EFFECTIVENESS OF THE GOVERNMENT STRATEGIES IN DEVELOPING CULTURAL TOURISM IN TANZANIA: A CASE OF MINISTRY OF NATURAL ROSOURCES AND TOURISM AND ZANZIBAR COMMISION FOR TOURISM

EFFECTIVENESS OF THE GOVERNMENT STRATEGIES IN DEVELOPING CULTURAL TOURISM IN TANZANIA: A CASE OF MINISTRY OF NATURAL ROSOURCES AND TOURISM AND ZANZIBAR COMMISION FOR TOURISM

By

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A Dissertation Submitted in Partial Fulfillment of the Requirements for the Award of the Degree of Masters of Business Administration in Corporate Management (MBA-CM) OF Mzumbe University

2014

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation/thesis entitled **Effectiveness of Government Strategies in Developing Cultural Tourism in Tanzania**: The Case of **Ministry of Natural Resources and Tourism and Zanzibar Commission for Tourism**, in partial/fulfillment of the requirements for award of the degree of Master of Business Administration in Corporate Management of Mzumbe University.

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Lastly, but not least, my thanks go to all respondents for their cooperation and support during the whole duration of my research.

DEDICATION

To my Parents who sent me to school

ABSTRACT

This research was a survey research, taking Ministry of Natural Resources and Tourism as well as Zanzibar Tourist Board as the case study. It used both, primary and secondary data to determine the effectiveness of the government strategies in developing cultural tourism in Tanzania. Primary data were collected with the use of questionnaires and interview guides, as well as personal observation. Secondary data collection involved reading of internal documents, journals, official reports at both Ministry of Natural Resources and Tourism as well as at Zanzibar Tourist Board and other documents related to cultural tourism outside them.

The researcher observed that; the strategies used by Ministry of Natural Resources and Tourism as well as Zanzibar Tourist Board to develop cultural tourism in Tanzania include; Private sectors participation, Enforcement and formulation of Policy, advertising and Promoting Tanzania Cultural Tourism, improvement of social and physical infrastructure, creating Community awareness on the role and existence of cultural tourism.

The researcher also concludes that government strategies are not effective in developing cultural tourism although not to the highest extent. This is because of several inadequacies which require to be rectified namely; poor community awareness, high competition from other countries, low promotion and advertisement, poor policy and poor social and physical infrastructures.

Because of those findings of the study, the researcher concluded and recommended the following; Government should Improve Presentation and Conservation of Tanzanian Culture/Handicrafts, Initiation of Marketing Campaign, Improve Modalities for Community/Local people Involvement, Government and Private sector should form partnership, Infrastructures Improvement for Accessibility of Tourism Destinations as well as awareness and pride in the tourism attractions of Tanzania should be promoted and instilled among all Tanzanians.

ABBREVIATIONS

ACCA	Association for Cultural Centers in Amboseli
ATLAS	Association for Tourism and Leisure Education
CTEs	Cultural Tourism Enterprises
ICOMOS	International Council on Monuments and Sites
TTB	Tanzania Tourism Board
UNESCO	United Nation Educational, Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
WTO	World Tourism Organization
ZCT	Zanzibar Commission for Tourism

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CHAPTER ONE

1.0 Introduction

Tourism industry is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

In recent years, tourism has been one of the largest industries in the world and contributes significantly to the global economy. However, in 2009, the tourism industry was adversely affected by the global financial crisis and the A (H1N1) influenza pandemic. (UNWTO, 2010)

In Tanzania, tourism has continued to play an important role in the Tanzanian economy and is rated among the fastest growing sectors in the country. The sector has recorded improved performance in recent years as evidenced by the increasing number of tourist arrivals from 582,807 in 2004 to 770,376 in 2008. Likewise, tourism earnings rose from USD 746.0 million in 2004 to USD 1,288.7 million in 2008. The good performance is largely attributed to the macroeconomic reforms and increased promotion of Tanzania as a unique tourist destination". (Tanzania Tourism Sector Exit Survey Report, 2008)

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs, these cultural needs can include the solidification of one's own cultural identity, by observing the exotic "other"(UNWTO, 2010).

Culture is a main 'pull factor' which influences visitors' initial decision to travel to destinations in different parts of the world. Thus in most regions of the world, cultural attractions have become important in the development of tourism. At the global level, cultural attractions are usually perceived as being icons of important streams of global culture. This global conception of culture has led to the designation of World Heritage sites which attracts millions of tourists yearly. Whereas, at the

national and/or local level, culture is seen as playing an important role in establishing and reinforcing people's unique identities and a sense of belonging to a particular locale. The recognition of the role of culture in creating and reinforcing people's identity has, in recent years, played a significant role in the growing interest in diverse aspects of heritage tourism, especially in the developed world. As Richards in this volume states, "it seems that the combination of nostalgia for the past, the need to reassert national and local identities … have had a dramatic effect on the supply of cultural tourism." Thus, it can be argued that cultural attractions are critical for the development of tourism at the local, regional and international level.

This study aims to examine the efforts and strategies that undertaken by the responsible bodies for the management and administration of tourism sector in developing cultural tourism in Tanzania by focusing on Ministry of Natural Resources and Tourism and Zanzibar Commission for Tourism as a case study. Specifically, the study aims to identify strategies taken by the Tanzania Government in developing cultural Tourism.

1.1 Background to the Problem

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs, these cultural needs can include the solidification of one's own cultural identity, by observing the exotic "other"(UNWTO, 2010).

Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than

standard tourists do. This form of tourism is also becoming generally more popular throughout the world (Cultural tourism in Africa: strategies for the new millennium, 2000).

Cultural Tourism contributes to Community Development through providing employment to local people who works as Tour Guides, Coordinators of Cultural Tourism Enterprises, traditional dancing, storytelling, food service provision, accommodation service provision (home stays & camping) and through direct sales of goods and services to tourists (Cultural tourism in Africa: strategies for the new millennium, 2000).

Culture is a main 'pull factor' which influences visitors' initial decision to travel to destinations in different parts of the world. Thus in most regions of the world, particularly in Europe and North America, cultural attractions have become important in the development of tourism. At the global level, cultural attractions are usually perceived as being icons of important streams of global culture (Richards, 2001).

Tourism development involves broadening the ownership base such that more people benefit from the tourism industry, skills development, job and wealth creation and ensuring the geographic spread of the industry throughout the province (Western Cape Government, 2013).

In the Tanzania context however, cultural tourism adopts a community-based tourism approach in which the people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the area they live in. While economic benefit is derived from this activity, some cross cultural exchange between visitors and the local people is also developed. Operated through the criteria of ownership of the activities undertaken and equitable distribution of the income generated are underlying factors of the programme. It is people tourism that enables tourists to experience the local people's way of life, offering insights into the values, beliefs and traditions in the host communities' own environments (www.tanzaniatouristboard.com).

Currently there are over 47 Cultural Tourism Enterprises (CTEs) that TTB has helped establishing. Basically the CTEs operate as a total set of products that involve different cultural and natural attractions, activities and provision of services in a given local community. The CTEs provide employment and income generating opportunities to local communities in rural areas of Tanzania hence decreasing rural to urban areas migration. There have been approximately 20% increases in arrivals yearly. Over the past 15 years Mto wa Mbu Cultural Tourism Enterprise has realized a tenfold increment in arrivals and revenues collected. Most CTEs focus on offering cultural experiences including: experiencing people's way of life, traditional dances/ceremonies, sampling of local cuisines, home-stays, daily homestead chores, handicrafts, community development initiatives, indigenous knowledge, historical heritage, nature walks, and local folklores. There are wishes for a geographical expansion and a diversification of the Cultural Tourism products to guarantee a further growth of Tanzania cultural tourism as an additional tourist product that will enhance tourism local economic impact and increase the length of stay of tourists in destination Tanzania (www.tanzaniaculturaltouristboard.go.tz).

The Cultural Tourism Programme gives visitors to Tanzania the chance to tour tribal areas to meet the people and experience their traditional way of life. Through the programmes, visitors also experience indigenous attractions and scenery of rural Tanzania (www.tanzaniaculturaltouristboard.go.tz).

It is a rewarding experience to leave the safari-car behind and climb the mountains of the agricultural tribes of northern Tanzania to see how coffee is grown by subsistence farmers or to walk across the plains to explore the rich traditions of the pastoral tribes whose culture is closely linked to nature and wildlife (www.tanzaniaculturaltouristboard.go.tz).

Still the visitor can follow the drumbeats and let the tribal dancers of southern Tanzania interpret the music and performances the tribes have inherited from their ancestors, or just go to the coast to sense the history of the Swahili people of coastal Tanzania (www.tanzaniaculturaltouristboard.go.tz).

1.2 Statement of the problem

The African counties are said to be rich in cultural heritage that have not yet been developed for tourism. “However, even in those African countries, especially in eastern and southern Africa, which are considered a ‘success story’, the development of tourism is currently narrowly focused on a limited tourism product based on wildlife safari and beach tourism. Thus, in most African countries, the rich and diverse indigenous cultures (i.e., the living heritage of the African people), with Africa’s multiplicity of ethnic material and non-material culture has not been developed for tourism” (ATLAS, 2002).

Nevertheless, the diverse indigenous African cultures can be perceived as having a latent comparative advantage in the development of cultural tourism because they possess unique cultural and nature based attractions. These are the very tourist attractions which people from major tourist generating countries are looking for (ATLAS, 2002).

According to Mr. Smith, (1997), “If the development of cultural tourism in the Maasai community and other indigenous African communities is to contribute to socio-economic development among the indigenous people and assist in the promotion of cross-cultural understanding between the tourists and the host African communities there are a number of critical issues that will have to be tackled”

The development of cultural tourism in Africa should take into consideration the two perspectives of culture. This is due to the fact that when we talk of African culture as it relates to tourism, we are talking about a ‘living culture’ of the African people which is usually based on art performances and dance, and the contemporary ways of life of indigenous African communities (Tomaselli, 1999).

Several scholars and the interest groups have come up with the strategies and consultations to African countries on how to develop cultural tourism in their territories for the development not only of national economy but also local communities in large.

Association for Tourism and Leisure Education (ATLAS) held International conference on cultural tourism in Africa, Mombasa, Kenya in 2000 and co-hosted by Moi University's facility of Forest Resources and Wildlife Management, Department of Tourism Management and Wageningen University, Netherlands. Later in 2002, the ATLAS printed the book about that conference known as Cultural tourism in Africa: strategies for the new millennium.

The purpose of the conference was to address a neglected area of African development, yet one that has the potential not only to contribute to different countries' economies, but also to substantially uplift the standards of life of the people of the region, through their involvement in this fast growing industry that is promotional of cultural tourism in Africa (ATLAS, 2002). Some of the hints portrayed as the strategies for developing cultural tourism in Africa pointed by as ATLAS 2002 are:-

The ATLAS, (2002) hints that "To ensure that the benefits associated with cultural tourism accrue to the society various strategies should be adopted. Notable among these are encouraging local participation through partnerships and institutional linkages, awareness rising through cultural and environmental education, and capacity building through training. Rational planning, development of a code of ethics, establishment of a cultural museum and a cultural centre, and provision of quality communication and infrastructural facilities are other strategies that should be adopted".

To conserve natural, cultural resources sustainably and develop tourism for national prosperity and benefit of mankind through development of appropriate policies, strategies and guidelines; formulation and enforcement of laws and regulations; monitoring and evaluation of policies and laws (ATLAS, 2002).

Not only is it necessary to retain some of the features of the past that have created the culture in question but the recognition of transformational mechanisms that will eventually generate new forms and adaptations of that culture. Tourists will be

interested in the dynamic properties of culture if it is revealed and presented to them in an authentic and meaningful way. Programming must become as important as marketing. If there is a lesson which has been learned about rural tourism development, be it be nature or culture based, it is that those who will be most affected by development must have a major role in its creation and shaping. Only through active participation by all partners in the tourism system will success be achieved the development of in cultural tourism (ATLAS, 2002).

Tourists will be interested in the dynamic properties of culture if it is revealed and presented to them in an authentic and meaningful way. Programming must become as important as marketing. If there is a lesson which has been learned about rural tourism development, be it be nature or culture based, it is that those who will be most affected by development must have a major role in its creation and shaping. Only through active participation by all partners in the tourism system will success be achieved the development of in cultural tourism (atlas, 2002).
Culture deserves to be treated on a higher plain than other human forms because it is so central to defining who we are as a species. It is “the” distinguishing characteristic of humanity and its partitions. We must, therefore, elevate this focus on cultural tourism to the status of a “sacred trust” and not view it simply as another economic endeavor to be exploited in less than a noble manner (ATLAS, 2002).

For cultural tourism to be operational, it should be bi-directional. That is, it should be directed to the tourist host community, such that they know the need to conserve their own culture, and also to the visiting tourists, so that they become mutually respectful of their hosts (ATLAS, 2002).

At the same time the ATLAS (2002), reminds us that Kenya has taken into consideration the development of cultural tourism through establishing the organ that is responsible for the development and protection of culture so as to generate income to the local community. “To control the mushrooming of cultural manyattas and eliminate their negative social and ecological impacts on the local community and the environment, the idea of establishing an association was mooted. The Association

for Cultural Centers in Amboseli Ecosystem (ACCA) was established ‘to generate ideas and implement decisions that are favorable to the local community with a view to improving their incomes accrued from tourism activities while enhancing the dignity of Maasai people and protecting the ecological integrity of the Amboseli ecosystem”

Culture based tourism has been insisted in order to improving incomes accrued from tourism and strength the life of local peoples. Strategies for the development of cultural tourism have been narrated.

So, it is better to look the position of Tanzania in cultural tourism by accessing the effectiveness of the strategies initiated to develop cultural tourism.

1.3 Objectives of the Study

This study constituted by main two types of objectives; these are main (general) objective as well as specific objectives.

1.3.1 The main Objective

The main objective of this study was to access effectiveness of the strategies initiated by the government in developing and promoting cultural tourism in Tanzania by focusing Ministry of Natural Resources and Tourism as a case study.

1.3.2 Specific Objectives

a) The study was guided by the following specific objectives
b) To identify strategies developed to promote cultural tourism in Tanzania.
c) To find out social economic problems facing cultural tourism in Tanzania.
d) To access community awareness on the cultural tourism.

1.4 Research Question

1.4.1 General Question

Are the strategies initiated in developing and promoting cultural tourism effective?

1.4.2 Specific Questions

a) What are the strategies developed to promote cultural tourism in Tanzania?
b) 1What are the social economic problems facing cultural tourism in Tanzania?
c) Are Tanzanian aware about the cultural tourism?

1.5 Significance of the Study

It is expected that findings from this study could be helpful to the responsible bodies for tourism sector put into consideration developing local people and country in general through cultural tourism.

The recommendations and findings from this study would be useful to the policy makers change existing or developing new policy to reinforce the promotion and developing the cultural tourism.

This study would serve as references and base for students or academic researchers to conduct further study on matters pertaining to cultural tourism for further research.

The study will help to awake the community on the existence and role played by cultural tourism.

Also, successful completion of the study would be helpful for the researcher to partially fulfill the requirements for the award of a Masters degree in Corporate Management offered by Mzumbe University.

1.6 Delimitation

The researcher was trying to minimize costs by taking a reasonable number of respondents so as to enable him to go with the allocated budget.

The researcher was as well translate the questionnaires to read in Swahili for the purpose of collecting data from respondents and then analyzing them through English Language, the official language for the research.

1.7 Limitations of the Study

The limitations that was facing researcher were as follow:-

1.7.1 Financial constraints

The cost of conducting the research hindered the full success of the study since the amount of finance available was not sufficient to meet budget of the study and hence the researcher had to narrow down the study and reduce the sample size.

1.7.2 Time factor

Due to the shortage of time to conduct a fully extensive and intensive study, the researcher had to limit the scope of the study by conducting the case study so as to finish the study within the time specified by academic calendar of the University.

1.7.3 Language barrier

Language is expected to be a constraint as some respondent use Swahili as their main medium of communication while the research language is English.

1.8 DEFINITION OF TERMS

Culture

> According to Taylor (1871) culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.

Cultural tourism

> "Cultural tourism can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited." (ICOMOS Charter for Cultural Tourism, 1997).

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

The purpose of this chapter is to go through various sources of information to get what is known as the effectiveness of the strategies taken by the government to develop cultural tourism in Tanzania. The literature review will give the researcher a direction and good understanding of the problem understudy. It will enable the researcher to be familiar with the given concept in the area of the study. This chapter is made up of the theoretical bases of the study, empirical studies, conceptual framework and measurement of variable.

2.1 Theoretical Perspectives

2.1.1 Definitions and Meaning of Cultural Tourism.

The study appreciates the fact that there is no common definition for “cultural tourism”.

Many scholars defined cultural tourism differently. There is no common definition to all as the definition for cultural tourism.

> The terms “cultural tourism” and “cultural tourists” are widely used, but also misunderstood. In addition, the definition of cultural tourism and cultural tourist remains vague (Aluza, O’Leary, and Morrison, 1998).

> (ICOMOS Charter for Cultural Tourism, April 1997), Cultural tourism is that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited.

According to (UNWTO, 2010), Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs, these cultural needs can include the solidification of one's own cultural identity, by observing the exotic "other".

Cultural tourism is tourism that focuses on the culture of a destination - the lifestyle, heritage, arts, industries and leisure pursuits of the local population." (Australian Office of National Tourism, 1997)

(UNESCO, 2005), defines Culture tourism as "to create a discerning type of tourism that takes account of other people's cultures"

"All movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence". (ATLAS, 2009)

From the above different opinions of scholars, we can conclude that the cultural tourism consists the movement of person to a destination for learning the culture of that destination. "Most attempts at defining cultural tourism agree that it consists of the consumption of culture by tourists" (Richards, 1996).

2.1.2 Background of Cultural Tourism in Tanzania

Cultural Tourism in Tanzania has been developing since 1996, under the stewardship of the Tanzania Tourist Board (TTB) in collaboration with Ministry of Natural Resources & Tourism (MNRT) and The Netherlands Development Organization (SNV). Cultural Tourism was initiated by youth in local community in Northern Tanzania. The product came as a result of Maasai youth group that was used to dance alongside the Northern safari road accessing Lake Manyara, Ngorongoro and the Serengeti major tourist attractions in the area. During these volunteering dances,

resulted to them been given a small change or tip for doing an interesting entertainment along the way.

As it became popular, the youth group realized that, they are losing by lacking formal way of selling their cultural product. The group decided to seek assistance from SNV who were by that time doing a number of development projects in the Maasai land. SNV contacted the Ministry of Natural Resources and Tourism and TTB to see how collaboration can be forged to develop the product. At the same time National Tourism Policy had stipulated community involvement in Tourism operation giving a room for various community-based tourism initiatives to be kick-started.

Tanzania cultural tourism adopts a community-based tourism approach in which the people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the area they live in. While economic benefit is derived from this activity, some cross cultural exchange between visitors and the local people is also developed. Operated through the criteria of ownership of the activities undertaken and equitable distribution of the income generated are underlying factors of the programme. It is people tourism that enables tourists to experience the local people's way of life, offering insights into the values, beliefs and traditions in the host communities' own environments.

The aim was and is to develop and promote cultural excursions, organized by local people in their natural environment where they live today. Cultural Tourism development took an approach of Sustainable Pro-poor Tourism. This is a way of doing tourism so that it focuses specifically on unlocking opportunities for the poor to benefit more within tourism, rather than expanding the overall size of the sector. Sustainable Pro-poor Tourism goes well beyond ecotourism and community based tourism. It is an approach that attempts to maximize the potential of tourism for eradicating poverty by developing appropriate strategies in co-operation with all major groups/stakeholders central government, local governments, tourism operators, and local communities to have a fair distribution of benefits.

Tanzania Cultural Tourism Programme is a sustainable pro-poor tourism initiative that engages local communities in various tourism activities for the purpose of delivering the services to earn an income from tourism. Tanzanians are proud of receiving tourists in their rural areas where authentic Culture of the people can be perfectly explored and various benefits gained by the community.

Cultural Tourism contributes to Community Development through providing employment to local people who works as Tour Guides, Coordinators of Cultural Tourism Enterprises, traditional dancing, storytelling, food service provision, accommodation service provision (home stays & camping) and through direct sales of goods and services to tourists.

Cultural Tourism creates an opportunity for local people to sell goods and services directly to tourists. On the other hand, communities benefit indirectly through tax or levy on tourism income or profits with proceeds.

A number of development projects such as education, health, water, environmental conservation and orphanage centers have been supported by Village Development fees which make a small portion of the package price. Other tourists have been providing voluntary donations to support local development projects. For the year 2010, 20 Schools have been renovated and supplied with desks and 1 new primary and Secondary school project in Babati and Hanang communities have been executed.

Students with good performance completing standard 7 yearly have been sponsored for Secondary education, College and University education in Barbaig community. An orphanage centre and English medium school project fund operated by Matunda Cultural Tourism have been supported financially and in-kind by tourists doing their excursions and tours on the slopes of green forests of Mount Meru.

Currently Cultural Tourism Enterprises provides direct benefits (income) to Enterprise Coordinators, Tour Guides, Food Service Providers, handcraft makers

(majority are women groups), story tellers, traditional dancers, farmers, traditional healers, blacksmith and home-stay service providers just to mention a few. Many poor and disadvantaged groups in rural areas are indirectly benefiting through Cultural tourism in Tanzania. Indirect benefits include supported development projects by development fees collected. Projects supported are schools, hospitals, water supply, orphanage centers and much more.

2.1.3 Cultural Tourism Attractions activities in Tanzania.

1. National Museum and House of Culture

The Museum and House of Culture Dar es Salaam (known as National Museum Dar es Salaam) was opened to the public in 1940. It comprises of the History Hall, the Biology Hall and the Ethnography Hall. The National Museum of Tanzania has exhibitions on human origins, ethnography and history of the country's cultural heritage from 1900 during the German colonial period when the first collections were made while constructing the central railway line. You will also find some preserved sea creatures found in the country.

2. Bagamoyo stone town

Bagamoyo stone town is surrounded by old buildings of the previous generation, beautiful Arab architecture with thick walls of Earth fitted with well-carved doors made of thick African hardwood. In Bagamoyo stone town there are German Colonial Administrative block, Art market, Old post office, 1st Tanzania Primary School, Old Mosques, Hanging tower, Caravan Serai Museum and the fish market.

Also Bagamoyo stone town offer the Old tower of the first Catholic Church in East Africa, one of the Oldest Baobab tree, Cemeteries (Catholic, German and Indian), Dr. Livingstone tower, Old Fathers' house and the Cross at the beach.

3. Kaole ruins tour

Kaole village formally known as 'Pumbuji' is one of the oldest villages that immigrants from Arabic countries choose as they landed on East Africa's coast. The

village has ruins dating back to 13th Century. It is in this village where Sultan of Oman preferred to settle and construct administrative and military headquarters. Today the ruins made-up of earth and corals and the Kaole Museum tells volumes of stories about Ivory trade, movement of traders, cruel slavery and the living culture of today's Kaole people majority originating from Asia. Beyond the ruins, there is an old port surrounded by a Mangrove forest.

4. Mwaka Kogwa

A four-day-long celebration, Mwaka Kogwa is best observed at Makunduchi, a village in the southern part of Zanzibar. The origins of this holiday are Zoroastrian (a Persian religion older than Islam). It is a celebration of the New Year and some of the events include huge bonfires and mock fights. These fights are between men who defend themselves with banana stems (in place of the sticks that were formerly used), and this fighting, in which everyone gets a chance, is said to let everyone air their grievances and so clear the air as the new year rolls in. As the men fight, the women stroll through the fields singing songs about life and love. They are dressed in their best clothes and are taunted by the men - and hurl good-natured insults in return - after the fight is over. The festivities vary from village to village but Makunduchi is where the biggest events take place.

5. Sauti Za Busara Festival

"Sounds of Wisdom" Swahili Music & Cultural Festival. A 3-day weekend cultural extravaganza of music, theatre and dance. The theme of this new, dynamic festival on the African cultural calendar is Swahili Encounters, focusing on showcasing a diversity of performing arts which are all rooted in Swahili language and traditions. Modern and traditional styles, both religious and secular are represented, alongside exciting new fusions.

6. Zanzibar International Film Festival

ZIFF presents the annual Festival of the Dhow Countries during the first two weeks of July. The festival celebrates the arts and cultures of the African continent, the Gulf States, Iran, India, Pakistan and the islands of the Indian Ocean, collectively known

as the Dhow countries. The centre piece of the festival is a film programme consisting of both competition and non-competition screenings. Fiction and documentary film and video productions compete for Golden and Silver Dhow Awards. While competition films are limited to productions with Dhow country connections, the festival programme includes films/videos from all over the world addressing themes which reflect concerns within the Dhow countries. Activities and events include music, theatre and dance performances, workshops and exhibitions. A large music programme also runs for the festival featuring artists from Tanzania alongside international acts. Many of these events are staged in Forodhani Gardens and free to the public. There are also workshops and seminars for women and children, and Village Panoramas which reach about forty villages across the Zanzibar islands of Unguja and Pemba.

7. Bullfighting

Bullfighting is a popular, traditional and annual sport in Pemba Island. Pemba bullfights are relic of Portuguese occupation of the island, which occurred during the16th and17th centuries. Drum beats, men and women sing local songs to make the event lively and spur on both bull and manador. It's a purely sporting event and the bulls are not killed as Spanish do.

There is no specific dates when the bullfighting are organized but the hottest time of the year. This between August and February, but sometimes it is done after clove harvesting or during the state ceremony such as Revolutionary Day of Zanzibar.

2.1.4 Supporters for Cultural Tourism in Tanzania

Currently there are three main partners pushing the Cultural Tourism initiative i.e. Tanzania Tourist Board through its Cultural tourism Programme Unit in collaboration with the Ministry of Natural Resources and Tourism with support from other support organizations such as United Nations-World Tourism Organization Sustainable Tourism-Eliminating Poverty ((UNWTO ST-EP) foundation, Tanzania Private Sector Foundation (TPSF)-Cluster Competitiveness Programme (CCP), Food and Agricultural Organization of the United Nations (FAO-UN) and Centre for

Development of Enterprises (CDE). In different times CTP was supported by The Netherlands Development Organization (SNV) and International Union for Conservation of Nature (IUCN-NL).

The Cultural Tourism Programme gives visitors to Tanzania the chance to tour tribal areas to meet the people and experience their traditional way of life. Through the programmes, visitors also experience indigenous attractions and scenery of rural Tanzania.

2.1.5 Cultural Tourism Program in Tanzania

The Tanzania Cultural Tourism Program started as a five year project jointly executed by Tanzania Tourist Board (TTB), Ministry of natural Resources & Tourism (MNRT) and Netherlands Development Organization (SNV), from 1996 to 2001. Its objective was to engage local communities in Tanzania in income generating tourism activities to alleviate poverty and diversify the country's tourism products. By the end of the project, 17 Cultural Tourism Modules, now Cultural Tourism Enterprises (CTEs) were established. Currently, there are 28 Cultural tourism enterprises located in various regions around Tanzania

Cultural tourism is a pro-poor/community based tourism initiative in Tanzania that gives a chance to local people to organize some excursions/tours in their present natural environment where the real culture of the people is explored by tourists. Since its inception Cultural Tourism has shown good potential for directly contributing to poverty reduction through direct tour fees, jobs/salaries for local people, markets for local product (foodstuffs, handcrafts), exposure to knowledge and increase in confidence to local people to do little-known things. SNV's work with TTB and MNRT played a major role in supporting the development of cultural tourism products known as Cultural Tourism (CT) Enterprises. They have endured the test of time, and all are in operation until now. A series of new ones are in the pipeline. Cultural Tourism business has of late aroused a lot of interest in individuals, communities, districts and regions of Tanzania. It inspires the local community with creativity and commitment in whatever business they are doing.

2.2 Empirical Literature Review

2.2.1 Challenges Facing Cultural Tourism

Dorothy Rotich, (2012), conducted research in Humanity and Social Sciences to try to find and make an analysis of the challenges facing cultural tourism in Kenya. She pointed so many challenges but, some of the challenges she noted are as follow here under:-

2.2.1.1 Cultural stability.

Certainly, unequal relationships that are often results of unequal education levels are constraints to community development and cultural tourism. Attempts to overcome many of these equality differences are a focus of the community development approach in itself. However, it must be recognized that this inequality pervades all levels of society. While, most often, we tend to think of it as an antagonism between the local community and the national government or trans-national corporations, it exists inside the community as well. Often, disunity exists between the elders and the youth of the community especially when each has been educated in different ways and on different principles. (Ongaro, 1995).

2.2.1.2 Market access of cultural products, marketing and promotion.

Effective marketing and promotion of cultural products of cultural tourism product is a challenges, and there is absence widespread of marketing skills. Developing counties do not have market access of their quality goods and services in developed counties and in their outlets locally, regionally and in the international marketplace thus fair trade cannot be realized significantly. This reduces the participation in the cultural tourism activities and trade, unless developing counties have market access of their quality goods and services in rich counties and in other outlets locally, regionally and in international marketplace.

2.2.1.3 Illiteracy and exposure.

Merigo women's group is based in Marsabit district, Kenya. The group formed in 2002, and is run entirely by indigenous women. The aim of the group is to promote Rendille culture and environmental conservation. Though, they are facing the

challenges of illiteracy, lack of finances, lack of exposure and lack of environmental specialists.

2.2.1.4 Cultural tourism versus other types of tourisms.

Setting up new products pose the problems of relations between cultural and coastal resort tourism. Most of the other tourism products are way developed and cultural tourism is an emerging tourism activity this has posed challenges in the marketing of cultural tourism as a tourist product (Ondimu, 2002).

2.3.1 STRATEGIES FOR DEVELOPING CULTURAL TOURISM

2.3.1.1 The research by ATLAS, (2000),

The research was about Cultural tourism in Africa; strategies for the new millennium Case of Western Kenya recommended that;

> "For cultural tourism to be operational, it should be bi-directional. That is, it should be directed to the tourist host community, such that they know the need to conserve their own culture, and also to the visiting tourists, so that they become mutually respectful of their hosts. It is with no reservation that this study recommends that if the Maasai culture and traditions are to be used as Kenya's cultural tourism promotion point, either explicitly or/and implicitly, deliberate attempts must be made to select and define which aspects are to be marketed and how they should be displayed. This attempt should bear in cognizance the likely differing opinions that might be expressed by the various stakeholders concerned – the tourist host community, tourism developers, tourists and the Government".

2.3.1.2 ICOMOS International Tourism Committee Seminar (2008).

The seminar based on Cultural Tourism (Cultural Tourism Management in a Global Context), suggested that;

> "Making sustainable cultural tourism destination management truly sustainable involves a number of factors: recognizing the importance of the spirit of the place; balancing protection with exploitation; improving

interpretation & communication – telling the heritage stories & showing how the tangible & intangible heritage is conserved; engaging tour operators & tourists alongside communities and heritage experts in the cultural tourism product/ experience development process.

"Ultimately there is a need to turn visitors from '*People who Stare'* to '*People who Care*. Only then can the sustainable cultural tourism destination management agenda be truly sustainable".

2.4.1 Principles for Sustainable Cultural Tourism

(World Tourism Organization, 2004) "Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them".

2.4.1.1 Principles for Sustainable Cultural Tourism as adopted by International Council on Monuments and Sites (ICOMOS).

ICOMOS is a professional association that works for the conservation and protection of cultural heritage places around the world. ICOMOS was founded in 1965 in Warsaw as a result of the Venice Charter of 1964, and offers advice to UNESCO on World Heritage Sites. In 1999 developed a charter containing principles for sustainable cultural tourism. The charter is commonly known as the International Cultural Tourism Charter, Managing Tourism at Places of Heritage Significance (1999).

The following are the principles of International Cultural Tourism Charter 1999.

1. Since domestic and international tourism is among the foremost vehicles for cultural exchange, conservation should provide responsible and well managed opportunities for members of the host community and visitors to experience and understand that community's heritage and culture at first hand.

The natural and cultural heritage is a material and spiritual resource, providing a narrative of historical development. It has an important role in modern life and should be made

physically, intellectually and/or emotively accessible to the general public. Programmes for the protection and conservation of the physical attributes, intangible aspects, contemporary cultural expressions and broad context, should facilitate an understanding and appreciation of the heritage significance by the host community and the visitor, in an equitable and affordable manner.

2. The relationship between Heritage Places and Tourism is dynamic and may involve conflicting values.

It should be managed in a sustainable way for present and future generations.
Places of heritage significance have an intrinsic value for all people as an important basis for cultural diversity and social development. The long term protection and conservation of living cultures, heritage places, collections, their physical and ecological integrity and their environmental context, should be an essential component of social, economic, political, legislative, cultural and tourism development policies.

3. Conservation and Tourism Planning for Heritage Places should ensure that the Visitor Experience will be worthwhile, satisfying and enjoyable.

Conservation and tourism programmes should present high quality information to optimize the visitor's understanding of the significant heritage characteristics and of the need for their protection, enabling the visitor to enjoy the place in an appropriate manner.
Visitors should be able to experience the heritage place at their own pace, if they so choose. Specific circulation routes may be necessary to minimize impacts on the integrity and physical fabric of a place, its natural and cultural characteristics.

4. Host communities and indigenous peoples should be involved in planning for conservation and tourism.

The rights and interests of the host community, at regional and local levels, property owners and relevant indigenous peoples who may exercise traditional rights or responsibilities over their own land and its significant sites, should be respected. They should be involved in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices and contemporary cultural expressions, in the tourism context.

5. Tourism and conservation activities should benefit the host community.

Policy makers should promote measures for the equitable distribution of the benefits of tourism to be shared across countries or regions, improving the levels of socio-economic development and contributing where necessary to poverty alleviation.

Conservation management and tourism activities should provide equitable economic, social and cultural benefits to the men and women of the host or local community, at all levels, through education, training and the creation of full-time employment opportunities.

6. Tourism promotion programmes should protect and enhance Natural and Cultural Heritage characteristics.

Tourism promotion programmes should create realistic expectations and responsibly inform potential visitors of the specific heritage characteristics of a place or host community, thereby encouraging them to behave appropriately.

2.5 Models for Cultural Tourism

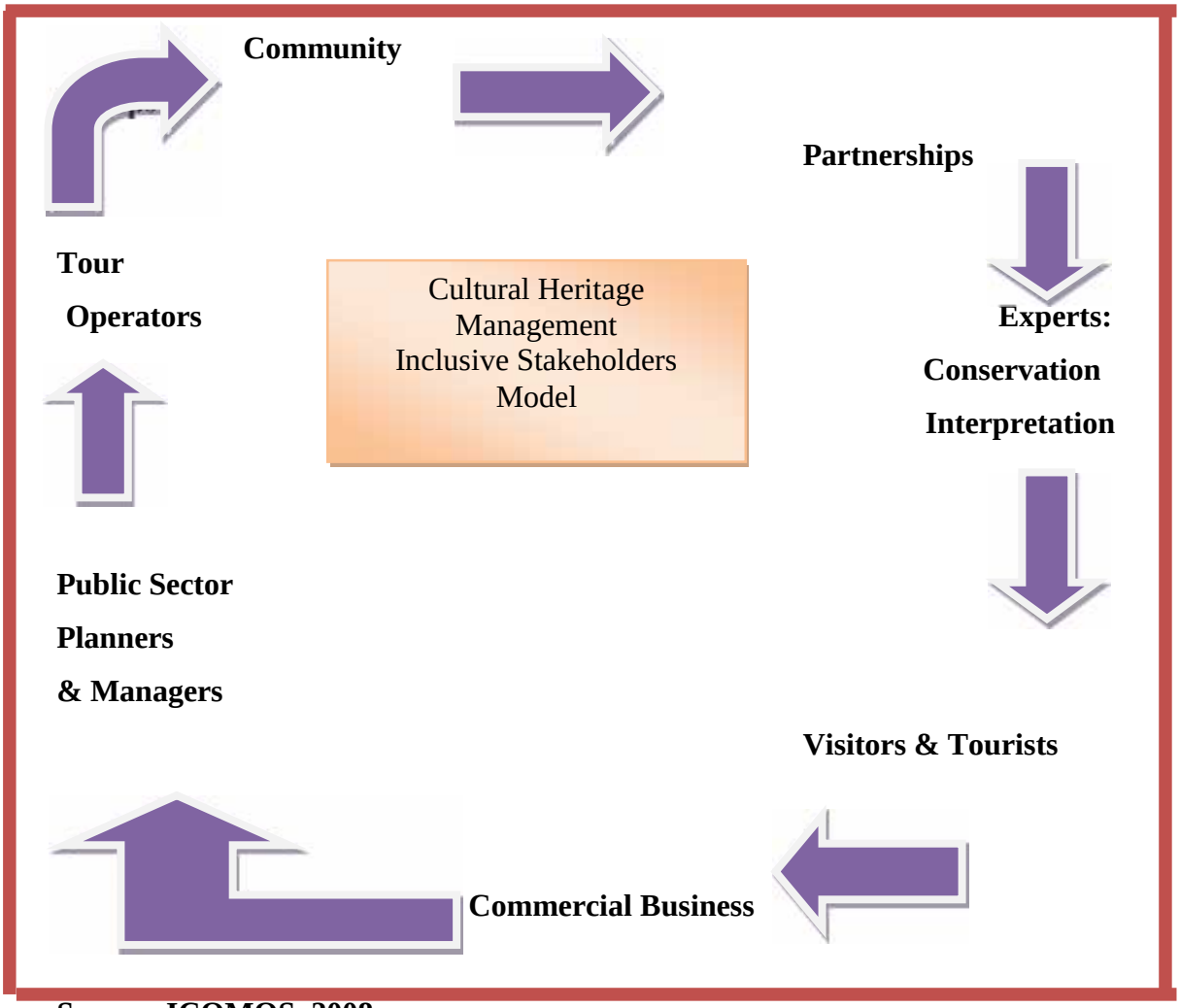
2.5.1 Cultural Heritage Management Inclusive Stakeholder Model

According to ICOMOS (2008), this model needs to be far more inclusive for effective cultural tourism destination management. It means that all stakeholders should be involved in cultural tourism development in terms of planning and developing plans and policy. The relevant stakeholders includes:-

i. Community groups – amenity societies, special interest groups, and conservation societies.

ii. Local partnerships – marketing & promotion, tourism associations, schools & colleges.
iii. Experts: archaeologists, conservationists, interpretation.
iv. Visitors & tourists – local, regional, national and overseas.
v. Commercial businesses – heritage attractions, theatres, shops, hotels, guest houses, restaurants.
vi. Public sector planners and managers – museum directors, tourism officers, heritage site managers, planners.
vii. Tour operators – coach companies, special interest tourism, tour guides.

Figure 2. 1: Cultural Heritage Management Inclusive Stakeholder Model



Source: ICOMOS, 2008

2.5.2 Community based tourism approach.

Under this approach people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the area they live in. "Cultural tourism adopts a community-based tourism approach in which the people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the area they live in. While economic benefit is derived from this activity, some cross cultural exchange between visitors and the local people is also developed. Operated through the criteria of ownership of the activities undertaken and equitable distribution of the income generated are underlying factors of the programme. It is people tourism that enables tourists to experience the local people's way of life,

offering insights into the values, beliefs and traditions in the host communities' own environments" (TTB, 2010).

2.5.3 Development Model of Cultural Tourism.

Development model considers social and environmental concerns as well as economic concerns in its strategy. Environmental and economic sustainability and social stability are the focus of attention and not just the maximization of economic profits. Under this model development does not rely solely on the "invisible hand" or the market forces "trickle" down the benefits from economic growth. It does consider equitable income distribution to regions and communities that are actively engage in producing the tourism product. Sustainability and stability result from local control of the tourism enterprise and; the retention and distribution of profit in the local community that is responsible for providing that product.

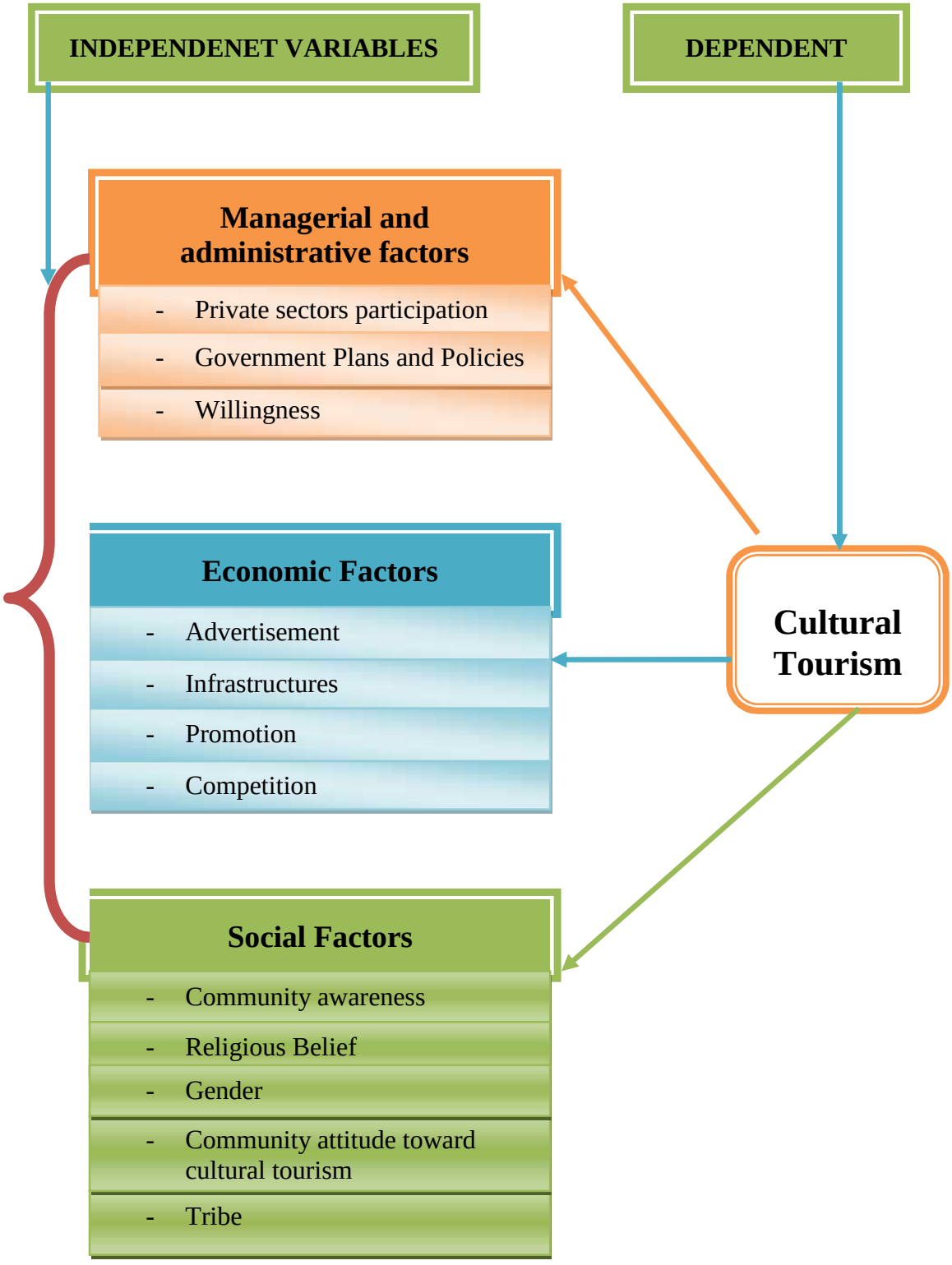
2.6 CONCEPTUAL FRAMEWORK

Conceptual framework is described as a set of broad ideas and principals taken from relevant field of inquiry and used to structure a subsequent presentation (Reichel & Ramey, 1987). When articulated, conceptual framework has potential usefulness as a tool to scaffold research and, therefore, to assist a researcher to make meaning of subsequent findings (A. Mwambo, F. Barongo & N. Makuru, 2011).

A. Mwambo, F. Barongo & N. Makuru, (2011) in their book Research Methodology points that, "the purpose of any research is essentially to confirm or to confound a theory on the basis of statistical analysis. A theory can be done given the determinant variables and how they relate to each other. To operationalise a theory, all variables must be defined and the methods of conducting research must be determined".

Independent variables are contributing factors for the occurrence of dependent variables. For this case, managerial and administrative factors, economic factors, and social factors play crucial role in existence, success and even failure of cultural tourism sector in Tanzania. The diagram below shows the interdependebility between independent and dependent variables.

Figure 2. 2: Variables of Research



Source: *Researcher Data, March 2014*

CHAPTER THREE
RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents research design, area of study, population of the study, sample size and sampling techniques and data collection methods. Various research instruments such Questionnaires, interviews, documentary review and even focus group discussion were used by researcher for data collection.

3.1 Research Design

A research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study, the methodology and techniques to be adopted for achieving the objectives.

The researcher conducted this study using the case study design. The choice of this research design based on the fact that, it will help the researcher to come up with specific findings that will improve the cultural tourism sector.

A case study is an in depth comprehensive study of a person social group, an episode, a situation, a programme, a community, an institution or any other social unit. (Krishna swami, 1993) Thus, the case study helped the researcher to be flexible in acquiring data as it employs more than one technique, it uses historical method, employs interviewing, questionnaires, observation and documentary review.

3.2 Area of the Study

The study areas were Dar es Salaam region at Temeke District only for Tanzania Mainland and Town West region at urban district for Zanzibar. These study areas have been proposed and given priority just because the Ministry of Natural Resources and Tourism and Zanzibar Tourism Commission are located. These two bodies are responsible for the management, administration and policy formulation regarding tourism in Tanzania. Also, these areas were friendly economical to the researcher because he is living near by, so the transport cost minimized.

3.3 Population of the Study

Population refers an entire group of individuals, events or objects having common observable characteristics. In other words, population is the aggregate of all who conform to a given specification (Kothari, 2006). The population of this study covered the management and members of staff of Ministry of Natural Resources and Tourism and Zanzibar Tourism Commission.

Ministry of Natural Resources and Tourism and Zanzibar Tourism Commission were chosen as the area of the study because these are bodies whose sole responsibility is to ensure that tourism sector is growing and contributing much in national economical sustatainability.

3.4 Sample size and sampling techniques

3.4.1 Sample size

Sample is a subset of particular population (Mugenda et al, 2003).

A sample of this study consisted of 50 respondents, from which eighty (30) are based in Tanzania Mainland and seventy (20) from Zanzibar. Among these 50 respondents, forty (40) of them were governmental officials and remaining ten (10) community peoples from pre mentioned study areas. In all selections gender was considered where the ratio was 42% female and 58% males. This sample size was reasonable enough to proved sufficient data for the study.

Table 3. 1: Sample distribution

Category of Respondents	**Number of respondents**	**Sample Technique**
Government Officials	40	Purposively
Community People	10	Simple Randomly
Total	**50**	

Source: *Researcher 2014*

3.4.2 Sampling Techniques

Sampling techniques is classified into two types; probability or representative sampling and non probability or purposive or judgmental sampling.

Probability sampling is based on the theory of probability; it provides an equal chance of selection for each population element.

Non probability or judgmental, or deliberately sampling is not based on the theory of probability. It does not provide a chance of selection to each population element.
In conducting this research, the researcher will use simple random sampling as probability sampling and purposive or judgmental sampling as non probability sampling.

3.4.2.1 Simple Random Sampling

The simple random sampling technique was used to get representatives from different community peoples in Keko Mwanga ward of Temeke district. This was used to ensure that a good number of representatives are involved; because the technique provides an equal chance of selection for all elements in the population.

3.4.2.2 Purposive or Judgmental Sampling

The researcher used the purposive/judgmental sampling by purposely choosing thirty respondents from government officials to get typicality and specific relevance of the sampling units to the study and not their overall representativeness to population. Researcher picked only those respondents who met purpose of the study. These were tourism officers from tourism department in Ministry of Natural Resources and Tourism.

3.5 Methods of Data Collection

During the study, the researcher collected data by using questionnaires, interviews, observation, documentary review and focus group discussion methods. It is believed

that by using these methods, the researcher will collect reliable and detailed information.

3.5.1 Questionnaire

Questionnaires are formatted set of questions that are drawn up to meet the objectives of the study.(Krshnaswami,1993).A questionnaire consisting of both open and closed ended questions will be developed as a tool for collecting data. The close-ended questionnaire was in multiple choices form in which the respondents were asked to encircle or to fill in an appropriate letter against the answers which they prefer. While in open ended questions, the respondents were required to fill in the empty space by giving their feelings, experiences and opinions. The technique was found to be appropriate for the study due to its objectives can easily reach respondents, respondents get adequate time to respond, reliable, and cost effective in studying large and widely scattered population.

However, the weakness of the technique included low rate of return, useful for elite respondent and were lost questionnaires, but these demerits did not offset the merits above.

The questionnaires were distributed to both officials and community people to fill them so as to obtain relevant information regarding involvement of private sectors in cultural tourism, promotion of cultural tourism, awareness of community people about cultural tourism, willingness of government officials in developing cultural tourism as well as social-economical factors that hinder the development of cultural tourism in Tanzania.

3.5.2 Interviews

In collection of data, researcher used structured and unstructured interview.

Structured interview is highly standardized and the interviewer follows rigid procedures, asking questions in a form prescribed (Kothari, 2008:98). This was for the government officials.

Unstructured interview are characterized by a flexibility of approaching to questioning, the interviewer is allowed much greater freedom to ask in case of need, supplementary questions. It was less rigid and the researcher had more chance of asking supplementary questions. This type of interview was mainly used for the community peoples to get information about involvement of private sectors in cultural tourism, promotion of cultural tourism, awareness of community people about cultural tourism, willingness of government officials in developing cultural tourism as well as social-economical factors that hinder the development of cultural tourism in Tanzania.

3.5.3 Observation

Is defined as a systematic viewing of a specific phenomenon in its proper setting for the specific purpose of gathering data for a particular study (Krishna Swami, 1993). Observation includes both seeing and hearing. It was accompanied by perceiving as well. It also required the researcher to be involved in activities in order to gain insight and be able to observe certain facts that are required for the investigation.

This method was used by researcher to clarify and justify the answers by physical visiting to areas of the study, listening to the respondents' opinions and views. The researcher observed that most of the community people are not aware about the cultural tourism.

3.5.4 Documentaries Review

This method used by researcher to get high quality secondary data. The researcher went through different journals, official reports and theses in collecting data that will not be easily available through the other methods. Among the documents consulted by researcher include the following:-

i. Tanzania Tourism Sector Survey Reports; (2008, 2009, 2010)
ii. Tanzania Tourism Master Plan, Strategy and Actions, (2002)
iii. National Tourism Policy (Tanzania), (1999).
iv. Celebrating 15 years of Cultural Tourism in Tanzania: A Learning Journey, (2011).

v. Public-Private Sector Consensus Building Workshop Report, Sustainable Tourism Development and Investment in Tanzania, (2001).
vi. International Cultural Tourism Charter, (2009).
vii. Cultural Tourism and Business Opportunities for Museums and Heritage Sites" Presentation Paper to Conference of School of Business, University of Victoria, Toronto, (November 1994).

3.6 Measurement of Variables

Managerial and administrative Factors

Private sectors participation measured by using quantitative scale by asking respondents to respond on percent level of private sectors participated on cultural tourism.

Government plans and policies measured by using judgmental model by requiring respondents to responds on the effectives of the governmental plans and policies toward developing cultural tourism. Percent will be calculated.

Willingness of government officials in developing cultural tourism measured by using ordinal scale by asking respondent to respond on the willingness of the government officials in developing cultural tourism.

Economic Factors

Advertisement was measured by using numerical scale by requiring respondents to provide the number of cultural tourism advertisement advertised within a specific time. Number will be calculated.

Competition and Promotion were measured by using ratio scale. Respondents were required to respond on competition and promotional level of cultural tourism in relation with other countries.

Infrastructures were measured using ordinal scale by asking respondents to reply on the satisfaction and appropriateness of infrastructure in promoting cultural tourism.

Social factors

Community awareness on cultural tourism was measured by using liker scale by asking respondent to respond whether they agree or disagree regarding the community awareness on cultural tourism. Percentage was calculated.

Religious belief was measured by using nominal scale by asking respondents if religion is the one among the restriction that hinder the development of cultural tourism.

Gender and tribe were measured by using nominal scale by asking respondents to respond if gender and tribe are among the restrictions that hinder the development of cultural tourism.

Community attitude toward cultural tourism was measured by using liker scale by asking respondent to respond whether they agree/disagree the community attitude toward cultural tourism contribute its growth/failure. Percentages of responses were calculated.

3.7 Data Analysis Plan

It involves key activities such as editing, coding, classification and tabulation. Aims of data analysis are the formulation of conclusion that can be used in decisions making in future situations. In this study data were analyzed both in quantitatively and qualitatively.

In qualitative analysis data were analyzed by giving detailed descript of facts and findings. In another side, in quantitative analysis data were analyzed and presented in term of number, charts and tables.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter is concerned with the presentation, discussion and analysis of the findings. It detailed analytical presentation of the finding from respondents through tables, charts and figures. The objective of making data presentation and analysis is to be able to;

i) Provide evidence of the research carried out.
ii) Find answers to the research questions.
iii) Form basis of conclusions and recommendations.

Therefore the analysis of data collected was guided and confined to the predefined research problem and preset objectives. The main objective of the study was to access effectiveness of the strategies initiated by the government in developing and promoting cultural tourism in Tanzania by focusing Ministry of Natural Resources and Tourism and Zanzibar Commission for Tourism as the case study.

4.1 Characteristics of Respondents

A sample study consisted a total of 50 respondents from both Ministry of Natural Resources and Tourism and Zanzibar Commission of Tourists. The characteristics of respondents were described as follows;

4.1.1 Sex

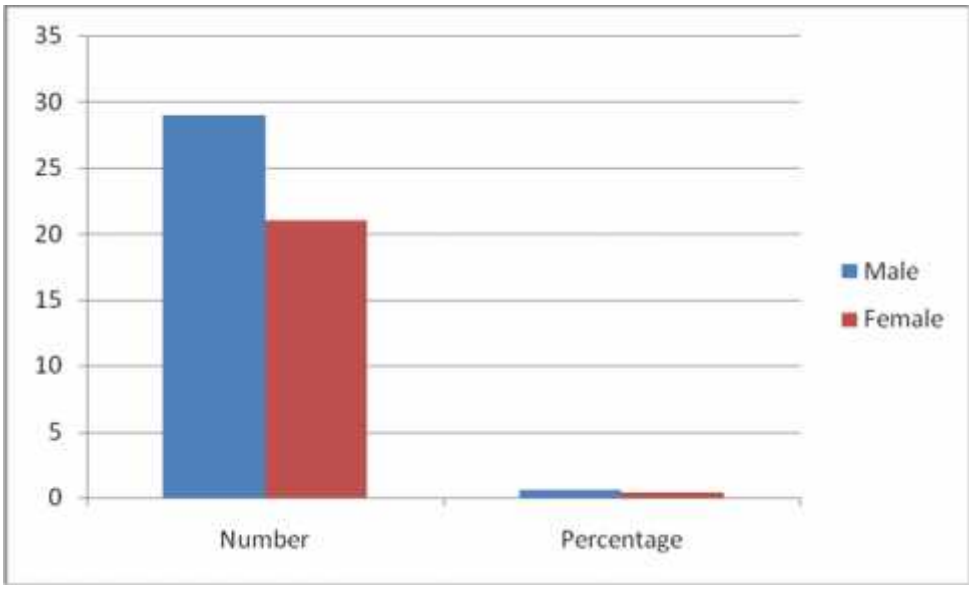
The respondents were required to fill their gender in the space provided in questioner so as to know gender consideration in sampling. The results from respondents were organized and presented through the following tables.

Table 4. 1: Sex of Respondents

Sex	Number	Percentages
Male	29	58%
Female	21	42%
Total	**50**	**100%**

Source: Researcher data 2014.

Figure 4. 1: Sex of Respondents



The findings of the survey imply that 58% of the respondents were male and 42% female. This shows that the gender was slightly considered in sampling.

4.1.2 Age

The respondents were also accessed to determine their age level. The results from respondents were as follow here under:

Table 4. 2: Age level of Respondents

Year	Number of Respondents	Percentages
18 – 25	7	14%
26 – 35	12	24%
36 – 45	17	34%
46 and above	14	28%
Total	**50**	**100%**

Source: Researcher, 2014

The findings implies that the majority of respondents (34%) were 36 – 45 years of age, followed by 28% who were 46 and above, 24% who were 26 – 35 and 14% who were 18 – 25.

4.1.3 Level of education of respondents

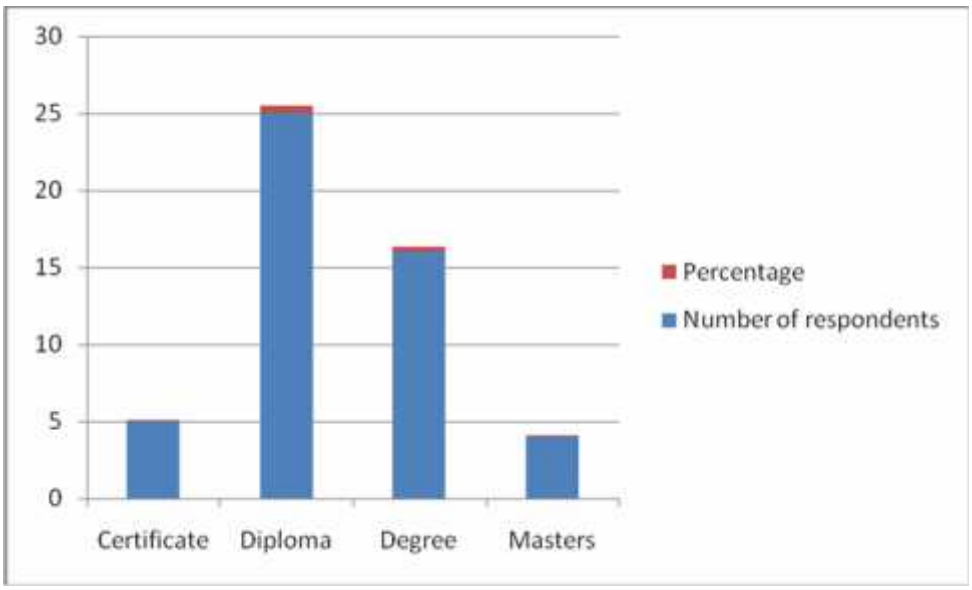
Respondents' educational level was accessed to determine how knowledgeable they are. Results were described and presented as shown below.

Table 4. 3: Level of education of respondents

Educational level	Number of Respondents	Percentages
Certificate	5	10%
Diploma	25	50%
Degree	16	32%
Masters	4	8%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 2: Level of education of respondents



Source: Researcher, 2013

The findings of the survey showed that majority of respondents (50%) had Diplomas, followed by 32% of respondents who hold degrees, 10% of respondents who hold Certificates and only 5% hold Masters. These findings suggested that respondents were qualified enough to enable them to perform their duties effectively.

4.1.4 Level of work experience of respondents

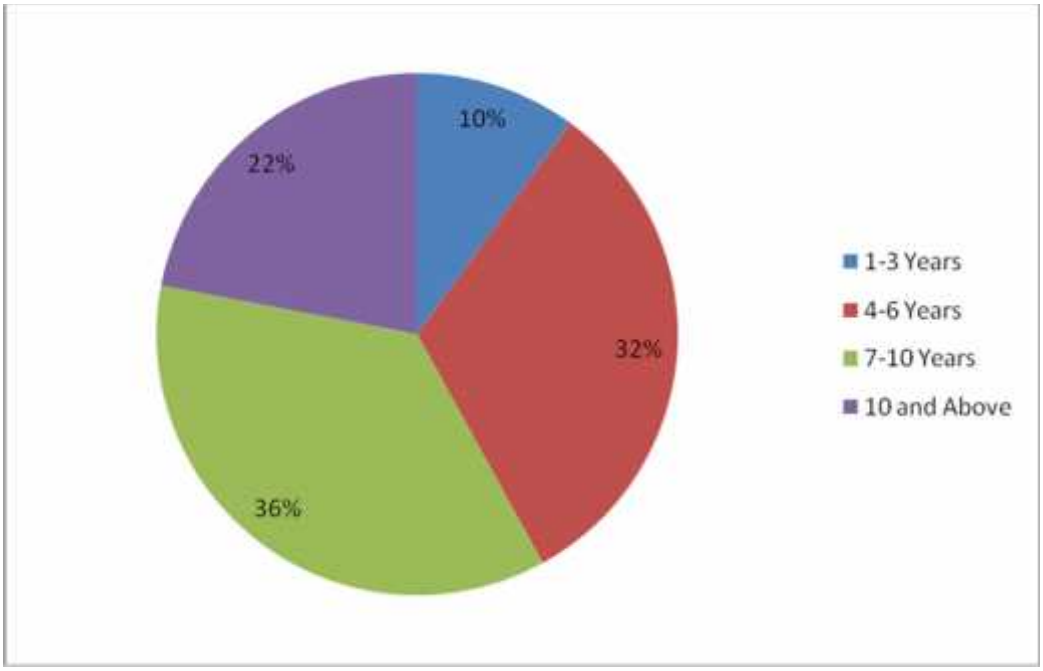
In order to establish the demographic characteristics of respondents, the researcher analyzed the level of work experience of respondents. The feedback from respondents was documented as shown in the table and figure below;

Table 4. 4: Level of work experience of respondents

Years	Number of Respondents	Percentages
1 – 3	5	10%
4 – 6	16	32%
7 - 10	18	36%
More than 10 years	11	22%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 3: Level of work experience of respondents



Source: Researcher, 2014

The findings of the survey showed that a total of 68% of respondents had work experience of more than 6 years compared to the rest 32% of respondents who had work experience of below 7 years. These findings suggested that respondents had enough experience to enable them to perform their duties effectively.

4.1.4 Level of awareness on Cultural tourism

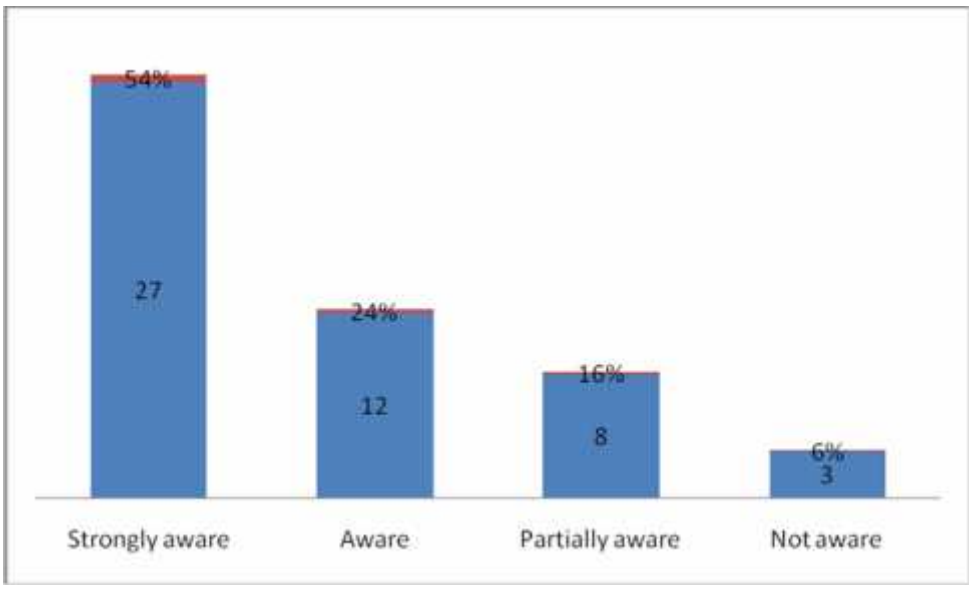
The researcher analyzed the feedback from respondents to establish their level of awareness on Cultural Tourism. The feedback from respondents was documented as shown in the table and chart below;

Table 4. 5: Level of awareness on Cultural Tourism

	Number of Respondents	Percentages
Strongly aware	27	54%
Aware	12	24%
Partially aware	8	16%
Not aware	3	6%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 4: Level of awareness of respondents on Cultural Tourism



Source: Researcher, 2014

The findings showed that 54% of respondents were strongly aware of Cultural Tourism while, 24% were aware, 16% of were partially aware and only 3% of respondents were not aware of Cultural Tourism. Awareness of respondents on Cultural Tourism was important for the process to be used as an effective tool in data

collection. Majority of respondents were aware of the cultural tourism according to the finding.

4.2 Managerial and Administrative factors.

The respondents at this part were required to show their know how about the contribution of managerial and administrative factors in developing cultural tourism in Tanzania. The respondents' opinions are described here under.

4.2.1 Private sectors participation in developing cultural tourism

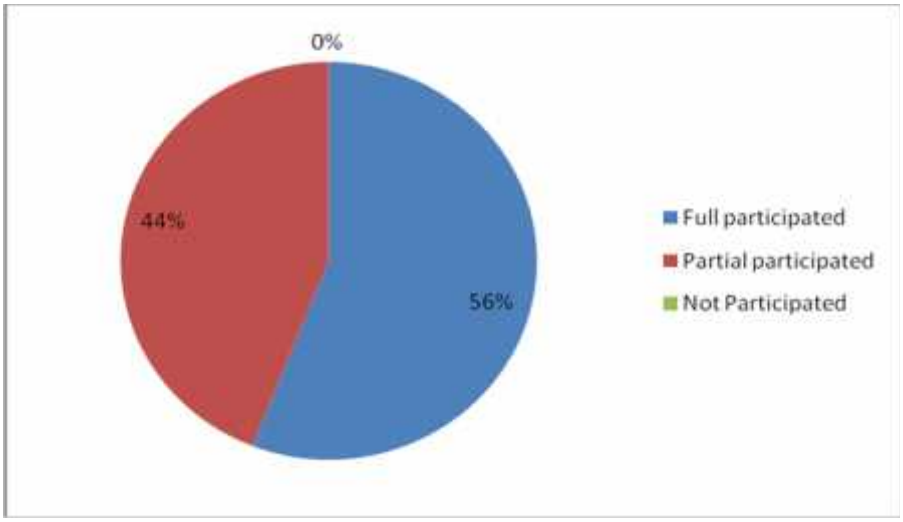
The objective of this part was to find out if private sectors in Tanzania were participated in developing cultural tourism. The feedback from respondents was documented as shown in the table and figure below;

Table 4. 6: Private sectors participation in developing cultural tourism

	Number of Respondents	**Percentages**
Full participated	28	66%
Partial participated	22	44%
Not Participated	0	0%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 5: Private sectors participation in developing cultural tourism



Source: Researcher, 2014

The results of the findings showed that private sectors were participated in developing cultural tourism in Tanzania, however 56% of respondents said that private sector are fully participated while 44% argued that they are partial participated in developing cultural tourism in Tanzania.

According to culturaltourism.go.tz, "Currently there are over 47 Cultural Tourism Enterprises that Tanzania Tourist Board has helped to establishing. Basically Cultural Tourism Enterprises operate as a total set of products that involves different cultural and natural attractions, activities and provision of services in a given local community".

Findings from interview with community people revealed that private sectors in Tanzania were participated in developing cultural tourism. They participated in such a way given opportunity to establish their own tour operators

4.2.2 Policy formulation to develop cultural tourism

The notion was portrayed to find out the seriousness of government in developing cultural tourism through establishing effective policies which will be the guideline

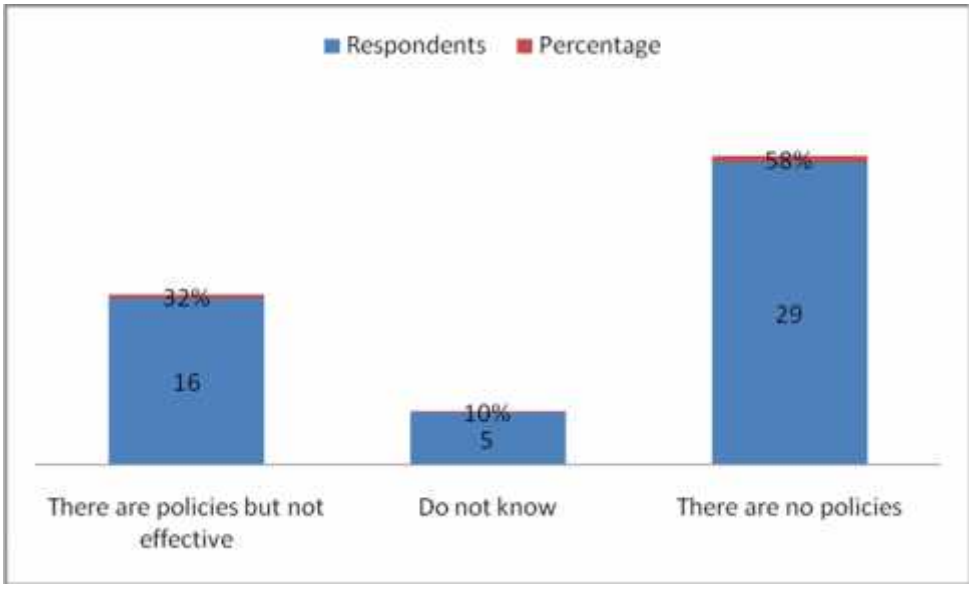
for the management and development of cultural tourism. The findings from the respondents are presented and analyzed here under.

Table 4. 7: Policy formulated to develop cultural tourism

	Number of Respondents	Percentages
There are policies but not effective	16	32%
Do not know	5	10%
There are no policies	29	58%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 6: Policy formulated to develop cultural tourism



Source: Researcher, 2014

According to the findings, 32% respondents replied that there are policies formulated but they are not effective, 58% dinied the existance of formulated policies to develop cultural tourism in Tanzania for the reason that the cultural tourism is not known in most Tanzanian and 10% of the respondents replied that they have not come upon with such policies.

"At the same time National Tourism Policy had stipulated the community involvement in Tourism operation giving a room for various community-based tourism initiatives to be kick-started", (culturaltourism.go.tz).

Findings from interview with the community people revealed that there was no specific policy formulated as a guidline to develop cultural tourism. They also stipulated tha the eisting National Tourism Policy was merely requiring community involvemnt in tourism activities and not specifically putting emphasis in cultural tourism.

4.2.3 Willingness of Tanzania Government officials to develop cultural tourism

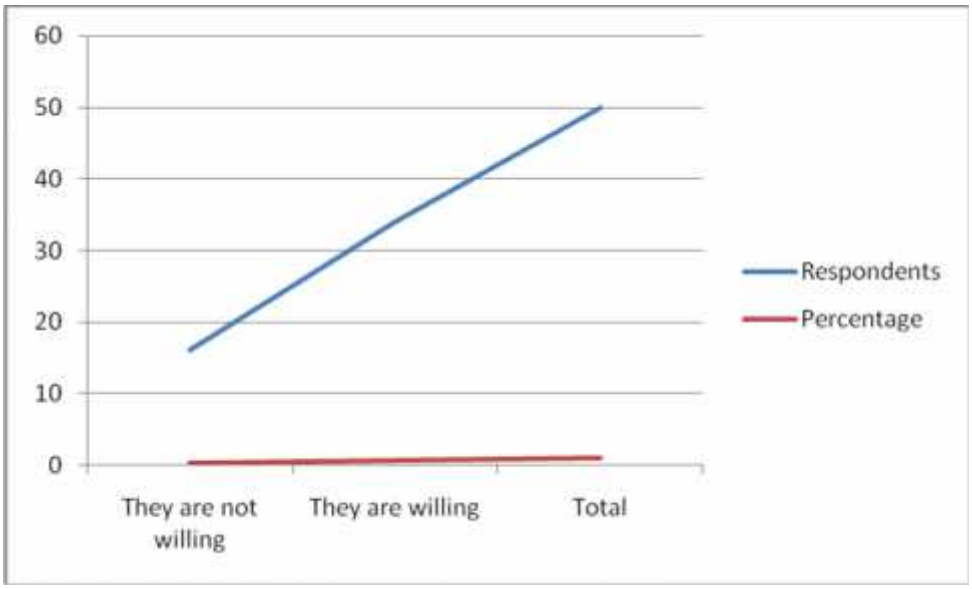
At this point of view, respondents were required to respond on the willingness of Tanzania government officials to develop cultural tourism. The answers from respondents are presented in the table and chart below.

Table 4. 8: Willingness of the government officials to develop cultural tourism

	Number of Respondents	Percentages
They are not willing	16	32%
They are willing	34	68%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 7: Willingness of the government officials to develop cultural tourism



Source: Researcher, 2014

The results of the findings implies that 68% of the respondents replied that the government officials are willing to develop cultural tourism their main reason behind their responses there are areas that have been developed for cultural tourism, while 32% rejected, explaining that even people with the community fully with cultural heritages are not aware and mobilized for the cultural tourism.

According to culturaltourism.go.tz, “Cultural Tourism was initiated by youth in local community in Northern Tanzania, The product came as a result of Maasai youth group that was used to dance alongside the Northern Safari road accessing Lake Manyara, Ngorongoro and the Serengeti major tourist attractions in the area. During this volunteering dances, resulted to them been given a small change or tip of doing an interesting entertainment along the way”.

From interviews conducted by the researcher with various respondents from the community, the researcher found that the government officials were not total willing to develop cultural tourism they were putting much effort in developing tourism in general.

4.3 Economic Factors

At this part, researcher was collecting economic relating data to view whether they are contributing or hinder the development of cultural tourism in Tanzania. The respondents' opinions are detailed analyzed and presented here under.

4.3.1 Level of advertising and Promoting Tanzania Cultural Tourism

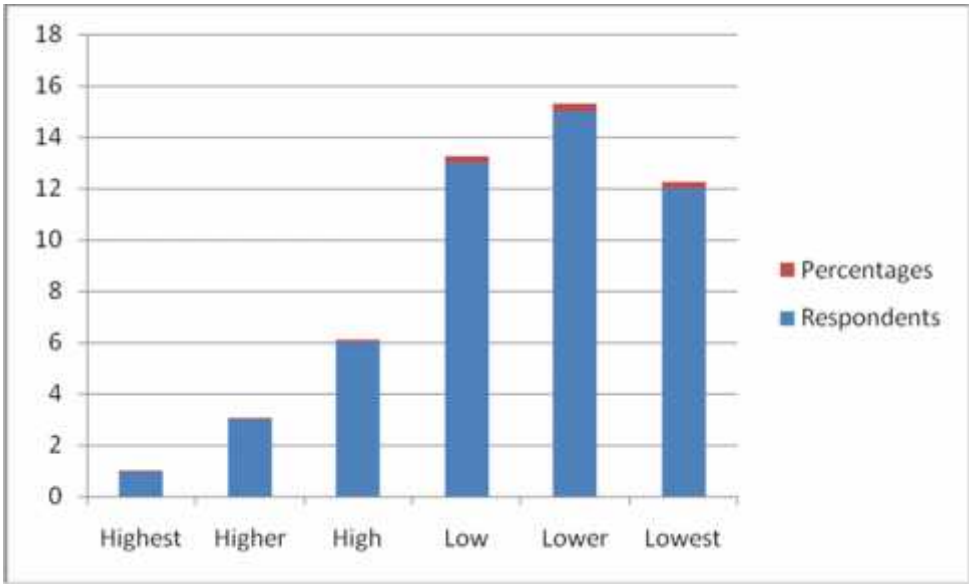
At this portion, respondents were requested to give their view on the level of advertising and promoting Tanzania cultural tourism, so their responses were submitted as follow here under:-

Table 4. 9: Level of advertising and Promoting Tanzania Cultural Tourism

Level	Number of Respondents	Percentages
Highest	1	2%
Higher	3	6%
High	6	12%
Low	13	26%
Lower	15	30%
Lowest	12	24%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 8: Level of advertising and Promoting Tanzania Cultural Tourism



Source: Researcher, 2014

The findings showed that majority of the respondents (80%) said that the Tanzania cultural tourism is not promoted and advertised. Only 20% of the respondents said that Tanzania cultural tourism is advertised and promoted. This finding indicates that, the Tanzania Cultural Tourism is not promoted and advertised enough to attract tourists to visit cultural heritages and sites.

Findings from interview with the community people revealed that the Tanzania Cultural Tourism was not promoted and advertised enough to attract tourists to visit cultural heritages and sites. Most of the tourism promotion was only rally on general Tanzania Tourism and not specifically for Cultural Tourism.

4.3.2 Conduciveness of Tanzania social and physical infrastructure to support Cultural Tourism

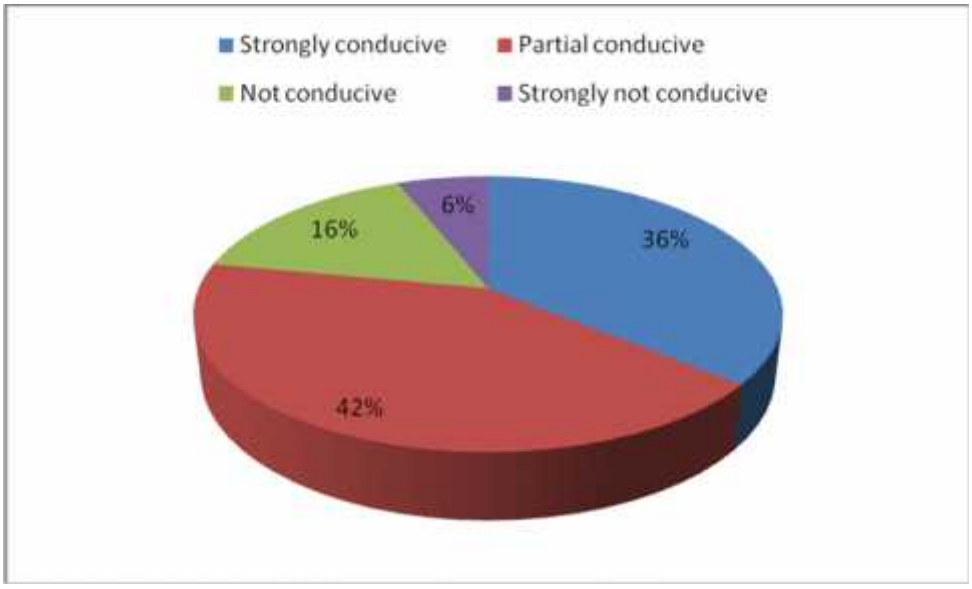
The objective of this portion was to give room to the respondents to give their opinion if the Tanzania physical and social infrastructures were conducive to support cultural Tourism. Responses from respondents are analyzed here under.

Table 4. 10: Conduciveness of Tanzania infrastructure to support Cultural Tourism

Level	Number of Respondents	Percentages
Strongly conducive	18	36%
Partial conducive	21	42%
Not conducive	8	16%
Strongly not conducive	3	6%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 9: Conduciveness of Tanzania infrastructure to support Cultural Tourism



Source: Researcher, 2014

The findings show that Tanzania physical and social infrastructure are strongly conducive (42% of respondents), partial conducive (36% of respondents), not conducive (16% of respondents) and strongly not conducive (6% of respondents) to support Tanzania Cultural Tourism.

According to the findings, large percentage of respondents agreed that Tanzania both physical and social infrastructures are conducive enough to support Cultural Tourism.

According to Tourism Sector Survey 2010, "On 1st July 2010, Flight Link Company Limited opened up a new scheduled route that starts from Dar es Salaam – Dodoma – Iringa – Mbeya twice a week. This is expected to boost transport for the Southern corridor tourist attractions, particularly Ruaha and Katavi National Parks. Furthermore, Fly 540 Company opened a new route that starts from Mwanza-Kilimanjaro-Zanzibar-Dar es Salaam".

Findings from interview with the same government officials revealed that the Tanzania both physical and social infrastructures were conducive enough to support Cultural Tourism.

4.3.3 Competition and the growth of cultural tourism in Tanzania.

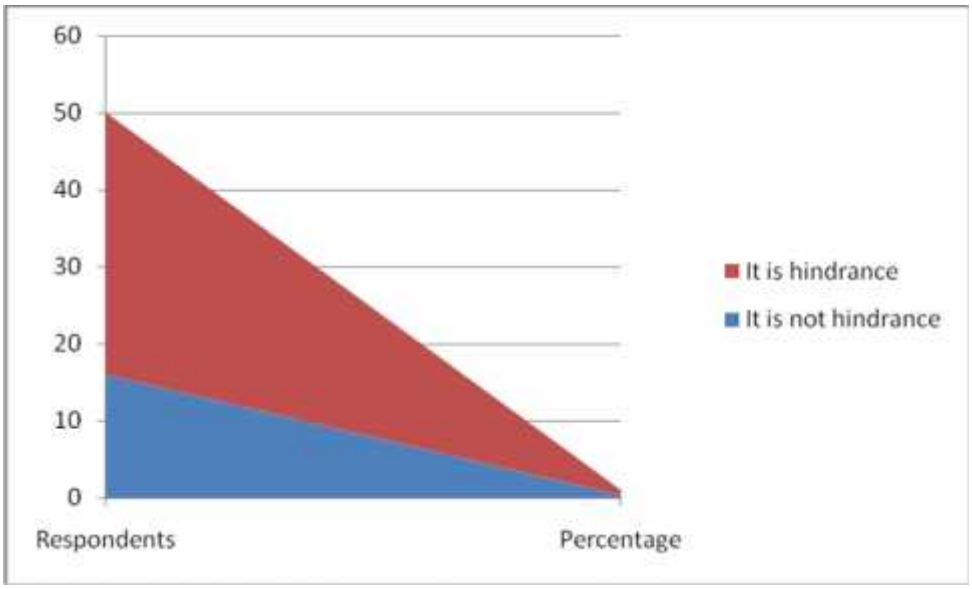
Does the competition from other countries hindrance for the growth of cultural tourism in Tanzania? The objective of this question was to get the respondents' responses about the competition to be the hindrance for the growth of cultural tourism. The data collected are presented through the following table and chart.

Table 4. 11: Competition toward the growth of cultural tourism in Tanzania

	Number of Respondents	Percentages
It is not hindrance	16	32%
It is hindrance	34	68%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 10: Competition toward the growth of cultural tourism in Tanzania



Source: Researcher, 2014

The findings show that 32% of respondents said that competition is not hindrance to the growth of cultural tourism in Tanzania and 68% agreed that the growth of Tanzania Cultural Tourism is hindered by competition from other countries.

According to Tourism Market Research Study for Tanzania 2008, the main Tanzania Cultural Tourism competitors are Kenya, South Africa and Ethiopia, the survey also stipulated that "it is almost impossible to compare the price competitiveness of Tanzania with other destinations as they all offer very different cultural experiences. However, the same constrains that are apparent within other sectors, such as higher hotel prices and more difficult access, are likely to diminish Tanzania's competitiveness".

The findings from interview with some government officials revealed that Tanzania possessed unique cultural heritages, sites and other attractions which have been registered as the World heritages, but it faced stiff competition from other African counties like Kenya and South Africa.

4.4 Social factors

4.4.1 Community awareness on the role and existence of cultural tourism

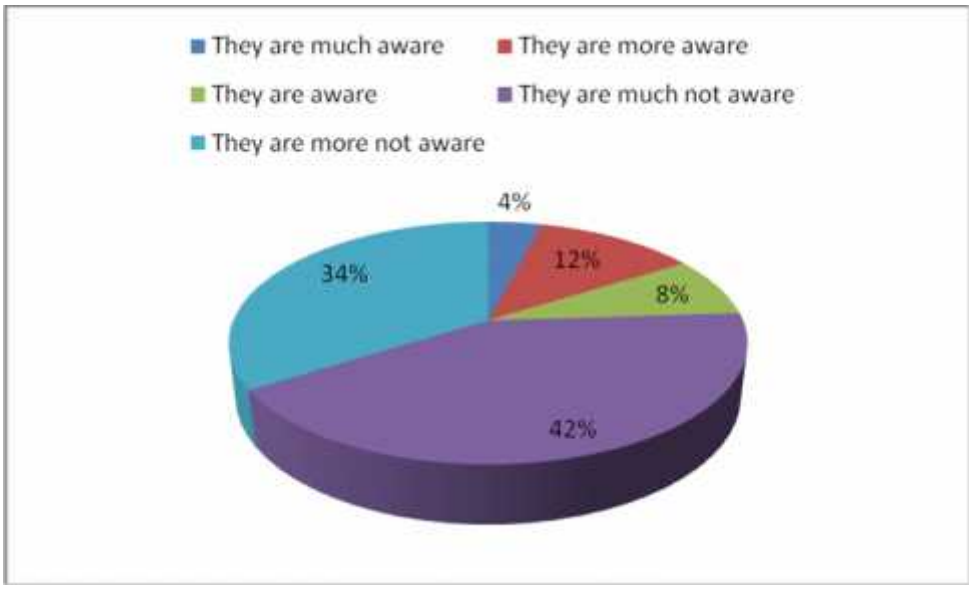
In most cases, the development of any sector depends upon community awareness and support. For this context, respondents were required to give their opinion about the community awareness on the role and existence of cultural tourism. The results from the findings are presented here under.

Table 4. 12: Community awareness on the role and existence of cultural tourism

	Number of Respondents	Percentages
They are much aware	2	4%
They are more aware	6	12%
They are aware	4	8%
They are much not aware	21	42%
They are more not aware	17	34%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 11: Community awareness on the role and existence of cultural tourism



Source: Researcher, 2014

According to findings majority of respondents were not aware on the role and existence of cultural tourism in Tanzania. 42% are much not aware, 34% are more not aware, 8% are aware, 12% are more aware and 4% are much aware. So, these results revealed that most of Tanzanian were not aware about cultural tourism.

Acorn Consulting Partnership Ltd in their Tourism Market Research Study for Tanzania 2008 recommended that "Promotion of lesser-known sites (such as Bagamoyo) and Considerable scope for development of the cultural product" as the way forward for developing cultural tourism in Tanzania.

Findings from interview with community people revealed that most of Tanzanians were not aware about the role and existence of cultural tourism. They further suggested that the promotion of cultural sites and products to both Tanzanian and foreigners should be considerably given priority.

4.4.2 Stagnation of gender and tribes to the development of cultural tourism

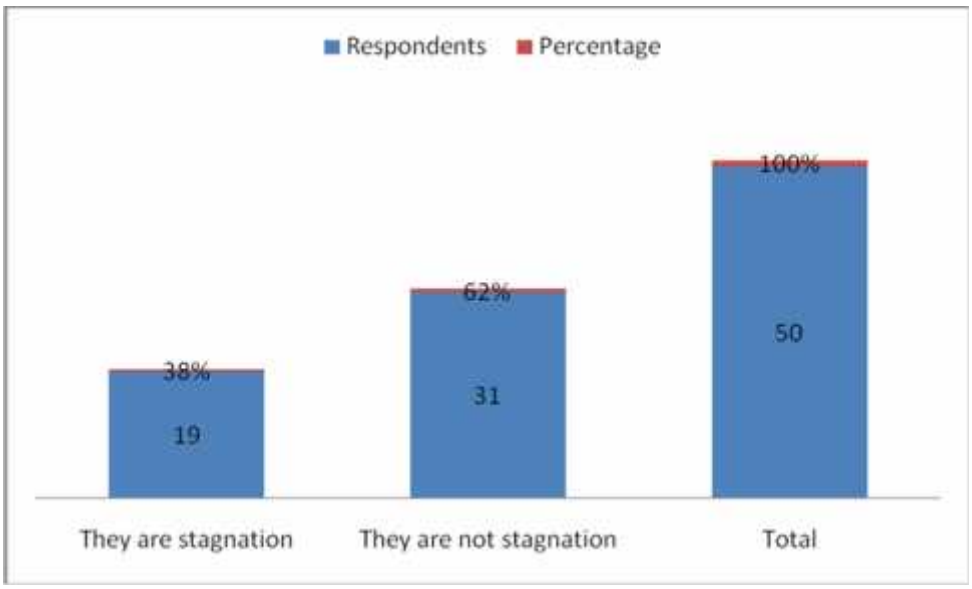
Tanzania is said to have attractive cultural activities and ceremonies that sometime forbid whether men or women to participate. The respondents were required to give their view on reality about the matter. The data collected are presented here under.

Table 4. 13: Stagnation of gender and tribes to the development of cultural tourism

	Number of Respondents	Percentages
They are stagnation	19	38%
They are not stagnation	31	62%
Total	**50**	**100%**

Source: Researcher, 2014

Figure 4. 12: Stagnation of gender and tribes to the development of cultural tourism.



Source: Researcher, 2014

The findings showed that 62% of respondents said that gender and tribes were not stagnation and 38% responded that gender and tribes were among the factor that let down the growth of cultural tourism in Tanzania.

Short interview conducted by researcher to the government officials revealed that gender and tribes were not stagnation to the growth of cultural tourism in Tanzania, they further elaborated that it was during slavery and colonial period where by some tribes did not allow any foreigner around their villages fearing to be taken as slave or ruled by force however some cultural ceremonies and activities need confidentiality or alienation of either men or women. For example, male circumcisition requires alienation of women.

4.4.3 Social-economic problems facing cultural tourism in Tanzania.

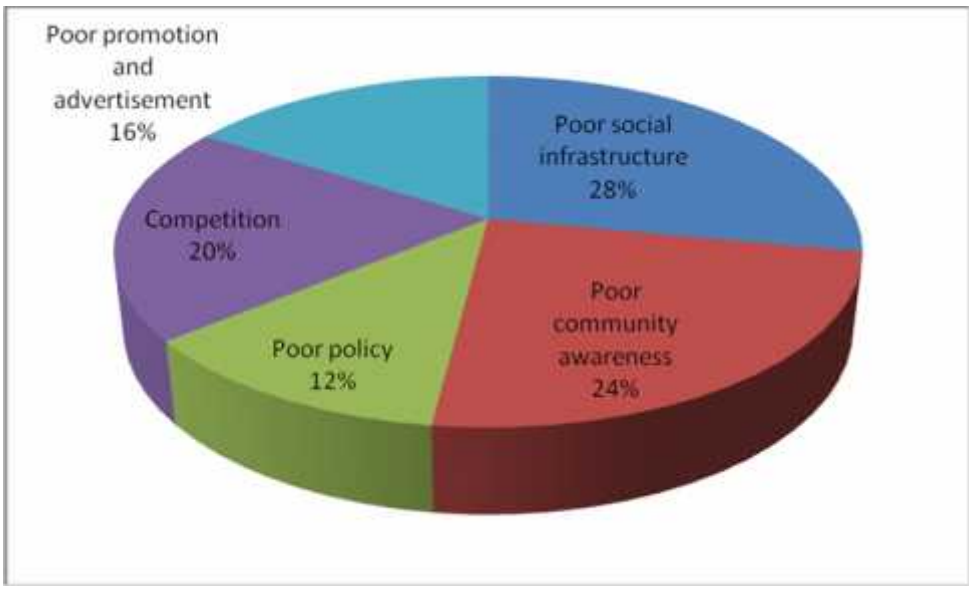
The objective of this portion was to give chance respondents to point out social-economic problems facing cultural tourism in Tanzania. The responses from respondents were documented as follow:-

Table 4. 14: Social-economic problems facing cultural tourism in Tanzania.

Responses	Number of Respondents	Percentages
Poor social infrastructure	14	28%
Poor community awareness	12	24%
Poor policy	6	12%
Competition	10	20%
Poor promotion and advertisement	8	16%
Total	**50**	**100%**

Source: Researcher, 2013

Figure 4. 13: Social problems facing cultural tourism in Tanzania.



Source: Researcher, 2013

The findings showed that the social-economic problems facing cultural tourism in Tanzania; poor social infrastructure (28% of respondents), poor community awareness (24%), poor policy (12%), competition (20%) and poor promotion and advertisement (16%).

Public-Private Sector Consensus Building Workshop on Sustainable Tourism Development and Investment in Tanzania held in Dar es Salaam 5 and 7 July 2001 hinted that "Tanzanians at large are not fully aware of and appreciative of the international tourism value of major tourism attractions and experiences in Tanzania".

Findings from interview with community people revealed the challenges facing cultural tourism in Tanzania as community awareness on cultural tourism and competition from other countries; they also suggested that awareness programmes need to be launched from the school to the community level so as to create a cultural tourism awareness and pride.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter provides the conclusion of the findings on the private sectors participation in developing cultural tourism, policy formulation to develop cultural tourism, willingness of Tanzania Government officials to develop cultural tourism, level of advertising and promoting Tanzania Cultural Tourism.

Also, the chapter provides conclusion on the finding on the conduciveness of Tanzania social and physical infrastructure to support Cultural Tourism, community awareness on the role and existence of cultural tourism, stagnation of gender and tribes to the development of cultural tourism and social-economic problems facing cultural tourism in Tanzania. Therefore, recommendations and areas for further researches are provided.

5.1 Conclusions

5.1.1 Private sectors participation in developing cultural tourism

The study findings have shown that private sectors were participated in developing cultural tourism. The government was involving private sectors in various seminars discussing and planning programmes that were influential for the growth of cultural tourism. The private sectors were given opportunities to establish tourism related enterprises that deal with conservation and protection of cultural and natural tourism attractions as well as serving as tour guide and operators.

5.1.2 Policy formulation to develop cultural tourism

Regarding the findings, Tanzania had plenty Policies regaring Tourism in genenral but there is no even single policy specifically for cultural tourism. The Tanzania National Tourism Policies were formulated to render the management, administration and supervision of Tanzania tourism but in insolation and somehow left behind cultural tourism. The cultural tourism was not considered as the contributing part of Tanzania tourism by the Tanzania Tourism Policies.

5.1.3 Willingness of Tanzania Government officials to develop cultural tourism

The results of the findings have shown that there is low performance of government official in developing cultural tourism. The cultural tourism had come into existence due to the Maasai youth group that was used to dance alongside the Northern Safari road accessing Lake Manyara, Ngorongoro and the Serengeti major tourist attractions in the area. During this volunteering dances, resulted to them been given a small change or tip of doing an interesting entertainment along the way. However government officials were trying to conduct cultural tourism seminars with stakeholders to discuss the matters that could lead evolution and development in the cultural tourism sector.

5.1.4 Level of advertising and Promoting Tanzania Cultural Tourism

The findings indicate that Tanzania has a lot of cultural heritages and attractions. International tourism is advertised both national and international, but cultural tourism is left behind. People within the community have not come upon the advertisement that advertises cultural tourism.

5.1.5 Conduciveness of Tanzania social and physical infrastructure to support Cultural Tourism

The findings show that airline transport in Tanzania is supportive to the growth of cultural tourism. Flight Link Company Limited opened up a new scheduled route that starts from Dar es Salaam – Dodoma – Iringa – Mbeya twice a week. This is expected to boost transport for the Southern corridor tourist attractions, particularly Ruaha and Katavi National Parks. Furthermore, Fly 540 Company opened a new route that starts from Mwanza-Kilimanjaro-Zanzibar-Dar es Salaam.

5.1.6 Community awareness on the role and existence of cultural tourism

The findings portray that the community people who were most aware of the cultural tourism were those who were living alongside the Northern Safari road accessing Lake Manyara, Ngorongoro and the Serengeti major tourist attractions particularly

Maasai community. Some people from other parts of the country do not know even what cultural tourism is about.

5.1.7 Stagnation of gender and tribes to the development of cultural tourism

The findings show that some of the cultural activities and ceremonies need to be performed secretly. Women within a tribe have to perform some of their cultural activities and ceremonies in alienation of men and men have to perform some of their cultural activities and ceremonies in alienation of women. The general cultural activities and ceremony are performed openly with the access for everyone to enjoy.

5.1.8 Social-economic problems facing cultural tourism in Tanzania.

The findings show that the growth and development of cultural tourism in Tanzania is mainly affected by some social-economic problems like poor social infrastructure, poor community awareness, poor policy, competition from other countries as well as poor promotion and advertisement. These areas are required to be put in consideration for the cultural tourism to develop, grow and compete with other countries.

5.2 Recommendations

From the findings of the study, the researcher would like to make the following recommendations;

5.2.1 Improve Presentation and Conservation of Tanzanian Culture/Handicrafts

Initiatives should be undertaken to improve presentation and Continuation of conservation/restoration of historical/cultural sites. Also, there should be additional technical assistance to improve existing museums in terms of layout, facilities for visitors and interpretation.

5.2.2 Initiation of Marketing Campaign

There should be establishment of comprehensive marketing campaign advertising cultural tourism by producing collaterals - consumer brochures, trade manuals,

videos, library of transparencies for use by journalists, tour operators; establishment of overseas representation in the key markets; implementation of a sustainable advertising and public relations campaign; as well as participation at tourism fairs. All these promotion programmes should consider protection and enhancement of Cultural Heritages.

5.2.3 Improve Modalities for Community/Local people Involvement

Host communities and indigenous peoples should be involved in planning for conservation and tourism. The rights and interests of the host community, at regional and local levels, property owners and relevant indigenous peoples who may exercise traditional rights or responsibilities over their own land and its significant sites, should be respected. They should be involved in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices and contemporary cultural expressions, in the tourism context.

5.2.4 Government and Private sector partnership, relationship and involvement

Government should form partnership with private sectors so as to bring potential cultural and other tourism partners together. In this regard, government and community, in collaboration with Visitor, Economic and Development Offices, may play an important role. By bringing potential cultural and other tourism partners together, this becomes the first step along a path of communication, understanding of what culture and tourism operators need from each other, and implementation of mutually beneficial opportunities.

5.2.5 Infrastructures Improvement for Accessibility of Tourism Destinations

This initiative should be addressed as a strategic priority as accessibility to Tanzania and affordable ease of movement within Tanzania is fundamental to future growth. While airlines will respond to markets and provide service where needed, the road network is provided as a public service and tourism is as valid a justification for building roads as other economic activities.

5.2.6 An awareness and pride in the tourism attractions of Tanzania should be promoted and instilled among all Tanzanians.

Concerted education and awareness programmes need to be launched from the school to the community level to create a tourism awareness, pride and involvement on the part of all Tanzanians.

5.3 Areas for further research

The findings of this study have raised several issues for further research. The following research areas are recommended:

(i) This study found out that cultural tourism can not only provide enjoyment but also boost economic growth to the people within a community, but most of the community people are not aware about cultural tourism, so there is the need for research to be done on why people are not aware on cultural tourism even though it can boost their life.

APPENDICES

QUESTIONNAIRE

Part A: Demographic Factors

1. Respondent's gender tick one

   (a) Male ( )

   (b) Female ( )

2. Age

   a) 18 – 25 ( )

   b) 26 – 35 ( )

   c) 36 – 45 ( )

   d) 46 and above ( )

3. Highest level of education you have attained?

   (a) Masters ( )

   (b) University degree ( )

   (c) Diploma ( )

   (d) Certificate ( )

3. Working experience with the ministry/commission.

   (a) 1 - 3 year ( )

   (b) 4 – 6 year ( )

   (c) 7 – 10 year ( )

   (d) more than 10years ( )

4. Current position _____

Part B: Managerial and Administrative factors.

1. Are the private sectors participated in developing cultural tourism in Tanzania?

   ……

   ……

   ……

2. Are there any policy formulated for developing cultural tourism? Are these policies effective?

   ……

   ……

   ……

3. Cultural tourism in Tanzania is seem to be low comparing to Kenya, are the Tanzania government officials willing to develop cultural tourism?

   ……

   ……

   ……

Part C: Economic Factors

1. Advertising and promoting product are the key issues in developing it, how many advertisement you have come upon that advertise Tanzania cultural tourism?

   ……

   ……

2. Are Tanzania physical and social infrastructures conducive to support cultural tourism?

   ……

   ……

   ……

3. Does the competition from other countries hindrance for the growth of cultural tourism in Tanzania?

   .....

   .....

Part D: Social factors

1. The development of any sector depend upon community awareness and support, are the Tanzanian aware on the role and existence of the cultural tourism?

   ……

   ……

   ……

2. Women and men in some Tanzania tribes are forbidden to visit and participate in some of cultural ceremonies and activities, for your view are the tribes and genders stagnation for the development of cultural tourism in Tanzania?

   ……

   ……

   ……

3. Tanzanian attitudes toward cultural tourism are the one among reasons that hinder its development, in your view what are the social-economic problems facing cultural tourism in Tanzania?

   .....

   .....

   .....

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