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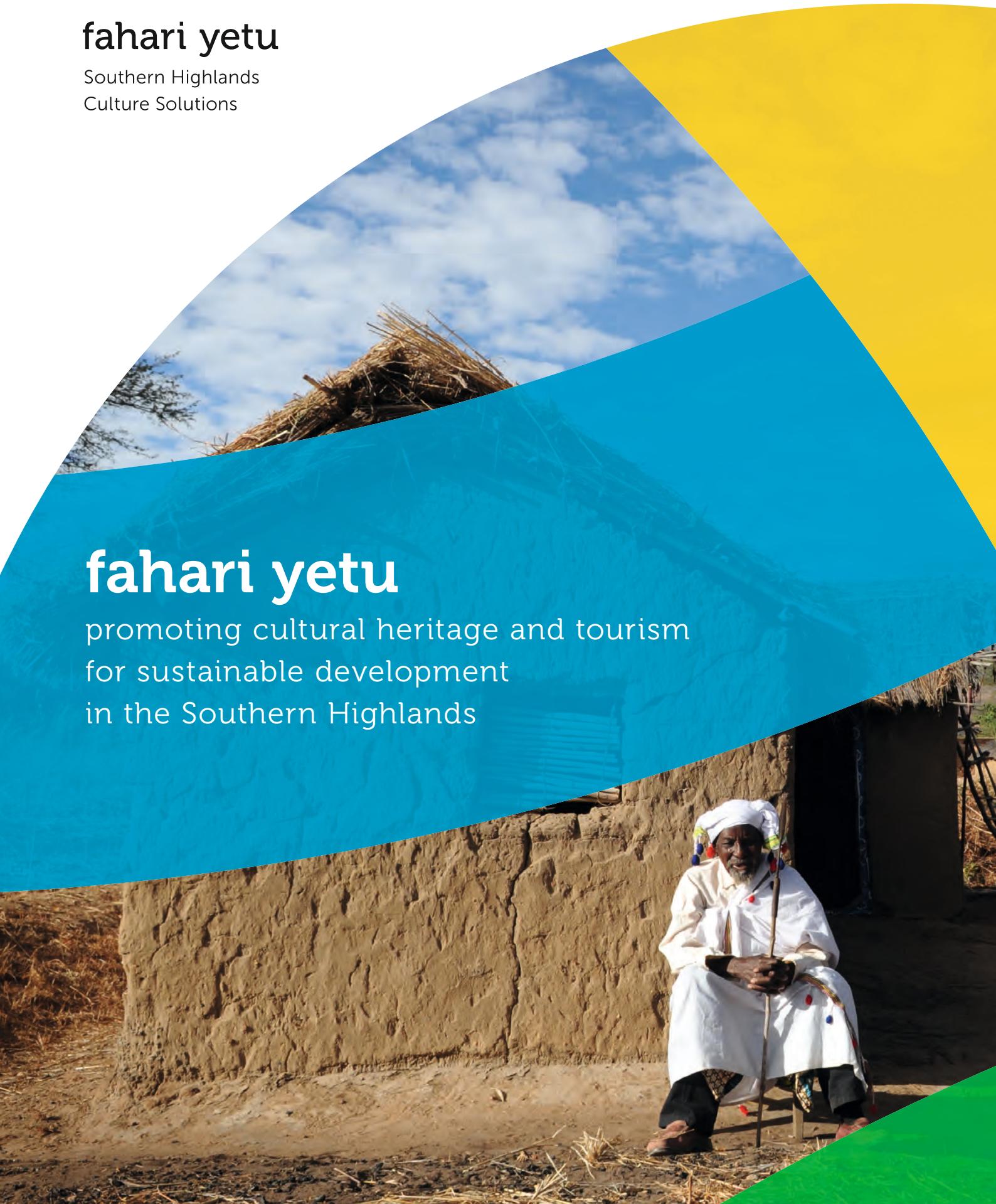


# fahari yetu

Southern Highlands  
Culture Solutions

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promoting cultural heritage and tourism  
for sustainable development  
in the Southern Highlands





## Iringa and the Southern Highlands

### The Southern Highlands of Tanzania

The Southern Highlands of Tanzania are a geographical zone in the South West of the country encompassing the six administrative regions of Iringa, Katavi, Mbeya, Njombe, Rukwa and Ruvuma. The highlands comprise a range of volcanic mountains, partly covered in forest and grassland. They serve as Tanzania's main bread basket and experience the coldest weather in the Republic, especially in the months of June and July. The region also experiences the highest rainfall in Tanzania for part of the year. The zone is a tourist attraction with several plateaus, grasslands, the Great Rift Valley, lakes and the TAZARA railway.

## Iringa na Nyanda za Juu Kusini

### Nyanda za Juu Kusini

Nyanda za Juu Kusini ziko kusini magharibi mwa Tanzania na zinajumuisha mikoa ya Iringa, Katavi, Mbeya, Njombe, Rukwa na Ruvuma. Ukanda huu unaunda mokusanyiko wa milima ya inayotokana na Volcano pamoja na misitu na nyasi na asilimia kubwa ya ngano na viasi vya Tanzania vinalimwa huko. Kuna hali ya hewa ya baridi na mvua nyingi kuliko kanda nyingine za nchi hiyo. Nyanda za juu kusini pia zina vivutio vingi vya utalii vikiwemo milima mirefu, maziwa makubwa, mbuga za wanyama, urithi wa utamaduni, na reli ya TAZARA.



## Iringa Region Mkoa wa Iringa

Iringa Region is the administrative region in the Northeast of the Southern Highlands. It has an area of 35,503 km<sup>2</sup> and a population of 941,238 (2012 census). The regional capital Iringa Town was founded in the 1890s after the war between the Hehe under Chief Mkwawa and the German Colonial Army. Iringa Region offers a range of tourism attractions, including wildlife (Ruaha National Park, Udzungwa Mountains National Park) and historical/cultural sites (Isimila Stone Age Site, Mkwawa Museum Kalenga), and is currently promoted by the government and the private sector as a major hub for tourism development in Southern Tanzania. **Mkoa wa Iringa uko kaskazini mashariki mwa nyanda za juu kusini. Mji mkuu wake Iringa Town ulianzishwa ktk miaka ya mwisho wa karne ya 19 baada ya kuisha vita kat i Wahehe chini ya Chifu Mkwawa na jeshi la wakoloni la mjerumani. Iringa ina vivutio tofauti vingi vya utalii kama mbuga za wanyama (Ruaha National Park, Udzungwa National Park) na sehemu za historia na utamaduni (eneo la mali kale Isimila, makumbusho ya Mkwawa Kalenga). Kutokana na mtaji mkubwa huu mkoa huu kwa sasa unaendelezwa kama kitovu la utalii cha Tanzania kusini na serikali na sekti binafsi.**

## What is fahari yetu?

fahari yetu – Southern Highlands Culture Solutions is a European Union funded project supporting sustainable community development and poverty alleviation in the Southern Highlands of Tanzania through conservation, management, commercialization and promotion of cultural heritage resources. The project is based on the idea of cultural heritage to be the glue between the present and the past, a necessary resource to ensure intergenerational continuity. When strategically managed it facilitates a sustainable empowerment of concerned communities, internally through promoting cultural self-identity, confidence and pride, and externally through converting the awareness and knowledge into tangible benefits. We believe that cultural tourism, through which heritage resources are transformed for industrial purposes, but also protected, preserved, and made accessible for members of the bearing society, serves as a practical tool in this empowerment process.



## fahari yetu ni nini?

fahari yetu – Southern Highlands Culture Solutions ni mradi unaofadhiliwa na umoja wa nchi za ulaya. Mradi huu unachangia kuondoa umaskini na kuleta maendeleo ktk nyanda za juu kusini kuitia kuhifadhi, kuendeleza, na kutangaza rasilimali za utamaduni.

fahari yetu inaanini kwamba rasilimali za utamaduni asili zinasaidia wananchi kupambana na maisha ya kisasa kwa kuwa zinarudisha heshima ktk jamii na kati ya vizazi tofauti. Zikiendelezwa kwa umakin zinaifanya jamii kujivunia asili yake, kujiamini, kukubali mabadiliko ya kisasa, na kutafuta njia za kujidendeza kiuchumi. Utalii wa utamaduni ni njia mojawapo ya kuwezesha watu kiroho na kiuchumi, kwa vile inageuza dhana za utamaduni ziwe bidhaa za biashara za kutengeneza kipato cha fedha, na hiyo inafanya kuzikumbuka na kuzienzi.

### Malengo maalum ya mradi:

- To identify, map, and interpret cultural heritage assets in the study area through research
- To preserve and foster cultural awareness, pride, exchange and participation through institutional partnering and public accessibility and display
- To alleviate local poverty through commoditization of identified cultural resources to marketable tourism products
- To produce a competitive academic and entrepreneurial workforce in cultural heritage management through teaching and training

Contact us: [www.fahariyetu.net](http://www.fahariyetu.net)

Mawasiliano: [www.fahariyetu.net](http://www.fahariyetu.net)



### Iringa Cultural Heritage Centre (Iringa Boma)

#### Makumbusho ya Mkoa wa Iringa (Iringa Boma)

- Iringa Boma rehabilitation and restoration
- Archiving, curation and exhibition of culture and heritage material
- Provision of cultural educational programmes and tourism services
- Ukarabati wa Iringa Boma
- Kuandaa maonyesho ya utamaduni i na historia
- Kutoa huduma za utalii na programu za kuelimisha jamii uu ya utamaduni

The Iringa Boma (built 1900) is restored in historical fashion to harbour a regional culture and history museum.

Boma la Iringa linakarabatiwa kwa mtindo wa kihistoria kwa ajili ya kuwekwa makumbusho ya utamaduni na historia ya mkoa.

## Clusters and Activities Shughuli tunazofanya

### Heritage Research, Mapping and Landscaping

#### Kutafiti utamaduni na utalii

- Establishment of a regional culture and heritage inventory
- Clustered cultural heritage identification and interpretation projects
- Mapping and development of cultural landscapes
- Kuanzisha dhana za utamaduni na historia mkoani Iringa
- Utafiti wa ndani wa sehemu maalum ya utamaduni
- Kuchora ramani na kuonesha mandhari za utamaduni na utalii

fahari yetu team members rescuing archive material from a storage facility at Iringa Boma.

Washiriki wa fahari yetu wakiokoa kumbukumbu kutoka kwenye Iringa Boma.



### Heritage Research, Mapping and Landscaping

### Professional Capacity Building



fahari yetu – SHiCS team members getting prepared for the field in a training on participatory research and outreach methods.

Washirika wa fahari yetu – SHiCS wakiandaliwa kuendeja jamii ktk mafunzo ya mbinu za kufikia jamii na utafiti shirkishi.



The establishment of the annual Mkwawa Festival recognizes the importance of the Chief's family for the history of the region and strengthens its position as a tourism destination.

Tamasha la kumuenzi Mkwawa linatambua umuhimu wa familia ya Chifu ktk historia ya Iringa na kuongeza mvuto wa mkoa huu kama kituo cha utalii.

### Commercialization and Promotion

### Commercialization and Promotion

#### Kutangaza utamaduni

- Organisation of culture & tourism events
- Community-Centred tourism product development
- Development & implementation of a comprehensive communication strategy
- Kuandaa matukio ya hadhara ya utamaduni na utalii
- Kugeuza rasilimali za utamaduni kuwa bidhaa za utalii
- Kuandaa na kutekeleza mchakato wa kutangaza mradi

### Community Outreach and Empowerment

#### Kufikia na kuwezesha jamii

- Establishment of satellite conservation centres
- Provision and sale of cultural heritage products
- Provision of community training programmes
- Kujenga vituo ya utamaduni vijijini
- Kuuza bidhaa za utamaduni ktk utalii
- Kutoa mafunzo ya kutunza na kufanya biashara utamaduni kwa wananchi



Local community members contributing ideas on available cultural resources and ways to exhibit them in interactive focus group discussions.

Wanajamii wakichangia mawazo ya rasilimali za utamaduni walizo nazo na namna za kuzitunza.

### Professional Capacity Building

#### Kukuza taaluma

- Development & Provision of Heritage & Tourism Study Training Programmes
- Academic exchange and scholarships in cultural heritage management and tourism
- Establishment of a cultural tourism business incubator
- Kuendeleza na kutoa masomo na mafunzo ya utamaduni na utalii
- Ushirikiano wa kimataifa na ufadhilli wa masomo ya utamaduni na utalii
- Kutoa mikopo ya kuanzisha biashara ya utamaduni na utalii



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Project Manager

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Assistant Project Manager

## Who We Are

### University of Iringa (UoI)

The University of Iringa (UoI) is a private university under the Evangelical Lutheran Church of Tanzania. Currently about 4000 students are enrolled in the Faculties of Arts and Social Sciences, Business and Economics, Counselling and Psychology, Law, Science and Education, and Theology. The project is hosted by the Department of Cultural Anthropology and Tourism under the Faculty of Arts and Social Sciences. Following its strong academic expertise in research, cultural heritage management and tourism, the university team is responsible for overall coordination, administration and supervision of the project and answerable to donor requirements.



### Chuo Kikuu cha Iringa (UoI)

Kwa sasa chuo kina wanafunzi takriban 4000 ambaao wamesajiliwa ktk Vitivo vya Sanaa na Sayansi ya Jamii, Biashara na Uchumi, Ushauri Nasaha na Saikolojia, Sheria, Sayansi na Elimu, na Theolojia. Mradi wa fahari yetu unaendeshwa na Idara ya Utamaduni na Utalii iliyo ndani ya Kitivo cha Sanaa na Sayansi ya Jamii. Kutokana na taaluma kubwa iliyo nayo ktk utafiti, urithi wa utamaduni na utalii, timu ya chuo inaratibu, kutawala na kusimamia mradi kwa ujumla pamoja na kuwajibika kwa mfadhili.

[www.uoi.ac.tz](http://www.uoi.ac.tz)

### fahari yetu Partners Washirika wa fahari yetu

#### University of Göttingen, Germany (UoG) Chuo Kikuu cha Göttingen, Ujerumani [www.uni-goettingen.de/en](http://www.uni-goettingen.de/en)

The project cooperates with the Institute of Ethnology and the Center for Social Research Methods of this German public university. The partnership fosters capacity building in the field of cultural heritage as well as international credibility through international summer schools, faculty exchange, and joint research and exhibition projects. *Fahari yetu inashirikiana na Taasisi ya Utamaduni na Kituo cha Utafiti wa Jamii ktk chuo hiki cha serikali cha ujerumanii. Ushirikiano huu unasaidia kukuza taaluma ktk urithi wa utamaduni na kuongeza sifa ya kimataifa kuititia semina za kimataifa, kubadilishana walimu, na kufanya utafiti na maonesho pamoja.*

#### Iringa District Council (IDC) Halmashauri ya Wilaya ya Iringa Vijijini [www.iringadc.go.tz](http://www.iringadc.go.tz)

IDC administration supports the development and implementation of community sensitization, training and artisan group formation programmes in rural areas around Iringa. *Ofisi ya Halmashauri inasaidia mradi kufikia, kufunza, na kuwezesha jamii za ndani Iringa.*

#### Iringa Regional Commissioner's Office (RCO) Ofisi ya Mkuu wa Mkoa Iringa [www.iringa.go.tz](http://www.iringa.go.tz) [www.pmoralg.go.tz](http://www.pmoralg.go.tz)

Functioning as the link between central and local government in regional governance, this public administration unit takes the leading role in facilitating public integration and administrative support to the project such as site access, provision of venues, political clearances, etc. e.g. in planning and management of cultural events and festivals. *Ofisi hii inatoa msaada wa kutawala kwa upande wa serikali kuu na serikali za mitaa kwa mfano ktk kupata vibali, maeneo, na kuandaa matamasha na matukio mengine ya utamaduni.*

#### Children Care Development Organization (CCDO) Shirika la Kuendeleza Watoto [www.envaya.org/ccdo](http://www.envaya.org/ccdo)

This local NGO supports the development and implementation of community training programmes, and provides expertise in community outreach and empowerment approaches, including the management of artisan group formation and cultural tourism micro-credit programme. *Hili ni shirika lisilo la kiserikali linalochangia taaluma ktk kufikia na kuwezesha jamii kwa mfano namna ya kuunda makundi ya sanaa na kuanzisha na kuendesha programu ya mikopo midogo.*

#### National Museum of Tanzania (NMT) Makumbusho ya Taifa Tanzania [www.houseofculture.or.tz](http://www.houseofculture.or.tz)

The National Museum of Tanzania is a consortium of different Tanzanian museums whose purpose is to preserve and show exhibits about the history and natural environment of Tanzania. It brings in expertise and experience in restoration of cultural sites and developing exhibitions. *Makumbusho ya Taifa ni muungano wa makumbusho mbalimbali Tanzania kwa lengo ya kuelimisha jamii juu ya historia na mazingira ya. asili ya Tanzania. Taaluma na uzoefu wake unasaidia mradi ktk ukarabati wa kihistoria na kuandaa maonyesho ya utamaduni.*

#### Iringa Municipal Council (IMC) Halmashauri ya Manispaa Iringa [www.iringamunicipalcouncil.go.tz](http://www.iringamunicipalcouncil.go.tz)

Iringa Town Administration as the host of the project is playing a crucial role in mobilizing communities in the target areas, supervising rehabilitation works, and supporting culture and tourism event planning and management. *Kama mwenyeji wa mradi ofisi ya halmashauri inasaidia ktk kuhamasisha jamii, kusimamia ujenzi wa minara, na kuandaa matamasha na matukio mengine ya utamaduni.*

#### ACRA-CCS Foundation Shirika la ACRA-CCS [www.acraccs.org](http://www.acraccs.org)

Building on its objective to remove poverty in the peripheries and marginalized segments of the world through sustainable, innovative and shared solutions this international NGO is a key stakeholder of the project in the development of pro-poor tourism products and site restoration and construction. *Ni shirika la kimataifa lisilo la kiserikali lenye lengo lakuondoa umaskini katika makundi yaliyotengwa kwa kutumia njia mbalimbali za ubunifu na ufumbuzi. Linashiriki ktk kubuni na kutekeleza mipango ya kuendeleza utalii zinazowanuifaisha watu maskini na ukarabati wa kihistoria wa majengo.*

#### Wildlife Conservation Society (WCS) Shirika la Uhifadhi wa Wanyamapori [www.wcs.org](http://www.wcs.org) [www.wcstanzania.org](http://www.wcstanzania.org)

This international NGO contributes expertise and experience to the project in biodiversity conservation, integration of cultural with natural resource management, and development and implementation of community training programmes. *Shirika hili la kimataifa linachangia taaluma na uzoefu wa uhifadhi wa viumbi hai, muingiliano wa tamaduni na usimamizi wa maliasili, na maendeleo na utekelezaji wa programu za mafunzo kwa jamii za ndani. Wildlife Conservation Society (WCS)/Shirika la Uhifadhi wa Wanyamapori.*

### Associates Wadau wengine

#### SPANEST Project Mradi wa SPANEST [www.tanzaniaparks.com/news/news\\_SPANEST.html](http://www.tanzaniaparks.com/news/news_SPANEST.html) [www.facebook.com/southerncircuitproject](http://www.facebook.com/southerncircuitproject)

This TANAPA and UNDP funded programme designed to improve biodiversity and natural resource management around National Parks (tourism pressure areas) in the Southern Highlands addresses crucial project challenges such as socio-cultural integration of adjacent local communities. It also provides landscaping expertise. *Hili ni programu inyofadhiliwa na Hifadhi za Taifa Tanzania na Umoja wa Mataifa ktk kuhifadhi maliasili za mazingira. Inachangia uzoefu wa kuhamasisha wananchi kutufuta njia mbadala ya kuijiingizia kipato kuititia utamaduni na utalii.*

#### Tanzania Tourist Board (TTB) Bodi ya Utalii Tanzania [www.tanzaniatouristboard.com](http://www.tanzaniatouristboard.com)

Contributing expertise in tourism promotion and marketing to the project. *Chombo hiki kinachangia taaluma katika masoko ya utamaduni na utalii.*

#### Ministry of Natural Resources and Tourism (MNRT) Wizara ya Maliasili na Utalii [www.mnrt.go.tz](http://www.mnrt.go.tz)

**Tourism Division & Antiquities Division:** These central government agencies strengthen the project with expertise on historical sites conservation and restoration (antiquities division) and Cultural Heritage and Tourism Policy Making and Implementation (tourism division).

**Idara ya Utalii & Idara ya Mambo Kale:** Vyombo hivi vya serikali kuu vinaongeza nguvu ktk kuhifadhi na kukanabati minara na majengo ya zamani (Idara ya Mambo Kale) na kutunga sera za utamaduni na utalii (Idara ya Utalii).

#### Tanzania National Parks (TANAPA) Hifadhi za Taifa Tanzania [www.tanzaniaparks.com](http://www.tanzaniaparks.com)

Contributing expertise in tourism promotion and marketing to the project. *Chombo hiki kinachangia taaluma katika masoko ya utamaduni na utalii.*





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