

## ON SITE

## Tanzania Tourism: New Flights, Cultural Tours

THE SECOND-LARGEST trade show in all of Africa, after Indaba in South Africa, is Tanzania's Karibu Fair. While touring Tanzania recently, we stopped in the city of Arusha to see the fair—our first-ever outdoor trade show—and get a quick update on what's new and noteworthy in the country and the rest of East Africa.

Yvonne Baldwin of Precision Air said that her company would launch direct flights to Johannesburg soon. This will mean that visitors can fly

South African Airways to Johannesburg and transfer to Precision directly for Arusha, Zanzibar, Mt. Kilimanjaro or anywhere else in Tanzania without a stopover in Dar es Salaam.

Geoffrey Meena and Geoffrey Tengeneza of the Tanzania Tourism Board told us that the board was looking to make the U.S. the country's main tourism market. To that end, they focus on promoting cultural tourism and giving visitors a chance to engage with locals of vari-

ous tribes throughout the country. Elirehema Maturo and Joas Kahembe, development officer and chairman, respectively, of the Tanzania Association of Cultural Tourism Organizers, said that they were teaching locals how to share their culture and heritage with visitors and guaranteeing experience standards. "You have a chance to experience in person things you otherwise only see in museums," Kahembe said, adding that the human contact can lead to better mutual understanding between the two parties.

Even better, Maturo said, the association was looking to help alleviate the poverty affecting different areas. Membership fees from each of the 28 companies in the association support local communities. Kahembe added that visitors could help the villages by donating either money or their time (e.g., help build a house or work on a farm). In this way, he said, they could see the direct value of their contribution and know how important their visit is for the people who live here.

—JENA TESSE FOX



Karibu Fair is Africa's second-largest trade show.

## Focus on New Rural India Itineraries

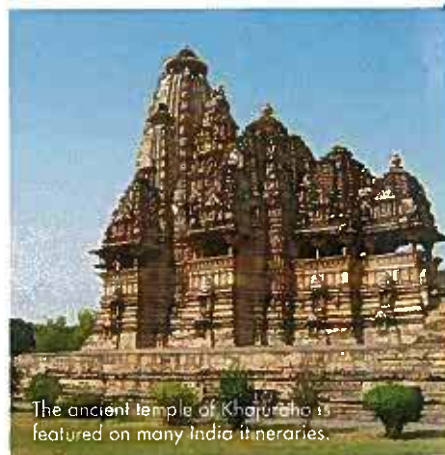
MEMBERS OF INDIA'S Ministry of Tourism overseeing the "Incredible India" campaign met with **Travel Agent** at New York's Marriott Marquis Hotel earlier this month, where they told us about what's new in the already hot destination.

According to a presentation, the U.S. is the No.1 market of international visitors to India, accounting for 15 percent of tourism. This year, the ministry of tourism will focus on promoting new destinations to highlight the Indian rural culture.

Some of these new destinations include Uttaranchal, Himachal, Tamil

Nadu, Sikkim and the Northeast region. As so much of India consists of rural communities, it is an important aspect of the culture that ought to be highlighted going forward. There are already several tour operators who offer itineraries to rural regions in the country, such as Greaves Travel LLC, Abercrombie & Kent and Geringer Global Travel.

Check out Greaves' "Land of the Mountain Passes" and "Ride the Romantic Desert" itineraries and Abercrombie & Kent's "Gateway to the Himalaya." Geringer Global Travel offers customized itineraries to



The ancient temple of Khajuraho is featured on many India itineraries.

India and has often arranged stays in rural areas for visitors to experience the country's village and farm life.

—MEAGAN DRILLINGER