Technical Assistance Programme of the OECD.

tourism is among the major economic sectors. The country has also realized the importance of the role of tourism in the country. However the only drawback to the achievement of an efficient and systematic tourist business is lack of a comprehensive plan.

A comprehensive plan would enhance the intergration of all sectors which have links with tourism so as to enable tourism to function as a system within the whole economy rather than working as a separate and independent sector.

Tanzania with its unlimited tourist potentiality has a lot to gain from the industry. Tourism stimulates investments, provides a means of earning foreign exchange and is a source of employment. It is also an impetus to social change - both directly through developing education and training to meet the needs of a service industry, as well as indirectly, by introducing different social habits and patterns. At the same time, the development of tourism presents considerable challenge.

As an industry, tourism is unusually sensitive to influences other than the purely economic, its development is more difficult to predict and plan for than most other forms of industrial activity. It is also a highly competitive industry, characterized by a freer international flow than in other sectors. Further because of its particular structure, with a large number of very small units, covering a wide variety of different trades, it is an industry that puts unusual strains on the administrative machinery of any government seeking to promote and guide its development.

Also the development of tourism has implications which can not be analysed in terms of pounds, shillings and cents. The invasion of tourists has both positive and negative aspects. Coming from different cultural backgrounds than most Tanzanians, tourists may wish to do things and behave in ways in which many Tanzanians may disapprove and this might bring in some political and ideological arguments.

However, this is why there is a need for immediate action by planners; planning is reckoned as one of "the means for leadership in management, on a level with organizing, staffing, directing, co-ordinating, reporting and budgeting" <sup>2</sup> (POSDCORB). It is from the realization of the above that the role of Arusha town as the centre of tourism in the Northern circuit should not be over-looked.

As such the following strategies are being proposed so as to make Arusha a viable and capable centre.

---

2. Karst P.E. and R.E. Rosenzweig:

"The theory and management of systems", New York 1967.

Also these are the terms that Luther Gulick in his essay "Notes on theory of organization", in papers on the science of Administration 1937, has condensed into the made-up word POSDCORB.

## 5.1. Specific Recommendations

Most of the recommendations are based on the empirical analysis from the study, participation and observation made during the study period plus the documented information. These recommendations are a reaction to general and specific problems identified in chapter four as planning solutions which could also guide policy makers and other agencies involved in the tourist industry. These recommendations could also help as a guide in planning for tourism in other areas with modifications to suit other environments.

### 5.1.1. Organizations

In order to come up with proper plans, there is a need for co-ordination. All sectors which have something to play on tourist industry should be involved in the planning process. For a plan to be implemented the implementing bodies should also be conversant with the contents of the plan. Involving various experts in planning would facilitate adherence to standards, so that designs and provision of facilities could meet requirements. With a proper planning machinery, ad hoc measures which are in most cases viable for a limited time could easily be avoided. This is also possible for avoiding short notices. The Ministry of Natural Resources and Tourism through Tanzania Tourist Corporation should co-ordinate the different institutions and mentioned agencies involved in tourist industry in terms of exchange of information. Once the plans are made there should be inter-action among the agencies so that there is a systematic approach.

### 5.1.2. Facilities and Amenities

1. In view of the shortages and inefficiency in the distribution machinery in foodstuffs and drinks, the hotels should be granted the permission to order the local stuff directly from the producers, or otherwise the hotels should be given a priority whenever the commodities are available.
2. Equipments like tents and other camping facilities should be made readily available mainly for purposes of hunting and camping safaris.
3. Articles like cameras and films should be made available even if specifically for tourists since they serve the major purpose of tourists coming to the country. There should be encouragement of local skills in maintaining and repairing the tourist instruments as camera repairing.
4. Tourists do visit hotels not necessarily of international standards in an attempt to try to mix with the local people as such there is a need for these hotels to adhere to health regulations to meet the hyeginic standards.

#### 5.1.2.1. Recreation

1. At the moment there are only two cinema halls in Arusha town. As the local population and number of tourists increase there will be a need for a gradual establishment of other halls. Local films should be encouraged, these would be important in portraying the culture and tourist potentiality of the country.

2. The existing parks should be properly maintained and their facilities like chairs be increased in number. With the revival of Arusha Urban Council the problem should be tackled systematically. To add to the number of parks, a site close to hotel 77 near the road junction to General tyre factory has been proposed (see map number six). This area provides a scenic view to the nearby hills including Njiro hill where the East African Management Institute is located. Furthermore, the famous Mount Meru is also clearly visible from this park.

Parks are important areas for tourists during their leisure time where they can enjoy calm air while resting and viewing the surrounding environment. As such the green valleys transcending the town could be converted into resting places through landscaping and provision of seats in possible places. These valleys can also provide good picnic sites.

3. During the study one lesson that is to be appreciated is that, though there is a need for a museum in Arusha town the proposed one has not been implemented, the author would also recommend that the museum be implemented.

4. To add to the number of places to be visited by tourists in the town, a zoo is proposed in one of the green river valleys (see map number six). This zoo will not only serve the tourists but also the local population in the town.

5.13. Transport And Communication

1. Road transport at the moment should be given more attention due to the prevailing circumstances. What is important at present is the speeding of delivery of spare parts since T.T.L. has so far got a reasonable number of vehicles. These with the additional owned by private tour operators only need proper maintenance.
2. There is a need to constantly maintain the roads especially in sections which are difficult to transverse during rainy seasons. This is very important on the part of the durability of the vehicles. All weather roads are not only important for tourism, but also for other economic activities of the surrounding region.
3. Special preference should be given to the needy institutions like the T.W.C. where special refrigerated vehicles are needed for hunters.
4. Towing vehicles particularly for T.T.C. which owns many vehicles should be owned. The vehicles could even help other tour operators in case of need since the routes used are the same.
5. To facilitate the flow of information a reasonable number of vehicles should be equipped with radio calls so as to report directly to Arusha for any necessary help.

6. Air transport service could be improved by supplementing the services of Air Tanzania Corporation with those of Chartered planes. The chartered plane companies which operate mainly from Dar-es-Salaam, should be encouraged to open offices in Arusha.

However the business of charter flights requires also big sales organization on markets generating not only overseas but even local tourists and only very large wholesalers can attempt such business. In fact it also requires large travel markets.

As such there is a feeling that T.T.L. should be given a go ahead in looking for the possibilities of running air charter services. Or to start with, T.T.L. can make a contract with local companies of running jointly the existing enterprises so as to gain experience on the business. The Arusha town airport which receives very few aircrafts due to the opening up of K.I.A. could act as the base.

7. Tourism should very much be considered when planning and constructing the proposed railway from Arusha to Musoma. This is because the railway will pass through the major game sanctuaries. For example, the stations should be located in such a way that the tourists can easily reach the lodges. The railway can also be an alternative mode of transport to substitute road transport which is difficult during rainy seasons. This would greatly facilitate in linking Arusha with its tourist hinterland.



There are indications that if tourism is given equal weight as other sectors when planning for the railway, the centrality of Arusha town on tourism would be magnified. Important aspects for consideration include special tourist coaches, efficient and comfortable services, with more emphasis on speed so as to be able to compete with other modes (mainly road).

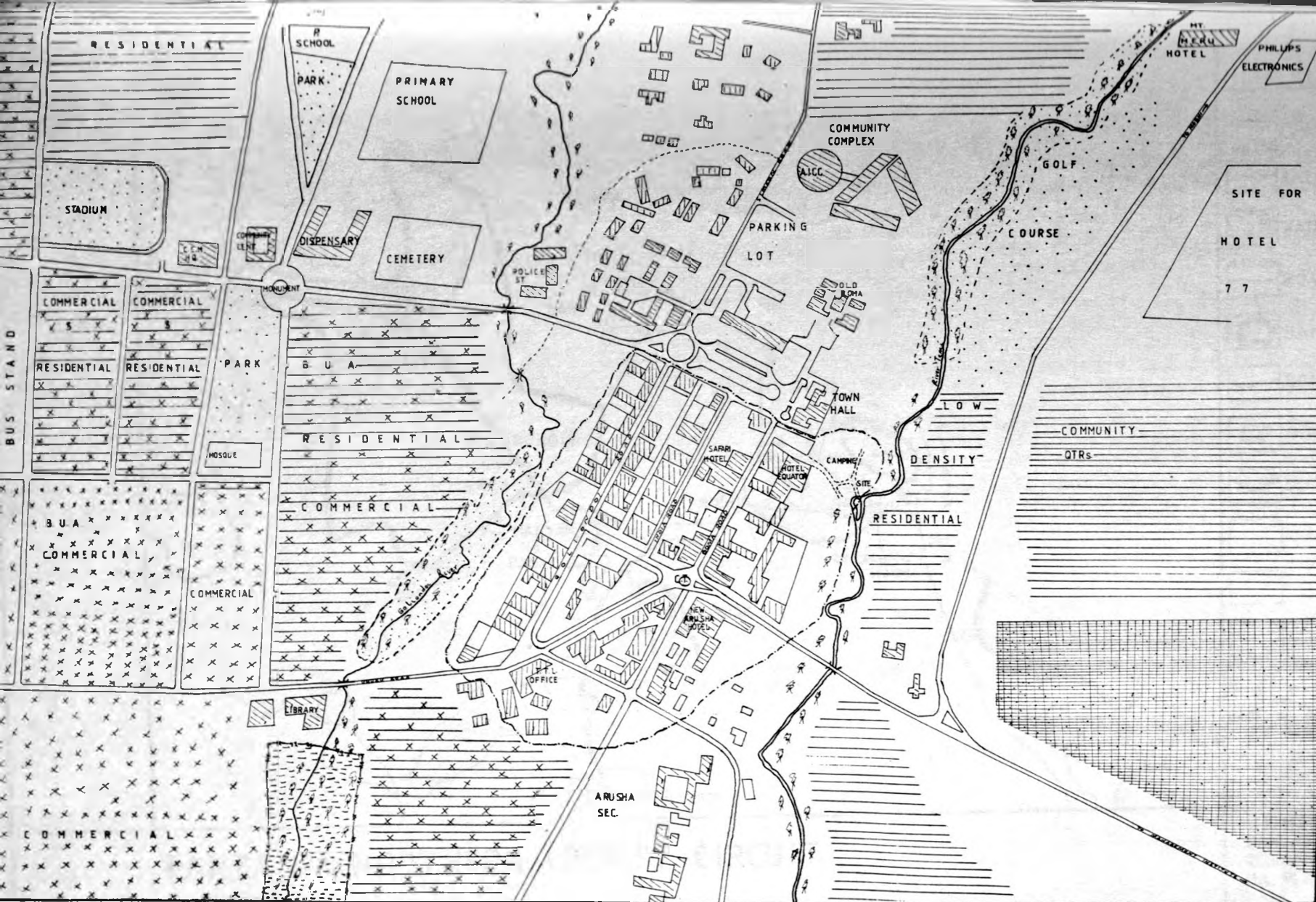
The general concern here is that the project should start at this time when tourism is gaining roots in the region with Arusha as the centre of all operations. So as to make the railway service part and parcel of the development of tourism in the Northern Tourist circuit.

## 5.2. Decentralization

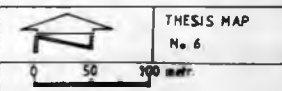
Through the analysis the role of Moshi town has been made very clear. Given its nearness to Arusha town and its location in the Eastern part of the Northern Tourist circuit, which has got unique attractions including Kilimanjaro Mountain, it is suggested that other tourist activities and services should be based in Moshi town.

The idea of decentralization is also in conformity with the government policy of reducing regional inequalities through redistribution of the development investments.

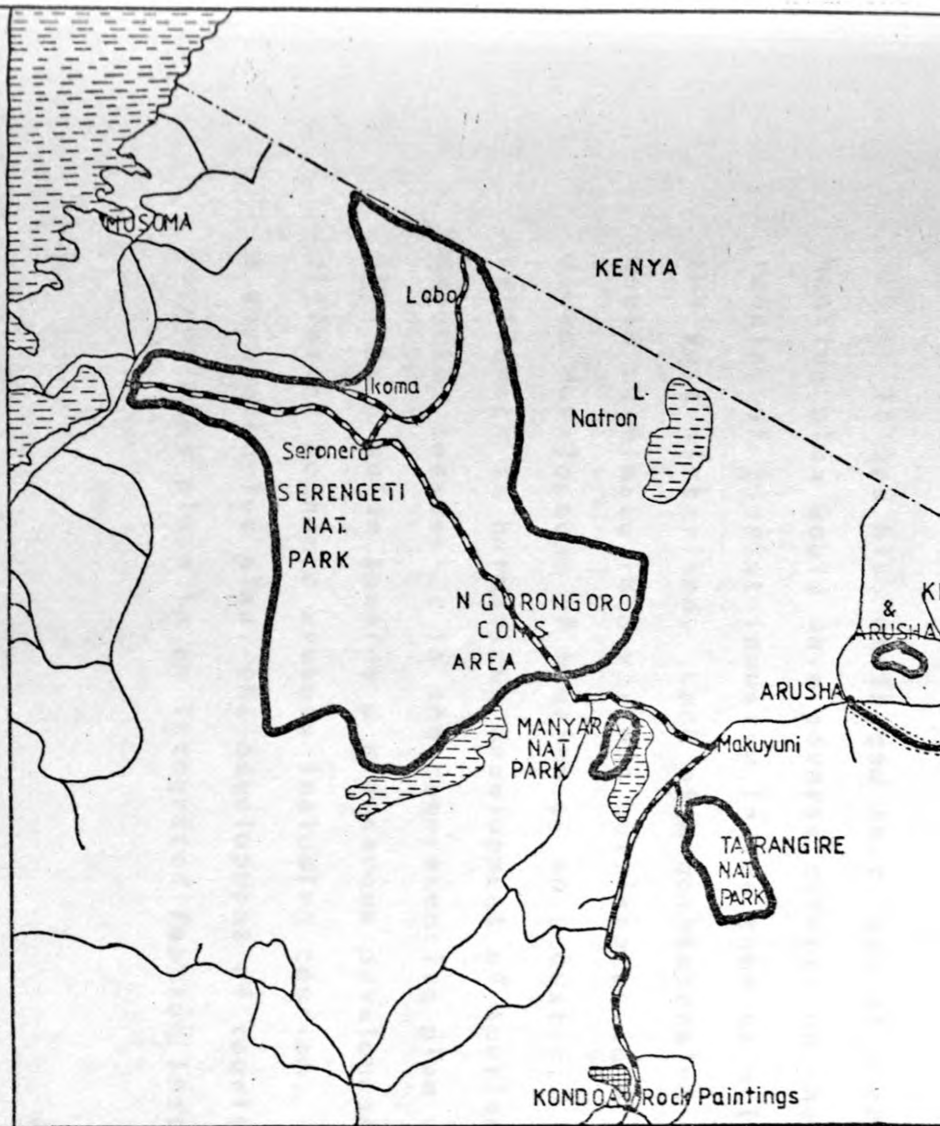
ARUSHA TOWN PROPOSALS



- Legend**
- EXISTING RIVERS
  - ROADS
  - TRACK
  - CLOCK TOWER DISTRICT BOUNDARY
  - GREEN VALLEY
  - RECREATIONAL
  - PUBLIC BUILDING
  - PRIVATE BUILDING
  - RESIDENTIAL
  - COMMERCIAL
  - BUILT UP AREA
  - CLOCK TOWER PROPOSALS
  - PARK
  - PARK (PICNIC SITE)
  - ZOO



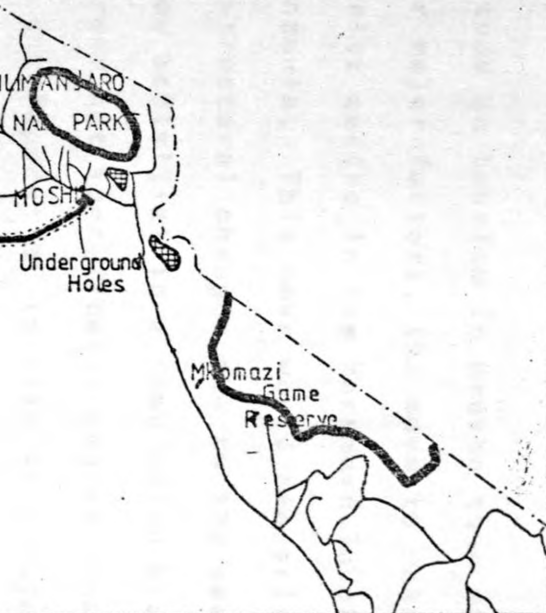
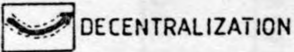
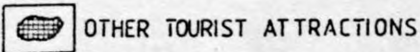
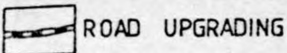
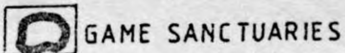
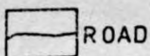
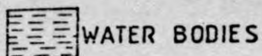
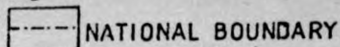
L.K. MSUYA  
DEPARTMENT OF URBAN & REGIONAL PLANNING  
M.A. PLANNING 1978/79



TANZANIA: NORTHERN TOURIST CIRCUIT.

# HINTERLAND PROPOSALS

## Legend



THESIS MAP  
No. 7

0 20 40 60 80 100 Km.

L. K. MSUYA  
DEPARTMENT OF URBAN &  
REGIONAL PLANNING  
MA. PLANNING 1978/79.

CHAPTER SIX:

CONCLUSION:

6.0. Summary:

This study on tourism in Arusha town was prompted by among other major factors, the move to make Arusha town as a tourist centre in the Northern Tourist Circuit of Tanzania. This move would necessitate various physical and structural changes due to the need to accommodate new activities in a town which had a development trend not specifically geared towards fostering the development of tourism as a major sector.

It was also envisaged that lack of a comprehensive plan would have adverse effects on the smooth running of tourist industry in the town as well as in the vast hinterland. Lack of a comprehensive plan would culminate into various bottlenecks in a harmonious development of tourism as an industry. The bottleneck in harmonious development of tourism are expected because it is the comprehensive plan which acts as a guide towards a prosperous development of different economic sectors including tourism. Without a comprehensive plan, the development of tourism cannot take place in an integrated fashion instead

most of the investments on various projects will take place in a haphazard manner, an action which will not only retard the development of tourism, but also result into wastage of meagre resources.

The carrying out of the study was also prompted by the government's action to close the border with Kenya which followed the disintegration of the East African Community and consequently, the grounding of the East African Airways Corporation. These measures were expected to affect the tourist industry in Arusha in various ways in terms of number of visitors to Arusha, means of transport particularly air transport and other repercussions on the use of Kilimanjaro International Airport.

Due to the vast catchment area of Arusha town in terms of the potentiality of the tourist hinterland, one of the major problems anticipated was that of communication to ensure smooth co-ordination. The prosperity of tourism in the Northern Tourist Circuit of Tanzania with Arusha town as the centre, would depend very much on the transportation network and the flow of information between Arusha and the hinterland.

With the above assumptions in mind which clearly reflect the consequent repercussions on the development trend of tourism in Arusha town, and the Northern

Tourist Circuit as a whole, the study was carried out with main objective of understanding the capacity of of tourist attractions and facilities within the town, the knowledge of which would contribute in proposing measures to be taken in areas where deficiency was noted. The main areas of concern as has already been explained in chapter one were hotel services and facilities, curio shops, tour operators, other institutions dealing with tourism, interesting and attractive activities and features such as recreational areas and scenic features in the town.

As a centre of a Circuit, Arusha town could not be studied alone without relating the town with the hinterland which is more endowed with a variety of tourist attraction (the reason which contributed much in making Arusha the centre of this region). The main objective of studying the hinterland was to have a clear understanding of the accessibility between the centre and its hinterland and it was through this analysis that one could come out with proposals as to how the accessibility can be improved in case there were some friction of distance or difficulties in flow of information in the study area. The hinterland was also studied with the objective of acquiring an empirical knowledge on the distribution of various tourist attractions in the hinterland. Also tourist facilities

in the hinterland were analysed with respect to the distribution of tourist attractions. It is through the distribution of the tourist attractions and facilities in the hinterland that one correlate them with the activities in the town so as to come out with sound proposals for a comprehensive co-ordinated strategy which could foster the development of tourism in the Northern Tourist Circuit as a region.

It was also important to have a clear understanding of the linkage of Arusha not only with the hinterland and Tanzania as a whole, but also with the outside countries, particularly with the western countries where most of the foreign tourists originate. Knowing this linkage would help in suggesting ways by which tourists could get information on various aspects on tourism in Tanzania and specifically on the resource endowment of the tourist attraction in the Northern Tourist Circuit. Suggestions on ways of facilitating an efficient means of transport could also come from this analysis which is exhaustively covered in chapter two.

From the analysis which has been made in chapter two and the empirical knowledge gained during research period, various problems were identified and solutions to these problems have been recommended. Among the major problems facing the smooth and harmonious



development of tourist industry in the study area are:-

1. Haphazard planning due to lack of a comprehensive plan geared towards the development of tourist industry as an entity. Coupled with haphazard planning was the approach of developing tourism separate from other economic activities. The development of tourism independent of other economic sectors brought the problem of lack of co-ordination and it is through the above problem that other problems emanated.
2. Various institutions catering for tourist industry carried their activities without consulting each other and this created bottlenecks culminating into slackening of tourist activities, the details of the problems are well covered in chapter four. Short notices and adhoc projects were not conducive for the prosperity of tourism.
3. In Arusha town, it was observed from the study that hotels had difficulties in obtaining essential supplies for their daily requirements, the main items being imported foods and drinks. Tour operators had difficulties in maintaining and acquiring new vehicles and there is a shortage of commonly tourist instruments.

4. From the study, it was also noted that the town lacks a variety of attractions which could introduce a 'visitor' to a centre of a vast hinterland endowed with a variety of tourist attractions. And the existing recreational facilities are inadequate and not well maintained.
5. Internal air transport is not efficient, this is exemplified by the constant and frequent cancellation of flights which leads to delays on the part of tourists and disturbance of the budgets of hotels and tour operators. The problem of air transport is magnified further by lack of chartered planes in Arusha town.
6. The accessibility to some parts in the hinterland was difficult part of the year due to impassability of some sections of the roads during rainy season as shown in map number five.
7. Difficulties in smooth communication between Arusha and the hinterland is hindered by lack of wireless devices in the vehicles of tour operators and the inadequacy of rescue mission devices.

From the above problems which act as stumbling blocks towards an efficient and prosperous tourist industry, various recommendations have been suggested

as an attempt to ensure a systematic development of tourism in the Northern Tourist Circuit.

1. Co-ordination among all tourist sectors and other economic sectors in the country should be a necessary prerequisite when planning for tourism. Thus this will necessitate the preparation of a comprehensive and integrated tourist development plan of the Northern Tourist Circuit as an "ecological zone". To achieve the above goal, various experts should be involved in the preparation of the comprehensive plan so as to enhance its implementation. The experts should include agents from the Ministry of Tourism, The Tanzania Tourist Corporation, the Ministry of Natural Resources, other parastatal organizations dealing with fields with relation to tourism and the Urban Authorities of Arusha town.
2. Giving priorities to tourist hotels and the tour operators with regards to the articles in shortage. The agencies to be involved should be the Regional Trading Corporation and the relevant ministries and bodies responsible for the distribution of the mentioned items which are in shortage.
3. With regard to recreation facilities, immediate steps should be taken to maintain and improve the existing recreation facilities, the revived

Urban Council should take this responsibility. At the same time, parks have been proposed. The parks along the river valleys should mainly serve as picnic sites (see map number six). In addition, a zoo has been proposed in Arusha town so as to add to the tourist attractions.

4. Introduction of charter planes to supplement the services of Air Tanzania Corporation and looking for the possibilities of Tanzania Tour Limited to run charter company. All these can be the responsibility of the Ministry of Communication, Air Charter Companies and the Ministry of Natural Resources and Tourism.

5. Upgrading of the impassable sections of the roads during rainy season, (map number seven). Upgrading can be preceded by constant maintenance of these sections. It is also recommended that the project of Arusha - Musoma railway should consider development of tourism as part and parcel of its major objective. When carrying out these proposals, conservation measures should be adhered to because these routes follow areas with very important natural resources including wildlife. The Ministry of Works and other relevant bodies should implement the above gradually depending on the availability of financial resources.

6.1. Scope for further studies:

This study on tourism in Arusha and its hinterland potentiality has not been exhaustive. According to the objectives and the scope of the study which have already been elaborated, mine is just an attempt since it is difficult to exhaust fully all the numerous aspects of tourism in a single study, particularly at this time when only little empirical studies have been made. As such, the author recommends more studies in areas which have not been fully covered.

Efforts should be made on quantifying the revenue from tourism so that the notion of invisible earner has a more economic or monetary meaning. Also there is room for further detailed studies to find out the socio/political benefits of tourism which might bring other implications of the socio/cultural development and conservation.

An attempt should be made to make a thorough study on the ways to integrate the tourist sector with other economic activities so that they function on complimentary basis. For example, Kilimanjaro airport, should not be looked upon on the perspective of tourism only. The airport can also help the agricultural sector through handling agricultural produce which can readily be marketed to foreign markets. This can foster the harnessing of the resources in the hinterland.

Further detailed studies should be encouraged in developing other areas of tourist potential. These areas could include the Kondoa rock paintings, Laoteli excavations, an area apart from Olduvai gorge where early man is thought to have lived. The man made underground passes "mireshe" used as refuges during times of unrest in Ugweno, North Pare Mountains, could be another feature of focus. In summary, the Northern Tanzania Tourist Circuit still has more natural and man-made potentials to offer for researchers with urge to foster tourist industry.

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