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# **Social Economic and Cultural Impacts of Coastal Tourism to Local Communities in Zanzibar, Tanzania**

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International Relations

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## DECLARATION

I, Rosemary Dickson Shechambo do hereby declare that this thesis is my original work of the thesis conducted in Zanzibar and all other used materials and sources of information included other than my findings has been referenced. This work has not been either partially or fully submitted to any other University than the Norwegian University of Life Sciences (NMBU) for award of any type of academic degree.

**Date: 12<sup>th</sup> December 2019**

**Signature:**



**Rosemary Dickson Shechambo**

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## ABSTRACT

This study intends to examine socio economic and cultural impact of coastal tourism on local people. The study was carried out in Nungwi and Paje village located in Unguja Island Zanzibar. The study used mixed research methods including survey questionnaires, focus group discussions, semi-structure interviews and direct observations. All these were carried out to grasp important information required for addressing the research objectives and questions.

The study used two theoretical approaches for examining the impact of tourism activities to the local people. Integrated coastal management approach was used to assess the conflicts over resources use between local people and other tourism stakeholders including investors. The Sustainable livelihood approach was used to examine the resilience of local people from development of tourism activities in terms of security, recognition and participation in tourism development. The combined approach was useful to allow local people to cope with the changes brought as results of the development of the tourism sector and allow them to participate in the tourism development while minimizing the negative impacts associated with tourism activities.

Findings from this study show that tourism in the main economic activities in both Paje and Nungwi villages. However, tourism activities were observed to have some effects to the local people and their society in general. It was observed that, the increase of social change, pollution, drugs and alcohol, conflict over resources use and high rate of immigrants in the villages were the main challenges impacting the local people hence hindering their participation in the tourism industry. Low education and poor awareness among the local community members were also observed to hinder local people participation in tourism businesses. As results most of the businesses and job opportunities related to tourism are taken by foreigners and immigrants.

Although tourism industry is a fast-growing sector but some tourism activities tend to have some negative impacts to the communities and the environment. The participation of local people in tourism activities is important for reducing their vulnerabilities. Investors should maintain good relationships with the adjacent local communities to ensure sustainability of the tourism activities in the villages. It is important to mainstream coastal tourism issues in the education system, ensure participatory formulation of tourism policies, increase scholarships for training local people, facilitate village natural resource committees and invest in the tourism for all campaign.

## **DEDICATION**

I dedicate this thesis to my husband, my daughters and my parents who laid strong foundation of my carrier. My parents supported and encouraged me throughout the difficult times. May Our Almighty God bless you all and give you peace, love and kindness in your hearts for tolerating all the challenges during my studies.

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## **LIST OF ABBREVIATION**

AIDS	Acquired Immune Deficiency Syndrome
ATM	Automated Teller Machine
DoE	Department of Environment
GDP	Gross Domestic Product
HIV	Human Immunodeficiency Virus
ICM	Integrated Coastal Management
ICMF	Integrated Coastal Management Framework
SLA	Sustainable Livelihood Approach
SLF	Sustainable Livelihood Framework
STDs	Sexually Transmitted Diseases
TB	Tuberculosis
TIES	The International Ecotourism Society
TTB	Tanzania Tourist Board
UNWTO	United Nation World Tourism Organization
USD	United States Dollar
WTO	World Tourism Organization
ZANEA	Zanzibar East African Sea Weed Company
ZANREC	Zanzibar Recycling Company
ZATI	Zanzibar Association of Tourism Investors
ZATO	Zanzibar Association of Tour Operators
ZBC	Zanzibar Broadcasting Company

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## CHAPTER ONE

### 1.0 INTRODUCTION

#### 1.1 Overview of the Tourism Sector

Tanzania is among the richest country in terms of natural resources such as tropical forests, miombo woodlands, wildlife, mountains and water bodies. The presence of favorable habitats for wildlife makes Tanzania to be among the countries with large number of national parks in the world. Therefore, with such many national parks inhabiting different wild animals in Tanzania, the tourism industry is one of the fastest growing sector in the country contributing significantly to the national economy (Kazuzuru, 2014). Compared to other trading commodities, the tourism sector in Tanzania is leading in bringing foreign exchange (Anderson, 2013). It contributes to the economic development through businesses and construction of facilities and provision of various services such as hotels, restaurants and transport. Studies indicate that, the contribution of the tourism industry to the national income - gross domestic product (GDP) increased by 40% from 2000 to 2008 (Kazuzuru, 2014). The sector contributes to creation of employment opportunities, improvement of social services such as construction of schools and health centers, availability of clean water in the villages, transport services as well as improvement of communication services (Kazuzuru, 2014; Lange, 2015). The transformation of the environment in undesirable ways as a results of the development of tourism activities has affected the livelihoods and culture of the adjacent local communities in different localities (Dwyer, 2018). In some places, land grabbing has resulted into relocation of people residing along the coastal zones of Tanzania. The land is then used for construction of hotels and resorts for tourists making villagers short of lands for agriculture and other activities (Dwyer, 2018; Sharpley & Telfer, 2015). In Unguja Island, the land used to build resorts is greater than city hotel with an average density land use values of 284 m<sup>2</sup> per bed (Gössling & Peeters, 2015).

There are several types of tourism and different people have defined the term tourism differently, but coastal tourism is among the common type of tourism in the world. Coastal tourism is defined as a type of tourism involving travelling to destinations outside the usual environment to mainly recreational activities along the coastal zone (Rangel-Buitrago *et al.*, 2019). Coastal tourism is among major types of tourism practiced in Tanzania due to the presence of the beautiful beaches

along the Indian Ocean. This type of tourism is popular in Zanzibar (Unguja and Pemba) and mainland Tanzania (Mafia islands). These islands are densely populated with many endangered and rare species of corals, fishes, seagrasses, mangroves, flora and fauna (Lange, 2015). The islands are also designated as world heritage site due to its outstanding materials, manifestation of cultural fusion and harmonization at the same time served as the best example of the Swahili coastal trading towns of East Africa (Bourdeau & Gravari-Barbas, 2016). The development of tourism in Zanzibar started in 1986 where government started to strongly promote tourism globally (Gössling & Schulz, 2005). The focus of tourism development has been concentrated in the East Coast of the Zanzibar islands, where large areas along the coast have remained uninhabited, and where the sand beaches provide the precondition for infrastructure development (Gössling, 2001a). The high rate of tourism activities along the Tanzanian coastal area is also influenced by the uniqueness of the culture and nature of the environment which attract many tourists to experience the beauty of the coastal zones. Empirical evidence from Mutayoba & Mbwete (2013) indicate that the number of tourists arriving in the coastal zones of Tanzania has tripled within fourteen years from early 2000s.

However, coastal tourism has impacted local people surrounding the coastal zone in both positive and negative ways. Large hotels and resorts located along the coastal zones tend to use local supply markets hence helping the indigenous people to earn money by selling the locally produced goods to the hotels (Picard, 2015). The resort and hotels also anticipated to provide on job training and internal company tourism programs, which help to build vital professional capacities to the adjacent communities enabling them to serve tourists in different services (Masalu, 2000). However, the increasing investments and number of tourists in the coastal zones can also destruct the environment, hence compromising with the sustainability of natural resources management and therefore mentioned benefits to local communities (Khamis, Kalliola, & Käyhkö, 2017; Picard, 2015). In some places the hotels provide all-inclusive packages to tourists hindering the opportunities of the people from the local communities to save the tourists. Hotel operators also tend to block access to the seashores from other users especially local communities for activities like fishing, sea food collection and farming (Khamis *et al.*, 2017; Mustelin *et al.*, 2009). While the hotel owners would like to have the beaches intact and clean for their customers, seaweed farmers who are mostly locals need the same areas for conducting their farming activities along

the forefront of the coast and use the beaches to drying the produces hence resulting into resource use conflicts between locals and hotels operators or owners (Khamis *et al.*, 2017).

## **1.2 Statement of the problem**

The uniqueness of the coastal areas, beaches, the beautiful biodiversity rich marine ecosystem, the Swahili tradition and culture in Tanzania are the main factors used for promoting the country as the best destination for tourism activities worldwide. The costal tourism therefore has become potential sector in the economy of Tanzania (Lange, 2015). The development of coastal tourism is anticipated to improve, not only the life of locals who are currently depending on fishing and agricultural activities along the coastal areas but also increase the contribution of the tourism sector to the national economy. On the other hands Coastal tourism has been a potential driver of social change, destruction of culture and tradition and environment degradation (Gössling, 2003; Lange, 2015). The increased investments on infrastructure along the coast areas with the high restriction of access to the beaches by the local people affects their livelihoods and welfare in general (Ashley & Mitchell, 2009; Mwaipopo, 2008). Further, the socio-economic and culture impacts of coastal tourism has been discussed by a number of scholars (Ashley & Mitchell, 2009; Dwyer, 2018; Gössling, 2003; Gössling & Peeters, 2015; Gössling & Schulz, 2005; Gustavson, Kroeker, Walmsley, & Juma, 2009; Mwaipopo, 2008) and conclusions in these studies are diverse. Despite the extensive literature on the coastal tourism globally, the socio-economic and cultural effects of coastal tourism development in Unguja Island in Zanzibar are not well documented. This study is therefore intended to contribute to the body of knowledge on the effects of coastal tourism on culture by finding out how local communities in Unguja island are affected by the coastal tourism. This study for assessing and understanding the effects of coastal tourism development is important for shaping and changing the attitudes of the local communities participating in the tourism industry. The documentation of these socio-economic effects will also create awareness to stakeholders involved in tourism sector especially on the key issues which are sensitive to local communities and those which need to be promoted.

### **1.3 Research questions**

Based on the above backgrounds, therefore the main research question which this study wants to address is “*What are the key socio-economic and cultural effects of coastal tourism on local people’s behavior and practices in Zanzibar Island?*”.

### **1.4 Objectives of the study**

To answer the specified research question above, one would have to have several tasks to accomplish. Therefore, the specific objectives of this study are to:

1. Assess the participation of local people in tourism business operations and activities in Unguja Island in Zanzibar.
2. Evaluate the awareness and involvement of local communities in policy and regulations related to coastal tourism development in Tanzania.
3. Examine the costs and benefits of coastal tourism in terms of social and culture of the local people in Unguja Island.
4. Analyze the economic factors associated with tourism investment on coastal areas in Tanzania.
5. Investigate the awareness and measures taken by government to minimize the negative impacts associated with coastal tourism development.

### **1.5 Conceptual framework**

#### **1.5.1 Integrated Coastal Management Framework**

The coastal zone has become a key site for extensive and diverse economic activities. In many developing countries, the coastal areas and beaches are sources of livelihood for numerous adjacent communities (Thia-Eng, 1993). The coastal tourism development has therefore resulted into resource use conflicts due to a competition of land and sea uses at the same time creating social unrest and environmental degradation in many places (Gustavson *et al.*, 2009; Thia-Eng, 1993). These challenges are crucial to many developing countries including Tanzania which are also facing other challenges related to poverty, diseases, environmental degradation and unemployment (Thia-Eng, 1993). The importance of coastal zone in terms of social, economic and cultural aspects necessitates the formulation and implementation of the Integrated Coastal Management Framework (ICMF) for analyzing the impacts associated with tourism development.



According to Gustavson *et al.* (2009), Integrated Coastal Management Framework focuses on sustainable development and management of resources by reducing the resource use conflicts and other costs affecting local people while maximizing the intended benefits.

The ICMF provides an opportunity to develop partnerships between different stakeholders to utilize the resources more efficiently. These stakeholders may include local people, government, private companies, activists and Non-governmental organization (Mohammed, 2002). The developed partnership can help to identify priorities in social, economic and cultural aspects and provide strong measures on how to deal with the associated impacts. According to Mohammed (2002), ICMF has two principle objectives in managing and monitoring coastal zone resources. The first one is to provide long-term plans and sustainable use of resources without threatening the environment and the second is to coordinate major activities and use of coastal zones towards long-term social and economic benefit of all stakeholders through a multi-sectoral management approach. The sustainability of ICMF will depend on the stakeholder's participation in decision making, planning, and implementation; the level of the economic benefit obtained and how equitably economic profits are distributed to the community (Pollnac & Pomeroy, 2005). By understand the factors stimulating ICMF sustainability it will contribute to the improvement of its design for more future sustainable efforts (Pollnac & Pomeroy, 2005, p. 234). To ensure sustainability of the coastal zone, all stakeholders need to have specific goals under the ICMF. The specified goals however needs to focus on long term sustainability (time), be capable of adapting to the rapidly changing condition (resilience) and strengthening the stakeholder's collaboration for sustainable use of coastal resources (Olsen, 2003). It is expected that, by involving different stakeholders in the decision-making process about the sustainable use of the coastal resources will reduce the negative impacts associated with tourism development while increasing benefits to local people and the government.

### **1.5.2 Sustainable Livelihood Framework**

The Integrated Coastal Management Framework work effectively when it combined with Sustainable Livelihoods Framework (SLF). Sustainable Livelihood (SL) framework is perceived as a “people centered paradigms which emphasizes people inherent capacities and knowledge, and is focused on community level action” (Tao & Wall, 2009, p. 91). The framework comprises of

capabilities, material and social resources assets and other activities required for enhancing the living of people (Scoones, 1998, p. 5). The framework focusses on people's security and recognition of resources control, traditional knowledge and skills possessed (Tao & Wall, 2009). SLF is useful because it explains clearly how the poor communities can gain their livelihoods through multiple activities rather than one certain job (Simpson, 2007). Tourism is among those sectors helping rural communities to engage into different activities hence earning some income. However, the growth of the tourism sector has resulted into conflicts between stakeholders because the sector tend to replace other economic activities instead of complementing them (Tao & Wall, 2009). On the other hands, sustainable analysis framework will help rural communities for understanding their traditional knowledge and skills hence be able to have multiple activities (Bennett & Dearden, 2014), and therefore viewing tourism as tool for development and not obstacle for development. According to Scoones (1998), the framework is considered sustainable when it can cope with and recover from stresses and shocks, maintain or enhance its capabilities and assets, while not undermining the natural resource base.

The presented frameworks are important and useful for analyzing the impacts of coastal tourism to local people. They can also be instrumental for measuring the negative and positive benefits associated with tourism activities in the specified communities. On the other hands, these frameworks are useful in analyzing tourism activities because the development of tourism particularly in rural areas need to complement the livelihoods of local and not displacing the current activities practiced by the local community members. The combination of both ICMF and SLF are expected to allow all stakeholders involved in the sector to manage coastal resources, share benefits while minimizing negative impacts. The use of these frameworks will also benefit local community members in terms of education and awareness on how to protect and conserve resources for the betterment of the present and future generations.

## CHAPTER TWO

### 2.0 LITERATURE REVIEW

#### 2.1 Key definitions

Tourism has been described in different meanings and contexts. The word tourism originated from Greek and Latin meaning ‘to turn or to cycle in the context of journey that end at the same place where it began’ (Inkson & Minnaert, 2018, p. 23). This indicates that the process involves people and their movements so in other words tourism involve travelers and travelling. However, it is still ambiguous to understand tourism because not all travelers are tourists. Therefore, identifying what types of travel and what activities have been undertaken by a traveler may help us understand the term tourism. The United Nation World Tourism Organization (UNWTO) classify definition of tourism into conceptual and technical categories. According to Lynn and Clare (2018), conceptual definition explains the term tourism by providing theoretical framework that identify all elements of tourism and reflecting it as a multi reflected and multi-disciplinary characteristics. The technical definition describe who tourists are and what tourism industry is all about. It explains the criteria used to classify a traveler as tourist and type of stakeholders classified as part of tourism sector value chain (Inkson & Minnaert, 2018). The united nation conference on international travel and tourism defined tourism as temporal movement of people away from the usual environment spending more than 24 hours in the destination traveled for business, leisure or other purpose (Luvanga & Shitundu, 2003). Tourism therefore includes people, time, money mobility and motivation making the whole package as tourism (Smith, 2014). These are considered as main elements of tourism. Mathieson and Wall’s (1982) classify dynamic, destination and consequential as the three basic elements of tourism as descried below:

1. Dynamic element representing demand for and form of tourism which are fluid and subject to change (Inkson & Minnaert, 2018). It is engaged beyond practical consideration of physical currency of tourism (tourism facilities and amenities) to those features of the worlds that may not be seen but experienced (Boniface, 2001). Dynamic tourism includes intangibles characteristics and emphasizes on the importance of current demand to tourists.
2. Destination element comprising of the collection of attraction, events, services, landscapes features, and culture offered to tourists. Destination is defined as a set of institution and

actors located in physical or virtual space where marketing related transaction and activities take place challenging product-consumption dichotomy (Saraniemi & Kylänen, 2011).

3. Consequential element represents the economic, social and environment factors that occur due to interaction of dynamic and destination elements. It describes the interaction of demand and supply, how they affects each other, and the impacts created to the communities at the specified destination (Framke, 2002). The created impacts however must be controlled, managed and measurable as implemented within tourism destination (Inkson & Minnaert, 2018).

## **2.2 Types of Tourism**

### **2.3.1 Cultural tourism**

This is a type of tourism which refer to movement of people far from their normal residence to other areas with cultural attractions aiming at assimilating information and cultural experiences. The World Tourism Organization (WTO) reformed the definition of cultural tourism during the 22 session of General Assembly held in China in (2017). Cultural tourism is defined as a “type of tourism activity in which the visitor is essentially motivated for learning, discovering, experiencing and consuming the tangible and intangible cultural attractions or products in a tourism destination” (Richards, 2018, p. 3). Cultural tourism explains the way tourists contemplates a series of differences between the current phenomena and the past, differentiating urban and rural areas, stereotypes of everyday and exotic one’s and the diversity between countries (Petroman, 2013). It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other types or forms of culture.

### **2.3.2 Ecotourism**

Ecotourism is a form of tourism which involves travelling to natural areas, in the remote wilderness or rural environments. According to The International Ecotourism Society – TIES (1990) and cited in Cetin and Sevik (2016), ecotourism is defined as a responsible travel to natural areas that conserves the environment and improves the well-being of local people. Other scholars expanded the TIES definition by describing seven characteristics of ecotourism. These characteristics are travelling to natural destinations, minimizing negative impacts, creating environmental awareness, providing direct financial benefits, empowering local community members, respecting local

culture and supporting human rights and democratic movement (Honey & Krantz, 2007). Therefore, ecotourism is expected to be among the type of tourism benefiting the local people but at the same time minimizing negative impact associated with tourism activities to the environment.

### **2.3.3 Mass tourism**

It is the type of tourism representing large amount of people travelling to the tourism attraction far away from their residence with the purpose of relaxing, researching or conducting other education activities. Mass tourism include all-inclusive package tour which combine fixed price for transportation, meal and accommodation, guides and sightseeing (Wang, Weaver, & Kwek, 2016). It is among the popular tourism and has very low price for its package comparing to other tourism type (Martínez-García, Raya, & Majó, 2017). This type of tourism is popular because once the tourist pays for the entire package, she feels sure to receive the services offered in the package and is mostly commonly for tourists who are not only cost efficient but also effective.

### **2.3.4 Community-based tourism**

This is described as a type of tourism where tourists travel to attractions outside their usual environment and stay and interact with communities they visit. Community-based tourism focuses on involving local people participation in tourism project and generating direct benefits to certain community (Dangi & Jamal, 2016). In this type of tourism local people and communities in general are allowed to own and manage small tourism related projects for alleviating poverty in those areas (Twining-Ward, 2007). These small tourism projects can be game safaris, accommodation, village tours, nature walks, cultural dance and performance, souvenir and other culture products. The benefits generated from these projects not only goes direct to the community but also for environment conservation (Dangi & Jamal, 2016). Community-based tourism stimulate cross cultural understanding between host and visitors and embrace environment protection, cultural conservation, social responsibilities and improvement of livelihoods.

### **2.3.5 Sustainable or Responsible tourism**

Sustainable tourism which some people categorize as responsible tourism is defined as tourism activities which meet the needs of present tourists and host community while protecting the needs and enhancing opportunities for future generations. According to Ebel *et al.* (1992) cited in Butler (1999), sustainable tourism is defined as a tourism associated with infrastructures that both the

present and future operate within natural capacities for the generation and future productivity of natural resources. It recognizes the contribution that people and communities, customs and lifestyles make to the tourism experience and accept that these people must have an equitable share in the economic benefits accrued by the local people and communities in the host. Sustainable tourism focuses on maximizing the profits to local people and the use of natural and cultural resources while protecting them and conserving the environment for the present tourists and host communities and for the future generations.

### **2.3.6 Coastal tourism**

Coastal tourism is the type of tourism which involve travelling to recreational activities at the coastal zones outside the usual environment (Han, Noh, & Oh, 2015). Recreation activities are the combination of unique resources based at the land and sea border (Han et al., 2015). These resources include beaches, water, scenic view, sun bathing, biodiversity such as corals, fish, birds and small animals (Han *et al.*, 2015). Coastal tourism includes tourism activities taking place on and around the beach which might be diving, snookering, boat safari, sun bathing, swimming and fishing (Mutayoba & Mbwete, 2013). Coastal tourism is vital for providing livelihoods of communities living under poverty line along the shoreline in developing countries (Wynberg & Hauck, 2014). It provides direct benefits such as jobs, foods and ornament products which local people can sell to tourists (Gössling & Schulz, 2005). The growth of costal tourism is significantly associated with changes in terms of social, economic, environment and culture of local people (Lange, 2015). The changes occur because tourists attempt to find beautiful and most attractive landscapes like coastal areas to spend their holidays (Honey & Krantz, 2007). The uniqueness of coastal areas motivates many tourists from all over the words increasing the popularity of the coastal tourism over times.

### **2.3 Community participation in tourism**

Community is one of the key areas for development of tourism. Communities play significant role in the protection and conservation of tourist attractions available in their area (Chirikure, Manyanga, Ndor, & Pwiti, 2010). The attraction symbolize community identity, culture and tradition, history and character of the place (Lwoga, Anderson, & Anderson, 2017), and the community identity, culture and tradition are considered as tourism products (Anderson, 2015). Hence tourism use the community as package promoting and selling it to international and

domestic tourists (Lwoga et al., 2017). The promotion of the community package as attraction depend on the strong community support (Tosun, 1999). However, tourism use the community product and resources for industry's development with both positive and negative effects to people.

Further, tourism is expected to give better opportunities for local people to participate in tourism plans and development at community level (Tosun, 1999). Therefore, the community must be involved in the decision making and benefit sharing process to increase their willingness for the protection and support of the attraction (Tosun, 1999). Tourism investors and the government should involve residents in the decision making process of developing tourism by giving them sufficient opportunities to receive the benefits through provision of employments in all levels, easy accessibility to tourist facilities and attractions, and equity in ownership of facilities and services (Tosun, 1999, p. 124). Community participation in tourism development is vital because it ensure their satisfaction and create reasonable commitments to long-term success of tourism development.

### 2.3.1 Types of community participation

Community participation in tourism are diverse. According to Tosun (1999), community participation in tourism development can be spontaneous, inductive or coercive (Table 1)

**Table 1: Types of community Participation**

Type of Community Participation	Characteristics
<b>1. Spontaneous</b>	<ul style="list-style-type: none"> <li>→ It is a bottom up approach</li> <li>→ It involves direct and active participation in all stages of tourism development such as decision making, benefits sharing, implementation and evaluation</li> </ul>
<b>2. Inducive</b>	<ul style="list-style-type: none"> <li>→ It is a top down approach</li> <li>→ It is passive and indirect participation</li> <li>→ The planners are not open and make decision on their own without involving local community</li> <li>→ The participation include implementation and sharing of benefits</li> </ul>
<b>3. Coercive</b>	<ul style="list-style-type: none"> <li>→ It is top down approach</li> <li>→ It is mostly indirect participation</li> <li>→ The community might be involved in implementation but not sharing benefit</li> </ul>

## **2.4 Impacts of coastal tourism**

Tourists originate from different parts of the world and they have different ways of spending their income in their destinations. As tourists travel around the world spending their income, they may affect significantly the economy of the host people in different ways. Although the impacts of coastal tourism may occur to both tourists and local people but in developing countries such as Tanzania, local people tend to be influenced more than the counterpart (Archer, Cooper, & Ruhanen, 2005). Despite the associated benefits, coastal tourism therefore can affect local communities' lives by destructing the environment, causing price inflation, seasonality in employments, natural resource use conflicts and modification of culture and traditions (Archer *et al.*, 2005). A large volume of literature exists on the different impacts of coastal tourism to local people in Tanzania (Gössling, 2001b, 2003; Khamis *et al.*, 2017; Lange, 2015; Masalu, 2000; Muganda, Sahli, & A Smith, 2010; Rotarou, 2014; Wynberg & Hauck, 2014). Some of the studies including Muganda *et al.* (2010) focused on the beneficial effects of coastal tourism while others such as Masalu (2000) and Lange (2015) invested their efforts on assessing and stipulating the consequences of coastal tourism to the adjacent communities.

### **2.4.1 Positive Impacts of Coastal Tourism**

#### **2.4.1.1 Foreign exchange and public revenue**

Tourism sector is among the important sectors for economic growth and development. Its role is well recognized and among other things, it provides economic benefits through generation of revenue and foreign exchange. Studies show that tourism is the leading source of income and is the leading sector for generating foreign exchange in the economy of Zanzibar islands (Mahangila & Anderson, 2017) contributing to about 27% of the government revenue and 80% of the foreign exchange (Anderson, 2013). These revenues are obtained from hotels, bars, restaurants, clubs and large scale casinos which are then invested in various development projects implemented by the government (Lange, 2015, p. 8). In theory, about 18% of the value added tax collected from various tourism related business such as tour operators, restaurants, hotels and resorts are supposed to go directly to the government and be used for national development projects including maintenance and renovations of the damaged tourism attractions and facilities (Mahangila & Anderson, 2017).



In some areas, the communities in collaboration with the government introduce participatory approach in the management and protection of attraction available in their village. The approach allows the villagers to be part of tax collectors from tourism attraction and the benefit obtained is distributed among the community members. For instance, in Jozan-Chwaka Bay National Park, the management collaborate with the community for protecting and conservation of the forest (Carius & Job, 2019). The revenues collected from the visitors in Jozan-Chwaka Bay National Park are equally shared between regional government and local community (Carius & Job, 2019). The portion of the benefits given to the local community are invested into development projects in the community such as construction of the health centers and schools, improvement of other infrastructures and at the same time helping to minimize land use conflicts between stakeholders as well as reducing pressure to the ecosystem.

#### **2.4.1.2 The improvement of infrastructure and social services**

The growth of the tourism sector has influenced the construction of tarmac roads to the tourist's destinations. Tarmac roads reduce travelling time which enable tourists to arrive at the place timely and also reducing the transport costs (Luvanga & Shitundu, 2003). Tarmac roads also improves the availability and reliability of transporting goods and services and promoting trade between regions and between mainland and the coastal areas (Gössling, 2001b). In Zanzibar, the improved infrastructure benefit local people in Northern Unguja by simplifying the travelling means by local community members to hospitals, schools, and other public and private places or services (Luvanga & Shitundu, 2003). In Kumbaurembo village found in Unguja, some of the hotels located in the village provide some funds which the village administration official use it for renovating roads, construction of schools, health centers and other public facilities (Makame & Boon, 2008). In addition, tourism activities have benefited the local people through supply of electricity and clean water (Mutayoba & Mbwete, 2013); Additionally, the tourism sector in Nungwi has improved the growth of other economic sectors such as banks, construction, art and crafts. The availability of tarmac road in Nungwi has increased its popularity hence motivating the foreigners to invest in the areas (Mutayoba & Mbwete, 2013). The improvement of infrastructure and social services contribute to the development of the community benefiting the local people who seek new opportunities from tourism activities for improving their livelihood.

### **2.4.1.3 Employment opportunities**

There are several different ways through which tourism creates employment opportunities for a good number of local people. This includes people employed in various service centers and accommodation facilities. Through tourism related activities and businesses, local people get direct benefits by being recruited to work in different positions (Muganda, Sirima, Moshy, & Mkumbo, 2012). Tour operators for instance, employ some villagers and provide on job trainings for them to work as tour guides in Mto wa Mmbu area in Manyara, Tanzania (Muganda *et al.*, 2012). In other areas, the employments in the tourism sector related activities and businesses has contributed significantly in reducing the number of unemployed people searching for job opportunities in other different sectors and industries (Okech, 2010). The tourism sector also employ people with different education background ranging from low level of education such as gardeners to those requiring more technical trainings like tour guides, front office personnel, accountants, chefs and store keepers just to mention a few (Carboni, 2016). Although the fringe benefits may differ depending on the education level of an individual but is still better for supporting their livelihoods than those without jobs. Studies indicate that, two third of employees in Ras Nungwi beach resort are born and raised in the same areas and have been working there since the hotel began to operate (Mutayoba & Mbwete, 2013). Other local community members engage themselves in guiding tourists in different activities such as snookering, game fishing, local guide, arranging for excursion and preparation of traditional local foods (Mutayoba & Mbwete, 2013; Wynberg & Hauck, 2014).

The participation of local people in tourism related businesses and activities help to improve their livelihoods hence reducing poverty in the community. Other studies have reported that, in some areas about 20% of the local fisheries are involved in dolphin tour related activities (Benansio, Wolff, Breckwoldt, & Jiddawi, 2016) while in others “about 12% and 14% of local people respectively are involved in tour guide and game fishing activities” (Benansio *et al.*, 2016, p. pg 104). Generally, the tourism sector plays a significant role in the labor market employing a large number of local community members in various job opportunities. Tourism practitioners are currently viewing the host communities as focal points in the sector development. Therefore, promoting participation of local communities in tourism related activities seems to be a promising means of supporting the development of the local communities.

#### **2.4.1.4 Income generation**

Tourism related activities are drivers of income generations to the communities contributing to the stimulation of both economic growth and development. The revenues and income generation are through revenue and collecting tax, employment and tourism related businesses. In coastal zones, tourism activities have resulted into increased income to many local fishers along those areas. The fishers sell fishes to the hotels at relatively better prices than to the local community members (Benansio *et al.*, 2016). Empirical evidence from the field indicate that, about 50% of the local fishers along the coastal villages of Zanzibar has increased their income after development of tourism activities (Benansio *et al.*, 2016). This study indicates that, more than 65% of fishers get about 100-300 USD per months for fishing activities. According to Werema (2015), Zanzibar communities generate up to about 54% of their income from tourism activities such as fishing, tour guide, selling local products, salary and income from tourism related businesses. It is this income generated from tourism related activities which help local fishers to support their families, build new houses, repair their houses, pay school fees for their dependents, buy food, pay for medical services, clothes expenses and other household expenditures.

In Paje located in Unguja Island, the informal sector became important for generating income for women. Most of the traditional activities for attracting tourists are performed by women. Among other activities they perform, it includes painting of henna and plaiting of hair (Wallevik & Jiddawi, 2001). It is common in the area to find women walking around the beach asking tourists if they can paint their hands with henna. Some of the women visit hotels and bungalows and talk to the management if they can perform these traditional activities to tourists residing in those hotels (Wallevik & Jiddawi, 2001). The price for painting henna per person varies, costing from 2,000/= to 4,000/= Tanzanian Shillings which is equivalent to about 1 to 2 USD. Other women earn income through selling shells collected from the beach, local and traditional food to tourists (Wallevik & Jiddawi, 2001).

Communities in Southern part of Unguja are engaging themselves in seaweed farming for income generation (Wallevik & Jiddawi, 2001). Sea weed farming is used as attraction to tourists because tourists pay for a tour to visit sea weed farmers but also buy the product manufactured from seaweed farmers (Msuya, 2012) hence improving their livelihoods. In general, the tourism sector

has changed the image of Zanzibar by creating both formal and informal opportunities related to tourism which help local community members to earn their income.

## **2.4.2 Negative Impacts of Coastal Tourism**

### **2.4.2.1 Conflicts over coastal resources use**

Resource use conflicts are among the challenging issues in natural resources management in the world. About more than 25 years ago, local communities in Zanzibar had full and free access to marine ecosystems obtained equal benefit of coastal resources (Lange & Jiddawi, 2009) but the accessibility to these coastal resources changed over time due to rapid growth of tourism activities in many parts of Zanzibar (Benansio *et al.*, 2016). The construction of hotels and tourism facilities due to the rapid growth of tourism activities along the coastal areas have caused over exploitation of resources and resources use conflicts between different stakeholders (Masalu, 2000). In many places, these conflicts are between local people and hotel investors, tourism business operators and owners of other related business along the shores. The local people working in the fisheries activities would like to use the beaches as landing sites, construction and repair of their boats and other fishing equipment. On the other hands, hotel owners want to use the same area for their customers hence leading to resources use conflicts (Lange & Jiddawi, 2009). In some areas particularly Northeast Unguja, villagers had free access to all beaches, and they are not so convinced when it gets so restricted. In Nungwi and nearby areas, local fishers and tour guides have been competing so highly for fishing ground because fishers want to catch fish while tour guide bring tourists at the same areas for swimming with dolphins or watching them (Mapunda, Othman, Akwilapo, Bouwman, & Mwevura, 2017) which creating conflict between fishers and tour guides. In some areas, boat drivers who are taking tourists to the fishing ground are also conflicting with fishers along those areas (Benansio *et al.*, 2016, p. 103). Seaweed farmers have been facing similar problem as fishers by competing with tourism operators especially hotel owners along the beach areas (Lange, 2015). These farmers use the beach space for drying sea weed products while hotel operators would want to use the same beach areas for relaxation and ocean view for their customers. In order to avoid these kind of conflicts, many hotel owners block the beach areas by constructing different types of barriers for hindering sea weed farmers to access those areas for drying their products (Lange, 2015). Restrictions of the coastal resources tend to result into severe conflict between investors, local people and hotel operators (Khamis *et al.*,

2017). It is obvious that the rapid expansion of hotels takes a lot of land that could be used by the local communities for other economic activities like sea weed farming. The conflicts over the use of these resources therefore have direct effects to local communities who depend on these beaches and fishing ground for their livelihoods.

#### **2.4.2.2 Environment degradation**

The link between tourism development and environment is complex. Tourism development affect the environment in many various ways such as deterioration of coral reefs, mangrove forest and sea grass (Staehr *et al.*, 2018). Construction of hotels along the coastal areas affect habitats for many marine species in different ways. Most of the hotels along the coastal region are constructed near to the shorelines and as a results of these construction activities, the ecosystems are disturbed due to littering and lack of proper environmental impact assessment (Rotarou, 2014). Hotels constructed along the beaches of the Indian Ocean dispose their wastes and garbage into the sea water affecting marine habitats and biodiversity (Staehr *et al.*, 2018). In 2011, about 80% of total waste produced from hotels, restaurants and shops were disposed directly into the ocean (Gobena & Lundén, 2012). The survey conducted in Stone Town Zanzibar in 2018 by Staehr and others documented liter items with 369 kilograms collected over 100 meters from the coastlines, 180 kilogram of car tires were found left along the beaches for leisure and relaxation. However, these tires were not in proper place hence considered as wastes. Other liters reported in the survey included plastic bags and debris related to food products, plastic shoes, bottles and fishing equipment. It is also evident that, pollution produced from the city center tend to have direct link with waterborne outbreak diseases such as cholera and diarrhea due to lack of proper sewage systems in these cities. In Zanzibar and the coastal areas of mainland Tanzania, these diseases tend to threaten tourism activities hence the livelihoods of people and the national economy. Despite the significant positive importance of tourism sector for economic development, it is important also to understand some of the costs that will be paid in terms of its negative impacts to the environment, biodiversity and the marine species in general.

#### **2.4.2.3 Price inflation**

Price inflation occur when demand for goods and services rise more rapidly due to market expansion and increase in the costs of production. The increase in the price of foods, goods and services is caused by changes of socioeconomic factors such as population, economic growth and

urbanization (Moh'd, 2016). The growth of mass tourism in Zanzibar have resulted into the significant changes in the price of food, services and other goods. On the other hands, a smaller number of food suppliers to Unguja market causes shortage of food produces resulting into higher prices of those goods. Due to the shortage, the suppliers take advantage of the large market from the tourism industry to increase the price because the targeted hotels will have no options rather than paying the higher price hence affecting purchasing power of the adjacent communities (Anderson, 2013). Marine food is popular to majority of the people in Zanzibar but in most areas, local communities cannot afford buying these foods and other items in the same markets where tourists are buying due to income differences (Muganda *et al.*, 2010). Other studies conducted in Zanzibar have indicated that, price inflation affects many people in the Island putting them into food insecurity and poverty trap (Okech, 2010). The increased price affects the consumption of good and the purchasing power of local people resulting into malnutrition among people due to lack of nutritional food (Gössling, 2001a). Population growth of people in Zanzibar, increased number of tourists and migrants have led to the increase of both demand and price for goods and services (Gössling, 2001b). Most of the youths working in tourism industry tend to be affected by adopting the lifestyles of tourists and living luxuriously spending a lot money in non-development activities (Okech, 2010). Although the increased price of good and services may have positive impacts to the government revenues but its direct effects to the local communities are significant.

#### **2.4.2.4 Social disruption and culture change**

Tourism as a driver of social changes can have diverse effects to the lifestyles of many communities. Literature indicate that, in some areas the interaction of culture and social life between tourists and host communities has changed the attitudes and lifestyles of host community members (Mathur, 2011). Because most tourists will behave according to their culture while living in the host communities, they will therefore impart some of their culture to those communities. Although not all members of the community will accept tourist's behaviors but in a long run their influence will be significant resulting into social and cultural changes to children, youths and adults (Mathur, 2011). Empirical evidence show that in Kiwengwa areas located North of Unguja, some kids drops from schools and spend most of their time at the beach hoping to receive gifts from the tourists (Gössling, 2001b). According to Hooli (2017), the migrants have contributed to these social changes in the host communities due to tourist's behavior of using alcohol, wearing

improper beach clothes, prostitution and drug dealing along the beach. Elders in the communities would prefer to keep their old ways of living, therefore any changes in lifestyle will lead to conflicts between these elders and those supporting the change because of perceiving those changes as being disrespectful to their traditions and culture (Hooli, 2017). Tourist's behaviors in most cases are different from what Muslims believe. These social, cultural and traditional differences in culture and traditions prohibits some local community members to engage themselves in tourism related business and activities (Anderson, 2013). As results, other stakeholders from mainland Tanzania and nearby countries tend to optimize such opportunities in the tourism business in Zanzibar (Hooli, 2017), which results into an increased number of tour guides, beach boys and vendors from outside Zanzibar (Nelson, 2012). These conflicts in some cases extends not only to tourists but also to investors who need the local community members working in their hotels to be in the same uniform and outfits during working hours (Lema, 2017). This is challenging to Muslims especially women and girls because for them obeying the Hijab traditions is among the important pillars in their religion. Therefore, despite the increasing number of hotels and tourism activities and businesses in their villages, there are still many unemployed local community members because of the cultural and social differences especially those related to Islamic regions. The cultural and social disruption has led to conflicts between some of the local communities and the tourists, investors and beach boys. The increased number of migrants to the villages in some cases resulted into increasing rates of robbery and crimes.

#### **2.4.2.5 Destruction of biodiversity habitat for marine species**

The growth of tourism activities along the coastal areas affects biodiversity and the marine ecosystems in general due to different activities conducted in the water or at the beaches. Boat safaris are among tourism activities conducted at the sea for watching cetacean species but with some negative effects to biodiversity and the environment (Lusseau, Slooten, & Currey, 2006). Among other species affected by the boat safaris are the marine mammals of the cetacean species including whale, dolphins and porpoises. Boat safari affects Dolphins because these mammals are very reactive to disturbances. As results of the continued boat safari activities in the areas, “they show various behavioral changes such as a change in activity, speed, group formation, movement, diving behavior and vocalization” (Christiansen, Lusseau, Stensland, & Berggren, 2010, p. 93). The Dolphins tend to change their behavior with the presence or absence of tourists. Some tourists

swim with dolphins hence contributing to behavioral changes of these mammals in a long run (Benansio *et al.*, 2016)). Boat safari in Zanzibar are increasingly becoming common practice but affecting the number of dolphins along the coastal areas because some of these mammals tend to migrate to other quiet areas in the ocean (Amir, Berggren, & Jiddawi, 2002; Amir & Jiddawi, 2001). Moreover, some people take the opportunity of boat safari by killing dolphins and take their meat for food, oil or fat (Amir & Jiddawi, 2001)). On the other hands, the modern ways of fishing which have replaced traditional methods and techniques for fishing causes overexploitation and damages to marine species (Gössling, 2001a). Traditionally, when sharks were caught by fishers their liver and oil were used for maintaining the boat vessels while meat and fin were sold to Hong Kong (Gössling, Kunkel, Schumacher, & Zilger, 2004). Recently, the shark's teeth and jaws are used for making souvenir for selling in Unguja town (Gössling, 2001a). The implication of these changes is the increase in value of sharks resulting into an increasing pressure for hunting. According to Gosling (2001), the stocks of marine resources in Zanzibar have declined in the recent years partly due to degradation of the coral reefs which are important habitats for sharks, fish and other marine species. Due to increased demand of shark, fishers are forced to fish even smaller sharks which in turn affect their population.

#### **2.4.2.6 Poor support for local products**

Studies indicate that, despite the introduction of a tourism-related business, most of the large hotels do not consume locally produced products to support the livelihoods or local producers but rather tend to import food and other products except for fishes (Meyer, 2010). The linkage between tourism sector and local suppliers of food and agricultural produces is subjected to many barriers including legal and constitutional factors (Anderson & Juma, 2011). Local producers are required to meet very high standard qualities for their products to be accepted by hotel owners (Anderson & Juma, 2011). Since most of the products produced in Zanzibar are from small scale farmers, it is challenging to meet these high standards due to lack of knowledge and skills on food safety and for producing high quality products (Anderson & Juma, 2011). According to Meyer (2010), most of the hotel investors originating from South Africa prefer importing food and beverages from South Africa than buying locally. According to Anderson (2013), some local businesses complains about the mistrust between local suppliers and investors where the later set the price for the



products which is not profitable to the local suppliers hence the small and medium scale local enterprises.

The other barrier for local community members and local small and medium scale enterprises to engage themselves in tourism activities is language (Anderson, 2013). Local suppliers perceive that, it is always difficult to trade with the white people because of the challenges in communicating. According to Anderson and Juma (2013), some local traders prefer selling their products to people who speak their own language than to a foreigner. This indicates that, investors in tourist related businesses need to support local communities for encouraging them and use tourism opportunities for improving their livelihoods.

#### **2.4.2.7 The growth of kitesurfing and conflict to other stakeholders**

The establishment and development of kitesurfing sports in Zanzibar attracts more international tourists mainly from Europe than domestic tourists. This activity started in Nungwi and later were developed in the Southern part of Zanzibar. Paje village located on the South East of Zanzibar became an important and popular area for kitesurfing than Nungwi where it started. According to Walczak & Levine (2016) the growth of Kitesurfing hub increased rapidly hosting about 200-300 hub a day during high season periods normally between June to September and mid-December to mid-March. Kitesurfing share beach area with fishers, seaweed farming and those making coir rope hence resulting into competition for space and later conflicts (Hedberg *et al.*, 2018; Suckall, Tompkins, & Stringer, 2014). Kitesurfing therefore affects the local community members who rely much on coastal areas for fishing as their primary economic activity, seaweed farming, and other coastal economic activities (Suckall *et al.*, 2014). Walczak & Levina (2016) reported that, kite-surfers often maneuver their kites through seaweed farms, damaging the seaweed and pulling out the sticks used in the seaweed farm plots. In other places, kitesurfing centers have also been noted to ask seaweed farmers to relocate for sometimes to give space for kite surfers (Suckall *et al.*, 2014). The conflicts between fishers and kite surfers arise because of noises generated when kite surfers hit the water causing the fish to run away from that area where the fishers are conducting their activities (Walczak & Levine, 2016). In Paje Village, some kite surfers have been reported to purposely jump into the fisher's boat or fishing equipment making the fishers annoyed and feeling disrespectful (Walczak & Levine, 2016). Kite surfing has been one of the most practiced

activity by tourists in Paje village but affecting negatively the local communities especially seaweed farmers and fishers.

#### **2.4.2.8 Employment inequalities**

The tourism sector plays a significant role in both economic growth and development of Tanzania. It creates many direct and indirect employments along its entire value chain. For stance, a significant number of employment opportunities are created in various accommodation facilities, hotels, restaurants, transportation, attraction sites and tour companies. On the other hands, tourism sector require skills and professional workers to meet the need and demand of the customers (Aynalem, Birhanu, & Tesefay, 2016). Based on these stated requirements, people perceive that there is inequality of employments between host communities and migrants. Most of the local community members are getting low salary jobs but long working hours (Aynalem *et al.*, 2016). This study shows that, the tourism and hospitality sector is among the sector with the low hourly rates of pay, overtime working without compensation, long working hours of 50 hours per week and little or no adequate breaks during peak season periods. In Zanzibar, the tourism sector creates about 7051 jobs (Anderson, 2013). However, more than 40% of these job positions are occupied by foreigners (which are full time or contract job), “top management occupied by the hotel owners where about Italians 43%, South Africa 18% and Spanish 7% and Tanzania including mainland and Zanzibaris occupied 32%” (Anderson, 2013, p. 70). Zanzibar culture and religion play important role in shaping community attitude on job position in tourism industry hence hindering their participation as resulting number of jobs taken by foreigners.

## CHAPTER THREE

### 3.0 METHODOLOGY

#### 3.1 Description of the Study Areas

Zanzibar Islands is part of Tanzania comprising of Unguja and Pemba islands as the main Islands but with about 50 small Islands (Khamis et al., 2017). It is located in the tropical Western side of the Indian Ocean and adjacent to the coastal areas of the East Africa land. According to Khamis *et al.* (2017), its elevation is averaged to less than 20 meters above mean sea level (a.s.l). The Unguja Islands with a total area of about 1670 km<sup>2</sup> has the highest peak of about 119 m a.s.l and while Pemba with a total area of about 990 km<sup>2</sup> is elevated to about 96 m a.s.l. According to the Zanzibar Department of Environment – DoE (2009), the Islands is characterized by a biannual rainfall pattern with a humid tropical monsoon climate and experiencing an annual average temperature of about 27.5°C (Khamis et al., 2017). Heavy rainfall starts from March to May while the light rainfall is experienced between October and January. Statistics indicate that, Unguja experiences slightly lower annual average rainfall of about 1600 mm compared to Pemba which received an annual average rainfall of about 1900 mm per annum. On the other hands, Unguja Island is located about 45 km from East Coast of mainland Tanzania and it lies between Latitudes 05° 72" and 06° 48" South of equator and longitude 39° 30" and 39° 51" East of Greenwich (Suleiman, Karimuribo, & Mdegela, 2018). The average temperature in Unguja Islands ranges between 24°C and 32°C. The islands experience two rainy seasons from March to May and September to November (Suleiman *et al.*, 2018) while the dry seasons start from November to March and May to September. The orographic setting and evapotranspiration make the Western parts of both Pemba and Unguja Islands to have higher precipitation than the Eastern sides (Khamis et al., 2017) at the same time the Western parts are more favorable for permanent agricultural activities due to deeper soils in that area than the East Coasts where coral rag and shallow soils are predominant.

Zanzibar Islands are dominated by the Islamic religion where by 95% of total population are Muslim (Sharpley & Ussi, 2014). The Islands got its independence in 1964 after the union with Mainland Tanzania which during that time was called Tanganyika. Despite uniting with Tanganyika in 1964, Zanzibar remained independent in some political and economic aspects with their representative members of parliaments and their revenue authority (Sharpley & Ussi, 2014).

The tourism sector in Zanzibar has its own national board but the Tanzania Tourist Board (TTB) has the full responsibilities of promoting tourism activities in both Mainland Tanzania and in the islands (Benansio *et al.*, 2016). The most popular areas for tourism activities in Zanzibar are Nungwi and Unguja where there are many luxurious hotels, resorts and guest houses (Benansio *et al.*, 2016). This indicates that, tourism activities in Zanzibar are not equally developed in all villages. The economy of Zanzibar is mainly based on tourism and agricultural activities where the former contributes to about 25% of the GDP (Huge, Van Puyvelde, Munga, Dahdouh-Guebas, & Koedam, 2018). Spices and raffia are main agriculture crops produced in the two islands contributing significantly to the economy of the country (Lange, 2015).



**Figure 1: A Map Showing Unguja Island**

Source: [http://www.colorsofzanzibar.com/zanzibar-guide/unguja\\_map/](http://www.colorsofzanzibar.com/zanzibar-guide/unguja_map/)

This study will focus on Paje village at the South East and Nungwi village at the North Eastern Coast of Unguja. Paje village is known for the longest beach in Zanzibar and unspoiled white sand beaches with few expensive tourist hotels (Wallevik & Jiddawi, 2001). The local community members in this village are still living under the poverty line. Nungwi village on the other hands is the biggest village in Unguja and is considered the most developed locations with most numerous tourism facilities such as luxurious hotels, restaurants, curio and crafts shops (Benansio et al., 2016). Despite of having number of tourism facilities in this village but still most residents are living under the poverty line.

### **3.2 Research design**

This study used qualitative and quantitative methods of data collection. Triangulation in data collection is a helpful and important technique for acquiring as much representative data as possible and ensuring that the data collected are reliable and valid. Both methods were equally important for understanding and capturing representative information on the impacts of coastal tourism in the study sites. Combining qualitative and quantitative methods of data collection is also vital for providing a strong, richer and contextual foundation for interpreting and validating research findings (Wendy, 2004) Data triangulation can be implemented in different aspects including time, space and people involved in the process of data collection. The different aspects of data triangulation is due to the perception that the robustness of data tend to be different depending on the place where the data were collected, the time of data collection and the people involved in the data collection process (Hussein, 2009). While qualitative research methods provide better guidance in understanding the issues in a broad way due to its nature of operation, quantitative research methods help in obtaining quantitative data which are technically good for analyzing data which gives contextual meaning (Bryman, 2012). Quantitative research methods tend to describe the relationship between variables in order to answer certain specific research questions (Field, 2009). Therefore, depending on the specific environmental context a researcher can use interviews, questionnaires, participants or field observation and focus group discussion (Bryman, 2012). Qualitative research methods in this case were used to understand the attitudes of people and the social and cultural impacts of coastal tourism to the local community members in the study sites. On the other hands, quantitative methods of data collection were used in this study for quantifying the income accrued by the local people from activities related to coastal tourism.

### **3.2.1 Sampling units, criteria and techniques**

Two villages located in Unguja were purposively selected for this study. The sampling units included villagers, tourism business operators especially hotel managers and owners, employees in the hotels, government agencies such as Zanzibar Commission of Tourism, other tourism stakeholders included Zanzibar Tourism Operators (ZATO) and Zanzibar Tourism Investors (ZATI). The first step was to visit the government offices to get the officials statistics in the village. The government officials were important in providing the list of all stakeholders in the tourism sector operating in the respective areas. After having the official information and the list of stakeholders, then respondents in each unit were selected randomly in collaboration with the government officials in the villages.

### **3.2.2 Data Collection**

Data were collected using questionnaires, semi structured interviews, focus group discussions and field observations. The idea was to employ different methods in order to capture all the necessary field information required for answering the stated specific objectives. The field works for this study was conducted between March and April 2018. Both men and women were selected as main actors in the data collection. The selected respondents for this study were above 18 years old because in Tanzania people with such an age and above are considered as adult, can live at their own, familiar with the environment and are able to answer different questions.

#### **3.2.2.1 Questionnaires**

During the survey in the two villages we interviewed 40 households in each making a total of 80 using structured questionnaires. A set of questions were listed and during interviews, villagers were allowed to express their views on the important issues related to tourism activities as were asked by the researcher. The interviewed households in each village were selected with the help of the local government representatives commonly known as *Mjumbe wa Shekha*. We used random methods, snowballing and convenient techniques to select respondents in the in Nungwi and Paje villages. The use of these mixed techniques was necessary to get a sufficient number of respondents in each village. Although the questions were in English, but they were translated into Swahili and local government official representative who saved as an interpreter had to translate into the Tumbaktu language in some households (in Paje village) who could not speak fluent swahili. The translator was important in these villages because some of the respondents were

mixing tumbaktu and Swahili while answering questions. During surveys, we ensured that the maximum period for answering questions for each household could not exceed 25 minutes to allow the interviewees to continue with their daily economic activities. In the questionnaires used as indicated in appendix 5, we included different questions to capture their income, perceptions regarding tourism sector in general and other issues.

Semi structured interview was conducted to tourism stakeholders such as investors, organizations and government officials. Two organization namely Zanzibar Association for Tourism Investors and Zanzibar Association of tour Operators were purposively selected for interview. In Nungwi village we selected Double tree hotel and Zalu beach resort, and Paje we selected Dhow Inn, Kinazi Upepo and Jambo beach resorts for getting more insights regarding tourism activities. In each of these organization one respondent who is knowledgeable about the organization was selected and included in the interview list. In of the selected hotels, we also interviewed the hotel workers where 5 respondents were selected from 4-star hotels (Dhow Inn and Zalu beach resort). In Paje village, Jambo beach resort, Kinazi Upepo and Dhow inn hotels were selected, and the managers and hotels employee were interviewed. In Nungwi village, Double Tree and Zalu beach resort, and 3 respondents were selected from each hotel (Double tree, Jambo beach Resort and Kinazi Upepo) including managers and hotels workers. The questions asked to hotel managers were mainly on the types of investment they operate, level of community participation in their business and ways to minimize negative impacts associated with tourism. Other semi-structured interviews were conducted to Zanzibar commission for tourism. In this commission, we interviewed the chairperson of the commission and one tourism officer to discuss different things related to tourism. Generally, the interview to the chairperson of the commission and the tourism officer were mainly on the cooperation between the government, tourism investors and local communities in the developing the tourism sector and in formulating the policy and regulation governing the investments in the tourism sector.

### **3.2.2.2 Focus Group Discussion**

Focus group discussions were conducted in both the villages to obtain detailed information and their views about impact of tourism in their villages. The number of participants in the focus groups were different each village depending on the availability of people during the meetings. In paje

village, the focus group for women consisted of 11 people while the men group consisted of 6 people. In Nungwi village, the women group comprised of 6 people while the men group had only 5 people. However, we ensure that each group consist of villagers with different age, occupation, experiences and social status. The local government representatives (mjumbe wa shekha) in each village were informed in advance in order to inform villagers and convene the meetings. Among others, the information acquired during focus group discussion included their socioeconomic activities, participation in tourism related businesses and awareness about the impacts of tourism related activities in the villages. In some groups we also mixed with semi-structured interview because respondents provided more information than the questions asked so we had to optimize the time and resources available. Focus group discussion were instrumental forum for allowing a free conversation between a researcher and the local communities members and other stakeholders where more information was revealed and recorded.

### **3.2.2.3 Field Observation**

Observation is defined as a type of qualitative research method involving both participant's observation and the covered ethnography and research work in the specified area and time (Jamshed, 2014). Participant observation is explained as the process of consciously noticing and examining the behavior of the participants in a more detailed manner in their natural settings (Cowie, 2009). In the context of this study, it can be a business place, hotel, resident place or along the beach areas. During field observation, the researcher can become part of the community being observed as complete participant, participant as observer, observer as participant or complete observer (non-participant observation). In this study, the researcher was a complete observer and respondents especially those involved in focus group discussion were aware about the researcher and an observer. During field surveys in Zanzibar, the researcher experienced the real life in the areas and was able to observe what was going on along the beaches, in the hotels and at household level. The researcher therefore had a chance of taking detailed field notes and pictures of different things and events observed in the study villages.



### **3.3 Data Analysis**

Qualitative data collected using focus group discussion and semi-structured interview were summarized based on their contents. The summary is presented in percentages and tabular forms. Other data were coded and summarized in excel and exported into R programme for more analysis. Socio-economic characteristics of the respondents and the regression models were run in R and the results summarized in equations, table and figures. In some cases, photos from the observed scenarios are also presented to indicate the real situation as observed in the field.

### **3.4 Limitation of the study**

Several factors affected the data collection for this study. One of the main factors that limited this study is the lack of financial support. The researcher is undertaking her master study under private sponsorship and so in the fieldwork for data collection. It was therefore challenging for the researcher to spend more time in the field due to budget constraints. Some respondents especially households in the villages could not speak fluent Swahili which forced to have a translator. This could have led to distortion of the message from the researcher to the interviewee. In some cases, random sampling method was not possible due to accessibility of people during the day hence the households selected due to their availability at the time of visitation. Most of the household members especially in Paje village were farming during the data collection period hence difficult to interview them. However, in Paje village there was a very good relationship between the local village officials and most of the selected households. It was difficult to visit some of the hotels selected in the sample due to some internal conflict between the government village leaders and the management team of the hotels. The researcher therefore had to find a way to visit Dhow Inn hotel without informing the Village assistance to avoid the conflict of interests. Further, most villagers demanded payment for being interviewed because they believe that all researchers have budget for paying the interviewee. This was challenging for the researcher with strict private sponsored budget. One of the respondents during focus group discussion in Paje village refused to participate in the meeting until paying or buying his handcraft.

## CHAPTER FOUR

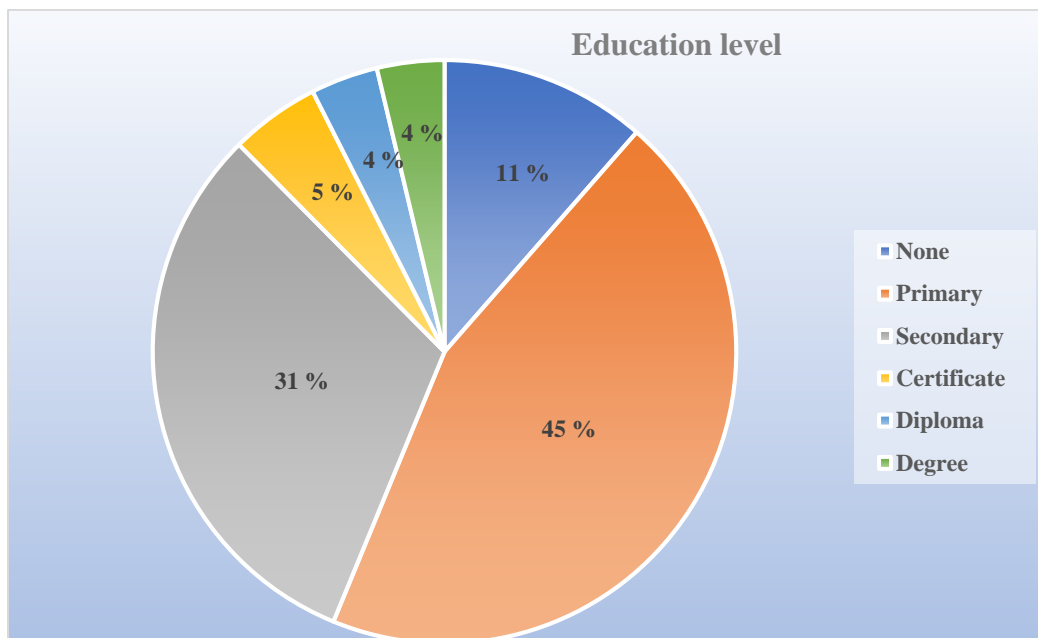
### 4.0 RESULTS AND DISCUSSIONS

#### 4.1 Results

##### 4.1.1 Socio economic characteristic of Respondents

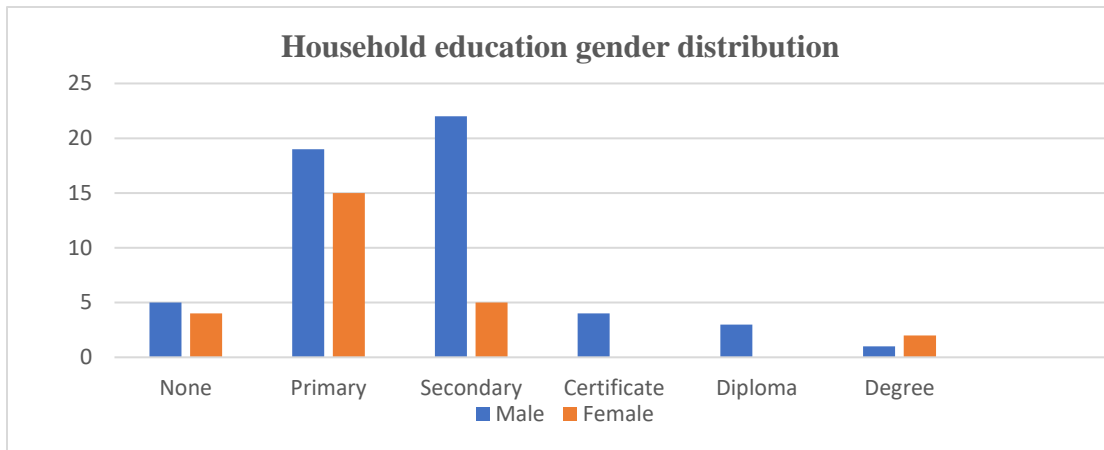
The study involved 80 households from two villages. The overall average age of the interviewed head of households was 39 years while the average household size were 6 people per household. It was observed that each family has dependents who are always at home and others who partially lives with their parents. The average number of total dependents in both villages were 4 people. Some households had lower aged dependents while others had old dependents. On the other hand, 67.5% of the respondents were male and 32.5% were female.

About 45% of the interviewed household's respondent were relatively well educated with a mean of primary education while 31% had secondary education. Very few, 5%, 4% and 4% had attained certificate course, diploma course and bachelor's degree respectively. The remaining 11% had no education (**Figure 2**)



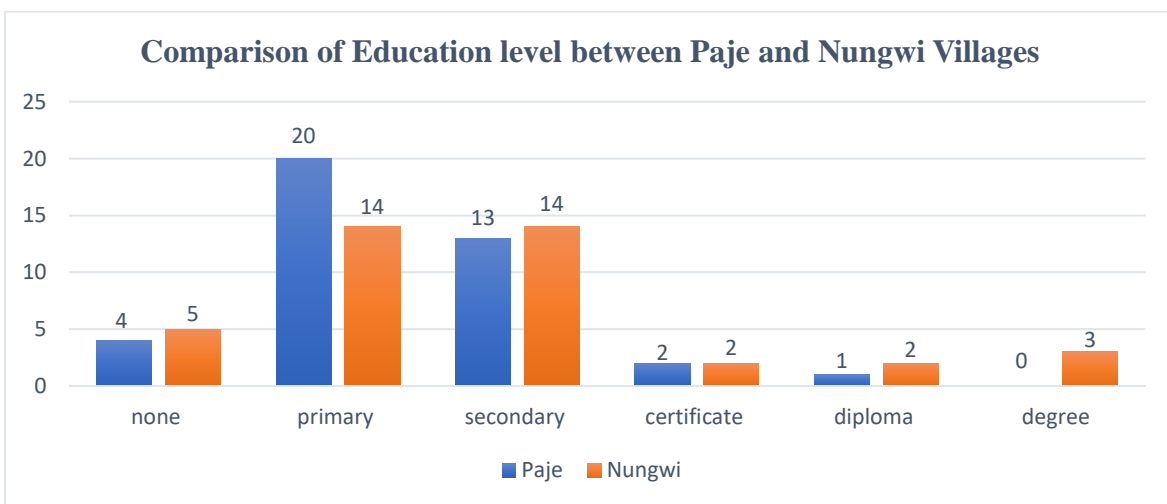
**Figure 2: Education level of Interviewed members of households**

Figure 3 indicates that, males are more educated than females. In all the education levels, males dominated and very few female respondents had attained secondary education. In the total sample, about 61% of male respondents were more educated than female respondents totaling to about 28% while the remaining 11% respondents indicated that they have never attended any school.



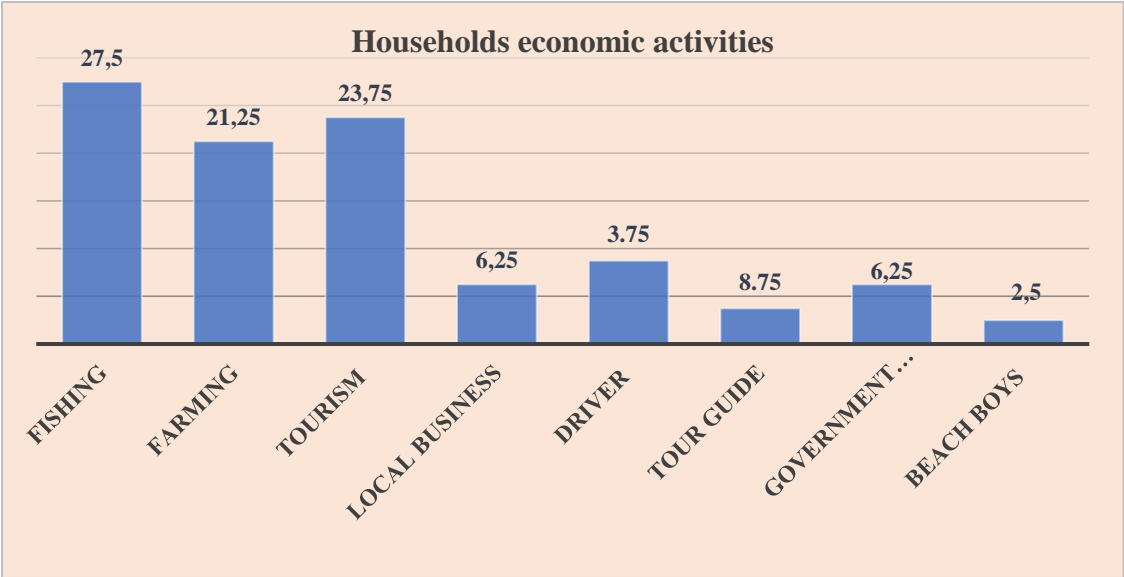
**Figure 3: Education level according to gender**

Results show that, education levels Nungwi and Paje villages did not differ much except for primary education in which more people in Paje village attained primary education than in Nungwi. While three respondents had attained a Degree in Nungwi village, no respondent in Paje village had attained such education level.



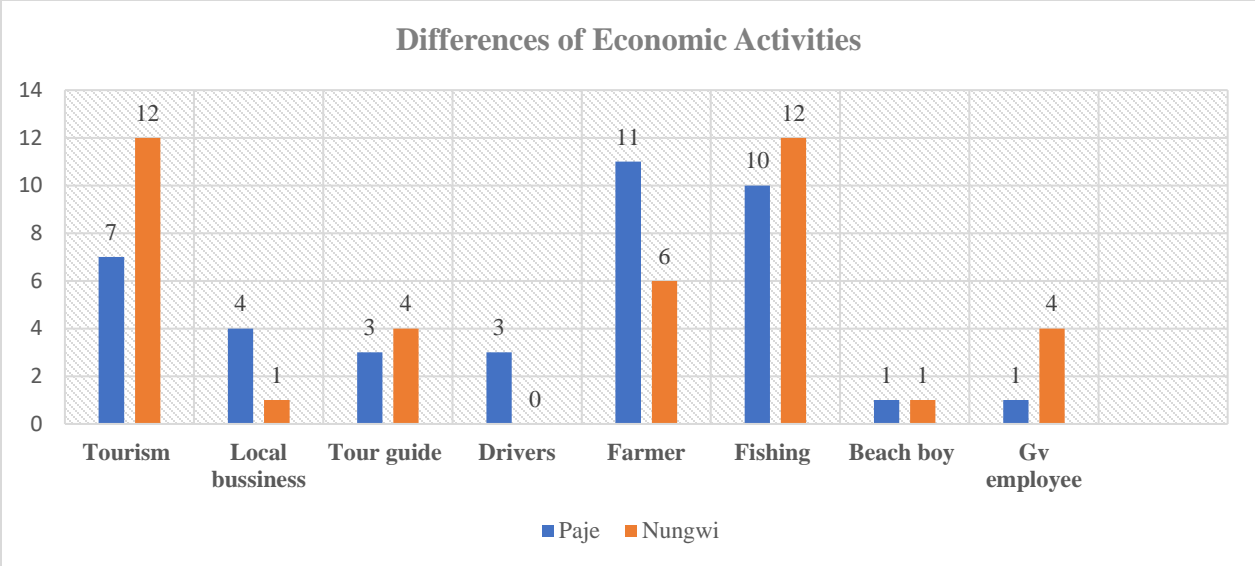
**Figure 4: Education level in two villages**

In figure 5, it is indicated that the main economic activity in both villages are fishing, tourism and farming accounting for about 28%, 24% and 21% respectively. Other minor economic activities were employment in the government of Zanzibar (6%), tour guiding (9%), drivers (4%) and beach boys (3%) working as beach boys.



**Figure 5: Households’ main activities**

The average households fishing and those working in tourism industry are the same 30 % each at Nungwi village. According to one interviewee, many households working in tourism during high season but they are fishermen. They based in tourism due to high income which make it as their primary economic activity. While Paje, 11% of households depend on farming and 10% depend on fishing. Tourism count 7% while tour guide count 3%. The result indicates that one respondent work as government employee, 3 percent work as drivers and local business and government employee count one for each.



**Figure 6: Differences of economic activities between Nungwi and Paje Villages**

**4.1.2 Relationship between Economic activities with education**

The result indicates that most of the interviewed people who have attained primary education constituting about 45% of the total sample are employed in different sector including tourism, local business, tour guide, drivers, farmers, fishing and government employees. Interviewed households with secondary education working in tourism sector constituted of 10% while those working as tour guide were 6.25%. About 3.25% were employed by the government. These findings indicate a clear relationship between education and type of occupation that people are engaged in. During field work, it was observed that in the tourism sector, graduates were hired in better position than those with low education. Those with bachelor’s degree were found to be working better positions such as accounting, front office and reservation compared to those with lower qualifications who are working as local tour guides and waiters or waitresses.

**4.1.3 Households income**

Most of the household’s income were degenerated through fishing and agriculture. The total household income varied from one household to another depending on the number and types of activities performed by members in each household. Fishing were observed to a men activity in both villages, but women tend to fish small seafoods during the low tides for home consumption. It was observed during field work that most of the fishers use local methods for fishing and few of

them use modern fishing equipment. The price for fish per one kilogram varied depending on the type of customer ranging from five thousand (5,000/=) Tanzanian shillings for local people to about ten thousand (10,000/=) Tanzania shillings for tourists and tourism investors. Fishermen stated that they may earn up to thirty thousand (30,000/=) Tanzania shillings per day. On the other hand, agricultural activities are practiced by both men and women. Men cultivated various crops such as cassava and potatoes while women engage in seaweed farming.

During high season, tourism activities generate a significant amount of income to most of the households. Villagers are engaged in multiple income generating activities to earn more income. Among other income generating activities, most households were engaged in selling coconut juice at the shore, painting henna, cooking local food for both local people and tourists, painting hairs as well as making handcraft products such as basket and hat. One of the respondents revealed that, the price of one basket for local people can be about five thousand (5,000/=) Tanzania shillings while for tourists can be as high as ten thousand (10,000/=) Tanzanian Shillings (Table 2). Other households earn income through selling fruits and vegetables, bus drivers, technician

**Table 2: Prices of local products related to tourism**

S/No.	Local product	Local People price (TZA)	Tourists price (TZA)
1.	Small basket	5,000/=	10,000/=
2.	Large basket	7,000/=	15,000/=
3.	Local food per plate	2,000/=	5,000/=
4.	Plaiting hair (Braids)	1,000 - 30,000/=	25,000 - 50,000/=
5.	Painting Henna	1,000 - 3,000/=	5,000/=

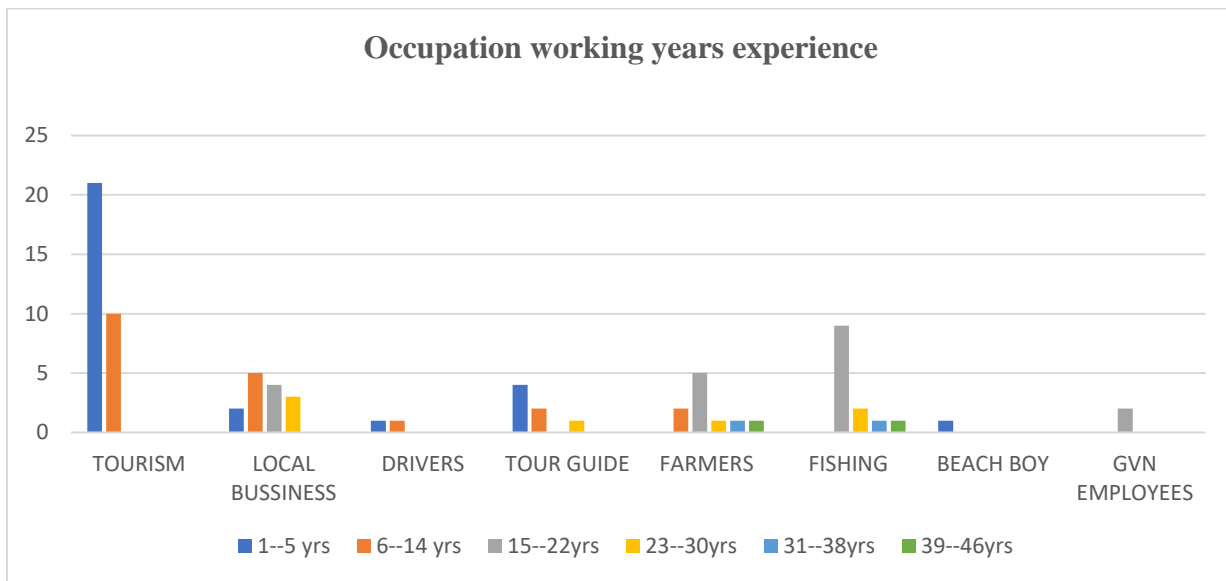
#### **4.1.4 Households income expenditure**

The expenditure in the interviewed households varied due to many reasons including differences in needs, household size and family objectives or goals. In most of the household's income were mainly used for buying foods especially maize, rice, vegetables and cooking oil just to mention a

few while other main expenditures were on paying for health services for adults and children, rents, construction costs, clothes, school fees and uniforms and other stationeries.

#### 4.1.5 Working experience

The average years of working experience in the entire sample was 12 years. About 27% of the interviewed heads of households working in the tourism sector had less than 6 years of working experiences while 17% of those working in the fisheries sector are well experienced with more than 15 years in such an activity. About 13% of the farmers had an experience of more than seven years but generally, most of households working experience ranged from six to fourteen years (Figure 7).



**Figure 7: Households working experience**

#### 4.1.6 Cultural and other codes of conduct in the Villages

The villagers were well informed in respecting their culture and most of them wanted all visitors and tourists to respect their Islamic culture. During the survey, it was observed in both villages that, several posters, paintings and pictures were put in different places explaining to tourists and other guests on how to behave while residing in the village. Those posters and paintings emphasized on the appropriate types of clothes to wear and the dressing styles prohibited in the villages. Plate 1 illustrates some of the posters describing the type of clothes restricted in the

villages compound and the displayed messages emphasizing on the importance of respecting local culture. In table 3 and 4, content analysis results from the focus group discussions with hotel employees are provided. These two tables give a summary of how the hotels relates with the surrounding communities and how the participate in conserving the environment in the area for ensuring economic growth, poverty alleviation and sustainable development.



**Plate 1: Posters/signs for alerting people on the types of clothes**

(Source: Captured by the Researcher)



**Table 3: Content Analysis from the Interviewed Hotel Staff in Nungwi Village**

ITEM	NAME OF THE HOTEL	
	DOUBLE TREE RESORT	ESQUE ZALU RESORT
<b>Relationship with the villagers</b>	<ul style="list-style-type: none"> <li>• The hotel cooperates with the village administration to provide training for three months.</li> <li>• The training provides knowledge and skills on the potentials of tourism sector for providing employments.</li> <li>• Those who perform better during the training are hired by the hotels.</li> <li>• The Hotels renovate street road during the rainy season.</li> </ul>	<ul style="list-style-type: none"> <li>• The hotel cooperates and participate in the development activities of the village in different ways.</li> <li>• The hotel is engaged in empowering villagers through buying local products and selling them to customers in their hotel.</li> <li>• This Hotel do also support women groups activities through provision of loans, various trainings including entrepreneurship skills and product materials.</li> </ul>
<b>Codes of conduct</b>	<ul style="list-style-type: none"> <li>• The hotel management has a defined policy on how the staffs and visitors should behave and observe respect in the village compound.</li> <li>• None-Muslim staffs are normally trained on how to behave based on the customary rules and traditions of Muslim culture.</li> <li>• On their arrivals, visitors are trained about the culture of the village and how to behave during their stay.</li> <li>• Around the hotel compound there are posters and brochures guiding the visitors on the dressing codes.</li> </ul>	<ul style="list-style-type: none"> <li>• The hotel is fully aware about the culture and tradition of the village.</li> <li>• The hotel has rules and regulation guiding staffs to behave according to the local culture after working hours</li> <li>• They are trained on covering their body with clothes and women supposed to cover their head to resemble the local people.</li> <li>• Respecting the local communities' culture and traditional practices is an important aspect for ensuring sustainable development in the village.</li> </ul>
<b>Contribution to the community project and economic development</b>	<ul style="list-style-type: none"> <li>• The hotel tends to support the village in various development projects by providing materials or money after being informed about the ongoing project.</li> <li>• The hotel do supply clothes to the needy at least four time per year and also provision of food during the month of Ramadhan.</li> </ul>	<ul style="list-style-type: none"> <li>• The hotel contributes to the development of the village by providing trainings to villagers on various tourism related opportunities available in the village.</li> <li>• The Hotel management mostly focus on people with disabilities by training and employing them in the hotel.</li> </ul>

ITEM	NAME OF THE HOTEL	
	DOUBLE TREE RESORT	ESQUE ZALU RESORT
	<ul style="list-style-type: none"> <li>The Hotel support school projects for instance upgrading of the primary school library and upgrading of the nursery school and provision of the school's printer and photocopier machine.</li> </ul>	<ul style="list-style-type: none"> <li>Other supports for development projects include the renovation of street roads especially in the most difficulty areas during rainy season.</li> </ul>
<b>Environment Conservation</b>	<ul style="list-style-type: none"> <li>The hotel do import fresh water from nearby villages for cooking and laundry.</li> <li>Salt water from the ground mainly used for cleaning, showering and garden activities.</li> <li>The hotels had a contract with the ZAREC company for collecting all kinds of wastes.</li> <li>Sewage systems, the wastewater from shower, cleaning, laundry and kitchen are directed to the sea.</li> </ul>	<ul style="list-style-type: none"> <li>The hotel use salted water from the ocean.</li> <li>Then sea water is treated and then used in different activities (cooking, laundry, cleaning and showers).</li> <li>Liters and wastes are decomposed fertilizer in the specified areas.</li> <li>Paper and other materials are burned while bottles and plastic materials are collected to the specified areas for recycling.</li> </ul>

**Table 4: Content Analysis from the Interviewed Hotel Staff in Paje Village**

Item	HOTELS		
	DHOW INN	KINAZI UPEPO	JAMBO BEACH RESORT
<b>Relationship with the villagers</b>	<ul style="list-style-type: none"> <li>The hotel maintained good relationship with villagers.</li> <li>There were some personal conflicts with some village leaders caused by mistrust, corruption and lack of transparency between the two sides.</li> <li>Some of the villagers requested for support on economic development but once they get the support, they misused the money and very few people used the money appropriately.</li> </ul>	<ul style="list-style-type: none"> <li>They cooperate with the community during community work, meetings and trainings.</li> <li>The hotel tends to provide trainings to villagers about tourism awareness, opportunities and participation.</li> </ul>	<ul style="list-style-type: none"> <li>Poor relationship with the villagers</li> <li>Most of the villagers complained about the hotel</li> <li>Majority of the people associated this hotel with illegal businesses such as hosting prostitution and other related businesses.</li> </ul>

	<ul style="list-style-type: none"> <li>• It was challenging to enter with the village assistant in this hotel due to those personal conflicts.</li> </ul>		
<b>Codes of conducts</b>	<ul style="list-style-type: none"> <li>• The hotel respects the local people and their culture through educating staffs from Mainland to avoid misbehaving.</li> <li>• Tourists were well informed during their arrival to respect the local communities by dressing decently based on the preferences of the villagers.</li> </ul>	<ul style="list-style-type: none"> <li>• Most of the workers are Muslim, women wear hijab and long covered dress.</li> <li>• Tourists are informed about the village culture and asked to respect it.</li> </ul>	<ul style="list-style-type: none"> <li>• Hotel staffs were observed to be very respectful</li> <li>• No information on whether they inform their customers to behave and respect local culture or not.</li> </ul>
<b>Contribution to the community project and economic development</b>	<ul style="list-style-type: none"> <li>• The hotel supported the village by constructing the road connecting Jambiani and Mweju.</li> <li>• The hotel is intending to introduce English course program to villages once resources and support from the village leaders is provided.</li> </ul>	<ul style="list-style-type: none"> <li>• The hotel contribute to development projects through provision of aids every month at Paje primary school.</li> </ul>	<ul style="list-style-type: none"> <li>• The hotel contributes to development projects through provision of food during Ramadhan and distributing stationaries and aids at the primary school.</li> </ul>
<b>Environment conservation</b>	<ul style="list-style-type: none"> <li>• The hotel is conserving the environment through provision of training to the staffs about the importance and impacts of environmental conservation.</li> <li>• The hotel uses clean water available in the village except drinking water which is normally bottled water imported from Stone town.</li> <li>• The hotel is in contract with KIKELE Plastic limited for collecting all kind of liters and waste.</li> <li>• The hotels sort out the liters and garbage in different dustbin and KIKELE collect them for recycling and decomposing as a fertilizer</li> </ul>	<ul style="list-style-type: none"> <li>• They work in contract with ZANREC Plastic limited to collect liters and waste from the hotel.</li> <li>• The hotel uses clean water available in the village for kitchen, laundry, showers, gardening and cleaning.</li> <li>• The hotel did not mention how they treat wastewater from the hotel's activities.</li> </ul>	<ul style="list-style-type: none"> <li>• The waste and garbage are thrown in the village garbage area.</li> <li>• The plastics materials are collected with the villagers for selling and recycling.</li> <li>• Some plastic materials and bottles left at the left corner of the hotel.</li> <li>• Some households complained about the noise from the hotel every Friday due to loud music from the disco hall.</li> </ul>

#### **4.1.7 Distribution of employment in the five Hotels**

##### **4.1.7.1 Double Tree Hotel**

This hotel has full time and part time employee as well as trainees. The employees originate from different places including local villagers, people from Unguja town, Tanzania mainland and foreigners. According to interviewed manager, the hotel has a total of 165 employees whereby villagers are 25 (15%), Zanzibaris are 38 (23%), Tanzania mainland are 99 (60%) and 3 foreigners (2%). The managerial positions are in most of the time occupied by foreigners with some few occasions of Tanzanians. The villagers are mainly employed in the low status job such as gardening, cleaning, kitchen and laundry. On the other hand, the hotel employs people with tourism skills and knowledge from recognized institutions within and outside the country. It was observed that, all employees are being paid according to the government salary scales and the minimum salary was 300,000/= Tanzanian shillings. As expected, those with high level of education and long-term experiences were paid more salary compared to beginners. Empirical evidences indicate that, this hotel do offer short course trainings to villagers who are willing and motivated to do so and employ them upon completion of the course to work in their hotel. This is among the strategies for building a good relationship with the surrounding communities and helping in poverty reduction and supporting their livelihoods.

##### **4.1.7.2 Zalu Beach Resort**

This hotel has about 160 employees of which 20 (13%) are local villagers, 35 (22%) are from other parts of Zanzibar, 102 (64%) are from mainland Tanzania and only 3 (2%) are foreigners. As observed in the representations, the number of villagers is low because of their low levels of education making less competitive in the labor market. Some of the staffs interviewed revealed that, local people's attitude about tourism hinder their participation in the sector forcing owners of the hotel to outsource the workers from other places. Employers also prefers workers from mainland Tanzania because during working hours most of the local villagers tend to focus on religion matters than working. Due to such attitudes it is become difficult for hotel owners to recruit local villagers because working in the hotel requires not only hard working but also willingness to work for long hours in some days.

#### **4.1.7.3 Dhow Inn Beach Resort**

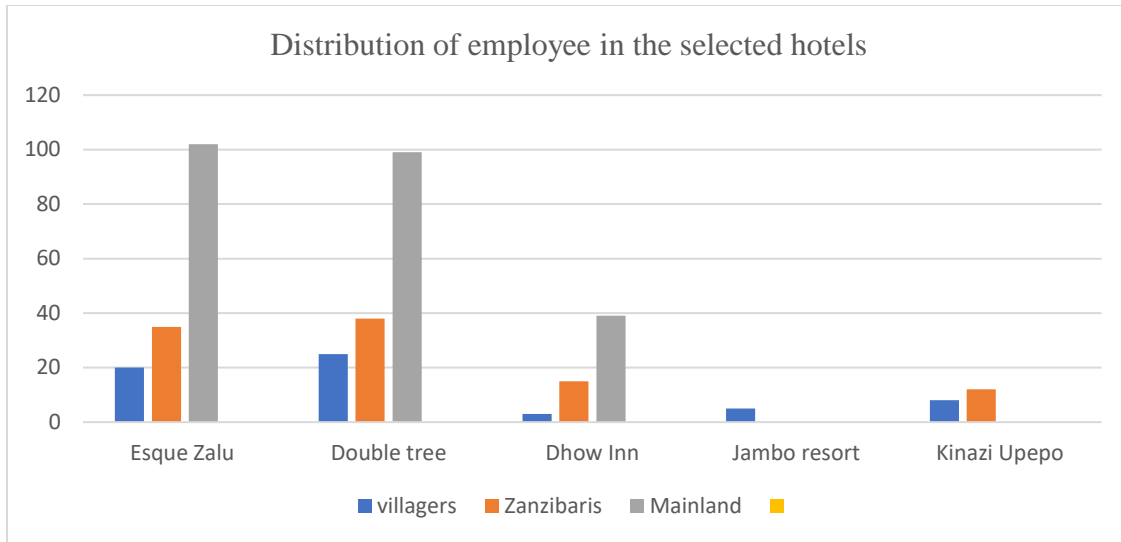
In Dhow Inn Beach Resort, a total of 58 staffs are employed and distributed in 3 (5%), 15 (26%), 39 (67%) and 1 (2%) for villagers, Zanzibaris, mainland Tanzania and foreigners respectively. The staffs are recruited based on their education, skills and experiences in the tourism related activities and the salary are paid according to the existing government scales. According to the hotel manager, villagers are not motivated to work that is why most of the time they employ people from mainland Tanzania. However, during interview, one of the staffs claimed that the salary is too small for them to sustain their daily expenditure.

#### **4.1.7.4 Kinazi Upepo**

This hotel has employed a total of 20 employees in which 12 (60%) are from Zanzibar town and 8 (40%) originates from the village. Compared to others, this hotel is small with 4 full time employees and 12 people under contract or part time basis. During recruitment, the hotel tends to give priorities to local people and once there is job opportunity, they inform the village leader to find skilled people who can fit in the advertised position. Although one of the interviewed staffs complained about the low salary but the interviewed manager revealed that, their salary payments follow the government salary scales.

#### **4.1.7.5 Jambo Beach Resort**

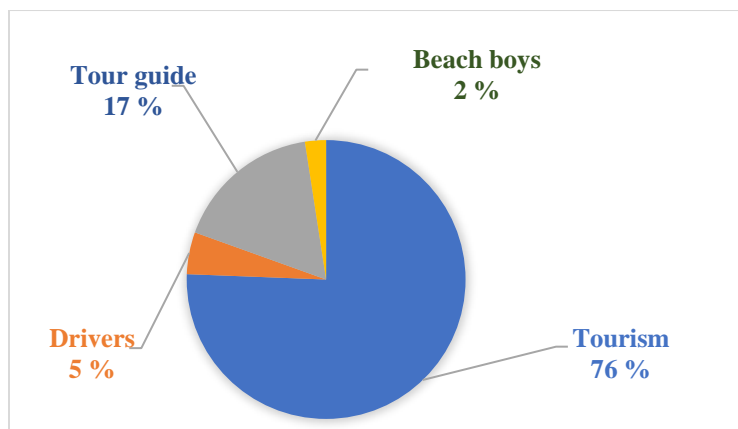
The hotel has current 6 villagers working in the restaurant and bar. The acting manager work in contract and the other staffs work for part time. The salary for each staff is negotiated between the hotel owner and the staffs. It was observed that most of the staffs are under part time job. The hotel was under renovation and the manager said that they will recruit permanent staffs after completion of the renovation activities especially for the accommodation section.



**Figure 8: Categories of people employed by hotels**

#### 4.2 Participation of local people in tourism related businesses and activities in Paje and Nugwi villages

Results show that 76% of the households participate in tourism operation and other related businesses. Households are engaged in various income generating activities for sustaining their livelihoods including working in hotels, restaurants, tour guiding, drivers, beach boys, souvenir shops, boat riding and kite riders. Findings also indicate that about 2% of the respondents are engaged in beach boys' activities while 5% and 17% are engaged in tour guiding and driving activities (Figure 8).



**Figure 9: Participation of local people in tourism and related business**

Fishers and farmers participated in tourism activities indirectly in different ways. Fishers benefit from the tourist's market through selling fishes at a relatively better price than to the local people and getting enough money. During focus group discussion, it was observed that tourism-related business generates more income in high seasons forcing people to engage themselves in multiple activities for diversifying and increasing their income. Farmers on the other hand, sell their crops to the hotels and the presence of the hotels ensures that they have a reliable market for their produce. One of the managers interviewed revealed that, they usually buy food crops from local people in the village. The produce bought from the local communities includes maize, coconuts, millet and cassava. Farmers from some households mentioned that they do not sell their crops to the hotels but rather to the people working in the hotels. In Nungwi village, farmers after harvesting their crops they sell to different people including migrants and foreigners working in the tourism industry.

Seaweed is another farming type practiced in Paje and is mainly a women's activity. During focus group discussion in Paje and also field observation indicated that 95% of interviewed women were engaged in seaweed farming. They farm in the shallow water during low tides and they fasten the seeds with rope on the sticks and leave it for 2 months before harvesting as indicated in figure 9. Once harvested, the seaweeds are dried for two or three days and later processed into different products such as oil, soaps and flour. Products made from seaweeds are sold to tourists or beach boys who buy them and sell to tourists at higher prices. The price of one bottle of oil of about 150 ml is 3,000/= Tanzania Shillings while one kilogram is sold at about 6,000/= Tanzania Shillings. ZANEA Company from Stone Town is the main customer of seaweed products but some of the hotels in villages and around Stone Town do also buy soap packages. ZANEA Company also conduct tours to the farm where each visitor pay about 2,000/= Tanzania shilling for domestic tourists and 5,000/= Tanzanian Shillings for international tourists. During such farm visits, tourists get a chance of seeing how seaweed is being produced and the products processing steps. The Company is also dealing with import and export of different products to the international market.



**Plate 2: Raw material for farming seaweed (left) and seaweed farm (right)**

During field works, it was observed that local businesses such as shop sellers, local food supplier and fruit sellers were indirectly participating in tourism business. Most of the fruit sellers are selling their fruits like watermelon to tourists and investors than local people. The local food supplier serves the food to tour guide, beach boys, staff from other businesses, drivers bringing tourists in Paje village and those waiting for tourists going to Stone Town. Local suppliers in Nungwi village sells the food to migrants visiting the village for different activities including people working in tourism-related businesses.

Local people are motivated to participate in the tourism business in order to increase and diversify their income sources. However, very few households knew the importance of participating in tourism-related businesses, but they know that tourism is an opportunity that can assist them in eradicating poverty in their communities and they commit themselves to tourism related businesses. One respondent from Nungwi who has not been to school narrated that, his main work is fishing but also engaged in tourism activities by working as a local tour guide in fishing during high season to earn more income. It was pointed out that the tour guiding activity can give him about 200,000/= Tanzania Shilling per week if he gets enough tourists.

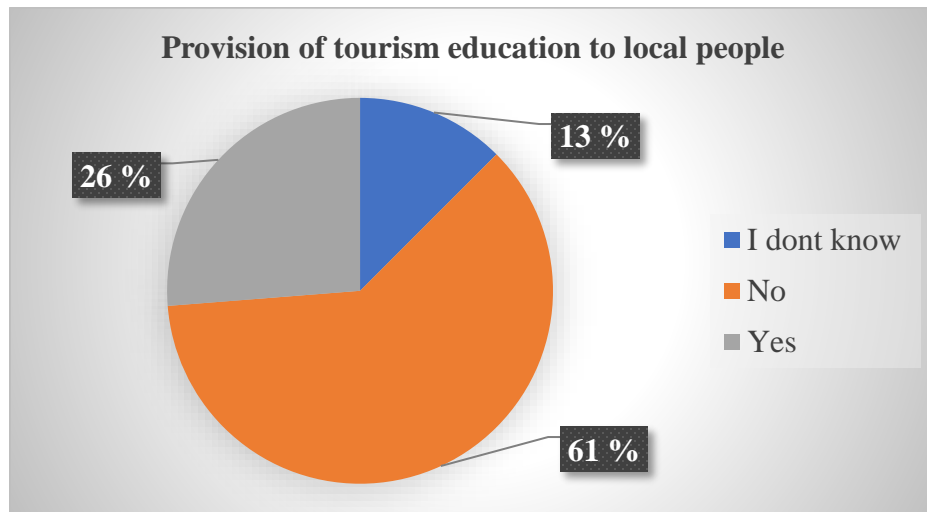


### **4.3 Awareness and involvement of local communities in formulation of coastal tourism development policy and regulations in Zanzibar**

Results show that local people do not involve in the formulation of policy regarding coastal tourism and its opportunities. In both villages, local communities confirmed that they are not aware of any policy and regulations related to coastal tourism (Figure 9). The women group in Paje village stated that the village leaders invited them once in the village assembly, but their opinions were not taken into considerations in the document. However, it was observed that seaweed farmers are involved in many decision-making meetings in the seaweed project. According to the focus group discussion from men, it was revealed that they are not aware and never been involved in formulating policy and regulations related to coastal tourism. On the other hand, the focus group discussion with the men group in Nungwi village revealed that they are neither aware nor involved in the formulation of policy about tourism opportunity. Some interviewees said that there are some meetings that have been conducted in the village to discuss matters related to tourism opportunities. Village leaders collected some information and opinions from participants in those meetings and that few opinions were considered and implemented. These includes the maintenance and improvement of street roads which are mostly affected during the rainy season. Similar observations were made in the Nungwi women focus groups discussions in which they were neither aware nor involved in the formulation of policy and regulations. One respondent narrated that *“we are not aware and not involved in the process. Men don’t allow us for such thing but they want us to stay at home, cook for the family and raise the kids”*. Women in their groups also said that *“those involved in tourism activities disobey the Islamic culture because tourism is all about bad activities”*. Corruption was also mentioned in the women focus group discussions being among the reasons for not involving them in the process. Due to corruption village leaders were afraid to involve local people in the formulation of coastal tourism policy and regulations.

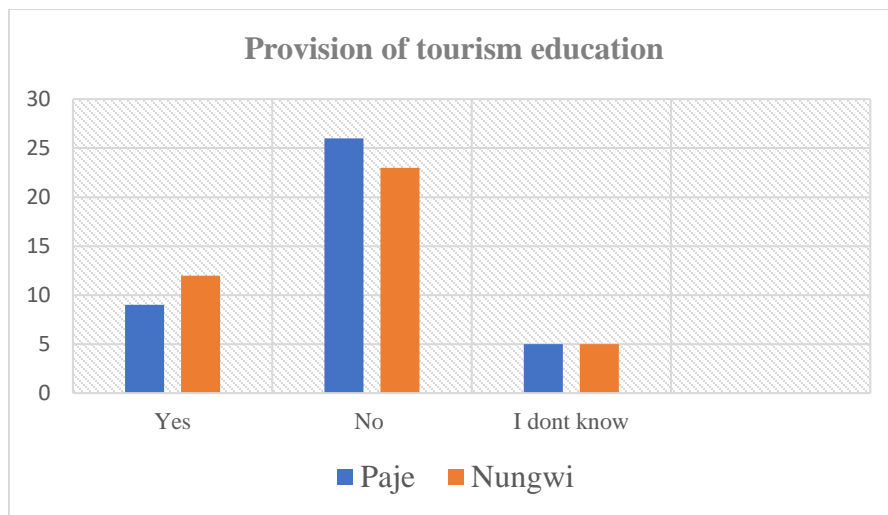
Results from the interviewed selected households revealed that many local people are not aware of the potentiality of tourism in their villages. About 61% of households agree that the government does not provide tourism education to local people (Figure 9). It is only 26% of the interviewed households who agree that government officials conducted meeting with local people to educate them about tourism opportunities and the remaining 13% said that they don’t know whether education on tourism related activities are provided or not. During focus group discussions, some

respondents revealed that government officials happened to visit the village once for collecting tax and revenue but not to educated local people on tourism related issues.



**Figure 10: Provision of tourism education to local people**

Comparing the two villages on the provision of education for opportunities in the tourism sector, similar findings with minor differences were observed (Figure 10). The number of individuals who were not aware on the provision of education was the same in both villages. About 30% and 23% of the households agree that the government do provide tourism education to local people in Nungwi and Paje villages respectively.



**Figure 11: Comparison of provision of tourism education to local people in Nugwi and Paje**

However, the number of hotels in both villages is big. This therefore necessitates the importance of investigating the involvement of local people in the decision-making processes of the tourism related issues. It is also important for local communities to get the advantage of trainings provided by the hotels built in the villages. Most of the people perceive that investors in the villages do not provide any tourism trainings to local people. However, during focus group discussions some people mentioned that investors in the villages do provide some training offers to local communities. Although some people questioned about the quality of the training, but some were of the opinion that the trainings was in very good quality.

#### **4.4 Socio and cultural implications of coastal tourism activities to the people in Zanzibar**

##### **4.4.1 Socio and cultural benefits of coastal tourism activities**

Tourism is a lucrative business and has offered several jobs to local people such as drivers, tour guides, chefs, housekeeping and gardeners. About 53% of households revealed that tourism generates many jobs. Most villagers are employed as housekeeping, gardeners, chefs, and waiters. One fisherman in Paje village mentioned that tourism helps local people to earn more income than before due to multiple income generating activities and increased number of people in the village. Many people are hired as part-time workers in the hotels and restaurants during the high season. They work in different section depending on their education levels. Despite being part-time, these jobs provide experiences and skills to the villagers at the same time giving them more income. After being experienced some people quit their jobs in the hotels and they start their own café and restaurants.

About 43% of the respondents (17 out of 40) in Nungwi village revealed to be benefiting from tourism activities either direct or indirect, for example through employment opportunities. Some of these people have been hired in tourism hotels, tour-guiding companies, as drivers while others are working in their own businesses related to tourism. The hotel manager from Nungwi Aquarium revealed that, most of the people working at the restaurant and zoo sites are villagers. The villagers are considered in the employment in some posts regardless of their education level. Some local food seller are not interested working in the hotels but through tourism sector they manage selling food to different people including tourists hence improving their livelihoods. Others have been employed as technicians, boat makers, food suppliers to tourism hotels, security guards and culture and traditional dancers. In some households, they mentioned that they have managed to develop

skills on tourism and improved their language skills by communicating with tourists. Local guides stated that initially they had some difficulties communicating with tourists because of their poor English language but they kept trying as much as possible and now they are fluently speaking English and learning Italian and German. Hotels staffs revealed to have improved their customer care and hospitality due to different trainings offered in the hotel on how to handle tourists. Other respondents claimed to have benefited through provision of books and stationaries to their children at primary schools. As results the money that could have been used for buying books for their children are directed to other uses. Some hotels do provide books and stationaries to primary and secondary schools once after every three to four months as part of the social cooperate responsibilities. The assistance Head Teacher from Nungwi primary school stated that tourism hotels support them with teaching materials and other aids. It was observed that one of the hotels provided a printer and photocopier machine to the school for supporting education in the village. Respondents also mentioned to have received clothes from investors each year as well as other different gifts and food during the month of Ramadhan and other Islamic holidays. Another benefit to villagers is the improvement of social services. These include the construction of toilets and classrooms for nursery, primary and secondary school. Other improved infrastructures are street roads, modern house and commercial buildings.

The tourism sector has contributed in many ways for improving the standards of life of many villagers. Most of the interviewed households during focus group discussions mentioned that tourism related activities generate more income than other sectors. One woman who has been collecting seafood at the beach for sometimes revealed that tourism has helped her to earn more income through painting henna and selling local products to tourists. During low season where there are fewer tourists, most women are staying home but in the high season they are always busy engaged in tourism-related businesses. Some tour guides in their responses explained that they managed to construct their own houses, got married and started new businesses using the money earned from their job in the tourism sector. Those employed in the hotels mentioned that tourism has benefited them because they are paid a good salary and able to live a good life. Other respondents claimed that they have benefited through renting their houses to hotels employees who are paying about 40,000 Tanzania shilling per room per month. It was observed during field work that the price for the products are set differently depending on the nature of the customer. For

example, the price for fish for villagers is about 5,000/= Tanzania Shillings per kilogram while tourists pay about 8,000/= to 10,000/= Tanzania Shillings for the same one kilogram. Tourism has also been beneficial to local community members through expansion of the fish market. The fisherman explained that tourism investors supported the fish market by constructing good facilities, toilets, and other commercial buildings around the market. Through tourism the fish market has been promoted and known in other places hence visitors and tourists coming to Nungwi tend to visit the fish market and buy various products. Tourism sector also generates revenue to the government through paying taxes. It is vital for generating foreign currency through paying hotel bills, buying local products and exchanging money. All the hotels are operating legally paying a substantial amount of tax and in case of any delay, officials from the revenue authority do remind them and any further delays are charged with penalties. Hotel owners also tend to support medical treatments for preventing and controlling various outbreak diseases. One respondent explained that they used to perceive negatively about tourism activities due to lack of knowledge and education but after they started practicing it, their negative perceptions changed, and they now consider it as opportunity for improving their livelihoods. “Tourism has motivated us for educating our children for them to be employed by the hotels which tend offer job opportunities to villagers who have acquired certain level of education”.

In Paje village respondents in the interview and focus group discussions showed that tourism sector is important for many people in community. They mentioned that, many household members are employed in the tourism hotels and other businesses related to tourism. The growth and expansion of tourism activities in the village has benefited villagers with different education levels. Some are working in saloons in which most of the targeted customers are tourists, migrants, and hotel staffs. The existence of tourism activities in Paje village have opened doors for various investment hence giving the villagers chances to have multiple jobs such as fishing and working in tourism activities. Through tourism education provided to villagers, they are now aware on the benefits of tourism and they are using the opportunities for earning more money at the same time minimizing the negative impacts. Tourists are also learning the local cultures and villagers tend to invite them in their houses, stay with them and eat together with the families. Tourists have been providing aids such as wheelchairs, clothes, and foods to disabled people. Other respondents and the village administrative officers mentioned the construction of the dumping/garbage areas as among the

projects initiated through tourism. Other respondent stated that “we are happy because tourism investors respect the holy Ramadhan and all Muslim holidays and provide food and clothes to our children and old women to local community members during fasting”. Some respondents revealed to have quieted their former jobs and opened the spice shop and local restaurants mainly for tourists. One of the respondents who opened a new business claimed to be earning more income from the business than the salary paid from the previous job especially during the high season where he generates a profit of 500-1000 US dollars per month equivalent to 1,050,000/= - 2,100,000/= Tanzanian Shillings.

The discussion with seaweeds farmers indicated that each woman earns about 200,000 Tanzanian Shillings per month. This income is obtained through selling seaweed products such as soap, hair oil, body oil, massage oil, seaweed flour and the fees obtained from a tourist visiting the seaweed farms. One respondent from saloon revealed that she charges about 50,000/= Tanzanian Shillings for one tourist for braiding the hair. Other income generating activities performed by households' members in Paje village includes making local products and selling to the tourism hotels, painting henna, plating hair, making handcrafts products, taking tourists for fishing and selling agricultural products. It was observed that, there was one bureau de change in Paje village where people are exchanging the currency. Like in Nungwi village, respondents in Paje village revealed that they have benefited from tourism sector through skills developments such as the ability to fluently speak a foreign language such as English, Italians, and Germany as well as acquiring some skills on customer care and management. Trainings on customer care have given the local community members involved in tourism related businesses ability to deal with all kinds of tourists visiting Paje village. Some villagers have established new training centers for training other villagers interested in working as a local tour guide. Some hotels have also introduced training centers on special skills focusing on tourism businesses.

#### **4.4.2 Socio and cultural effects of coastal tourism activities**

Despite the long list of benefits explained the previous sub-section, tourism activities have affected negatively some of the local community members in terms of culture and behavioral changes in both villages. In Paje village, about 68% (27 households out of 40) perceived that the communities are being influenced negatively due to introduction of new cultural behaviors by the tourists. One of the differences in culture between local communities and the tourist is the dressing code. Local

community members are mostly Muslim and their dressing code for women is hijab all the time. They are not allowed to expose any part of their body to anybody except their husbands. This is not the case for tourists hence creating tension to most local people in Paje. *One woman said that tourists do not respect their culture despite being informed to behave properly. She added that tourists walk around the village with improper garments which are against the culture of people in Paje. Our children are so excited and tempted with tourists copying their styles, but the older generations are not so happy with these kinds of changes.* Local community members also perceived that hotel operators do not care about these kinds of behavioral differences, but they rather focus on making money from the businesses. They fear to lose their customers if they start dealing with the cultural differences.

Paje villagers were complaining about the behavior of tourists and the migrants claiming that it distorts their traditions and culture especially the wearing styles which they think disturbs most of the villagers. During a conversation with the women group, they said that some local men spend most of their time at the beach doing nothing but just watching how tourists swim in the ocean. As results, those men tend to change their lifestyle to resemble tourists, plaiting hair, wear earring, walking with short pens and other inappropriate garments according to the local traditions and culture. One interviewed woman was very disappointed with the tourism activities in her village and she was complaining about the attitudes of migrants and tourists visiting the hotel where his son works. She said that her son is working in the housekeeping department in the hotel, but he wants to leave the job because of the way hotel customers behave. This son felt that the influence of tourists is making local community members abuse the Muslim culture which he feels offended.

About 25% (10 of 40) of the interviewed households revealed that tourism created only seasonal jobs for them hence difficult to have full-time contracts. Many hotels are closed in April and May due to a low number of customers leaving them stranded with no alternative income generating activity. The hotel owners have to close the hotel during the low season because of the shortage of customers which leads to high operation costs. This tendency of seasonal jobs creates idle people in some months which some of them become thieves in the village due to difficulties in sustaining their daily lives. About 40% (16 of 40) of the interviewed households stated that there is always increase of stealing, robberies and other criminal activities in the village during the both (low and high) seasons. Villagers also think that it is those few migrants who are associated with stealing in

the village. The interviewed village representatives revealed that the increase of thieves affected mostly women who were afraid to go to the bush for collecting firewood and other non-timber forest products. They confirmed about one reported case of raping to death of a woman with a group of young men in the village an incident which occurred few weeks before data collection. They perceive that it is tourism activities which has caused the increased rate of criminal cases in the village because their children are raised in religious manners prohibiting them to steal, rape or kill others. They are in the opinion that those engaged in criminal occasions are originating from Mainland Tanzania. Other respondents felt that the increase of homosexual practices i.e. gays and lesbians has been activated by the growth of the tourism activities in the village. These kind of behaviours are observed openly while walking along the beach. For the local community members, these are new practices and they think their traditions are being abused. On the other hand, villagers also complained that the increasing number of migrants is impacting the livelihoods of the locals because of grabbing the potential less skilled labour works for them. The migrants are more educated than the local people and they tend to have high income hence affecting the price of goods in the local markets. Kitesurfing activities which is practiced by tourists tend to affect local people because of destruction of the seaweed farming, fishing, collection of seafood, and making coir rope. The seaweed farmers complained that kitesurfing rider do not respect local people and their activities, and they sometimes land into the farm and destroy the plantations. The kitesurfing makes a lot of noises when landing and disturb farmers and other villagers working at the beach. It was observed that some kitesurfing riders use alcohol and marijuana and once they land into the boat, they don't even care about the farmers making these farmers feel disrespected. For the villagers in Paje who are mostly Muslim, wearing short skirts, tighten trousers, transparent drees which leave part of their body visible is disrespected. Respondents also complained about the increase of illegal beach boys in the village, where some of these beach boys become unfaithful to tourists and sometimes steal from them. It was also observed that several tourists were complaining about losing some of their properties and belongings. The beach boys were also blamed for charging high prices to tourists. It was observed that illegal beach boys do not want to work with domestic tourists, but they rather prefer the foreigners because they know they need help while they are in the village. About 23% of the respondents said that tourism activities in the village has contributed to the spread of diseases. Due to increased interactions in the village, there is high spread of both communicable and non-communicable diseases such as TB, STDs, and diarrhea.



Some local children have a habit of asking for food or gift from tourists which might put them into a risk of getting some disease transmission. Some villagers complained about the increase of prostitutions in the village which is also contributing to the spreading of diseases.

In Nungwi village, about 84% (33 out of 40) of the interviewed households complained about the negative cultural effects associated with tourism activities. They mentioned things like wearing styles, drinking and smoking haphazardly and young boys wearing earrings which is against the culture in the village. About 30% (12 out of 40) of the interviewed households stated that tourists and hotel operators disvalue Islamic culture and that hotel operators do not allow Muslim staffs to wear a hijab in their working places and workers are not given free time during worshipping hour in the working time. During focus group discussion, it was revealed that tourists disrespect the culture even in Holy month of Ramadhan and they wear improper clothes while walking at the village compounds. It is common to see Islamic ladies wearing skins jeans with hijab or long dress which do not cover properly their hands. One respondent said that *“culture is not respected by some of the local villagers and migrants where people insult others as they wish, illegal activities such as robbery, prostitution and drug dealing are taking place in manly places in the village”*. It was observed that some of the hotels do not allow local people to enter their premises without an identity card due to illegal businesses conducted in those hotels. Some women complained that hotels managed by some foreigners tend to treat local people badly and villagers are not happy with kind of behaviours. The villagers revealed that the rate of prostitution in the village has increased significantly. Most of the young generation in the village have changed their living styles due to intermarriages and mixed culture. People also complained that, the money obtained from tourism activities such as tips in the restaurants and salaries are misused for buying unnecessary things such as internet bundles for watching pornography. Villagers complained that some boys watch a video with their young sisters and brothers which is against the culture of the people in the village.

Majority (58%, 23 out of 40) of the interviewed households complained about the shortage of clean water in the village. One old woman said, *“we hoped that tourism could change our life but the experience we are getting is different from what we thought. We suffer a lot to get clean water, all the water is directed to the hotels leaving us with nothing. They supply water for us once per week or after 10 days which is not enough. It is unbelievable to see many hotels in our village but still,*

*villagers are suffering*". During field visits, villagers were fetching some water and none of them were willing to be interviewed before collecting enough water. It was observed that the hotels paid more money that is why they had no rationing and were given clean water every day. Findings from the focus group discussion indicate that the groundwater were supplied to the households for few hours which were not enough for the daily uses. The scarcity of water in the village makes villagers spend much time for such activity which could be used for other income generating activities (Plate 3). Some women were observed fetching water from the sea which is so contaminated due to water scarcity. About 35% (14 out of 40) interviewed households in Nungwi village complained about poor social services offered in villages such as health services, poor street roads and the cost of electricity. One woman said that some of the services in the health center were not free of charge, hence affect them who believed tourism has invested a lot in their village, but they were still suffering from other services. Other respondents in this village also mentioned about the increases rates of diseases spreading such as malaria, cholera and other sexual transmitted diseases. The village does not have proper place for garbage and wastes making people throw their wastes in various places which later on serves as breeding sites for mosquitos. Several villagers complained about the increase of prostitution due to increased number of migrants from either Stone Town or mainland Tanzania. During the peak season, there is a lot of illegal tour guide in the village affecting the legal tour guides work under tour companies, hotels or private guides. The non-official (illegal) tour guides charge tourists low prices to get many customers which in turn affect the official tour guides. While the non-official tour guides are helping the tourists, it is negatively affecting the other group of tour guides by increasing their operational costs because of the fixed costs incurred which does not depend on the number of customers obtained. One of the village assistants revealed that the number of migrants in the village is increasing every year. One of the main reasons for the increase of migrants in the village is tourism activities because most of the staffs employed in the tourism sector are either from mainland Tanzania or other foreign countries. Most of the businesses related to tourism such as hotels, souvenir shops, selling local foods and cultural products are owned or operated by emigrants.

It was also observed that sex tourism, rape, prostitution, use of drugs and alcohol addictions are becoming common in the village and for the villagers these things are increasing because of the tourism activities. Some fisherman revealed that sex tourism is common in the area is conducted

in the water and mostly between foreigners and local people. *“It is very bad to go to the beach because visitors and tourists misbehave, they drink, use drugs and some of them kiss at the open space. Our children and other people see these things and ask us why those people behave in that way, unfortunately we do not have answers for our children”* said one interviewed woman. The focus group discussion with a men group raised their concern about seeing Muslims drinking alcohol openly which is against the religion. During interview few local people were drunk during the day and working hours but they were still complained about migrants and tourists being drunk. Other respondents mentioned that some tourists are drug dealers, who sell drugs to other people in the village. It was observed that some tourists do enter Nungwi village from Pangani with the boat but they were dealing with selling drugs. Further, corruption has affected villagers in their daily life because some investors gave money to village leaders to control clean water and block some of the roads to the beach. Villagers revealed that investors invited some leaders to their hotels and gave them food and drinks for getting good recommendations once the central administrative officers visit the village.

#### **4.5 The impact of tourism activities to the environment**

Findings indicate that about 33% of the interviewed households were affected by tourism activities through increased rate of conflicts over natural resources use. Seaweed farmers and fishers are major groups affected by tourism activities in the study villages. It was observed that many street roads to the beach were blocked by hotel walls, large gates and security guides to prohibit access to the beach by non-hotel users or customers giving privacy for their customers at the beach. The fishermen were affected by the limited access of the spaces for parking their boats. The chairman of the fishermen group revealed that, hotel investors do not want to share beaches with local people. Seaweed farmers revealed that they had conflicts with investors due to the unavailability of drying space for the seaweed plantations. Kitesurfing riders normally land into the seaweed farms and destroy the plantations. The kitesurfing riders do also cause noise pollution during landing. It was revealed with that when the kite surfers make noise during landing tend to disturb different people at the beach including farmers and tourists. About 35% of the interviewed households revealed to have been affected with pollution associated with tourism activities. They mentioned noise pollution originating from local bars and disco from the beach resorts causing some difficulties in sleeping not only to the villagers but also to tourists staying in close hotels to

beach resorts. It was observed that, the disco is conducted every Friday from 10:00 pm to 4:00 am. Other villagers revealed that plastic pollution and littering is a problem in the village and that the introduced place for litters and wastes is not managed well (Plate 4). These non-degradable plastic materials originate from tourists' hotels, shops, restaurants and personal stuff such as food storage plastic and gel empty bottles. Some people tend to throw the litters and garbage behind the main roads or at the ocean. Although some of the houses had their own personal places for throwing the garbage but they were not managed properly. During field work, it was observed that some villagers were throwing empty bottled water behind the main roads and some of the village compound were surrounded by non-degradable plastics materials and nylon. Some part of the beach was also very dirty, having different types of wastes including plastics materials, which goes into the water and consumed by fishes.



**Plate 3: Unmanaged garbage place in Paje village**

**(Picture taken by the researcher during field work).**

The focus group discussion with villagers in Paje village revealed that during high season, the demand for fish became high which force some of the fishers to use illegal fishing material for getting more fishes without considering the effects of catching small fishes for future population of the fish in the area.

In Nungwi village, about 33% of the interviewees stated that the environment have been degraded through wastewater generated from hotels and other places where tourists reside. The waste water goes directly to the sea and affects various animal and plant species. It is very likely to get diseases because many hotels have directed their sewage systems to the sea. The sea water is in turn used by many different users including fishermen and villagers due to scarcity of groundwater in the village. As results of using this dirty untreated seawater, it is common to get diseases such as diarrhea or cholera. Another environmental problem from tourists in Nungwi village was caused by boat skiing. Boat skiing disturbs the fishes which run away due to the noise from the boat machine. One interviewed fisherman said that tourists tend to travel by boat for watching dolphins and in some cases swimming with them.

The Commission of tourism in Zanzibar indicated that boat skiing tends to affect dolphins because they are not friendly to any sort of disturbance. Villagers claimed that the number of boats in the village has increased significantly causing a decrease the number of dolphins in the area because dolphins runs away from the noisy places to the most quiet places. Boat makers also tend to throw waste materials in the ocean which in turn to affect the fishes. Some villagers repair their boats at the shore leaving the oil on the water which is poison to the marine organisms. About 20% of the respondents stated that the village is surrounded by used plastic materials which are not healthy to the people and other organisms in the environment. It was observed that in the fish market, there were no proper areas for waste materials and the market is surrounded with litters and bad smells from inside the market. Fishermen did not have proper place for processing and cleaning their fishing nets hence most of them cleaned and made their nets behind the walls between hotels or at the fish market. Figure 11 illustrates some of the fishermen making fishing nets while the place is surrounded with litters and plastic materials.



**Plate 4: Improper managed garbage place in Nungwi village**  
(Picture taken by the researcher during field work).

#### **4.6 Socio-economic factors favoring tourism investment in Paje and Nungwi villages**

Findings from the interviewed investors indicate that the two villages are potential and have a big opportunity for investment in the tourism activities. In both the villages, there are shortage of tourist hotels that meet the international need and standards. Interviewed hotel managers revealed that 20 years ago the village had very few tourist hotels and very few tourists used to visit the villages. The construction of the existing hotels and the existence of the best beach and local cultures have promoted the villages and have become among the best places to visit in Zanzibar. It was observed that most investors have been motivated to invest in Paje and Nungwi villages due to its easy accessibility. Both villagers have tarmac roads from Stone Town and nearby villages. Paje village is centered between Bweju and Jambiani villages and is close to Jozan Forest National Park which is a popular National Park in Zanzibar because of the red colobus monkeys. The tarmac road was constructed before the development of the tourism activities in the villages. The road was constructed long time ago due to the fishing trade from the villages to Stone Town. Another factor mentioned by four of the five investors was the quality of the beaches in both villages. It was observed that Nungwi village has the best and clean beach with very low population. The other

result show that the uniqueness of beach with white sands motivated many tourism investors in two villages. The other investors stated that Paje has unspoiled and clean beach with white sands making it unique from other villages. It was observed during field work that the beach in Paje was fully covered with sand allowing tourists to engage in different sports activities and leisure at the beach. Further, the availability of social services also was another motive for the hotel owners to invest in the villages. Both Paje and Nungwi villages has all the necessary social services such as electricity, clean water, Automated Teller Machine, telecommunication, trade and local market for local foods items. There is Umoja switch automated teller machine (ATM), bureau de change for exchanging currencies, village supermarket, restaurants, cafes, local market and transport facilities for both tourists and local communities.

#### **4.7 Negative impacts of coastal tourism development, local communities' awareness and government interventions**

Findings indicate that, tourism activities have affected the traditions of the people in Paje and Nungwi villages due to destructions of culture and religion norms. All the stakeholders interviewed including households or village members, tourism stakeholders, tourism investors and government officials claimed that local culture and religion norms are being abused. Tourism officers revealed that some tourists do not respect local culture despite being informed during their arrivals. Some hotels in Nungwi village are engaged in casino and gambling games and they don't allow local people to enter into the hotels to access those games. It was observed that, some youths have dropped from the religion classes to follow the five pillars of Muslim religions and they are started engaged themselves in tourism activities. Most of the villagers are not aware about tourism activities that is why they tend to blame it as the main source of the cultural destruction. In addition to tourism, globalization also has a significant effect in the destruction of culture.

Despite the implications of the tourism activities to local communities' traditions, culture and norms, it is found that the government had no serious strategies for minimizing those impacts. Villagers claimed that government officials do visit the villages for collecting tax from the tourism investors but not to educate the villagers on the ways of preventing destruction of culture. People in Paje and Nungwi villages are less educated hence disadvantaged when comes to job opportunities in tourism related activities. During focus group discussion and key informant

interview with some of the tourism stakeholders, it was revealed that villagers had poor education level hindering them to participate fully in tourism activities. It was also observed that women had low level of education than men. One of the reasons for women having less education is the tradition of not taking girls to school believing that they will be married once grown enough. One woman revealed claimed that *“her father believed that once the girls matured, they will get married hence educating them is a wastage of money”*. This was supported by one hotel manager who said that women are not given chances to go for further studies that is why large number of female villagers barely possess primary education.

In Nungwi village, the conflict emerged after some village leaders sold some residential land to investors without prior information to other village members. Some villagers revealed that their land had been taken by the government and promised to be compensated but they received very little money which was lower than the amount of land taken, and some were not compensated at all. Some villagers stated that their old house located at the beach were demolished to allow the construction of hotels. The conflict between villagers and investors in Nungwi village remained unsolved and grew to a higher level resulting into burning of one hotel constructed in the residential place blocking the path to the beach. The conflict between villagers and investors was due to the high rate of unemployment in the village. Local community members were furious why the hotel owners hire migrants from mainland Tanzania living them unemployed. Some hotels employed most of their staffs from mainland than the local people increasing the tension between various groups. The tourism commission officer stated that they work with Zanzibar Environment Management Authority and Zanzibar Association of Tourism Investors to protect and conserve the environment, they also emphasize the hotels to work with cleaning companies for collecting garbage and recycling it as fertilizer.

Some girls in the villages dropped from school and started engaging themselves in illegal tourism activities such as prostitution to both tourists and migrants who work and live in the villages. One woman said that her child left home after her father forbid him from going outside, he did it after knowing that his child was going to night club with her friend from Mainland. It was observed that some people were campaigning for the process of expelling all migrants who behave badly in the village. This mission failed due to insufficient support from the management. Villagers were in the opinion that their land has been taken and occupied by the migrants making them slaves in



their own land. In a long run local community may needs more awareness creation meetings on the expected social changes associated with tourism development. According to the tourism commission officer in Zanzibar, the government has started some programs to educate villagers on the measure and ways to avoid the negative effects associated with tourism activities in Paje and Nungwi villages. TV and radio programs have been introduced through Zanzibar Broadcasting Company (ZBC) to educate people and raise awareness among the local communities' members.

## CHAPTER FIVE

### 5.0 DISCUSSIONS

This chapter presents the discussions of the main findings of the study. The focus is on five main sub-topics which are socio economic characteristics of the households, participation of local people, awareness and involvement in decision-making, costs and benefits of tourism and negative impact of tourism activities to local people. The framework for discussing perception of local people regarding the tourism development and its impacts is also proposed. The study considers integrated coastal zone management and sustainable livelihoods for assessing socioeconomic and cultural factors.

#### 5.1 Tourism activities and Socio-economic characteristics of households in Paje and Nungwi Villages

Tourism sector seems to be a potential socio-economic activity which if utilized efficiently can contribute significantly to the development of people in Paje and Nungwi villages. It is a strong economic sector for improving the livelihoods of local communities in term of education, employment, infrastructure development and improvement of social services. Despite the potentials of the sector, most of the local people in both villages are struggling for better live in their households. Tourism activities are dominant in both villages but the education levels of most of the local people is still low prohibiting them from grabbing the existing employment opportunities. Poor education among the villagers especially women make them feel inferior with low confidence working in the tourism related businesses. Although education and trainings are among the key factors in the recruitment processes in the tourism related businesses but some of the villagers with low education or those who has never been to school are also directly employed or engaged in tourism related business. This is similar to what was reported in the study conducted by Carboni (2016). Due to their low education, villagers in Paje and Nungwi are working in the less paid jobs because they have no qualifications for the highly paying jobs which affect their livelihoods. These people with low qualifications are normally working in hotels as gardeners, laundry, kitchen and cleaning while the managerial and middle positions are taken by migrants and foreigners. In nungwi village, men dominated the tourism related activities in the hotels and other business. Few women were found in those businesses because according to Muslim culture,

women are not allowed to be exposed in public unnecessarily but are supposed to stay at home for domestic works. Some people perceive that, tourism activities are associated with many unethical and crime activities. Women from the village found working in tourism hotels are considered to be against their culture. Most of the positions and tourism opportunities are taken by emigrants from Mainland Tanzania and Kenya.

Tourism related activities are the driver of the income generation to the communities in Paje and Nungwi villages. The household's income is generated through employment, revenue and other related business such as selling handcrafts products and curio shops. The villages do not collect revenue from tourism related business, but they earn from the benefits distributed by the government who are responsible for collecting tax and revenue. However, the income from revenue is too small to fulfill all the social needs of the villages including provision of social services and the improvement of infrastructure. In other places, tourism activities generate about 54% of income of people from salary, selling cultural products, fishing and tour guide (Werema, 2015). The income obtained by each household varies significantly depending on the number of people working and the type of jobs engaged in. Local communities engaged in fishing tend to earn more income during high season due to high demand of sea food by tourists and other people in the village. These findings are in line with another study in which they argued that the income of the fishermen increased after development of the tourism activities (Benansio et al., 2016). The presence of the hotels has benefited the fisherman because they sell fish with relatively better price in the hotels than to the villagers. Women in Paje and Nungwi villages are also benefiting from tourism activities and the presence of the hotels by generating income through selling handcraft and cultural products. Like in other places, women in Paje and Nungwi do not get enough support from the village government and most of them find the customers randomly (Wallevik & Jiddawi, 2001). For example, women in Paje walk around the beach with their products and some time they enter into the restaurants located at the beach for selling the products. Despite of earning income from tourism but most of the villagers are still living under poverty line. This means that, more support is needed to the people for raising their income levels and hence the standard of life. It is insufficient income of the households which can result into resource use conflicts among the stakeholders in the villages. With sufficient and sustainable income sources, the community will be stable and strong. According to Chamber and Conway (1991) the villager's income is

sustainable if it provides sustainable livelihood opportunities for the communities for both short and long-term plans. The income for most of the local community members is not sufficient leading to a high level of dependency. The standard and quality of life of many people is poor despite the income from tourism activities. Several households are still depending on the support from donors, investors and the government. It is therefore important to strengthen the Integrated Coastal Management strategies which aims at improving the standard and quality of life of the people in the coastal areas.

Despite the importance of tourism activities to the livelihoods of people and both economic growth and development, a number of negative impacts were mentioned. Most villagers complained about the destruction of their religion culture and traditions resulting from the mixed life styles brought in the village after the introduction of the tourism activities. The differences in culture, tradition and norms between local communities and other emigrants including tourists leads to many misunderstandings between them. In both villages, the Muslim religion was dominant comprising of about 95% of total population while majority of tourists arriving in those villages originates from European countries (Hooli, 2017). It is the culture of Islamic people to wear clothes covering the whole body, and women wear hijabs regardless of the place either being at the beach or walking in other places around the village. This is not the same for tourists visiting those villages. Their culture allows them to wear swimming costumes which leave large parts of their body uncovered while they are in the beach. This tend to offend local people making them feel that their culture is being disrespected and abused. Although hotel operators do instruct their visitors on their arrivals but is difficult to control them in all the places. Being too restrictive seems impossible because it may lead into losing some customers. Although there are some leaflets and brochures put in some of the hotels to promote local culture as one of the attraction available in the villages but is not all the tourists who are interested with such kind of attraction. This is a serious problem to local communities, and they feel that something needs to be done to rescue their traditions and cultural practices. The young generations are the most vulnerable group because are the ones who are mostly engaged in tourism activities and other related businesses. As they perform their daily duties, they are overwhelmed with the new culture and eventually they adopt the new lifestyle from foreigners. They also adopt some behaviors such as using alcohol and going to night club

which is against Islamic religion. Some of the youths tend to do so because of lack of awareness and proper guidance by the parents.

The growth of the tourism sector is also associated with the increase of the emigrants' population from Mainland Tanzania. The emigrants increased due to tourism employment opportunities available in the villages. The flow of emigrants tends to increase during the high season of tourism activities leading to the increase of price of goods and services in the markets due increase of demand of those goods and services. It is the increase of the prices of goods and services which affects most of the villagers who depends on the coastal resources. The high flow of people in the villages tend to affect the price for rent, price of fish and other food products in the villages. The increase of price of various goods and services have caused the villagers to complain about the migrants because the costs of living are increasing making the local people more vulnerable. Due to increased prices, some households are affected by malnutrition because of failing to afford buying nutritious food for them. Gossling (2001) argued that eating food with low quantity and quality of nutrients results into malnutrition. The consumption of water in the hotel is high, this affects the availability of ground water to villagers. While the water is available to the hotel all the days, villagers are supplied with water once per week or sometimes after ten days. In Nungwi village, water was so scarce such that local people are forced to fetch contaminated water from the ocean. Water from the ocean is perceived contaminated because some hotels have directed waste water into the ocean. Cholera and diarrhea are main common diseases in the villages and one of the reasons is the consumption of contaminated ocean water. The mixed culture of people from different areas have resulted into an increased rate of crime, rape and prostitution in both Paje and Nungwi villages. The increased rate of these behaviors are making local people feeling unsafe and unsecured. Okech (2010) found that the increase of tourism activities and high population of emigrants were the main causes of the increased rate of crime and damage resulting into destruction of the local culture. The implication of these things is the increased vulnerabilities of the local community members risking their lives and the environment. The high population in Nungwi village compared to Paje makes it difficult to identify all tourists hence high rates of illegal activities. On the other hand, the increase rate of crimes and illegal activities in the villages will result into the reduced number of tourists if the government will not control them.

## **5.2 Local communities' development, education and the sustainability of tourism sector**

The rapid growth of tourism sector in both villages has been among the important catalysts for changing the livelihoods of local communities. The changes occurred as results of the interactions between the environment, economic and socio-cultural factors. The growth and development of the tourism sector in the villages pushes the system of local communities beyond its resilience thresholds. Tourism activities has affected the livelihoods of people who has strong attachment with their environment in both villages. The communities in the two villages are stressed and shocked due to cultural differences between them and the emigrants. The increasing rate of the tourism activities in the villages is giving hard times to local communities' for maintaining their socio-cultural and environment positive relationships. Tourism activities seems not so compatible with the local cultures in Paje and Nungwi villages hence questioning the sustainability of the communities in the two villages. It has been argued that "a community's livelihood is sustainable if can cope with and recover from stress and shock, maintain its capabilities and assets and provide opportunities for next generation" (Chambers & Conway, 1992, p. 6). Local communities therefore cannot maintain their ability to sustain the tourism activities while at the same time protecting their social life and culture. There are feelings from the local community members that tourism sector is bringing so many changes making local people becoming slave in their own land. To be sustainable, the occurring changes in the villages should consider the socio, economic and cultural factors of the communities.

Despite the dominance of the tourism activities Paje and Nungwi villages, the main economic activities practiced by majority of the local community members are fishery, farming and small local businesses such as fruit selling, Mini-restaurants (Mama lishe) and shops. The fish value chain indicates that fishing is a male activity, but women are involved in some nodes along the value chain especially buying and selling the fresh and cooked fishery products. Fishing activities seems to dominate other income generating economic activities in both villages. Empirical evidences from other studies show that, communities ventured into tourism opportunities abandoning the traditional activities such as fisher (Gössling & Schulz, 2005). In Paje and Nungwi, a number of youths have abandoned traditional income generating activities in favor of tourism. Although farming is being practiced in both two villages but is mainly subsistence farming for food crops. Seaweed farming is dominated by women and is mainly conducted in Paje village.

These women tend to keep their farms together and enjoy working in groups. Some women agreed that they farm with their daughter and share the benefits obtained from the seaweeds. These findings are similar to another study in which they argued that sea weed is a family business where those practicing adopted from their parents (Hassan & Othman, 2019). Seaweed farming is a potential income generating activity to women and is used for producing many things such as body oil, flour and soup which are sold to tourists visiting the villages, hotels available in the villages and in other areas around Stone Town. Seaweed farmers are mainly challenged with financial resources for upgrading their businesses, lands for drying their harvested crops, support from the government and promotion of the products within and outside the country. Addressing these challenges will increase the demand of the seaweed product hence allowing more opportunities for women to engage in the business.

### **5.3 The relationships between the hotels and local communities, code of conducts, employment and environmental conservation**

Except for one hotel, all the other four hotels visited during field work maintained a good relationship with the adjacent local communities. This is an important aspect when it comes to sustainability of the tourism activities in the villages. The hotel which got a negative comment from the local communities might have some problems with the communities. This is something that the local government and other authorities need to work on to ensure that local people perceive positively the existence of the hotels. Among other factors, the existence of conflicts between hotel owners or operators and local communities is the sign of unsustainability of the tourism activities in the villages. On the other hand, codes of conduct especially the types of clothes is crucial in the Islamic religion. Local communities as well as other people coming into the villages are expected to maintain the codes of conduct. Local people feel offended if someone either from the village or from other places is not respecting the local culture and traditions. As part of the cooperate social responsibilities (CSR), hotels are also supposed to contribute in the village development projects. Returning some of the profits to the community is thought to be among the mechanisms for building a strong relationship with the communities. Probably, the hotel with poor recommendations from the communities is not doing well in the CSR activities. The implementation of CSR can also be undertaken through funding environment conservation projects in the villages which will in turn benefit the local communities. All these need to be clear to the

local communities for enhancing transparency and good governance. Generally, in almost all the hotels, majority of the employees are from Mainland Tanzania, Kenya or other foreign countries. This implies that the local communities are being marginalized in the tourism sector. The government could have a special programme for supporting the local community members either to undertake short courses on hotel management for them to compete with the outsiders. Or it can support them financially to open some small businesses adjacent to the hotels to capture the tourist's market. Except for Kizanzi Upepo hotel where about 60% of the employees are from Zanzibar, in other hotels local people are the minority. This hotel has set a good standard for engaging many local communities in the sector. Other hotels can therefore learn from Kizanzi Upepo to ensure that local communities benefit from the employment opportunities available in the villages. These kinds of issues need to be addressed by the government in order to enhance better relationships between the hotel owners or operators and the local communities.

#### **5.4 Participation of local people in tourism activities and other related businesses**

Although some people are against tourism activities but the involvement of local community members in those activities in both Paje and Nungwi village seems to be significant. As indicated in the findings, majority of local people (51%) were found to be participating in tourism related business in both villages. The participation varies among individual households, but many household members are engaged in tourism related activities such as working in hotels and restaurants and selling local and cultural products such as basket, mats, African prints, painting henna and plaiting hair. Most of these activities does not require much education but rather short-term trainings and refresher courses. Some households do have multiple income generating activities for sustaining their livelihoods. As results of increased tourism activities in the villages, the trickle down and multiplier effects do spread to the entire communities in different ways. However, the participation of local community members in tourism activities is challenged by lack of awareness, shortage of funds and inadequate qualification for investing in tourism related activities and businesses. Among other challenges, lack of awareness, insufficient credits or loans, poor coordination and collaboration among stakeholders tend to hinder the participation of local people in tourism related activities and businesses (Bakari, 2015). It is argued that, participation of local people will be sustainable if the government will promote and create awareness among local people about the concept of tourism and the opportunities associated with it. Wakuru and



Ramadhani (2013) found that participation of local people in all stages of tourism developments improve the livelihoods of local people through job creation and employment opportunities. Active participation of local people allows them to recover from stress, maintain capabilities and use opportunities associated with investments in the tourism sector.

The participation of local people proved to be passive. Participation in tourism is defined as the involvement of a number of local people in decision making process and their level of influence, share and equal benefits (Okech, 2010). In Paje and Nungwi villages, local communities are not given the opportunities to participate in plans and development of tourism project in their villages, but rather only village leaders are informed about the ongoing tourism projects in the localities. To ensure sustainability, tourism need to give opportunities for local people to participate in plans and development at the local or village levels (Tosun, 1999). Involving local people in the tourism planning and development increase their willingness to fully participate in the process at all stages. In the two visited villages, local communities and other tourism stakeholders were not integrated as one sectoral approach for the development of tourism projects. This can be proved from the claim of taking their land and setting it aside for tourism investments without prior information to them. The villagers claimed that, their collaborations with the government is not strong enough which has led to them losing their land. The participation of the two villages in tourism activities seems to be top down. The decisions are made somewhere else and villagers are just being told what should implement. According to Olsen (2003), the process of participatory planning and decision making tend to improve the socio-cultural and environment qualities of the livelihoods of people. Involvement of the local communities make them capable of maintaining their culture, norms and tradition which can in turn be used as tourism attraction package for future use.

### **5.5 Awareness and involvement of local communities in formulations of policy and regulations related to coastal tourism development in Zanzibar**

The awareness of local people regarding the formulation of tourism policy and regulation can bring positive change to the livelihoods of people in the study area. The involvement of local communities in the formulation of policy and regulations is inadequate making them unaware about various tourism policies. In both villages, they claimed that they have neither seen any policy nor heard from any tourism officers explaining about tourism policy to them. The promotion of tourism policy is important for enhancing economic growth and development which will in turn

contribute in reducing poverty at the same time ensuring stability among local people (Lema, 2017). Making local people aware on the ongoing tourism activities will motivate them participate fully and benefits from those tourism activities. On the other hand, sustainable development in the two villages will depend on their involvement in formulating policy linked to the tourism sector because they are the main beneficiaries. Tourism policy should capture the concerns of the local people, their living standards and stability and poverty reduction. It is important ensure that local people understand the importance of tourism sector in general and provide the tourism education to villagers and other stakeholders. All groups including women and special needy groups should be considered when developing tourism policy and regulations. This can be done through strengthening public education, community organization and developing sustainable livelihood options for local communities to adopt and practice (Chambers & Conway, 1992). The improvement of awareness and education build strong understanding and awareness of tourism which to recognize the potential resources available in the villages.

The inadequate or lack of awareness on the potentials of the tourism opportunities among the local people tend to make these people over utilize the coastal resources which are potential for tourism activities. For example, villagers in Nungwi argued that as tourism activities continue to grow, natural resources such as coral reefs, dolphins, quantity of fishing reproduction, and fertile land for agriculture are also disappearing. This is because of the increasing demand from tourists forcing local people without proper knowledge on tourism activities to start engaging themselves in those activities neglecting the future outcomes. The government seems to have failed in ensuring that local people are involved in the formulation of tourism policy and regulations. Local people therefore tend to find their own ways of doing things in order to earn income for sustaining their livelihoods. According to Conway and Chamber (1992), if some stakeholders in this case the local communities are not fully involved in the formulation of tourism plan and its implementation the whole sector will undermine them hence not sustainable.

## **5.6 Economic factors favouring coastal tourism investment in Panje and Nungwi villages and its implications to the people in Zanzibar Islands**

Tourism activities and opportunities can be promoted in the presence of good quality beaches and availability of reliable infrastructure facilities such as tarmac roads. Paje and Nungwi villages are

both close to Stone Town which is also a tourist center. The good quality of beaches tends to attract tourists' sports activities and leisure activities such as kitesurfing. By attracting more tourists in the village, it means more revenues not only by the government but also the surrounding communities providing services to these tourists. It is the presence of beautiful beaches and its uniqueness which have attracted various investors with different nationalities in the two villages. According to Salum (2015), the government should provide support and favorable environment to motivate domestic and foreign investors in the villages. The reliable and full-time accessible tarmac road is another factor motivating tourists to visit Paje and Nungwi villages. The availability of other social services such as supermarket with good quality of products and automated teller machine are other factor motivating people to invest in the villages. These investments in general are potential catalysts and stimulants for the economic growth and development of the villages which in turn benefit both local people and the emigrants.

### **5.7 Socio-economic and culture impact of coastal tourism on local people**

Tourism related activities are the driver of the income generation to the communities in Paje and Nungwi villages. The household's income is generated through employment, revenue and other related business such as selling handcrafts products and curio shops. The villages do not collect revenue from tourism related business, but they earn from the benefits distributed by the government who are responsible for collecting tax and revenue. However, the income from revenue is too small to fulfill all the social needs of the villages including provision of social services and the improvement of infrastructure. In other places, tourism activities generate about 54% of income of people from salary, selling cultural products, fishing and tour guide (Werema, 2015). The income obtained by each household varies significantly depending on the number of people working and the type of jobs engaged in. Local communities engaged in fishing tend to earn more income during high season due to high demand of sea food by tourists and other people in the village. These findings are in line with another study in which they argued that the income of the fishermen increased after development of the tourism activities (Benansio et al., 2016). The presence of the hotels has benefited the fisherman because they sell fish with relatively better price in the hotels than to the villagers. Women in Paje and Nungwi villages are also benefiting from tourism activities and the presence of the hotels by generating income through selling handcraft and cultural products. Like in other places, women in Paje and Nungwi do not get enough support

from the village government and most of them find the customers randomly (Wallevik & Jiddawi, 2001). For example, women in Paje walk around the beach with their products and some time they enter into the restaurants located at the beach for selling the products. Despite of earning income from tourism but most of the villagers are still living under poverty line. This means that, more support is needed to the people for raising their income levels and hence the standard of life. It is insufficient income of the households which can result into resource use conflicts among the stakeholders in the villages. With sufficient and sustainable income sources, the community will be stable and strong. According to Chamber and Conway (1991) the villager's income is sustainable if it provides sustainable livelihood opportunities for the communities for both short and long-term plans. The income for most of the local community members is not sufficient leading to a high level of dependency. The standard and quality of life of many people is poor despite the income from tourism activities. Several households are still depending on the support from donors, investors and the government. It is therefore important to strengthen the Integrated Coastal Management strategies which aims at improving the standard and quality of life of the people in the coastal areas.

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of the hotels to promote local culture as one of the attraction available in the villages but is not all the tourists who are interested with such kind of attraction. This is a serious problem to local communities, and they feel that something needs to be done to rescue their traditions and cultural practices. The young generations are the most vulnerable group because are the ones who are mostly engaged in tourism activities and other related businesses. As they perform their daily duties, they are overwhelmed with the new culture and eventually they adopt the new lifestyle from foreigners. They also adopt some behaviors such as using alcohol and going to night club which is against Islamic religion. Some of the youths tend to do so because of lack of awareness and proper guidance by the parents.

The growth of the tourism sector is also associated with the increase of the emigrants' population from Mainland Tanzania. The emigrants increased due to tourism employment opportunities available in the villages. The flow of emigrants tends to increase during the high season of tourism activities leading to the increase of price of goods and services in the markets due increase of demand of those goods and services. It is the increase of the prices of goods and services which affects most of the villagers who depends on the coastal resources. The high flow of people in the villages tend to affect the price for rent, price of fish and other food products in the villages. The increase of price of various goods and services have caused the villagers to complain about the migrants because the costs of living is increasing making the local people more vulnerable. Due to increased prices, some households are affected by malnutrition because of failing to afford buying nutritious food for them. Gossling (2001) argued that eating food with low quantity and quality of nutrients results into malnutrition. The consumption of water in the hotel is high, this affects the availability of ground water to villagers. While the water is available to the hotel all the days, villagers are supplied with water once per week or sometimes after ten days. In Nungwi village, water was so scarce such that local people are forced to fetch contaminated water from the ocean. Water from the ocean is perceived contaminated because some hotels have directed waste water into the ocean. Cholera and diarrhea are main common diseases in the villages and one of the reasons is the consumption of contaminated ocean water. The mixed culture of people from different areas have resulted into an increased rate of crime, rape and prostitution in both Paje and Nungwi villages. The increased rate of these behaviours are making local people feeling unsafe and unsecured. Okech (2010) found that the increase of tourism activities and high population of

emigrants were the main causes of the increased rate of crime and damage resulting into destruction of the local culture. The implication of these things is the increased vulnerabilities of the local community members risking their lives and the environment. The high population in Nungwi village compared to Paje makes it difficult to identify all tourists hence high rates of illegal activities. On the other hand, the increase rate of crimes and illegal activities in the villages will result into the reduced number of tourists if the government will not control them

### **5.8 The impacts of developing coastal tourism activities in Paje and Nungwi Villages**

Local communities in Paje and Nungwi villages are highly relying on coastal resources for sustaining their livelihoods. Among others, the coastal resources include beaches, marine ecosystems, coral reefs, sea grass, mangroves and coconut plantations. These coastal resources are among the tourism attractions contributing to the growth of tourism activities. The growth of tourism activities and investments tend to increase the demand for accommodation. The high demand for accommodation attracts more investors in the village causing a severe competition for land between local people and investors. On the other hand, the construction of tourism hotels takes large part of the village land which could be used by the villagers for various income generating activities. As results, causing overexploitation of land and other resources in the villages. Most of the hotels constructed in Paje are confined in big walls and gates blocking the access by local community members to the beaches. Hotel owners also do not allow local people to use the beaches which are close to the hotels. This is against the Zanzibar tourism policy of 2019 which emphasize on sharing open spaces and beaches for all users. The policy asks hotel owners to allow all people to use the beach without any restriction. The restriction of accessibility to the beaches results into some conflicts between local people and other tourism stakeholders. Local people are not capable of fighting against the investors who control coastal resources due to inadequate support from the government. These conflicts between the local communities and the investors tend to affect local people who depend the shoreline for their economic activities leaving them more vulnerable. The social assets and community activities are the roots for sustainable livelihoods of people and need to be recognized with all stakeholders involved in the consumption of coastal resources (Tao & Wall, 2009). In Paje and Nungwi villages, local people are struggling to access the beaches after the construction of those hotels. Villagers are forced to use unsafe roads and paths where women complain of being robbed and raped.

The resource use conflicts affect sea weed farmers, fishermen and quire rope maker in both study villages. Seaweed farmers use the beaches for drying the harvested crops. However, most beach areas have been occupied by hotels and restaurants resulting into conflicts between farmers and hotel owners. Most of the seaweed farmers complained about the restrictions for using the beach space which was occupied by the hotels. This is supported with (Lange, 2015), (Khamis et al., 2017). The findings are similar to what was observed by Lange (2005) and Khamis *et al.* (2017) who found that sea weed farmers were restricted to use beaches for drying the plantation which caused a significant reduction in the production of sea weeds. Since the beach areas are owned by the government, they are supposed to be freely accessible by everyone in the community. The conflicts are further expanded because kitesurfing riders also compete for the same beach for their sports activities. The kitesurfing activities are conducted close to the seaweed farms hence destroying the plantation. The disturbances from kitesurfing activities reduces the production for the seaweed farmers which in long run affects their livelihoods. For sustainability of seaweed plantations, the farmers need to rebound and reorganize to find different ways to increase production while maintaining current farms.

The conflicts over resources use also involve fishermen who compete for the beach spaces with other stakeholders mainly hotel operators and owners, tour guides and kitesurfing riders. While fishermen need the beach for landing site, constructing and repairing their boats other users need the same beaches for other activities such as swimming and sun drying. The fishermen are always denied access to these beach hotel owners and operators. Hotel owners and operators do not allow fishermen to keep the boats in front of their hotels' beach areas for the sake of keeping the beach clean all the time ready for their customers. According to Lange and Jiddawi (2009), most of the hotels restricted access to the beach by fishermen. It is vivid that investors in these villages are more powerful than the villagers in terms of resource uses. Another conflicting area is on the reduction of the fish production due to disturbances and noises from tourists' boats and other machines. The Integrated Coastal Management (ICM) approach tend to emphasize on improvement of quality of life of local people through improved livelihoods and reduced conflicts over natural resources among stakeholders. This can be achieved through mutual collaboration and ensuring equal benefits among stakeholders. Studies indicate that in the past, local communities had full access to the beaches and they benefited by using the beaches to generate income through

various coastal tourism activities (Lange & Jiddawi, 2009). The recent development and growth of tourism activities have resulted into over use of the coastal resources hence conflicts. The pressure and conflicts over coastal natural resources may become more intense in the future compromising with the overall goal of achieving sustainable livelihoods of local people.

Coastal tourism activities are sometimes causing pollution and littering on the beach and in the ocean itself hence affecting the living organism in the ecosystem. Coastal tourism activities cause noise, water and air pollution. There are several means in which the pollution is generated. These includes the use vehicles as means of transport which in turn emit various greenhouse gases into the atmosphere, loud music from the night clubs and bars causing noise pollution which disturbs other people in the area. The noise pollution affects children in the villages because they fail to sleep well resulting into poor performance in school. On the other hands, the noise pollution tends to disturb the dolphins fish species which are among the potential coastal tourism attractions in Nungwi village. The noises from the tourist's boats make the dolphins react sometimes changing their behavior and habitats. Dolphins are anti noises so they spend a lot of time moving around searching for more quite places (Christiansen et al., 2010). The time spent moving around by dolphins reduce their foraging capacity and reduces their reproduction rates at the same times put them in various risks because those new habitats might not be friendly to them due to the presence of predators (Christiansen et al., 2010). The dolphins are not only important as tourism attractions but also for the livelihoods of the local communities. The decreasing population of dolphins will therefore imply reduced opportunities for income generation to the local communities in Nungwi and village.

The increasing population of people in Paje and Nungwi villages is associated with increasing rate of wastes. This may necessitate proper planning for managing the waste products in the villages. The villages did not have proper place for garbage and waste materials. Hotels and local people were using a single garbage area which was not enough hence causing air pollution to the people surrounding it. Various wastes such as plastics, food left over, and papers were randomly thrown which was not proper. The poor management of waste materials in the two villages has also been reported by other studies (Gössling & Peeters, 2015; Maione, 2019; Staehr et al., 2018) and it affects the hygiene and health of the people which have implications to their livelihoods. Plastic materials are non-degradable, they therefore bring long-term impacts to the soil and the living



organisms in it. The environment is also affected by the waste materials from construction activities taking place along the beaches. It is important to provide proper facilities for collecting trashes and garbage in order to minimize the risks of environmental pollution. Local communities should also be educated on the importance of having proper places for collecting the garbage in their homes and in public places. One Company namely ZANREC was dealing with collecting wastes for recycling and making fertilizers but its performance was questionable. The company has shortage of working facilities and finance. This forced them to cut the operation costs by throwing the garbage close to the village to avoid the high transportation costs. This company seems to be working with hotels and restaurants only neglecting other stakeholders who are also potential producers of waste materials. Most of the hotels in the area does not apply water conservation strategies (Rotarou, 2014) but they rather discharge waste water into the ocean without or with very little treatment. Waste water discharged to the ocean is dangerous to marine ecosystems. The government is trying to educate and providing directives to hotel owners ensure that they treat the waste water but the implementation of these orders and directives seems to be weak. To ensure sustainability of the coastal tourism activities, addressing effectively these pollution challenges is important.

Some of the hotels are constructed close to the beach which affect invertebrate species and fish population. The destruction of these invertebrate species and the hatching habitats for fish and other species causes a decrease in the population of different fish species in the area which are also potential income generations of most of the people in Paje and Nungwi villages. Tourism activities in the Paje and Nungwi villages is being associated with the increase of drugs dealers and alcohol users especially for the young generations. These young men misbehave towards local people after consuming alcohol. These kind of behaviours has been observed with anger and bad feeling by majority of the local people (Gössling & Schulz, 2005). The consumption of alcohol and drugs can have other multiplier effects especially the spreading of HIV/AIDS and other communicable diseases to the communities (Bhunu, Tchuente, Lutscher, Mushayabasa, & Bauch, 2012).

The study result indicate that crime, rape and robbery has increased in the two villages and local people are associating those habits with the growth of coastal tourism activities. Local people also associate the increase of crime rates with the increased number of people from Mainland Tanzania. Indigenous people were in the opinion that, in the past there were no such high rates of crime in

both villages, but as coastal tourism activities are increasing in the villages, they also experience rising events of crime. In Paje village, one case of death of one of the raped woman was reported to the government offices. According to Gossling (2005) there was also increasing rates of crimes in Nungwi village. These raped people are poor in such a way that they fail even to process those rape cases in the court due to financial constraints. As a result of the increasing rates of crime, most women and children are not performing well in their duties due to fear of being raped. Prostitution is another problem to local people in the villages and most of them are offended with such kind of businesses. Although local people are offended with such a business claiming that it is tourists business but it was found out that prostitution is practiced by both local people and emigrants from Main land Tanzania (Rotarou, 2014). The sex business was previously for emigrants like Massai and Beach boys (Papasi), evidences from the field showed that even local people are engaged in the business. Local communities are therefore concluding that it is the growth and development of coastal tourism activities that are causing the changes of lifestyle and behaviours of people in both villages.

Villagers are in the opinion that the rapid expansion of coastal tourism activities is causing mistrust, corruption and discrimination to local people in the villages. They perceive that there is unequal distribution of both tangible and non-tangible benefits obtained from tourism activities to local people where few individuals are taking large stake of the accrued revenues. While local people are getting water rations, hotel owners get the services all the time. Although there is no shortage of water in the village, but some investors and hotel owners tend to cut water pipes to direct water to their hotels. Based on the local people's responses during the interviews, inadequate measures have been taken to solve this serious problem due to corruption and financial power of the investors. Some villagers have been relocated to other places without any advance payments for allowing the construction of hotels. This creates a lot of problems to the vulnerable local people in the communities. Despite the supports offered by the investors in the development projects in the villages, local people think that it is not enough to the communities. The multiplier effects to the local communities is limited because many hotels in both villages offer different services including cultural shop and souvenir, providing full inclusive package making tourists spend much of their time in the hotels, eat the food from the hotel and buy cultural products within the hotels. Although not offered in all hotels but the full inclusive packages offered by some of the hotels

limits the local products markets making them marginalized. In addition, most of the souvenir and hardwood products are owned by emigrants from Mainland Tanzania and Kenya. All these pay taxes directly to the government and not necessarily benefiting the local people directly.

### **5.9 Government interventions for minimizing negative impacts of coastal tourism activities in Paje and Nungwi villages**

Government is the key player in developing strategies and techniques of promoting tourism activities in the country. It is the government which has to work closely with other stakeholders in the tourism sector to increase public awareness in the sector. The government can use various means if reaching people and other stakeholders including magazines, radio and television stations. The awareness of local communities on the potential opportunities in the sector is still low. Proper means of creating awareness to local communities in this case is vital and the government should take lead in this in order to ensure sustainability of the tourism sector in the island. Even those villagers who has not been to schools should get clear messages on the development of the tourism sector. Moreover, households with low income may not managed to own individual televisions but they should get the message through other means.

The role of the government is to link together various stakeholders in the sector to maximize the existing opportunities in the villages. The participation of local people and other key stakeholders in the development of coastal tourism activities will depend much on the strength and transparency of the existing government. To implement all these strategies, participatory governance is important in all levels. Collaboration among stakeholders in the coastal tourism development is a problem not only in Paje and Nungwi villages but also in other places in Tanzania. Collaboration between stakeholders becomes challenging due to personal interests among them resulting into criticizing and ignoring the opinions from local people and other stakeholders. Participatory governance tends to involve everyone in the community hence making them own the entire process of decision making and so are the outcomes of the decision. If the government remains the key speaker on controlling the negative impacts of coastal tourism, the implementation of the strategies will be difficult because of lack of ownership in the process. On the other hand, local people are the true custodians of the resources and are the most familiar with their environment, neglecting them in the decision-making process is unfair. Moreover, the passive participation of local people in the coastal tourism activities make them not able to cope with the tourism stresses as results

they fail to find ways of minimizing the negative impacts of coastal tourism activities and making the livelihoods of people sustainable.

Further, the government introduced the campaign for promoting tourism to all people. The campaign was known as “tourism for all” and its aim was to share equal benefits to all people in villages. This kind of campaign may be a better response to the negative impacts of coastal tourism if are properly planned and managed. The tourism for all campaign is a good idea and important for creating awareness on what need to be done to ensure that tourism activities become sustainable in the villages. Through such a campaign, people’s ability to respond to changes through self-organization, traditional knowledge for protecting the environment, and collaboration with other tourism stakeholders may be improved and strengthened. Such campaigns should be conducted over the long period of time for increasing local people awareness and knowledge regarding the tourism sector. It is important to understand that, sustainable livelihoods should comprise of development in both short and long term coping mechanism and adaptive capacity enhancing the capacities of local people to cope with the tourism disturbances (Tao & Wall, 2009). The campaign should therefore develop mechanisms for improving local people living standards by involving them in the decision-making process, trainings and engagement in multiple activities for improving their livelihoods.

## CHAPTER 6

### 6.0 CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 Conclusions

Tourism industry is a fast-growing sector not only in Tanzania but also globally. It benefits a number of people or groups of different people such as tourism investors, migrants and foreigners. The investments in the tourism sector tend to also benefit the local people due to the multiplier effects from the activities. Despite the benefits, some tourism activities tend to have some negative impacts to the communities and the environment. Although tourism investors focus on generating income for their companies, the livelihoods of local people and their involvement in the sector is also important. This is crucial for addressing the vulnerability of the local people due the development of tourism activities. Local people become vulnerable due to increased costs of living and lack of job opportunities for them which are taken by outsiders hence compromising their livelihoods. The participation of local people in the tourism activities is crucial for reducing their vulnerabilities. The participation of local people in tourism is mainly passive as they are not involved in the tourism planning and decision-making process. Local communities are rather participating in generating income through engaging in low status job and unskilled jobs. The poor participation in tourism activities results into poor awareness, low rate of employment, low income, lower social changes and conflict over resources.

Generally, the awareness of local people regarding tourism policy and regulations are still low. The involvement of local people in the formulation of tourism policy and regulations was not participatory making the local communities unaware of their rights regarding tourism. While village leaders were involved in the initial stages of policy and regulations formulation, local communities' complained of not being involved in the process. For achieving sustainable livelihoods in the communities, the involvement of local people in making decision is very important. Increased corruption, discrimination over land uses and failure for stakeholder's integration for sustaining benefits from tourism activities are among the factors affected the involvement of local people in the formulation of policy and regulations.

Maintaining good relationships with the adjacent local communities is vital for ensuring sustainability of the tourism activities in the villages. The good relationship is built in many different ways including adherence to the code of conducts, respecting local communities' culture, engaging in village development projects as part of the social cooperate responsibilities and participating in village conservation activities. It might be difficult to engage in all these activities but participating in some may have strong positive impacts to the communities.

The benefits that local people get from coastal tourism activities depends on individual efforts to generate more income from multiple sources. In a collective thinking, tourism does not offer tangible benefits but rather they provide support to the communities' projects such as education, health stations, infrastructure like roads and supporting disabled people. It is empirical that support in education was the main sustained benefit in the communities. The increasing rate of negative impacts from tourism related activities make local people prefer engaging themselves in other income generating activities than the tourism related ones. Engaging in multiple income generating activities is important for improving the living standard and ensuring that the livelihoods of local people becomes sustainable. It is important for them to work in different activities because tourism is seasonal activities hence during the low season it may affect local people who rely only on tourism activities for earning more income. Coastal tourism activities should focus on generating more income and empowering local people through education and trainings in order to improve their living standards. The integrated coastal tourism management, involvement of all stakeholders in decision making and collaboration in tourism development will ensure sustainability of local people through maximizing the benefits and minimizing the negative impacts associated with coastal tourism activities.

## **6.2 Recommendations**

Based on the findings, it is recommended that:

- i. The government should mainstream coastal tourism in the education system in the lower level classes and considered in the curriculum for educating local people to create awareness on utilizing the potentials in the sector and minimizing the negative impacts associated with tourism activities.
- ii. The formulation of tourism policy and regulations should be participatory and involve all stakeholders starting from local levels to the national level. All community members should

share their ideas and feelings through regular meeting about the ongoing tourism development in their villages.

- iii. There is a need to increase the scholarships for training local people at all level of educations in tourism related skills to make them competitive in the labour markets especially for the managerial positions.
- iv. Integrated multisectoral approach need to be promoted for minimizing the negative impacts associated with tourism activities in all levels.
- v. The government must ensure that all hotels registered under the Revolution Government of Zanzibar operates under the stipulates laws and regulations.
- vi. The government should ensure that each village have a natural resource committee working closely with Non-Government organization and tourism investors for supporting village development projects.
- vii. The tourism for all campaign needs to focus on people's ability to respond to changes through self-organization, traditional knowledge for protecting the environment, and collaboration with other tourism stakeholders.

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## 8.0 APPENDICES

### A. Questions for Focus Group Discussion (Villagers)

1. How long have you been living in this village?
2. What are the major economic and social activities being practiced in this village?
3. Among these activities, which ones are the primary activities?
4. How many tourism hotels are in this village?
5. To what extent does the tourism hotels employ local people from this village?
6. Apart from hotels, do you participate in conducting small business related to tourism?
7. What kind of tourism related business are you involved in?
8. Does the business help you for earning the better living?
9. How does tourism influence your culture and social life?
10. Are you aware about the national policy and regulations regarding coastal tourism?
11. Are you involved in making decisions about the development of coastal tourism in the village?

### B. Household Questionnaire

#### General information

1. Interview number..... Date..... District.....  
Village.....
2. Name of the respondent..... Sex: .....
3. Name of head the household? .....
4. How many dependents do you have? .....
5. Age of the dependents
  - (i) 0-17 years .....
  - (ii) 18-29 years .....
  - (iii) 30-50 years .....
  - (iv) 50 years and above.....
6. How many live with you?.....
7. Educational level of the Head of the Household or interviewee.....?

**Economic/Tourism Activities**

8. Occupation

- (i) Farmer
- (ii) Employed or own tourism related business
- (iii) Taxi driver
- (iv) Employed by the Government
- (v) Shop
- (vi) Others (Please specify).....

9. How long have you been working in such an activity (ies).....

10. How does tourism activities and businesses affect your life in terms of culture, social life and economy?

- i) .....
- ii) .....
- iii) .....

11. Do you know how does the tourism activities contribute to the economic development of the village?

- i) .....
- ii) .....
- iii) .....

12. Does the government take any initiative to bring the Tourism Sector Officials to explain to you about tourism opportunities in this village?

- (i) **Yes**
- (ii) **No**

If **YES** how?.....  
.....  
.....

13. To what extent does the investors in tourism activities and businesses provide trainings regarding the potential opportunities related to tourism sector available in this village?

.....  
.....

### C. QUESTIONNAIRE FOR INVESTORS

1. What type of investment have you done in this village?
2. For how long does your investment been running in this village?
3. What are the factors which motivated you to invest in Paje/Nungwi villages?
4. How many people are working in your hotels or any other investment?
5. Where do they come from?
  - i) In this Village (Villagers)
  - ii) Mainland Tanzania
  - iii) Zanzibar
  - iv) Foreigners
6. Do you think you are contributing to the economic development of the village?  
*How?*.....
7. Are there any negative impacts associated with your investment to the Villagers?
8. If Yes, what measures have you taken to minimize the negative impacts associated with coastal tourism in these villages?
9. In what ways have you cooperated with the villagers to create awareness on the potentials of the coastal tourism in bringing both economic growth and development in the villages?
10. To what extent doe the management of your business cooperate with the government to support development projects in the villages?
11. Do you have any suggestion on how coastal tourism activities could be improved in these villages in order to create more benefits for the local communities?

#### **D. QUESTIONNAIRE TO GOVERNMENT OFFICIALS**

1. Who are the key stakeholders and their roles in the coastal tourism sector in Zanzibar?
2. What measure does the government take to improve the standard of living of local community members through tourist attractions in Zanzibar which is among the unique tourist attractions in Tanzania?
3. How does the government cooperate with the investors to improve economic development of the villages?
4. As a Government Official, do you think that Coastal Tourism activities have any negative impacts to the society in Zanzibar?
5. What strategies does the government use in order to minimize those negative impacts associated with the coastal tourism activities in Paje and Nungwi villages?
6. Are there any policy, guidelines or regulations governing the investors to invest in Paje and Nungwi villages?
7. Do you think that these policies and regulations are being adhered too by the Coastal tourism investors?
8. What are the main factors that need to be improved in order to ensure participation of all stakeholders in the tourism businesses along the Coasts?





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