

Magamba Nature Forest Reserve Tour Report 12-15th December, 2018.



**UWEZO
AWARD**
2018

Winners, Zanaki S.S

BACKGROUND

Once again Tanzania Tourist Board (TTB), as our core duty has been in the tourism Industry to market and promote various attractions in the country, we sponsored winners of UWEZO AWARD PROJECT 2018, to visit MAGAMBA NATURE FOREST RESERVE, a tourist attraction under Tanzania Forestry Agency (TFS). When the Managing Director requested I handle this duty I cooperated with my Supervisor the Director of Marketing Mr. Mwamaja to make sure we give these students an Unforgettable Experience. The fact that I had a chance to attend the UWEZO AWARD CEREMONY 2018, I had a clear picture of what these students have been doing and I wanted them to have the best experience they have ever had, and later I wanted to capitalize on their spirit of volunteerism so that they can become our good ambassadors of our touristic attractions. I would say I was very proud of what Zanaki Secondary School have done as winners of UWEZO AWARD 2018.

TTB Chose TFS as a destination for these students, because we were delighted on the various attractions they visited, the information given to contestants for Miss Tanzania on their tour and the unforgettable experience they had. They gave them an exceptional-luxurious tour, that made me believe, they can do quite the same with Students, and help them to have the best experience on our attractions that are under Tanzania Forest Services Agency (TFS).

One week before the tour, I went to Zanaki Secondary School together with Glory Mziray (TFS) and Noelle Mahuvi from Great Hope Foundation to give the students briefing about the tour. I could see how the headmistress and students, were happy to see us and gave us time to talk about our tour and they shared with us what they have learnt from the project.



OUR JOURNEY

Our journey started on Wednesday 12th December, 2018. We couldn't start as it had been planned on Tuesday because there were some logistical issues to be settled on Tuesday. We picked students at Zanaki Hostels (12 students and one teacher) and Four Coordinators of Uwezo Award Project (Students who volunteer to Coordinate the project with Great hope Foundation) Four Media People (Mwananchi, Nipashe, Channel ten, Michuzi Blog) and Myself from TTB and Tulizo Kilaga From TFS. The journey started at 0730hrs in the morning, we stopped at Msata for Breakfast and Korogwe for lunch. On the way to Lushoto, students had a chance to see a beautiful view. of Usambara Mountains, and Water falls covered with beautiful vegetation. We arrived at St. Eogenes' hostel at 0630hrs and all our guests got rooms at the place. We gave them some few briefings of tomorrow's schedule and we allowed students to rest waiting for tomorrow's schedule. All had gone well for the first day.



FIRST DAY TOUR

Thursday (13th December, 2018) was our first day of the tour on Magamba Nature Forest Reserve was planned for hiking. We took a route known as Mshai route, hiking to one of the peak of Usambara mountains known as Kigulu Hakwewa. The peak is 1840M above the Sea Level. On the way we saw beautiful water streams flowing from the mountain within Magamba Nature Forest Reserve. We also saw beautiful vegetation like trees and flowers that we had never seen before. On our way to the top, we saw the German Cave that was used in the First World War, as a hiding place for the German Soldiers. Students were happy to see such a historical site in real life, since it was part of their lessons for those studying Geography and History. As we reached the Kigula Hakwewa peak, students were able to view the beautiful scenery of the mountain and the entire Lushoto area from this peak because it was sunny and clear. The weather was great and comfortable. Students took many photos and we had lunch. From the peak, hiking down the mountain, we went by bus to the Mkuzi water Falls. Students fell in love with scenery of the place. The daring ones climbed on big rocks to the upper part of the falls. Most of them were seeing this for the first time. They had never seen this before. Students were informed that, the water from this place (Mkuzi) forms part of the Pangani River. Students took some pictures had some water time to have a close look of the scenery. In the evening on our way off the Mkuzi, we were able to see a very beautiful Chameleon, with a unique feature, horns like structures; three of them in the front part of its face. And this is how we ended our first day of the tour.



SECOND DAY TOUR

Friday (14th December, 2018) Early Morning on the second day we visited the Grewal Spot. Students were told that, this is the place that the first investor(Mr Grewal), who used to harvest Hardwood, had his industry. The industry was for processing the harvested wood, and then they were exported to Europe where he would sell them. The government burnt the whole business of Hardwood in 1984, and so he had to change the place to become a tourist attraction center because his industry was within the Magamba Nature Forest Reserve. Students saw a very old industry that was using steam Engine. Near the industry, there were other houses that were used as his office place. The view was another thing that made students amazed and took a lot of photos of the place. We also saw a dam area that the tour guard informed us that they want to develop it as an attraction, so that tourist can be able to do fishing and canoeing at the dam as they enjoy their tour.

Then from Grewal Spot we visited the Skyline place, where logs of wood from the forest were carried down the skyline up to Korogwe for processing. The technology is quite old but very useful as we were told even people used to use the skyline between two places; travelling from Lushoto to Korogwe. Students were told the skyline was built by German, but they destroyed it as they were getting of the place. Later a company from Switzerland built the skyline, using their technology, and they are also responsible in repairing the skyline up to today. The place has some few buildings some of them are old, that are used up today with villagers around the place.



From this place students went to Lushoto town to finish the tour. On that evening as we went back to St. Eugenes Hostel, TFS officials from Magamba organized a dance with a local band, from the same village in Lushoto. Before the dance Tulizo Kilanga from TFS and myself (TTB) gave a brief talk of the tour and why the two organization went all the way to sponsor the UWEZO AWARD 2018. On behalf of Great Hope foundation, Noelle appreciated the great partnership TTB and TFS have given Great Hope Foundation this year.

"We are indeed grateful for this four days tour. It such an investment in our project and the level of excitement you have built in student is amazing. Now they shall participate in UWEZO AWARD project with an incredible energy. Moreover, students have made a commitment to promote this place Magamba Nature Forest Reserve in their social Media accounts, at least for 30 days. We shall call this "30 days challenge" and we have planned to extend it to the whole year. This brings a win-win situation between Great Hope Foundation, TTB and TFS. Because through this students shall promote the place in a remarkable way, as they shall be giving out their stories and experiences about the place and this will extremely help promote domestic tourism and create awareness locally and internationally. Once again Great Hope Foundation team is very appreciative. Words of this language won't be able to suffice our appreciation to you." NoelleMahuvi

It was a beautiful evening and students danced for two hours while enjoying the barbeque we had been prepared earlier. This marked our two days tour remarkably. After the dance students and the Great Hope Foundation team, held a small meeting reflecting on the two days tour, and they wanted to have a concrete plan of promoting the Magamba Nature Reserve on Social Media.





OUR WAY BACK

Saturday (15th Dec, 2018) as early as 0615hrs we started our journey back to Dar es Salaam. We had a chance to stop at Msata and students took their brunch. All costs of lunch and any associated cost were covered by TFS for the whole days. Great Hope Foundation appreciated their hospitality and kindness and were more than happy for the sponsorship.

CHALLENGES

We had some few challenges on the way. On the second day, at Grewal point certain portion of the road wasn't very good for the bus, so students had to drop down and walk some few metres as the bus wouldn't have been able to carry people and pass the same road. Moreover as we went to Mkuzi, one Journalist was trapped on the water falls path as he slide on the rock. Fortunately his leg was trapped between two rocks, and he couldn't be easily driven by water to the down path. Mfaume (from GHF) asked him to take off his shirt and it was used to pull him off the water path. We are glad that, he didn't get any injuries

RECOMENDATIONS

- a) I think the place such as the waterfalls area needs some cautious labels like don't pass here"
- b) Infrastructure especially the roads need to be well constructed to facilitate movements of tourists especially when they are driving in their vehicles.

CONCLUSION

I had a discussion with Noelle on the way forward on these kind of activities. Personally am so impressed by the students on how they had started to promote the place right there on the Hostels. They were energetic and they gave beautiful stories about the place Noelle shared with me the plan they have developed on how to promote the place.

- a) First they shall run 30 days challenge, and each day a student shall post once/twice per day on the beauty of Magamba Nature Forest Reserve
 - b) Second they shall share a 200 words essay about their experience at Magamba Nature Forest Reserve
- For this to become very successful Great Hope Foundation requested:
- a) TTB to prepare some kind of recognition for students who shall do the promotional work remarkably. It could be certificates with T-shirts, Caps, etc.
 - b) TTB could give them a title of Domestic Tourism Ambassador!!! This shall make students work very hard and promote the place effectively. In future Noelle suggested that in order to increase the impact of the promotion we can integrate it with local traditional media and bring a national wide impact of the experiences
 - c) We would request TTB to arrange to sponsor top three winners (like 60 students) to a tourist attraction that is very good but not known in the country or has low number of people visiting. The extended number of students shall increase social media impact
 - c) Students to do a tour and see these tourist attractions. They shall record each and everything they see.
 - f) After the tour students to do 30 days challenge of promoting the tourist attraction on social media.
 - g) Recording students voices at least 2Min per student and running a campaign on a powerful Morning Program on the Radio. (example clouds/Efm)
 - h) We can add TV spots (as the budget allows)

Great Hope Foundation is sure that, if we invest in this Campaign for three to five years, it shall bring remarkable awareness & promote Domestic Tourism because students have a powerful way of convincing their peers and parents. She requested we have a meeting to discuss this in details after the 30 days challenge has come to an end on 18th January, 2018.

STUDENTS VOICES

Lisa Ausi

My Experience at Magamba Nature Forest Reserve was amazing. My big moment was at Mkuzi Water Falls and the Skyline. It was my first experience to see these places with my two eyes. Once again I thank TTB & TFS.

Ritha Francis Seiya

I am appreciative for this tour. I can say it has made me speechless. From the day we won in UWEZO AWARD PROJECT and gave us the chance to visit Magamba Nature Forest Reserve. It has been one great experience after another. The Mkuzi Water Falls and the German Cave, gave me the Ahaa moment. I have seen things that I just used to learn in class, am soooo glad for the trip.

Radhia Akili

I am glad that I had a chance to go for this tour. I am very happy to learn about Ecotourism. I am going to be a great ambassador, of Magamba Nature Forest Reserve.

Ummy Bilinje

I am Ummy Bilinje, a student from Zanaki Secondary School. I participated in Uwezo Award 2018, and our project won, became number one out of 100 Secondary Schools. Because of this achievement I got a chance to visit the most wonderful Greenish Land I've ever seen called Magamba Nature Forest Reserve in Lushoto, Tanga. Through this Domestic Tourism I was able to accumulate a lot of knowledge about our country's natural heritage and how valuable are they. I have also learnt how Government plants trees and preserve the natural trees that are within Magamba Nature Forest Reserve. I am so grateful to TTB, TFS and also Great Hope Foundation for this tour.

Rashidi Huka

I had never known that there is something called Ecotourism. It was a new term to me and little did I know that it will be exciting. Now I am glad that I have had a chance to visit Magamba Nature Forest Reserve, honestly it has opened my mind quite differently about Ecotourism.



*Prepared by
Marie Mafie*



The Land of Kilimanjaro, Zanzibar and The Serengeti

Collaboratively with

