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***Title: Beach Resorts and related Tourism activities in Tanzania.
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BEACH RESORTS AND RELATED ACTIVITIES IN TANZANIA

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1. The Concepts of Resorts:

Resorts are defined by the world tourism organization as destination areas that are relatively self contained. They typically provide a wide range of tourist facilities and services including those designed for recreation and relaxation.

Resorts trace their history from roman spas in the 2nd Century. They distinguish themselves from other forms of lodging by catering to travelers seeking relaxation and recreation for pleasure. Prior to that, lodgings were famous and had been focused on providing short-term accommodations to travelers en route to other destinations.

Resorts are distinguished from other forms of lodging because of their nature of operations that is the provision of relaxation and recreation to travelers in addition to becoming destinations.

Because of the present trend of more tourists wishing to participate in sports, recreation, cultural, events and other activities and services, resorts are now emphasizing the wide range of facilities and services. The current trend is for these resorts to offer facilities and services for year round use.

2. Potential of Resorts Development in Tanzania

The general objective of the National tourism policy seeks to assist in effort to promote the economy and livelihood of people, essentially poverty alleviation through encouraging the development of sustainable and quality tourism that is culturally viable. It also seeks to market Tanzania as a favored tourist destination for touring and adventure in a country renowned for its cultural diversity and numerous beaches.

To effect the objectives of the policy to develop quality tourism, Integrated Tourism Master Plan is in place. Among other things both documents advocate diversification of tourism product whereby Tanzania turns into a single holiday destination and expand the range of the products offering by adding beach and cultural products to the wildlife experience.

2.1. Competitive strength of beach resorts development in Tanzania

Sun, sand and sea, as well as the remnants of a spectacular history give Tanzania's coastline an appeal that is worthy of note. The more than 800 kilometers of coastline from Mtwara in the south to Tanga in the north consists of palm-fringed beaches looking out over the warm sparkling waters of the Indian ocean. Tranquil coral lagoons and their underwater coral gardens, the ancient ruins and the friendly coastal people make the coast a haven from the rat race of the western world. Islands with silvery sand beaches surrounded by coral reefs offer unlimited potential for scuba diving,

snorkeling, big game fishing and other water sports. Many of these abundant resources have not yet been capitalized on their potential because development of Tanzania's beach resorts is still in the infant stage.

- The beaches of Pangani are arguably the best on the stretch between Bagamoyo and Tanga, though they are not developed to an international standard of beach resorts to attract travelers. So far only few small beach hotels have been developed and these offer very limited facilities and services.
- Mafia Island presents an attractive position for the development of special interest tourism. Attractive beaches are found on the northwest and south coast; The marine park area in particular is known to have excellent areas for diving and snorkeling, with 12 diving sites. Deep sea fishing in the waters surrounding the island is considered to be world class status. However this potential is not yet exploited for beneficial uses such as beach resorts.
- Bagamoyo is viewed as best area for resorts development. It has good beaches; it is close to Saadani National Park and short trip by boat from Zanzibar. Movement from one location to another could be more enjoyable if undertaken by boat rather than land. Opportunity to run excursion

from Bagamoyo to Saadani and Dar es Salaam with its unique coastal frontage is one.

- Saadani National Park is the only place in eastern Africa where big game animals can be seen along the beach or bathing in the Indian Ocean. The Park supports a wide variety of plants, animals and bird life and lives up to its promotional label, “where the bush meets the beach.”
- The world heritage site of Kilwa, has good beaches for establishing some medium scale resorts of high quality to cater for an up market clientele that combines a Selous/Ruaha safari with add on beach product of similar quality.
- Further to the south there are some excellent beaches near Lindi and Mtwara. The Lindi beaches bear the potential to be developed for resorts. The ongoing construction of the bridge over Rufiji is a pace better to exploitation of beach potential that exists in Lindi and Mtwara Regions.

The survey that was carried out [June/ July 2001] among the top 45 tour operators in Europe and the US for travel to East, Central and Southern Africa to determine motivations, show that beach tourism also feature very strong.

TABLE A: Motivations for holiday travel

S/N	Motivations	Europe	America
1	Wildlife	83	80
2	Beaches	28	12
3	Combining holiday	17	12
4	Trekking	10	12
5	Culture	17	-

Source: Integrated Tourism Master Plan 2002

Resorts have their primary orientation to several types of attractions and activities, most of the resorts found in Tanzania today do not possess the services and facilities required by travelers making them stay for shorter time in the resorts. Beach resorts offer best satisfaction to travelers, if aggressive investment is done in this field, Tanzania will have a chance to become one of the best countries in terms of multiple experience destinations. The kinds of resorts we encourage to be developed are the ones having a wide range of activities like beach volleyball, horse riding, golf and tennis sports, health facilities, self catering units and many commercial facilities so as to motivate visitors stay longer.

2.2. **Opportunities.** Overall, the outlook for the future is still fairly bright, particularly for those coastal areas that offer visitors a diverse array of attractions. In the near term (within the next five years), it is expected that coastal tourism will continue to grow. Opportunities still exists for hotels/resorts that would cater to business travellers

who want to spend vacation away from urban setting and spend much time travelling to more remote locations.

Target Projections of visitors Numbers & Bed nights
2000-2005

Purpose of Visit	2000 (000S)		2005 (000)	
	No.	Bed nights	No.	Bed nights
Holiday/Recreation	340	2550	480	3840
Business	130	845	170	1105
Others	21	42	20	40
Transit	11	-	20	-
TOTAL	501	3440	670	4985

Sources: Integrated Tourism Master Plan 2002.

The coastal areas with the highest potential for new beach resort development include

- Kilwa district particularly Kilwa Masoko & Kivinje
- Saadani National Park and environs (Pangani to the north and Bagamoyo to the South)
- Mafia Island
- Dar es Salaam and environs

A wide range of accommodation is needed in coastal areas, but in keeping with the national tourism policy, priority will go to small, up-scale resorts that cater to the environmentally and socially-conscious tourist. As the integrated tourism master plan points

out, "large- scale development is not only inappropriate in the context of the market that is sought but it also gives rise to development costs and environmental pressure that is unsustainable." Certainly, eco-tourism and cultural tourism opportunities also exist, as do appropriate larger, self-contained resorts at various, isolated areas along the coast.

Over the long-term (within six to ten years), other areas that are likely to attract significant beach resort investment include the Mnazi-Bay in Mtwara and certain areas of the Rufiji Delta. Mtwara definitely has potential to become a mini hub for those tourists wishing to explore the southern highlands as well as enjoying the coast. Numerous initiatives are already underway to prepare for tourism development including the much-needed improvement of the Dar-Mingoyo road, the rehabilitation of historical monuments – Kilwa kisiwani and Bagamoyo; the up grading of Saadani to a national park and the establishment of the Mnazi bay - Ruvuma Estuary Marine Park. A National Intergrated Coastal Management Strategy is being formulated that will provide detailed steps that are needed to ensure that coastal natural and cultural resources are utilized in a sustainable manner.

There is also undergoing preparation of the Coastal Tourism Investment Guidelines whose primary objective is to facilitate investment in appropriate, or responsible, coastal /beach tourism.