

**THE CONTRIBUTION OF TOURISM TO POVERTY  
REDUCTION AT HOUSEHOLD LEVEL IN TANZANIA:  
A CASE STUDY OF ARUMERU DISTRICT COUNCIL**

**By**

Agape Anathe Massawe

A Dissertation Submitted to the Institute of Development Studies in partial fulfillment of the Requirements for Award of the Degree of Master of Science in Development Policy (Msc DP) of Mzumbe University.

2018

**CERTIFICATION**

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled The contribution of Tourism in poverty reduction at household level in Tanzania: The case study of Arumeru district council, in a partial/fulfilment of the requirements for award of the degree of a Master of Science in Development Policy (MSc DP) of Mzumbe University.

.....

Major Supervisors

.....

Internal Examiner

Accepted for the board of the Institute of Development Studies

\_\_\_\_\_

DIRECTOR/CHAIRMAN, INSTITUTE OF DEVELOPMENT STUDIES BOARD

## **DECLARATION**

I, Agape Anathe Massawe, declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other University for a similar or any other degree award.

Signature .....

Date .....

## **COPYRIGHT**

©

This dissertation is a copyright material protected under the Berne Convention, the Copyright Act 1999 and other international and national enactments, in that behalf , on intellectual property. It may not be reproduced by any means in full or in part, except for short extracts in fair dealings, for research or private study, critical scholarly review or discourse with an acknowledgement, without the written permission of Mzumbe University, on behalf of the author.

## **ACKNOWLEDGEMENTS**

Many people contributed to the completion of this work in different ways including moral, physical, and material support. I feel indebted to acknowledge them for their contributions.

In the first place, much thanks should go to the Almighty God for his embracing love, tender and kindness. My profound feelings go to my supervisor Mr. Yona M. Matekere for his wisdom, critical analysis throughout the study period. My family, starting with my husband Faraji A. Shemmela, my children Mercy, Fahad, Yassir and Najma cannot be forgotten for their tolerance, prayers, encouragement and total support they gave me during my study period. Special thanks should go to my mother Joyce H Muhango and my father Mr. Elirehema Mollel for their support throughout my academic life.

Moreover, many thanks should go to Arumeru District Council officers, heads of sampled households in Arumeru District Council, and tourism companies for their commitment during data collection exercise. Specifically, I wish to convey my heartfelt thanks to the Director, Leadership team and all Staff at the Discover Tanzania/Kenya safaris Limited due to their kindness specifically for guaranteeing interaction with them during the study. My colleagues and all friends especially Lilian Mwelupungwi, Tullah Mkute, Mwanakhamis Mussa, James Ndossy, Ibrahim Msinga, Jones Kilave, Innocent Kishana and Gervas Lupembe can not be forgotten for their support at different stages of my studies.

Lastly, I thank my young sister Fatuma Nuru for her tireless help on my children care during my studies thus I say let God bless her so much.

## **DEDICATION**

The dissertation is dedicated to my mother Joyce H Mohango, my husband Faraji A. Shemmela, my children, my dearest brother Arnold and dearest sister Leila.

## **LIST OF ACRONYMS AND ABBREVIATIONS**

CBT	:	Community Based Tourism
CDTI	:	Community Development Training Institute
CHF	:	Community Health Fund
CTP	:	Cultural Tourism Programmes
DC	:	Developed Countries/District Council
DCDO	:	District Community Development Officer
DED	:	District Executive Officer
DFID	:	Department for International Development
DTO	:	District Tourism Officer
EA	:	East Africa
EIA	:	Environmental Impact Assessment
EU	:	European Union
FEE	:	Foreign Exchange Earnings
GDP	:	Gross Domestic Product
HIV/AIDS	:	Human Immune Virus/Acquired Immune Deficiency Syndrome
KIA	:	Kilimanjaro International Airport
LDC	:	Least Developed Countries
MCTP	:	Mulala Cultural Tourism Programme
MDG	:	Millennium Development Goals
MINAPA	:	Mikumi National Park
MSME	:	Micro Small and Medium Entrepreneurs
NCAA	:	Ngorongoro Conservation Area Authority
NGO	:	Non-Governmental Organization
NTP	:	National Tourism Policy
PPT	:	Pro Poor Tourism
SPSS	:	Statistical Packages for Social Sciences
TANAPA	:	Tanzania National Parks
TIC	:	Tanzania Investment Centre
TTB	:	Tanzania Tourist Board

TTC	:	Tanzania Tourist Corporation
TTSP	:	Tanzania Tourism Sector Programme
TTSR	:	Tanzania Tourism Sector Report
TTVR	:	Tanzania Tourism Visitors Report
UNDP	:	United Nations Development Program
URT	:	United Republic of Tanzania
VEO	:	Village Executive Officer
WB	:	World Bank
WDF	:	Women Development Fund
WEO	:	Ward Executive Officer
WTO	:	World Tourism Organization
WTTC	:	World Travel Tourism Council
YDF	:	Youth Development Fund

## **ABSTRACT**

This study aimed at assessing the contribution of tourism in poverty reduction at household level in Tanzania the case study of Arumeru district council. Specifically, the study focused on determining the number of household members earning income from tourism industry, evaluation of the impact of tourism to household living standards, evaluation of the implications of the district council income from tourism on households poverty reduction and exploring the factors affecting effective contribution of tourism in poverty reduction at household level.

The study adopted a case study design, targeting the households heads between 18 and 65 years and the tourism stakeholders at Arumeru district council. Sixty respondents were drawn as a sample using purposive sampling and systematic random sampling techniques. Questionnaires, interviews and observation methods were used to collect primary data while documentary review method was used to collect secondary data. Data collected were analyzed with assistance of the Statistical Package for Social Sciences (SPSS) and presented in tables, figures, photographs and statements.

The study revealed that 88.6 percent of the family members from the 41 households studied relied on tourism activities as a source of income when only 11.4 percent were engaged in non tourism activities. With regard to the standard of living, all family members had access to education, health services and food, a large proportion affording 3 meals per day. Furthermore, out of 41 households, 7 (17.1%) households had motorcycles, 32 (78%) households had television sets, 30 (73.1%) had livestock such as cattle, chickens, goats and sheep, 40 (97.6%) had land plots and 39 (95.1%) had their own houses but of different qualities. It was further revealed that perceptions on life earning 30 (73.2%), ignorance 41 (100%), shortage of capital 41 (100%), lack of entrepreneurial skills 37 (90.2), and cultural factors 20 (48.8%) were the factors limiting effective contribution of tourism industry in poverty reduction at household level. Tourism activities are contributing to the reduction of poverty at household level but the nature of lifestyle and high cost of living reduces its impact. The study recommends that the district council should directly use a portion of its income from tourism in the development of local people.

## TABLE OF CONTENTS

<b>CERTIFICATION</b> .....	<b>i</b>
<b>DECLARATION</b> .....	<b>ii</b>
<b>COPYRIGHT</b> .....	<b>iii</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>iv</b>
<b>DEDICATION</b> .....	<b>v</b>
<b>LIST OF ACRONYMS AND ABBREVIATIONS</b> .....	<b>vi</b>
<b>ABSTRACT</b> .....	<b>viii</b>
<b>CHAPTER ONE</b> .....	<b>1</b>
<b>PROBLEM SETTING</b> .....	<b>1</b>
1.1 Introduction .....	1
1.2 Background to the Study .....	1
1.3 Statement of the Problem .....	2
1.4 Research Objectives .....	3
1.4.1 Main Objective.....	3
1.4.2 Specific Objective .....	3
1.5 Research Question.....	3
1.5.1 Main Research Question .....	3
1.5.2 Specific Research Questions .....	3
1.6 Scope of the Study .....	4
1.7 Limitations of the Study.....	4
1.8 Significance of the Study .....	5
<b>CHAPTER TWO</b> .....	<b>6</b>
<b>LITERATURE REVIEW</b> .....	<b>6</b>
2.1 Introduction .....	6
2.2 Theoretical Literature Review.....	6
2.2.1 Definitions of Key Concepts.....	6
2.2.1.1 Tourism .....	6
2.2.1.2 Poverty Reduction.....	6
2.2.1.3 Poverty .....	7

2.2.2 Tourism Industry in Tanzania .....	7
2.2.3 Tourism and Poverty Alleviation .....	9
2.2.4 Policy Framework .....	14
2.2.5 Tourism Trends in Tanzania .....	15
2.2.6 Status of Poverty .....	15
2.2.6.1 Poverty in the World (Poverty as Global Problem) .....	15
2.2.6.2 Indicators of Poverty in the World.....	16
2.2.6.3 Poverty in Africa .....	17
2.2.6.4 Poverty in Tanzania.....	17
2.3 Empirical Literature Review .....	18
2.4 Research gap .....	22
2.5 Conceptual Framework .....	22
<b>CHAPTER THREE .....</b>	<b>24</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>24</b>
3.1 Introduction .....	24
3.2 Research Design.....	24
3.3 The Study Area .....	24
3.3.1 Location, size and economic activities.....	26
3.3.2 Landforms .....	26
3.3.3 Vegetation .....	26
3.3.4 Population .....	27
3.4 Target Population .....	27
3.5 Sample Size.....	27
3.6 Sampling Techniques.....	28
3.6.1 Purposive Sampling Technique.....	28
3.6.2 Systematic Random Sampling Technique .....	28
3.7 Unity of Inquiry .....	29
3.8. Data Collection.....	29
3.8.1 Primary Data .....	29
3.8.1.1 Interview .....	29
3.8.1.2 Questionnaires.....	30

3.8.1.3 Observation .....	30
3.8.2 Secondary Data .....	31
3.8.2.1 Documentary Review .....	31
3.9 Data Analysis .....	32
3.10 Data Presentation Methods .....	32
3.11 Ethical consideration .....	32
<b>CHAPTER FOUR.....</b>	<b>34</b>
<b>PRESENTATIONS AND DISCUSSIONS OF THE FINDINGS .....</b>	<b>34</b>
4.1 Introduction .....	34
4.2 Characteristics of the Study Respondents .....	34
4.2.1 Age of the Respondents .....	34
4.2.2 Sex of the Respondents .....	35
4.2.3 Education Level of the Respondents .....	36
4.2.4 Marital Status of the Respondents .....	36
4.3 Households Members Earning Income Directly or Indirectly from Tourism Industry .....	37
4.4 The Impact of Tourism to Households Living Standards .....	42
4.4.1 Access to Education .....	42
4.4.2 Access to Health Services .....	43
4.4.3 Meals per Day .....	45
4.4.4 Average Income of the Respondents.....	46
4.4.5 Materials Possessed.....	47
4.4.6 Employments Offered .....	47
4.5 The Implications of the District Income from Tourism Industry on Poverty Alleviations at Household Level .....	49
4.6 Factors Affecting effective Contribution of Tourism Industry in Poverty Alleviation at households level .....	51
<b>CHAPTER FIVE.....</b>	<b>52</b>
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>52</b>
5.1 Introduction .....	52

5.2 Summary .....	52
5.3 Conclusion .....	54
5.4 Study Reccomendations .....	54
5.5 Areas for Further Research .....	56
<b>REFERENCES</b> .....	<b>57</b>
<b>APPENDICES</b> .....	<b>63</b>

## LIST OF TABLES

Table 3.1 Population Arumeru District.....	27
Table 4.1: Respondents age groups.....	35
Table 4.2 Education level of the respondents. ....	36
Table 4.3 Distribution of Respondents by Marital Status. ....	37
Table 4.4 Income generating activities household’s members are engaged in. ....	38
Table 4.5 Proportion of Children Attending to School.....	43
Table 4.6 Types of Schools Children are Attending.....	43
Table 4.7 Attendance to hospitals once falls sick .....	44
Table 4.8 Registration for Community Heathy Fund .....	44
Table 4.9 Limitations in Accessing Health Services .....	44
Table 4.10 Number of People Getting Food Everyday.....	45
Table 4.11 Number of the meals taken .....	45
Table 4.12 Constituents of the respondents .....	46
Table 4.13 Household Income Per Day .....	46
Table 4.14 Materials Possesed by the Respondents.....	47
Table 4.15 Family member employed .....	48
Table 4.16 Employment of Family Members .....	48
Table 4.17 Factors affecting effective contribution of tourism industry in poverty alleviation at household level.....	51

## LIST OF FIGURES

Figure 2.1: Conceptual frame work for the contribution of tourism in poverty alleviation at household level in Tanzania. ....	23
Figure 3.1 The map of Arumeru district council.....	25
Figure 4.1 Distribution of the respondents (heads of the households) by sex. ....	35
Figure 4.2 Local cheese, beewax and honey produced by Mulala cultural programe.	40
Figure 4.3 Water falls at Ngarasero village. ....	42

## **CHAPTER ONE**

### **PROBLEM SETTING**

#### **1.1 Introduction**

Chapter one introduces this study through eight (8) sections including introduction, background to the problem, statements of the problem, study objectives, study questions, limitations of the study, scope of the study and significance of the study.

#### **1.2 Background to the Study**

Tanzania is one among the few countries which have so many tourism attractions. It is an awesome country found in East Africa (EA), formerly known as Tanganyika, due to the presence of the famous lake known as Tanganyika. Bordering countries are: Kenya, Uganda, Rwanda, Burundi, Democratic Republic of Congo, Zambia, Malawi, and Mozambique. It has the highest mountain in Africa (Kilimanjaro Mountain with the height of 5985 metres) and beautiful national parks and game reserves attracting many tourists. Furthermore, Tanzania has three large islands which are, Unguja, Pemba and Mafia with beautiful coasts. The coastal areas of Tanzania Mainland also provide good sites for tourism.

Arusha is one of the regions which contain a lot of famous tourism sites such as Lake Manyara, Manyara National Park, Tarangire National Park, cultural galleries, Mount Meru, Momella Park, Arusha National Park and Ngorongoro Conservation.

Due to presence of many tourist centres, Arusha has many economic activities related directly or indirectly to tourism industry including tourist companies, general trading and employment opportunities (such as tourist guides). Improved infrastructures such as good roads and the international airport are added advantages in stimulation of tourism industry.

Arumeru District has a number of tourist attractions including Mount Meru, Arusha National Park, Tengeru Culrural Tourism Centre, Tourist hotels including Ngurdoto and Lake Duluti with streams that revolve around the lake shores and natural tourism attractions such as woodlands, grasslands, highlands, cliffs, rivers and mountains

such as Mount Meru that shelters and inhabit living things such as animals in varieties, birds, insects and plants.

The district is part of Arusha city council which is also an advantage for people to benefit from tourism industry. Based on the argument made by Carolin (2000) that ‘‘Tourism is seen as one of the world leading job creator’’. Arusha and its districts is expected to have many income generating opportunities which would have resulted into an improved standard of living and hence reduced poverty.

With all mentioned and unmentioned tourist attractions and growth of tourism industry Arumeru district has no evidenced difference from other districts with no tourist attractions in terms noted of poverty at household level.

Income poverty, illiteracy, poor net primary enrolments, limited access to clean and safe water, under five mortality, child labour and poor quality of housing are some of existing indicators of poverty in Arumeru district observed by a researcher during her study.

### **1.3 Statement of the Problem**

Based on how famous Arusha region is with regard to tourism industry, people may think that all people living there have high living standards as a function of tourism industry. There is uncertainty on the contribution of tourism in poverty reduction at household level, which called for the study to assess the contribution of tourism in poverty reduction in Arumeru district using households as the unity of inquiry.

Furthermore, studies conducted on tourism in Arumeru district were about the assessment of the roles of tourism activities towards poverty reduction in rural areas, social-economic and cultural factors influencing gender roles in joint forest management around Mount Meru catchment forest reserve, roles of enterprises to the development of the tourism sector in Arumeru and roles of tourism in poverty alleviation (Sifuni 2015, Mussa 2010, Miriam 2015 and REPOA (2003). Based on studies conducted, the contribution of tourism on poverty alleviation at households level in Arumeru district was an evident research gap thus a study to asses the

contribution of tourism on poverty alleviation at household level in Arumeru district council.

#### **1.4 Research Objectives**

The main and specific objectives of the study were as follows.

##### **1.4.1 Main Objective**

The main objective of the study was to assess The contribution of tourism in poverty reduction at household level in Arumeru district council.

##### **1.4.2 Specific Objective**

The specific objectives of the study were:

- i. To determine the number of household members earning income from tourism industry.
- ii. To evaluate the impact of tourism to household living standards.
- iii. To evaluate the implications of the district council income from tourism on household poverty reduction.
- iv. To explore the factors affecting effective contribution of tourism in poverty reduction at household level.

#### **1.5 Research Question**

##### **1.5.1 Main Research Question**

What is the contribution of tourism industry in poverty reduction at household level in Arumeru District?

##### **1.5.2 Specific Research Questions**

Specific research questions were the following:

- i. What is the number of household members earning income from tourism industry?
- ii. What is the impact of tourism industry to households living standards?
- iii. What is the implications of the district council income from tourism industry on poverty reduction at household level?

- iv. What are the factors affecting the contribution of tourism in poverty reduction at household level?

### **1.6 Scope of the Study**

The study was concerned with an assessment of the contribution of tourism in poverty reduction at household level in Arumeru district. With a specific focus on number of household members earning income either directly or indirectly from tourism industry, impact of tourism industry to household living standard, the implication of district council income generated from tourism industry on poverty alleviation at household level and factors limiting effective contribution of tourism industry on poverty alleviation at households level.

### **1.7 Limitations of the Study**

This part presents the challenges encountered during the study and how they were addressed. The main challenge was financial constraints due to the fact that the study needed enough money for meals, accommodation and transport during data collection. The researcher was forced to hire a loan so as to accomplish the study successfully.

Another limitation was problematic availability of some respondents like government officials such as Village Executive Officers, Ward Executive Officers, District Tourism Officers (DTO)s and District Community Development Officer (DCDO) who were very busy due to their tight schedules during the work days. The researcher kept on making appointments and requested to meet some of them on Saturdays which enabled her to meet all of them.

Fear of delivering true information was also a challenge whereby the researcher educated the respondents that the information gathered was to be used for academic purposes and not otherwise thus nothing to do with job security of the respondents.

Transport, especially in Songoro village, was another challenge due to the fact that the place was very difficult to be reached due to poor road and absence of town buses to reach the place. The researcher used motorcycles to reach the area.

Communication was another limitation whereby the cellular mobile network available was only Vodacom. The researcher bought the Vodacom chip so as to facilitate communications.

Language barriers was also a limitation whereby most of the people at households speak Meru native language and Maasai Language. The researcher hired a person capable of speaking Meru, Maasai, English and Swahili for translation which enabled the researcher to communicate with the heads of household smoothly.

### **1.8 Significance of the Study**

The study is of great importance because:

- i. It is a partial fulfilment for the researcher to be awarded a Master Degree of Science in Development Policy of Mzumbe University.
- ii. It provides a clear identification of the relationships between tourism and poverty alleviation at household level in Arumeru district council.
- iii. It generates greater awareness among academicians and policy makers on the potential contribution of tourism to poverty alleviation at household level.
- iv. The tourism stakeholders will have increased awareness on their roles in ensuring that the contribution of tourism to poverty reduction and the livelihood of family members at households level.
- v. The household's members (local residents) will be aware of the opportunities and limitations upon dissemination of the findings, more appropriate initiatives and hence increased awareness, opportunities and strategies to address the limitations and use of available opportunities.
- vi. It contributes to the body of knowledge on tourism and poverty reduction.
- vii. It also reveals the tourist attractions undermined in terms of control and supervision.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Chapter two displays the literature related to tourism and poverty reduction. It is divided into five (5) sections including introduction, theoretical literature review, empirical literature review, conceptual framework and research gap.

#### **2.2 Theoretical Literature Review**

The section is concerned with definitions of key concepts, tourism industry in Tanzania, tourism and poverty alleviation, policy framework, tourism trends in Tanzania and poverty status.

##### **2.2.1 Definitions of Key Concepts**

The concepts considered important in the context of this study were tourism, poverty alleviation and poverty.

###### **2.2.1.1 Tourism**

Tourism involves people's travelling and staying outside their usual environment for a period less than one consecutive year for various purposes (The World Tourism Organization, 2002). Tourism is defined as traveling of people to another place for leisure activities, studying, business, or other purposes covering a distance of not less than 160 kilometres (World Tourism Organization, 1991). Mathieson and Wall (1994), defines tourism as temporary movement of people to destinations outside their normal places of work and residences. In the context of this study tourism refers to peoples travelling for leisure (with a purpose of visiting sites or phenomenon they are interested) and the associated activities ending up in spending and generation of income to the service providers and the respective country.

###### **2.2.1.2 Poverty Reduction**

Refers processes with the potential to reduce the pain and magnitude of poverty. It is about successfully reduction of deprivation of well-being (World Bank, 2001). On the other way, Poverty reduction is linked to strategies and policies that reduce the percentage of people living in poverty or the intensity of the impact of poverty on the

lives of poor people. In the context of this study poverty alleviation is concerned with Increased Income, Increased employment from tourism and improved living standard related to tourism industry at household level.

### **2.2.1.3 Poverty**

The World Bank (2001) refers poverty to hunger and lack of shelter. It is about being sick and unable to access treatment. Furthermore it is about unemployment, fear for the future, living one day at a time and limited access to education and widespread illiteracy. Swanpoel and De Boer (1998) and Shah (2005), equate poverty to an ill-being realised through lack of basic necessities such as good housing, desirable food, safe water, medical care and education in our lives. Swanpoel *et al.* (1998) considers poverty to be a relative term either described referring to the situation of an individual, a family, a community or society in comparison with others. Poverty is a situation in which there is deprivation of well-being revealed through lack of material income or consumption, low levels of education and health, vulnerability and exposure to risk, no opportunity and powerlessness (World Bank, 2001).

### **2.2.2 Tourism Industry in Tanzania**

Tanzania Tourist Corporation (TTC) was established in 1971 for promotion and marketing tourism within and outside the country which resulted into more tourists visits into Tanzania in 1972 (199,200 tourists) compared to 1971 (68,400 tourists). However, tourism industry seriously affected by the 1974 drought, the Tanzania and Uganda War of 1979 and the economic crisis from the late 1970s to the mid 1980s. (Repoa, 2003).

The 1991 Tourism Policy, revised in 1999, was highly concerned with promotion of private sector investment, environmental conservation and consumer protection (Luvanga and Shitundu, 2003). A study by World Tourism Organization in 1988 revealed that tourist countries used to get between 10-25 percent of their fiscal revenues from tourism.

Tourism is of great importance to the Tanzanian country's economic development being one of the main sources of foreign exchange. According to Luvanga and Shitundu (2003), Tourism is also playing a vital role in creating employment opportunities through its multiplier effect. The sector accounts for about 16% of the GDP and nearly 25% of total export earnings. International tourist arrivals increased from 867,994 in 2011 to 1,077,058 in 2012 in Tanzania (NBS, The 2012 international visitors exit survey report). Tourism earnings increased by 26 percent to USD 1,712.7 million in 2012 (Tanzania Tourism Visitors Report, 2014). In 2012, the Tanzania Tourist Board (TTB) through its cultural tourism programs registered six new cultural tourism enterprises countrywide, resulting into 47 registered enterprises. Recently, Community-Based Cultural Tourism gained popularity, enabling tourists to get an opportunity to enjoy various traditional activities. Efforts to build capacity among the local communities were in place evidenced by a training of 30 local tour guides at Engaresero village, in June 2012 under the TTB Cultural Tourism Programs. The training equipped the local tour guides with basic tour guiding skills and eco-tourism (Tanzania Tourist Board, 2012).

Understanding of the effects of poverty and its alternative solutions, is necessary as it helps us in revealing the magnitude of poverty in a country, continent and global level. Absolute poverty is related to what is considered to be a minimum acceptable standard for survival. Based on the explanation above, the minimum standards below which people fall into the category of "poor" is determined by a society, the dominating measure being the level of income: When the income of a person or a family falls below an agreed certain level, considered to be the minimum, this person or family is considered poor.

Relative poverty considers the status of a specific group in comparison to others in the same environment, community or country. However, someone considered poor in the developed world may have a higher income than someone in less developed countries. Relative poverty can not be eradicated unless a society has reached at the highest stage of development (communism) proposed by Carl Marx, . Furthermore, it should be understood that the meaning of poverty sometimes depends on the

customs, standards and values of each country and region of the world. Based on that a cultural dimension in the perception of what constitutes poverty should not be undermined.

Poverty is a multi-dimensional phenomenon consisting of mental, political, communal and other aspects, together with a material dimension (normally expressed in terms of monetary value). The factors enhancing it may be economic, social, political or environmental. It has many faces including rural or urban and a permanent or temporary state of affairs. Some people are likely to be poor throughout their lifetime, when others are moving in and out of poverty because it is not a static condition (Luvanga and Shitundu, 2003).

The other important dimension of poverty is about what is often called the "feminisation of poverty". This refers to a prevalence of women among the poor, linked, among other things, to gender-marginalization consequences of poverty.

### **2.2.3 Tourism and Poverty Alleviation**

With its multiplier effect, tourism offers an opportunity to diversify local economies simply because it can develop in poor and marginal areas with a number of other diversification options. Particularly, remote areas which have been attracting tourists due to their origin, culture, wildlife and landscape. Poverty is reduced through tourism new employment opportunities and income generating activities created. Usually infrastructures and social service facilities are established or improved using income generated from tourism. With such facilities all people including the poor manage to improve their incomes and their social well being and capabilities (Caroline *et al*, 2003).

Tourism offers a variety of opportunities including labour intensive and small-scale opportunities. When compared to other non-agricultural activities, it employs a high proportion of women and at the same time valueing natural resources and culture, which features as among the few assets the poor holds. The vulnerable groups such as women are also favoured by tourism in terms of employment creation and income generation, thus reduced poverty (Caroline *et al*, 2003).

There are also some negative effects as a function of tourism which have unfavorable economic effects. These includes the large-scale transfer of tourism revenue out of the host country and exclusion of local businesses, inhabitants and products which results into income losses due to the fact that in most cases the tourist industry highly depends on imports. In such a situation, the poor may have a little gain or direct economic benefits from tourism while the living costs are very high and hence failing to reduce poverty. Tourism development plans that tend to ignore the negative impacts that could be inflicted are no longer entertained. The tourism planning process in most South East Asian countries in the 1970s and the 1980s, that assumed that the economic gains tourism brought to local communities were enough to compensate losses should not be encouraged because they placed a little attention to the impact of diverting natural resources for tourist facilities which has impact on local communities or the environment (Shah and Gupta, 2000).

The current tourism development plans should include Environmental Impact Assessments (EIAs) to avoid or minimise the negative impacts on environment. The idea is to find ways of mitigating those costs while maximising the economic benefits to the poor. Reduction of poverty through tourism industry is possible in areas endowed with tourism attractions. The ongoing globalization, modernization and information technology might be of great help to the poor in reduction of poverty through tourism (Shah, 2005).

Tourism is a complex or multiple industry driven by the private sector, and large international companies, which may have just a little or completely with no interest in poverty reduction among the local communities. It becomes a big problem when imported skilled labour and luxury products are used, because it results into repatriation of profits by international companies. It is also noted that the role of marketing, transport and other services tend to have a base in the originating country. How much they pay in the destination country and how much they spent on goods and services remains very important as far as poverty reduction is concerned (Luvanga and Shitundu, 2003).

Realization of the role of tourism in poverty reduction in the countries of the south has remained a major concern for various development agencies, including the EU, in the last four decades in line with the millennium development goals currently sustainable development goals specifically focussing on reduction and elimination of poverty at global level. Greater development in Tourism is likely to play an important role in addressing the causes for inadequate documentation of migration into the European Union, which is a major concern for the EU development policies (EU Commission, 2010).

The grown understanding that tourism development does not necessarily lead to poverty reduction, due to the fact that increased revenues are reduced by leakages and do not necessarily trickle down to the poorest in receiving countries, but remains with international and local elites benefiting mostly the richest in host societies should not be undermined especially when policy reviews are undertaken (Blake *et al.* 2008). With such understanding alternative forms of tourism in favour of poverty reduction have been proposed and developed.

Community based tourism (CBT) initiative intends to benefit local communities more directly than conventional tourism forms. Apart from the direct benefits community involvement ensures empowerment of communities at the same time mitigating costs of tourism development to make it more sustainable (Blank, 1989). (Blackstock, 2005). says that in the analysis of CBT community involvement and empowerment have received very little critical appraisal while the focus has remained on sustaining the tourism industry economically. A critique has also been raised against CBT initiatives with a claim that it has arguably created a niche market for a particular type of tourists rather than helping the poor (Ruiz-Ballesteros & Hernandez - Ramuriez, 2010).

Pro Poor Tourism (PPT) initiative has established conditions that allow the poor to benefit from conventional and alternative forms of tourism (Ashley *et al.* 2001). (Harrison, 2008) says that with some continuity from earlier decades, pro poor tourism practice in development policies pursued by both international development

agencies and LDCs/DCs remains focused on the 'net benefits' of tourism to the poor, and hence on quantifiable improvements and results, like income and employment gains in the host communities (Caroline *et al* 2000). The orientation of much of the research on tourism and poverty on 'net gains' is evidenced by the definitions of poverty which are based on quantitative terms, e.g. prices, earnings and government revenue (Blake *et al*, 2008). Based on that it can be argued that such approaches might overlook real costs and benefits of tourism that are not easily quantified.

Poverty by itself, is not simply a matter of limited material wealth and basic needs, but includes less tangible attributes like limited social status, access to land, political power, education, and cultural goods (Sen, 1999). The World Bank and the UNDP have increasingly included non-income based indicators to their understanding of poverty (Worldbank, 2010). Based on the understanding that poverty is a multi-dimensional phenomenon its measurement becomes extremely complex (Tomlinson *et al*. 2008). (Baulch, 2006) argued that the most frequently used measures of poverty remain quantitative, despite the acknowledgment of poverty as a multi-dimensional phenomenon, because quantitative measures are more easily operationalised. This might explain the focus on 'net gains' in tourism and poverty research.

Qualitative costs and benefits are commonly mentioned, but rarely operationalised while the indicators can allow the longitudinal and comparative examination of various cases. In Tanzania the income increased from \$10 to 20 million\_ annually\_ in the 1970s and early 1980s which rose to \$60 million in 1989. There was a more than ten-fold increase in ten years time from 1989 to 1999, and even doubling in the last four years. The tourism annual growth rate since 1985 is over 30 percent, showing how tourism is positively responding to the initiated reforms. Problems in Kenya, negatively affected the flow of tourists in Kenya and contributed to increased flow of tourists to Tanzania. Unfortunately, tourism did not perform well during year 2000 and 2001. Inflows of tourists declined in year 2000 with marginal increase in year 2001. However, tourist earnings improved marginally in year 2000 but declined in year 2001( Luvanga and Shitundu, 2003).

Poverty reduction has been a major concern for many developing countries including Tanzania. Poverty can be reduced in a number of ways including through achieving higher sectoral growth and making sure that there is a trickle down effect to the poor. Evidences on a great contribution of tourism to the economic growth of even countries with poor economies through foreign exchange earnings, creation of employment opportunities and provision of public revenues with proper interventions are obvious. Such economic growth can play a crucial role in the process of poverty reduction (Luvanga, 1999).

Generally, tourism is a significant industry to both poor and rich economies due to its impacts on economic, livelihoods and socio-cultural development (Bryden, 1973). In the developing countries Tourism is the most viable and sustainable economic development option and in some countries, the main source of foreign exchange earnings. (The World Tourism Organization, 2012). Worldwide the impact of tourism is measured in terms of its contribution to Gross National Product and employment created (Ibid).

Tourism plays a major in the economy of poor countries (Mitchell, 2012). In 2010 international tourism receipts accruing to developing countries amounted to US \$142,306 million (Baumnch, 2008). Tourism is the principle export in a third of all developing countries and amount the 49 least developed countries. (WTO, 2014).

In Africa, tourism is seen as one of the leading job creators. According to Andronicoa (1970), it creates millions of jobs, especially for young people and women. Tourism generated 25% employment in which women participation is more than men in the area of Africa. (The world Tourism organization, 2004). International tourism can transfer funds from rich tourism to Africa Countries. Taxation of tourists could increase the country's government redistributive spending (Mitchell, 2012). Tourism may lead the African countries economy to grow, reducering unemployment, and household incomes going up (Baumnch, 2008).

In Tanzania, tourism is seen a key sector in the economic development of the country (TTSR, 2015). Tanzania's tourism potential stimulator of development due to income generated from wild life resources, spectacular landscape and scenery, water bodies and beaches, a diversity of cultures and numerous archeological sites. (The National tourism policy, 1999). Tourism generated around 2 billion USD which constituted about 25% of Tanzania's foreign exchange earnings in 2014. (Tanzania Tourism sector report 2015). Furthermore, tourism contributed to the country's economy representing 17% of Tanzania's GDP in 2014, employing around 60,000 people and up to 2 million people indirectly (Tanzania Tourism Sector Report, 2015).

#### **2.2.4 Policy Framework**

A definite tourism policy was established in 1991 in Tanzania. In Tanzania Mainland, tourism has passed through various stages and periods. Within the first 10 years of independence, tourism was not a priority sector for country development. The government was concerned with wildlife conservation, and had little emphasis on actual utilization and promotion. The establishment of the Tanzania Tourist Corporation (TTC) in 1971 for promotion and marketing of tourism within and outside the country encouraged more tourists to visit Tanzania in 1972 (199,200) compared to 1971 (68,400). However, the 1979 Uganda War, the 1974 drought and the economic crisis that occurred in the late 1970s and continued up to the Mid 1980s, affected tourism industry resulting into poor performance..

The 1999 tourism policy emphasises on enhancement of environmental conservation, consumer protection and private sector investment. The main goals of the sector as outlined were: (i) to maximize tourism's contribution to the country's development through increased foreign exchange earnings, employment creation, human resource development and rural development; and (ii) to ensure the conservation of tourism attractions, preservation of the environment and the sustainable development of the tourism industry.

In Arumeru, tourism is recognised as the main source of foreign exchange resulting into economic growth. Both national and international private companies and individuals are encouraged to invest in the sector. The government has continued to attract and expand tourist entrepreneurs and tourists.

### **2.2.5 Tourism Trends in Tanzania**

Tanzania Mainland embarked on reforms since 1986 which among others were insisting on increased private sector participation, which had a positive impact on the sector. The strengthening of investment incentives guided by the Tanzania Investment Act of 1997 attracted more investors into the sector. The growing number of projects from 31 in 1997 to 229 in 2000 projects approved by the Tanzania Investment Centre (TIC) is an evidence for the initiatives taken. However, not all approved projects picked up and generated employment opportunities.

After decades of Tourism stagnation in Tanzania, in the 1990s turned up to be the fastest growing industry. The noted first growing rate in Tanzania marked the beginning of joining the the other parts of the world, where tourism is second largest industry after oil. Further evidences included increase of tourist arrivals, from 103,000 in 1986 to 153,000 in 1990 and 627,000 tourists in 1999. Earnings from tourism increased from US\$ 20 million to US\$ 65 million and US\$ 733 million respectively (TTVR, 2014).

### **2.2.6 Status of Poverty**

This section focuses on providing details concerning the status of poverty at global level, Africa and Tanzania.

#### **2.2.6.1 Poverty in the World (Poverty as Global Problem)**

The media has kept on reporting poverty which reveals that it has remained to be a big problem in the world. However some developments have been achieved as evidenced by fact that in 2010, only 18 percent of the world's population was living below the poverty line compared to 36 percent in 1990.

The World Bank targets at reducing global poverty to 9 percent by 2020 and to 3 percent by 2030. The concern is to promote income growth to the bottom 40 percent of the population with expectations that prosperity will be shared (World Bank, 2010).

#### **2.2.6.2 Indicators of Poverty in the World**

- i. The fact that more than 3 billion people (nearly half of the world's population) are living on less than \$2.50 per day with over 1.3 billion spending less than \$1.25 per day falling under extreme poverty.
- ii. Daily death of 22,000 children globally whereas two billion children are living in poverty (UNICEF, 2008).
- iii. Inadequate food evidenced by 805 million people without enough food to eat. Use of food banks in supplying food to those who can't afford to buy or get food themselves.
- iv. Lack of access to adequate clean drinking water evidenced by over 750 million people experiencing the problem. This has been causing Diarrhea claimed to kill 842,000 people every year globally (approximately 2,300 people per day)
- v. Chronic malnutrition resulting into stunted children is another indicator evidenced by 165 million children under the age 5 who were stunted in 2011.
- vi. Dorminance of preventable diseases such as diarrhea and pneumonia claiming lives of 2 million children a year.
- vii. Failure of 21.8 million children under 1 year of age to receive the three recommended doses of vaccine against diphtheria, tetanus and pertussis in 2013
- viii. A quarter of all humans (approximately 1.6 billion people) .living without electricity.
- ix. 4/5 of the world population living on less than \$10 a day.
- x. A huge amount (\$60 billion annually) needed to end extreme poverty based on Oxfam estimates.

- xi. The fact that hunger is the number one cause of death in the world, killing more than HIV/AIDS, malaria, and tuberculosis combined (World Bank, 2010)

### **2.2.6.3 Poverty in Africa**

Sharp falling of absolute poverty from about 40 percent to under 20 percent in the last three decades worldwide is a great achievement but quiet different in African countries where until today, over 40 percent of people are living in absolute poverty in sub-Saharan Africa.

In other words poverty is about the distribution of opportunities and income in a given society. sometimes Extreme inequality between country citizens is observed in African countries. When countries compared ,some are very poor when others are wealthier.

Reduction of poverty in Africa need to consider the history, natives, natural resources and governance because of the uniqueness of challenges for each country. Solidarity and participatory approaches are of great paramount in reduction of poverty. Unequal exchange between the developed and developing countries needs a special attention for successful poverty alleviation in Africa (Makombe, 2006).

### **2.2.6.4 Poverty in Tanzania**

Generally, Tanzania ranks high as far as the level of poverty is concerned. Poverty as a phenomenon of its own is sometimes defined differently in different countries. In a broader perspective, it can be conceptualized as the state of being extremely poor which means lack of basic necessities such as food, water, shelter, healthcare, and primary education.

UNICEF (2008) says that, although Tanzania has some achievements in meeting its domestic and international targets in the reduction of child poverty especially in the areas of education and health care, child poverty is still an issue for consideration.

Despite growth resulting from gold production, tanzanite and tourism, Tanzania remains one of the most impoverished countries in the world. Approximately 28.2% of Tanzanians live below the national poverty line (URT, 2011/12). Yet the country's economic potential is unmistakable.

### **2.3 Empirical Literature Review**

This section focused on research studies conducted in the area of poverty alleviation as well as tourism and development. Several studies from different scholars in different part of the world including Tanzania have revealed that tourism contributed in the alleviation of poverty. The choice of empirical studies is driven by the perceived relevance of these empirical studies to our research. The empirical literature reviews is based on checking the Studies Linking Poverty and Tourism.

Overseas Development Institute ( June, 2007) assessed how tourism revenues reach the poor by analyzing the macro variables and adoption of micro level approach. Macro variables used were foreign exchange earnings, foreign direct investment and employment. Micro level approach focused on the livelihood impacts on poor people of specific niche tourism enterprises. The study was focused on the usefully applications of value chain to the service sector, value chain adaptations to address poverty and business progression and lastly focused on how value chain distributed along tourism and provide a robust empirical basis for making changes to it. Findings from the study were 26% of destination tourism expenditures flows to poor people in the local economy, three groups benefited from tourism which are direct tourist sector employees, tourist sector enterprises (tax), local crafters and farmers, and lastly weak and shallow supply chains due to multiple constraints. Recommendations were upgrading the tourism market, increase entrepreneurship, productivity and standards and lastly deepening agricultural chain supply.

Goodwin (2006) presented a brief review and critique of current ways of measuring and reporting the economic impact of tourism on national economies in the context of changing environment of tourism and development. The fact that the policy focuses on a shift towards the local development, traditional indicators are less useful

to measure the impacts of tourism on local economies and poverty reduction in the developing world. The findings shows that International visitor arrivals, spending figures, tourism satellite accounts and multipliers are unable to measure the impact of tourism on local economic development in general and poverty reduction in particular. This study concludes with some suggestions about how data collecting methodologies can be used to create a repository of comparable data.

Michot (2010) examined the tourism policy of Kerala state and its effects on the livelihoods of residents of Kumarakom, a heritage place in Kerala state. The study evaluated pro-poor elements of tourism policy. In the pilot study, it was found that the tourism policy of the Kerala state has positively affected the economic and sociological conditions of the local community at Kumarakom heritage place. Generally it was concluded that tourism has a positive role in eradicating poverty.

Ramakrishna (2012) studied Analysis of Karnataka tourism policy 2009-2014. The study focused on showing that tourism and travel industry play a prominent role in uplifting socio economic conditions that depends on tourism. According to the study findings the state government is required to review existing tourism policy periodically in tune with the national tourism policy. India has stepped up efforts to keep new tourism policy with an aim of protecting the interests of stakeholders and strived to become more pro-poor. This study was based on secondary data. The data related to foreign and domestic tourist arrivals and the Foreign Exchange Earnings (FEE) have been collected from the official sources. The Karnataka new tourism policy 2009-2014 states that, the policy is more pro-poor and in favor of the stakeholders. The major recommendations included strengthening the home stay policy, supporting the artisans to showcase the rural tourism, etc.

Carolin *at el.* (2000) examined the effects of tourism on the livelihood of poor and enhancement of such positive impacts. The study was based on the Relevance of tourism to the poverty agenda. The findings shows that tourists sites are available but not well developed and the poor are not well promoted. Generally the study recommended to enhance economic opportunities for the poor and encouragement to private players to develop pro-poor strategies in tourism destinations.

Ashloy and Haysom (2006) described pro-poor tourism as managing a tourism business in the way that the operator makes profit and at the same time the poor also gets benefits. Based on the pro-poor tourism pilot programme conducted in Southern Africa this study argues that mainstream commercial tourism can do much to embrace pro-poor approaches. In particular the tourism sector needs to go further in shifting from philanthropic approaches to pro-poor approaches that entail doing business differently, with more committed changes in strategy and business structures. The pilot programme case studies revealed a range of potential business benefits the companies can achieve through pro-poor approaches, such as enhanced social license to operate and increased brand recognition. They also show that implementing a pro-poor approach depends on the company's context and circumstances. The study recommended that the entails number of challenges and companies need to commit in making the necessary effort.

Dutta (2011) analyzed poverty alleviation through sustainable tourism in the city of Kolkata. The study explore the benefits of sustainable tourism for poverty alleviation at the root level. The objective of the study was to examine the contribution of tourists towards improving the livelihoods of local people in a remote island village of the Indian Sundarbans. The Sundarban Tiger reserve is a major tourism destination and a small number of local people participate in tourism sector as vendors, boatmen and guides. No village household subsists entirely on tourism based income since such jobs are seasonal. The study found that tourism may also have a conservation effect. This study recommended a carefully crafted policy for promoting nature based tourism with room for local participation.

Bazini (2008) studied the impact of the tourism development on poverty reduction in Albania Mediterranean, a country in transition. The main objective of this study was to analyse how tourism can make a significant contribution to poverty reduction. The study revealed that Albania's tourism economy is fragile and is comprised of small businesses and a few local outlets of national franchises. Due to the high incidence of small business in the mix, the suppliers to the tourism economy tend not to be highly visible. The study recommended that marketing strategies employed by these

suppliers will not benefit the people livelihood hence it is important that the community to intergrate its marketing and product strategies to take the best advantages of these opportunities.

Konstantinos' (2012) study on tourism policy making in Crete is based on matching reality and perceptions. This study was focused on two aspects of development. The first perspective focuses on the actual out-puts (building roads etc.) and outcomes (incomes, jobs etc) of tourism development and planning. The second perspective focuses on the perception of the host community of those outputs and their outcomes. However, little consideration has been given to the match between reality and perceptions. The first objective of the study was to explore whether the tourism policy matches the perceptions with reality on the Greek island of Crete. The second objective was to consider the implications of any such match for tourism development and management policies on Crete. The study observed that measuring community perceptions and investigating actual outputs and outcomes is a vital force that can lead to various policy implications.

Analysis of the socio-economic impact of tourism for emerging tourism entrepreneurs in George municipality of the Western Cape province of South Africa by Ramakumba *et al.* (2012) contributed to increasing awareness of the socio-economic impact of the tourism industry. This study found that tourism is contributing positively to the socio economic status of the emerging tourism entrepreneurs, even though majority of them were earning an income lower than what is considered a living standard in South Africa from their enterprises. This study concluded that an integrated and multi-sectoral policy aimed at poverty alleviation through pro-poor economic growth was necessary.

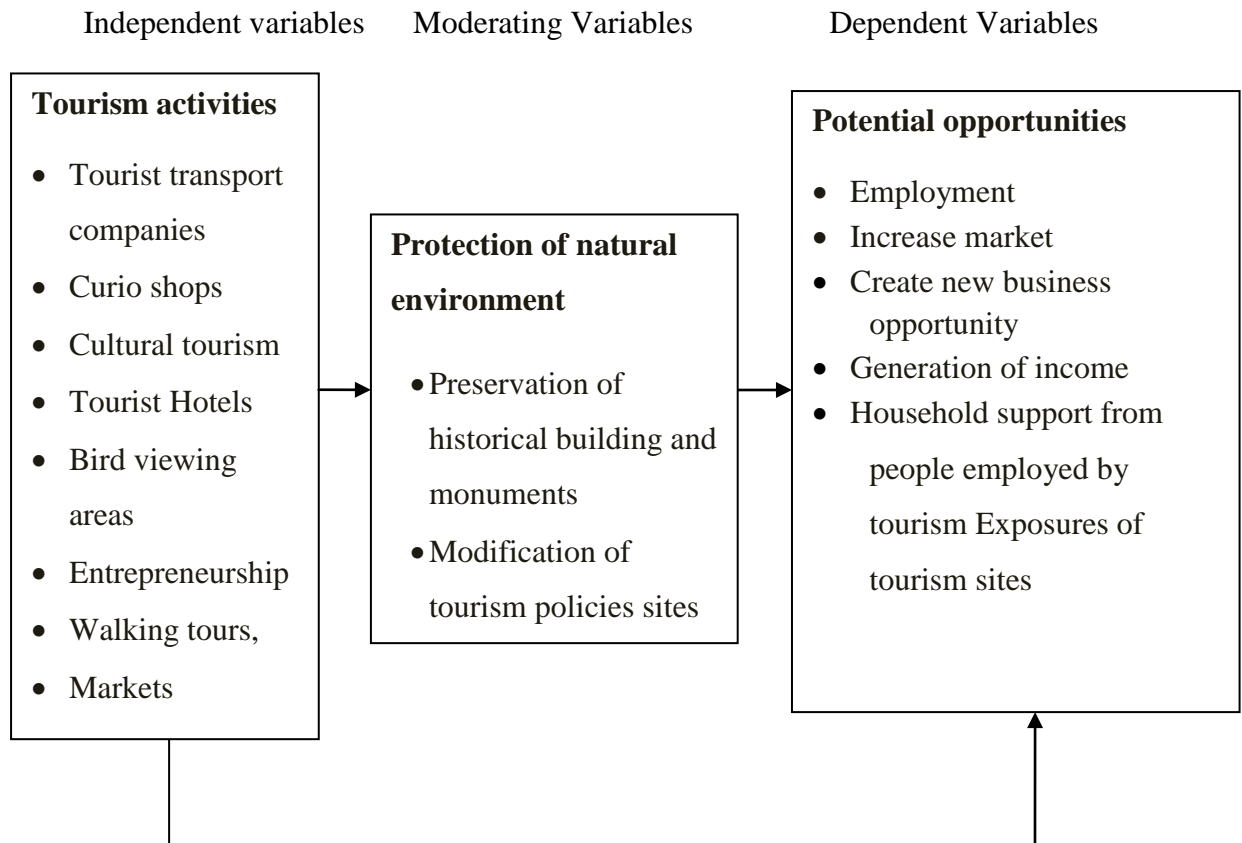
## **2.4 Research gap**

The research gap that was of great concern in this study was lack of evidence on the contribution of tourism in poverty alleviation at households level in Arumeru district which is endowed with tourism attractions. Other studies conducted in the district were using different units of enquiry and objectives. A few examples include “Assessment of the roles of tourism activities towards poverty alleviation in rural areas”, “Socio-economic and cultural factors influencing gender roles in joint forest management around Mount Meru catchment forest reserve”, “Roles of enterprises to the development of tourism sector in Arumeru”, and “Roles of tourism in poverty alleviation.” (Pallangyo, *et al* 2015). Based on the studies the researcher decided to conduct a study on The contribution of tourism on poverty alleviation at household level in Arumeru district council.

## **2.5 Conceptual Framework**

Having gone through different literatures this study presents the conceptual framework as illustrated in figure 2.1

**Figure 2.1: Conceptual frame work for the contribution of tourism in poverty alleviation at household level in Tanzania**



Source: Author's own construction, 2018

Figure 2.1 shows that if household members will realize the opportunities offered by the tourism industry and engage themselves in the activities related to the industry they will experience increased employment opportunities, market, creation of new bussines, and thus generation of income from the activities and support from family members or relatives earning income from tourism the end result being reduced poverty at households level. Sustainability will depend on management of tourist attractions and policies that creates a win-win situation.

However, if the opportunities are not known or not within the capabilities of the people little or no income will be generated from tourism industry resulting into little or no contribution in poverty alleviation at household level.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the methodology applied in conducting the study. From theoretical point of view, research methodology shows how the research was conducted. Kothari (2004), says that research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The chapter is divided into 8 sections including research design, study area, data collection methods, techniques of data collection, sampling techniques, data presentation, analysis techniques as well as ethical consideration.

#### **3.2 Research Design**

The study employed a case study design to achieve its objectives with both qualitative and quantitative approaches being applied. Case study design was selected because it allows in depth investigation at the selected area. According to Robison (2002) in Saunders (2004) cited by Adam and Kamuzora (2008) case study is a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life contexts using multiple sources of evidences (triangulation).

#### **3.3 The Study Area**

The section has covered the study location and size, land forming, vegetation, and population of the study area. The area was selected due to the fact that tourism activities is one of the main economic activities for income generation apart from agriculture and livestock keeping in Arumeru district. It has a number of tourism attractions such as Mount Meru, Arusha National Park, cultural tourism programmes and accommodation facilities that attracts the tourists. The district is allocated at the foot of Mount Meru which is the second highest mountain in Tanzania surrounded by Arusha national park which is full of water falls, springs and wild animals.

Lake Duluti Eco-Tourism has foot trails that revolve around the lake shores. The shores have cool weather with beautiful leisure places for climbing, picnic and refreshments. There is a plentiful area for hunting in Ngarenanyuki Ward where people can have nice time to rest, enjoying delicious barbeques from wild animal meat and after that the tourists can rest at Tengeru Cultural Tourism Centre. The district has been chosen as the case study due to its location and availability of tourism attractions. The most important thing is that Arumeru district is the path towards other attractions such as Ngorongoro Conservation Area Authorities (NCAA), Serengeti national park, Tarangire national park and Manyara national Parks (TTB Report, 2014).

**Figure 3.1 The map of Arumeru district council**

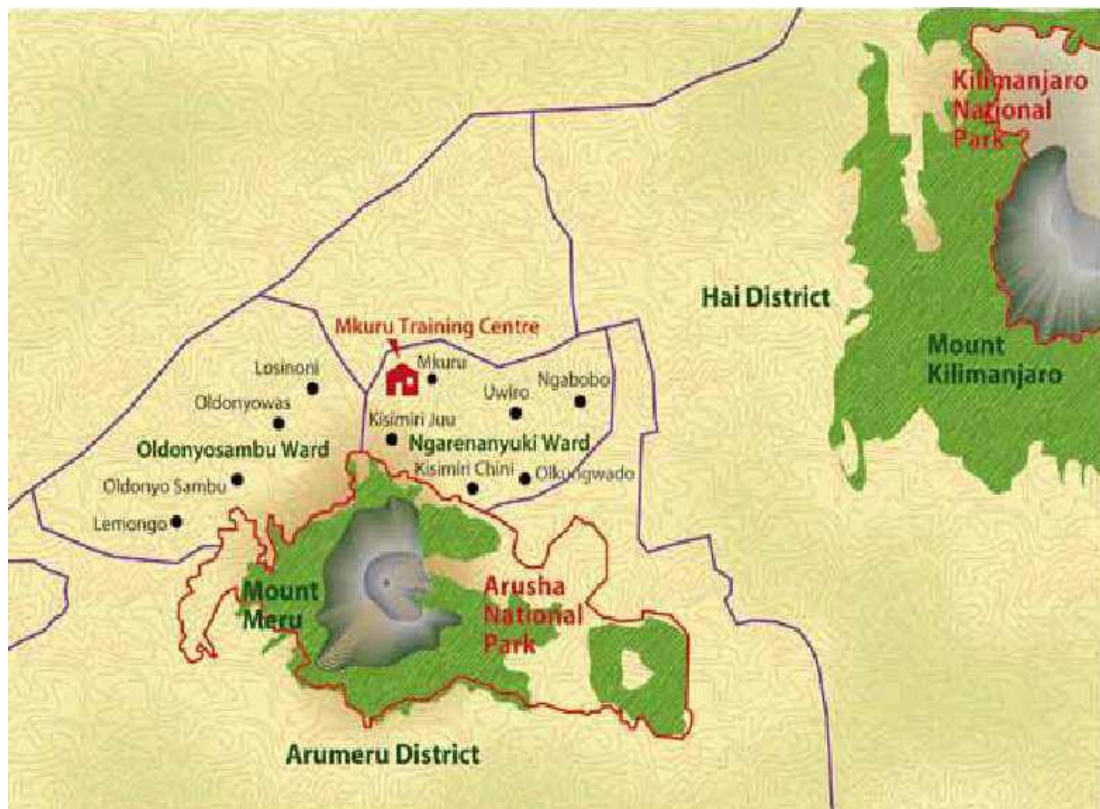


Figure 3.1; Arumeru District and the bordering Districts.

Source: <http://merudc.blogspot.com/>

### **3.3.1 Location, size and economic activities**

The study was conducted in Arumeru district in Arusha region, found in the Northern highlands of Tanzania. The district is located in the North Eastern part of Arusha region bordering Kilimanjaro Region to the East and Manyara Region to the Southern part. The distance from Kilimanjaro International Airport (KIA) to Arumeru district headquarters is about 25 kilometres. Arumeru district is among the six districts forming Arusha region. The district has an area of about 2,966 square kilometers which is about 3.6% of the areas of Arusha region of which the total of Arusha region is 82,424 square km. The district has two parliamentary constituencies which are Arumeru East and Arumeru West (Sifuni 2015).

Arumeru District has thirty seven (37) wards which are Bangata, Akheri, Bwawani, Ilkiding'a, Kikatiti, Kikwe, Kimnyaki, King'ori, Kiranyi, Kisongo, Leguruki, Makiba, Majiyachai, Maroroni, Mateves, Mbuguni, Mlangarini, Moivo, Moshono, Murieti, Musa, Mwandeti, Nduruma, Ngarenanyuki, Oldonyosambu, Nkoanrua, Nkoaranga, Nkoarisambu, Oljoro, Olkokola, Olturoto, Olturumeti, Poli, Sing'isi, Sokoni one, Songoro and Usa-river. The selected wards were Nkoaranga Poli and Songoro.

Economic activities that conducted at the study area are agriculture, livestock keeping, tourism, forestry, beekeeping, fishery, industry and mining.

### **3.3.2 Landforms**

Arumeru district has been blessed with attractive land forms where the district has mountains such as Mount Meru, plateaus, valleys and flat areas. The tourists like the district due to its nature of cold weather and natural sceneries.

### **3.3.3 Vegetation**

Vegetation as it is defined by a researcher is a collection of plant species and the ground shield or ground cover they deliver. The area has natural huge trees which shelters other living thing species such as birds, butterflies, monkeys and at the same time it is the source of rainfall mostly orographic rainfall. The district also has

natural forests, grasslands and rainy forests full of tall green trees which attract the tourists to visit.

### 3.3.4 Population

According to the United Republic of Tanzania 2012 population and housing census, population profile at Arumeru district was observed as follows:-

**Table 3.1 Population Arumeru District**

Age	Female	Male	Total
0-4	40468	40800	81268
5-14	68352	73785	142137
15-24	56638	48712	105350
25-44	61830	57778	119608
45-59	16950	17545	34495
60-79	10904	10571	21475
Total	255142	249199	50443

Source: URT census, 2012

### 3.4 Target Population

This refers to the targetted population from which the sample was drawn. Rwegoshora (2006), says that “It is the complete list of all units/element from which the sample is drawn. The sampling frame for any probability is a complete list of all the cases in the population from which your sample will be drawn, (Saunders et al (2009). Target population for the study were all households of the selected areas and key stakeholders ( officials and religious leaders) in Arumeru district.

### 3.5 Sample Size

The sample size is defined by Bailey (1987) as the number of representatives respondents selected for interview from a research population. The number depends on accuracy needed, population size, population heterogeneity and resources available. For the purpose of this study, a sample of 41 households and 19 key stakeholders were selected. The sample size of households drawn was 10% of the 410 households found in three wards selected for the study (Nkoaranga, Poli and Songoro). The stakeholders selected included two (2) District Tourism Officers

(DTOs), 1 District Community Development Officer (DCDO) 3 Ward Executive Officers (WEO) 3 Religious leaders and 10 Village Executive Officers (VEO).

### **3.6 Sampling Techniques**

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made (Kothari, 2004). Sampling implies the procedures or process of selecting a number of individuals for the study in such a way that individuals are selected to represent the largest group from which they are selected. This study used both non-probability and probability sampling. Kothari (2004) says that, Non – probability sampling is that sampling procedures which does not afford any basis for estimating the probability whereas individuals are selected based on their position and information possessed. Probability is a sampling technique that gives equal chances to all the individuals in the population. Specifically purposive and systematic random sampling were used in selection of the study sample.

#### **3.6.1 Purposive Sampling Technique**

Purposive sampling technique enables the researcher to choose respondents basing on the fact that they have on desirable characteristics and variables related to the issue being studied (Kothari, 2004). In this study purposive sampling was applied in choosing suitable respondents such as District Tourism Officers (DTOs), District Community Development Officer (DCDO) Ward Executive Officers (WEO) Village Executive Officers (VEO) and Religious leaders in Arumeru district. The selection was based on their position and information possessed concerning the contribution of tourism in poverty alleviation in Arumeru district.

#### **3.6.2 Systematic Random Sampling Technique**

This study applied systematic random sampling, which is a technique in which each piece of data is chosen at a fixed interval for inclusion in the sample (Ashley Crossman, 2007) . The sample households were chosen by selecting every tenth household from a starting point.

This sampling technique was important in my study because it was easier to draw a sample. This is more advantageous when the drawing is done in fields and offices as there may be substantial in time. Also the cost was low and the selection of unity of inquiry was simple.

### **3.7 Unity of Inquiry**

This was the main entity (key target) that a researcher used for analysis in the study. The unity of inquiry was the households which were used by the researcher in assessing the contribution of tourism on poverty alleviation in Arumeru district. This was due to the fact that among several studies concerning tourism and poverty alleviation none of the studies used households as a unity of inquiry. In order for a researcher to get the actual contribution of tourism on poverty alleviation at household level the researcher used the head of households to get information for all family members.

### **3.8. Data Collection**

Data collection according to Mathews *et al* (2010) is defined as a practical activity of collecting informations and that has to be carried out within time, spatial and resource constraints. Pelosi *et al* (2001) said that data can be collected in a variety of ways, in different setting and from different sources. The main sources of data include primary data and secondary data.

#### **3.8.1 Primary Data**

A researcher collected the primary data through interviews, questionnaires, and observation.

##### **3.8.1.1 Interview**

This is a method of data collection that involves oral questions directed to the respondents either individually or in a group. The researcher provided opportunity to respondents to give their opinion on contribution of tourism on poverty alleviation. The interview was conducted using face to face interaction. During the study the interviewees included District Tourism Officers (DTOs), government officials

District Community Development Officer (DCDO), Village Executive Officer (VEO) and Ward Executive Officer (WEO) and a few local resident on the contribution of tourism on poverty alleviation. During the session the researcher used both Swahil and English for the sake of encouraging respondents to express their views and ideas freely. This technique was very important in this research since enough information were to be exploited in order to archieve the study objectives.

The researcher used interview because it is easy to understand the explantion and gives a chance for asking questions in case of misunderstandings, Furthermore the interviewee feels free to give his/her opinions thus detailed information concerning the studied variables.

#### **3.8.1.2 Questionnaires**

Questionnaire is the set of questions to which the respondents individually respond in writing (Enon,1998). The respondents have to answer the questions either on their own or by responding to an enumerator (Kothari, 2004). For this study both open and close ended questions were used. The open ended questions required the respondents to write what they know on the contribution of tourism on poverty alleviation at household level, and in closed questions the respondents were limited to the pre –determined answers such as Yes and No answers and others.

A researcher used both forms (open and closed question) so as to get a broader room of understanding the phenomenon and data provided by the respondents. It covered the questions based from the research objectives and the related issues concerning the contribution of tourism at household level.

#### **3.8.1.3 Observation**

Observation is the technique of data collection by seeing and hearing at the study areas. It could be neutral, participant or non participant observation ( Kothari, 2004). In this study non participant observation without limitation was applied simultaneously to the respondents households and activities conducted. A researcher was passive and simply noting what was observed concerning the study.

The researcher was able to assess the quality and standard of living among the respondents households; their assets, their infrastructures, socialization and the social services. A researcher visited and observed a tourist company known as Wild Truck Tours which conducted the tourism activities in Nkoaranga ward, the presence of tourist lodges such as Engurdoto hotels, Engarasero Mountain Lodge in Nkoaranga ward and Arumeru River Resort in Poli which delivered the accommodation services in different wards in Arumeru district. There was also Mulala Cultural tourism program which was the only tourism activity which allocated in Songoro ward. All these influenced them (people at households) to engage in tourism activities either direct or indirect. The aim of conducting the observation was to learn more from the study area, and add information on the studied variables.

### **3.8.2 Secondary Data**

According to Kothari (2004) secondary source of data are those items that are already available, It includes data which have been collected and analyzed by someone else such as existing literature, government reports, official documents, book chapters, journal articles, and other relevant documents. In this study, the documentary review method was used to collect data from both published and online materials which provided significant information.

#### **3.8.2.1 Documentary Review**

Documents and reports also was useful in this study. The most recently published documents were usually up-to –date and, again often contain recommendations that may form the basis of the research idea. A researcher used several books, atlas, research reports, population statistics, government documents from Tanzania Tourist Board (TTB), and Community Development Training Institutes (CDTI) where the documents helped the researcher to support the study mostly in chapter two which deals with the literature review. The rationale for using documentary review is that documents are stable and they can be reviewed repeatedly to provide the same information. The usefulness of documents as pointed out by (Rwegoshora, 2006) lies

on implicit accuracy of lack of buyers but it is based on their stability, thus they can be reviewed repeatedly due to permanent availability of materials.

### **3.9 Data Analysis**

Data analysis involves sorting out for simple understanding (Creswell, 2003). This study collected both qualitative data and quantitative data thus analysed in different ways.

Qualitative data refer to data which are not in the form of numbers. They are obtained from their natural settings (Creswell, 2003). Qualitative data were analysed by using content analysis in which statements are analysed based on its implication of its content on study objectives.

Quantitative data refer to anything that can be presented in numbers. They can be presented in ordinal, interval or in scales (Yin, 2003). Quantitative data were analysed with assistance of the Statistical Package for Social Sciences (SPSS version 20) which helped to organise data into tables and charts ready for interpretation as per study objectives. Data were coded and entered into the SPSS for further manipulation and summarization through frequency numbers and percentages presented by using tables and charts.

### **3.10 Data Presentation Methods**

The researcher presented data in tables, photographs, maps, figures, percentages, numerals, and statements to simplify the interpretation and discussion of the findings.

### **3.11 Ethical consideration**

When a researcher develops his/her data collection techniques must consider whether his/her research procedures are likely to cause any physical or emotional harm ( Burgess, 1989). Ethical aspect strictly observed in order to achieve the research objectives. The respondents were informed about the purpose of the study as being for academic purposes only. It was observed that confidentiality and anonymity on findings adhered. Consent sought from respondents before interviewing them. Impartiality and objectivity while conducting research

adhered as well. Participant's rights to withdraw and to decline to take part in a particular aspect of research was respected. The researcher ensured that there is no cause of harm or intrusion participant's privacy. To ensure confidentiality, respondents were reassured verbally and in writing on the cover of the questioners that the information will be treated with the utmost confidence.

## **CHAPTER FOUR**

### **PRESENTATIONS AND DISCUSSIONS OF THE FINDINGS**

#### **4.1 Introduction**

This chapter presents the study findings and interpretations of the findings according to the objectives of the study. The study aimed at assessing the contribution of tourism on poverty alleviation at households level in Tanzania using Arumeru District council as a case study. Findings are reported on the basis of the specific objectives of the study. The chapter is divided into eight (8) sections including Introduction, characteristics of the study respondents, household's members earning income directly or indirectly from tourism industry, the impact of tourism industry to household's living standards, the implications of the income generated by the district council on poverty alleviation at household level and factors that affect effective contribution of tourism industry in poverty alleviation at household level.

#### **4.2 Characteristics of the Study Respondents**

This section presents the characteristics of the respondents particularly age, sex, marital status and the level of education.

##### **4.2.1 Age of the Respondents**

The inclusion of age groups of the respondents in this study was done purposely with an idea that they are likely to have an impact on studied aspects. The respondents (head of households) were asked to select their age groups as arranged by the researcher. The findings were as shown in table 4.1.

**Table 4.1: Respondents age groups**

(n=41)

Age	Number	%
18-25	6	14.6
26-35	13	31.7
36-45	10	24.4
46-55	9	22
56-65	3	7.3
<b>Total</b>	<b>41</b>	<b>100</b>

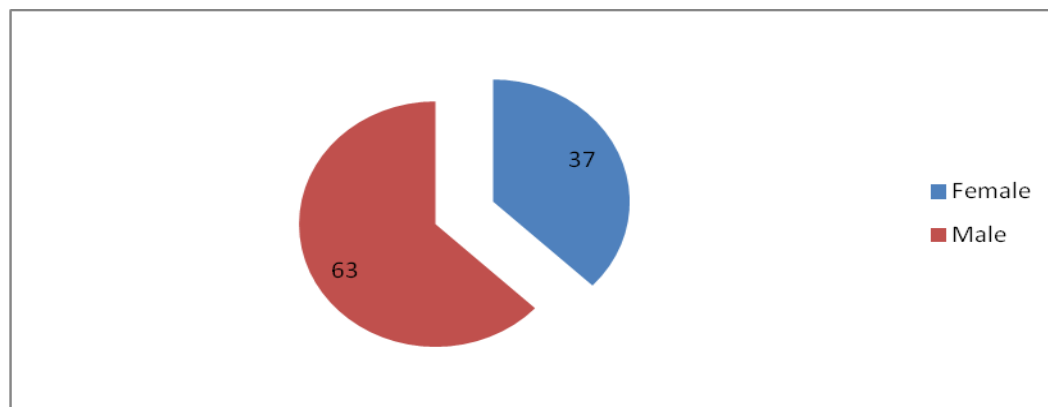
Source:Field data, 2017

Table 4.1 shows that a large proportion (31.7%) of the respondents were between 26 and 35 years old, followed by 24.4 percent for those between 36 and 45, 22 percent comprising of those between 46 and 55, 14.6 percent comprising of those between 18 and 25 and 7.3 percent comprising of those between 56 and 65 years old. Basing on the findings it can be argued that over 50 percent (56.1%) were between 26 and 45 years old thus likely to be more productive.

#### 4.2.2 Sex of the Respondents

The researcher was interested to know the sex of the sampled heads of households with an idea that sex is likely to have an influence on the studied aspects. The study respondents (heads of the sampled households) were asked to indicate their sex and the findings were as shown in figure 4.1.

**Figure 4.1 Distribution of the respondents (heads of the households) by sex**



Source: Field data, 2017

Figure 4.1 shows that 63 percent of the respondents were male when 37 percent were females. Based on the findings it can be argued that 63 percent of households were headed by men where as the rest 37 percent of the households were headed by women probably due to divorce and limited chances to get married.

#### 4.2.3 Education Level of the Respondents

The researcher wanted to know the education level of the respondents so as to establish its relation to the contribution of tourism on poverty alleviation at household level. The understanding that education is always regarded and valued as a means of liberation from ignorance (Basnayake and Gunaratne, 2002), necessitated the consideration of education level. The study respondents were asked to indicate their education level and the findings were as shown in table 4.2.

**Table 4.2 Education Level of the Respondents**

(n=41)

Education	Number	%
Primary	6	14.6
Secondary	21	51.2
College	12	29.3
University	2	4.9
<b>Total</b>	<b>41</b>	<b>100</b>

Source: Field data, 2017

Table 4.2 shows that the respondents with Primary education were 6 (14.6%), Secondary education were 21 (51.2%), college education were 12 (29.3%) and University education were 2 (4.9%). Eighty five point four percent (85.4%) had secondary education and above which implies that they had enough understanding to prosper in their undertakings.

#### 4.2.4 Marital Status of the Respondents

Data on marital status were considered with an assumption that marital status could have influence on the contribution of tourism on poverty alleviation at household level. Study respondents were asked to show their status as per the three options

(*Married, Single and Divorced*) supplied by the researcher. The findings were as shown in table 4.3.

**Table 4.3 Distribution of Respondents by Marital Status**

(n=41)

Marital status	Number	%
Married	21	51.2
Single	18	43.9
Divorced	2	4.9
<b>Total</b>	<b>41</b>	<b>100</b>

Source: Field data, 2017

Table 4.3 shows that out of 41 respondents 21 (51.2%) were married, 18 (43.9%) were single and 2 (4.9%) were divorced. Based on findings that 51.2 percent were married it can be argued that 51.2 percent of the households had more chances of earning more due to support between the married couples (husbands and wives).

#### **4.3 Households Members Earning Income Directly or Indirectly from Tourism Industry**

The researcher was interested in knowing the number of household members earning income directly or indirectly from tourism industry in order to establish peoples' reliance on tourism industry and the contribution of tourism on poverty alleviation at household level. Three questions namely What is the number of your family members between 18 and 65 years old, How many are engaged in income generating activities and indicate the number of your family members before each of the activities listed and add the activity not in the given list under others, were asked to the head of households.

The respondents' responses were as follows; in respect to question one which wanted to know the number of family members between 18 and 65 years old the total number from all 41 respondent's, households was 123. With regards to the second question which wanted to know if all family members between 18 and 65 were engaged in any income generating activity all 41 respondents picked Yes implying

that all 123 members of the 41 households between 18 and 65 were engaged in income generating activities. Responding to what activity they were engaged in, the findings were as shown in Table 4.4

**Table 4.4 Income Generating Activities done by Household Members**

(n=123)

S/N	Income generating activities	Number	%
1	Accommodation facilities	30	24.3
2	Wild trucking and mountain climbing	19	15.4
3	Mulala Cultural Tourism Programme	19	15.4
4	Birds viewing sites	17	13.9.
5	Walking tours	12	9.8
6	Additional activities related to tourism industry	12	9.8
7	Non tourism related activities	14	11.4
	<b>Total</b>	<b>123</b>	<b>100</b>

Source: Field data, 2017

Table 4.4 shows that 30 (24.3%) household members out of 123 were employed at accommodation facility, 19 (15.4%) were engaged with wild tracking and mountain climbing, another 19 (15.4%) were employed at Mulala cultural tourism program, 17 (13.9%) were engaged in birds viewing sites, 12 (9.8%) were engaged in walking tours, another 12 (9.8) were engaged in other activities related with tourism when 14 (11.4%) were the only ones engaged in non tourism activities. The findings implies that 88.6 percent of the all family members from the 41 households were relying on tourism for their income which is a good coverage. With such coverage tourism is likely to have a great impact either negatively or positively depending on how paying the activities are.

#### **Employment at Accommodation Facilities**

Accommodation facilities are important services provided to tourists and one of the factors that attracts tourists. Tourists needs places for resting and refreshing during their travel due to the fact that they are far away from their homes. Having noted that 30 (24.3%) respondents were working with accommodation facilities (hotels) which is among the important tourist service found in Arumeru district, It can be argued

that household members employed contributes to household income for purchasing basic needs and assets. People are employed at tourists hotels as house keepers, guards, assistance chiefs, drivers, gardeners and receptionists paid on monthly basis. The salary differs due to the level of education and the type of job.

### **Wild Trucking And Mountain Climbing**

Wild trucking is a situation where the tourists travels to the tourism sites through the trucks together with the tour guiders, drivers and photographers, whereby mountain climbing is a process whereby the tourists together with the porters, guiders and photographers go for mountain hiking for pleasure. In Arumeru district the tourists climbs Mount Meru. The findings revealed that 19 (15.4%) household members out of 123 were engaged in wild trucking and mountain climbing as a source of earning income. It is through trucks the tourists are abled to go arround and see the wild life live both flora (plants) and fauna (animals) live in national parks for example Arusha national park and the rest of other tourist attractions.

However the respondents from the field area of Poli commented that tourists enjoyed the mountain climbing at Mount Meru, viewing the mountain sceneries and visiting the ancestral local houses which were used by local chiefs in Arumeru. The natives from the community household are the ones who serves the tourists as porters, historians and tour guiders. Wild truck tours company which operates its tourism activities in Arumeru District provides such opportunities. Based on the findings it can be argued that wild trucking and mountain climbing contributes to income generation at households level and also reducing poverty.

### **Mulala Cultural Tourism Programme**

The findings in table 4.4 reveals that 19 (15.4) household members out of 123 from the sampled households were employed with Mulala Cultural Tourism Programme. Mulala cultural tourism programmme is a cultural programme established by eight (8) womens who were attracted by tourism bussines in Arumeru. They merged their capital and formed the cultural tourism programme. They also formed their entrepreneurial organization which is known as Agape Women Group aimed at

alleviating poverty in the area. The programme is concerned with natural walking tours safari, indigeneous plantation tours and processing of various local products including cheese, honey, and bee wax thus earning income which ends up in improving the standard of living of the community members at their households. From the findings it can be argued that the programme had offered direct employment and market for people producing honey, milk and other products. In so doing Mulala Cultural Tourism Programme is contributing towards poverty alleviation at household level. Moreover during the study the researcher observed how Mulala Cultural Tourism Programme acted as an economic liberty to the village. The study concluded that tourism project is under womens but profiting not only women but also men because they were hired as tour guiders, security guards, cleaners and also camping crews special for making tents for the tourist to dwell. Figure 4.2 shows products sold at Mulala Cultural Programme.



Source: Field data, 2017

**Figure 4.2 Local cheese, beewax and honey produced by Mulala cultural programme**

Through the interview conducted, one VEO said that

*Villagers are benefiting from tourim by vending milk to Mulala Cultural Tourism Programs,at a cost of 900Tsh per litre. Villagers have a tender for delivering milk everyday which is used for the production*

*of local cheese to be sold to the tourist hotels. Apart from milk other villagers' products like honey and beewax are also sold.*

Based on the statement above it is obvious that through selling milk people earn income indirectly after delivering. This is very important to the households because they have reliable and consistent market for their agricultural products and assists in alleviation of poverty at households level.

### **Birds Viewing Sites**

Birds viewing sites are the areas that contains different species of birds where the tourists visited for viewing them closely. It is a source of income to people at households level because they are paid after each trip with the tourists. Table 4.4 revealed that 17 (13.9%) household members out of 123 were earning income through birds viewing sites.

### **Engagements in Walking Tours**

Walking tours is among the tourism activities practiced at Arumeru district council where the tourists walk around with the tour guides leading them to the tourist centres such as the snake farms, hiking areas and the zoos of Dik Dik and Tanzanite where there are different species of wild animals. People around the area are the ones who gets an opportunity to be hired for leading the tourists and therefore generating income after finishing the walking. The findings in table 4.4 revealed that 12 (9.8% ) household members out of 123 were engaged in walking tours. The researcher concluded that tourists enjoyed walking as part of exercises and enjoyment which in turn enabled people in Arumeru district council to earn income and therefore reduced poverty at household level.

### **Additional Activities Related to Tourism**

Arumeru district council had waterfalls including Engarasero waterfalls at Nkoaranga ward. Table 4.4 shows that 12 (9.8%) households members out of 123 members from the 41 sampled households were concerned with tourists interested to visit waterfalls and others like traditional dance groups specialized in intertaining tourists. Based on the findings it can be argued that 9.8 percent of the sampled

households members were earning income from activities related to tourism thus a contribution of tourism to poverty alleviation at household level. Figure 4.3 shows the other activities through which people earn money.



Source: Field data, 2017

**Figure 4.3 Water falls at Ngarasero village**

#### **4.4 The Impact of Tourism to Households Living Standards**

The study attempted to establish the impact of tourism to the livelihoods of people at households level in Arumeru district council using questionnaires. Six variables were used as a criteria to assess the living standards namely; access to education, access to healthy services, meals per day, average income per day, materials possessed and employment offered through existence of tourism industry. The researcher asked the heads of households to respond to questions set for searching information concerning each variable.

##### **4.4.1 Access to Education**

Two questions including are all your children attending schools and what types of schools they are attending (public and private) were asked to respondents. The findings were as shown in Tables 4.5 and 4.6.

**Table 4.5 Proportion of Children Attending to School** (n=41)

Responses	Number of respondents	Percentages%
Yes	41sss	100
No	-	-

Source: Field Data, 2017

**Table 4.6 Types of Schools Children are Attending** (n=41)

Schools	Number	Percentage%
Public	25	61
Private	16	39
Total	<b>41</b>	<b>100</b>

Source: Field Data, 2017

Table 4.5 shows that all 41 respondents (100%) said that all school age children in their household were going to school. This shows that family members of the sampled households had access to education. When they were asked to tell which type of schools their children attended 25 (61%) head of household said their children attended to public schools while 16 (39%) said that their children were schooling at private schools. Based on the findings it is obviously that head of households managed to meet the education of their children and relatives in their households. Whereas 16 (39%) households managed to pay school fees in private schools which are relatively expensive. Conclusively it can be argued that tourism industry has contributed into increased access to education and in turn poverty alleviation at households level.

#### **4.4.2 Access to Health Services**

Three questions Including do you always go for treatment at dispensaries/healthy centres/hospitals when you feel sick, Are your family members registered for community health fund and what limitations you are facing in accessing healthy services were asked to respondents. The findings were as shown in table 4.7, 4.8, and 4.9.

**Table 4.7 Attendance to hospitals once falls sick** (n=41)

Responses	Number of respondents	Percentage %
Yes	41	100
No	-	-

Source: Field Data, 2017

**Table 4.8 Registration for Community Health Fund** (n=41)

Health Insurance Fund	Number of respondents	Percentage %
Have health insurance fund	24	58.5
Not have health insurance fund	17	41.5
<b>Total</b>	<b>41</b>	<b>100</b>

Source: Field Data, 2017

**Table 4.9 Limitations in Accessing Health Services** (n=41)

Limitations	Frequencies	Percentage%
Poor transport facilities	10	24.4
Un acceptability of CHF at referral hospital facilities	37	90.2
Shortage of health service centres	30	73.2
Cultural and beliefs limitations	25	61
Insufficient drugs	41	100
Language limitations	5	12.2
Insufficient equipments	40	97.5

Source: Field Data, 2017

Table 4.7 shows that 41 100% household heads said that all people under their families were going to hospital once they fall sick. Table 4.8 shows that 24 (58.5%) respondents said that all households members were registered to community health fund while 17 (41.5%) households have family members not registered to CHF. Table 4.9 shows that, poor transport facilities (24.4%), unacceptability of CHF at referral hospitals (90.2%), shortage of health service centres (73.2%), insufficient drugs (100%), language limitations (12.2%), cultural and belief limitations (61%) and lack of equipments (97.5%) were among the limitations that hinder access to health services.

Based on the findings it can be argued that people at households knows the importance of having access to health services all times as evidenced by 58.8 percent of households with community healthy fund cards. Furthermore it can be argued that households had access to healthy services although there were some limitations such as lack of finance although it was not mentioned but it could be a constraints to access to health services especially the respondents who do not have CHF.

#### 4.4.3 Meals per Day

Three questions including, Are you sure of getting food everyday, How many meals do you have per day and what are the constituents of your meals (breakfast, lunch and dinner) were asked to the respondents and the findings were as presented in table 4.10, 4.11, and 4.12.

**Table 4.10 Households sure of Getting Food Everyday**

(n=41)

Number of respondents	Responses	%
41	Yes	100
-	No	-

Source: Field Data, 2017

Table 4.10 shows that all 41 head of households were able to get food for them and family members everyday.

**Table 4.11 Number of the Meals per Day**

(n=41)

Number of meals taken	Number of respondents	%
3	29	70.7
2	12	29.3
1	0	0
None	0	0
Total	<b>41</b>	<b>100</b>

Source: Field data, 2017

Table 4.11 shows that, 70.7% of sampled households were getting 3 meals per day when 29.3 percent were getting two meals per day. The findings reflects that the income generated from tourism is contributing to increase of meals per day thus reduced poverty at households level.

**Table 4.12 Constituents of the Respondents Meals** (n= 41)

Types of meals taken	Responses	%
Breakfast (porridge/tea/milk and fresh foods (yams,boiled banana and sweet potatoes.	18	43.9
Lunch (Stiff porridge/banana) and beans/vegetables/meat	11	26.8
Supper (Rice,banana,maize and beans,meat,vegetables and potatoes)	12	29.3
<b>Total</b>	<b>41</b>	<b>100</b>

Source: Reseach data, 2017

The findings in Table 4.12 shows that 43.9% of households had breakfast constituted of milk, tea, porridge, yams, boiled banana and sweet potatoes when 26.8 percent had lunch constituted of stiff porridge or banana with side dish such as meat, vegetables, beans and fish. The rest 29.3% had supper composed of rice, banana, maize,beans and potatoes. The findings shows that though not balanced diet, they had a variety of foods thus access to food.

#### 4.4.4 Average Income of the Respondents

Respondents were asked to say their average income per day and the findings were as presented in table 4.13

**Table 4.13 Household Average Income Per Day** (n=41)

Average income groups	Number of respondents	Percentage
15,000-30,000	3	7.3
31,000-46,000	14	34.1
47,000-62,000	17	41.5
63,000-100,000	7	17.1
<b>Total</b>	<b>41</b>	<b>100%</b>

Source: Field Data, 2017

Table 4.13 shows that the average income of the households was not the same. Three (7.3%) households earned between 15,000-30,000 per day whereas 14 (34.1%) households earned between 31,000 and 46,000. Seventeen (41.5%) households earned between 47,000 and 62,000 per day when the rest 7 (17.1%) households earned between 63,000 and 100,000 per day. Based on the findings, it can be argued that households affords to meet the basic needs simply from tourism income.

#### 4.4.5 Materials Possessed

The researcher asked the respondents to put a tick before the listed assets they possess and the findings were as presented in table 4.14

**Table 4.14 Materials Possessed by the Respondents** (n=41)

Materials Possessed	Frequencies	%
Motorcycle	7	17.1
Bicycle	32	78
Television set	32	78
Livestocks (cows, chicken, sheep and goat)	30	73.1
Land	40	97.6
<b>House</b>	<b>39</b>	<b>95.1</b>

Source: Field Data, 2017

Table 4.14 shows that 7 (17.1%) households had motorcycles, 32 (78%) households had television sets, 30 (73.1%) had livestock such as cows, chicken, goat and sheep, 40 (97.6%) had land plots and 39 (95.1%) had their own houses but of different qualities. Based on the findings and the earlier noted fact that household members were engaged in tourism related activities it can be argued that tourism has contributed to poverty alleviation at household level.

#### 4.4.6 Employments Offered

Two questions were asked to the respondents including are all your family members employed and if employed where are they employed. The respondents responses were as shown in table 4.15 and 4.16.

**Table 4.15 Family Member Employed** (n=41)

Responses	Number	Percentage%
Yes	41	100
No	-	-
<b>Total</b>	<b>41</b>	<b>100%</b>

Source: Field Data, 2017

Table 4.15 shows that all 41 head of households agreed that members of their households liable to employment were employed.

**Table 4.16 Employments of Family Members** (n=123)

S/N	Employment at tourism, related to tourism employment and non tourism employment	Number of the respondents	Percentage%
1	Accommodation facilities	30	24.3
2	Wild trucking and mountain climbing	19	15.4
3	Mulala Cultural Tourism Programme	19	15.4
4	Birds viewing sites	17	13.9
5	Walking tours	12	9.8
6	Additional activities related to tourism industry	12	9.8
7	Non tourism related activities	14	11.4
	<b>Total</b>	<b>123</b>	<b>100</b>

Source: Field Data, 2017

Table 4.16 shows that out of 123 family members of the 41 sampled households, 30 (24.3%) were employed at accommodation facilities, 19 (15.4%) were employed at wild trucking and mountain climbing, another 19 (15.4%) were employed by Mulala Cultural Tourism Programme, 17 (13.9%) were employed at birds viewing sites, 12 (9.8%) were employed at walking tours another 12 (9.8%) were engaged with other activities related to tourism where as the rest 14 (11.4%) were employed in activities not related with tourism. Generally the findings reveal that 88.6% of the households members aged between 18 and 60 years old were employed in tourism related activities.

#### **4.5 The Implications of the District Income from Tourism Industry on Poverty Alleviations at Household Level**

To achieve the objective the researcher wanted to know the income generated by the district from tourism industry and the role of the income on poverty alleviation at households level. In an interview with the district officials one of the official said that “The contribution of tourism to the district council is 20 percent of the total district income. Other sectors are contributing about 80%, this implies that the contribution of tourism industry in creation of employment and income is significant, thus highly contributing to poverty reduction at household level in arumeru district council.

To establish the implications of such an income towards poverty reduction at households level the leaders were asked during interview sessions and their responses were as follows.

In the interview session with the religious leaders one of the religion leaders said that

*Generally the district assists in improving the social infrastructures such as shools,health centres and clearance of rough roads where through it the people at households are able to reach at their working points soon, also the young family members education is assured and the healthy centres secured their health.*

This implies that through the development of social infrastructures people at households will benefit through accessibility to social services around their areas and save time for production activities. Although social infrastructures do not directly produse goods and services but they indirectly stimulates the production in different sectors (agriculture, trade, industry and so forth) Both at local level (households) and at national level.

In an Interview with VEOs, one VEO said that

*The opportunity we have of having tourism sites at our village is a pure blessing from God because it helps people at households to get employment, and other economic opportunities. Furthermorethe district collect tax from tourism sites such hotels, and other services to tourists which in turn part of it is used in community development*

*activities such as maintenance of our social infrastructures such as schools, roads, and bridges.*

This implies that social infrastructures are important facilities and systems serving people at household level and district at large. Social infrastructures assist people at households in different aspects of their development such as trade, communications and employment. Based on the findings there is no direct contribution of the district income into poverty reduction at household level.

In an interview with WEOs one of their statements was

*Not only the community is benefiting but also the government benefits from tourism activities through the collections of taxes and levies which is later used for other important development activities at the district. Currently the district is putting more effort on the development of education as well as health schemes in order to benefit the communities within the district.*

This implies that the household members will be able to get healthy services nearby, education to the family members hence serving their time for production activities. In other words household members benefit through improved services.

In an interview session with DTOs and DCDOs one of the statements made was

*The district gets tax from tourism sites which assists in the rehabilitation as well as the maintenance of the social infrastructures such as schools, roads, and bridges. TANAPA through its policy it has the responsibility of supporting the constructions of social schemes such as health, education and repairing of the rough roads towards tourism centres. For instance there were some schemes such as that of Songoro as well as Kilinga primary schools funded by TANAPA.*

Based on the findings it is obvious that through tourism other sectors have been improved, including education sector, agricultural sector, transport and communication sectors and Micro finance institutions such as Succos, Finca, Foreign Exchange houses (beuro de change), M –Pesa and Tigo pesa.” Which in turn have implications at household level.

#### **4.6 Factors Affecting effective Contribution of Tourism Industry in Poverty Alleviation at households level**

The researcher aimed at assessing the contribution of tourism on poverty alleviation at households, but the question on factors that affect the contribution of tourism industry in poverty alleviations was asked to the heads of households, who were supposed to put a tick at the listed factors assumed to affect an effective contribution of tourism at household level. The findings were as shown in Table 4.17

**Table 4.17 Factors affecting effective Contribution of Tourism Industry in Poverty Alleviation at Household level (n=41)**

Household frequencies	Percentage	Factors affecting tourism at households level
30	73.2	Different Perceptions on life earnings
41	100	Ignorance
41	100	Shortage of capital
37	90.2	Lack of adequate entrepreneurship skills
20	48.8	Cultural factors

Source: Field data, 2017

Table 4.17, shows that different perceptions on life earning 30 (73.2%), ignorance 41 (100%), shortage of capital 41 (100%), lack of entrepreneurial skills 37 (90.2), and cultural factors 20 (48.8%) were the factors limiting effective contribution of tourism industry in reduction of poverty at household level. Based on the findings the leading factors were ignorance and shortage of capital which were picked by all 41 heads of households. Lack of adequate entrepreneurial skills also carries more weight because it was identified by 37 (90.2%) respondents (head of households) out of 41 sampled ones. With entrepreneurship skills, capital and awareness on opportunities available within the tourism industry, the contribution of the industry in poverty alleviation at household level is likely to be high.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

The chapter presents the summary of the findings, conclusion and study recommendations concerning the revealed findings. The chapter begins with introduction, summary which highlights the major findings of the study and conclusion section which provides the main arguments developed, study recommendations and lastly areas for further research.

#### **5.2 Summary**

The major objective of this study was to assess The contribution of tourism on poverty alleviation at households level. The study specifically focused on the households members earning income directly or indirectly from tourism industry, the impact of tourism to households living standards, the implications of the income generated by district council from tourism on poverty alleviation at households level, factors that affects effective contribution of tourism industry in poverty alleviation at households level.

The study revealed that 88.6 percent of the members of the 41 sampled households was employed directly or indirectly in tourism industry. This is because 30 (24.3%) were employed at accommodation facility, 19 (15.4%) were engaged with wild tracking and mountain climbing, 19 (15.4%) were employed at Mulala cultural tourism program, 17 (13.9%) were engaged in birds viewing sites, 12 (9.8%) were engaged in walking tours, 12 (9.8) were engaged with other activities related with tourism when 14 (11.4%) were the only ones engaged in non tourism activities. Generally the findings reveals that 88.6% of the households members aged between 18 and 60 years old were employed in tourism related activities.

As far as the living standards is concerned the study revealed that family members of the 41 (100%) sampled households were going to school. This shows that family members of the sampled households had access to education. When they were asked to tell which type of schools their children are going to 25 (61%) head of household

said their children attended public schools while 16 (39%) said their children attended private schools. This is another evidence that family members of the sampled households had access to education both public and private schools.

With regard to access to health services, the study revealed that 41 (100%) household heads and their families were going to hospital once they fall sick. Furthermore 24 (58.5%) members of households were registered to community health fund. The 17 (41.5%) members of households who were not registered to CHF were also going to health facilities once they fall sick which shows that they were capable of meeting the treatment costs. However, some limitations on access to health services such as poor transport facilities (24.4%), unacceptability of CHF at referral hospitals (90.2%), shortage of health service centres (73.2%), insufficient drugs (100%), language limitations (12.2%), cultural and belief limitations (61%) and lack of equipments (97.5%) were revealed.

As far as access to food, the study revealed that the studied households had access to food, evidenced by the findings that all 41 head of households were able to get food for them and family members everyday and that 70.7% of sampled households were getting 3 meals per day when the rest 29.3 percent were getting two meals per day. The constituents of their meals also reflects on the contribution of tourism to poverty alleviation at household level.

With regard to income, the income of studied households ranged from 15,000 - 100,000 per day which shows that households afforded to meet the basic needs simply from tourism income.

As far as assets possessed the study revealed that 7(17.1%) household had motorcycles, 32 (78%) had television set, 30 (73.1%) had livestockss such as cows, chicken, goat and sheeps, 40 (97.6%) had land plots and 39 (95.1%) had their own houses but of different qualities. The findings made the researcher to conclude that tourism has contributed to poverty alleviation at household level.

With regard to factors affecting effective contribution of tourism in poverty alleviation at household level, a number of factors including different perceptions on life earning 30 (73.2%), ignorance 41 (100%), shortage of capital 41 (100%), lack of entrepreneurial skills 37 (90.2), and cultural factors 20 (48.8%) were identified as factors limiting effective contribution of tourism industry in reduction of poverty at household level.

### **5.3 Conclusion**

The study finally concludes that: Tourism activities in the study area play a big part in empowering both men and women at households level. People earn income but the high living costs in Arusha and the life style might have an effect on poverty alleviation strategies.

Some factors such as different perceptions on life earning, ignorance, shortage of capital, lack of adequate entrepreneurship skills, poor economic opportunities and cultural factors need to be addressed for improved contribution of tourism industry to poverty alleviation at household level. There are other factors that affect the contribution of tourism industry in poverty alleviation in general such as poor infrastructures and networks and poor exposures on tourism sites which needs to be addressed.

Besides, the private and public sectors through Cooperate Social Responsibility need to be enhanced with expectation that the household level will also benefit.

### **5.4 Study Reccomendations**

The aim of any research is to make investigation whose output will make the researcher suggest some courses of action in addressing related development challenges. This study has yielded some information from which the researcher would like to make some recommendations to people at households, key respondents and policy makers. In order to realise more the contribution of tourism in poverty alleviation at households level the following recommendations should be taken in consideration based on the study findings:-

Based on the households earning income directly and indirectly from tourism industry the households members should use their income in investing in business related to opportunities available from tourism industry so as to gain more profit and thus poverty alleviation at households level.

Furthermore the study recommends that the district council should directly induce a portion of income from tourism activities to the development of local people at households so as to alleviate poverty probably by empowering women and youth in poor households aiming at poverty alleviation at households level. Moreover social infrastructures such as schools, hospitals, roads, bridges as well as markets need to be improved so as to save their time and use that time for production thus increased generation of income and finally reducing poverty alleviation. The district should also think of establishing a SACCOS for people earning income from tourism industry and related activities so as to support them at the time when there is low tourist visits based on seasonality tourism activities. The cash they deposit will assist them to run small business which will assist them in acquiring their basic needs and finally poverty alleviation. This is backed up by the findings that all 41 (100%) commented on the shortage of capital.

TANAPA should think of provision of entrepreneurial skills to people interested in tourism industry so as to get knowledge and skills concerning entrepreneurship and finally succeed in alleviating poverty at household level and improved tourism.

If the government would promote community based tourism, it could enhance tourism development in their villages in rural areas and eventually enhance participation of the poor in tourism. One among the Village Executive Officer (VEO) in the studied area said that “Promotion of community based tourism could be a catalyst for people to invest in tourism sector in rural areas; this is due to the fact that we can manage to offer what is available in our places”.

TANAPA has the responsibility of exposing cultural tourism centres for improved income of people at household level. Media also should support the local tourism by advertising them so as to be known nationally and internationally. There are many tourism sites but not well known due to poor exposure whereby if these tourism sites could be used effectively, will eventually assist in poverty alleviation at both household and then national level in future.

### **5.5 Areas for Further Research**

Further research should be conducted to identify the correlation between income generated from tourism and the developments made at household level. Furthermore, research on unforeseen opportunities for poverty alleviation at households level is also encouraged.

## REFERENCES

- Adam, J and Kamuzora, F. (2008), *Research Methods for Business and Social Studies*, Mzumbe Book Project, Mzumbe Tanzania.
- Andronicou, A. (1979). "Tourism in Cyprus" in de Kadt (eds.) *Tourism - Passport to Development?* Oxford: Oxford University Press.
- Ashley, C and Hysom G. (2006). "Pro Poor Tourism as Managing Tourism business" ODI, London, UK. .
- Ashley, C. (2000). "Effects of Tourism on the Livelihood of Poor and Enhancement of such Positive Impacts" ODI, London, UK.
- Ashley, C. (2001). "The Impact of Tourism on Rural Livelihoods: Namibia's Experience" ODI, London, UK.
- Bailey, K.D. ( Free press, 1987). "Methods of Social Research" London, Collier Macmillan.
- Bazini, E. and Alexandru, N. (2008). "Impact of the Tourism Development on Poverty Reduction in Albania" Stephan cel Mre University of Suceava, Romania..
- Blackstock, A. (2005). " Critical Look at Community Based Tourism" Oxford University Press and Community Development Journal Vol 40, pd 39-49,.
- Blake et al, (2008) .Community-Based Tourism Enterprise in Kenya; An Exploration of their Potential as Avenues of Poverty Reduction ,Journal of Sustainable Tourism 15(6):628-644..
- Blank (1989). *Power Relations and Community Based Tourism Planning*, Venture Publishing, State College TX .
- Bryden, J.M. (1973). *Tourism and Development: A Case Study of the Common Wealth Carribean*; Cambridge: Cambridge University Press.

- Burgess, R. G. (Ed). (1989). *The Ethics of Educational Research* (Vol 8.). Psychology Press.
- Chachage, C.(2008). *Does the New National Youth Development Policy Reflects Youth Demands?* Department of Sociology, UDSM.
- Chong, K.L. (2014). *Thailand Wine Tourism: Asia Pasific Journal of Tourism Research*.
- Creswell, W (2003), *Research Design*, California: Sage Publication, Inc.
- Cukier, J. Norris, J and Wall G. (1996). “The Involvement of Women in the Tourism Industry of Bali Indonesia,” *the Journal of Development Studies*, Vol 33, No 2, (December), pp. 248-270.
- Dutta, G.M. (2011). “Poverty Alleviation Through Sustainable Tourism in the City of Kolkata”.
- Enon, J. C (1998). *Educational Research Statistics and Measurement*, Makerere University Education.
- European Union, (2010). “Tourism Policy-European Commission”.
- Goodwin, H. (2006).”Breaf Review and Critique of Current Ways of Measuring and Reporting the Economic Impacts of Tourism Natural Economy University of Malaysia .
- Gupta, A. (2000). “Tourism Resources Planning”.
- Harrison, W. (2008) “ *Information and Communication Technologies in Tourism* (2008).
- Konstantinos, A.(2012). “The Tourism Workforce and Policy: Exploring the Assumptions using Crete as a Case study” Middlesex University, London. .
- Kothari, C. R, (2<sup>nd</sup> 2004). *Research Methodology: Methods and Techniques*. New Age International. New Delhi. India

- Kothari, C. R, (3rd 2005). *Research Methodology: Methods and Techniques*. New Age International. New Delhi. India
- Luvanga, N and Shitundu, J. (2003). “The Role of Tourism in Poverty Alleviation in Tanzania; Mkuki na nyota, Dar es salaam.
- Luvanga, N. (1999). “Rural Tourism Development: Tackling a Culture Communities” Mkuki na nyota, Dar es salaam.
- Luvanga, N. and Bol, D. (1999). ‘The Impact of Tanzania’s Trade and Exchange Regime on Exports. Report for HIID Project on Restarting and Sustaining Growth and Development in Tanzania’, (November). REPOA Research Report.
- Makombe I. A. M, (2006). *Women Entrepreneurship Development and Empowerment in Tanzania. The case of SIDO//UNIDO-Supported Women Micro-entrepreneurs in the Private Sector*. University of South Africa.
- Mathews, B. and Ross, L. (2010). “A Guide to Using Qualitative Research Methodology.”
- Mathieson, A and Wall G (1982). *Tourism Economic, Physical and Social Impacts;* Longman,Uk.
- Michot, T. (2010). “Tourism Policy of Kerela State and its Effects on the Livelihoods of the Residents of Kumarakom”.
- Miriam, S.(2015). “Roles of Enterprises to the Development of Tourism Sector in Arumeru” Unpublished Dissertation, Open University Of Tanzania,.
- Mitchell, R. (2012). *Food Tourism Around the Development Management and Markets* ,Butterwort-Heineman/Elsevier, Oxford .”
- Mugenda, M. (1999), *Research Methods. Quantitative and Qualitative Approaches*. Nairobi: Acts Press.

- Mussa, M.M. (2010). "Social Economic and Cultural Factors Influencing Gender Roles in Joint Forest Management around Mount Meru, Unpublished Dissertation, Sua.
- NBS, The 2012 International Visitors: Exit Survey.
- Overseas Development Institute (ODI) (1999). "Sustainable Tourism and Poverty Elimination Study". A Report to the Department for International Development, April.
- Polepole H, (2007). The National Youth Development Policy, 2007.
- Ramakrishna, H (2012). "An Analysis of Karnataka Tourism Policy 2009-2014".
- Ramakumba, T. (2012). Analysis of the Social-Economic Impacts of Tourism for Emerging Tourism Entrepreneurs: The Case Study of George Municipality in the Western Cape Province. Unpublished Dissertation, Nelson Mandela University.
- REPOA, (2003). "Roles of Tourism in Poverty Alleviation". Mkuki Na Nyota, Dar es salaam.
- Robson, C. (2002). Real World Research: A resource for Social Scientists and Practitioners Researchers. John Wiley & Sons.
- Ruiz E. B and M. R Hernandez. (2010) "Tourism that Empowers".
- Rwegoshora, H. A Guide to Social Science Research: Mkuki na Nyota, Dar es salaam.
- Saunders, M., Lewis, P. and Thornhill, A. (2009). Research Methods for Business Students.
- Sen, A. (1999). "Tourism Development and Happiness: A Residents' Perspective."
- Shah and Gupta, (2000). Tourism and its Impacts on Livelihood in Manaslu Conservation area, Nepal. Overseas Development Institute

- Shah, K. and Gupta V (2000). “ Tourism, the Poor and other Stakeholders: Asian Experience”.
- Shitundu J, (1998). “Tourism as an Export Sector in Tanzania.Mkuki na Nyota, Dar es salaam.
- Sifuni, D.P. (2015). “Assessment of the roles of Tourism Activities Towards Poverty Alleviation in Rural Areas.”
- Sinclair, M.T.(1998). “The Economics of Tourism –Research Gate”.
- Swanepoel, J.(1998). Problems Associated with Tourism Development in South Africa.
- Tanzania Tourist Visitors Report, 2014.
- Tanzania Tourism Sector Programme (2015).
- Tanzania Tourism Sector Report (2015).
- Tanzania Tourist Trust Board, (2012).
- The World Travel and Tourism Council, 2015.
- Tomlinson, M. (2008). “Tourism and Economic Development Issues”
- UNICEF Child Povert Report of (2008).
- URT (1991). The National Tourism Policy, Dar es Salaam: Ministry of Natural Resources and Tourism. (Revised in 1999).
- URT (1999). “A Study on Tourism in Tanzania”, Dar es Salaam: Ministry of Natural Resources and Tourism. (Draft Report,June).
- URT (1999). The National Tourism Policy, Dar es Salaam: Ministry of Natural Resources and Tourism.

- URT (2013). 2012 Population and Housing Census Report: Population Distribution by Administrative Areas. National Bureau of Statistics, Ministry of Finance, Dar es Salaam, Tanzania.
- World Bank (2009), pg 393.
- World Bank (2010), “International Tourism, Number of Arrival; World Bank Open Data).
- World Bank Document and Report 2001 pg 325.
- World Development, Vol. 20, No. 8, pp. 1145-1158.
- World Development, Vol.21, No 2, pp 277- 89.
- WTO (1991), “Recommened Measures for Tourism Safety”.
- WTO (2002), “Tourism Highlights Edition”. 2002 Edition.
- WTO (2004), “Compendium of Tourism Statistics 1993-1997” , Nineteenth Edition (Madrid).
- WTO (2014), “Impact of WTO on Growth and Development of International Tourism”. Volume 6 (2014).
- WTO, (2012), “Annual Report 2012”.
- Yin, R. (2003), Research Design and Methods, India: Sage Publications

## APPENDICES

### APPENDIX I: QUESTIONNAIRE GUIDE QUESTIONS FOR THE HOUSEHOLD MEMBERS

My name is Agape A. Massawe a current student at Mzumbe University pursuing Masters of Science in Development Policy (MSc.DP). Conducting Research on the “Assessment of the contribution of Tourism in poverty alleviation at household level in Tanzania” a case study of Arumeru district council.

I request your cooperation in provide the information concerning my research hence it is for academic purposes so as to be able to finish my studies. All information will be strictly confidential.

Questions with regard to the assessment of the contribution of tourism in poverty alleviation at the household level at Arumeru district.

I request you to give information concerning the following questions.

1. Please, indicate your age by a TICK (✓) in the box below

18-25 ( )

26-35 ( )

36-45 ( )

46-55 ( )

56-65 ( )

65+ ( )

2. Please , indicate your sex by a TICK (✓) in the box given below

Male ( ) Female ( )

3. Please, indicate your education level by a TICK (✓) in box given below

Primary education ( ) secondary education ( )

College education ( ) University education ( )

4. Please, indicate your marital status by a TICK (✓) in box given below

Single ( ) , Married ( ) , Divorced ( )

5. What is the number of the family membrs that ranged from 18-65 years old?.....

a)Do your family members (18-65) have any employment?.....

b)How many are engaged in income generating activities?

c)What does your family members do for earning icome?

(a) Employees

(b) Entrepreneur

(c) Peasant

(d) Jobless

If yes: which sector are you working art?

.....  
.....

(i) Is there any members of your family who, engaged in any tourism activities

.....  
.....

(ii) How many numbers of people in your family engaged in tourism activities as their main source of income?

.....

(iii) How are you benefited from tourism activities?

.....  
.....

6.How the tourism activities do changed the living standards of your family?

(a) Housing

(b) Education

(c) Health service

(i) Have you ever come across any economic or social opportunity related from tourism activities?

.....  
.....

If yes.....

- (ii) Does the youth and women benefited from tourism activities which conducted in your area?

.....  
.....

If yes how?.....

7. Are all your children attending schools?

- (i) What are the types of the school they are attending?

8. Do you always go for the treatment at dispensary/health centres/hospitals when you feel sick?

- (i) Are your family members registered for any health insurance fund?

YES/NO

(ii) Put A Tick On A Limitations Are You Facing In Accessing Health Services?

- (a) Unacceptability of CHF at referral hospital facilities
- (b) Shortage of healthy services centres
- (c) Cultural and beliefs limitations
- (d) Insufficient drugs
- (e) Language limitations
- (f) Insufficient equipments
- (g) Poor Transport Facilities

9. Are you sure of getting food everyday?

(iii) How many meals do you have per day?

(ii) What are the constitinences of your meals (a) breakfast (b) lunch (c) dinner

10. What are your average income per day?

11. Put a TICK (√) before the listed assets you posses

- (i) land ( )
- (ii) house ( )
- (iii) bicycle ( )

- (iv) motorcycle ( )
- (v) Television set ( )
- (vi)livestocks such as cattle, goats, sheeps and chicken. ( )

12. Put a TICK before the factors that affects effective contribution of tourism industry in poverty alleviation?

- (i) Different perceptions on life earnings
- (ii) Ignorance
- (iii)Shortage of capital
- (iv)Lack of adequate entrepreneurship skills
- (v) Cultural factors

13. What is your opinion convening tourism in your area?.....

14. Is there any improvement of social schools, hospital served around you area due to tourism activities?

.....  
 .....

(i) How many members attended to school in your family?

.....  
 .....

15.What is your per day income earning from tourism activities?.....

(i) Is it affordable to support health problems property in your house?

.....  
 .....

(ii) How many members people in your family treated in better hospital per year?

.....  
 .....

(iii) What challenges are you facing when you need better health serve and education around your area?

.....  
 .....

**APPENDIX II: INTERVIEW GUIDE QUESTION FOR RELIGIOUS LEADERS**

My name is Agape A. Massawe a current student at MzumbeUniversity pursuing Masters of Science in Development Policy (MSc.DP). Conducting Research on the “Assessmen of the contribution of Tourism in poverty alleviation at household level in Tanzania” a case study of Arumeru district council.

I request your cooperation in provide the information concerning my research hence it is for academic purposes so as to be able to finish my studies. All information will be strictly confidential.

I request you to give information concerning the following questions.

1. How do your followers benefited from tourism activities in your area?

.....  
.....

- (i) Do you have a masjid or church shop?.....
- (ii) Which things do you selling ?.....

2. Does your followers got any social or economic opportunities from tourism activities?.....

3. Which economic activity does most your followers do for earning?

.....  
.....

**APPENDIX III: INTERVIEW GUIDE QUESTION FOR GOVERNMENT OFFICERS**

(District Community Development Officer (DCO), Village Executive Officers (VEO) Ward executive officer (WEO)

My name is Agape A. Massawe a current student at Mzumbe University pursuing Masters of Science in Development Policy (MSc.DP). Conducting Research on the “Assessmen of the contribution of Tourism in poverty alleviation at household level in Tanzania” a case study of Arumeru district council.

I request your cooperation in provide the information concerning my research hence it is for academic purposes so as to be able to finish my studies. All information will be strictly confidential.

I request you to give information concerning the following questions.

1. How does the district benefited from tourism activities around your area?  
.....  
.....  
(i) Does the income obtained from tourism activities utilized or distributed in poverty reduction activities in your area?.....  
(ii) How does the poor (women and youth) empowered by the government through tourism sectors around your area so as to reduce the poverty problem to them?  
.....  
.....
2. What is the total income does the district gain from tourism activities?  
.....  
.....  
(i) What challenges does the district face from tourism activities around your area?.....  
.....

(ii) What measures have been taken by the government in order develop tourism as a means of alleviating poverty in your area?

.....  
.....

3. How does tourism activities assists the process of poverty alleviating your area?

.....  
.....

(i) To what extent did it succeed?.....

(ii) .....show percentage (%)

(iii)What are the indicators for success?

.....  
.....

4. What measures taken by the government in poverty reduction at your area?

.....  
.....

(i) Did any of them put in practice?

(ii) If yes.....

(iii) If No.....

5. What are the factors that hinder tourism activities in alleviating poverty at your area?

.....  
.....

6. What are the factors that stimulating tourism towards poverty alleviation at household level in your area?

.....  
.....