

THE UNITED REPUBLIC OF
TANZANIA

HISIA ZA UTALII

"Connecting lives with nature"

PROJECT
PROPOSAL

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ABSTRACT:

Tourism industry in Tanzania has become a major source of income and also plays an important role in developing economy, especially in the places where there are different historical, landscape and other natural attractions.

Having noticed that; **NAJO COMPANY LTD** comes out with the project that will transform the tourism industry into the reality, modern and highest income generating sector in Tanzania.

HISIA ZA UTALII “Connecting lives with nature” is the tourism project which will definitely connecting the reality lives of the peoples who are visiting different tourist attractions and their nature. This project will be supported with various reality experience and case studies on global & national level. The analysis of tourist profile is carried out in different occasion in different months to know about the present situation and various Issues performed.

“HISIA ZA UTALII” is a Swahili word which reflects to emotional experience through tourism. The statement has been designed by competent, experienced and well trained team of expert from **NAJO COMPANY LTD.**

HISIA ZA UTALII will be a set of emotional personal experience that individuals engage on their personal terms and enjoy throughout their time in all destinations around Tanzania. This includes pleasant and memorable places

which allowing each tourist to build his or her own emotional experience so as to satisfy his or her own personal needs and enjoyments as well.

HISIA ZA UTALII will be is a national wide campaign and theme which aimed at creating the real awareness and experience, This will be a driving force with relations to motivations for travels and the ways destinations can create a memorable tour that will satisfy the complex desires of tourist.

Through successfully implementations of **HISIA ZA UTALII** project, Tanzania will continue to be a worthwhile tourist destination around the globe, with discoveries of new memorable place as a driving force of tourism and leisure's practices.

THE PROJECTS DETAILS	
Project Title:	HISIA ZA UTALII
Project theme	<i>"Connecting lives with nature"</i>
Organizers	NAJO COMPANY LTD
Participants:	All Citizens and non citizens
Durations:	-All favorable durations of the years -1 year upon contracts

THE PROJECTS OBJECTIVES:

- 1) The major objective of the project **“HISIA ZA UTALII”** is to transform our country tourist attractions and cultural heritage to the new and modern world of hospitality industry in the world and hence makes Tanzania a hub for tourist and hospitality industry in Africa.
- 2) **HISIA ZA UTALII** will be the nationwide campaign for promoting our tourism and cultural heritage through real experience. Because many of the selected ambassadors who will engage themselves in this project will share their experience in different platforms including live recording sessions, social medias and other related PR methodology.
- 3) **HISIA ZA UTALII** will establish the real and direct relationship and often experience between visitors and our tourist attractions and hence promoting our tourist attractions and our cultural heritage.
- 4) **HISIA ZA UTALII** will improve/generate more income to the local residents, businesspersons and investors who will engage themselves to the project.
- 5) **HISIA ZA UTALII** aims at strengthen and skills improvements of the local residents in tourism business and marketing of different natural attractions, tourist centers and other cultural heritage.
- 6) The project **HISIA ZA UTALII** aims to create a precedent of successful tourism business in Tanzania. It is expected that the ideas will be replicated by other community members within a four-to-five year period and similar businesses will be launched. It is expected that the environment will benefit through the increased awareness of local residents and the livelihood diversification decreasing the pressure upon the natural resource base.

SCOPE OF THE PROJECT

The scope of work for this project **“HISIA ZA UTALII”** shall cover all the potential tourist attractions and cultural heritage centers in Tanzania.

There will be two phase in accomplishment of this project. And each stage will be divided into three stages, as elaborated below.

HISIA ZA UTALII **The Conceptual Framework**

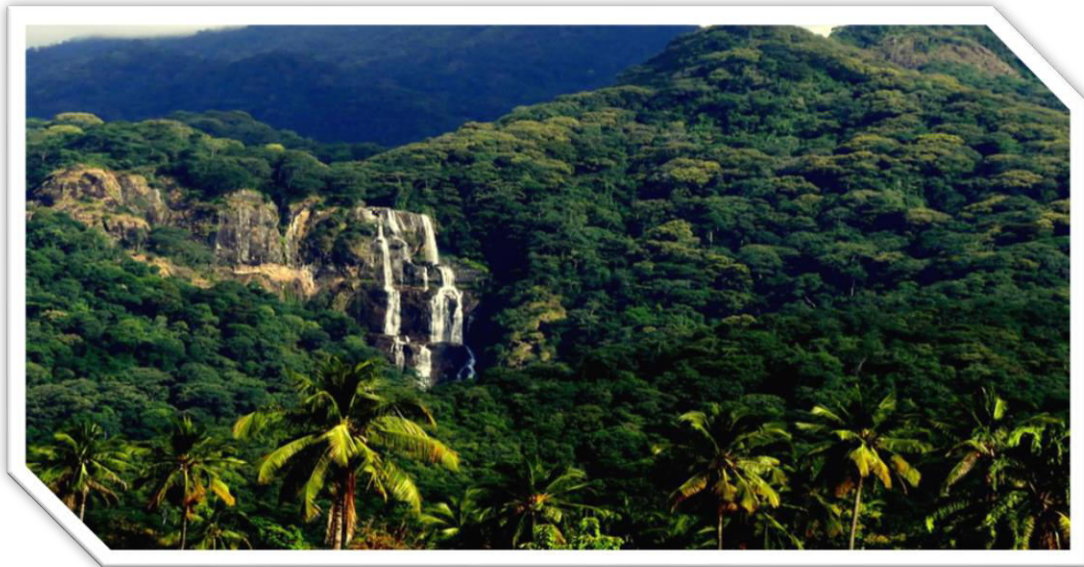
The project will cover all the major tourist attractions in Tanzania and its executions will be in three stages

1. The first stage is selection of the project area, geographical locations, budget, and all other incentives to accomplish the project.
2. The second stage will be scheduling the visit and prepare all necessary materials and other incentives to accomplish the project..
3. Third stage will consist of data analysis, calculations and roundtable discussions with the investors.
4. The fourth stage shall be accompanied by projects approval and finally implementations of the project, Proposals shall be been to various locations to enhance tourism.
5. The fifth and final stage will be specific for evaluations of the project and prepare another scope of work of the project

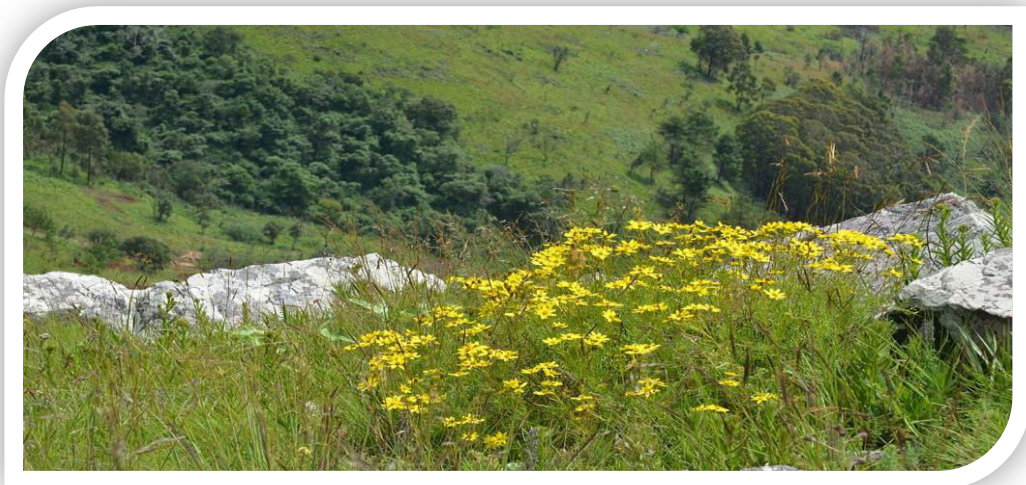
HISIA ZA UTALII (Conceptual Framework)

Project Implementations plans (With Pictures)

1. **UDZUNGWA NATIONAL PARKS**, 4 Days Vacations with explorations to the Udzungwa Water falls (Projected time and date, see the attaché business plan and project timeline)



2. **Kitulo National parks** 4 Days Vacations with explorations of all natural livings and cultural heritage at (All the details see business plan and Project timeline)



3. **GOMBE NATIONAL PARK**, 4 days visit and explorations to (All details see the business plan and project timeline)



4. **PEMBA ISLAND** 4 days visit and explorations (All details see the business plan and project timeline)



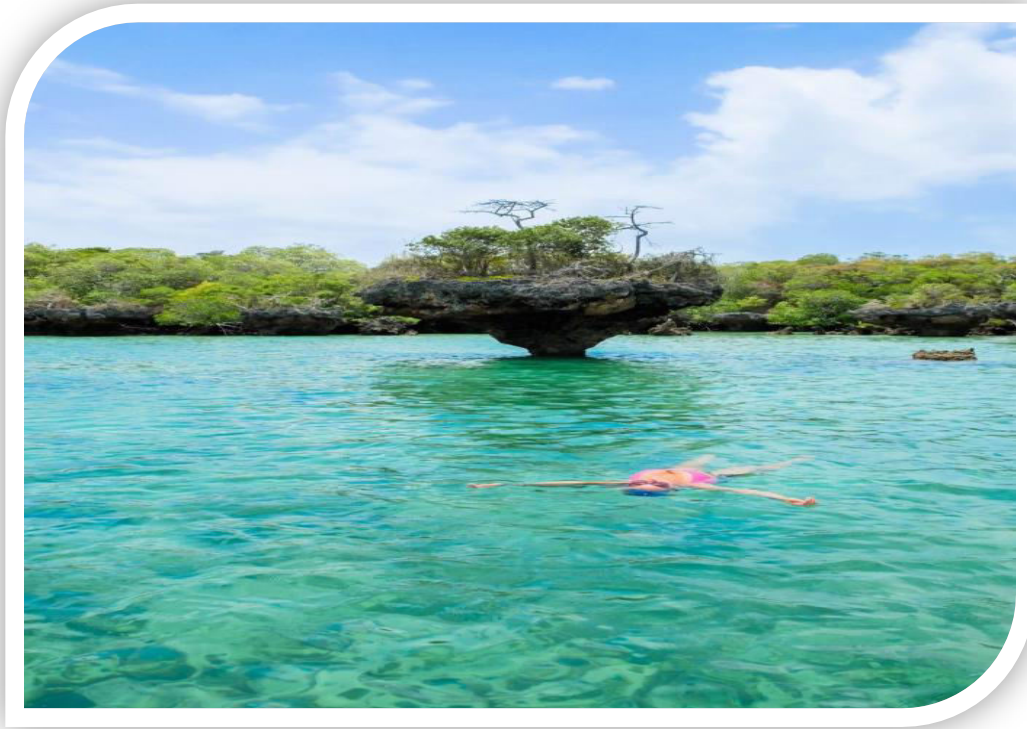
5. **ISIMILA NATIONAL HERITAGE** 4 days visit and explorations (All details see the business plan and project timeline)



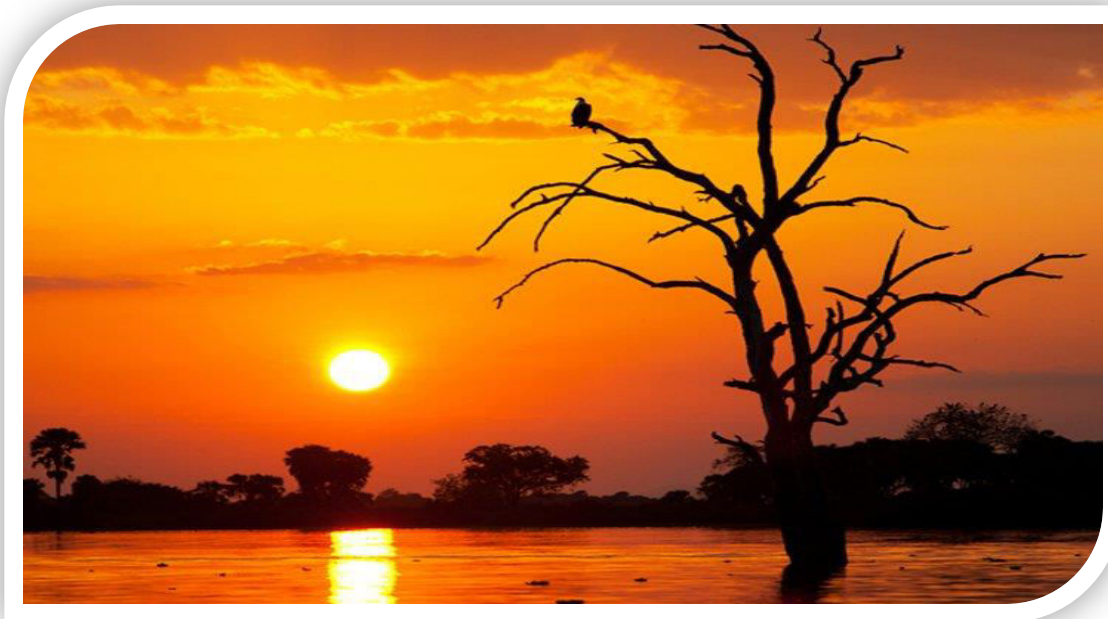
6. **KATAVI NATIONAL PARK** 4 days visit and explorations (All details see the business plan and project timeline)



7. **SAFARI BLUE CRUISE (ZANZIBAR)** 4 days visit and explorations (All details see the business plan and project timeline)



8. **SELOU GANE RESERVE** 4 days visit and explorations (All details see the business plan and project timeline)



THE PROJECT IMPLEMENTATIONS:

Through an extensive research and intensive study of the **HISIA ZA UTALII PROJECT**, The following will be the implementations methods of the whole project.

NAJO COMPANY LTD has prepared the field trips to the tourist destinations planned and conducted for the selection of project implementations.

The criteria for selecting potential tourist attractions were observed and to mention the few, these were geographical location, appearance and uniqueness of the tourist attractions its distance from the central highway and its ease of access for visitors.

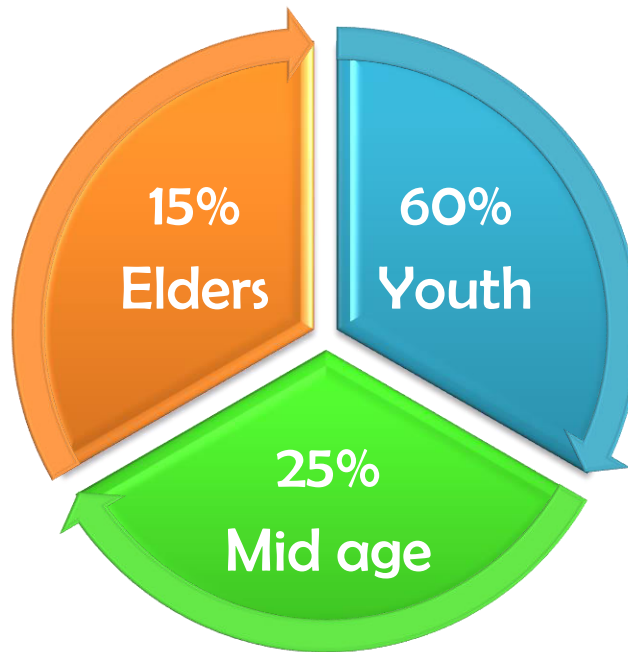
To secure our credibility and for the safety of the tourist the following criteria's were observed and noted by the consultant taking the interview and Completing the assessment questionnaire during the process of selecting a potential participant:

1. Environments (specifically, for safety and accessibility),
2. Cultural and environmental protection responsibilities.
3. The potential and abilities of the attractions centre to receive guests and provide proper personal attention alongside the prospect for the development of the destinations basic infrastructure.

NAJO COMPANY LIMITED has prepared a better conducive environment for the guests who will visit these tourist attractions and experience the real nature and cultural diversity of the Tanzanians citizens.

THE TARGETED AUDIENCE

HISIA ZA UTALII project will definitely covered by large number of youth who are stylish, easy to share information, and always have choice to consume any kind of service.



The Illustration shows different segments of the key personnel who will be involved in the project (HISIA ZA UTALII)

The illustrations shows 60% are youth who are mostly engage in tourism industry for various reasons but mainly, enjoying the nature, While 25% who are mid age come for rest and relaxations And 15% tourists who are elders coming for Recreation .Therefore tourists willing to come Tanzania for mostly enjoying the nature, relaxation and enjoy.

SPONSORS BENEFITS (RETURNS ON INVESTMENTS)

For the corporate relationship between our client and the management, NAJO COMPANY LTD has set different sponsorship benefits to the clients and partners who will be willing to work with the projects “HISIA ZA UTALII”

To mention the few are:

1. HISIA ZA UTALII project will be customized in accordance with the sponsors required targets, meaning that your business shall be kept in front and centre.
2. Through productions and extensive PR systems HISIA ZA UTALII project will be a platform of the sponsors to create brand awareness and media exposure as well.
3. Through our target audience (Who are mostly youth) HISIA ZA UTALII will be a better platforms for the sponsors to get in front of their dedicated market target.
4. Through new clients integrations and who are persons involved to the project HISIA ZA UTALII: Sponsors will increase their reach and exposure to the new clients, customers and business as well.
5. We shall ensure to deliver great (ROI) returns on investment as per mutual agreement and roundtable discussion with the clients. .