

**Gibb's Farm Selected as  
Educational Travel Conference 2010  
Responsible Tourism Showcase  
First Place Honoree**



PRESS RELEASE February 27, 2010

**Gibb's Farm Awarded ETC 2010 Responsible Tourism Showcase First Place Honoree**

Tanzania, East Africa – In recognition of the responsible tourism practices at Gibb's Farm's and its education traveler and community education programs the Educational Travel Conference awarded the first-place honoree Responsible Tourism Showcase at its annual conference.

“We are delighted to announce that ETC's Executive Advisory Council selected Gibb's Farm as the Education Travel Community 2010 Responsible Tourism Showcase First-Place Honoree from among an impressive group of applicants,” said J. Mara DelliPriscoli founder, ETC President, Travel Learning Connections, Inc. upon the selection of Gibb's Farm as the award winner. “Gibb's Farm is exactly the type of community-based initiative that ETC seeks to recognize for its positive contributions to conserving the local environment and cultural heritage, while also providing economic benefits for the community.”

In recognition of Gibb's Farm sustainable development and responsible tourism efforts it was recently received one of the highest ratings in the **2009 World Savers Award** for the “Doing It All” category in **Condé Nast Traveler** annual World Savers Awards. The honor recognized Gibb's outstanding contributions to education, wildlife, preservation, and health initiatives in communities.

Earlier, the **2008 Green Living Project** featured Gibb's Farm in its sustainable living and travel project and lecture series, noting that the farm, “elevates environmentally and socially responsible practices in every level of their operations.”

“This is a wonderful testament to the forty fifth year anniversary since Margaret and Jim Gibb's open their farm house doors to travelers in need of a respite from the rigors of their Ngorongoro Crater and Serengeti safari travels,” said Dale Jensen, former General Manager of Gibb's Farm and current Director of Sales and Marketing. “The Educational Travel Community's recognition of our Living Museum educational platform, bridging the traveler's experience and community learning and economy, is based on the long heritage of an eighty year old farm estate.”

The award, in part, recognizes the unique selection of interpretation programs that incorporate local history, culture, indigenous wellness and the natural environment at Gibb's Farm. Programs include Tanzania's first integrated medicine at Osero Forest Clinic and the traveler's opportunity to use

indigenous knowledge and traditional medicine through the African Living Spa®. These efforts are supported by seasonal indigenous knowledge classes conducted with the farm staff. The artist-in-residence program of SANAA which commissions fine art for the restored cottages, each designed to convey a unique cultural or natural history lesson or theme.

The Indigenous Knowledge (IK) program on the farm has been lead by Grosper Mollel, a Maasai native of Eluai, Tanzania, Headmaster of Noonkodin Secondary School where he also facilitates the program. For two years Gibb's Farm has sponsored the IK curriculum development at the school and will use the ETC cash award for this season's schedule.

Residents are welcomed to participate in a host of cultural activities and exchanges. Walking tours of local villages and Karatu town give travelers firsthand experiences of everyday Tanzanian life. Travelers often visit school, share in nightly talks concerning local subjects that range from cultural history to animal behavior. Such talks are lead by naturalists, traditional healers, or scholars, who are often provided temporary residence to conduct personal research or writings and to share their knowledge with travelers and staff. Select talks can be viewed on line at the Gibb's Farm website.

Travelers invited into the estate's Namyak Village were the traditional healers live for a traditional East African dinner with resident naturalists, traditional healers, artists, and other community members. The cross-cultural exchange often ends up being a highlight for guests and provides more community benefits. Evening talks are held in Mikahawani Village were the bulk of the farm community may spend the night on the east side of the working farm estate.

The award ceremony was held in Providence Rhode Island February 4, 2010 at the ETC conference of Geotourism Challenge Changemakers, "Winning Strategies for Sustainability."

### **About Gibb's Farm**

Set beside the Ngorongoro Conservation Area, Gibb's Farm has a tradition that goes back more than 80 years, and it is the oldest coffee farm in the Ngorongoro Forest. The African Living Spa offers unparalleled spa, treatments, and healing services based on traditional Maasai techniques and medicines. As the world traveler's respite from the rigors of safari, Gibb's Farm allows one to discover a community of nature, people, culture, art, and beauty, providing a sense of place and history.

### **About the Responsible Tourism Showcase**

The ETC Responsible Tourism Showcase recognizes tourism providers for their efforts and accomplishments in exercising Responsible Tourism. For more information on the ETC: <http://travelearning.com/content/index/RoundtablesReport2009PressRelease?subCat=>

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**Photographs**



*Caption*

Evening talks by naturalists, traditional healers, elders or artists share lore, natural history and culture information with the travelers.



*Caption:*

Grospier Mollel, a Maasai native of Eluai, Tanzania, Headmaster of Noonkodin Secondary School where he also facilitates the program. For two years Gibb's Farm has sponsored the IK curriculum development at the school and will use the ETC cash award for this season's schedule.