

Food Tourism for Local Development

Practices in Tanzania

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University of
Dar es Salaam,
Tanzania

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1. Tanzania: Country perspective
2. Tourism in Tanzania
3. Culinary treasure in Tanzania
4. Main dilemmas associated with food tourism in Tanzania



1. Tanzania: Country perspective

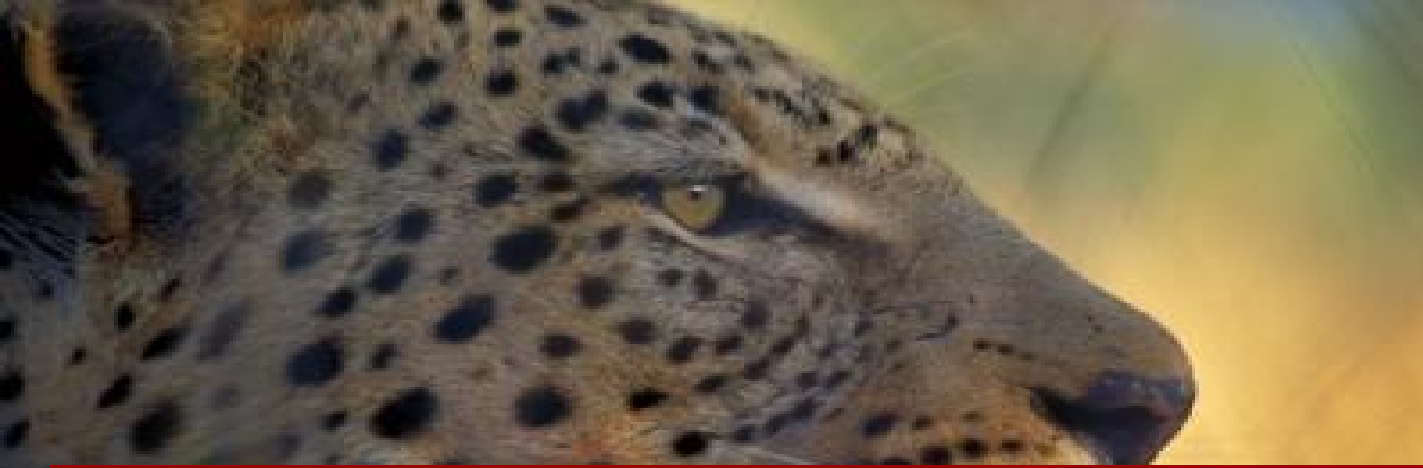


- 942,832 sq. km of mainland Tanzania
- 2,400 sq.km of Zanzibar
- Current Population 59 millions (Worldometers, 2018)



2. Tourism in Tanzania

- It accounts for 30 % of total foreign exchange earnings
- The sector contributes about 17.2 % to the GDP
- It directly employs an estimated 600,000 people (2017); creates 1.3 mil. direct & indirect jobs
- 10.9% of total employment in Tanzania
- 9.5% of total investments



2. Tourism in Tanzania: International tourist arrivals and/ by purpose of visit

YEAR	2013	2014	2015	2016	2017
TOURIST ARRIVALS	1,095,884	1,140,156	1,137,182	1,284,279	1,327,143

Purpose of Visit	2012	2013	2014	2015	2016	2017
Leisure and Holiday	843,108	890,798	920,028	872,499	936,549	981,217
Visiting Friends and Relatives	68,619	76,674	85,818	103,627	138,342	163,391
Business and Professionals	55,902	65,922	68,341	76,245	67,07	58,130
Transit	33,991	33,267	27,146	33,093	51,055	51,068
Other	75,438	29,223	38,823	51,718	91,528	73,337
TOTAL	1,077,058	1,095,884	1,140,156	1,137,182	1,284,279	1,327,143

2

1

1,327,143

2. Tourism in Tanzania: Tanzania hosts 7 UNESCO world heritage sites



Mount Kilimanjaro (under 7 wonders of Africa)

- the tallest mountain in Africa and the tallest free standing mountain in the world.

Selous Game Reserve

- the largest game reserve in the world (54,600 sq km)

Ngorongoro Crater (under 7 wonders of Africa)

- the world's largest unbroken caldera and a home to over 30,000 animals

Serengeti migration (under 7 wonders of Africa)

- The longest and largest over land migration in the world.

Stone Town, Zanzibar

Kondoa Rock Sites

Ruins of Kilwa Kisiwani and Songo Mnara

- unique built heritage and the Swahili culture of the universal significance
- it has ruins dated back to the 9th century

3. Culinary treasure in Tanzania

Culinary tourism, defined:

- searching and enjoyment of food and drink as part of wider range of activities in a local destination

Culinary related experiences include:

- traditional dining experience ✓
- food and wine events ✓
- culinary learning experiences ✓
- testing and buying food products ✓
- chefs' competitions
- food farm tours ✓
- food markets ✓
- food stands/stalls on the streets ✓

Best known Home to Culinary Tourism

- Local food gastronomy, in Zanzibar (spice tourism)
- Kilimanjaro (Coffee Tourism) coffee estates a.k.a *Kahawa Shamba* and banana shambas that market their products, offering tourists a wide and integrated portfolio of regional food products



3. Culinary treasure in Tanzania



Who manage and market it? Public-Private Partnership

At National Level

- State - owned Institutions market the country's or region's tourist attractions

Enterprise levels

- Individual Enterprises that aim at achieving immediate patronage of its services - **tour operators, hotels & restaurants and travel agents**



3. Culinary treasure in Tanzania cont/..

=MAIN DISH =

- **Ugali** - stiff porridge from maize or cassava flour
- **Pilau** - seasoned rice
- **Chapati** – pan cake



3. Culinary treasure in Tanzania cont/..

=MAIN DISH =

- **Nyama Choma/grilled meat:** direct from the charcoal
- **Ndizi Kaanga/choma:** These are fried/grilled plantains or bananas, a very common and popular dish in East African and, more specifically, Tanzania



3. Culinary treasure in Tanzania cont/..



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=ECONOMICS OF IT =

Cookery in Mafia



- Employs more than 500 women in Mafia
- Engaged in culinary tourism
- Traditional foods and beverages

food
stands/stalls in
Kariakoo
Market, Dar es
Salaam



A source of living - around 10,000 food traders

3. Culinary treasure in Tanzania cont/..

- Forodhani Gardens at Stone Town in Zanzibar



A source of living for around 200 chefs

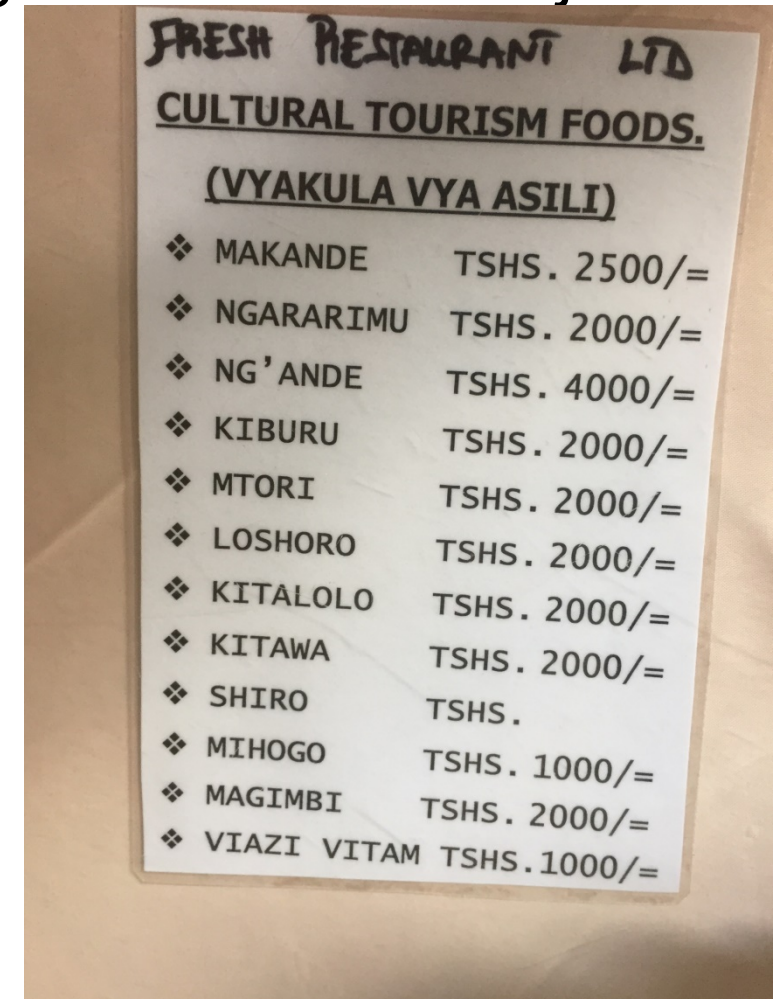


3. Culinary treasure in Tanzania cont/..



Spice tourism attracts around 350,000 visitors per annum in Zanzibar and tourists end up with the Packets of spices at Darajani Market, Stone Town

- Chagga Menu in Kilimanjaro



FRESH RESTAURANT LTD	
<u>CULTURAL TOURISM FOODS.</u>	
<u>(VYAKULA VYA ASILI)</u>	
❖ MAKANDE	TSHS. 2500/=
❖ NGARARIMU	TSHS. 2000/=
❖ NG'ANDE	TSHS. 4000/=
❖ KIBURU	TSHS. 2000/=
❖ MTORI	TSHS. 2000/=
❖ LOSHORO	TSHS. 2000/=
❖ KITALOLO	TSHS. 2000/=
❖ KITAWA	TSHS. 2000/=
❖ SHIRO	TSHS.
❖ MIHOGO	TSHS. 1000/=
❖ MAGIMBI	TSHS. 2000/=
❖ VIAZI VITAM	TSHS. 1000/=

- The industry directly employs over 45,000 Zanzibaris

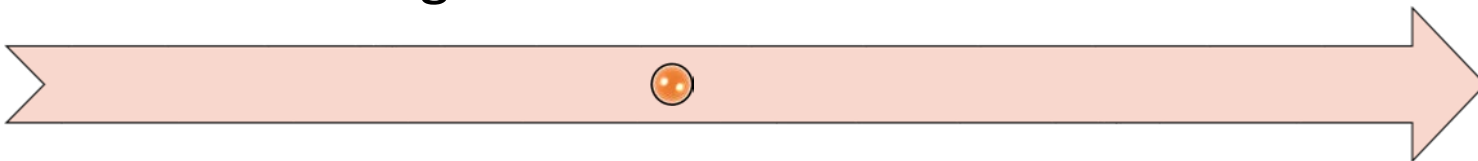
3. Culinary treasure in Tanzania cont/..

Banana beer drinking at the farmer



Come and learn how to make [#bananabeer](#) locally known as [#mbege](#)

Coffee Tour in Materuni, Kilimanjaro: Tourists go through the coffee value chain



3. Culinary treasure in Tanzania cont/..

Kahawa Shamba – Coffee Tour in Kilimanjaro



- Coffee berry picking & pulping
- Processing of coffee from beans to cup
- Coffee drinking at the farm



4. Main dilemmas associated with food tourism: What is “Tanzanian Food”?

More than 120 distinct ethnic groups and tribes

- With different cultural elements
- affect consumption patterns and demand “Local Cuisine”

4 touristic zones with distinct climatic conditions and weather patterns

- affect the agricultural systems and output
- Types of foods and “local brew”



4. Main dilemmas associated with food tourism: What is “tourist motive today”?

Today,

around 82% of
inbound tourists
come for Wildlife
or BUSH tourism

BUSH

- 16 National Parks,
- 28 Game Reserves,
- 44 Game controlled areas,
- 1 conservation area and
- 2 Marine Parks

CULTURAL ATTRACTIONS

- historical sites
- ruins along the coast
- traditional Swahili life-style
- Culinary/food

BEACH

- Tanzania has 1424 km of coastline

Bush to Beach [B2B]
Tourism



**“Tomorrow’s
Food Travel”
is applicable in
Tanzania**

Beach & cultural
tourism

Add-on attractions



Asante! Tack! Thank You!

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