

**THE ROLES OF TOURISM INDUSTRY IN SOCIO-ECONOMIC
DEVELOPMENT OF ZANZIBAR
A CASE STUDY OF ZANZIBAR TOWN**

BY

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**A Dissertation Submitted in Partial Fulfilment of the Requirements for the
Award of Master of Research and Public Policy of the Mzumbe University**

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CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled “*The roles of tourism industry in socio-economic development of Zanzibar. A case study of Zanzibar town*” in partial fulfilment of the requirements for an award of the Degree of Masters of Science in Research and Public Policy of Mzumbe University.

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DEDICATION

This dissertation is dedicated to my Mom Mrs Saada Ali, My father Mr Shaaban Moh'd as well as my brother Mohammed Shaaban for their tireless endeavours, prayers and encouragement which made me complete this program successful.

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LIST OF ABBREVIATIONS

CCTV	Closed- Circuit Television
GDP	Gross Domestic Product
MKUKUTA	Mpango wa Kukuza Uchumi na Kupunguza Umasikini Tanzania
MOFEA	Ministry of Finance and Economic Affairs
NSGRP	National Strategy for Growth and Reduction of Poverty
RGoZ	Revolutionary Government of Zanzibar
SMEs	Small and Medium Enterprises
SNV	Netherland Development Organization
SPPT	Sustainable Pro Poor Tourism
UN	United Nations
UNESCO	United Nations Education Science Culture Organization
UNWTO	United Nations World Tourism Organization
URT	United Republic of Tanzania
US	United State
USD	United State Dollar
WTD	World Tourism Day
WTO	World Trade Organization
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council
ZATI	Zanzibar Associations of Tourism Investors

ZAWA	Zanzibar Water Authority
ZCT	Zanzibar Commission for Tourism
ZECO	Zanzibar Electricity Corporation
ZIPA	Zanzibar Investment Promotion Authority
ZNCCIA	Zanzibar National Chamber of Commerce, Industry, and Agriculture
ZPC	Zanzibar Planning Commission
ZSGRP	Zanzibar Strategy for Growth and Reduction of Poverty

ABSTRACT

This study was done to examine the roles of tourism industry in socio-economic development of Zanzibar. Specifically, the study sought to identify contribution of tourism industry in socio-economic development of Zanzibar, to examine the strategies set by tourism stakeholders in promoting tourism industry in Zanzibar and to identify challenges of tourism industry in Zanzibar. The methods employed to obtain relevant information in this study were questionnaire, interview and documentary review. Before data collection took place, those primary tools (questionnaire and interview guide) were prepared and pilot tested for improving to get valid and reliable data. The qualitative data were analysed by using three qualitative techniques; these were comparison of data between sampling units, pattern matching of data and by using strong explanation building as proposed by Yin (1994). The quantitative data were analysed through tabulation, percentage and frequencies by the help of Microsoft excel.

The result showed that the majority of the respondents agreed that tourism industry has great contribution to the socio-economic development of Zanzibar. These contributions include the following; generates employment opportunity, sources of income and foreign currency, expansion of market for small business and traditional goods, enabling understanding of different foreign languages, as well as encouraging intermarriages between locals and foreigners (tourists). Moreover, maintenance of cultural identity, environmental conservation and sanitation as well as promotion of interaction and hospitality are strategies set by tourism stakeholders in promoting tourism industry in Zanzibar. Furthermore, findings indicate that tourism industry in Zanzibar is faced by a lot of challenges that hinder the development of tourism industry in Zanzibar also the socio-economic development of Zanzibar. These include encroachment by foreigners, bureaucracy, political instability and presence of insecurity events.

The study recommends that the government should use these set strategies properly to improve the tourism industry in Zanzibar. Also all stakeholders must come together to perform their responsibilities to implement set strategies for promoting tourism industry in Zanzibar.

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CHAPTER ONE

GENERAL INTRODUCTION

1.1 General Introduction

This chapter consists of background of the study, statement of the problem, objectives of the study (generally and specific), research questions, scope of the study and significance of the study.

1.2 Background information

According to the United Nations World Tourism Organization (UNWTO, 2010), over the past six decades, tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world. The World Travel and Tourism Council (WTTC) estimate that tourism contributed 9.2 per cent of global GDP and forecasts that this will continue to grow at over 4 per cent per annum during the next ten years to account for some 9.4 per cent of Gross Domestic Product (GDP) (WTTC 2010). Over time, an increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver for socio-economic progress.

In recent years, tourism has been one of the largest industries in the world and contributes significantly to the global economy. However, in 2009, the tourism industry was adversely affected by the global financial crisis. According to the UNWTO (2010), international tourism arrivals fell by 10.0 percent, 7.0 percent and 2.0 percent in the first three quarters of 2009. Nevertheless, there was an increase of 2.0 percent in the fourth quarter of 2009, thus showing signs of recovery which are expected to continue in the year 2010. The UNWTO forecasts a return of consumer confidence in the tourism generating countries and expects a growth of between 3.0 percent and 4.0 percent in tourism arrivals in 2010, compared with a decline of 4.0 percent in 2009. Besides that, also Asia was expected to show the strongest growth while Europe and America were likely to show moderate growth (United Republic of Tanzania (URT, 2009).

On the other hand, the past decade has seen a marked growth in the attention paid by policy makers, development experts, and industry leaders to the contributions made by the tourism sector in many countries especially in the developing world. For example, within the United Nation (UN) alone, the UN Commission on Trade and Development promotes the importance of tourism to the Least Developed Countries; the UN Environment Program promotes sustainable tourism; and the UN World Tourism Organization is not only exclusively devoted to tourism, but has even created an international foundation to enhance its contribution to development (Sustainable Tourism – Eliminating Poverty). In general, there is an increasing and widely accepted belief that tourism can play a fundamental role for developing countries to achieve economic growth and development (Jafar et al., 2011).

In Tanzania, tourism is one of the fastest growing industries. International visitor arrivals in Tanzania grew since 1995 from 295,312 to 612,754 in 2005, with an expenditure of USD 824,000 million in 2005 (URT, 2009). In 2012, 1,043,000 tourists arrived at Tanzania's borders which seemed to existing of high improvement of tourism sector compared to years before (URT, 2014). Obviously, tourism in Tanzania seems to grow rapidly as days go on. For example, Tanzania received a record of 1.1 million international visitor arrivals in 2014, mostly from Europe, the US and Africa, versus 582,807 in 2004, increasing at a rate of around 10% per annum (URT, 2015)

According to URT (2015), the Permanent Secretary of the Tanzania Ministry of Tourism and Natural Resources, Dr. Adelhelm Meru, said that in 2014 alone, the tourism generated around USD 2 billion which constitutes 25% of Tanzania's foreign exchange earnings. He further continued that, tourism is at the forefront of the contribution to the country's economy representing 17% of Tanzania's GDP in 2014, and directly employs around 6000,000 people and up to 2 million people indirectly (URT, 2015). So, this seems that there is a great expansion of the tourism sector to the country's economy. This because, in the year 2013 the tourism industry in Tanzania contributed around 12.7% of Tanzanians Gross Domestic Product and employed 11.0% of the country's labor force (1,189,300 directly and indirectly jobs)

(World Tourism Organization (WTO), 2014). Meanwhile, according to the World Travel and Tourism Council (WTTC), Tanzania ranks 82nd out of 184 countries in terms of travel and tourism sector size, and ranks 9th in terms of the sectors long term growth (URT, 2015). With that in consideration, Tanzania has recognized the economic significance of tourism in reducing poverty, despite that it became late to put the tourism sector in her PRSP (Poverty Reduction Strategic Papers) and the NSGRP (National Strategy for Growth and Reduction of Poverty) known in Kiswahili as MKUKUTA (Mpango wa Kukuza Uchumi na Kupunguza Umaskini).

It is also worth noting that, tourism is not a single economic activity as it cuts across different activities, namely; agriculture, trade, hotels and restaurants; transport and communication; financial and business services; public administration and other services (URT, 2011). By consolidating this sector, in Tanzania there has been establishment of the Sustainable Pro Poor Tourism (SPPT) programme which seemed to go well beyond ecotourism and community based tourism. This programme combines the development of appropriate value chains and basic services in education, water and sanitation, under the umbrella of tourism (Netherlands Development Organization (SNV); East and Southern Africa Region report (2007).

SPPT attempts to maximize the potential of tourism for eradicating poverty by developing appropriate strategies in co-operation with all major stakeholders i.e. government, private sector and indigenous/local communities. SPPT can become a central activity where socio-cultural, economic, and ecological/environmental aspects come together in addressing long-term sustainable development issues. It encompasses conserving/preserving and sustainably using not only natural resources but people's culture, way of life and their cultural heritages. (SNV East and Southern Africa Region report, 2007).

A part from that, as tourism strategic measures, Tanzania hosted various conferences like the International Conference on 'African Diaspora Heritage Trail' in Dar es Salaam from 25th to 30th October 2009. The theme of the conference was "An African Homecoming: Exploring the Origins of the African Diaspora and Transforming Cultural Heritage Assets into Tourism Destinations". The conference

also provided a link to historical and cultural destinations in the African Diaspora (URT, 2011). Likewise, Tanzania also hosted the International Celebration to mark the 50 years since the discovery of the existence of early human being (*Zinjanthropusboisei*) in the Olduvai Gorge which took place in Arusha from 13th to 17th August 2009. The hosting of these two conferences helped to showcase and promote Tanzania as a tourist destination (URT, 2011).

This is the same to the Zanzibar, which carried out a radical economic reforms' programme which began in the mid 1980's. A central feature of reforms is to liberalize of trade and investment by offering tax breaks and other incentives for new investors to overcome a vicious cycle of poor economic performance and lift its population out of poverty (Iddi, 2011). By that time, the Zanzibar's economy was at largely contributed by the sustainable agricultural sector, that is mainly the leading clove trading, followed by coconut cultivation and the besides fishing contributing sector.

When cloves' prices became low in the world market, Zanzibar experienced a low economic growth rate and therefore agricultural-based growth had been unsustainable. Even though the Zanzibar as part of United Republic of Tanzania up to the 1980s, its economy depended mainly on agricultural production, but however since the 1990s; tourism has been emerging as a non-traditional economic activity contributing to the growth rates of Gross Domestic Product (MOFEA, 2009).

Recently, Zanzibar has opted to diversify the economy into advanced strategies to the promising sectors including trade and tourism (Revolutionary Government of Zanzibar (RGoZ, 2014). As a logical flow, tourism is the one of the sectors that has been expected to bring new employment opportunities, to supplement income deficit and the much- needed foreign exchange earnings to Zanzibar economy. According to the Zanzibar Strategy for Growth and Reduction of Poverty (ZSGRP,2010), it is remarkable that all actions for tourism sector should prevailing on poverty reduction for the Zanzibaris, thus the new measures for the developing the local community were introduced especially along the rural coastal areas in both Unguja and Pemba and as a result were taken by the government as milestones.

1.3 Statement of the problem

In ensuring the tourism industry is growing in Zanzibar, the government introduced a tourism policy. This policy shows the direction in which the sector is going to be performed for better results. According to Stephen and Connell (2009), Zanzibar Tourism Development policy and its Indicative Master Plan for Zanzibar and Pemba seeks to grow tourism by 5 to 6 per cent by 2005, 7 to 8 per cent by 2010 and by 9 to 10 per cent by 2020. Its vision is to become one of the top tourism destinations of the Indian Ocean. Subsequently, different programmes have been established to ensure that tourism industry is growing up. In February 2014, a tourism lab programme was introduced by Zanzibar Planning Commission (ZPC) consulting with key stakeholders of tourism including the Zanzibar Association of Tourism Investors (ZATI), Zanzibar Investment Promotion Authority (ZIPA), Zanzibar National Chamber of Commerce, Industry and Agriculture (ZNCCIA) and Zanzibar Commission for Tourism (ZCT) to create an agenda of specific constraints to the growth of the sector in order to boost up the Zanzibar economy through tourism industry.

The government of Zanzibar has put in place programmes that provide proper participation of local community on tourism sectors at several villages. Such programmes include development and delivery of community based training in tourism related skills and Small and Medium Enterprises (SMEs) programme for the respective target groups to enable greater economic opportunities within the local tourism industry. The government is also promoting an increased understanding of sustainable use of the natural resource bases through an environmental education programme and campaign in local schools and the wider community. Several efforts have also been made to enhance participation and pro-poor partnerships between the local community and the tourism sector and government through establishing a tourism association network and building capacity of the local partners (Dimoska, 2008).

Tourism is currently promoted as the major sector of Zanzibar Economy which generate foreign exchange earnings, employment opportunities, stimulate local

economy, support other sectors such as agriculture, small scale handcraft industry, and above all as away of economic diversification (Zanzibar Commission for Tourism-ZCT, 2014).

Despite the fact that tourism sector contributes in many economic activities, the net contribution of this sector to socio-economic development of Zanzibar is mysterious. Hence, the tourism industry requires exclusive research to determine its direct contribution to the development of the Zanzibar.

1.4 Research Objective

1.4.1 Main Objective

The main objective of this study was to examine the roles of tourism industry in socio-economic development of Zanzibar. To attain this general objective, the following specific objectives were taken in consideration:-

1.4.2 Specific objectives

- i. To identify contribution of tourism industry in socio-economic development of Zanzibar.
- ii. To examine the strategies set by tourism stakeholders in promoting tourism industry in Zanzibar.
- iii. To identify challenges of tourism industry in Zanzibar.

1.5 Research Question

- i. What are the contributions of tourism industry in socio-economic development of Zanzibar?
- ii. What are the strategies set by tourism stakeholders in promoting tourism industry?
- iii. What are the challenges of tourism industry in Zanzibar?

1.6 Significance of the Study

The results of this study is significant in providing a better understanding (add knowledge) on the role of tourism industry in socio-economic development of

Zanzibar. The study also provides information to planners, policy makers, environmentalists, academicians, Non-Governmental Organizations and other stakeholders to expand their knowledge on issues related to tourism development. The study findings and recommendation provide an insight for the government to develop policy that can use to review its role in promoting the tourism industry for socio-economic development at both urban and rural local communities.

1.7 Scope of the study

This study focused specifically to identifying the contribution of tourism industry in socio-economic development of Zanzibar; examining the strategies set by tourism stakeholders in promoting tourism industry in Zanzibar and to identify challenges of tourism industry in Zanzibar. The general focus of the study was to examine the role of tourism industry in socio-economic development of Zanzibar. The researcher took the Zanzibar stone town as the case of the study for the reason that, many tourism activities in Zanzibar are conducted in this area, as well as in this area there is possibility to learn, as proposed by Stake (1998) that, when selecting area for the study as well as respondents, balance and variety are important but opportunity to learn is of primary importance.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the related literature review about the roles Tourism Industry for Socio-economic Development of Zanzibar. Both theoretical and empirical literature is reviewed. The theoretical review provides the definitions of key terms and theories upon which the study was based. The Empirical review includes what has been done by other researchers globally, regionally and locally in relation to the research topic.

2.2 Definition of the key terms

2.2.1 Tourism Industry

According to the WTO (2001), tourism industry comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, or other purposes. Connectedly, Xavier Cattarinich (2001) defines tourism industry as those industries that provide accommodation, transportation and other services such as the sale of souvenirs and other goods, restaurants and guided tours for visitors who come from outside the destination for a period of more than 24 hours and less than a one year". Besides that, Holloway et al. (2009) defined tourism as one element of leisure; this involves the movement of a person or persons away from their normal places of residence: a process that usually incurs some expenditure, although this is not necessarily the case. Someone cycling or hiking in the countryside on a camping weekend in which they carry their own food may make no economic contribution to the area in which they travel, but can nonetheless be counted as a tourist.

Furthermore, it has also been narrated that more than 550 definitions of tourism have been proposed, although all forms of tourism comprise three fundamental elements. These are people, place and time. The people represent individuals or groups who will choose to engage in tourism for particular purposes; the place represents both the

geographical setting of tourism and the residence of those engaging in tourism (i.e. where tourists go to destination countries and where they come from generating countries); and the time represents duration of travel (Hunt and Layne, 1991).

2.2.2 Tourism System

Tourism system is a framework of close interaction between the services providers and consumers. These interactions and the performance of the tourism system can be assessed primarily by a customer satisfaction or dissatisfaction with the provided services and the development of tourism in economy, socio-cultural and physical environment of the destination (Lewis, 1998).

2.2.3 Pro-Poor Tourism

The pro-poor tourism has been defined simply as “tourism that results in increased benefits for poor people” (Pro-Poor Tourism Partnership, 2004). Pro-poor tourism can be introduced both in rural and urban areas opening various opportunities and access not only for tourists but for local residents as well (United Nations, 2005).

In the same way, the United Nations (2005) declared that pro-poor tourism is an appropriate mechanism for poverty reduction which does not only contribute to economic growth but can also have additional social, environmental and cultural benefits and costs.

2.2.4 Development and Socio-economic Development

Development may be defined as a planned and comprehensive economic, social, cultural and political process, in a defined geographic area, that is rights-based and ecological oriented and aims to continually improve the well-being of the entire population and all of its individuals. The individuals would be actively involved in open, meaningful participation in development and the fair distribution of benefits (Jan Marie Fritz, 2012).

Besides that, Jan Marie Fritz (2012) further argued that the socio-economic development process which emphasizes progress in term of economic and social factors within a geographic unit.

2.3 Theoretical Frame Work

Despite the general demand factors driving tourism development, there are various theories which may explain the reasons that enable tourists to buy tourism services and products as well as the theories which explain the role of tourism in socio-economic development. However, this study adopted the “Motivation Theories of Tourism Development” as well as “Tourism and Economic Growth Theory”, whereby these theories seemed to suit the study well.

2.3.1 Motivation theories of tourism development

Generally, motivation theories explain as to why people travel from one place to another. Despite of existence of various motivation theories of tourism, this study considered only three of them which are “Sunlust and Wanderlust Theory”, “Push and Pull Theory” and “The Physical, Status, and Prestige, Cultural and Interpersonal Motivation Theory”.

2.3.1.1 Sunlust and Wanderlust Theory

According to Basher and Ajloni (2012),this theory explains two concepts as follows:-

The sunlust concept is based on the fact that tourists are attracted to the areas, which can give them such specific things, that they cannot get in their place of residence. The wanderlust concept says that tourists want to go from one place to another, which they know, to another place which they do not know.

2.3.1.2 The Push and Pull theory

This theory was declared by Hallab (1999) that, the push concept shows that tourists are travelling to satisfy their needs, while the Pull concept is based on the fact that the tourist areas are designed in a way to attract tourists.

2.3.1.3 The Physical, Status and Prestige, Cultural and Interpersonal Motivation Theory

This theory was explained by Tsephe and Obono (2013) in presenting four tourists' motivation concepts in which people travel for, these are; physical motivation concept which deals with physical recreation, sport and even the need to rest on the beach; status and prestige motivation which base on concept of self-esteem and tourist's personality development; cultural motivation concept which states that persons are travelling to gain knowledge about other countries and to learn diverse cultural life and interpersonal motivation concept which declares that tourists want to meet new people, to visit friends, relatives and escape from the daily routine of life or make new friends.

2.3.2 Tourism-Economic Growth Theory

This theory was aired out by Mackens (1998) which shows the interaction between tourism and economic growth.

The theory states that, tourism is an effective factor for improvement of technology, creating job opportunities and thus, as potential strength for the national economy in less developed countries. Mackens further identified that the main objectives of tourism's economic policy are the achievement of balance of payments. The Mackens' theory was adopted as per UNWTO (1995) tourism-economic concept, which describes that tourism is an essential activity to the life of less developed nations because of its direct effect on the social-cultural, educational and economic sectors of less developed societies and their international relations.

Therefore, by taking into consideration, both tourism motivations theories and tourism-economic growth theory, it seems that, the theory match well with the study objectives since they put inclusion of motives as to why people travel which can assist in formulating tourism strategies. Moreover, inclusions of tourism's role in the tourism and economic growth theory which is the general objective of the researcher to take the study at hand.

2.4 Empirical Review

Tourism Industry by its nature in the World, it is the trait that cannot be separated from the social life of the communities as it is practiced on their territorial lands that they depend for their socio-economic aspects. That strong relationship has caused rapid growth of tourism activities to developing countries and led to new national and international expectations for tourism as an agent of socio-economic development (Melita, 2014). Tourism industry is very important sector in the world since it provides employment, foreign exchange, social experiences with different people and increase public revenue. Internationally, it represents one of the world's largest economic industries with nearly 600 million visitors (around the world) estimated by millennium, which contribute around 12 per cent of global gross domestic product (Kerry and Clark, 2000).

According to the World Trade Organization (WTO), (2011) more than 10% of global economic output and one in nine jobs with estimated annual revenues of US\$1,550 billion by the year 2010 depending on tourism industry.

Africa, which is classified as a third world country continent, is blessed with great heritage and tourism potentials, ranging from different countries and their resources. Africa is truly blessed with nature and this can benefit the host country and improve the standard of living of the population. Tourism creates jobs and source of internal revenue for host communities through money generated from game reserves, and inflow of tourists from abroad (Victor, 2014). According to Khuoje (2013), Africa attracted 33.8 million visitors, up from a low 6.7 million visitors in 1990, and its receipts from tourism for the same year amounted to over \$36 billion, or 2.8 per cent of the region's GDP. With these statistics it shows how Africa's tourism revenue is increasing and showing positive improvement in the sector. If the tourism sector is well developed and managed properly, tourism has the potential to accelerate Africa's economic growth and job creation. The economic potential of tourism is remarkable, with direct and indirect impact on employment. In Africa alone, travel and tourism generated 8.2 million direct jobs in 2012.

Africa is home to the world's youngest population, with close to 70% of its population below the age of 25, and youth constituting about 37% of the labor force, but making up approximately 60% of unemployment. For this reason, government in various Africa countries aim to promote tourism through the development of cross-border infrastructure and regional transport corridors, which will facilitate the movement of people and goods on the continent. Africa's future looks bright given the huge growth in adventure and eco-tourism, coupled with the continent's rich cultural heritage and natural beauty (Khujje, 2013).

On the other hand, tourism remains a principal foreign exchange earner for 83 percent of the developing countries (Pro-Poor Tourism Partnership, 2004). Tourism is also growing rapidly in developing countries, and increase foreign earnings from tourism leapt from less than US\$ 50 billion in year of 1990 to more than US\$ 260 billion in year of 2007 (Jackson, 2007). The World GDP contributions from tourism by 2013 grew to 3.1% and contribute to 101 million jobs, and in Tanzania total contribution to GDP was 12.7% where by contributed 4.9% direct and total employment contribution were 11.2% and 3.8% direct of the total employment (Melita, 2014).

Particularly, tourism has direct economic effect to the areas (destinations) where it takes place (Christopher et al. 2009). The flow of tourists between generating and receiving areas can be measured in four distinct ways. That is the effect on income, employment, the area's balance of payments and investment and development (Christopher et al. 2009). Most of the community members have benefited from tourism in their social life and economic aspects in various ways. Mostly the benefits are counted in terms of empowerments to the communities (Scheyvens, 1999). These empowerments as proposed by (Scheyvens, 1999) are Economic empowerment which targets formal and informal empowerment as well as jobs opportunities; Psychological empowerment which involves torching the interest of the communities' culture, norms and increase the confidence and trust-ships; Social empowerment where the local people equilibrium touched, therefore Community cohesion is improved and allow the individuals and families work together to build a successful ecotourism venture. Also Political empowerment is

counted in that relationship and stated that villager's opinion is important during initiations of any tourism project (Melita, 2014).

With the special focus on the community, World Tourism Day underscored tourism's contribution to sustainable development from the grassroots level, by engaging local communities in the tourism value chain and fostering education, skills and local governance. As a people-based service sector founded on interaction, with a horizontal impact on a diverse range of other sectors, tourism opens the doors for employment, sustainable livelihoods and lucrative business opportunities at local level (UNWTO, 2014).

According to Pearce (2008), since the tourists' normally interact with the locals and the locals with intention of understanding and learning from the destination's culture whereby likewise increase the nation's economy, there must be strategies and measures to maintain or develop socio-cultural benefits of tourism in a destination community. Furthermore, Walker (2008) reminds that in order to ensure sustainable tourism in any community, the communication between the tourist and the local community must be established. The locals need education in how to interact with the tourists, their habits and values, and the tourists need education about the indigenous and social values of the local communities. She further argued that in order to make tourism sustainable, there needs to be a two-way communication between the tourists and the local community.

More still, tourism promotes development and even distribution of wealth in a nation. Due to the fact that most of the tourist attraction sites are located in the rural communities, the need to concentrate development in most local places is imperatively necessary. One of the most important development and improvement in infrastructural facilities is the construction of road linking rural and urban people together. The improvement of rural lives through the provision of social services and facilities such as dispensaries, hospitals, clean and safe water, permanent electricity services and security government attempted to promote rural development in order to boost tourism development (Umana, 2010). From 2008 to 2014, UNWTO collaborated with the Tanzania Tourist Board to implement the ST-EP project

Cultural tourism enhancement diversification programme with the aim of enhancing and diversifying the cultural-tourism offer in the country and increasing visitor spending and benefits for rural communities. The project was implemented with financial and technical support from the ST-EP Foundation and the Netherlands Development Organization SNV (UNWTO, 2014).

Likewise, it has been viewed that, the presence of hotels in tourists' destinations areas has a significant contribution in local communities' livelihood. According to Aref and Ma'rof (2009), the contribution of livelihood in terms of employment and income is realized by the hotels, whereby it is assumed that the income is used to purchase food stuffs within the tourists' area something which is healthy. Also it is argued that tourist hotels and lodges specialized in the provision of a place to stay (accommodation) as their major service to tourists; sell food and drinks to their guests in which some of these products are bought directly from locals, example carvings for decorations, banana, vegetables, local wine hence contributing in increasing local people income for their development (Mrema, 2015). According to the Action Aid (2003), tourism industry now accounts for one fifth of government revenues and according to unofficial estimates a large number of new employment opportunities have been created.

Hence, the Zanzibar Commission for Tourism (ZCT) is legally mandated to serve the following functions: development, planning, investment guidance and input, policy announcement, product inventory and enhancement regulation and control, marketing and promotion, information service, research and statistics, human resources and public awareness so as to maintain the sustainable tourism (RGoZ, 2004). All tourism stakeholders including the tour operators have also an influence in the tourism, so that tourism grows in rapid especially to destinations in developing countries. Although this can help countries to gain valuable foreign exchange, still the experience from many communities take the tourism industry at the beginning on a large scale that often leads them to be marginalized (Tapper, 2001).

Consequently, through the vivid evidences found by the study researcher, it has also been acknowledged the existence of various setbacks in which tourism industry sustainability becomes incredible as per the following findings:

The Cultural Tourism Programme in Tanzania and the Planet Club both listed conflict of interest or lack of cooperation as obstacles for maximizing tourism's poverty reduction potential. These challenges probably reflect conflicting livelihood priorities, as identified by Ashley (2000) in Namibia (e.g., declining access to agricultural or grazing land for local residents due to tourism/conservation projects). The programme likewise found it hard to 'convert' the Maasai to the cause of wildlife tourism/conservation because of unresolved conflicts over livelihood priorities (Cattarinich, 2001).

Correspondingly, Cattarinich (2001) nominated the issues like lack of financial capital as well as lack of marketable assets being included as the major barriers to tourism industry. Moreover, it has been evidenced that, the tourism business environment sometimes does not favor small industries as justified by Birgit Steck et al. (2010) that, Small and Medium Enterprises (SMEs) and small restaurants which operate independent of hotels are not able to achieve economies of scale due to high and complex tax structures which causes a significant barrier to entry for 'the poor' with the informal sectors. In case of jobs' qualifications to the residents, it seems that tourism industry is characterized by a high degree of monopoly, which implies a concentration of services and profits into very few big large-scale corporations. In many countries, tourism facilities mostly belong to foreigners.

Furthermore, in local host communities in many developing countries, a relatively small number of people are involved in the tourism industry for sense that there is inadequate qualified personnel in the local community. Hence, many workers in tourism industry are employed from foreign countries, neighboring countries or even from the nation of origin of the investors (NGO Steering committee, 1999).

Further literatures evidenced that, the steering committee of UNCSD NGO (1999) touched on the people perceptions to tourism as it leads to cultural erosion become a

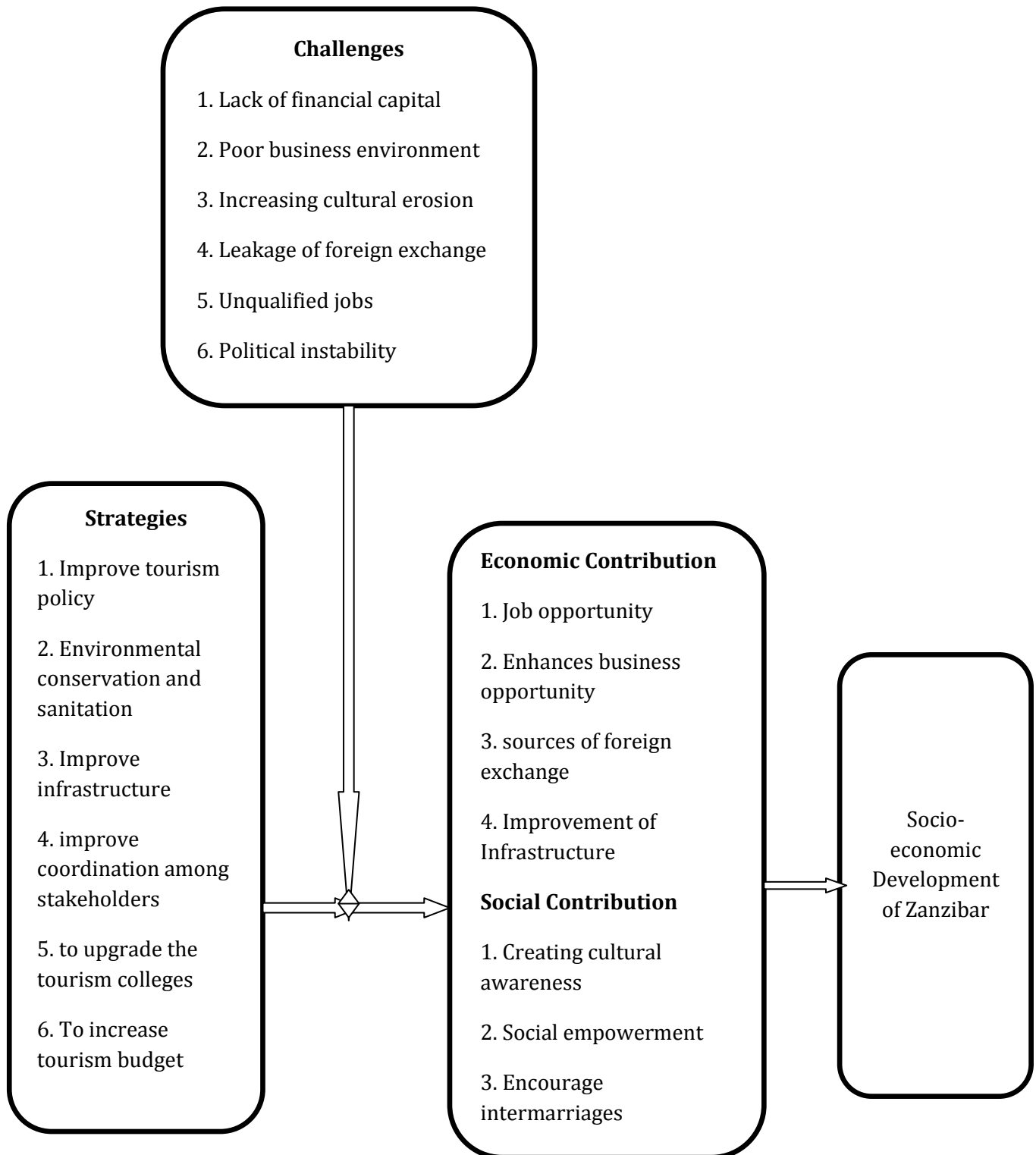
vital hindrance of tourism sustainability in some of the communities. Thus, tourism is a major agent of change. International tourism acts as a catalyst for the transition from traditional ways of life to so-called modern or western forms of society. Accordingly, tourism industry leads to change behavior to new trend behavior and norms as well values. Very often, these are contrary to traditional norms existing in the local people, and can come into conflict with its cultural identity and threaten the traditional value systems there. The problem is that the tourism investors do not know the culture of the local community of the invested areas. There is a need for an increased awareness that establishment of new hotels etc. will have its consequences on the society and the people who live in it.

In Zanzibar, Tourism's Policy it is clearly stated that the main aim for tourism development on the island(s) is to increase foreign exchange and investment (RGoZ, 2004). Sustainability is quite visible in the policy, but it lacks the means of how to maintain an environmental approach in all areas of tourism. The policy suggests that in order to improve the economic conditions on the islands, tourism industry should concentrate on high-class tourism which attracts tourists with higher and thus more disposable income. On the other hand, it is clearly stated in the policy that all-inclusive package holidays are not in the best interest of the islands, as the companies behind them tend to be run by foreign stakeholders (RGoZ, 2004). The approach presented in the policy is quite traditional in the sense that it relies highly on income trickling down the population. It seems that the Commission for Tourism has taken into account many aspects of sustainability in their policy, but still the emphasis seems to be on economic growth. It is seen, that foreign investment and flow of income is the key behind the development of tourism in Zanzibar.

A part from that, Mustelin (2007) found that many hotels have denied the local community access to the beach area, even though they haven't got any legal right to do so, as in Zanzibar no one can own the beaches. The locals, however, are often uninformed of their rights and simply obey the hotel staff.

2.5 Conceptual Framework

Figure 2.1 Conceptual Framework



Source: Author's Construction 2016

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Kothari (2004) defines research methodology as a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. This chapter presents type of the study, study area, population of the study, the methods and techniques used in this study, which include research approach, research design, types and sources of data, and methods of data collection, analysis and presentation.

3.2 Research approach

Creswell (2003) argues that, there are three different research approaches: qualitative, quantitative, and mixed methods approach. This study employed the mixed methods approach, thus the researcher included both qualitative and quantitative approaches in the study. According to Johnson and Onwuegbuze (2004), mixed methods approach is formally defined as the class of research whereby the researcher combines qualitative and quantitative research approach into a single study. In this used approach, the qualitative approach was at largely considered appropriately to meet the demands of study and for acquiring qualitative data. However, quantitative approach was applied for getting quantitative data needed to support the qualitative approach. Since the data were collected from three different methods (questionnaire, interview and documentary review) for getting qualitative and quantitative data, so widely the triangulation method was applied.

Hence, the study used this method so as to improve the credibility of findings and to find out in detail information in understanding the examined phenomenon and to portray the findings that promote the responsible authority to take appropriate measures in ensuring that tourism industry benefits the Zanzibar community.

3.3 Research design

Kothari (2006) defined Research design as a framework or plan for a study, used as a guide in collecting and analyzing of data whereby this is a blue print that is to be followed in completing a study. Furthermore, Bryman and Bell (2007) advocate that, research design is the element which provides framework for the collection and analysis of data. Mainly, research design deals with logical problem and not logistical problem (Yin, 1994). Despite of existing various research designs, so this study employed a case study design. A case study is defined by Berg (2001) as a systematic way of collecting information about a particular person, social setting, or a group and to understand how it operates. According to Punch (2005:144) argues that “the case study aims to understand the case in-depth, and in its natural setting, recognizing its complexity and its context”. Therefore, the case study has been used in order to get in-depth, contextual analysis of the role of tourism industry in socio-economic development of Zanzibar. Moreover, since the data collected in only one study area (Zanzibar town), so the holistic case applied instead of multiple embedded case study. The holistic case was done so as to enable the researcher to well conduct the research work due to the lack of resources obtained in term of money and time.

Additionally, Yin (1994) portray that, a research which attempt to describe a situation regarding what happens is strategically known as descriptive case study. Therefore, this study also applied the descriptive strategy, because descriptive case study is the one which intend to gain more information about the nature of particular area of the study and providing picture of the current situation so as to identify the problems (Burns and Grove, 2001). Hence it is clearly correct to say that, the researcher in this study applied a “Descriptive Holistic Case study Design”. Besides that, in terms of data collection frequencies, the study utilized a Cross-sectional research design since the data were collected from each respondent only once at a given period of time. Consequently, this study used various techniques in setting design because of being a case study in its nature. As justified by Krishna swami (2013), the case study, as a research design, often employs more techniques rather than one.

3.4 Study Area, Location and its Selection

This study was conducted at Zanzibar Town in two shehias of Kiponda and Shangani in Stone town as a case study area. The researcher decided to select this study area due to the fact that many tourism activities in Zanzibar are conducted in this area. For instance, some services which are offered by the local people of this area are tour guide, product supply (fruits, vegetables and fish products to tourist and hotels), diving services and selling of the handcrafts in which all of these influenced the researcher to select the study area due to the easier for data collection. Also, stone town is in the Town District of Zanzibar in which the findings obtained could be the model of the other district in the country. A part from that, this area provides convenience to the researcher due to its closeness to the workplace. According to Kothari (2004), convenience is enough justification for a researcher to decide on the research setting. Besides that, in this area there is possibility to learn from the proposed study area as argued by Stake (1998) that, when selecting area for study as well as respondents, balance and variety are important but opportunity to learn is of primary importance.

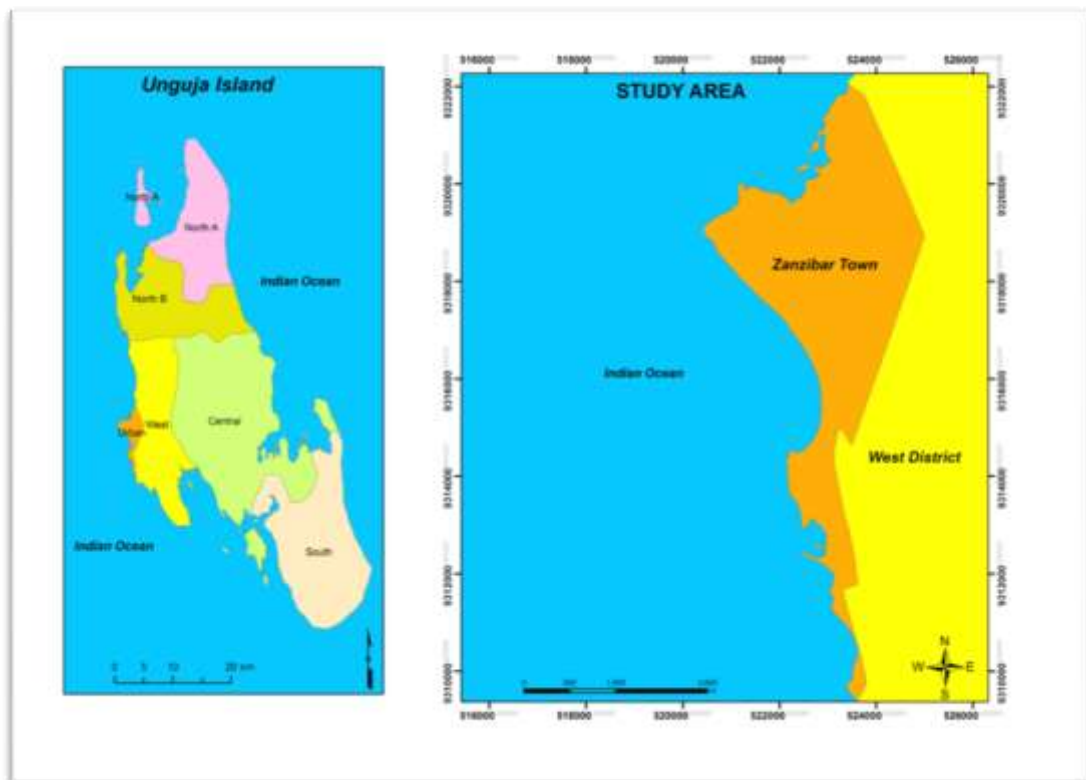
Zanzibar archipelago consists of two main Islands; Unguja (which is internationally known as Zanzibar with total covered area 1,464 km²) and Pemba (which has 868 km²). It also have over 50 small-off shore islets, most of which are inhabited. The total area is about 2,654 km². The Islands are located between 400 – 500 south of the equator and 390 longitudes (Iddi, 2011). According to the 2012 Population Census provision results, Zanzibar had a total population of 1,303,568 with a Population Density of 380 people per km² and Annual Growth Rate of 3.1 percent (Tanzania Population Census Result 2012). About 50 percent of the people in Zanzibar live in areas gazetted as towns and about 45 percent live in 63 villages along the coast (URT, 2012).

Zanzibar Town is the capital and largest city of Zanzibar. It is located on the West Coast of Unguja, the main island of the Zanzibar Archipelago,, roughly opposite to Dar-es-Salaam across the Zanzibar Channel. It also serves as the capital of the Zanzibar Urban/West Region and qualifies as a District, formally known as Zanzibar

Urban District. According to the Population and Housing Census (2012), the population of Zanzibar Town was 223,033.

Zanzibar Town comprises two main parts, “Stone Town and Ng’ambo” (literally, "The Other Side"); the two areas are historically divided by a Greek, now marked by a large Street called Greek Road. Stone Town is the historical core of the city, former capital of the Zanzibar Sultanate; because of its unique architecture and culture, it was declared a UNESCO World Heritage Site in the year 2000. Ng'ambo is a much larger, modern area that developed around Stone Town after the Zanzibar Revolution, with Office buildings and large apartment blocks such as those of the “Michenzani” neighborhood.(“<http://www.nbs.go.tz>”)

Figure 3.1 Location of the study area



Source: Department of Surveys and Mapping - Zanzibar, (2016)

3.5 Population and Unit of Analysis

According to Kothari (1990), a population is a group which the researcher is interested in gaining the information and drawing the conclusion. In addition to that, population is the target group to be studied in a particular place while a sample is a part of it (Krishna swami, 2002). Therefore, the population of this study was the staffs from Commission for tourism, Tour guides, and other tourism industry employees (Hoteliers) as well as residents of Zanzibar town from two shehias of Shangani and Kiponda in Stone town. These populations used to select sample that represent the whole population in the study as the units of analysis of the study.

3.6 Sample Size

A sample is a group hopefully representative of the population intended to be studied and from which one devices generalization about the population (Bailey, 1994). Sample size is the number of respondents selected for interview from a research population. It depends on the accuracy needed, population size, population heterogeneity whether the sample will be subdivided or not and resources available (Bailey, 1994).

The sample size of this study was 75 respondents, this samples size is optimum because it led to efficiency, representativeness, reliability and flexibility. According to Kothari (2004), an optimum sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility. Moreover, Hogg and Tanis (1972) commented that, 25 to 30 respondents are adequate for analysis and reporting purposes. Therefore, 75 participants in this study were considered to be adequate because the study itself was more qualitative than quantitative. According to Manisha(2014) prides that, in qualitative researches the ability to generalize the work to the whole research population is not the goal, instead it might seek to describe or explain what is happening within a smaller group of people.

A part from that, the researcher selected this sample because he is a student who cannot meet the cost of a larger sample due to a scarcity of financial and time

resources. The sample size of respondents who participate in this study is presented in Table 3.1:

Table 3.1 Illustrate the sample size of the study

Types of respondents	Number	Percent
Tour guides	17	23
Hoteliers	13	17
Stone town residents	40	53
Officers from commission for tourism	5	7
Total	75	100

Sources: Field data 2016.

3.7 Sampling Techniques

Sampling techniques are the process that used to select a sample from within a general population. Proper sampling procedures are important for eliminating bias in the selection process. They can also allow for the reduction of cost or effort in gathering samples. Regarding to the sampling techniques, this study adopted Simple Random Sampling as well as Purposive Sampling.

Whereby,for the case of tour guides, other employees from tourism industry (hoteliers) as well as residents of Zanzibar town from shehias of Kiponda and Shangani, were selected through simple random sampling in which their selection based on opportunity to learn as proposed that, when selecting area for study as well as respondents, balance and variety are important but opportunity to learn is of primary importance (Stake, 1998). This is because, in this technique all respondents have equal chance to be included in the study. As proposed by Kothari (1990) that, in random sampling design every item of the universe has equal chance of inclusion in, and the results obtained from it can be assured in terms of probability.

Purposive sampling was also used to officers from commission for tourism due to their position, knowledge and experience they have in the field of tourism. This selection was proper because respondents who were selected based on virtue of their positions are normally information rich which is the philosophy of qualitative studies.

3.8 Data Collection Methods and Tools

This study employed two common data collection methods, as described in details here under.

3.8.1 Primary Data Collection Methods and Tools

According to this method, the study used both Questionnaire and Interview methods of collecting data, whereby Interview Guides as well as Questionnaires were used as major instruments for getting needed information. Accordingly, those data collected from this method are known as Primary Data; in such a way that, both qualitative and quantitative data were collected.

3.8.1.1 Questionnaire

Oppenheim (1992) defines a questionnaire as a method for collecting and recording information about a particular issue of interest. Also Manisha (2014) declares that a questionnaire is a set of questions presented to a respondent for giving answers. This (questionnaire) will give more freedom to the respondents to express themselves without having fear because it will be done independently and secretly (Kothari, 2004).

In this study, the researcher used combination of both close and open ended questions to obtain information from respondents. Through this data collection tool, those intended respondents as tour guides, Zanzibar town residents and other tourism industry employees (hoteliers) were included in gathering needed information. This technique used because majority of these respondents seemed to have knowledge of reading and writing which made them easier to respond the questions. A part from that, they are large in number in which it could comprise much time in interviewing them. Moreover, these respondents had enough time of showing their response in questionnaires. A sample of this instrument is shown as appendix 1.

3.8.1.2 Interview

Cooper and Schindler (2008) define interview as a primary data collection technique for gathering data in qualitative methodologies. According to Kothari (2004) argues that, interview is a method of collecting data which involves presentation of oral verbal stimulus and reply in terms of oral verbal response. Mainly, interview is used for capturing the omitted data from questionnaires (Kothari, 2004). The tool for collecting the data from interview method is known as interview guide.

In this study, the researcher used both structured and semi-structured interview to obtain information from informants. Manisha (2014:101) airs that, “structured interview is an interview where by the interviewer prepares the series of questions in interview guide for asking the interviewee and then records the interviewee responses. While the semi-structured interview, is the asking of the same prepared questions to each research respondent in order to get specific information by comparing their responses”. The officers from commission for tourism were included in gathering information by using this tool. The reason for being used this technique was firstly, these respondents were few in number in which they could not take much time to interview them. Additionally, these respondents had not enough time for responding in questionnaires due to the work responsibilities as per positions they hold. All in all, this tool was particularly used for these officers in order to get their views and opinions regarding to the role of tourism industry in socio-economic development of Zanzibar; because of their position, knowledge and experiences hence provided in depth information concerning to tourism industry. A sample of this instrument is shown as appendix 2.

3.8.2 Secondary Data

In this study, the researcher used documentary review method for collecting the data. The purpose of using this method is to supplement information obtained from interview and questionnaires methods. Consequently, the collected data from this method are known as Secondary Data which are obtained from various sources.

3.8.2.1 Documentary Review Method

Documentary review refers to selecting and summarizing documents that contain information about a phenomenon one wishes to study (Bailey, 1994). Best and Kahn (2006) define documentary review as data collection method which involves deriving of information by studying written documents. These documents range from public, through private to personal sources. According to Krishna swami (2013), secondary sources are the sources containing data which have been collected and compiled for another purpose, in which they consist of not only published records and reports, but also unpublished records. He further argued that, the most common sources of secondary data are documentary reviews.

Generally, in this study, the data was collected from various sources including management reports from the departments and sectors of tourism in Zanzibar and central library of Zanzibar. Also through various project reports, books, publications and electronic media that provided relevant information to the role of tourism industry in socio-economic development of Zanzibar.

Technically, documents are useful because they provide readymade data whose collection does not require the assistance of the respondents (Yin, 1994). Despite that, documents have many limitations as sometimes being fabricated, outdated or simply inaccurate. But to limit these potential limitations, documentary review was done selectively and critically in the sense that the data obtained had to be counterchecked with data from the other secondary sources.

3.9 Data Collection Procedure

Before data collection took place, those primary instruments (questionnaire and interview guide) were firstly prepared. After that, the instruments were pilot tested in order to improve both validity and reliability. According to Appiah-Adu et al. (2000), it becomes more vital for a qualitative study to undertake pilot testing of instruments because both validity and reliability measures are more qualitative than they are quantitative. Therefore, it is very important to take measures to improve validity and

reliability at the beginning of the study, one of the measures being to undertake is pilot testing.

After pilot testing of the study instruments, were amended as per the obtained findings from pilot testing. Similarly, the instruments for stone town residents were further translated into Swahili language for providing clear understanding of the questions to these respondents. Thereafter, instruments were printed ready for data collection exercise and those who had more explanation were given plain paper. After those data being collected, the analysis of data took place and finally report writing followed.

3.10 Data analysis

Kothari (2004) highlights that, data analysis is a systematic process involving working with data organizing them and dividing them into small manageable parts. According to Yin (1994), analysis of case study data is difficult because the strategies and techniques have not well defined in the past. Moreover, Yin went further that, for this reason, much of work in analysing the case study depends on researcher's own style of rigorous thinking, along with the sufficient presentation of evidence and careful consideration of alternative interpretations of data (Yin, 1994). Therefore, for that our study applied mixed method approach, so it widely includes both qualitative and quantitative data which obviously were considered during data analysis techniques.

Beyond that, since the qualitative approach enables the researcher to rely more on words rather than numerical data when carrying out the investigation (Carter and Litter, 2007); then with that in consideration, the qualitative data in this study were analysed by using three qualitative techniques. These were comparison of data between sampling units, pattern matching of the data and by using strong explanation building as proposed by (Yin, 1994) as well as (Miles and Huberman, 1994).

A part from that, Carter and Litter (2007) claimed that, quantitative approach enables the researcher to rely on numerical data which is based on facts and figures. Thus,

quantitative data in this study were analysed through involvement of tabulation, use of percentage and frequencies. In doing so, the Microsoft Excel was used as a great support.

3.11 Validity and Reliability

Patton (2002) states that, validity and reliability are two factors in which any qualitative researcher should be concerned about while designing a study, analysing results and judging the quality of the study. Also, validity and reliability are two important aspects in order to approve and validate the quantitative research. Validity and Reliability in research are earmarked so as to reduce possible errors. Thus, the major sources of errors are (1) the researcher, (2) the subjects participating in the study, (3) social context or situation and (4) the methods of data collection and analysis.

Validity means the correct procedures have been applied to find answers to a question (Dawson, 2002). Further, validity is defined as the term concerned with the accuracy and truthfulness of scientific findings (Le Comple and Goetz, 1982:32)

In this study, validity has been improved by using the triangulation technique whereby data were collected from three different sources (questionnaires, interview and documentary review) in order to make comparison and getting accurate data. Secondly, by using pilot testing, that is data were pre-tested and amended as per findings obtained. Also instruments of stone town residents were translated into Swahili language so as to make them having very clear understanding about the nature of the subject and respond easily in research instruments.

In terms of reliability, this is the extent to which instrument produce the same results on repeated trials. According to Joppe (2000), reliability is the extent to which results are consistent over time and an accurate representation of the total population under study. In addition to that, (Seltiz et al, 1976:182) define that reliability refers to consistency, stability and repeatability of the informant's accounts as well as the investigators ability to collect and record information accurately. In this study,

reliability has been assured by using pilot testing in order to prove research instruments so as to get reliable data as proposed by (Yin, 1994) as well as (Janesick,1998).

3.12 Ethical Consideration

Dörmyie (2007) highlighted that, ethical issues are more colossal in research work. Moreover, Trochim (2002), Mellville and Wayne (2001) quoted in Kgadima (2009) agreed that any kind of research that involves human beings needs the consideration for ethical aspects. Whereby, Cohen et al., (2007) introduced that, the difficulty and yet the strength with ethical codes is that, they cannot and do not provide specific advice for what to do in specific research.

In the same view, Berg (2007), Leed and Ormrod (2005) mention issues that critically need ethical consideration in the social science research, namely; respondent's consent, right to privacy and honesty with professional colleagues.

Therefore, the issue of research ethics in this study was also highly considered during the research work. Firstly, the researcher got a permit of conducting a research from the Directorate of Research, Publications and Postgraduate Studies from the main campus of the Mzumbe University of Tanzania. This authorization helped the researcher to obtain research permit from the Second Vice President's Office" to conduct a research in Zanzibar town including the Zanzibar commission for tourism (see appendix 3).

From that point, the researcher got permission letter from the Urban District Commissioner's office as well as finally got support from the Sheha of two shehias (Kiponda and Shangani) which enabled him to collect data legally. Connectedly, the researcher assured to the respondents that the issue of confidentiality is highly considered in the sense that the information that they provide will be secretly that can be used for academic purpose only. This made the respondents being freely in showing their response in the research instruments.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter present the major findings and discussions arising from the analysis of data related to the role of tourism industry in socio-economic development of Zanzibar by taking Zanzibar town as the case study.

4.2 Characteristics of Respondents

The study's respondents during the field data findings were the residents of the Zanzibar stone town, hoteliers and tour guides who both showed their participation in the study by responding to the questionnaires. The other ones were the officers from the Zanzibar Commission for tourism of whose information was gathered through interview guides. This analysis has been done specifically to show the representation of the respondents with regards to their sex, ages, work status or department name as well as level of education.

4.2.1 Sex Distribution of the Respondents

It was perceived important to have a profile of respondents especially with regard to their sex. A total of seventy five (75) respondents were involved in this study, whereby seventy (93%) of them were given questionnaires and the remaining five (7%) respondents participated in interview. From the total of 75 respondents, 31, which correspond to 41% respondents were females whereby 44, which translates to 59% respondents were males. This shows that, in this study male respondents were well represented compared to the female counterparts.

4.2.2 Ages of the Respondents

In this study, the respondents were also profiled according to their ages. In doing so, the researcher divided his respondents into age groups as follows; those bellow 20 years old, 21 to 40 years old, 41 to 60 years old and from 61 to above. During data

collection, there were five (7%) respondents whose age was below twenty years of the age, fifty nine respondents (79%) were in the age group of between 21 and 40, eleven respondents who correspond to 15% were in the interval of 41 to 60 of the age group. The findings show that, there was no respondent of the age above 61 years old. This indicated that the age group from 21 to 40 more participated in delivering their opinions rather than other age groups, in which their participation may probably shape the findings of the study.

4.2.3 Occupation status of respondents

In this part, the characteristics of the respondents were analysed according to the nature of the study instruments (questionnaires and interview). The total number of 70 respondents completed the questionnaires. The findings of the study showed that, 17 of them, which is equal to 24% were the tour guides while 13 (19%) of the respondents were hoteliers. Also the researcher viewed from findings that, 40 study's representatives who tally to 57% were the normal residents of stone town from two shehias of Kiponda and Shangani. However, twenty eight residents out of forty from stone town engaged themselves in tourism activities. A part from that, the study findings revealed that, 5 respondents were included in the study by being interviewed by the researcher. These respondents come from the Commission for tourism in Zanzibar from two main departments. These are Planning and Policy Department as well as Marketing and advertisement Department. The study further showed that, two respondents which create the proportion of 40% were from the planning and policy department, whereby 3 (60%) of the interviewed respondents were from the department of marketing and advertisement within the commission. The inclusion of respondents according to the named departments has been found assured because the position they hold within these departments are sufficient for acquiring the needed data of the study.

4.2.4 Distribution of Respondents by Educational Level

During the study analysis, the educational level of the respondents was analysed by using the following criteria; primary level, secondary level, high level (including certificate and diploma) and graduate level. The educational level was put in the study in order to reduce the researcher's bias by including all groups in the study, in which by one way or another formal education may shape the findings differently, if the study could take only graduate level respondents, or only those with no formal education or otherwise with the same study setting and design. The findings revealed that respondents with primary education were five in number who make 6.7% of total respondents. Moreover, those respondents with secondary education were 35, which translate to 46.70% from the total seventy five of the study respondents. In case of higher education, twelve respondents who were equal to 16% comprised those with certificate as well as diploma education. More still, the researcher found that, twenty three respondents from the total of seventy five had graduate levels of education. In this level, the findings indicate a correspondence of 30.6% with degree as well as master level of education. Therefore, the study findings establish that, respondents with secondary level of education were the majority in the study.

4.3 Contribution of Tourism Industry in Socio-Economic Development of Zanzibar

The first objective of this research was to identify the contribution of tourism industry in socio-economic development of Zanzibar. The major aim of this objective was to answer the question "What are the contributions of tourism industry to the socio-economic development of Zanzibar?" To report on this objective, three main issues were viewed, namely; respondents' attitudes about the contribution of tourism industry to the socio-economic development of Zanzibar as well as delivering major areas of the tourism industry contributions, rate of benefit due to tourism industry between stakeholders and contribution of other economic sectors in the socio-economic development of Zanzibar. The followings were the findings and discussion of the study as per issues nominated.

4.3.1 Respondents' attitudes about the contribution of tourism industry to the socio-economic development of Zanzibar

The study findings show that majority of the people agreed with the notion that, tourism industry has contribution to the socio-economic development of Zanzibar. This has been revealed due to the study findings which show that seventy one respondents which is equal to 94.7% from the total study respondents said YES when they were asked if they perceived tourism industry as contributing to the socio-economic development of Zanzibar. Beyond that, there were four (5.3%) respondents who did react by saying NO, to mean that tourism industry had nothing to contribute on the socio-economic development of Zanzibar. The Table 4.5 provides a clear summary of the findings.

Table 4.1: Respondents' Attitudes about the Contribution of Tourism Industry to the Socio-economic Development of Zanzibar

Respondents Opinions	Frequency	Percent (%)
YES responses	71	94.7
NO responses	4	5.3
Total	75	100

Source: Field Data (2016).

Connectedly, the researcher found the respondents' reactions on the vital contribution of the tourism industry to the socio-economic development of Zanzibar, in which the findings exposed them as economic and social contributions as displayed here under:-

1) Economic Contribution

a) It generates employment Opportunity

One among contributions of tourism industry in Zanzibar is employment opportunity; tourism sector is very important as it provides employment opportunity to many people in the country, and which helps many people in their lives.

The study discovered that, 71(94.7%) the respondents of the total 75 agreed that tourism industry enhances employment opportunity to stone town dwellers. Findings show that many residents in this area are employed in tourism sector whereby their daily income is contributed by tourism. For instance some are engaged in transport activities to take tourists from one place to another, others works are in hotels, restaurants, tours, and diving. Also many of the residents deal with the hand works as sewing and embroidery, carpentry works as caving of doors and others which show the cultural uniqueness of Zanzibar.

In justifying this, one respondent who was interviewed by the researcher had this to say:-

Many people in stone town have no farms, so their life depends on the trade activities. If you look many of them, their activities depend mostly on tourism. For example they engage themselves as fish-mongers who sell fish in the restaurants and hotels. They also engage on transportation services to tourists who tour to Zanzibar, they drive tourists from one place to another. Moreover, other entrepreneurs sale their goods to visitors including those goods which show the cultural identity of Zanzibar

Also it has been revealed through different studies reviewed by researcher that, it is true that tourism industry contributed much in socio-economic development especially in employment opportunities. Tourism in Stone Town has been an important factor in generating employment for the local populations. Employment opportunities are found in the lodges and hotels, as well as in the businesses of tour operators. Another important type of employment is driving. The majority of tourists who visit Zanzibar, Stone Town is their first stop, where they stay for some

days before heading for beach resorts in the countryside. This sector of transportation is growing, thus creating employment for drivers (Mbwete and Mutayoba, 2013).

Similarly, canoe-rowing is a popular occupation in Stone Town. It is a skill which local people have learned and which some have made into a career. During the high season canoes are found on the shores of the sea carrying tourists to see the turtles breeding centers in the Prison highland and experience a night in the ecology. Their activities are sometimes contracted with the hotels (Mbwete and Mutayoba, 2013). Also labourers in Streets, Market places, and sea ports earn their living from work linked to tourism. Ministry of labour and public service also estimated that about 40,000 people are employed in the tourism industry including half the number directly employed (Yussuf, 2015)

b) Source of income and foreign currency

Another contribution of tourism industry is the source of income and foreign currency. This is due to the payment of different tax that paid in the country, hence the tourism industry is an important sector in contributing the foreign currency and income to the Zanzibar development.

The study revealed that 76% of respondents' responses indicated that tourism industry is one among sources of income and foreign currency in Zanzibar and to local people in Stone town in particular. Not only that, the Stone town residents engaged in tourism activities including tourism goods entrepreneurs as they sold local foods and other snacks that helped them generate income and foreign currency from tourists. In addition to that researcher reviewed different documents and reveal that; it is honestly; tourism industry contribute much in socio – economic development in Zanzibar especially in generation of income and foreign currency as supported by Yussuf (2015).

Statistics from the Ministry of Finance, and the ministry responsible for tourism indicate that tourism contributes 25 to 27 per cent to the GDP, and between 70 and

85 per cent of the foreign earnings come from tourism (Yussuf, 2015). Tourism sector has been growing fast and most of the businesses in Zanzibar now rely on tourists. These include fish mongers, entrepreneurs, banks/ bureau de-change, grocery stores, restaurants, tour guides, entertainment venues and transportation providers (Yussuf, 2015)

c) Expansion of market for small business and traditional goods

Apart from that, expansion of market for small business and traditional goods, small business and traditional goods like curving idols, doors, mats, are highly sold in the tourism season, so tourism industry contribute in the expanding of these goods. Study revealed that 69% of respondents have contributed that tourism industry expand market for small and traditional goods hence facilitate business for local peoples in stone town, the finding shows that many small and traditional goods prepared by people living in stone town seemed to get many customers in the seasons of tourism. Tourists bought these goods for decorations or gift to their relatives and friend or some of them bought it as reminiscence that help to recall her or him that one day visited Zanzibar, thus some stone town inhabitants who engaged in entrepreneurship boost their livelihood. Different reviewed documents reveal that tourism industry contributes much in socio – economic development in Zanzibar especially in expansion of market for small and traditional goods. In general, tourism industry has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihood and socio-cultural development (Shah, 2000).

Furthermore, because the commission for tourism is in hardworking to advertise tourism industry and marketing it in and outside the country, when this is successful, the number of tourists and investors in this sector increase, leading to product and services provided by local people to get many clients. This is also because tourist and investors spend more tourism product and services of the locals hence, which influence the local community development in particular area.

Stone town residents sell more their goods in high season when tourists from different countries come in Zanzibar but if

low season they are just getting their food only no more than that, but in high season they get high profit whereby some of them introduces another business in different areas.

d) The link between foreign investors, local investors, local people and other stake holders

Tourism industry contributes more in linking between tourism stake holders, this make people to share different ideas and experiences, so because some of these stakeholders have no much experiences in tourism industry, after that meeting encourage to invest fully in tourism industry.

The study findings indicate that 52% of respondents agreed that tourism industry linked between tourism stake holders. This is due to the fact that tourism institutions that deal with the tourism facilitate in connecting between different tourism stakeholders in order to operate tourism activities for better result. Tourism also enhances local entrepreneurs to produce more tourism goods and services, therefore influencing socio-economic development of people leaving in Zanzibar town; as one of the interviewee said:-

Commission for tourism tried to link together between different stake holders of tourism sector to ensure that the sector operated in collaboration between stakeholders like government, investors and local community also commission worked hard to connect some of the community members with investors and now are big suppliers of different goods to many hotels and restaurants

2) Social Contribution

Going on the social contribution of tourism industry, the findings revealed the following contributions:

a) Facilitates understanding of different foreign languages to locals

Firstly, tourism industry facilitate the understanding of different languages, this is caused by interaction between foreigners and natives, because this interaction lead to

share communications between them, therefore, facilitate to know the language of each other.

Findings observed that, about 68% of the respondents have contributed that tourism industry has influenced the local people living in stone town area to speak more than one foreign language like English, Spanish, Italian, Germany, Arabic, Chinese, and French. This is due to interaction with different tourists from different countries. Many stone town dwellers especially youths seemed to speak more than one language because these youths are very close with the foreigners who visit in that area, sometimes sold different goods that they needed or direct them to the place where wanted to go, so for these reasons it seemed vividly that these people know many foreign languages compared to the areas where there is no this interaction.

b) Encourages to intermarriage between locals and foreigners (tourists)

Tourism industry is encourages to intermarriages between tourists and local people. The intermarriages come after one is attracted with other, which always come after meeting together for a sometime and when one person knows the behaviour of other.

Study findings revealed that 53% responses from the respondents have expressed that tourism industry encourages intermarriages between foreigners and local people in stone town; some stone town residents have already engaged in marriage relationship with foreigners from different countries including England, Italy, UAE, France, and U.S.A this is because of associations with a number of tourists. The result showed that many residents of stone town who get married through tourism industry men or women are living outside country this is because many of them are convinced by foreigners as a result many of the stone town dwellers have their relatives out of the country.

c) Interrelationship among the people with different origin and culture

Moreover, tourism industry leads to interrelationship among people with different origins and cultures. This relationship makes people to share their culture as well as norms because of the influences between them.

This study revealed that, 62% of the respondents said that tourism industry encouraged interrelationship between local people in stone town and tourists. This however means that, stone town dwellers and foreigners have different culture but because of close relationship with between tourists and local people in stone town these people affected each other and become sometimes as people with the same culture since some foreigners tried to learn Swahili language and wanted to know how to prepare local foods like “chapati”, “Maandazi”. The foreigners would sometimes sing local song even to draw henna and that local people are affected by foreign culture like dressing style.

Researcher also reviewed different document and found the following:-

Tourism equally fostered inter-cultural awareness and personal friendship between the tourists and the communities and nation at large(Obioma, 2013)

d) Improve social services and Infrastructures

Furthermore, findings evidenced that, tourism industry leads to improve social services and infrastructure. The social services and infrastructure will be improved in the respective areas as poor social services infrastructure can discourage operation of tourism industry.

The study revealed that 53% of the respondents agreed that tourism industry facilitate the provision of social services and infrastructure like communication network, electricity (solar power lamp), sanitation network, security and the like. The social services is improved since institutions are organized and meet together to ensure that projects of tourism is carried out in a smooth way that attract investors in this sector. This tendency create conducive environment for investment, which in the long run influence the socio-economic development of the respective area, as one of the interviewee said:-

Commission for tourism as one of the important institution that deals direct with tourism collaborated with different sectors to ensure that conducive environment for tourism project is achieved, sometimes we organized and collaborated with ZIPA, ZAWA, ZECO, Road department, Environmental

department, Security departments, district tourism committees even the community itself to ensure that these projects are successful for establishing different services like water and other infrastructures in respective area

This quotation emphasizes that, tourism institutions is very active to influence the socio-economic development of the respective areas. This is true when one wants to succeed in duties that and convince investors to invest in the tourism sector. This may require one to make conducive environment by constructing different infrastructure which also benefit local people.

The findings are also supported by (Obiama, 2013); Tourism is an Infrastructural investment stimulation and as such, social amenities like road, airports, communication network, electricity, portable water and other social facilities have been improved in some of the communities where the tourist attraction facilities are located/situated. These are made in order to make tourists or visitors comfortable. The presence of these social facilities has gone a lot to improve the living standards of both the tourists and the communities concerned.

4.3.2 Contribution of tourism industry to the government, private sectors and community

In examining the benefits of tourism industry to tourism stakeholders (government, private sector and local community), the researcher aimed to establish the tourism's benefits to three stakeholders which are government, private sectors and community. Findings indicate as per five major set determinants, namely; highly benefited, benefited, indifference, not benefited and highly not benefited determinants. In case of the government, the study findings revealed that 40 respondents that translated is 53% of respondents agreed that government highly benefited with the tourism industry compared with other stakeholders. Besides that, 20 respondents that is 27% responded that government is benefited with tourism sector. Moreover, 11 respondents from the total ones which comprise to 15% showed their responses that, there is an indifference situation in terms of benefits between tourism stakeholders. A part from that, 5% of the respondents which corresponds to 4 respondents said that

government had not benefited while there was no respondent who declared that government is highly not benefited.

On the side of private sectors, 19 respondents (25%) acknowledged that private sector highly benefited from tourism industry compared to other stakeholders; 28(37%) respondents suggested that private sector benefited not highly with the tourism industry. Further findings shows that 20(27%) respondents answered that private sector is in indifference benefits with other stakeholders on tourism industry. In the line,8, that is (11%) of the respondents said that private sector have no benefits compared to the other tourism sector and that none of the respondents with responses that private sector is highly not beneficial. Lastly,15 respondents (20%) agreed that local community highly benefited from tourism industry, followed by 11 (15%) of the respondents who view that the local community benefited but not as highly as for the other sectors. However, 22 (29%) of the respondents recommended that local community indifferently benefited from the tourism industry, followed by 20 respondents (26%) of the respondents who argued that the local community has not benefited with the tourism industry. Finally, findings reveal the opinions of seven (9.3%) respondents who views that community is highly does not benefited from tourism industry compared to government and private sectors. Therefore, the above findings evidence that, the government highly benefits from the tourism industry compared to the rest of the stakeholders, followed by private sectors which absolutely benefited, while community lags behind both sectors with an indifference position of benefits. The Table 4.5 summarizes hereunder as follows:-

Table 4.2 Contributions of tourism industry between government, private sectors and community

stakeholders	Highly benefited		benefited		indifference		Not benefited		Highly not benefited		Total	
	f	%	f	%	f	%	f	%	f	%	f	%
Government	40	53	20	27	11	15	4	5	0	0	75	100
Private sectors	19	25	28	37	20	27	8	11	0	0	75	100
community	15	20	11	15	22	29	20	27	7	9	75	100

Source: Researcher data (2016)

4.3.3 Contribution of other Economic Sectors in the Socio-Economic Development of Zanzibar

The study investigated the contribution of other sectors (Agriculture, Fisheries and Trade) in socio-economic development of Zanzibar besides the tourism industry. In this part, the researcher wanted to establish from the study's respondents, the second leading sector besides the tourism industry that contributes more in the government revenues. Findings were revealed as per five major fixed elements, namely; very great contribution, great contribution and indifference contribution, also by using low contribution and very low contribution as essential components for determining the degree of each sector in contributing the Zanzibar economy. Total respondents were 75 whereby each respondent had an equal one chance of responding in each sector. Through the study findings it has been viewed that, in the sector of Agriculture, 24 respondents who create 32% from total respondents agreed that agriculture has very great contribution to the socio-economic development of Zanzibar compared to the trade and fisheries sectors. Besides that, further findings show that agriculture contributes at moderate level to the socio-economic development of Zanzibar.

This is due to the existence of 20(27%) respondents with the opinions that agriculture contribute at greatly but not very great. Moreover, 28 respondents from the total seventy five which comprise to 37% opined that, there is an indifference state in terms of contribution which means neither great nor low contribution. A part from that, 4% of the respondents which corresponds to 3 respondents said that agriculture has low contribution to the Zanzibar development, while there was no respondent who suggested that agriculture has very low contribution.

On the side of trade sector, 32 respondents that is (43%) showed that trading sector has very great contribution to the socio-economic development of Zanzibar; 21(28%) respondents suggested that trade has slight great contribution which is not very high. Further findings shows that 16 (21%) respondents answered that the sector of trade is in indifference contribution, while 6 that is (8%) of the respondents said that trade has low contribution compared to the other sectors and there is non-respondent with responses that trade has very low contribution.

Finally, fisheries has been credited by 15 (20%) respondents that contribute at very great extent to the development of Zanzibar socially and economically. This proportion has been followed by 25 (33%) of the respondents who opined that fisheries has great contribution but not at summit compared to other sectors. Nevertheless, 22 (29%) of the respondents recommended that fisheries contributes indifferently to the development that is neither great nor low contribution. Further findings reveals that, 13 respondents which is equal to (17%) of the respondents argued that the contribution of the fisheries sector is in low position, while there was no respondent with opinions that the sector has very low contribution compared to agriculture and trading sectors. Therefore, due to the above findings, it has been revealed generally that trading sector is the second leading sector behind the tourism industry which contributes at very high extent to the socio-economic development of Zanzibar. This sector seems to be followed by agriculture and lastly fisheries which both seem to have 32% as well as 20% respectively, as a very great contribution determinant. The Table 4.7 summarizes the above information.

Table 4.3 Contribution of other economic sectors in the socio-economic development of Zanzibar

sectors	Very great contribution		Great contribution		indifference		Low contribution		Very low contribution		total	
	f	%	f	%	f	%	f	%	f	%	f	%
agriculture	24	32	20	27	28	37	3	4	0	0	75	100
Trade	32	43	21	28	16	21	6	8	0	0	75	100
fisheries	15	20	25	33	22	29	13	17	0	0	75	100

Source: Researcher data (2016)

4.4 Strategies of Promoting Tourism Industry

The second objective of this study was to examine the strategies set by tourism stakeholders in promoting tourism industry in Zanzibar. To meet this objective, three issues were looked at; which are; the importance of setting strategies due to tourism industry in Zanzibar, strategies of promoting tourism industry as well as attractive to tourists and finally level of participation between tourism stakeholders in implementing strategies including the support in which government gets. The findings of this objective are described hereunder:-

4.4.1 Importance of Setting Strategies Due to Tourism Industry in Zanzibar

This section presents the results of the findings on the respondents' general attitudes about the need for setting the possible strategies so as to address the challenges and hence promote the tourism industry. The researcher wanted to know if the setting of strategies is important issue in sustaining the tourism industry in Zanzibar or not. The respondents gave out their views by responding using YES or NO answers to describe the importance of setting strategies, as well as by providing brief explanations to defend their views.

Findings revealed that, 56 (75%) of the respondents accepted that there is an importance of setting strategies in promoting tourism industry in Zanzibar, while 19 (25%) of the respondents replied that there is no a need of setting strategies to promote tourism industry. Table 4.8 provides the summary of the findings.

Table 4.4: Importance of Setting Tourism Strategies

Respondents Opinions	Frequency	Percent
Yes responses	56	75
No responses	19	25
Total	75	100

Source: Field data (2016)

In addition to that, the study’s respondents defended their views on the importance of tourism industry in Zanzibar. For example, 75% of respondents had positive (YES) opinions that there must be tourism industry strategies, they briefly protected their ideas by putting the advantages of the industry.

i) Strategies shows a good system of operating tourism activities

Despite various respondents’ opinions about the importance of setting tourism industry strategies, majority of them highlighted that tourism strategies help in showing a good way of operating tourism activities. From the total of 75 defendants, findings shows that, 72% of the respondents who tally with the fifty four respondents agreed to set strategies in operating tourism sector as to show the good way of operating tourism activities which can sustain this sector in Zanzibar, hence the profit of tourism continue to develop Zanzibar. This is justified by one respondent who said that:-

“Setting of strategies in implementing tourism sector is significant for enabling the sustainable tourism industry in Zanzibar. This will help to show good ways in operating this sector in the country, in a manner that local people, private sectors and community

participating together to ensure that every one implements his/her responsibilities as assigned an as best as he/she can.

ii) It leads to minimize unnecessary costs or possible drawbacks of tourism

Further findings reveals that, 51(68%) respondents from the total seventy five respondents had a common view that, setting strategies for tourism is so vital because possible drawbacks as well as unnecessary costs may be reduced at large extent rather than they could happen. This is due to the fact that, to set strategies it must starting by guessing the possible shortcomings or limitations that may occur, as well as focusing on the possible advantages which may be achieved whereby this could be followed by adopting possible techniques in order to pursue the challenges. To support this study's outcome, one respondent from the Commission for Tourism in Zanzibar declared that:-

In any nation, planning is very significant before initiating any matter. This is because; through planning processes there must be the set strategies which are used to fluctuate with the forecasted challenges. Therefore, even in tourism industry, since the world is not static, so it is true that, all economic, social, cultural, environmental and technological matters are dynamic. This means that, all things are changing and there is high competition in many business issues, therefore, to ensure sustainable tourism industry in any country, setting of strategies is compulsory

Also further findings indicate that, existence of tourism strategies minimized some setbacks which may retard the better flow of the tourism trip to Zanzibar. In supporting this, another study's respondent from the Commission for Tourism within the Planning and Policy department added that:

For many past years and even at recently, there had been reported various occasions which are not good for sustaining the tourism sector in Zanzibar. For example, in last two years there were cases

of theft and robbery which were done to our guests by the natives of the country mainly around stone town areas as well as beach areas. Also several tourists were victimized by being poured with concentrated acid in which all these occasions affected the tourism industry in Zanzibar. But due to the better set tourism strategies, now in the whole Zanzibar town there have been setting of Closed-Circuit Television (CCTV) camera system whereby all activities are monitored for the sake of sustaining peace and security and as the results those bad occasions have been reduced

iii) To get support from other stakeholders

Moreover, it has been evident from findings that, inclusion of all stakeholders during the strategies' set-up is a keystone of the better sustainable tourism industry. This is because, awareness could take place to each one on the importance of having strategies as well as surrounding environments to tourism business. Besides that, other stakeholders may convey a great support to the government during the strategies' implementation, because they will feel faith of ownership and seeing that it is their responsibility to take part effectively in tourism development because of being collaborated in the planning in one way or another. Quantitatively, the study findings reveals that, 75% of all interviewed and questionnaires' respondents who equalizes to 56 respondents aired that government get more effective support due to strategies formulation whenever other tourism stake holders become cooperated with.

iv) Increasing the national income

On top of that, the study further reveals that, promotion of national income is also dependant to the tourism sector as among the socio-economic development influences. Many respondents who generally create 72% of the total study defendants said that, setting of better tourism strategies leads to increasing the number of tourists in the host country. They mainly mentioned issues like reducing the tourists' hindrances namely; in-sustainable peace and security, bad environments at historical

sites, unsociability of the natives and even bad infrastructures always attracts many tourists to tour in Zanzibar if they will be seriously and intentionally dealt with. This was justified by the tour guide's respondent in stone town who flagged that:

I think our government could put more emphasis on tourism sector in Zanzibar especially for dipping those affecting factors to tourists, because this sector is too important for well-being of our country. For instance, in January when I was guiding Italian tourists to Nungwi village which is among the tourists' sites by a car, when we were on a way, they claimed a lot about the immoral road infrastructure due to the presence of frequent dumps on the road which led them losing comfortability.

The respondent explains further that:

“Therefore, situation like this greatly demoralizes the tourists and hence affects to the national income of the country and also diminishes employment opportunities to the residents. This is for the reason that, these tourists probably may narrate the happened situation to their fellows and hence they can reduce the number of tourists to visit.

Consequently, besides narrating the above opinions as presented by those study's respondents with positive responses, findings reveal further that those 25% respondents who went contrary with them by responding that there is no need of dealing with tourism industry had also explained briefly the reasons for their feelings. Findings below indicate the reasons for their arguments, where by mostly they engage on negative impacts of tourism:

i) Tourism leads to cultural alteration

It is obviously known that, culture is the total way of how people of certain community behave in their life in terms of dressing, beliefs, hospitality and all traditions and customs issues. During the study analysis, it was found that, 25% of the respondents in which majority of them were the stone town residents declared

that, if the tourism sector will be set properly and strategically, probably the culture of Zanzibar will also be deprived. One respondent who introduced herself as a small entrepreneur explained that:

In fact, tourism runs away our culture, because during our childhood when there were no issues of tourism all people were dressing according to the Zanzibar's style, but to day most of our children follow the western style of dressing, talking and even walking. Therefore, I don't see the importance of setting possible strategies to the issue that kills our uniqueness which we inherited it since our ancestors.

In connection to the cultural disvalue, another respondent argued that:

There is no need of setting tourism strategies, because always you may hear through media that government sets possible strategies so that our community and culture could not be affected by the tourism sector, but still as days go on, the Zanzibar's culture becomes totally distorted. Therefore, we do not obey practically what we have planned. For instance, currently at Nungwi village, since the tourism industry expands daily, most of girls now disvalue their culture totally, because there are some of them who engage on prostitute business at hotels and even in home areas, despite the set strategies for avoiding this situation.

ii) **Tourism causes inflation rate to the commodities**

Study findings revealed that, in spite of merits of the tourism industry to the community and country as a whole, in which both influence the better set-up of the tourism strategies, still respondents argued that tourism has led to high price's rates to the commodities. Mostly of them were the community who showed their feelings that, if tourism industry expands to each place of the whole Zanzibar then all poor people of the country will get difficult of living. Findings quoted them claiming as:

It is better for tourism sector to stay in the moderate level as it is now or could decrease, because its improvement leads hunger to the poorer. I recognize here, we were buying commodities in stone town by the cheap price but after coming tourists now everything became inflated in price. For case in point, now poor person can't eat fruits of rambutan tree (shokishoki) because tourists like so much fruits and their price is up.

4.4.2 Strategies of promoting tourism industry as well as attractive to tourists

This section was put in place in order to get specifically the views of the respondents on the tourists' ideals in Zanzibar as well as identifying the possible strategies in which Zanzibar government could set for tourism industry. Through the study findings, the researcher acknowledges that, seventy five respondents shared their knowledge in this part. The cited tourist sites are presented in the subsequent sections:

i) Existence of stone town as among the “World Heritage Towns”

Stone town is one among the world heritage as declared by UNESCO in 2000, this place used as one among tourists attraction that the government of Zanzibar looked-for in attracting tourists to visit Zanzibar.

The study revealed that 96% of the respondents agreed that declared stone town as word heritage is one among the attraction that attract tourists to tour Zanzibar . As one respondent said:

The thing that attract tourist to visit Zanzibar is Stone town because this place is known as world heritage town, and tourist when reaching to their place tied to tell other the amazing of this town so this make other people to be attracted with that explanations, not only that but also UNESCO themselves advertising through different ways and in different vocations, therefore many tourists attracted with this wondered place

ii) Presence of many historical sites

Moreover, Historical sites are the special places that selected for preserving historical things and signs that explain the issues that appeared in the past. These sites attracted many tourists to tour Zanzibar this is due to the fact that Zanzibar occupied by different people from different nations as well as the central market of slave trade was.

The findings reveal that 92% of the respondents argued that presence of many historical sites in Zanzibar have attracted many tourists to tour Zanzibar ether for studying or to see the things and places that appeared in Zanzibar. The places that attract many people are Mkunazini Anglican church where the central of slave market stayed, Mangapwani slave chambers, Maruhubi ruins, as well as central museum of Zanzibar where different historical things and signs are preserved as these things used by famous people who occupied Zanzibar including the pictures and things used by the royal family of Sayyid Said bin sultan who occupied Zanzibar for many years before the Zanzibar revolution of 12 January 1964.

iii) Visiting the white sand beaches

Apart from that, the Zanzibar beaches have very good white sand beaches in which are used as one among tourists attractions, these beaches are natural, local authorities of these area have the obligations to ensure that the environment of these beaches are maintained in a good conditions so because these beaches are in natural way leading to many people to visit in Zanzibar especially in beach areas. These beaches including the forodhamchanga in stone town, kendwa rocks in Nungwi, Pwanimchangani and Mchangamle in south region Unguja.

The findings reveal that 79% of the respondents agreed that white sand beaches are the ones that attracted many tourists to tour Zanzibar. This is nevertheless one among the reason that many investors who engage in tourism industry in Zanzibar tried to invest their hotels nearby the beaches.

iv) Eyewitness red monkeys

Red monkey in Kiswahili known as “Kimapunju” is the kind of chimpanzee which available in Zanzibar only in the word, this animals are used to attract tourists because they are very maintained and cared for the intention of attract tourist.

The study revealed that 74% of the respondents agree that many tourists go to Zanzibar to see the red monkeys because are rare to see them anywhere in the word. As one among respondent argue:

Red monkeys (KimaPunju) is one among the attraction that make people from many country to visit Zanzibar, this is because these animal are available in Zanzibar only as panda that available only in china and the same to these red monkeys available only here in the world, so tourists when reach in their homes express about these animals to their relatives and friends so they are attracted with that information as the result come to Zanzibar to witness the red monkeys themselves.

v) spices firms

Spices firms are the firms that prepared for cultivated different kinds of spices including back pipers, gingers, cloves and others; these firms are used to attract many people from outside country since tourist hear the information about the spice like cloves so they need to see the kind of the tree that produce that spice so decided to visit Zanzibar. In this study, 81% of the respondents agreed that spices firms are the one among the attraction that make any tourists to tour Zanzibar. One of the respondents said that:

Spice firms is one among the tourists attraction because many tourists aftermarket tour want to see the trees that produce that spices, so many of them want to be sent to these farm like kijichi to visit spices firms, mbuzini, dole and other places, hence they take photo with that trees.

Besides the influences to tourists' attraction, the researcher discovered from the respondents that, in promoting tourism industry in Zanzibar, the government had set the various strategies. Through those strategies, the researcher presents the main strategies as a suggestion by all seventy five respondents, which are described in the following details.

i) To maintain a cultural identity

One among the strategy highlighted by respondents in promoting tourism industry is the maintenance of cultural identity. Cultural identity is the distinctive way in which people of certain place live. Indicators of cultural identity are language, dressing style, structures of buildings etc. The study revealed that, all 75 respondents, who correspond to 100% of the respondents agreed that, Zanzibar must maintain cultural identity as the strategy that ensures keeping the sustainable tourism industry to the country. In supporting this, one respondent said that:

Stone town residents have important responsibility of maintaining cultural identity as a strategy that promotes sustainability of the tourism sector in Zanzibar and..... the successful of maintaining and preserving culture leads to sustainable of the tourism industry since many tourists attracted with the culture of the particular country, so these people act as catalyst for the tourism development in Zanzibar

More still, other respondents put the responsibility for maintaining the Zanzibar's culture to the government. One respondent from the hoteliers reported that:

Tourism has its merits and demerits, in spite of acquiring foreign currency to the country still our brothers and sisters dis-value our customs and traditions intentionally. For example, during night here in stone town areas, there are crowds of sisters who make business of prostitution without being arrested. So I propose the government to reform the laws and regulations, so that any person who will seem to discipline our culture for the cause of tourism employment, he or she should be treated legally.

Additionally, another respondent talked on providing punishment for the bad behaviours of the tourists as follows:

In our country, females' tourists sometimes seem to visit by walking in town areas and other village areas with only very short dresses i.e underwear. So this is not our culture, the government must tell them before that they are required to obey the regulation of Zanzibar, and whenever they deviate from those regulations they must be punished in legal status.

It was found further that, all tourism stakeholders including private sectors and communities have the responsibility to maintain the Zanzibar culture from being distorted by the tourism.

ii) Environmental conservation and sanitation

Another strategy is conservation of environment and sanitation. This is very crucial in promoting sustaining the tourism industry because the place where there is no good sanitation probably tourists do not like to visit. So for better execution of tourism sector, the issue of conserving environment must be given high priority.

Findings revealed that 86% of the respondents agreed that, conservation of environment and sanitation as a strategy of promoting sustainability of tourism industry. One respondent from the commission for tourism who was interviewed by the researcher talked that:

After the government knowing that, environmental conservation is so important to tourist attraction, now the Zanzibar municipal council (ZMC) has initiated great support of ensuring that the whole Zanzibar town is clean and emphasizing on planting attractive gardens for tourists

Correspondingly, another respondent indicated in writing that:

Many tourists desire to observe the Zanzibar beaches, because the beaches are sandy in nature, also they like to view red monkeys which

are obtained in only Zanzibar throughout the world. So if environment will not be conserved well, automatically these natures will be worn

iii) Promotion of interaction and hospitality

Moreover, promotion of interaction and hospitality, behaviour of interact with different people and hospitality cause acceptance with them. Therefore, to tourist are happy with the support by local people. This strategy make tourism sector to sustain in the country, hospitality and interaction make local people and tourists to be trusted each other, and once tourists leaving the country they promote the Zanzibar in their country due to their interaction and hospitality.

The study revealed that 57% of the respondents agreed that one of the strategy set by stone town residents is promotion of interaction and hospitality to tourists, the presence of this factor make tourists to be attracted by Zanzibar as place for destination, as one of the respondent said:-

Hospitality of the stone town residents leads to high level of interaction with tourists; as a result nowadays people living in stone town have close friendship with tourists, so this situation makes the sector of tourism to continue in many areas of Zanzibar and in stone town in particular.

The above quotation suggests that hospitality and interaction with tourists make tourist to trust local people in the sense that they have close relationship with each other, so this is significant strategy that ensure high level of sustenance of tourism industry in the country. These also supported by (Obiama, 2013) Tourism equally fosters inter-cultural awareness and personal friendship between the tourists and the people, communities and nations. (Obiama, 2013)

iv) Maintenance of historical sites and innovation of the new tourism attractions.

Apart from that, improvement of originality of historical sites and innovation of new places for tourism attractions was informed as among the energetic strategy to the strength of the tourism industry in Zanzibar. The findings revealed that 56 (75%) of

the total respondents argued that historical sites could be improved in maintenance without damaging their nature, and the government could find ways for innovating the new tourists attractions' areas for sustainable tourism in Zanzibar. One respondent who was the officer of the Commission for Tourism had this to say:

We in Zanzibar have various historical sites as Zanzibar Archives, museums, stone town buildings' structures including old forts and others, but some of them are in the bad condition that needs heavy maintenance due to the long term of years since they have been constructed. For example, now tourists do not come to visit to "Beit al Ajab's building", meaning house of wonder building. The reason is that, the building endangers the peoples' life so that government has restricted all tourism activities within the building.

v) To enhance regulation and control (bylaws)

On top of that, enhancing the regulation and control is very essential. This is because without regulation or control of deception, the tourism industry will decline. From the total 75 respondents who were participated in the study, 72 (96%) of them highlighted regulation and control enhancement as an important for the tourism sustainability. Example the findings show that, in stone town areas there are some regulations which set by central government and also by shehias which are known as by-laws. These by-laws had been formulated for ensuring that despite the importance of tourism to the Zanzibar income, but also there is a must of obeying the regulation set by the government between tourists as well as residents. To justify this argument, one respondent claimed that:

Existence of regulations (bylaws) enables to protect not only the stone town as world heritage area or evil deeds of natives, but also dealing with bad behaviours which could be done by tourists within the country

vi) Advertising the tourism sector

Moreover, despite the measures which are taken by the Zanzibar government to promote the sustainability of the tourism industry by establishing the Ministry for

Information, Tourism, Culture and Sports, still findings show the importance of making more emphasis to the tourism advertisement. The total of 56 respondents which equalize to 74.6% said that, the tourism programs through various media as radios and televisions could be improved. The tour guide who was the study respondent added that:

Tourism needs to be advertised more and more within the country and outside. Because it is believed that to date there are some areas which have not been advertised to the world, for example in many Asian countries.

vii) To increase budget for the tourism industry

Fiscal incentives are so vital for the better health of the tourism industry in Zanzibar. The total of 45 respondents who create the proportion of 60% argued that, budget of tourism must be increased in order to increase the effort of advertising the industry, as the result the number of tourists increased.

viii) To maintain peace and tranquillity

Peace and tranquillity is very important to ensure tourism industry is growing up, because in place where there no peace people refusing to visit. The findings revealed that 50.6% of the respondents argue that peace and tranquillity is vital to ensure sustenance of tourism industry in the country.

ix) Increase more awareness on the tourism benefit

The findings also show that, whenever government plays a crucial role of empowering residents to have awareness on tourism, probably some tourism challenges can be unconcerned. More study's respondents of proportion 70.6% highlighted that when people are enabled to be more aware about the tourism industry, obviously they should engage more on tourism sector as entrepreneurs. One study respondent had this to say:

When people are given much knowledge about the tourism's benefit, they must change their negative attitude on it. For example, I have heard from radio program one day that, the ladies

from Pemba in one village have decided to invest more on seaweeds farming after being informed about the gained benefits.

The researcher further recognized from findings that, Zanzibar has a shortage of tourism experts who are the natives. From the total respondents, 53 of them who makes 70.6% highlighted this by reporting that many tourism institutions as hotels and others are overseen by the stranger for the reason of enough education. Therefore, whenever more people will be trained about tourism industry, probably more experts will be achieved and hence tourism industry will benefit the residents. One respondent from the commission for tourism described that:

Zanzibar has viewed the importance of having more experts for tourism industry. For instance, it has initiated the college for tourism industry which trains crowds of Zanzibaris and increases daily the people with tourism knowledge, but besides that, more colleges could be opened.

When the researcher analysed more the study's data, he found that there is a need of launching the graduate programmes of the tourism industry in the colleges. This was justified by one hotelier as follows:

The problem here in Zanzibar is not only to have many tourism colleges but our government should consider establishing degree programmes of tourism and hospitality. This will help more Zanzibaris to be specialists of tourism and holding top positions in the tourism institutions.

4.4.3 Level of participation between stakeholders in implementing tourism strategies

This section presents the results of the findings on the respondents' general view about participation of the government, private sectors and community on implementing the tourism strategies. The researcher in this section sought to know if the set strategies by the government are well coordinated in participation with all

stakeholders. A part from that, the study in this part focussed to know the extent of support in which government get from other stakeholders due to the tourism strategies' implementation. During the study analysis on examining the level of participation between stakeholders in implementing tourism strategies, the total of seventy (70) respondents responded in their given questionnaires, whereby each respondent had an equal chance of responding to the question at once. Moreover, findings were obtained in each sector by using five main bases, namely; excellent participation, good participation and indifference in participation. Also the followings elements were poor participation and worse participation. In case of the government, the study findings revealed that 17 respondents that are 24% of respondents selected that, government has an excellent participation compared to other stakeholders in implementing well the tourism strategies. Besides that, 13 respondents, that is 19% of respondents viewed that government has good participation. Likewise, 21 respondents from the total ones which comprise to 30% showed their responses that, there is indifference participation between government and other stakeholders. A part from that, 16 (23%) opined that government participates poorly in the successes of set strategies, while it was further found that only 3 (4%) respondents declared that government has worse participation in implementing the set strategies.

Additionally, in turn of private sectors, 20 respondents that are (29%) responded that private sector excellently participate in tourism strategy implementation 28(40%) respondents suggested that private sector has good participation in implementation of the strategies concerning to tourism industry. However, further findings shows that 17(24%) respondents answered that private sector is in indifference participation comparing to other stakeholders. Poor participation was also reported by 5 respondents that is (7%) and there is non-respondent with responses that private sector has worse participation on implementing strategies.

Last but not least, 13 respondents which resemble to (19%) agreed that local community locates in excellent position due to the strategies implementation comparing to others. This was followed by 14 (20%) of the respondents who

responded that local community has good participation compared to other stakeholders. Nevertheless, 30 (43%) of the respondents recommended that local community participate indifferently with others, followed by 11 respondents which is equal to (16%) of the respondents argued that local community poorly participate on the strategies implementation criteria. Finally, findings came with vivid report that 2 (3%) of the respondents suggested that community rank in worse participation position regarding to the other stakeholders. The Table 4.5 summarizes the findings hereunder as follows:-

Table 4.5 Level of participation between stakeholders in implementing tourism strategies

stakeholders	Excellent participation		Good participation		indifference		Poor participation		Worse participation		Total	
	f	%	f	%	f	%	f	%	f	%	f	%
Government	17	24	13	19	21	30	16	23	3	4	70	100
Private sector	20	29	28	40	17	24	5	7	0	0	70	100
community	13	19	10	20	30	43	11	16	2	3	70	100

Source: Researcher data (2016)

Accordingly, besides respondents' opinions on the participation of the stakeholders to the implementation of tourism strategies, yet further findings expose that the total of 5 interviewed respondents gave out their opinion in this question. With that in mind, findings below indicate the responsiveness of these defendants on rating the level of support in which government get from other stakeholders in implementing strategies of tourism industry as follows:-

Findings indicate that, the majority of 3 (60%) respondents had opinions that government gets high support from other stakeholders due to tourism's strategies implementation. This was followed by the views of respondents that the level of participation is indifference as well as low support respectively, whereby this was justified by one (20%) respondent who selected each criteria of level of participation.

Even though there was no result found that, the support given to the government is very high support or very low support. Table 4.6 below recaps the above information:

Table 4.6: Level of support given to the government

Respondents' View	Frequency	Percent
Very high support	0	00
High support	3	60
Indifference	1	20
Low support	1	20
Very low support	0	00
Total	5	100

Source: Field Data (2016)

4.5 Challenges facing tourism industry in Zanzibar

The third objective of this study was to identify challenges of tourism industry in Zanzibar. The study intended to know the perception of the respondents concerning to the challenges of tourism industry that inhibit the well-being of socio-economic development of Zanzibar. In this objective, the researcher intended to know the approaches of respondents on the reality that tourism industry is faced by various challenges as well as possible challenges facing the tourism industry in Zanzibar

4.5.1 Respondents' reaction on challenges to the Tourism Industry

The findings' result revealed that 68 (91%) of the respondents responded in this part by saying that "YES", meaning that they agree with the notion that tourism industry in Zanzibar is faced by various challenges, while 7 (9%) of the respondents responded this part by saying "NO", that is, they have opinion that tourism industry in Zanzibar is not faced by the challenges. Table 4.7 shows the results as follows:-

Table 4.7: Respondents’ reaction on Challenges to the Tourism Industry

Respondents Opinions	Frequency	Percent
Yes Responses	68	91
No responses	7	9
Total	75	100

Sources: Field Data (2016).

4.5.2 Challenges facing the tourism industry in Zanzibar.

The researcher found the followings below as the main challenges as exposed by the 68 respondents who had views that, tourism in Zanzibar is faced by various challenges.

a) Tourism industry encroached by foreigners

One of the major challenge of tourism industry in Zanzibar is that, tourism industry invaded by foreigners in a sense that the valuable benefit of tourism industry in Zanzibar taken by people from abroad, they decide the manner that tourism industry to be operated and assigned to government, so they tried to advise the government but for their interest, locals people administered to implement the decisions of those investors.

The study revealed 91% of the respondents agreed that tourism industry is encroached by foreigners and the valuable benefits of tourism are getting to that foreigners and the locals dealing with the tourism activities that have minor benefits as one of the interviewee said:

Tourism industry is very important to improve the living standard of citizen but in Zanzibar, big hotels that consume many tourists are owned by foreigners, hence the valuable benefits taken by foreigners but local community get just few benefits because they are dealing with the minor tourism activities

These results suggest that tourism industry in Zanzibar is operated much by foreigners because they own big enterprises with high quality, but those which

owned by nationalist are poor with low quality, even many important carders in the enterprises of tourism industry with high salary are occupied by outsiders and local residents get lower carriers with low wages hence big profit still remain to foreigners and residents just obtain little benefits from tourism industry compared to foreigners. Researcher also reviewed different documents and revealed the following

The majority of the hotels, lodges, are owned by foreigners. This suggests that, it is difficult to maximize local economic benefits since private foreign enterprises are driven by commercial interests (WTO/OMT, 2002). Few owned by nationals have low quality and low bed capacity. The room rate of the hotels and guest houses owned by nationals was as low as Tshs 10,000/= per night. Indeed, competition between the better quality and low budget lodges and resorts is high. While high quality lodges experienced a boost in business on account of their successful promotional activities and advertisements, low quality ones suffer from profit losses because of poor promotional tactics (Rose, 2013)

b) The sector is administered by many organizations (high bureaucracy)

Another challenge of tourism industry in Zanzibar is high level of bureaucracy; tourism industry in Zanzibar seemed to be controlled by many organisations. As such, the organizations have different objectives, so that the situation makes this industry to be inefficiency in operation because every organization has its own interest.

The findings revealed that 61% of the respondents agreed that high bureaucracy is one among challenge of tourism industry in Zanzibar. If the people want to clarification concerning to tourism issues they do not know what to get exactly information concerning to industry problem, they do not know what institution can help them to get that information or assistance concerning to tourism issues. This is because tourism industry in Zanzibar is largely administered by many organizations that lead to higher level of bureaucracy which hinder the development the tourism sector itself; consequently reduce the contribution of tourism sector in socio – economic development of Zanzibar. If people need to invest in tourism sector it takes

long time to complete the process of investment hence discourage them to invest in this sector. The results suggest that this bureaucracy is caused by a number of organizations like Zanzibar Investment Promotion Authority (ZIPA), Zanzibar Commission for Tourism (ZCT), Work Commission, Zanzibar Revenue Board (ZRB) and Immigration department.

c) Political instability and presence of insecurity events

The challenges relating to political instability and presence of insecurity events are caused by the issues of multiparty system which makes people to live with fear, and that there is no trust between people with different political parties. This also means that anything bad can happen, and at any time between them, this things almost caused by poor political views that people have, also some insecurity events that appeared in some days lead to deteriorate the tourism industry in Zanzibar, example, the case of “Uamsho” and the issue appeared after general election of 2015. The findings revealed that, 91% of the respondents agreed that political instability and insecurity events are among challenges of tourism industry in Zanzibar. The researcher perceives that, these issues if not well observed may cause the decline of the tourism industry in Zanzibar.

d) Miserable attractions

Moreover, miserable attractions is one among the challenge of tourism industry of Zanzibar, many tourists attractions in Zanzibar are weak in a sense that they do not motivate tourists, which consequently lead to decrease in the number of tourists.

The study revealed that 76% of the respondents agreed that many tourism attractions in Zanzibar are miserable and not cared enough. Furthermore, there is no innovation in other tourists attractions. It was however evident in stone town there are very much places that can be used as tourism attractions. Findings establish that, the government have not established new places for tourism attraction and that there are no repairs for the old ones, as claimed by one of the interviewee:

The tourism attractions that used to attract tourists nowadays are not maintained look at the beiti/jaibu there is no longer attraction in that

house because the house is not repaired for a long time now can you imagine how much tax that government missed in that house and for your information stone town is one among places selected by UNESCO as world heritage, but in the way that we keep it, there is dangerous of cancelled to be one among the world heritage town

The results indicate that tourism attractions established in Zanzibar seemed to be very aged and are not renovated for a long time. Some of them do not find a situation convincing to visit as the sites do not attract tourists at all. For example, the house of wonders, local known as “beiti-ljaibu” is a long time tourists’ attraction but nowadays seemed to be very old and has demolished in some of its parts. It therefore presents some dangers to visit that house since if you get in that house you can detriment your life. Many tourists refused to enter in that house therefore due to the old-fashion of these attractions, it has led to limited number of advantaged tourists that visit in Zanzibar compared to the pasts when the house of wonder was in good conditions. The dilapidation of the site has evidently reduced the flow of tourists in Zanzibar which also hampers the development of tourism industry in Zanzibar.

e) Poor coordinated effort between government and other stakeholders

On top of that, findings also noted the challenge of poor coordinated effort between government and other stakeholders. The effort of coordination between government and other stakeholder is very poor in the sense that every stakeholder seemed to operate their activities concerning to tourism issues independently. The findings revealed that 65% of the respondents argue that poor coordination between government and other stakeholders cause the tourism industry in Zanzibar to deteriorate, due to missing some important opinion from some stakeholders. This is also because the coordination between government and other stakeholder is not satisfying especially the participation of local community. The government sometimes plan to improve the tourism industry but the involvement of local community is less compared to other stakeholders.

f) Absences of Multilingual personnel

Lastly, Absences of multilingual personnel, this challenge affect tourism industry because many of tour guide know English language and French, there are few who know more than two languages, therefore the shortage of multilingual personnel lead to miss tourists who do not speak the language like English and French so this make tourism industry to decline.

The finding revealed that 72% of the respondents agreed that lack of multilingual personnel is a challenge that retards the tourism industry in Zanzibar. Many tourists who come from countries that do not speak English or French languages fear to get guides, which therefore the stagnate the development of tourism industry in Zanzibar. This is supported by one of the respondent as said here under:

Multilingual personnel is big challenge in this country because many of Zanzibar tour guide speak one or two languages only that is French and English, and in the word people are speaking many languages, this lead to miss tourists from country like china, Arabs emirates, and other country that do not speak English and French, not only that but even our country concentrate on European country do not make good effort to Asian country I think the issue here is language

CHAPTER FIVE

SUMMARY, CONCLUSION, POLICY IMPLICATION AND RECOMMENDATION

5.1 Introduction

This chapter presents the summary and conclusion concerning to the findings of the study. This chapter also provides the policy implication and recommendation. It finally gives the areas for further study.

5.2 Summary of the study

The study was about the role of tourism industry in socio-economic development of Zanzibar. It is the case study design conducted in Zanzibar urban district, specifically shehias of Kiponda and Shangani in Stone town. The general objective of this study was to examine the role of tourism industry in socio-economic development of Zanzibar. The study specifically aimed to identify the contribution of tourism industry in socio-economic development of Zanzibar town, to examine the strategy set by tourism stakeholders in promoting tourism industry in Zanzibar and to identify challenges of tourism industry in Zanzibar. The sample size of the study was 75 respondents; the sampling technique used in this study was simple random sampling and purposive sampling.

The study used both primary and secondary methods of data collection. Primary data method used questionnaire and interview. The questionnaires were administered to 70 respondents in the study area. Interview guide was mostly used to collect the qualitative data from the 5 key informants who are officers from commission for tourism who were selected purposively. The qualitative data was analysed using three qualitative techniques. These were comparative data between sampling units, pattern matching of data and strong explanation building as proposed by Yin (1994). Also the quantitative data were analysed through involvement of tabulation, use of percentage and frequencies with support of Microsoft Excel. The study revealed the followings:

5.2.1 Contribution of tourism in socio-economic development of Zanzibar town

The study portrayed that 71 that is 94.7% of the respondents agreed that tourism industry contributed much in socio-economic development of Zanzibar town. These contributions include generating job opportunity, facilitating in understanding different foreign languages, furthermore, expansion of market for small and traditional goods as well as encourage intermarriages between local people and foreigners.

5.2.2 The Strategies of Promoting Tourism Industry in Zanzibar

To promote tourism industry in Zanzibar is very crucial, due to the profit gotten from that sector. The study showed that there are strategies that can be used to promote tourism sector in Zanzibar. Some of these strategies include advertisement of the tourism industry in and out of country, maintaining cultural identity and also facilitating linkage between foreign investors, locals investors and other stakeholders.

5.2.3 Challenges of tourism industry in Zanzibar town

The challenges that hamper the development of tourism industry include the invasion by foreigners. In this regard, the valuable benefit of tourism industry in Zanzibar taken by people from abroad. The political instability and presence of insecurity events also presented some risks to industry in the study place. Furthermore, the industry is also challenged by inadequate infrastructure in many areas.

5.3 Conclusion

Generally, the study was designed to examine the role of tourism industry in socio-economic development of Zanzibar. The study has identified the contribution of tourism industry in socio-economic development of Zanzibar. Along this, findings indicate a contribution of the sectors serves as employment opportunity, intermarriages and expansion of market for small business. Moreover, the study examined the strategies set by tourism stakeholders to promote tourism industry in

Zanzibar. In this regard, the study found that tourism industry needs strong strategies in order to improve tourism industry that can contribute adequately to the development of socio-economic development of Zanzibar. Some of the strategies include maintenance of cultural identity, environment conservation and innovation new places for tourists attractions. Furthermore, the study revealed the negative impact of tourism as people living in tourism areas are more affected by tourism industry since these areas are occupied by many people with different culture and backgrounds. As a result, local peoples are affected with these cultures. Apart from that, this study also established the challenges of the tourism industry in Zanzibar, some of which include high bureaucracy, absence of multilingual personnel and poor coordination between government and other stakeholders.

5.4 Policy Implications and Recommendations.

From the findings and discussion, the researcher recommends the following in order to improve the tourism industry, increase the benefits as well as reduce or minimize drawback of tourism industry in Zanzibar.

5.4.1 Recommendations to the Revolutionary Government of Zanzibar

Firstly, there is a need to improve the hygiene issues in the country. The government should properly manage and maintain the issues of hygiene in different areas, the issue of sanitation should be guaranteed in a manner that pollution and solid waste disposal should be properly controlled. The seaside of stone town should be well preserved; to escape erosion or sea to occupy on the coastal line, more concentration should be insisted to the preserving the coastal line. Government should focus on these areas to maintain natural tourist's attraction. To preserve such areas will directly reduce erosion on that beach in stone town. Also the conservation will bring about job opportunity to the residents of stone town due to selling tourism goods and services in those areas hence lead to improvement of their socio-economic wellbeing.

Then, Maintain peace and tranquillity Improve the security of tourism areas and entry points, government should improve security in every corner of the country by using security agents or community police this will help to promote the country to be

safe whereby residents live in safe and tourists travel without fear of violence. This will lead to success the economy of the country since security is the backbone of the successful of the economy of every country.

Apart from that, there is a need to combining together functions of tourism sector; government should co-ordinate together all function or tasks of tourism sector and make one department that responsible for the tourism project from the process of investment up to collection of tax this may reduce unnecessary bureaucracy in the investment of tourism project, hence will influence different people to engage in the sector.

The need to improve tourism policy; tourism policy should recognize local community in a manner that promotes tourism benefit to local community in entire areas. So in order to improve the tourism benefit in socio-economic development of local people tourism policy should enhances priority in term of employment and selling tourism product to hotels and tourists. Besides to that government should assist local people in tourism areas by granting soft loan and reduce tax on it in order to local people to invest in tourism sector.

Furthermore, Stress on tourism education and local culture to local community, government should provide appropriate tourism education and culture to the local people in order to increase their knowledge and skills that leads to reduce wrong perception on tourism so as to get benefit from tourism in their society and also assisted that they must protect their culture against foreign culture by leaving out imitation those bad ways of life hence this increasing the sensitivity to the people on effects, serious consequences and effective preventive measure on negative areas.

The government should improve the trading sector because according to the findings of this study trading sector contributes more after tourism to the improvement of this sectors will therefore increase the income of the government of Zanzibar.

The study recommends for more effort in advertising tourism industry in and out the country. The findings show that if this sector is advertised, it can facilitate an increasing number of tourists which may also encourage domestic tourism and so

promote the economic status (GDP) of Zanzibar as well as social welfare of the community.

The study also recommends the need for the government to emphasize the involvement of different stakeholders in tourism activities and operation in order to encourage private sector and local people to participate fully in tourism development.

5.4.2 Recommendation to local Community

The community has to support government in planning on maintaining cultural identity. This is due to the fact that many tourists come to visit Zanzibar because they want to learn new things other than theirs.

Moreover, Stone town residents should set up themselves as community based group to clean their surrounding environment on a weekly basis to eliminate environmental degradation and unwanted disposal of wastes in land area and in the bank of the sea. It is uncommon that most of the beaches were destroyed and dumped by residents.

Furthermore, local community are called to eliminate bad perception they have regarding the need to participate in the development projects and programme. Therefore is vital that all community members participate in the issues that help their development.

The study further recommends the need that the local community must know well the requirement concerning to the tourism and hospitality in order to get job.

5.4.3 Recommendation to private sector

The private sector must improve tourism services provided to tourism investors in the manner that consumers will be satisfied with the services in order to advertising the country back in their nations.

The private sector is called to support government initiatives of sustaining the tourism sector in the country. This means that the sector has to support the government when initiating things that promote tourism.

The study also recommends giving priority for local people in jobs in order to enhance the interaction between tourist and local people. This is also expected to reduce the wrong perception of local community towards tourism sector in the country. It will also help to get their support in promoting the sustenance of tourism industry.

5.5 Area for further study

This study is not an end by itself; the study recommends further studies on the role of tourism in socio-economic development in Zanzibar using survey design over a wider coverage of the area of study in order to get a broader view of the outcome of tourism sector in Zanzibar community.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE FOR TOUR GUIDES, HOTELIERS AND ZANZIBAR TOWN RESIDENTS

Dear respondent, my name is Issa Shaaban Moh'd, a student of Mzumbe University at Morogoro Tanzania pursuing Master of Research and Public Policy, (MRPP). I am conducting an academic research as part of my master's programme, with title "The role of tourism industry in socio-economic development of Zanzibar by taking the case of Zanzibar Town". Therefore, kindly respond to the questions below as much transparency as possible. Moreover, be assured that, the information that you will provide will be treated strictly confidential and for academic purposes only with much expectation that the research findings will be useful in providing information and knowledge about the role of tourism industry in socio-economic development of Zanzibar.

PART A: CHARACTERISTICS OF THE RESPONDENTS

1. Please provide information on the following:
 - a) Sex of respondent:
 - b) Age of respondent: Please circle in the appropriate ages interval
 - i) Below 20 ii) 21 – 40 iii) 41 – 60 iv) 61– above
 - c) Are you employed in tourism industry? If NO please respond your work status. While If YES, please nominate the name of tourism institution you work with.
.....
 - d) What is your highest level of formal education?
.....

PART B: CONTRIBUTION OF TOURISM INDUSTRY IN SOCIO-ECONOMIC DEVELOPMENT OF ZANZIBAR.

2a. Do you think that the tourism industry has contribution to the socio-economic development of Zanzibar? Please tick in the appropriate box.

YES

NO

2b. If the answer is YES, please explain the major contributions that you know.

- i)
- ii)
- iii)
- iv)
- v)
- vi)

3a. Respond by ticking in the appropriate column the rate of benefit between Government, Private sectors and Community due to tourism industry contribution.

	Highly benefited	Benefited	Indifference	Not benefited	Highly not benefited
Government (Tourism Commission)					
Private Sector (Tour guides & hoteliers)					
Community (Stone Town Residents)					

4. From the below Table, please respond the contribution of other economic sectors in the socio-economic development of Zanzibar beside the tourism industry. Tick in the appropriate column.

	Very Great contribution	Great contribution	Indifferenc e	Low contribution	Very Low contribution
Agricultur e					
Fisheries					
Trade					

PART C: STRATEGIES OF PROMOTING TOURISM INDUSTRY

5a. Is there any importance of setting the possible strategies in promoting tourism industry in Zanzibar? Please tick in appropriate answer.

YES or NO

5b. If YES or NO explain why?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

6. What is the level of participation between tourism stakeholders in dealing with set strategies? Respond by ticking the concerned column.

	Excellent participation	Good participation	Indifference	Poor participation	Worse participation
Government					
Private Sector					
Community					

7a. According to your experience of tourism in Zanzibar, please mention those tourists' attractives which influence them at mostly to tour Zanzibar for excursion purposes.

.....

.....

.....

.....

.....

7b. Briefly explain the possible strategies in which government could set so as to promote tourism industry in Zanzibar.

.....

.....

.....

.....

PART D: CHALLENGES FACE TOURISM INDUSTRY IN ZANZIBAR

9a. Do you think that tourism industry in Zanzibar is highly faced by challenges?

Please tick YES or NO

9b. If YES, please mention as many as you can those challenges that you know.

Thank you very much for participating in this study.

APPENDIX 2: INTERVIEW GUIDE FOR GOVERNMENT OFFICIALS IN ZANZIBAR COMMISSION FOR TOURISM

Dear respondent, I'm a student of Mzumbe University at Morogoro Tanzania pursuing Master of Research and Public Policy, (MRPP). I am conducting an academic research as part of my master's programme, with title "The role of tourism industry in socio-economic development of Zanzibar by taking the case of Zanzibar Town". Therefore, kindly respond to the questions below as much transparency as possible. Moreover, be assured that, the information that you will provide will be treated strictly confidential and for academic purposes only with much expectation that the research findings will be useful in providing information and knowledge about the role of tourism industry in socio-economic development of Zanzibar.

PART A: CHARACTERISTICS OF THE RESPONDENTS

1. Please provide information on the following:
 - a) Sex of respondent:
 - b) Age of respondent: Please circle in the appropriate ages interval
 - i) Below 20
 - ii) 21 – 40
 - iii) 41 – 60
 - iv) 61 – above
 - c) In which department you work in this commission?
.....
 - d) What is your highest level of formal education?
.....

PART B: CONTRIBUTION OF TOURISM INDUSTRY IN SOCIO-ECONOMIC DEVELOPMENT OF ZANZIBAR.

2a. Do you think that the tourism industry has contribution to the socio-economic development of Zanzibar? Please tick in the appropriate box.

YES NO

2b. If the answer is YES, please explain the major contributions that you know.

- vii)
- viii)
- ix)
- x)
- xi)
- xii)

3a. Respond by ticking in the appropriate column the rate of benefit between Government, Private sectors and Community due to tourism industry contribution.

	Highly benefited	Benefited	Indifference	Not benefited	Highly not benefited
Government (Tourism commission)					
Private Sector (Tour guides & hoteliers)					
Community (Stone town Residents)					

4. From the below Table, please respond the contribution of other economic sectors in the socio-economic development of Zanzibar beside the tourism industry. Tick in the appropriate column.

	Very Great contribution	Great contribution	Indifferenc e	Low contribution	Very Low contribution
Agricultur e					
Fisheries					
Trade					

PART C: STRATEGIES OF PROMOTING TOURISM INDUSTRY

5a. Is there any importance of setting the possible strategies in promoting tourism industry in Zanzibar? Please tick in appropriate answer.

YES or NO

5b. If YES or NO explain why?

.....

6. Please explain the possible strategies in which government could set so as to promote tourism industry in Zanzibar..

.....

7. Can you rate the level of support in which government get from other stakeholders in promoting tourism industry in Zanzibar? Please respond by ticking the appropriate number in the table below.

Very high support	High support	Indifference	Low support	Very low support
5	4	3	2	1
.....
....

PART D: CHALLENGES FACE TOURISM INDUSTRY IN ZANZIBAR

9a. Do you think the Tourism industry in Zanzibar is highly faced by challenges?

Please tick YES or NO

9b. If YES, please mention as many as you can those challenges that you know.

10. What could be done to overcome the challenges you mentioned in question (9b.) above.

Thank you very much for participating in this study.

APPENDIX 3

REVOLUTIONARY GOVERNMENT OF ZANZIBAR

SECRETARY
ZANZIBAR RESEARCH COMMITTEE
P. O Box 239
Tel: 2230806
FAX: 2233788



RESEARCH/FILMING PERMIT

(This Permit is only Applicable in Zanzibar for a duration specified)

SECTION

Name:	ISSA SH. MOH'D
Date and Place of Birth	6/3/1983
Nationality:	TANZANIAN
Passport Number:	-
Date and Place of Issue	-
Date of arrival in Zanzibar	-
Duration of stay:	-
Research Tittles:	"THE ROLE OF TOURISM INDUSTRY IN SOCIO-ECONOMIC DEVELOPMENT OF ZANZIBAR".
Full address of Sponsor:	-



This is to endorse that I have received and duly considered applicant's request I am satisfied with the descriptions outlined above.

Name of the authorizing officer: SAID OMAR MOHAMMED

Signature and seal:

Institution:

Office of Chief Government Statistician

Address:

P. O Box 2321

Zanzibar.

Date:

15/03/2016

