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# **TENGERU CULTURAL TOURISM ENTERPRISE:**

**Presentation at Responsible Tourism  
Partnerships Workshop: Arusha – 3 June 2010**

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**Guide: Tengeru Cultural Tourism**

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# Introduction

- Tengeru Cultural Tourism Enterprise is located 12km east of Arusha town on Arusha / Moshi Rd
- It is within a community of 420 households belonging to the Meru tribe
- Community is engaged in small sustainable farming and dairy keeping
- TCTE is one of 28 enterprises under Tanzania Tourist Board's Cultural Tourism Programme which it joined in 2005

# Activities

## ■ Nature tours

- Lake Duluti
- Water falls
  - Midawe
  - Kimundo
- Mt Meru Forest

## ■ Historical tours

- First missionaries graveyard
- 2<sup>nd</sup> World War (Polish refugees) graveyard



# Activities: cont'd

## ■ Daily community activities

- Coffee farm tour
- Pottery centre
- Hair braiding
- Vegetable market
- Banana fibre handicrafts



- Organic agricultural farms

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# Activities: cont'd

- Environmental conservation
  - Tree planting – at water sources, schools, hills
  - Distribution of tree seedlings
  - Soil erosion control
  - Environmental awareness campaigns

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## Benefits to the community

- Direct income: coordinator, guides, women group (food & home stay services), farmers, security guards, farm produce suppliers
- Indirect income: community projects – Mavinuni Primary School, tree nursery, support to orphanages
- Outreach programme – HIV affected people

**Village development funds/donations generated: 2006 – 2009: USD 12,550-**

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# Challenges

- Shortage of skills
- Shortage of quality accommodation facilities
- Shortage of promotional material
- Inconsistent work force
- Tour operators' complaints on tour fees
- Lack of quality control systems for cultural tourism products in the country

# Thank you & welcome to Tengeru!

