

# MWANZA CITY TOURISM PROFILE



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Country Name	United Republic of Tanzania
District Full Name	Mwanza City Council (Nyamagana)
Area	1325 km square
Main Languages	Kiswahili (official), English (official) and many local languages
Economic Activities	Fishing Business and Agriculture
Currency	Tanzanian Shilling (TZS)

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# MWANZA TOURISM PROFILE AND PROSPECTS

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## Introduction

Tourism is the world's largest commercial service sector, with in 2007 alone, the global tourism arrivals accounted for about 898 million, which generated the estimated tourism expenditure of USD 5,890 Billion, or 9.9% of the total world GDP. (UNWTO 2008)

Tourism refers to a person travel who travel to and stays in places outside his or her usually environment for not more than one consecutively a year for leisure, business and other purposely not related to the exercise of any activity remunerated from within the place visited

## Background

Mwanza City is located on the southern shore of lake Victoria in Northwest of Tanzania with an area covers about 1325 KM Square by which 900KM Square is covered by water. Mwanza city lies at an altitude of 1,140 meters above the sea level with a sea level between 25.7C – 30.2C during the hot season and temperature falls during the cooler season up to 16C.

## Culture

The Mwanza region is occupied by various tribal groups including the wasukuma, the wakerewe, Wakara and wazinza. Wasukuma tribe is the major tribe occupying Mwanza region. The sukuma are Bantu Ethnic group, they are the largest Ethnic group in Tanzania with an estimated 16% of the country total population.

Sukuma means "NORTH" and refers to people of the north". The sukuma refers themselves as Basukuma (plural) and Nsukuma (singular). They speak Sukuma, which belongs to Bantu branch of the Niger-Congo family.

## Mwanza and Tourism

Tourism remain an important contributor to the economy but it can have negative impacts unless it is properly managed and the conflicting needs of interest groups are balanced

Mwanza is endowed with a lot of attractions, naturally, manmade and cultural attractions.

Geographical, Mwanza has an advantage that a person (tourist) can travel to five different countries within few hours and also it is easy and simple way to the wonder land "Serengeti National Park" two hours' drive from Mwanza.

At Mwanza there are some tourist attractions that provide a visitor with a memorable experience for a reasonable admission charge or even for free

## Mwanza Tourism Trends

Through statistically we realize that Tourism industry faces the periods of ups and down and it mainly caused by so many factors, but there is a promising progress for the sector to grow in the future. These are the statistics showing how the position of Mwanza in Tourism

### International Visitor Arrivals by Air – Mwanza Airport

Year	Purpose of visit	N# of arrivals	Total expenditure (USD)	Average N# of days /Tourist
2012/13	Leisure, VFR & Business tourist	5460	726,180.00	10
2013/14	Leisure, VFR & Business tourist	4240	835,280.00	10

**Year 2012/13** \*average expenditure per tourist per day **USD 133/-**

\*exchange rate 1USD = **1,500/-**

**Year 2013/14** \*average expenditure per tourist per day **USD 197/-**

\*exchange rate 1USD = **1,625.5/-**

## Tourism in Economic Dimension (Mwanza)

Tourism is interacted with many other sectors and it has the direct and indirect benefits in social, economic, and political atmosphere ranging from individual and a country in general. Through tourism, employments are generated through various establishments like hotels, cruise ships, restaurants, tour and travel companies etc. For example, up to the year 2014 Mwanza has 54 Accommodations Establishments, 1490 rooms and 1579 beds, create more than 1,133

## Top Flagship Hotels and Lodges in Mwanza

Accommodation stands as one of the important element in Tourism Industry, Mwanza there are 69 Hotel, Lodges and Guest House with more than **1,717** beds and **1,457** Rooms ranging from Single rooms to luxury suite, price from **23 U\$D** up to **250 U\$D** for Luxury Suite. The following are the Top Five hotel In Mwanza by Reputation

SN	NAME	LOCATION	ROOM TYPE	PRICE RANGE	SERVICES
1	<b>Malaika Beach Resort</b>	Ilemela			
2	<b>Hotel Tilapia</b>	Capri-Point	Suite, double, single and extra bed room	70 U\$D – 150 U\$D	-free Wi-Fi, satellite TV, Doctor on request, lake cruise, sauna & massage
3	<b>Ryan's Bay Hotel</b>	Capri-Point	Single, double rooms and Luxury suite	110 U\$D – 250 U\$D	-Internet, swimming, room service, car hire, boat & fishing
4	<b>New Mwanza Hotel</b>	Post Road	Suite, double, single and extra bed room		
5	<b>Gold Crest Hotel</b>	Post Road	Suite, double, single and extra bed room		

## TOURISM ATTRACTIONS

### Gunzet House and Germany History in Mwanza

There are a number of monuments from the German Period, which lasted only from the early 1890s to 1916.

The house was built by German colonist before the First World War for Medical Research. In reality it was never used for this purpose, but instead the British and Tanzanian Government used it for administration. The house is also known as Robert Koch House. Robert Koch was a German physician, famous for his contributions to the isolation of bacteria and awarded with the "Noble Prize in Physiology or Medicine" for his tuberculosis findings in 1905. The reason why the house was named after him remains unclear.



## **Bismarck Rock**

Historically, the name refers to the “iron man” himself, Otto Eduard Leopold Von Bismarck (1815-1898), the Chancellor of the German Empire in 1871. Rightly so, as Mwanza was part of the German East Africa territory, and a largest statue of Bismarck himself, who was also the foreign minister, was said to be erected on the rock

The Bismarck Rock has become an iconic symbol of Mwanza. Located in water front by the Kamanga ferry harbour, it is the Sunday evening meeting sport for many locals, as they wave goodbye to the setting sun.

When the British took over after World War One, the statue was pulled down, and is still allegedly swimming with the fishes somewhere around the outcrop – but the name remains. If you wonder around the area you will find local courts and the old post office around the corner, and the Chinese waterfront restaurant on the other side.



## **Underground Tunnel**

In 1890s to 1916 German were used a deep well as the entrance to the tunnel it can be visited in the garden of a former German house. A tourist can also see old German building. Currently number of visitors is unknown but tourist and local people do visit there and the area is located In Round bout of BOT and CCM building.

It is an ideal attraction and it should be provided with one tour guide who knows well a history of a place, Uhuru Torch, Ghandhi Hall and Muwassa building



## Gandhi Hall

The Historical Hall is located to the east of the roundabout lies the Indian Quarter of Mwanza. At the entrance of the Gandhi Hall stands a sculpture of the founder of modern India who lived for several years in South Africa. We read that the last British Governor of Tanganyika, Sir Edward Twining, opened the hall in 1957. On the inscription to the right, we read that it was built by Patel's from Bombay or Mumbai who were then living in Mwanza.

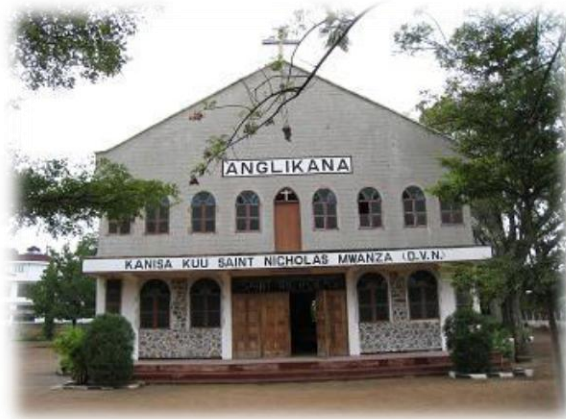


## Churches, mosques and temples

Scattered in and around Mwanza lie many churches, mosques and Hindu temples, some of them more impressive than others. However, none of these has the capability or aim to attract mainstream tourists, nor do they have people to guide tourists around.

Tanzania is one of a few countries where people of different religions live closely together in harmony. The various houses of faith could become part of an interesting religion tour through the city.

*Churches and one of the mosques in Mwanza*



## European Cemetery

In a corner of Capri Point, the first European Cemetery of Mwanza can be found. It is a Tanzanian tradition to bury the dead within the homestead of the family. In this way ancestors are kept close and can protect the family. Therefore, when German colonists arrived in Mwanza, there was no cemetery yet. The first European cemetery was built in 1890 by the Germans, later taken over and expanded by the English and finally by the Indians. Nowadays also some African names can be found on the cemetery.

Graves and goats at the European Cemetery



## Bukoba Ferry Monument

The MV Bukoba was a Lake Victoria steamer ferry that carried passengers and cargo between the ports of Bukoba and Mwanza. On the 21<sup>st</sup> of May in 1996, just thirty minutes before reaching Mwanza port, the MV Bukoba sank some 56 kilometres off the coast of Mwanza. Though the vessel had turned over, it had remained on the surface, partially buoyant. However, rescuers, who could hear trapped passengers screaming and banging, ignored the pleas of fishermen and decided to drill a hole into the hull to rescue those trapped inside. The effect was the air which had kept the hull afloat was released and shortly after the boat sank. Only 53 people survived. The president of Tanzania at the time, Benjamin Mkapa, declared three days of national mourning for the almost

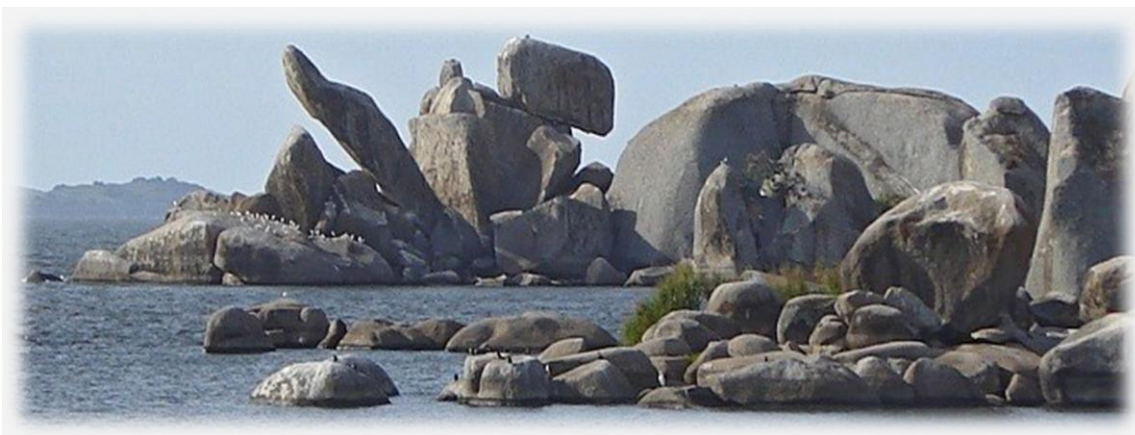


700 victims that drowned that day (Tanzanian Affairs 1996). The monument was built to commemorate what is considered to be East Africa's worst ship disaster.



### **Luchehele Beaches**

Mwanza has got so many beaches, designed beautifully and are the best beaches to interact with the locals and to dance Music at the beach like





## **Malaika Beach Resort**

Malaika Beach Resort the nearest Hotel from the Airport lie at the shore of Lake Victoria and to the other side built on granite rocks of Mwanza. Have the beautiful and large beaches of beautiful scenery.



## **Tilapia Beach and Boat ride**

The Nearest Hotel from the City center with beautiful beach and view of the Mwanza, and the Kapri-point hills and amazing houses on Rocks. The boat ride to the Lake very beautiful especially at the sun set.



## Lake Victoria. The Source of famous River Nile

Lake Victoria is located in East Africa and discovered by John Speke in the year 1858 and named after Queen (Victoria) who was at the reins of England that time. The lake rests between three counties namely, Tanzania, Kenya and Uganda. Lake Victoria covers an approximately 68,800 km squared.

Regarded as the Africa's largest tropical lake, it is also boasted as the second largest fresh water lake in the world and headwater reservoir of the popular Nile River. The volume of Lake Victoria is approximately 2,760, which merely 15% of the overall volume of Lake Tanganyika.



## Saa Nane (island) National Park....

Saanane Island is a fully fledged National Park since July, 2013, covering an area of 2.18 sq km comprises of three islets and aquatic environment. The park made a record of being the first ever National Park to be located within the City and the smallest National Park in both Tanzania and East Africa. The Park is the home of mammals like Impala, Rock Hyrax, Velvet Monkeys and Wild Cats. The presence of "**De-brazas** Monkey" underscores its potential as the only Park in the country inhabiting the species. Reptiles are also dominant; they include crocodiles, Monitor Lizards, Agama Lizards, Pancake and Leopard Tortoises, Snakes particularly Python. The aquatic part of the Park inhabits a variety of fisheries life, mainly Tilapia and Nile Perch. The Park is located 2km Southwest of Mwanza city Centre, which lies in the Gulf of Lake Victoria.



## INVESTMENT OPOORTUNITIES

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Tanzania is the only country in the world to allocate more than 25% of its total area to wildlife parks and game reserves and its total tourist attractions have made it one of the world's fastest – growing holiday destination. Mwanza city has great potential in tourist with a lot of investment opportunities as follows

### **Accommodation, Hotels & Lodges**

With abundant and unique natural features, beautiful beaches and countless investment opportunities exist to build an international standard accommodation and Entertainment facilities such as Hotel, Lodges and Guesthouses. Joint ventures are opportunities are available.

Locations ranging from historical, cultural and archaeological sites to virgin unspoilt beaches offer investment opportunities that cannot be matched anywhere in lake zone.

### **Man-made Tourist Attractions**

Mwanza offers lot opportunities for man-made tourist attractions like theme parks and gambling resort are still untapped. Others include establishing amusement park, sport fishing and lake cruising along the fresh water from Lake Victoria.

### **Conference and Business Tourism**

Mwanza city is a promising future for both tourism and business , the city offers enormous investment opportunities in conference tourism ,specifically establishing conference centres of International standards ,to cuter for the very rewarding tourism industry.

### **Training Services**

The industry is beset by lack of trained man power. Despite the Tourism College being constructed in Dar es Salaam, still there is still room to establish private institutions that will offer quality training to all categories of personnel ranging from Hotels and catering staff to tour and travel agents and tour guides

***Thank You***