

Degree Final Project

Annexes

Communication plan and rebranding for KIGOMA ECO-TOURISM

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8.1 INTERVIEW

Personal interview to Kigoma EcoCultural Tourism office, Elisabeth Kitungano Philippo.

The interview was done in the tourism office of Kigoma, Tanzania, on Thursday 3rd of november 2022, in presence of Dra. Sílvia Espinosa, Dra. Konstantina Zerva, María Franco, Karibia ONG and the director of the tourism office, Elisabeth Kitungano Philippo and her assistant, John.

The interview was voice and picture recorded.

My name is Elizabeth Philly (Elisabeth Kitungano Philippo). I was born here and raised in Kigoma in one of the village way to Gombe, Kalalangabo, the first village. That's my home. I'm a coordinator of Kigoma Eco Cultural Tourism and also the founder.

This is Peter, who is our tour guide here. When we get the visitors, we take them to different areas according to our tours, which I'll also explain to you. We also have another lad, Esther, who is responsible for making this Kitenge dress.

Since 2019, I started working on that. It came as an idea, and the idea came as a result of seeing existing heritage resources here in Kigoma, but they are underutilized. My professional, I studied tourism and cultural heritage at the University of Dodoma. So, I have a bachelor's degree in tourism and cultural heritage. After completing my studies, I came back to my village, which I mentioned, and during that time the ones who studied education courses and medical courses were the only ones employed by the government so during that time I stayed at home and try to search maybe other jobs from other fields and fortunately I get the job from one of the organizations here, NGO, and I started working on gender-based violence and reproductive health, sexual and reproductive health, for almost seven years. But I decided that I need to quit and start working in my field.

And I said; Kigoma is blessed with lots of cultural and natural heritage resources, but they are underutilized. It's people from outside who come and invest and benefit from the resources, but local people here are not benefiting at all. So, there are big companies like Kilimanjaro and Dar-Es-Salaam that are bringing tourism to Gombe and Mahale National Park. And you can see them passing with visitors, but the local communities are not getting any benefit. 2018 that I was working to that organization and my young brother met two visitors from France. They are like moving in the streets and they wanted to know about local communities here and there was no one to provide them with the information my young brother said to like asking them, "What are you looking for?" And they said that we want to meet with local men and we want to go to Lake Tanganyika doing some activities and he takes them to home, to the village, to our home.

And they spend the whole night at our home and the next day they went for swimming in interacting with local people, go for the football, play football and I said this is an opportunity. So that is where the idea came and I started with a very slow and small platform on social media like Facebook and Instagram introducing Kigoma. We have endangered species, the chimpanzees in the two national parks of Gombe and Mahale. We have the Ujiji Historical Site where you can visit and get the history of the slave and ivory trade that was conducted during the 19th century, we have local people who are able and ready to share their culture as you can come and I take them to Liemba and then we went to Ujiji. They get the whole story about Ujiji and because I had like the knowledge on gender issues, I didn't think of just doing tourism, but doing sustainable tourism which also involves women empowerment.



Franco, M. (2022) *Elisabeth Kitungano Philippo*.
[Photography].

8.1 INTERVIEW

So, I went beyond by starting publishing some of the women's activities, and women's work, like the group of women who are found in Ujiji and they are making these famous bed sheets, the Shuka, which are very lovely in Kigoma, but also other parts of Tanzania. So, when I give visitors, I make sure that they visit those women, and most of them are very interested in those women's work, and they get to buy some of their bed sheets. So, I started like that and currently, I cannot say that we are, we have like a big milestone but at least we are moving forward because I started online and after like two it is like two years then we opened our office here. I started in 2019. This is when the pandemic started. So, there were no visitors at all.



It was like, cool, nothing is going on. And I said, okay, I will be waiting for the situation to come back. So at least this year, although there are so many people coming and most of them who come they like booking with a big company but at least we receive some of the visitors who prefer to visit different areas here in Kigoma.

So currently we do safari to Gombe and Mahale National Park for chimpanzee trekking. And we have not got any visitor to go to Katavi, but we are also planning to go there... We are also taking visitors to Ujiji, historical site tour, as I said before. We are taking visitors to Liemba, the oldest ship, which also has history on the German colonialism here in Kigoma and Tanganyika during that time. We also take people to Kitwe Forest is almost like three kilometers from here. It's a beautiful place with beautiful trees, the miombo woodland and velvet monkeys, the blue monkeys, but the forest is also near Lake Tanganyika where visitors can swim, doing other tourism activities like snorkeling and also, we have been promoting about local cuisine, cooking experience, cooking with local people.

And we have also gotten some visitors who are interested and take them to local mamas. They cook our traditional food like cassava, yugal. And also rice with the fish from the lake, Tanganyika. We are also advertising about the traditional dances, dancing with local people but most of the booking we get, it seems like people are not so much interested with the traditional dances, but the cooking experience. We are also advertising about the palm trees, we take people to the villages so that they can learn how we get the palm oil from the palm tree, like oil, even soap making from there.

So, it's like a kind of learning tour and getting the experience?

Yes, so those are some of the tours. to the challenges and what maybe there is something you can need more clarification or you may want to ask.

In those tours and those visits that you mentioned, how does the sewing art enter the culture? Do clothes or blankets, tourists just shop for them or do they see anything else or have any contact with the girls to produce this kind of clothing.?

Okay, I also forgot to include this. When you are at the other parts of Tanzania and you are going to Kigoma, people will just ask you to bring me Kitenge. Yes. They just tell you, bring me Shuka.

So, the Kitenge is very famous here and most of the Kitenge are not manufactured here. They are coming from Congo. And those which are coming from Congo are very famous and they have good quality. In the community, in the Kigoma community, most of the women, especially in my village, they didn't go to school. I think it's because the village is near the lake, and people were concentrating on the fishing activities and there is like a perception that because I'm a girl I'm not supposed to go to school.

(...)

What kind of tourists come here to your office?

We receive different tourists, from men to women, but sometimes, according to my experience, we have received like adults and most of them couples. Yes. From which countries? From different countries. We have already some from France, Italy, USA. When you say USA, it's like a huge. Huge. Canada is included. Yes. Many from USA.

8.1 INTERVIEW

Do you know how these tourists know about you? About Kigoma?

Social medias like Facebook and Instagram and we have also website and sometimes we try to track getting the where are people getting us and we found that we have like 10 from USA like 3 from Saudi Arabia and some just passing here and see the office and they come asking for the information and at the end we take them to our areas where we provide them with tours.

What kind of material do you communicate with social media? Do you put photos of tours, do you put photos of videos? What kind of information do you share?

We share both photos and videos. And what we are doing is when we get the visitors and take them to Ujiji, the server site, we speak with them that we'll be taking pictures. So sometimes it will go me and Peter, so I'll be guiding and Peter will be like taking pictures and we'll also tell them that we will be posting this in order to attract more visitors. So, we sometimes put both pictures and videos. Although they are not so professional.

Do you have any interaction with the tourists after the visit here?

When they go back home, do they send you any message, any thank you, we had a great time? Do you have any communication with them? Yes, we always keep, like, communication. Some of them send the feedback, especially those who bought the products. We had some visitors from Italy. They bought the bedsheets from women at Ujiji. And they went to their home, they put that bedsheet on their bed, and they took pictures and they sent to me, oh look how our room look like. It looks like we are in Kigoma. We used to get some of those feedback. But sometimes you get the visitors and you ask them like, can you help us like commenting on our social media? And they do that.

Do you have a website in English? And you use English in your social networks?

Up to now we have like two websites which contains our work. We started having one with Jimdo's site, which is for free. It was 2020. I'm not good in creating websites, but we got one volunteer from work away. She was in Arusha and she wanted to visit Kigoma, so she contacted me. I said yes, You're welcome. So she came and She created us the website on Jimdo site Which is free and it is still working up now. Although it is free There have been receiving emails directed from that website.

What I can say is, starting from the website, when myself I look the website of the other people. I see that ours is not good. It is not attractive. And sometimes I was like, when the people who are the professional on making the website and I tell them, you're supposed to make something like this and it comes different. So, I think if we get someone to help us, it will be very, very helpful. Yes. Even on the social media, I started to read it, but it was not like how to put things on social media. We created another website in English language, which we paid some amount of money.

How often do you add material to your Instagram and your Facebook? How often do you publish?

Adding the materials, it depends what we are doing. It depends on the availability of the visitors. If we get visitors, so we'll be like posting once per week. Or after, within two weeks, we post it once, something like that.



8.1 INTERVIEW

So, have you ever thought about doing a calendar? Or do you post everything in that day?

No. If we get visitors, like the same visitor has visited Liemba and the same visitor has visited Ujiji. So, we start posting on Liemba and we wait, waiting like four days, then we post about Ujiji area to create content and to plan how to show the content in the social networks.

You said in the beginning that when some tourists came and the locals, you had them in your house, they saw Kigoma through your eyes. They get to see how you live, where you live, through your eyes again to see Kigoma. How is the contact or the interaction between the tourists and the local guide?

What we are doing here is community-based tourism. And when you talk about community-based tourism, we are doing the kind of activity that directly connects with local communities. When we get visitors and they want to experience cooking, our local food is very good.

8.2 CONTENT ANALYSIS

In the field of research, content analysis plays a crucial role in extracting valuable insights from qualitative data. As part of this analysis, tables serve as a powerful tool for organizing and presenting the findings in a concise and structured manner. This section aims to highlight the significance of tables in content analysis and their role in facilitating a comprehensive understanding of the data.

KIGOMA ECO CULTURAL TOURISM



Name: Kigoma_ecocultural_tourism	Content	Relevant information
Language: English	Videos and pictures of tours and cultural activities.	Descriptions with relevant information about the tours and activities they do.
Followers: 653	Pictures of tourist with local people.	Call to action in their posts "book with us now"
Posting frequency: 7-8 posts a month but varies if incoming tourist.	Pictures of National Parks.	Use of hashtags as well as the display of their email address to contact them.
Engagement: Low. Low to no interaction with the comments. Few comments on the posts.	Also pictures of tourist trying out the clothes they made at the tourism office.	Description is short and clear. Link of the website displayed on the Instagram page.

Table 1. Kigoma EcoCultural Tourism Instagram analysis.
Font: Own elaboration based on Instagram information.



Name: KigomaEcoTourism	Content	Relevant information
Language: English	Videos and pictures of tours and cultural activities.	The page displays the information regarding the office: Hours of activity, email, telephone...
Likes: 1,700	Pictures of tourist with local people.	The website link is also displayed on the page.
Posting frequency: 2-7 posts a month. Depending on the tourist they have been hosting.	Pictures of National Parks.	Same logo and name as Instagram used.
Engagement: Medium-high. Depend on the post. Tourist pictures get high engagement with comments and likes. Post with few to no description still get over 10 likes.	Also pictures of tourist trying out the clothes they made at the tourism office.	Relevant pictures with high veracity are posted on the page.

Table 2. Kigoma EcoCultural Tourism Facebook analysis.
Font: Own elaboration based on Facebook information.



Name: Kigoma Eco Tours https://www.kigomaecotours.com	Content	Relevant information
Language: English	Videos and pictures of tours and cultural activities.	The information about the tour and activities has its own landing page inside the website.
Likes: -	Pictures of tourist with local people.	A bit of story and "who we are" is also displayed on the website.
Posting frequency: No real updates are shown.	Pictures of National Parks.	The website is responsive and has relevant information regarding the tourism office such email and phone.
Engagement: No reviews displayed.	Information about tours and activities.	Instagram profile is displayed on the upper part of the website.

Table 3. Kigoma EcoCultural Tourism Website analysis.
Font: Own elaboration based on website information.

MAJI MAKUBWA ECO-TOURISM PROJECT



Name: MAJI makubwa Eco-tourism project	Content	Relevant information
Language: English	Pictures of diving experiences.	The information displayed on the Facebook page is very poor.
Likes: 619	Pictures of their logo.	Low number of pictures.
Posting frequency: No real updates are shown since 2017.	Pictures of a visit to a museum.	There's few contents publish on the Facebook page with no engagement, probably because it's inactive and no longer posting updates despite still being shown when looking for tours in Kigoma.
Engagement: 1 review.	Low information about activities.	Instagram profile is displayed on the upper part of the website.

Table 4. MAJI makubwa Eco-tourism project Facebook analysis.
Font: Own elaboration based on Facebook information.

AFRICANMECCA SAFARIS



Name: africanmeccasafari	Content	Relevant information
Language: English	Pictures of safari experiences.	The information displayed on the Instagram is interesting, it's up to date and relevant towards future travelers.
Followers: 674	Pictures of hotels, travel experiences and animals.	Content is posted regularly and has variety regarding pictures, videos and reels. The highlights sections is well organized and visual.
Posting frequency: Every two days. .	Videos of TOP experiences divided into categories.	Despite the quality of the content, the Instagram does not get many interactions.
Engagement: Low interaction, almost no comments on pictures or videos.	Relevant information about accommodations. The content is updated and interesting to travelers.	Instagram description is attractive and has a link to their social networks.

Table 5. africanmeccasafari Instagram analysis.
Font: Own elaboration based on Instagram information.



Name: AfricanMecca Safaris, Tours & Beach Vacations	Content	Relevant information
Language: English	Information about relevant events happening in the safaris or places where the activities take place.	The information displayed on the Facebook page is interesting, it's up to date and relevant towards future travelers.
Likes:1.000 Followers: 1,100	Pictures of hotels, travel experiences and animals.	Content is posted regularly and has variety regarding pictures, videos and reels. The content is well organized.
Posting frequency: Updated every 2 or 3 days.	Pictures of national / world days such as World Water Day. Advocacy for sustainability and education to future travelers.	Despite the quality of the content, the Facebook page does not get many interactions. Reviews are displayed on the Facebook page.
Engagement: Low.	Relevant information about accommodations. The content is updated and interesting to travelers.	Facebook page description is attractive and has a link to their social networks.

Table 6. AfricanMecca Safaris, Tours & Beach Vacations Facebook analysis.
Font: Own elaboration based on Facebook information.



Name: AfricanMecca Safaris, Tours & Beach Vacations		Content	Relevant information
Language: English		Information about their services, tours and what they offer.	The website has many CTA (call to action) with links regarding contacting a safari expert, booking tours or asking for information.
Likes: -		Pictures and videos of hotels, travel experiences and animals.	Content is posted regularly and has variety regarding pictures, videos and reels. The content is well organized.
Posting frequency: Updated.		History of the tourism office and reviews of their tourists, awards and well organized upper menú.	The website uses the corporate colors, logos and is easy to recognize and associate with the rest of their social media. Moreover, it shows how many awards the office has got.
Engagement: Over 500 reviews.		Blogs and information about accommodations, tours.... The content is updated and interesting to travelers.	Website description is attractive and has a link to their social networks.

Table 7. AfricanMecca Safaris, Tours & Beach Vacations website analysis.
Font: Own elaboration based on website information.



Name: AfricanMecca		Content	Relevant information
Language: English		Tweets about the services they offer and information about tours and accommodations.	The Twitter account has many CTA (call to action) with links regarding contacting a safari expert, booking tours or asking for information.
Followers: 3.611		Pictures of their logo. Their content is easy to follow through all their social media.	Content is posted regularly and has variety regarding pictures, videos and reels. The content is well organized.
Posting frequency: 1-2 times a week.		Pictures of the review tourists leave on their website and Google Reviews.	The twitter account uses the corporate colors, logos and is easy to recognize and associate with the rest of their social media. Moreover, it shows how many awards the office has got.
Engagement: No comments or likes on their tweets.		Pictures of national / world days such as World Water Day. Advocacy for sustainability and education to future travelers.	The information is attractive, is well written and it has got hashtags.

Table 8. AfricanMecca Safaris Twitter analysis.
Font: Own elaboration based on Twitter information.

8.3 SWOT

This section explores the concept of SWOT analysis and its significance in analyzing Kigoma EcoCultural Tourism.

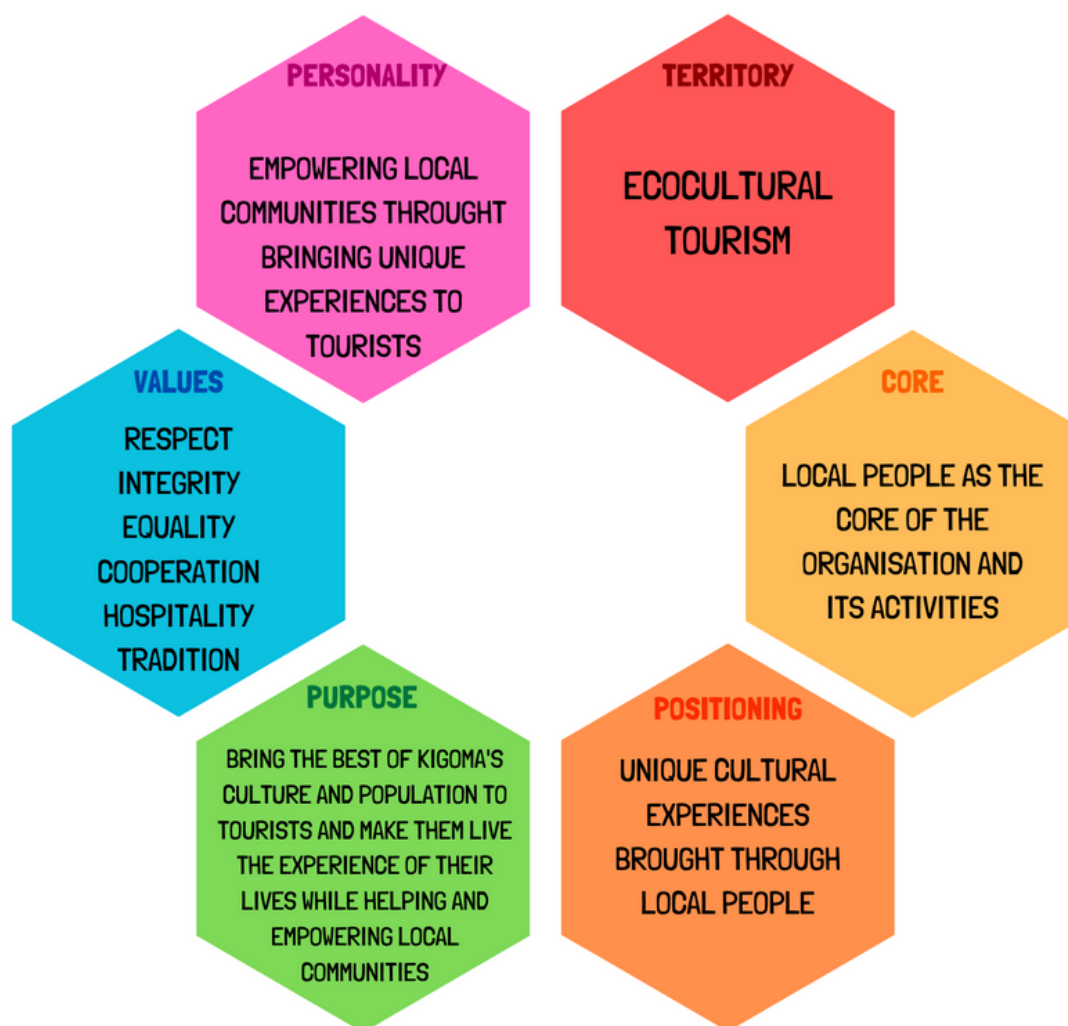
INTERN		EXTERNAL	
-	WEAKNESS <ul style="list-style-type: none"> - The tourism office is small and it's barely known among eco-tourism offices or travel agencies. - The quality of the online content (pictures and videos) is not high enough to generate trust in future on possible tourists. - The social media and website of the tourism office is bad positioned regarding likes, followers and SEO according to Google standards. - The cohesion among the different social media is low. The look and feel of every social media are very different one to another. 		THREATS <ul style="list-style-type: none"> - Bigger travel agencies already offer tourist attractions to the Kigoma region. - The popularity of eco-tourism is still small and not many people is aware of this trend in tourism. - Kigoma is a very remote land with difficult access and few amenities to offer to travelers (few supermarkets or point of interests for families such playgrounds as example) - The cost of travel agencies to tourists' experiences are probably cheaper since they are not offering unique travel experiences but is more focused on selling typical experiences.
+	STRENGTHS <ul style="list-style-type: none"> - Already have a community on different social media and platforms. - Unique and exclusive cultural experience with immersive activities. - Local people offer the travel and are aware of the surroundings, therefore their knowledge about their lands is vast and professional. - Tourism office speaks and writes English and has knowledge about online platforms. 		OPPORTUNITIES <ul style="list-style-type: none"> - The growing awareness about environmental crisis and eco-tourism. - The trend of remote workers (digital nomads) is growing since COVID pandemic. - Kigoma's hotels and accommodations offer different quality options stay at good price but left aside. - Kigoma's variety of basic transport include trains, roads as well as airport.

Table 9. Kigoma EcoCultural Tourism SWOT.
Font: Own elaboration based on the analysis of Kigoma EcoCultural Tourism.



8.4 METHODOLOGY

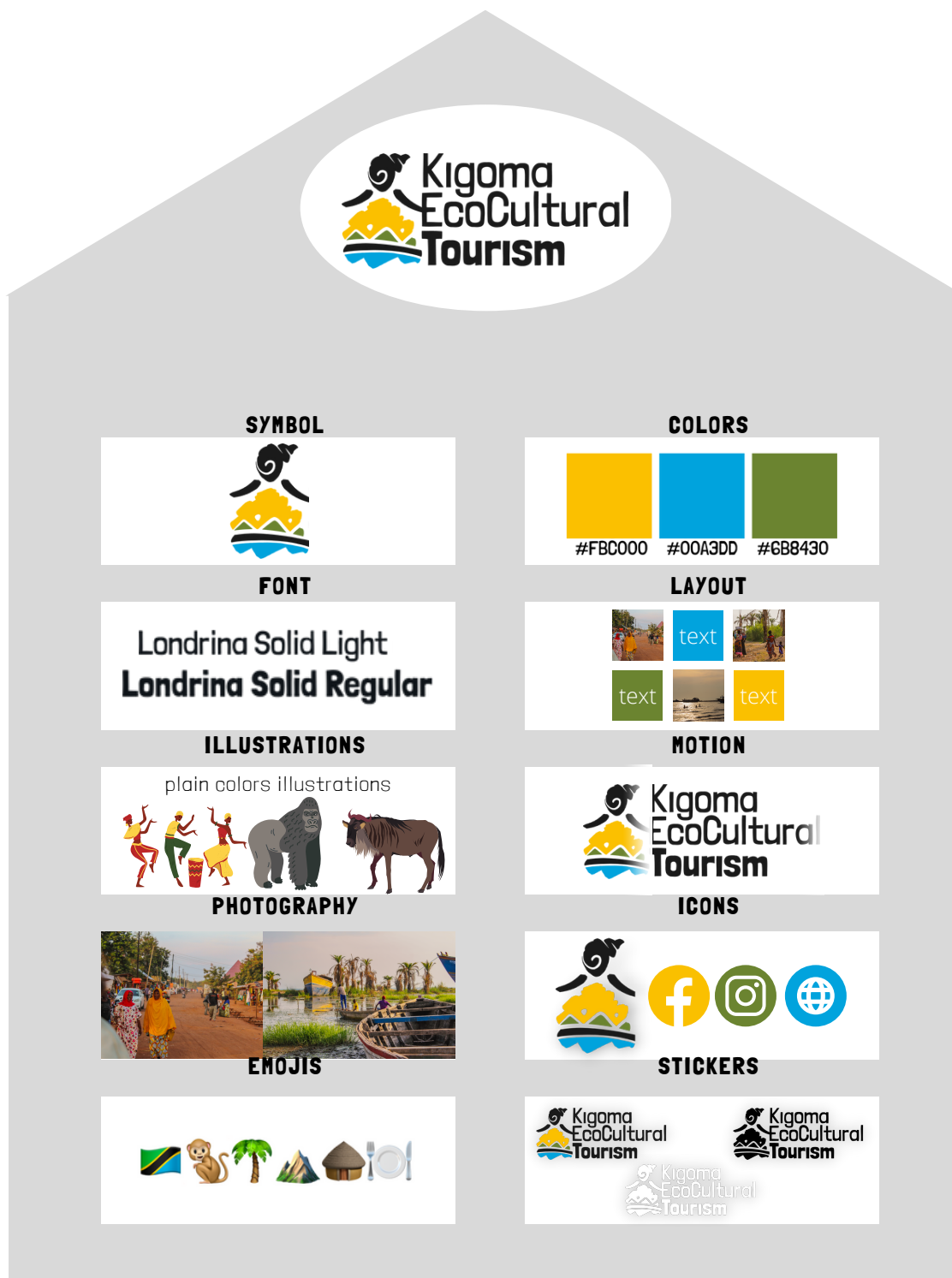
THE BRAND FLOWER: THE 6 BRANDS DIMENSIONS



Infographic 1. Kigoma EcoCultural Tourism Brand Flower.
Font: Own elaboration based on Tello's book (The Branding Method, 2022, p. 127)

8.4 METHODOLOGY

FULL BRAND BOARD



8.4 METHODOLOGY

FULL BRAND BOARD

STICKERS APPLICATION AND USE ON INSTAGRAM PLATFORM



Mock-Up: Kigoma EcoCultural Tourism Full Board icons mock-up.
Font: Own elaboration.

8.5 BRANDBOOK

This section presents the new Kigoma EcoCultural Tourism visual image and guidelines for future communication. Moreover, it summarizes the research and actions of the revitalization project for the tourist office.



Brand identity book

Index



1. Logo

- 1.1 LOGO variations
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- 2.3 Instagram stories examples

3. Website

- 3.1 Website makeover



This manual gathers the tools for the correct use when communicating and transmitting messages from Kigoma EcoCultural Tourism.

It has been designed with the needs of all those responsible for interpreting, articulating, and communicating in their different areas in mind.

The correct and consistent use of the manual will contribute to achieving the objectives of identifying Kigoma EcoCultural Tourism.

1. LOGO

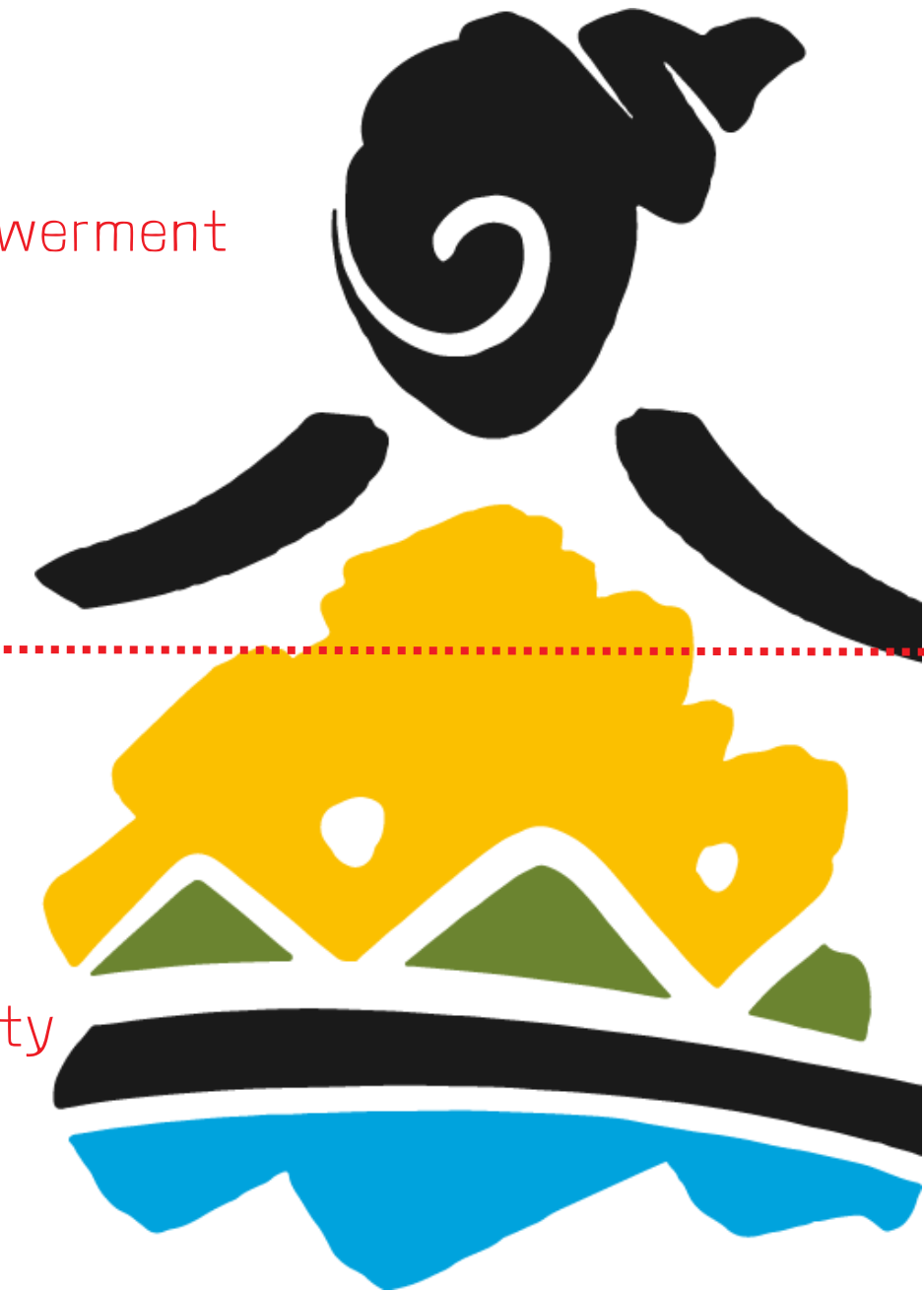


The logo's purpose is to inspire the nature found in Kigoma while showing the area's cultural diversity. That's why the logo is divided into two essential parts: the top part represents the culture and empowerment and importance of women within the tourism office, and on the other hand, the unique natural landscape of Kigoma.

IMAGOTYPE

Culture
Woman empowerment
Tradition

Nature
Biodiversity
Sustainability



1.1 LOGO variations

Black and white

For paperwork applications, where the needed of a black-and-white version is needed.



Full color

The main logo should be used in official communications. Moreover this logo should also be used in physical merchandise if possible.



White version

The version that should be used on dark backgrounds where the full-color version visibility might be affected.



1.1 LOGO variations



horizontal



horizontal variation



vertical variation



The vertical variation use is mainly thought for the use of letters or supports where horizontal variation could be distorted.

imagotype variation



If needed a simple version of the logo, such as an embroidery application or similar situations, the imagotype itself should be implemented.

1.2 LOGO applications



1.2 LOGO applications

Clear background



Dark background



1.3 IMAGOTIP colors

The colors aim to represent the sun, nature, and Lake Tanganyika. Moreover, they are also the colors of the Tanzanian flag.



#FBC000



RGB	251	192	0
HSL	0.13	1.00	0.49
HSV	46°	100°	98°
CMYK	0.00	0.24	1.00 0.02

#00A3DD



RGB	0	163	221
HSL	0.54	1.00	0.43
HSV	196°	100°	87°
CMYK	1.00	0.26	0.00 0.13

#6B8430



RGB	107	132	48
HSL	0.22	0.47	0.35
HSV	78°	64°	52°
CMYK	0.19	0.00	0.64 0.48



1.4 Application mock-ups



1.5 Logo FONT



Download link:

<https://fonts.google.com/specimen/Londrina+Solid>

Londrina Solid

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*() ;: ' , . " / ?

Londrina Solid Light Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*() ;: ' , . " / ?



1.6 Support FONT

For supports or applications where technical limitations do not allow the use of the primary typography, the Helvetica font will be used, as it is also a world wide known font.

Helvetica

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*()::' ,."/?

Helvetica bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*()::' ,."/?



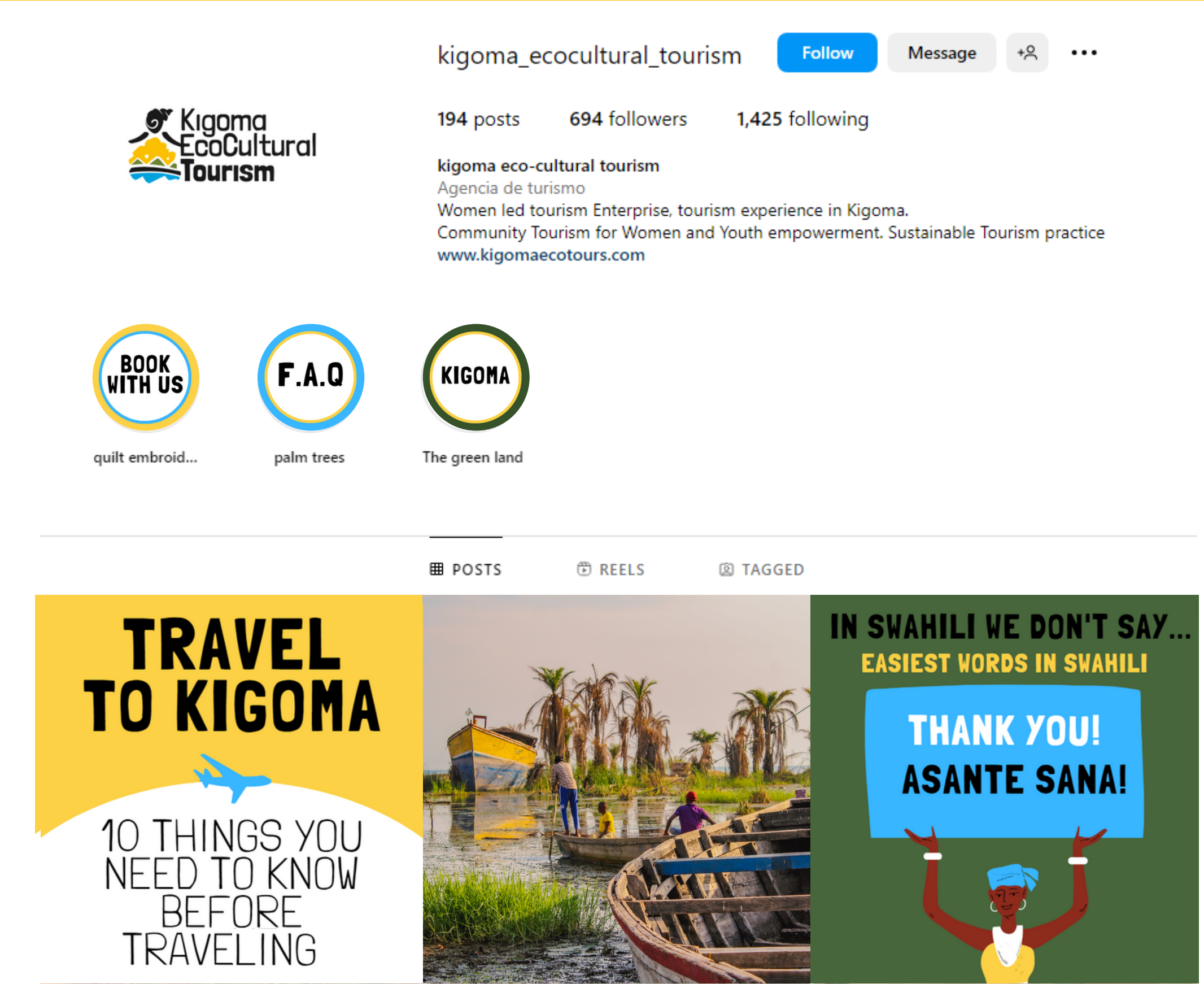


HOW TO APPLY THE BRAND IDENTITY BOOK ON SOCIAL MEDIA

The logo applications for different supports will be specified below. All applications have been designed for those responsible for interpreting, articulating, and communicating in their respective areas.

To achieve maximum cohesion, the applications will be created using the provided templates in CANVA. In case any of the aforementioned supports are not available, this manual will include alternative options and resources.

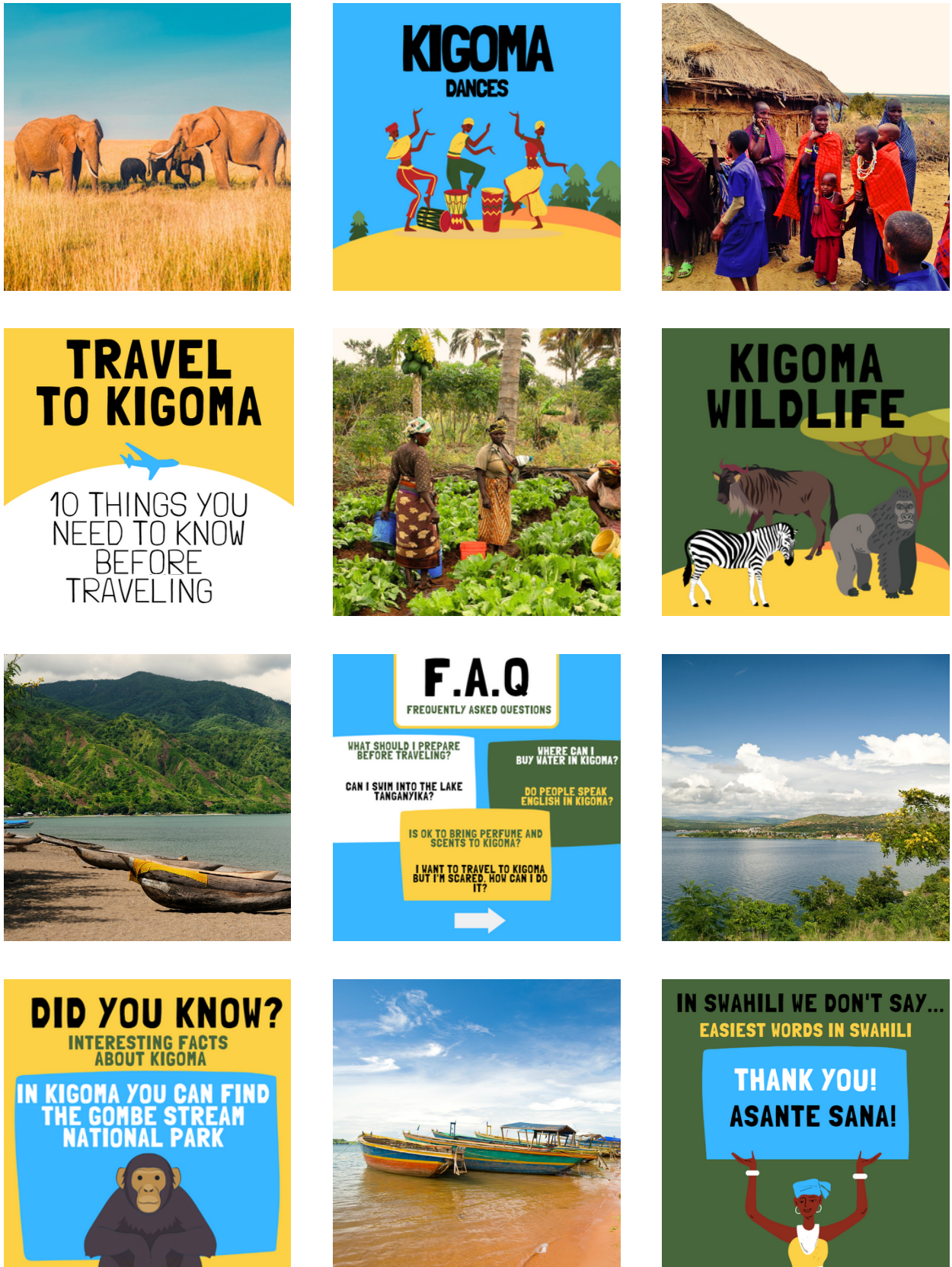
2. Instagram



1.1 Instagram feed examples

Social media posts should include a mix of real-life experiences pictures and text with relevant information about the activities, fun or interesting facts, or important information for future travelers.

This content will not only give more value to the tourism office but also be helpful and have a broader approach to Kigoma's and Tanzanian future travelers.



1.2 Instagram post examples

TRAVEL TO KIGOMA



10 THINGS YOU NEED TO KNOW BEFORE TRAVELING



kigoma_ecocultural_tourism • Follow

Ujiji, Kigoma



kigoma_ecocultural_tourism

✈️ Planning a trip to Kigoma? Here are 10 things you need to know before your adventure begins! 🌿

- 1 Respect the cultures: Kigoma is rich in diverse traditions and customs. Embrace the local cultures and be mindful of their traditions and values. 🤝🌍
- 2 Pack wisely: Don't forget essentials like a hat, sunscreen, insect repellent, and comfortable walking shoes. 🧴☀️👟
- 3 Learn some local phrases: Engage with the locals by learning a few basic greetings and phrases. They'll appreciate your effort! 🗣️🌍
- 4 Stay hydrated: Kigoma's climate can be hot. Carry a refillable water bottle and keep yourself hydrated throughout your journey. 💧🚰
- 5 Wildlife encounters: Admire magnificent wildlife from a safe distance. Follow the guidance of professional guides and respect their habitats. 🦁🦒📷
- 6 Capture memories: Don't forget your camera! Capture the breathtaking landscapes, wildlife, and vibrant cultures to cherish these unforgettable moments forever. 📸👤

See more...

1w See translation



lindaadams4416 🙌🙌🙌🙌🙌🙌

1w 1 like Reply



history__geek This is awesome ❤️❤️

1w Reply See translation

View replies (1)



54 likes

MAY 5



Add a comment...

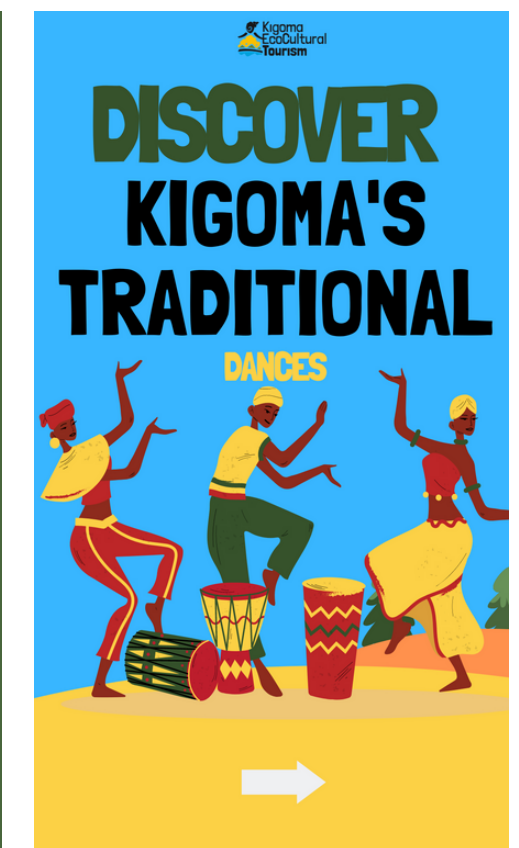
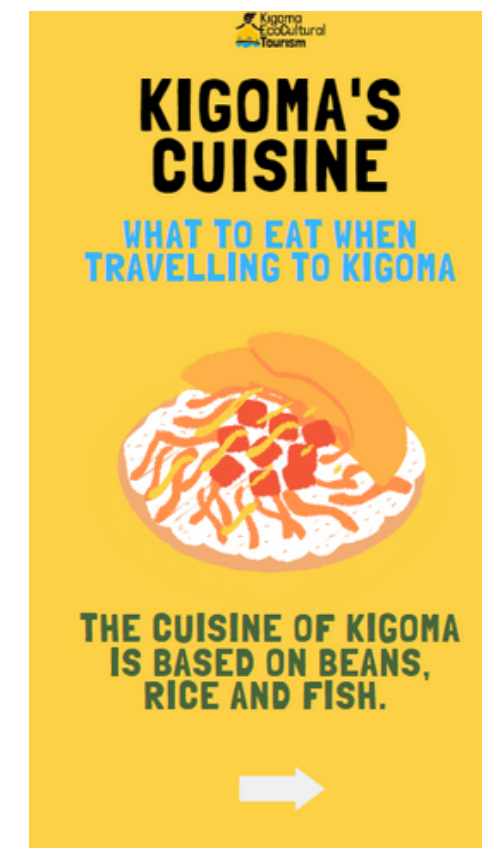
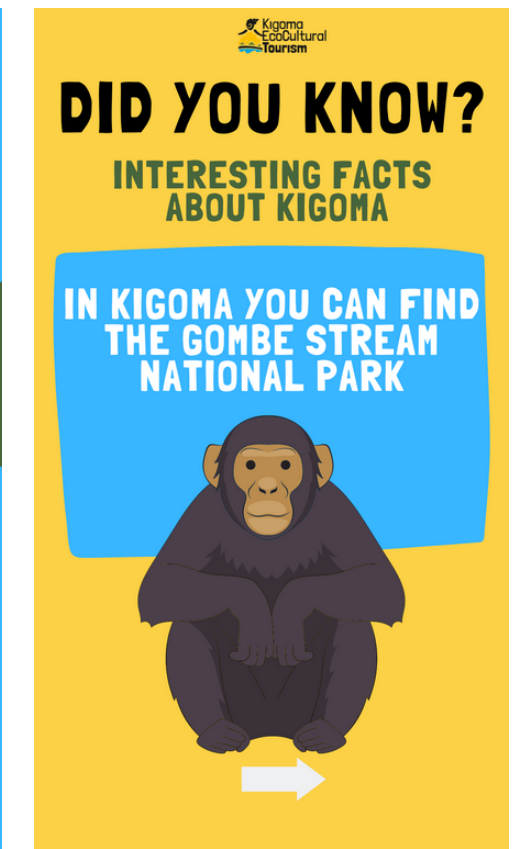
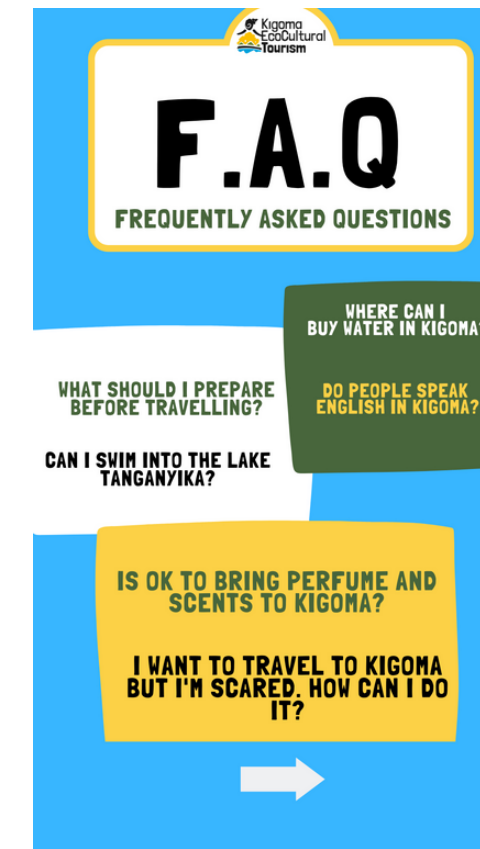
Post

1.3 Instagram stories examples

The same structure can be followed in stories examples.

Moreover, the stories can be the post itself shared in case of wider explanations or important information.

In the case of topics such as dancers or food, the stories can be followed with real-life experiences.





3. WEBSITE

In order to achieve a more cohesive look among all the social media of Kigoma EcoCultural Tourism, a mock-up website proposal has also been implemented in the Brand Identity book. The website proposal does not cover all the pages inside the web as it's just a mockup and a preview of the potential that can be achieved.

The goal of the implementation is to align the communication of all social media into the same look and feel, making it more attractive to the potential tourists defined in the buyer persona.

3.1 Website makeover



[WHO WE ARE](#)

[EXPERIENCES](#)

[PLAN YOUR TRIP](#)

[GALLERY](#)

[BLOG](#)

[CONTACT](#)

WELCOME TO KIGOMA ECOCULTURAL TOURISM

Karibu Kigoma, Tanzania! Kigoma is a hidden gem and quickly growing tourist destination on the shores of the extraordinary Lake Tanganyika. Join us for a unique look into real African culture and experience one-of-a kind natural resources on your unforgettable tour with Kigoma Eco-Cultural Tourism.

[EXPERIENCES](#)

3.1 Website makeover

[WHO WE ARE](#)[EXPERIENCES](#)[PLAN YOUR TRIP](#)[GALLERY](#)[BLOG](#)[CONTACT](#)

WHO WE ARE

We are a women and youth-powered enterprise located in Kigoma, a beautiful city on the shores of Lake Tanganyika. We are local to this area and are passionate about sharing an authentic experience with visitors.



3.1 Website makeover



WHO WE ARE

EXPERIENCES

PLAN YOUR TRIP

GALLERY

BLOG

CONTACT

EXPERIENCES



UJIJI OLD TOWN

Visitors will enjoy a walking tour of Ujiji old town, which is full of history such as slave trade and its abolition by Dr Livingstone. Walk caravan routes covered with mango trees , planted by slaves will give you great time to meditate real of slave who were passing under the trail , and slave market, and visit an old mosque used by a powerful slave trader among other sights.

This tour takes 3-4 hours.

BOOK NOW



GOMBE NATIONAL PARK



8.6 POSTER

This section aims to present the poster created for Kigoma EcoCultural's promotion.



8.6 POSTER

This section aims to present the poster created for Kigoma EcoCultural's promotion.



Mock-up. Kigoma EcoCultural Tourism Poster at Kigoma's airport.
Font: Own picture and elaboration.

8.7 FLYER

This section aims to present the flyer created for Kigoma EcoCultural's promotion.



Flyer. Kigoma EcoCultural Tourism flyer outside.
Font: Own elaboration.



Flyer. Kigoma EcoCultural Tourism flyer inside.
Font: Own elaboration.

8.7 FLYER

This section aims to present the flyer created for Kigoma EcoCultural's promotion.



Mock-up. Kigoma EcoCultural Tourism flyer.
Font: Own elaboration.

8.8 BLOG POSTS

In this section, 3 examples of written blogs for Kigoma EcoCultural Tourism website will be shown.

www.kigomaecotours.com



Blog 1:

Title: What information should I know before traveling to Kigoma?



Planning a trip to Kigoma? We've got you covered! In this blog post, we'll provide you with the essential information you need to know before embarking on your journey to this vibrant destination. Let's dive in!

Visa Requirements

Before traveling to Kigoma, it's crucial to check the visa requirements for your country of origin. Make sure to apply for the appropriate visa well in advance to avoid any last-minute hassles. Getting your visa upon arrival is also an option, as you can ask for an on-site visa when arriving at Dar Es Salaam airport and traveling from outside. You will be able to pay with a card and cash.

Weather and Packing

Kigoma experiences a tropical climate with distinct wet and dry seasons. Pack lightweight and breathable clothing, along with essentials like sunscreen, a hat, and comfortable walking shoes. Don't forget to bring a raincoat or umbrella during the rainy season, and repellent against mosquitoes!

Transportation Options

Learn about the various transportation options available in Kigoma, including domestic flights, trains, and local transport. Don't miss out on Kigoma's unique motorbike taxis!

Cultural Etiquette

Respecting the local customs and traditions is essential when visiting Kigoma. We recommend you cover your shoulders and wear mid-length pants and skirts. Familiarize yourself with local etiquette, greetings, and social norms to ensure a positive and enriching cultural experience. [Check out our Instagram post about basic Swahili!](#)

Kigoma is a very open and welcoming city, so we recommend you enjoy the rich culture, food, and environment that we offer to you! Contact us and book now!

**TRAVEL
TO KIGOMA**

8.8 BLOG POSTS

In this section, 3 examples of written blogs for Kigoma EcoCultural Tourism website will be shown.

www.kigomaecotours.com



Blog 2:

Title: Can I drink water without a worry in Kigoma?

Staying hydrated is crucial while traveling, but what about drinking water in Kigoma? In this blog post, we'll address the question on every traveler's mind: Can I drink water without worry in Kigoma? Let's find out.

Tap Water in Kigoma

The tap water in Kigoma is not recommended for drinking directly from the source. It's advisable to rely on bottled water, which is readily available in most hotels, lodges, and shops. Make sure to purchase water from reputable sources and check the seal before consuming.

Safe Water Practices

If you prefer to reduce plastic waste or find yourself in a situation where bottled water isn't readily available, there are alternatives. Boiling tap water or using water purification tablets or filters can help make it safe for drinking. Additionally, using a reusable water bottle and refilling it from trusted sources can be a sustainable option.

Hydration on Safaris

When embarking on safaris or outdoor activities, it's essential to stay hydrated. Carry an adequate supply of water with you or inquire with your tour operator about water availability during your excursion.

While tap water in Kigoma may not be suitable for drinking, there are plenty of options to ensure you stay hydrated during your visit. Whether it's bottled water from trusted sources, treated tap water, or reusable water bottles, prioritize your hydration and enjoy a safe and refreshing trip to Kigoma.

If you still are unsure about water-related issues, contact us!



8.8 BLOG POSTS

In this section, 3 examples of written blogs for Kigoma EcoCultural Tourism website will be shown.

www.kigomaecotours.com



Blog 3:

Title: Vaccines and medical certificates for traveling on a Safari in Tanzania

Embarking on a thrilling safari adventure in Tanzania? Ensuring your health and well-being is a top priority. In this blog post, we'll provide essential information regarding medical certificates and vaccines you may need for a safe and enjoyable safari experience. Let's dive in and address your concerns.

Research and Consultation:

Before traveling, it's crucial to conduct thorough research and consult with a healthcare professional specializing in travel medicine. They will guide you on the specific vaccinations and medical requirements for your safari in Tanzania.

Upon arrival to Tanzania, you will be asked for your travel vaccination document, so remember to have them handy!

Essential Vaccines:

- a. Yellow Fever: Tanzania requires a yellow fever vaccination certificate from travelers coming from countries at risk. Ensure you receive the vaccine at least ten days prior to your trip.
- b. Malaria: As a precaution, antimalarial medication is recommended for travelers visiting Tanzania. Consult your healthcare professional for the most suitable medication based on your medical history.

Preventing Mosquito-Borne Diseases:

Tanzania is home to mosquitos, so it's essential to protect yourself against diseases like dengue, Zika, and Chikungunya. Carry insect repellent, wear long sleeves and pants, and consider using bed nets while staying in accommodations. Thankfully, Kigoma is a quite safe area and you should not be worried about mosquito bites! A strong repellent such as Goibi will protect you.

Medical Records and Certificates:

Ensure you carry copies of your medical records, including vaccination certificates, with you during your safari. This will help in case of any medical emergencies or if proof of vaccination is required.

Travel Insurance:

Travel insurance is recommended for safari travels, but they are not a must when traveling to Kigoma. If you already have insurance in your country, ask for an extension or information about insurance for traveling to Africa.

Contact us if you have any doubt!



8.9 GUIDELINES FOR THE USE OF SOCIAL MEDIA PLATFORMS AND CANVA

With the objective of teaching new methods of creating content and improving Kigoma EcoCultural Tourism platform, a series of guidelines have been created.



By: María Franco Serrano

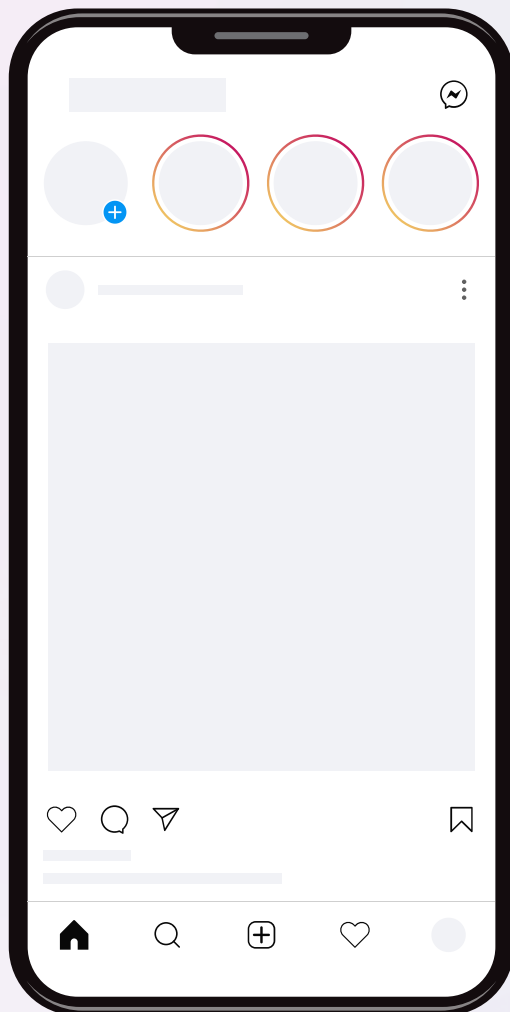


INSTAGRAM

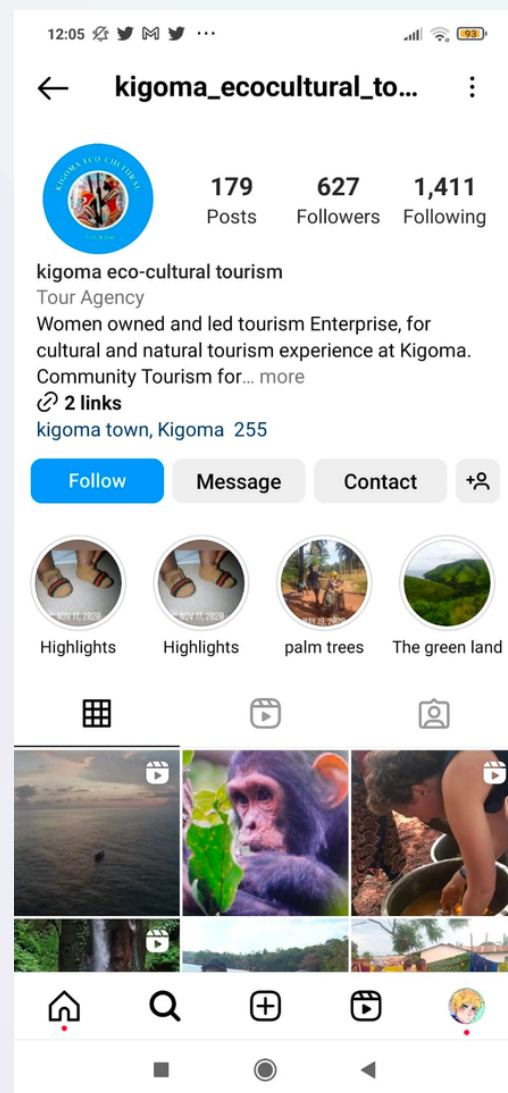
easy guide

This is an easy simple guide to show you how to use a few features of Instagram. The aim of this guide is to improve the quality content of your Instagram in a simple and easy way, with only a few changes that will increase the look of your platform.

This is what you will see when you log in the Instagram app.

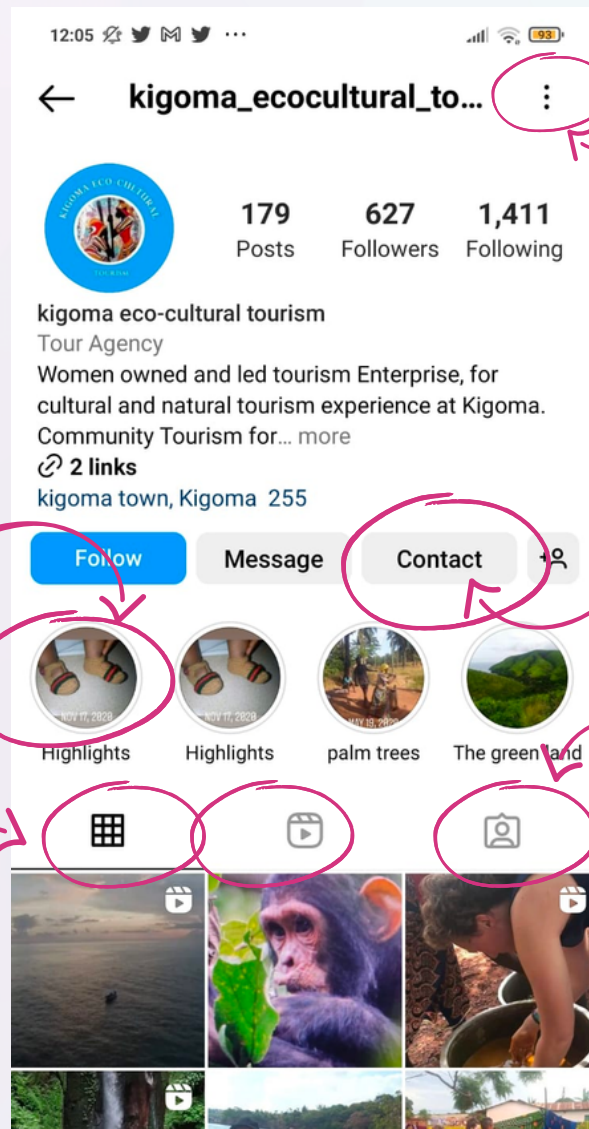


This is your profile





YOUR PROFILE



Account information and configuration

Highlights: In here is where you can show your products or important information such frequent asked questions.

Make sure you make very clear how people can contact you

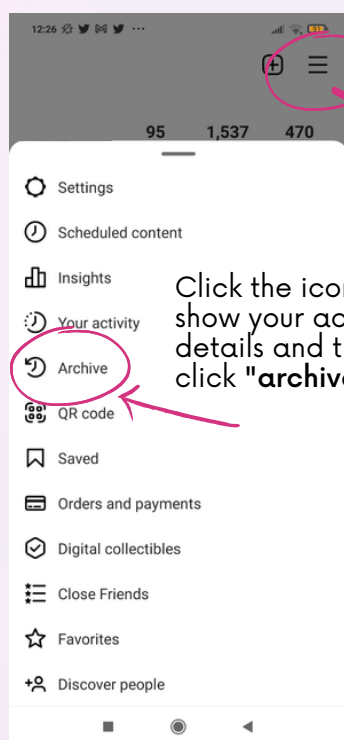
Your own posts

Here is where people tag your account in their own pictures

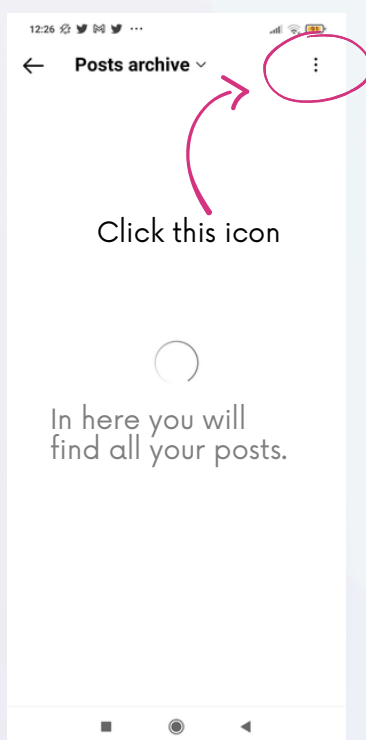
Once you know the most important parts of your profile, let's take a look in more depth!

HIGHLIGHTS

To create highlights it is important you have activated this option in your account. Otherwise, stories you post won't be saved and you won't be able to create highlights.

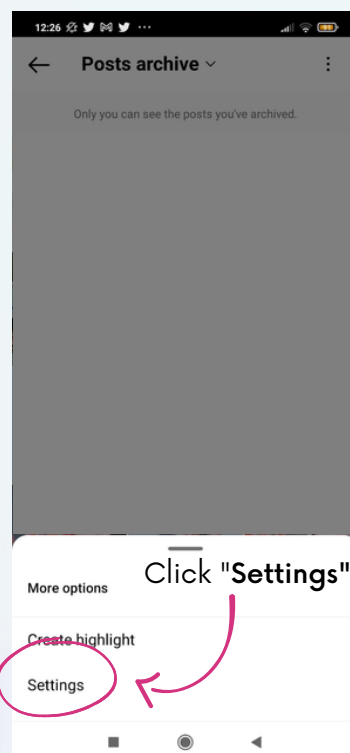


Click the icon to show your account details and then click "archive"

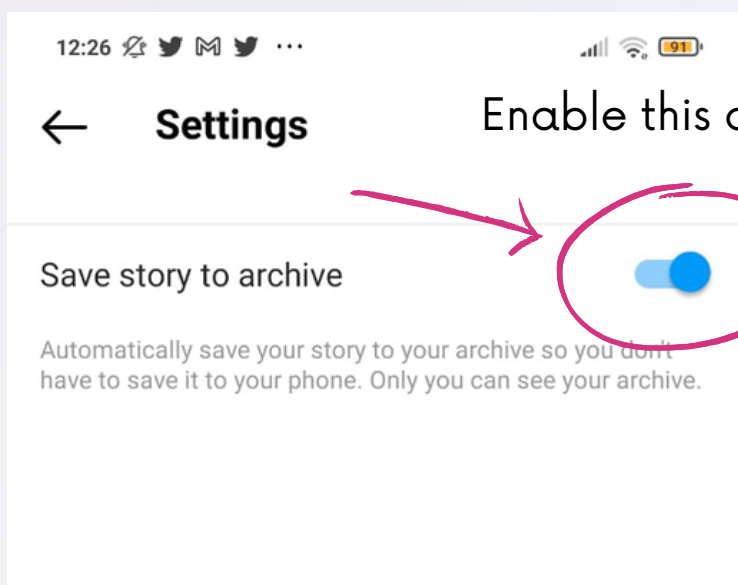


Click this icon

In here you will find all your posts.



Click "Settings"



Enable this option

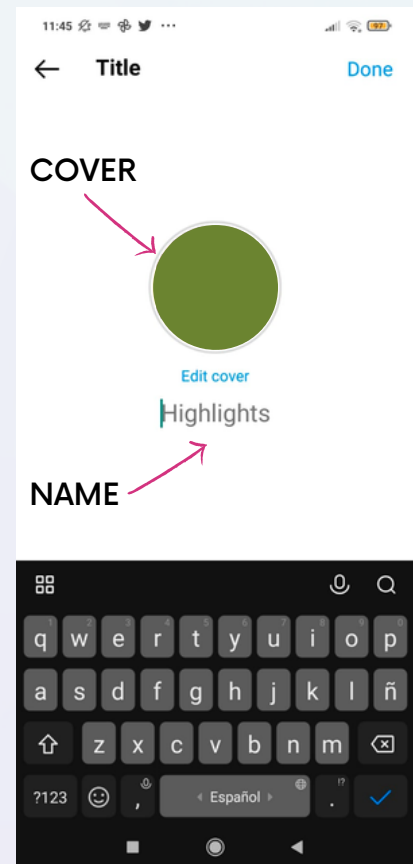
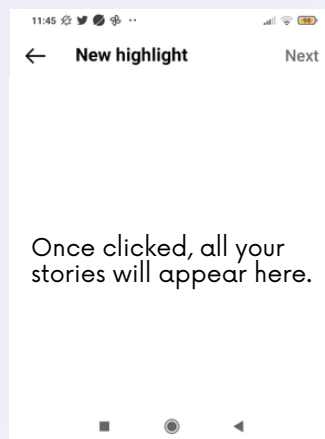
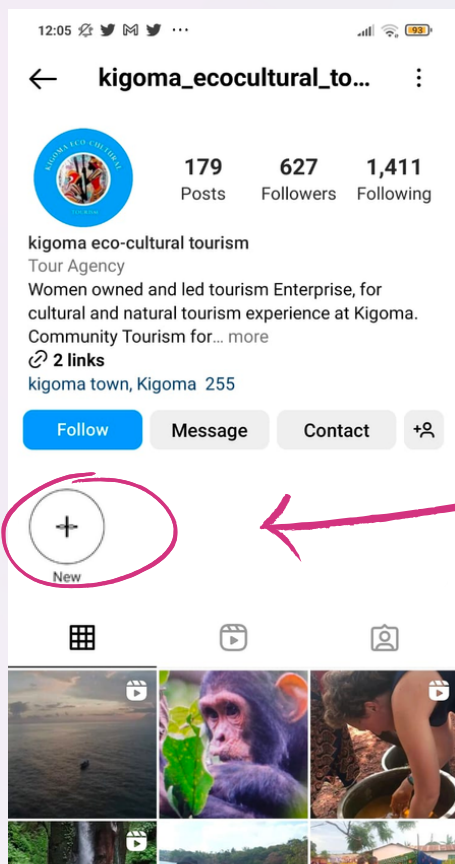
Save story to archive

Automatically save your story to your archive so you don't have to save it to your phone. Only you can see your archive.

HIGHLIGHTS

Let's ensure highlights are resourceful items where people can see your products and what you offer. For this, it's essential to keep them up to date and well presented.

1. To **create** a highlight you only have to click the round + circle in you account.
2. Then you will have to select the stories you want to add to the highlight.
3. You will have to select the cover and name of the highlight.



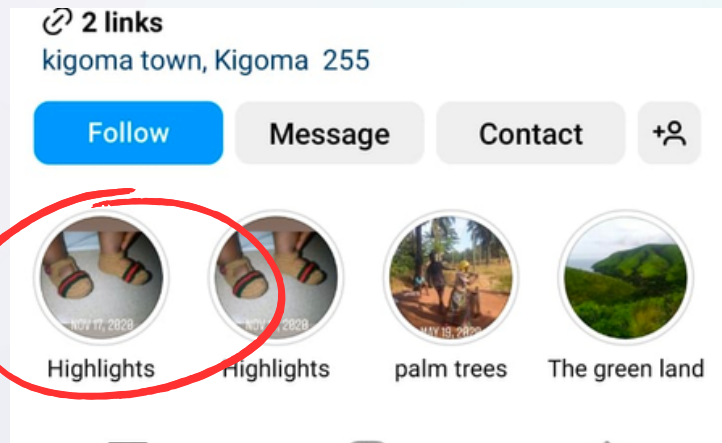
HIGHLIGHTS

How to **edit** and **delete** highlights.

AVOID THIS:

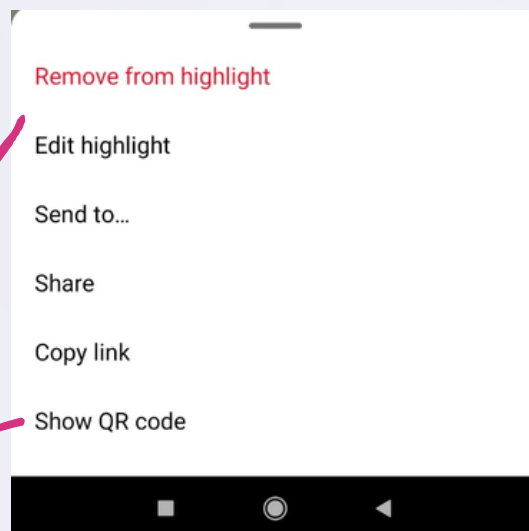
Highlight should be nice looking and show important information.

Highlights like this one should be **deleted**.



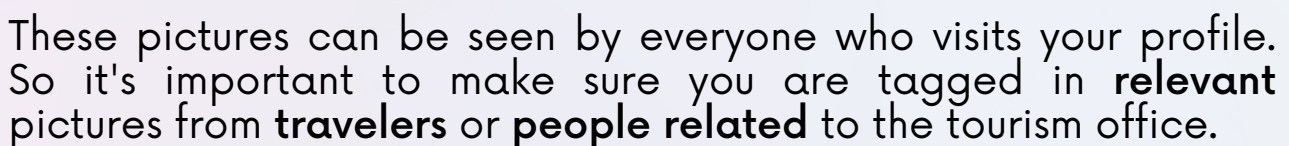
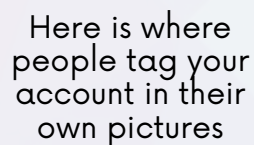
Once you click the ... icon, you will have access to edit the highlight.

You will be able to **delete** the highlight and **edit** it.



Something to consider is the **QR code** option, in case you will like to promote a certain highlight on any other platform or even print the QR code to post it in your office.

How to manage tags.



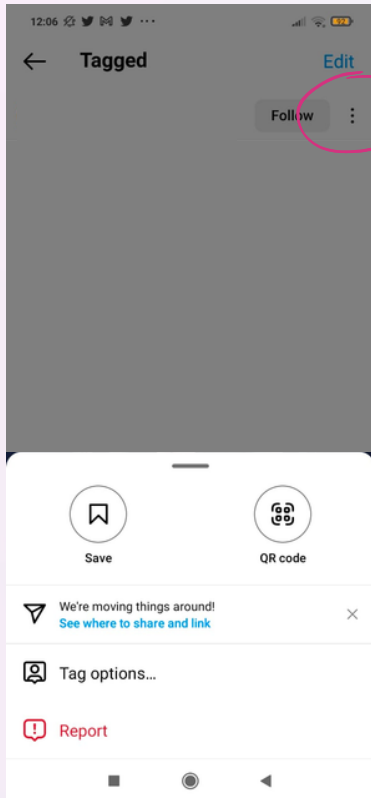
Tagged pictures are a good way to show experiences and reviews from travelers who booked with you or relevant information about the tourist office.

Pictures of things not related to this should be **deleted**.

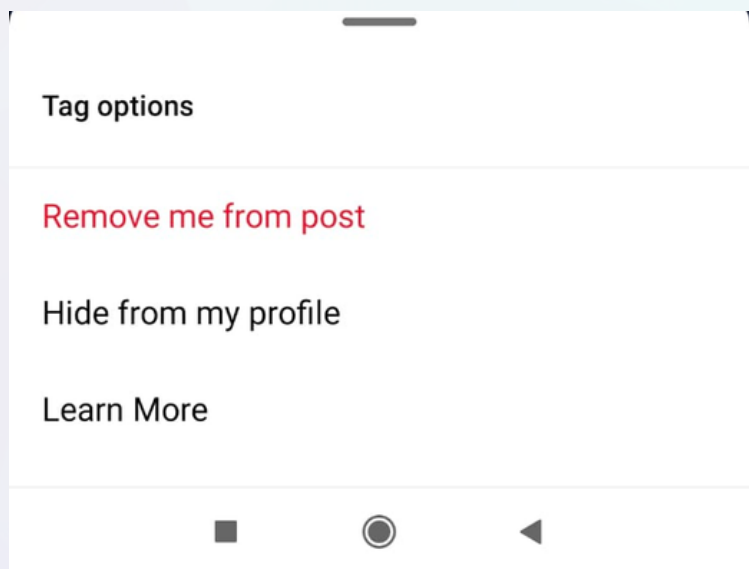


POSTS

How to manage tags.



To delete tags, go to the post and click the ... on the right side. Then, a menu will show up. In this menu, click the "Tag options..."



Once clicked you will find several options.

Remove me from post will untag your account.

Hide from my profile will hide the posts from you tagged post to people.

I recommend you the option "**Remove me from post**" because you will have a more **clean** tag part in your account.



THINGS TO CONSIDER...

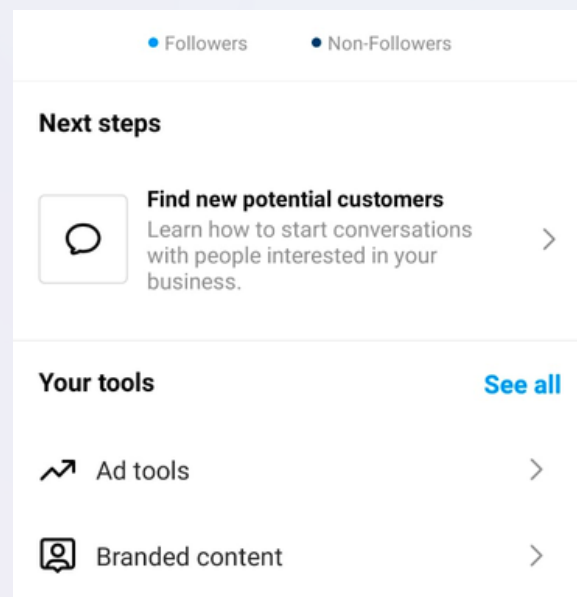
Instagram is a great resource for business and it has many options you can benefit from.



This is how your profile should look to you.

The **Professional dashboard** is a great tool to see if people are visiting your profile or if your posts are being successful.

Inside the **dashboard**, you will see insights of your Instagram profile and business tools to boost your posts.



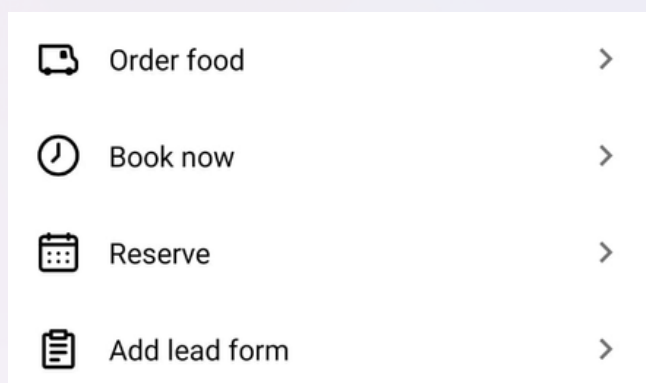
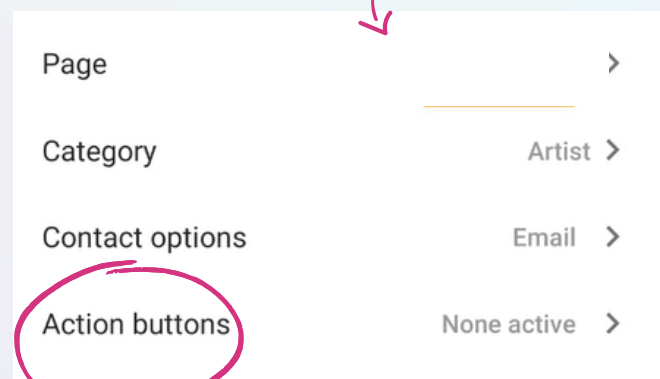


THINGS TO CONSIDER...

Instagram is a great resource for business and it has many options you can benefit from.



Edit profile will allow you to connect your facebook page, let people book tours...

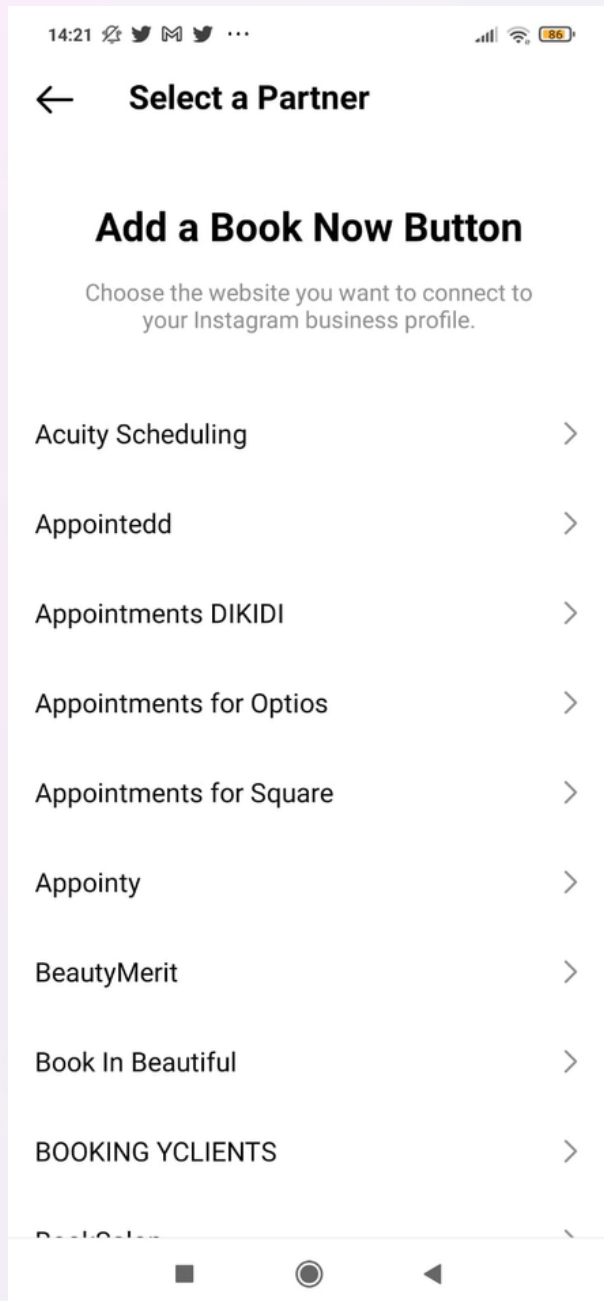


You can also add actions buttons that will help people to **book** your tours, make **reservations...**



ACTIONS BUTTONS

Instagram is a great resource for business and it has many options you can benefit from.



To enable action buttons, you will have to create a booking platform.

Instagram will show you many platforms available that you can use.

You can take a look at them to see which one is easier to use or if you already know any of them.

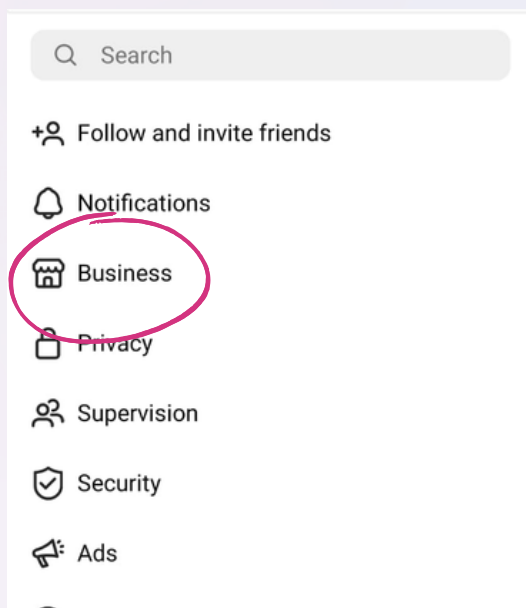
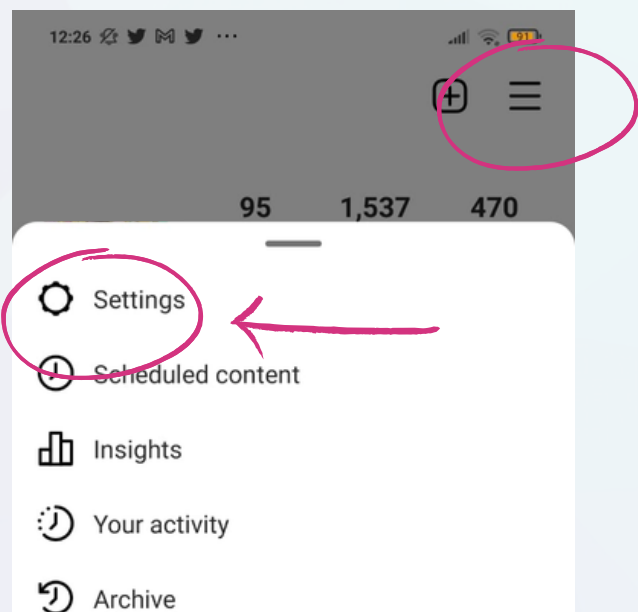
This is a more **difficult** step so if you don't feel comfortable, just make sure your email and contact are updated and people have access to send you emails.



INSTAGRAM BUSINESS

Instagram is a great resource for business and it has many options you can benefit from.

Let's go back to your profile and click "Settings"

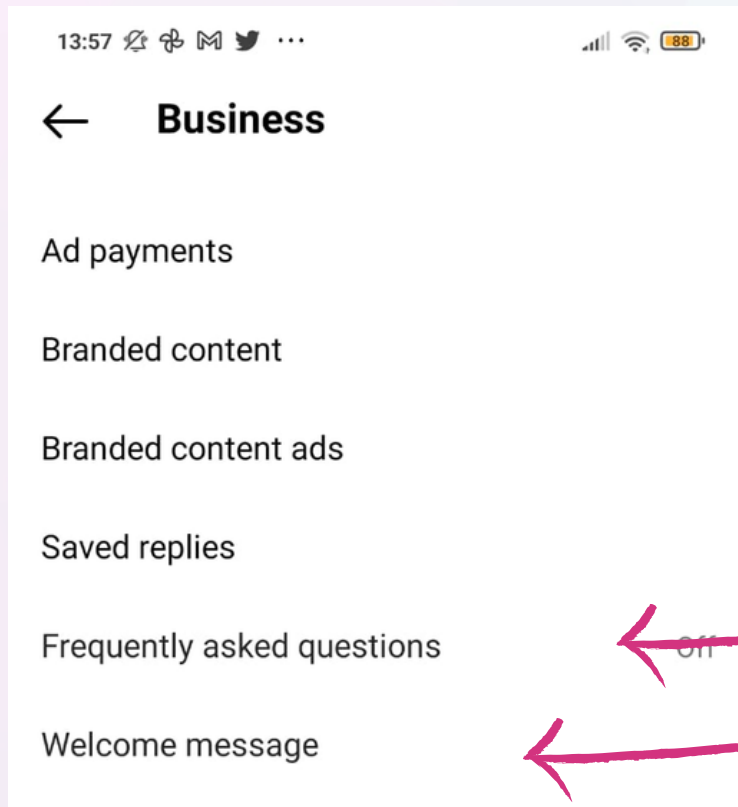


In this part you can **personalize** your Instagram business account to make it more professional.



INSTAGRAM BUSINESS

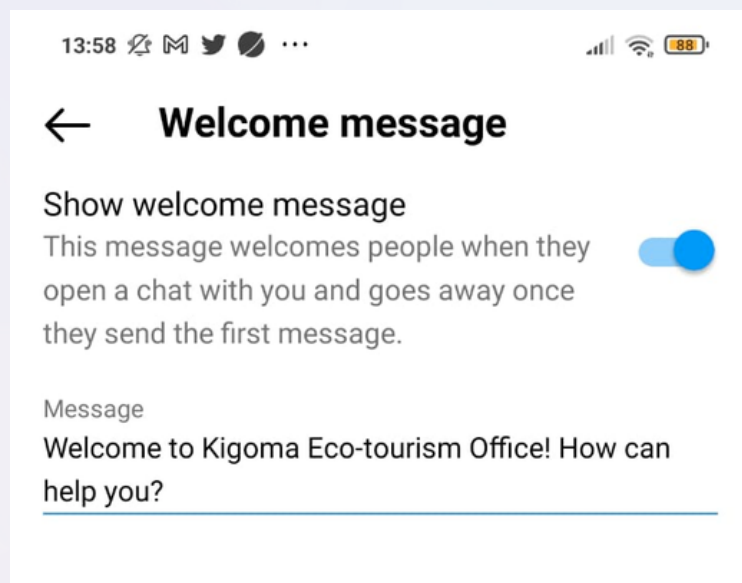
Instagram is a great resource for business and it has many options you can benefit from.



This is a very intuitive menu.

I recommend you use the
"Welcome message"
and
"Frequently asked questions"

EXAMPLE:





INSTAGRAM

easy guide

If you have any doubt, please don't
hesitate on contacting me.

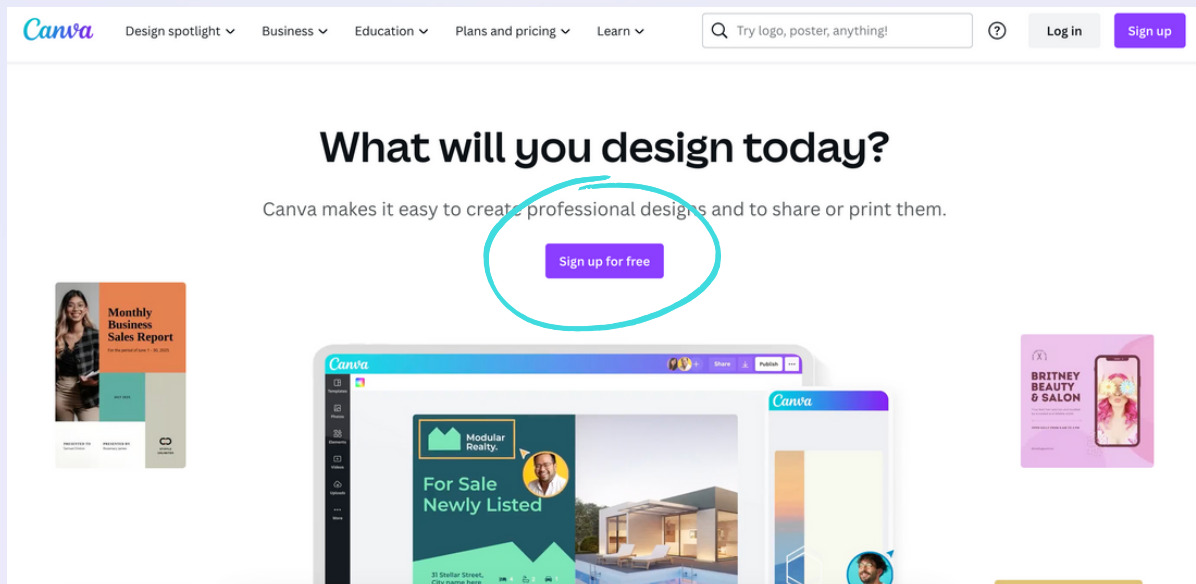
By: María Franco Serrano

By: María Franco Serrano

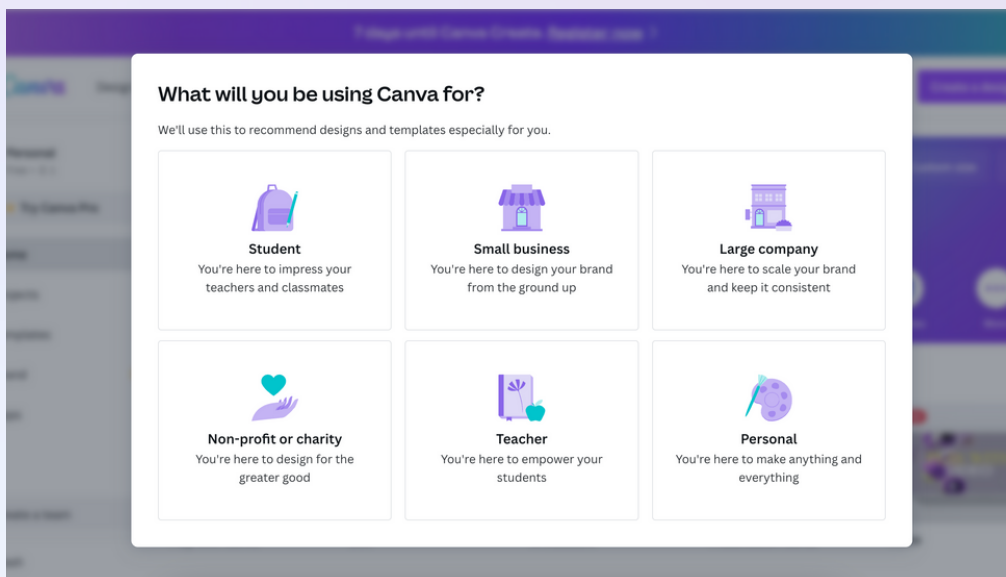
CANVA easy guide

This is an easy simple guide to show you how to use a few features of CANVA. The aim of this guide is to show you how to use CANVA since it's a very useful tool that can help you with the quality of your posts.

To register into CANVA you will need a **email address**.



Once you register...



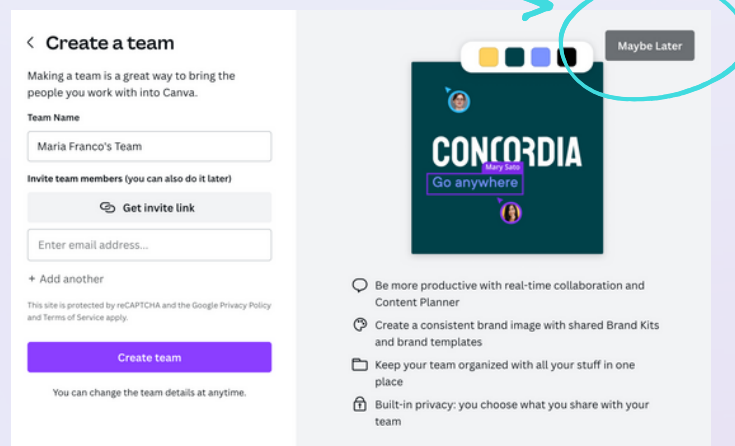


START

CANVA will ask you to create a team. This is only a good option if other people from the office will access CANVA, as the projects will be shared together.

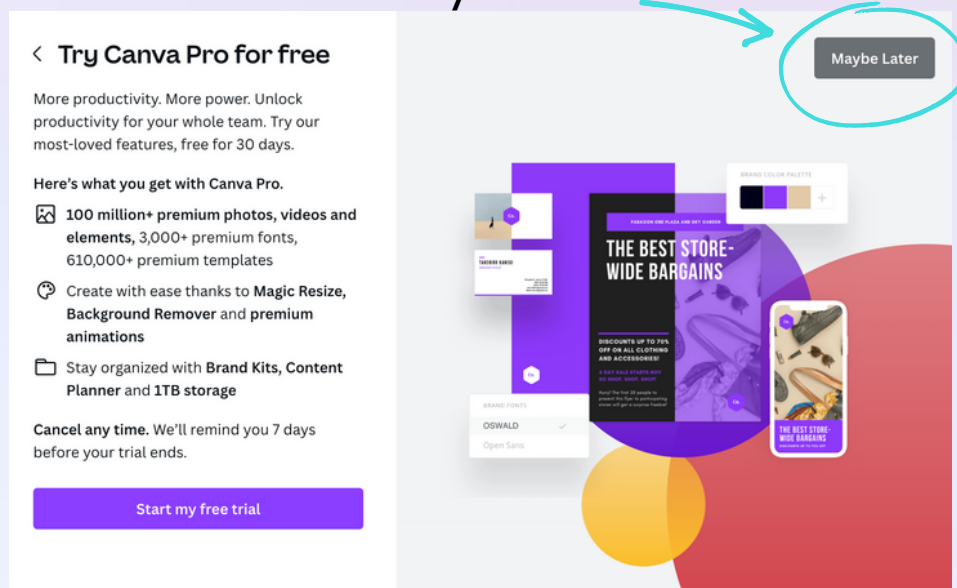
It also allows you to create personalized colors of your brand (in this case, Kigoma Eco-Tourism office) and a few business options. **Since this is an easy guide, we will focus on basic tools.**

Just click "Maybe later"



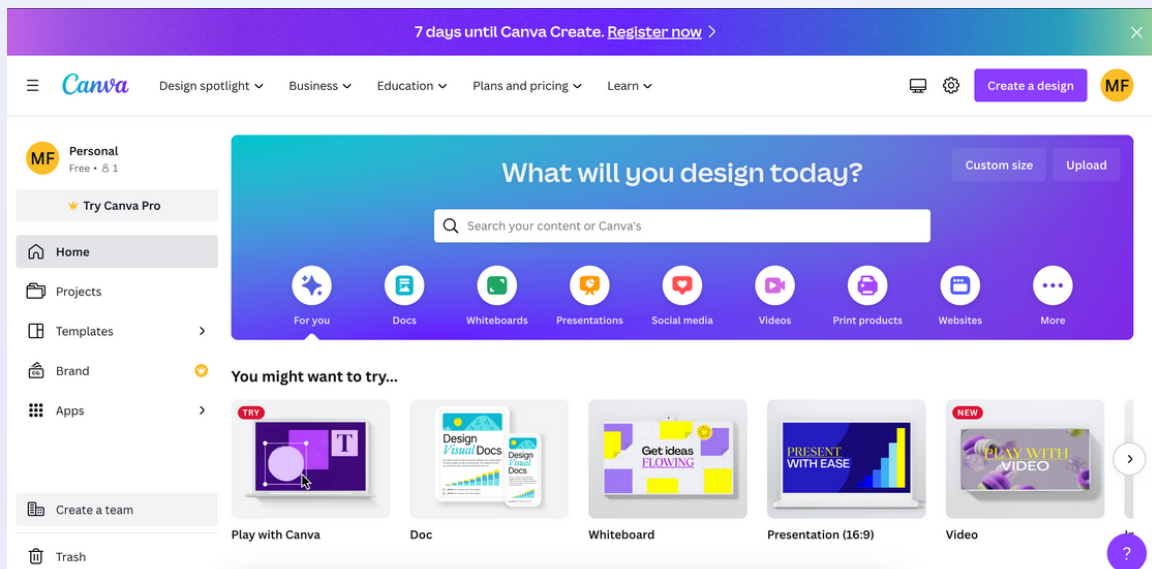
CANVA already has a free-version so you can skip this step.

Just click "Maybe later"

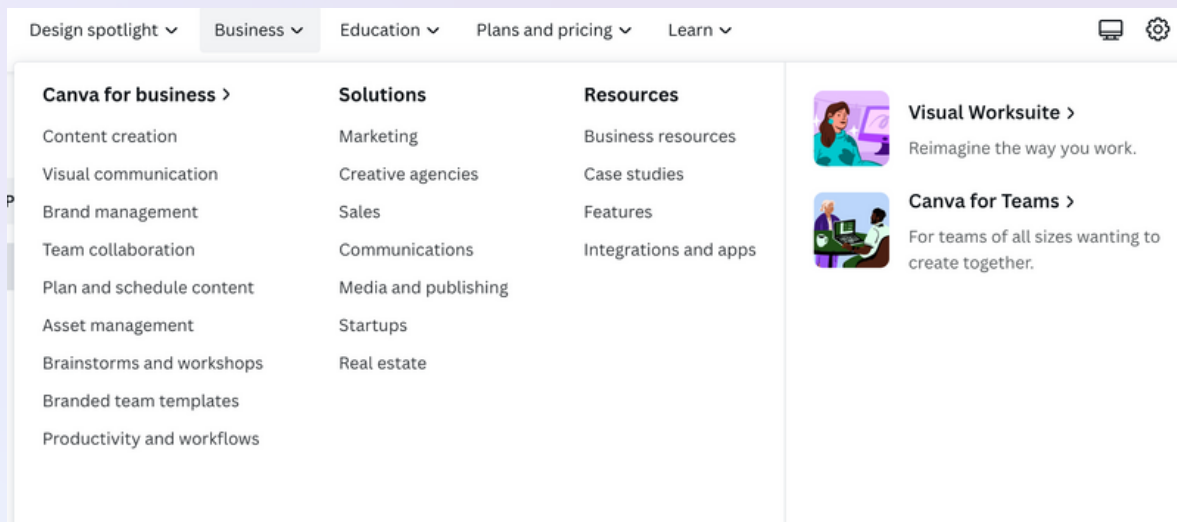


CANVA *easy guide* **START**

You are all set! Your CANVA will look like this:

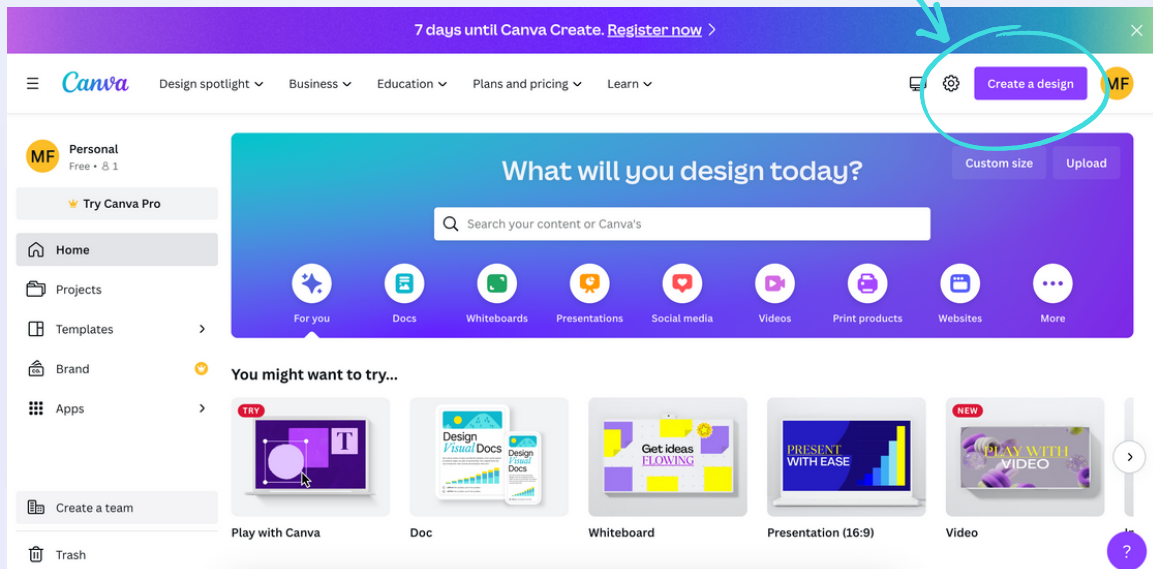


CANVA has many resources for business. In case you want to take a look, only click "**Business**" on the upper menu.



CREATE A DESIGN

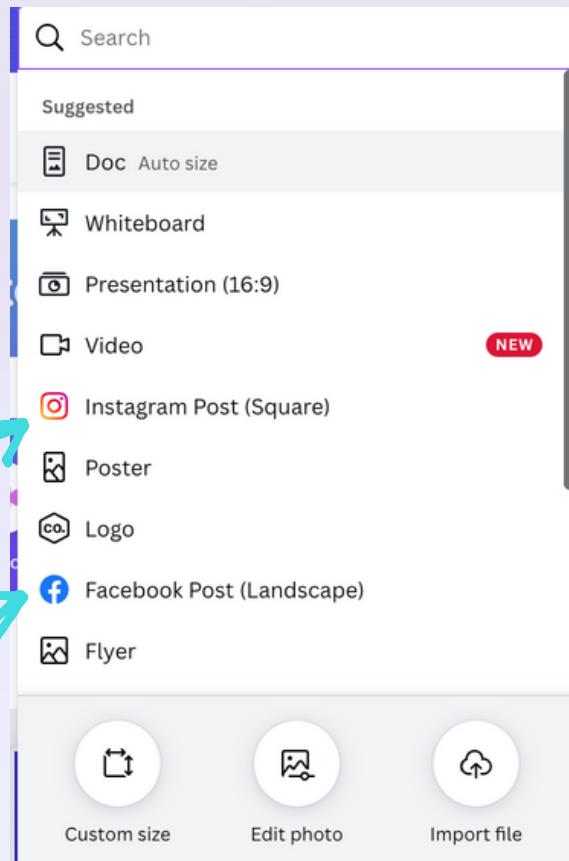
To create a design, click on the purple button "Create a design".



In this menú, you will find many options that already have a specific size.

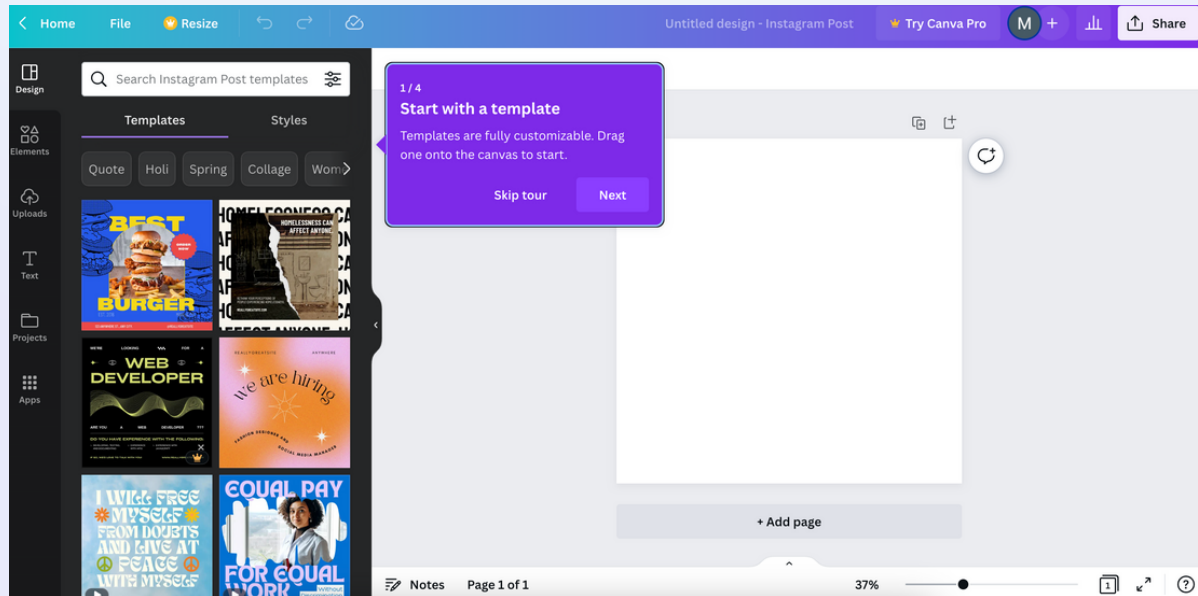
Facebook post and **Instagram** posts are the best options for you.

Just click any of the two options depending on which post you want to create.



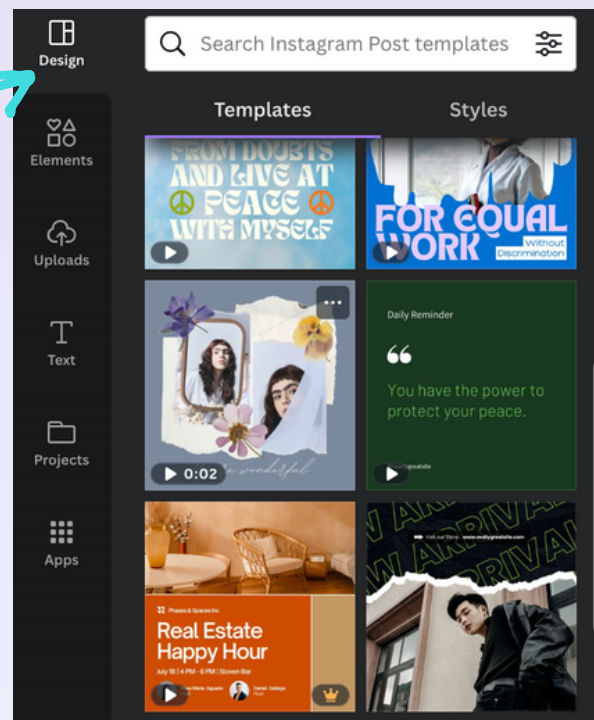


CREATE A DESIGN



CANVA will already show you a **tutorial** on how to use the different tools. Follow the tutorial, as it's very intuitive and easy to follow!

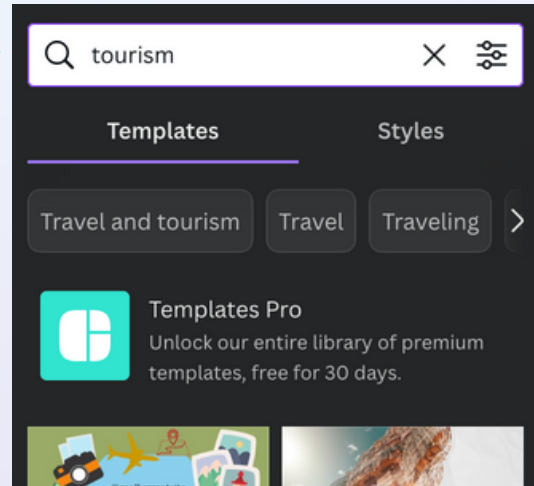
In this part, you have many templates that people already created. If you like one of them, you can use it and start your design from there.





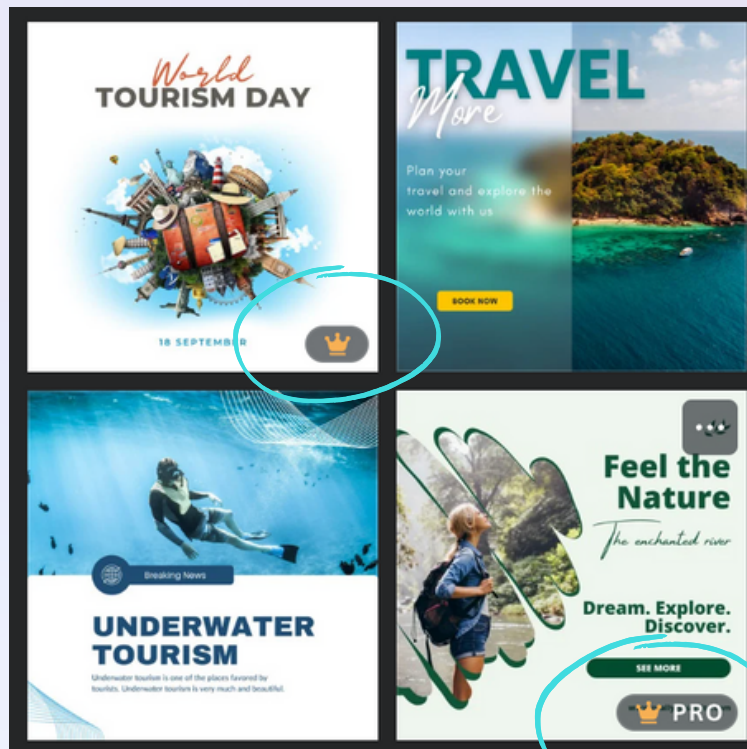
CREATE A DESIGN

You can search templates by topics, for example tourism.



Some of the templates are **PRO**. You won't be able to use these templates as you will have to pay.

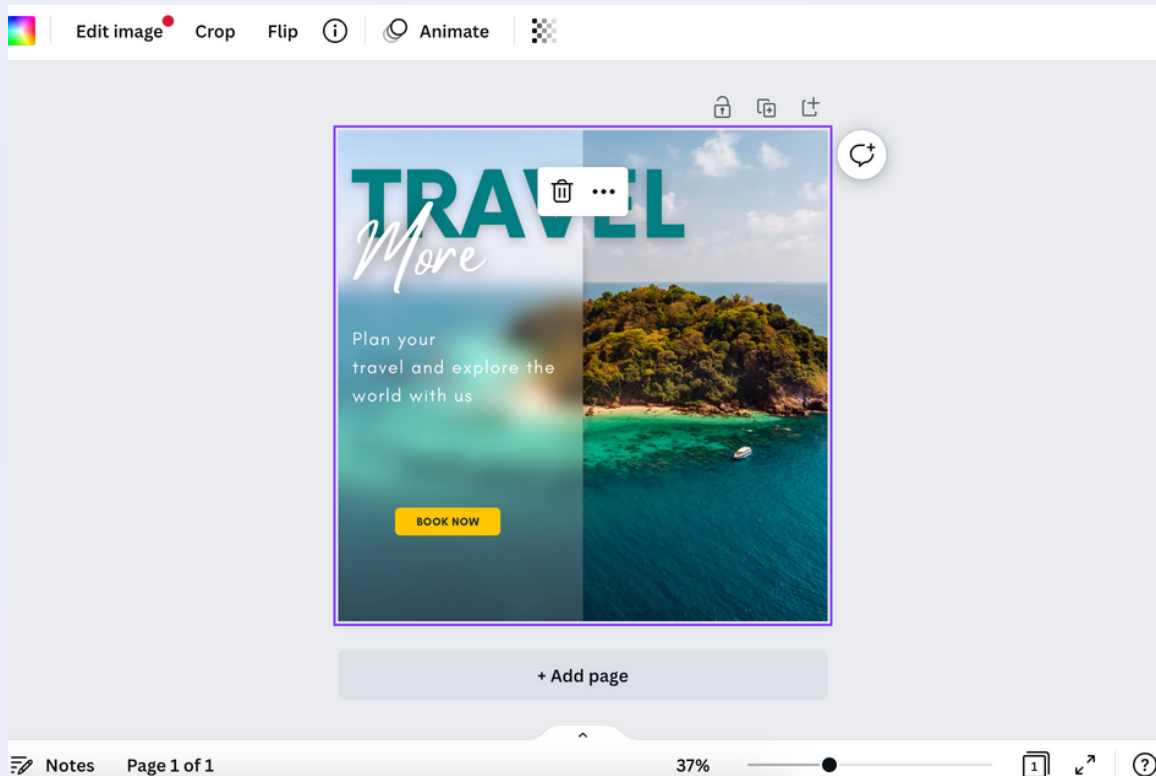
The free templates are also very good, so don't worry.



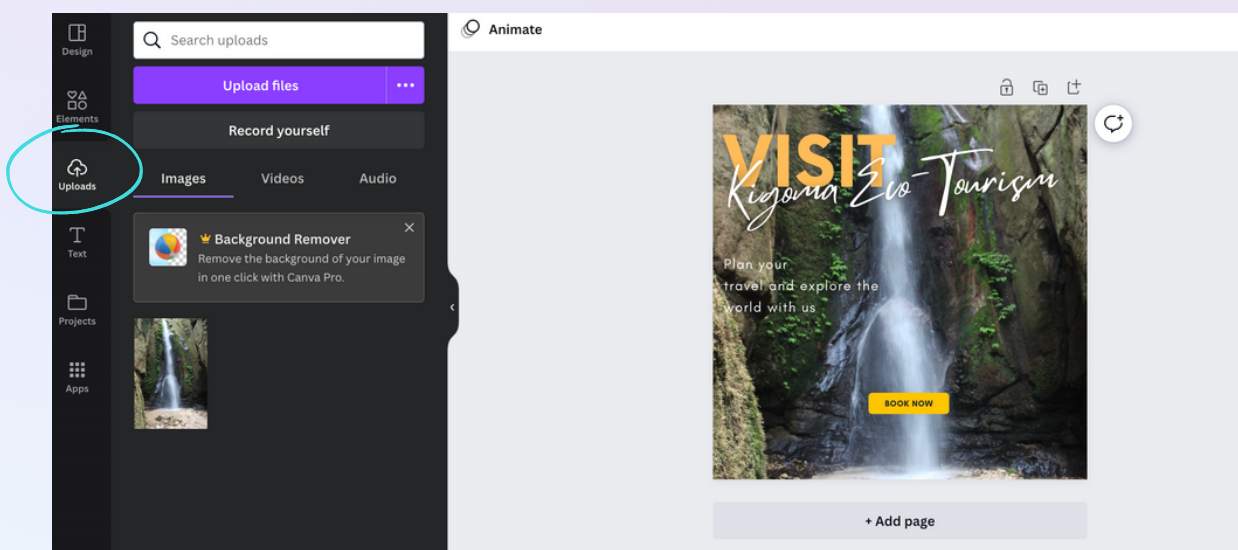


CREATE A DESIGN

When you select a template, you will be able to edit it and make it different to add your information.

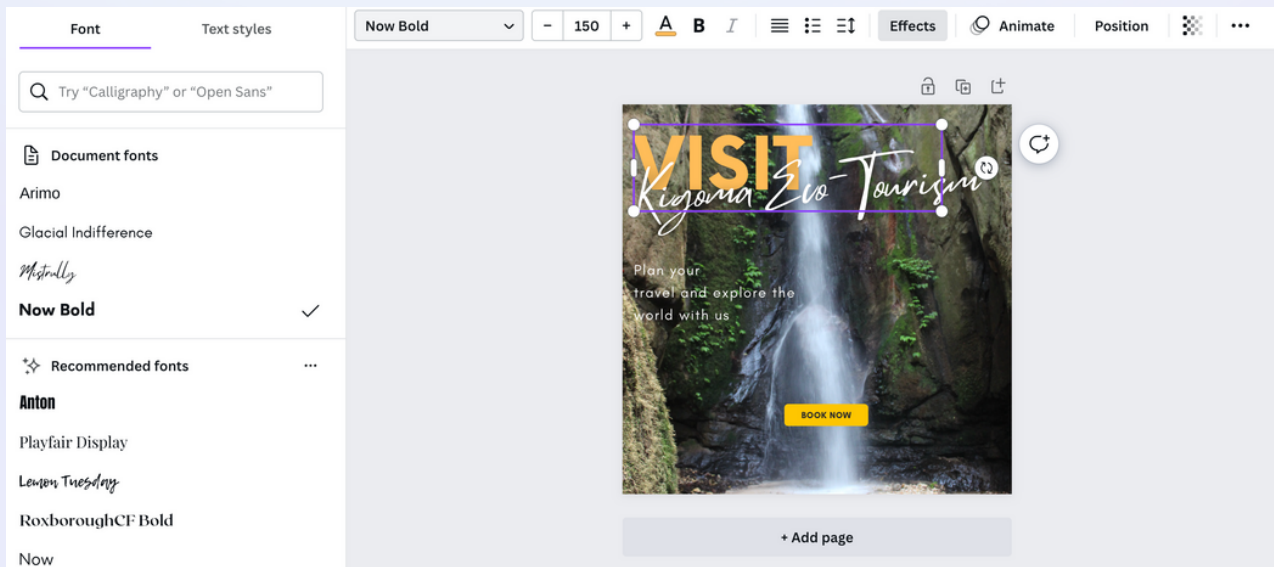


Upload your own pictures and change the background of the post:

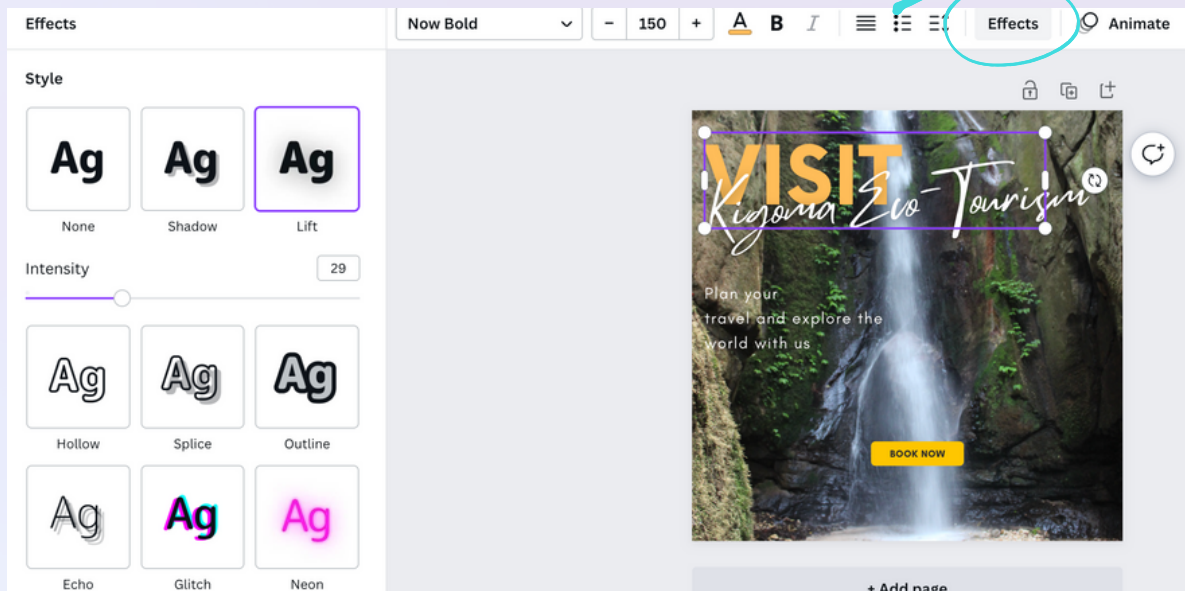


CREATE A DESIGN

Change the text and use the font you like the most!



Change the effects to make it different:

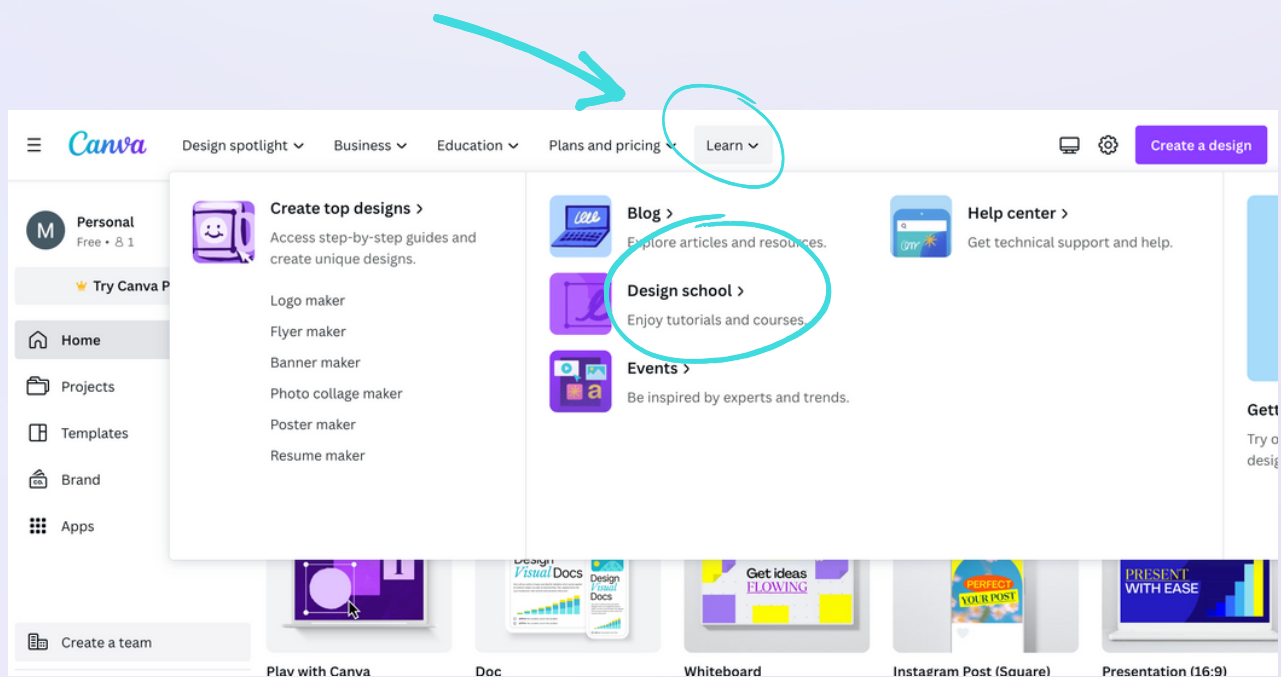




DESIGN SCHOOL

Canva is very very intuitive, and it allows you to create many different contents such as Facebook posts, instagram posts, posters and even videos!

Canva even has a school for you to learn for free with many easy to follow video tutorials!



Design School


Learn how to design with Canva. Thousands of tutorials on how to design like a pro, explore typography, design trends, color and more!






DESIGN SCHOOL

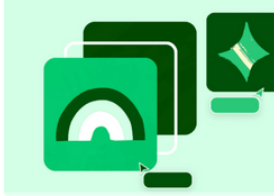
Courses See all



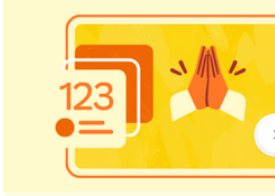
Getting started with Canva for Education
★★★★★
2467 students



Canva Pro for Nonprofits
★★★★★
4544 students




Print Advertising
★★★★★
4914 students



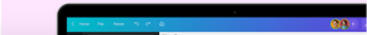
Canva Design Skills for Students
★★★★★
11.863 students

Tutorials See all


Getting started with Canva
A quick overview of where to start in Canva.
0 / 20



Create videos with Canva
Engage and inspire with a video that stands out. Learn more about our free online video editor.
0 / 20



Create Whiteboards with Canva
Get ideas flowing with infinite space to collaborate with your team, and stay in sync with a timer.
0 / 4

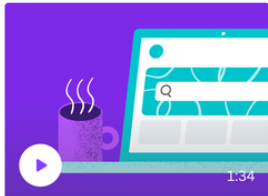


Take advantage of all the tutorials and free resources CANVA offers you!

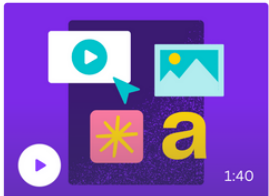
Design School > Tutorials > Getting started with Canva

Getting started with Canva

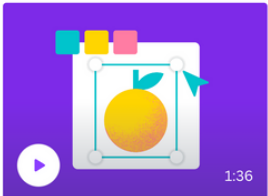
A quick overview of where to start in Canva. 0 / 20 completed



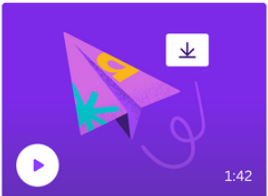
Welcome home
1:34



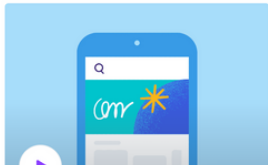
Start designing
1:40




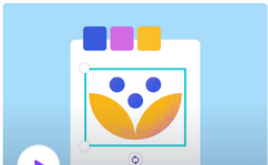
Easy editing
1:36




Simple sharing
1:42











If you have any doubt, please don't
hesitate on contacting me.

By: María Franco Serrano

8.10 PUBLICATION CALENDAR

With the objective of teaching new methods of creating content and improving Kigoma EcoCultural Tourism platform, a series of guidelines have been created.

June 2023								
Day	Date	Time	Topic	Format	Facebook	Blog	Instagram	
Month / Day / Year								
Week 1								
Thursday	6/1/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	6/2/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	6/3/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	6/4/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	6/5/2023	5:00:00 PM	Did you know? Kigoma's fun fact or unique information.	Picture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	6/6/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday	6/7/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Week 2								
Thursday	6/8/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	6/9/2023	1:00:00 PM	What information should I know before traveling to Kigoma?	Blog	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Saturday	6/10/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	6/11/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	6/12/2023	5:00:00 PM	Local Cuisine: Delve into the flavors of Kigoma's authentic dishes.	Picture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	6/13/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday	6/14/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Week 3								
Thursday	6/15/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	6/16/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	6/17/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	6/18/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	6/19/2023	5:00:00 PM	Nature Walks: Take a stroll amidst Kigoma's stunning natural landscapes.	Picture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	6/20/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday	6/21/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Week 4								
Thursday	6/22/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	6/23/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	6/24/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	6/25/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	6/26/2023	5:00:00 PM	Kigoma's popular dances	Video	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	6/27/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday	6/28/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Week 5								
Thursday	6/29/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	6/30/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	7/1/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

8.10 PUBLICATION CALENDAR

July 2023							
Day	Date	Time	Topic	Format	Facebook	Blog	Instagram
Week 1							
Saturday	7/1/2023		Music and Rhythm: Feel the rhythm and melodies of Kigoma's musical heritage.	Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	7/2/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	7/3/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	7/4/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	7/5/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	7/6/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	7/7/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 2							
Saturday	7/8/2023		Ask me something!	Story	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	7/9/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	7/10/2023	5:00:00 PM			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	7/11/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	7/12/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	7/13/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	7/14/2023	1:00:00 PM			Can I drink water without worry in Kigoma?	Blog	<input type="checkbox"/>
Week 3							
Saturday	7/15/2023		Boating Adventures: Set sail on unforgettable boating adventures in Kigoma.	Picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	7/16/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	7/17/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	7/18/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	7/19/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	7/20/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	7/21/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 4							
Saturday	7/22/2023		Hiking Trails: Explore the scenic hiking trails that Kigoma has to offer.	Picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	7/23/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	7/24/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	7/25/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	7/26/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	7/27/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	7/28/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 5							
Saturday	7/29/2023		Local Wisdom: Share insightful proverbs and wisdom from Kigoma's culture.	Picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	7/30/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	7/31/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

8.10 PUBLICATION CALENDAR

August 2023							
Day	Date	Time	Topic	Format	Facebook	Blog	Instagram
Week 1							
Tuesday	8/1/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	8/2/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	8/3/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	8/4/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	8/5/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	8/6/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	8/7/2023	5:00:00 PM	Cultural: Easy words in Swahili!	Picture + reel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Week 2							
Tuesday	8/8/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	8/9/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	8/10/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	8/11/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	8/12/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	8/13/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	8/14/2023	5:00:00 PM	Did you know?	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Week 3							
Tuesday	8/15/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	8/16/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	8/17/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	8/18/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	8/19/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	8/20/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	8/21/2023	5:00:00 PM	Fun fact or interesting fact about Kigoma	Picture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Week 4							
Tuesday	8/22/2023		Vaccines and medical certificates for traveling on a safari in Tanzania	Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	8/23/2023	1:00:00 PM			<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Thursday	8/24/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	8/25/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	8/26/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	8/27/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	8/28/2023	5:00:00 PM	Kigoma Fashion: Highlight the unique fashion trends and styles of Kigoma.	Video	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Week 5							
Tuesday	8/29/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	8/30/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	8/31/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

8.10 PUBLICATION CALENDAR

September 2023								
Day	Date	Time	Topic	Format	Facebook	Blog	Instagram	
Week 1								
Friday	9/1/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	9/2/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	9/3/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	9/4/2023	5:00:00 PM	Local food: Spiciest food in Kigoma!	Picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tuesday	9/5/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday	9/6/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Thursday	9/7/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Week 2								
Friday	9/8/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	9/9/2023	To determine	Live! Ask about Kigoma	Live	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Sunday	9/10/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	9/11/2023	5:00:00 PM	Cultural: Easy words in Swahili!	Picture + reel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	9/12/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday	9/13/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Thursday	9/14/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Week 3								
Friday	9/15/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	9/16/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	9/17/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	9/18/2023	5:00:00 PM	Did you know? Fun interesting fact	Picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tuesday	9/19/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday	9/20/2023	1:00:00 PM	Interesting routes in Kigoma's area	Blog	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Thursday	9/21/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Week 4								
Friday	9/22/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	9/23/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	9/24/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	9/25/2023	5:00:00 PM	Relevant information about the current season / weather	Picture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	9/26/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday	9/27/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Thursday	9/28/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Week 5								
Friday	9/29/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	9/30/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

8.10 PUBLICATION CALENDAR

October 2023							
Day	Date	Time	Topic	Format	Facebook	Blog	Instagram
Week 1							
Sunday	10/1/2023		Local people: Kigoma's Unique traditions	Picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	10/2/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	10/3/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	10/4/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	10/5/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	10/6/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	10/7/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 2							
Sunday	10/8/2023		Cultural tour: Visit the local Market!	Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	10/9/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	10/10/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	10/11/2023	1:00:00 PM	History about lake Tanganyika or Kigoma.	Blog Carroussel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Thursday	10/12/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	10/13/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	10/14/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 3							
Sunday	10/15/2023		Cultural information: How to prepare traditional food with local communities	Video + pictures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	10/16/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	10/17/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	10/18/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	10/19/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	10/20/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	10/21/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 4							
Sunday	10/22/2023		Fun fact: The most rare species of fish found in the lake Tanganyika!	Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	10/23/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	10/24/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	10/25/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	10/26/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	10/27/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	10/28/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 5							
Sunday	10/29/2023		Cultural: Easy words in Swahili!	Picture + reel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	10/30/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tuesday	10/31/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8.10 PUBLICATION CALENDAR

November 2023								
Day	Date	Time	Topic	Format	Facebook	Blog	Instagram	
Week 1								
Wednesday	11/1/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Thursday	11/2/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	11/3/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	11/4/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	11/5/2023		Did you know?	Picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	11/6/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	11/7/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Week 2								
Wednesday	11/8/2023	1:00:00 PM	Sanitary information about Kigoma	Blog	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Thursday	11/9/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	11/10/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	11/11/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	11/12/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	11/13/2023	5:00:00 PM	Activities: Water activities to do in Kigoma	Picture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	11/14/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Week 3								
Wednesday	11/15/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Thursday	11/16/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	11/17/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	11/18/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	11/19/2023		Museums and culture: The Ujiji museum	Picture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	11/20/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	11/21/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Week 4								
Wednesday	11/22/2023		Customer experience	Carroussel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Thursday	11/23/2023	10:00:00 AM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Friday	11/24/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday	11/25/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday	11/26/2023		Cultural: Easy words in Swahili!	Picture + reel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Monday	11/27/2023	5:00:00 PM			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Tuesday	11/28/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Week 5								
Wednesday	11/29/2023				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Thursday	11/30/2023	10:00:00 AM	Customer experience	Carroussel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

Publication calendar for Kigoma EcoCultural Tourism.
Font: Own elaboration.

