

**THE ROLE OF TOURISM ACTIVITIES ON POVERTY ALLEVIATION IN
UNGUJA ZANZIBAR: A CASE STUDY OF NUNGWI AND KIZIMKAZI
VILLAGES**

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2015

CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by The Open University of Tanzania a dissertation titled “*The role of tourism activities on poverty alleviation in Unguja, Zanzibar*” in partial fulfillment of the requirements for the Degree of Master of Tourism Management and Planning.

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Date

DEDICATION

This work is dedicated to my family, brothers and sisters and my lovely wife Farhat Abdallah May the Almighty Allah reward them abundantly for their support they offered during my study.

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ABSTRACT

This study examines the roles of tourism activities on poverty alleviation in Unguja, Zanzibar. Tourism is one of the fastest growing industries in Zanzibar. Its rapid expansion has been considered as an interesting possibility for poverty reduction. Tourism becomes a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development. Zanzibar currently is a poor country, but it has a glorious tourist attraction and will have a glorious economy too if steps are taken in the right direction. One of the sectors where this country has a great future is tourism, which can play a very important role to alleviate poverty in rural areas. It is obvious that tourism development has the potential of directly contributing to poverty reduction through, among other things, the provision of employment opportunities to local people as well as creation of markets for locally made goods. The study adopts descriptive research design. The data were collected through Questionnaire, Interview and Observation methods, while Qualitative and Quantitative data analysis approach was applied. The study findings and analysis showed that tourism activities had contributed immensely in improving the general welfare of the local people through increased income. It has also reduced income poverty by increasing local purchasing power. On the other hand, the price of the commodities has increased due to the development of tourism and address some challenges faced poverty alleviation through tourism such as lack of credits, lack of awareness on how to invest in tourism, lack of qualification to work in the tourist hotel and ineffective local authorities. Finally, this study has come up with some factors addressing the challenges facing tourism in poverty alleviation in the local communities.

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LIST OF ABBREVIATIONS

CBTI	Community Based Tourism initiatives
GDP	Growth Domestic Product
HR	Human Resource
ILO	International Labor Office
IIED	International Institute for Environment and Development
ICRT	International Centre for Responsible Tourism
MSMEs	Micro, Small and Medium Size Enterprises
MDGs	Millennium Development Goals
NEPAD	New Partnership for African's Development
MNRT	Ministry of Natural Resources and Tourism
OCGS	Office of Chief Government Statistician, Zanzibar
ODI	Overseas Development Institute
LDC	Least of Developed Countries
PPT	Pro-Poor Tourism
PPTS	Pro Poor Tourism Strategy
ST-EP	Sustainable Tourism – Eliminating Poverty
T&T	Tourism and Travel
UNDP	United Nation Development Program
UNWTO	United Nations World Tourism Organization
UN	United Nation
WEF	World Economic Forum
WTTC	World Travel and Tourism Council

ZSGRP	Zanzibar Strategies for Growth and Reduction of Poverty
ZCT	Zanzibar Commission for Tourism
ZIPA	Zanzibar Investment Promotion Authority

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

For the past two decades from 1990s, the notion has prevailed that the tourism sector is an economic and poverty alleviation solution for developing countries and Zanzibar in particular (UNWTO, 2014). The role of tourism as a valuable force for poverty reduction has been formally recognized by international agencies and governments for some time (UNWTO, 2013). In the global perspective, tourism is estimated to contribute to global GDP in 2011 was US \$6.3 trillion to 255 jobs (WTTC, 2011). This makes tourism be the largest industry that transfers resources from rich people to poor.

The development of tourism in Africa continent and other developing world depends mostly on natural capital such as wildlife, natural landscape, virgin beaches, water body and natural forest. That means most of the tourists are attracted with natural attractions like mountain, beaches, wildlife and others. Sitts (2009) argued that Tanzania is home to some of the most famous game viewing location in the world and the Island of Zanzibar boasts a unique cultural history and breath taking tropical beaches. Those natural capitals are counted as the catalyst for tourism development and generating foreign exchange, but till now most of the people surrounding that tourist attraction are living under one dollar per day (Sitts, 2009). Yet most of the developing countries like Tanzania and Zanzibar in particular lack industrial and technological capital to generate income, create employment, and improve social amenities and alleviation of poverty in particular. Its natural capital can be utilized to

capture the eyes and minds of domestic and international tourists, in order to increase economic capability and poverty alleviation. The government of Zanzibar and Tanzania Mainland had recognized the value and role of tourism as an income generating sector and tool of poverty alleviation. Gosling (2003) asserted that Zanzibar retains control over tourism activities; tourism was identified as an opportunity to get foreign exchanges after the falling price of cloves, the island major export. Zanzibar now pays much attention on tourism as critical economic sector after the declining of cloves and coconut price (Gosling, 2003). When the promotion of tourism began, the Zanzibar government promised that tourism revenue would benefit the local community (Gosling, 2003). In 2002 the ex-president of Tanzania, Benjamin Mkapa called for “a heightened on slaughter, on poverty using the weapon of tourism” (Honey, 2008).

Honey (2008) asserted that some of Zanzibaris viewed tourism in more negative perspective by addressing more harm like cultural distortion and environmental pollution. Moreover, the CUF opposition party in Zanzibar has publicly denounced tourism capitalizing on local sentiment that it has not brought Zanzibaris much benefit but has exposed it to many negative consequences. Tourism contribution to poverty alleviation in Tanzania and Zanzibar in particular remains a paradox. To clear that paradox we need to have strong strategies and policies that focus on pro-poor and community sustainability. However, tourism over time become a dynamic sector experienced continued growth and increased diversification and becoming one of the fastest developing economic sectors in the world. These dynamic have turned into a key driver of socioeconomic progress worldwide. In Zanzibar, tourism provides several benefits. Zanzibar receives more than 80,000 foreign tourists annually and

these accounts for approximately 15 percent of GDP (Zanzibar Tourism Master Plan 2003). In 2001 Zanzibar earned approximately US \$46 million in foreign exchange earnings from international tourism, also tourism is one of the principal industries that underpin the Zanzibar economy (Zanzibar Tourism Master Plan, 2003). The Zanzibar Tourism Master Plan further states that, it is estimated that currently some 5800 people are directly employed by the tourism industry in Zanzibar of when approximately 4400 people (76 percent) are employed in the hotel/guest house and sub-sector (Zanzibar Tourism Master Plan, 2003). In 2010 the Zanzibar government set a target of 250,000 tourist arrivals per year by 2015 (ZCT, 2014). Some progress has been made toward this goal, in 2013 Zanzibar hosted 181,301 tourists (ZCT, 2014) this indicating an estimate rate of 3.45 percent increase per annual and accounting for over 60,000 jobs.

Statistics indicate that in 2012 hotel and restaurants accounted for 6.5 percent of Zanzibar GDP (OCGS, Economic survey, 2012) and tourism tax revenue reached Tsh 27 billion (ZRB, 2013). Zanzibar government tries to launch a number of plan and strategies to combat the problem of poverty, for example Zanzibar Poverty Reduction Plan (ZPRP) in 2002 this was three year medium plan focused on poverty reduction in Zanzibar and Zanzibar strategies for growth and reduction of poverty (ZSGRP in 2007/2011 and II in 2011/2015) these include tourism as a viable tool for increasing government income and poverty alleviation (Zanzibar Tourism Lab, 2014). Between 2007 and 2012, Zanzibar made impressive growth toward reaching her stated objectives as economic growth reached an average of 6.4 percent (OCGS Economic survey, 2012) while the percentage of population living below the poverty line decreased from 49.1 percent in 2005/06 to 44 percent in 2010 (OCGS, 2012).

Tourism development had great impact on well-being of Unguja local communities, because creates direct and indirect employments and contributes in the development of social services like education and health services. Tourist and other development partners are concerned with community wellbeing and the improvement of public services at Nungwi such as health and education through donation from tourists visited (Mutayoba and Mbwete, 2013). Tourism industry contributes not only directly to the growth of the economy, but also indirectly through its links with other sectors of the economy (Utz, 2008). Most of the local communities involved in the tourist activities lack potential tourism knowledge and foreign language in particular, that can be berries for poverty alleviation. Bushel and Eagles, (2007) argue that lack of formal education and foreign language skills, are significant barriers that block local communities to utilize tourism opportunities.

The tourism industry is less pro poor despite the lack of straight majors toward multiplier effects to locals (Mutayoba and Mbwete, 2013). Despite the significant contribution of tourism to the economic growth, there are still a significant number of local communities live below the basic needs poverty line. 44 percent of the population lives below the poverty line (OCGS, 2013). Local people have also found it difficult to link up with the tourist industry as suppliers of goods and services as well as the source of labor. Apart from employment for people who work in restaurants, curio/souvenir shops and tour companies little economic benefits have been recognized by people owning businesses involved in tourism (Action Aid Tanzania, 2003) Jamieson *et.al*, (2004) stated that in order to make a sound case for the benefits of tourism to the poor and poor communities there is a need to move beyond the language of multipliers and trickle down' and to identify specific benefits

to poor individuals and communities. Anwar (2012) emphasized that poverty reduction requires strategies on a variety of complimentary front and scale, but a prerequisite of significant progress is pro-poor growth which benefits the poor. Tourism can be one source of such growth. To meet the objective of poverty reduction through tourism the UNWTO (2002) launched the project called ST-EP (Sustainable tourism- eliminating poverty) seek to refocus and intensify sustainable tourism-social, economic and ecological to make it a primary tool for eliminating poverty in the world's poor communities.

1.2 Statement of the Problem

This study intended to investigate the roles of tourism activities and its contribution to poverty alleviation in Unguja Island. Tourism is an important instrument for poverty alleviation in Unguja Island since many people directly or indirectly benefited from tourism activities through direct employment or engaged in small businesses. There is a need to study how tourism activities engaged in Unguja Island contribute to poverty alleviation. The slogan of poverty alleviation has been given special attention by international organ like United Nation Organization. Lima *et al.* (2011) reported that poverty eradication is the first of the United Nations established the Millennium Development Goals (MDGs), with sustainable tourism being recognized as a major development activity for poverty alleviation. The study focuses Nungwi and Kizimkazi villages because these are among the famous areas for tourism activities such as swimming with dolphins, boat tour, shopping, diving, and snorkeling and dhow trips. Most of the people in these villages are involved in tourism activities directly or indirectly. The UNWTO emphasizes poverty alleviation in the local communities through tourism (UNWTO, 2007). This study aims to evaluate the roles

of tourism activities on poverty alleviation for the Kizimkazi and Nungwi communities. Bolwell and Weinz (2008) state that if tourism's potential to improve the livelihoods of poor people is to be fulfilled, and then we need to understand and measure how much tourism benefits reach the poor. However, this study ought to examine the roles of tourism activities on poverty alleviation

1.3 Objectives of the Study

1.3.1 General Objective

The major objective of this study is to examine the roles of tourism activities on poverty alleviation in Unguja Zanzibar.

1.3.2 Specific Objectives

- i. To explore the contribution of tourism activities on poverty alleviation in Unguja, Zanzibar.
- ii. To evaluate challenges facing tourism development initiatives in poverty alleviation in Unguja Zanzibar.
- iii. To identify actions to reduce challenges facing tourism activities in poverty alleviation in Unguja Zanzibar.

1.4 Research Questions

- i. What are the contributions of tourism activities on poverty alleviation in Unguja, Zanzibar?
- ii. What are the challenges facing tourism development initiatives in poverty alleviation?
- iii. Which actions can be taken to reduce challenges facing tourism activities in poverty alleviation?

1.5 Significance of the Study

The study aims to provide a clear identification of the interrelationships between tourism and poverty alleviation, thus the results will help to the government and policy makers to realize tourism activities towards poverty alleviation and the challenges facing the efforts of achieving the goals of poverty alleviation through tourism development initiatives. The study is also significant to the government and the tourism stakeholders due to its attempt to identify and suggest ways in which tourism will contribute to poverty alleviation. The result of this study will be a guide to take immediate measures to solve some challenges facing the efforts of poverty alleviation via tourism so as to reach the target of the millennium goals.

The study attempts to raise the voices of the rural poor who have not yet enjoyed the full benefits of tourism, despite that most of the tourist attractions being situated within their local areas. Finally, the study will serve as an important reference for further research (study) and academic institutions in this dynamic area of the tourism industry, because it focuses to advance knowledge based on the relationship between tourism development and poverty alleviation in the context of developing the country like Zanzibar.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews the literature related to tourism and poverty alleviation. The chapter covers the definition of concepts, theoretical and empirical literatures. It further presents a research gap and conceptual framework.

2.2 Definitions of Concepts

2.2.1 Tourism

There is no universally accepted definition of tourism. One of the earliest definitions of tourism is the one given by Schullard in 1910. He defined tourism as the sum of the operators mainly of an economic nature which directly related to the entry, stay and movement of foreigners inside and outside. According to the UNWTO (1993) tourism is defined as activities of people travelling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes not related to an activity remunerated from the place visited. Matheson and Wall (1982) defined tourism as the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs. The motive for the journey should be for holidaymaking, recreation, health, study, religion, sport, visiting friends or family, businesses or meeting (Sinclair, 1998). Tourists are persons who travel away from home staying at least one night. WTO (1995) defined tourists as the temporary visitors staying in a place outside their usual place of residence, for a continuous period of at least 24 hours but less than one year, for leisure, business or other purposes.

2.2.2 Poverty

Poverty is the lack of necessities like basic food, shelter, medical care and safety (Bradshaw, 2006). The UN had divided poverty into two classifications that is income poverty and human poverty. Income poverty based on monetary income. According to the World Bank people living on less than US\$1 per day are living in extreme poverty and people who are living with less than US\$2 a day are in moderate poverty (Adams and Anastasia, 2008).

UNDP (2007) stated that, approximately worldwide 1 billion people live on less than US\$1 a day and about 2.6 billion live on less than US\$2 a day. Human poverty includes deprivation on material and social level. Material level include lack of proper diet, clothing, shelters and work, and social deprivation include denial of employment, participation in social institutions and education (Nancy, 2002). The poor have lower incomes and lower levels of consumption than those who are not living in poverty (Adams and Anastasia 2008).

2.2.3 Poverty Alleviation

Poverty alleviation refers to intervention processes or approaches that have the potential to reduce the pain and magnitude of poverty. It is realized that one intervention alone cannot eliminate poverty, but it can contribute by reducing the pain that comes from perpetual powerlessness and extreme low level of subsistence (Kashaga, 2007). Economic growth is an essential but not a sufficient condition for poverty reduction (Bolwell and Weinz, 2008) to them poverty alleviation involves growth with a substantial reorientation in favors of the poor and includes changes in

institutions laws, regulations and practices that help create and perpetuate poverty. They further argued that poverty alleviation target interventions to enable poor people to better integrate into economic processes and take advantage of opportunities to improve their economic and social well-being.

2.3 Tourism: An Overview

Tourism is an important socio- economic sector in the developing countries. For example, country like Gambia tourism contributes about 33.1 percent of total exports (World Bank, 2009). One third of developing countries, tourism are the main source of income (Bolwell and Weinz, 2008). More than 50% of the world's poorest country's tourism ranks either first, second or third largest of their economic sectors (UNDP, 2011) they added that tourism contribute to poverty reduction because it employ even low-skilled workers in remote areas such as tourists exporters. Tourism provides an important opportunity for Least Developed Countries to combat poverty, diversify their economies and pursue pro-poor inclusive growth strategies (UNDP, 2011). UNWTO (2013) argued that tourism means jobs, poverty eradication, gender equality and the protection and promotion of our natural and cultural heritage. Generally, tourism in the developing country like Zanzibar whose most of her people live under the poverty line plays great roles in term of creating employment opportunities, social amenity improvement, infrastructure and positive opportunities.

2.3 Theoretical Literature Review

The literature classified poverty theories into four multiple categories: individual's deficiencies poverty, cultural poverty, social theory and cumulative and cyclical interdependency poverty theory. However, this study applies three theories of

individual deficiency poverty theory, cultural poverty theory and social theory as they relate to social, political and economic environment of the case study.

2.3.1 Individual Deficiencies Poverty Theory

This theory was propounded by Rainwater 1970. Political conservative theoreticians blame individual for creating their own problems of poverty. They believe that hard work and better choices, the poor could have avoided their problems. Rainwater (1970) looked the individual theories of poverty as moralization perspective. To him individuals suffer because of their moral failing. Frank Bettger (1977) believed that individual fail because they do not try hard enough. He went on to say that anyone can succeed by an easy formula focused goals and hard work. The neo-classical economics stated that, the poor individual seeks to maximize their own well being by making choices and investments.

From tourism on poverty alleviation perspective, there is low knowledge between individual on how to explore opportunities from the tourism industry. Economic opportunity enables individual to create their own solution (Ashley *et.al*, 2007). They further claimed that poverty involves the poor as employees, entrepreneurs, suppliers, distributors, retailers and source of innovation in financial viable ways. The individual people should also be given the proper knowledge on how to explore and identify those opportunities that derived from tourism sector and use its efficiency as a means of poverty alleviation. Such opportunities are supplying on fruits and vegetables, selling cultural products like Makonde carvings. For example, fruits producer could produce quality and quantity fruits to feed the hotels and restaurants in Zanzibar. Sandal resort in the Caribbean, whose melon purchases helped to raise 70 farming

families out of poverty (Ashley *et al.* 2007). Tourism provides opportunities for the poor to become exporters through the sale of goods and services to foreign tourists (Richardson, 2010) that enhance income generation to the poor.

2.3.2 Cultural Poverty Theory

The proponent of this theory was Blank 1997. The cultural poverty theory explains that poverty is created by the transmission over generations of set of beliefs, values and skills that are socially generated by individual. Ryan (1976) argued that, once the cultural poverty has come into existence it tends to perpetuate itself. He further stated that by the time of slum, children of six or seven have usually absorbed the basic attitudes and values of their subculture, that is to say they observe economic status of their societies. Thereafter, they are psychological unready to take full advantage of changing or improving opportunities that might develop in their life.

The linkage between this theory and roles of tourism in poverty alleviation in Zanzibar is that, cultural belief became one of barrier of poverty alleviation through tourism. The notion showed that tourism caused cultural distortion that's why many Zanzibaris are not fully involved to capture tourism potential opportunities. The argument is that tourism conducted in Zanzibar contrasts with their religious beliefs. Thus, apart from many people living in the potential tourism destination, their potential benefits much the outsiders such as Tanzania mainland and Kenya (Zanzibar tourism Lab Program report, 2014). Community's awareness training to get people involved in tourism, including setting up businesses and items supplying is highly needed.

2.3.3 Social Theory of Poverty

This theory was propounded by Goldsmith and Blakely (1992). The theory states that poverty is caused by economic, political and social distortions. The literature on this theory believes that not only the individual is a source of poverty, but also the economic, political and social system causes the people to have limited opportunities and resources to achieve income and well being (Bradshaw, 2006). Karl Marx (1848) stated that, economic and political discrimination and exploitation of the capitalism lead to social distortion such as low wages and unreliable employment. Bradshaw (2006) argued that the economic and political system is structured in such a way that poor people fall behind regardless of how competent they are. In such system of the poor falling behind in economic and political system can be a barrier in better job and community's participation in different matter related to their well being.

Poor people are less involved in political decision and policy making. Referring to this theory some people could be given the social stigma because of race, gender, disability and religion leading them to have limited opportunities regardless of personal capabilities (Jencks, 1996). In enhancing poverty alleviation through tourism, community participation should be given first priority. Cole (2006) argued that community participation is essential in the development as it results in a more suitable decision. Tourism is the social industry. Its development depends mostly on the society's willingness to accept it. Lima *et.al* (2011) stated that as a service industry, tourism is highly dependent on the goodwill and cooperation of the host communities Scheyvens (1999) emphasizing the importance of local communities having a high degree control over the tourist activities taking place in their area and sharing the benefits. Scheyvens added that Community participations enhance

understanding and knowledge to capture tourism opportunities and benefit. Increasing the participation of local communities, particularly the poor, in the tourism value chain can contribute to the advancement of local economy and poverty alleviation.

2.4 Empirical Literature Review

2.4.1 Roles of Tourism on Poverty Alleviation

Tourism is a dynamic and flexible sector. Its contribution in all economic and development aspects in developing countries are clearly noticed. For example, tourism sector contributes in generating foreign exchange earnings, creating employments, attract international and domestic investors, increase revenue and is a powerful weapon to poverty alleviation. The study of Hall (2007), Ashley *et.al* (2007) UNWTO (2001 and 2002), pointed out the economic significance and poverty alleviation. On the other hand Bolwell and Weinz (2008) showed the relationship between tourism and poverty alleviation. Shah and Gupta (2000), Ashley and Maxwell (2001), Bolwell and Weinz (2008) WTTC (2011) Rogerson (2011) Christie *et al* (2013) UNWTO (2007) and Ashley *et.al* (2007) explained the magnitude of employment through the tourism sector by providing some commentary on how tourism creates employment. The economic significance of tourism in developing countries is long established (UNWTO 2001). On other hand UNWTO (2002) convinced that the power of tourism on the most dynamic activities of our time can be more effectively harnessed to address the problems of poverty more directly. Two decades back from 1990s the pro-poor tourism partnership in the United Kingdom, collaboration with international institute for the environment and Development Institute (IIED), International center for Responsible tourism (ICRT) and the Overseas Development Institute (ODI) committee to study how tourism can alleviate

poverty (Ashley, 2001). Likewise, tourism provides an important opportunity for the least developed countries to combat poverty, diversify their economies and pursue pro-poor inclusive growth strategies (Luke and River, 2011). Hall (2007) believed that poverty alleviation through tourism depends on the development of tourism industry in particular destination. According to UNWTO (2013), poverty is one of the greatest challenges the world faces. To them tourism provides the core of the most effective tool in alleviating poverty as a viable and sustainable economic option and the main source of foreign revenue and employment in many of the developing countries. The e-Turbo New (2005) stated that for poor countries and small island states, tourism is the leading export often the only sustainable growth sector of their economics and catalyst for many related sectors, and it can play a key role in overall achievements of the Millennium's goals. Ashley *et al.* (2007) argued that, when we think about eradicating poverty, we should think broadly about creating economic opportunity, this enables individual to create their own solution.

The link between tourism and poverty reduction lack focus in the development plan of many poor countries (Bolwell and Weinz, 2008). Although many development plans accept the notion that tourism contributes significantly to economic growth, economic growth does not necessarily lead to less poverty (Bolwell and Weinz, 2008). In Zanzibar for example, though tourism dominate the economy, the household budget survey data 2004/05 shows that 49 percentage of the population in Zanzibar had income below the basic needs poverty line (Zanzibar strategies for Growth and Reduction of poverty II, 2012). According to UNDP (2007) Annual report 2.5 billion people live on less than US\$ 2 a day despite a growing world economy. Many people in developing countries are not reaping the potential benefits of globalization. As not

enough, the Zanzibar Human Development report shows that, tourism has a very weak linkage with the rest of the economy, thus limiting potential multiplier effect in term of employment and income creation (ZSGRP II, 2012). Small islands like Zanzibar facing a number of challenges and obstacles for the well being of their people and future development, tourism can be used to gear the economic activities that can provide job opportunities, improves livelihood and generate foreign exchanges. As a socioeconomic phenomenon, tourism acts as an engine of economic development and social forces (UNWTO, 2012). The economic impact of tourism can be summarized as: a powerful economic force providing employment, foreign exchange and tax revenue and visitors are generators of economic impact for a country, a region, a city or a destination area: directly from their spending and indirectly from the tourism multiplier effect (UNWTO, 2014).

Being labor intensive sector, tourism offers opportunities for employment for persons entering the labor market for the first time, or having difficulty in finding employment elsewhere. According to the IRTS (2008) employment in the tourism industries refers to all the jobs (or persons engaged) in both tourism-characteristic activities and non-tourism-characteristic activities in all establishments in tourism industries (UNWTO, 2014). Shah (2000) stated that tourism becomes a significant industry in both poor and rich economics because of its important impact. UNWTO added that on the economic livelihoods and social cultural development, tourism play major role in providing opportunities for low skilled workers with little qualification. These are ethnic minority groups and migrants, unemployed youth, long term unemployed as well as women with family responsibilities who normally take only part time jobs. According Ashley and Maxwell (2001) tourism is generally regarded as a major

growth sector which is labor intensive and offer significant potential for sustainable growth in developing countries which may have limited growth options. The World Economic Forum (WEF) conducted studies on tourism and travel (T&T). According to their report tourism industry creates most new jobs in developing countries. The WTTC (2011) reported that tourism is a powerful vehicle for economic growth and job creation all over the world. Furthermore, the tourism sector is directly and indirectly responsible for 8.8% of all world jobs (258 million) 9.1% of world GDP (US\$6 trillion) 5.8% of the world exports (US\$ 1.1 trillion) and 4.5% of investment (US\$ 652 billion). This depicts the fact that, tourism is a driving force for poverty alleviation and economic generation.

The New Partnership for African's Development (NEPAD) in its Tourism Action Plan recognized tourism, as one of the sectors with the most potential to contribute to the economic regeneration of the continent, particularly through the diversification of African economics and generation of foreign exchange (Rogerson, 2011). Christie (2013) supported that, the African tourism industry could create 3.8 million jobs over the next 10 year, already one in every 20 jobs in Africa involved tourism and the travel industry. Tourism is a mirror of poverty alleviation in most developing country countries. In 2011 tourism directly generated 2.7% of GDP of countries in Sub-Sahara Africa and directly accounted for more than 1 in 20 of the region's jobs, and by 2021 more than 16 million people are expected to be employed directly or indirectly as a result of travel and tourism (WTTC, 2011). The Millennium Declaration of the United Nations identified poverty alleviation as one of the most compelling challenges the world is facing in the 21st Century. So tourism can be used as one of the important sources of foreign exchange earnings and job creation in the poor and developing

countries. UNWTO (2014) argued that the impact of tourism industries with employment is brought on direct employment in the tourism industries and indirect employment in the sectors supplying inputs to the tourism industries. UNWTO added that tourism brought employment through induced effect on employment as a result of subsequent rounds of spending. A total effect on employment is reflected in the employment multiplier, with the remark that a high employment multiplier of the tourism industries would indicate that countries facing high levels of unemployment could opt for tourism promotion as a possible effective means of absorbing the excess manpower. Poverty alleviation become important angel on the current tourism agenda UNWTO (2007) had identified poverty reduction, along with climate change, as Global challenge to the tourism industry.

According to UNWTO Secretary General Francesco Frangialli, tourism can and must play its part in the solutions to both energy related consumption and anti poverty. The UNWTO has been actively working on these issues for some year and is committed to seek balanced and equitable policies to encourage both responsible energy related consumption as well as anti-poverty operational pattern. This can and must lead truly sustainable growth with the framework of the Millennium development goals (UNWTO, 2007). The World Bank, Overseas Development Institute (ODI) identifies three pathways through which tourism affects poverty alleviation. First tourism direct effects, the wage and earnings of those who participate directly in the sector as workers or an entrepreneur, evidence shows that tourism is more labor intensive than other non agricultural sectors, as agrarian systems decline, tourism may affect rural dwellers an alternative to unemployment. Secondly indirect effects occur through the tourism value chain. Tourism draws on inputs from the food and beverage,

construction, transportation, furniture and many other sectors. Evidence suggested that in developing countries this indirect impact adds an extra 60-70% on top of the direct effect of tourism. For example, in Namibia one third to half of the poor people income derive from tourism comes via the supply chain. Finally, tourism has a wide range of dynamic effects. Its development can affect the livelihood strategies to local households, the business climate for small enterprise development, patterns of growth of the local or national economy and the infrastructure or natural resources base of the destination. Tourism also tends to employ a relatively high proportion of women and to purchase products such as foods and crafts produced by women in the informal sector, hence boosting women's economic positions and help women overcome gender barriers (Ashley *et al* 2007).

The poor become central focus in the process of poverty alleviation in the community. In terms of providing a market for local communities, tourism can play a big role. For example, some hotels that buy local agricultural products have had substantial enough impacts to lift farmers above the poverty line, as in the case of Sandal Resort in the Caribbean whose melon purchases helped raise 70 farming families out of poverty (Ashley *et al* 2007). As an engine for economic growth, tourism has been found to be resilient and associated with a positive impact in terms of generating foreign exchange earnings, creating employment and income and stimulating domestic consumption (Modeste, 1995).

2.4.2 Benefits of Tourism Activities

According to Anwar (2012) poverty alleviation requires strategies on a variety of complementary efforts, but a prerequisite of significant progress is pro-poor growth

which benefits the poor. On the other hand, Bolwell and Weinz (2008) argued that, large scale of poverty reduction from tourism depends upon clear strategies consulted, articulated, and monitored through national poverty reduction strategy plan. Due to the good and innovative work of the pro-poor tourism partnership, UNWTO (2002) came up with Sustainable Tourism for Eliminating Poverty Program (ST-EP) with the aim of boosting and promoting economic, social and ecological sustainability. Tourism is used as a road map of development and poverty reduction. Poverty alleviation through tourism has become major agenda among international organizations. Hall (2007) argued that, poverty alleviation has been established as a major priority within the United Nation World Tourism Organization (UNWTO) evidenced that by launching the ST-EP. Pro-poor tourism and ST-EP aim to establish a direct link between tourism and poverty alleviation and emphasizes the voices and needs of the poor in tourism development (Ashley *et.al* 2007).

Through ST-EP initiatives UNWTO (2002) proposed mechanisms in which tourism can benefit the poor and alleviation of poverty including:

- Employment of the poor in tourism enterprises, Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor, Direct sales of goods and services to visitors by the poor (international economy)
- Establishment running of tourism enterprises by the poor for example micro, Small and medium sized enterprises (MSMEs), or community based enterprises (formal economy)
- Tax or levy on tourism income or profits with proceeds benefiting the poor.
- Voluntary giving/ support by tourism enterprises and tourists. Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors. (Yunis, 2005:3, cited in Anwar,

2012). Poverty alleviation to be successful Zhao and Richie (2007) identified three determinants, that is, opportunities, empowerment and security, as key conditions. For them empowerment aim to enhance and strengthen peoples' participation in political processes and local decision making Similarly, Cole (2006) added that community participation is essential in the development as it results in more suitable decisions. Scheywens (2007) emphasized the importance of local communities having a high degree of control over the tourist activities taking place in their area, and sharing the benefits. For this to occur, it is often necessary for states to intervene to provide appropriate legislation and support in the way of information and training (Lima *et.al*, 2011). Luke and River (2011) stated that, policies and strategies are required to enhance the participation of the poor, both in employment and income generating activities since the indirect impact of hotels and resorts on the host economy often brings the highest benefits.

To Zhao and Richie (2007) opportunity focuses on income generation capacity building of the poor. Lima, *et.al* (2011) put emphasis on that as, the vicious circle of poverty through tourism as a tool to convert it into a virtuous circle should focus on the ways and means to reinforce the capacity building of local communities in all its dimensions. And final Zhao and Richie looked security as a means of consolidating the fruits of opportunity and empowerment by providing social security. The poor become central focus in the process of poverty alleviation in the community. UNWTO (2013) asserted that, achieving a significant reduction of poverty is a major objective for sustainable development globally and in all LDCs and developing countries, that is the first of the UN Millennium Development Goals (MDGs). UNWTO (2013) believed that, the potential of tourism to reduce poverty depends

partly on the overall growth of the tourism sector in the country and its contribution to the economy as whole.

2.4.3 Challenges Tourism is Facing in Poverty Alleviation

According to Jamieson *et al.* (2004), there are significant numbers of barriers hindering effective usage of the tourism sector as a tool for poverty alleviation. These barriers among others includes lack of government programs targeted to the tourism informal sector, which plays an essential role in providing tourism services and has the significant potential of helping to reduce poverty especially in urban areas. There is very little recognition of the potential of tourism development by aid agencies. One of the challenges is to work with these agencies to demonstrate the essential role that tourism can play in helping to address key development issues such as poverty, gender, trafficking of women, infrastructure and the provision of health services. Lack or low education or training to stakeholders in using tourism as a poverty reduction tool. In many instances the poor lack access to credit, which is essential in helping them to participate or engage in the tourism economy.

Governments and Non-Governmental Organizations lack the organizational capacity to respond to the opportunities provided by tourism development. The poor are very often or have very limited access to tourism infrastructure and assets (Jamieson *et al.* 2004). Governments and in particular regions and communities lack essential market knowledge to allow them to develop pro tourism strategies and products based on sound market information (Jamieson *et al.* 2004). Often the areas with the highest levels of poverty, lack the necessary transportation and communications infrastructure essential to meeting the needs of the tourism industry. In addition, Busdell and Eagles (2007) argued that lack of formal education and foreign language skills, is a

significant barrier that block local communities to utilize tourism opportunities. Also lack of decision-making and planning skills concerning the possible consequences of tourism, coupled with limited ability to control tourism development, unpredictable political climates, and long-term funding uncertainty. To ensure that tourism activities produce the expected result in economic growth and poverty alleviation the tourism stakeholders should take special action. Governments need to facilitate the development of linkages so as economic opportunities for local populations would not lose (Torres and Momsen, 2004). Similarly, Sofield (2003) argued that Governments need to ensure that local people are empowered with appropriate knowledge, skills and access to networks, so they are not sidelined from active involvement in tourism.

Based on the above discussion, it can be concluded that, the development of tourism in Zanzibar contributes to the wellbeing of local people through: emphasizing public ownership of tourism assets, setting community funds, multiplier effects of tourism with other economic sector, creating technical assistance for local businesses and emphasizing tourism training to local residents (ZCT, 2014).

2.5 Conceptual Framework

Figure 2.1 represents a conceptual framework essentially stipulating that tourism development is the key of poverty alleviation as accompanied with the increase of the number of tourist accommodation facilities and raising the number of tourism activities. Poverty alleviation through tourism depends on the development of tourism industry in particular destination (Hall, 2007). The increase the number of tourism accommodation facilities such as hotels, guest houses and restaurants produces direct and indirect employments to the local people, which mean employment in the tourism

sector; depend on tourism accommodation and tourist activities in particular. Some people are directly employed in the hotels, guest houses and restaurants while another creates private employment of supplying items such as vegetables and fruits in the hotels. Also the government generates incomes through revenue collection from tourists and tourism accommodation facilities. That supported by ZCT (2013) that tourism is currently promoted as the major sector of Zanzibar Economy which generate foreign exchange earnings, employment opportunities, stimulate local economy, support other sectors such as agriculture, small scale handcraft industry, and above all as a way of economic diversification.

Growing the number of tourists become potential advantages for government and local businesses because tourists buy some goods in the local market such as hand craft and other local goods available. The increase of government income from tourism and growth of local businesses depend on the increase of the number of tourists. Tourism is the fast growing sector in the Zanzibar economy contributing around 80% of foreign exchange earnings and about 27% of the Growth Domestic Product (GDP) (ZCT, 2013). Increasing the number of tourist lead diversification of tourism activities such as snorkeling, diving, boat tour, swimming with dolphins, dhow tour and the like. These activities also diversifying number of employments in the destination where people are employed and other create their private employment through such tourism activities. Nungwi hosts a number of people who have created “informal” jobs for themselves in the profitable tourism businesses (Mutayoba and Mbwete, 2013) taking tourists to snorkeling and swimming spots. Improving of social amenities and poverty alleviation depend on the growth of government revenues and increasing the number of employments. Revenue collected by government from

tourism sector help to improve social amenities such as health services, transport infrastructures and schools and income earned by an individual from tourism help them to improve their life standard so as to alleviate poverty.

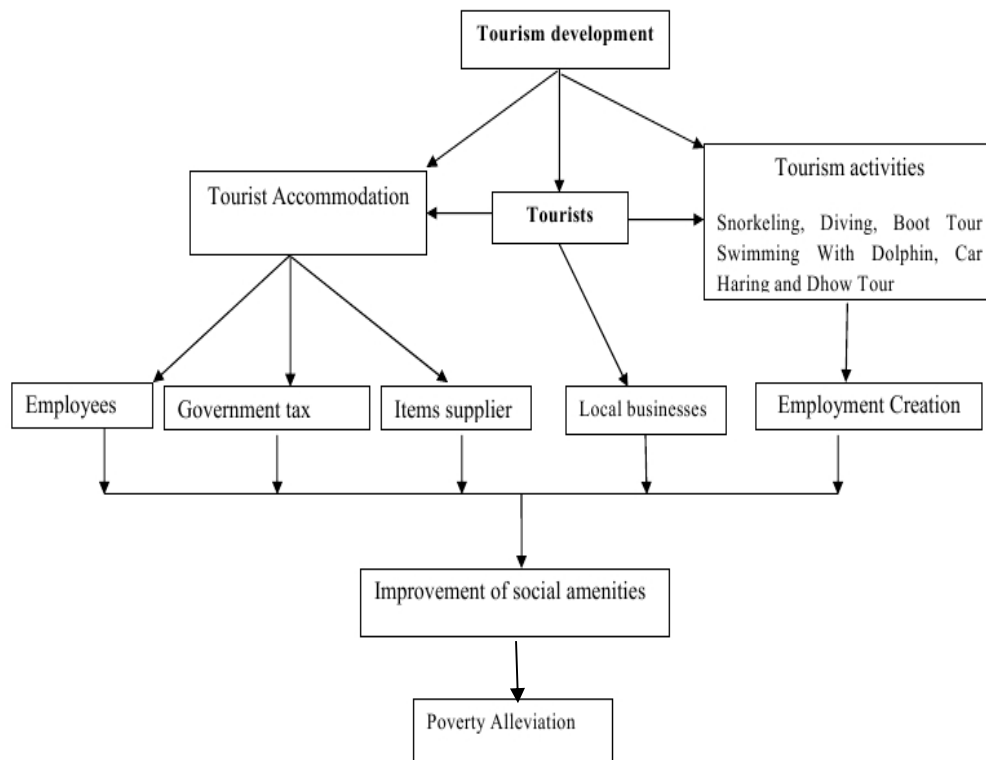


Figure 2: 1 The role of Tourism in Poverty Alleviation

Source: Author 2015

2.6 Research Gap

Tourism is fastest growing economic sector in the developing countries and Zanzibar in particular. About one third of developing countries tourism is the main income source (Bolwell and Weinz, 2008). Thus, there is a need to measure and evaluate the impact of such growth of tourism on poverty alleviation specifically in the local communities as most of the study relied on environmental impacts of tourism (ZCT,

2014). Mitchell and Ashley (2010) argued that the expansion of tourism in developing countries is largely supported by unreliable data indicating that the sector is having an impact on poverty reduction in poor communities. This depicts the fact that there is a need to measure and evaluate the impact of tourism growth on poverty alleviation for the local communities. Spenceley and Mayer (2012) pointed out that there has been inadequate research about the impact of tourism with regard to poverty alleviation. This proves that there is limited work in place evaluating the roles of tourism activities on poverty alleviation among Zanzibar communities. That is why this study is designed to investigate the roles of tourism activities on poverty alleviation in Unguja.

2.7 Chapter Summary

This chapter reviews the literature related to tourism and poverty alleviation. It covers the definition of the concepts, an overview of tourism, theoretical literature of poverty like individual, cultural and social theories and empirical literature on the role of tourism in poverty alleviation. Furthermore, the chapter explains how tourism benefits the poor, challenges facing tourism in poverty alleviation and policies review, conceptual framework and research gap.

CHAPTER THREE

3.0 THE STUDY AREA AND RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the study area and the research design used in this study. The chapter also outlines sampling procedure and sample size, source of data and methods of data collection. Finally, data analyses techniques, presentation and interpretation, reliability and validity are presented.

3.2 The Study Areas

This study was conducted in two villages namely Nungwi and Kizimkazi in Unguja, Zanzibar. Nungwi is located in the northern part of Unguja and it is approximately 60 km from Zanzibar town. While, Kizimkazi is located in the southern part of Unguja located approximately 45 km from Zanzibar town, these areas are famous for tourism activities such as swimming with dolphin, diving, boat tour, dhow tour and snorkeling. Three criteria were used to select the study area.

Nungwi and Kizimkazi villages are the most developed location with numerous tourist hotels, restaurants, curio shops and crafts shops and other recreational businesses. Secondly, these areas were selected on the basis of its setting, where most population found in rural areas where poverty is prevalent. Rural phenomenon where living standards are worse off compared to those of urban households (Tanzania Human Development Report, 2014). Thirdly, Nungwi and Kizimkazi are among the earliest destination in Unguja Island experienced with tourism activities.

3.3 The Research Design

Research design is the arrangement of conditions for collecting and analyzing data (Kothari, 2004). Research design is one of the important aspects of research. This study adopts descriptive research design because it investigates the roles of tourism on poverty alleviation. Descriptive design is useful to describe how tourism activities can alleviate poverty, particularly in the local communities. Qualitative data collection method was used in this study. Qualitative research is particularly good at answering the ‘why’, ‘what’ or ‘how’ questions (Lacey and Luff, 2001). The benefits of using these approaches include the richness of data and deeper insight into the phenomena under study. Although the data were qualitative, quantitative data were also useful and was used to a certain degree to show numerical analyses of per capital income.

3.4 Targeted Population

Population refers to the people whom the researcher targeted to get information relating to his/her research problem (Kothari, 2004). Based on the nature of this study, ‘Roles of Tourism on Poverty Alleviation’, the target population where local communities from Nungwi and Kizimkazi villages such as small businessmen, farmers, local leaders, fishermen, tour guides, hotel, restaurants and guest house employees and some government officials responsible for tourism industry.

3.5 Sampling Procedure and Sample Size

3.5.1 Sampling Procedure

It is difficult, time consuming and cost to reach the whole population during the study. However, to set sample is important. The process of selecting the sample is called sampling and the people selected are called samples (Enon, 1998). Samples are the

representatives of the population in the study (Kothari, 2004). For the purpose of this study simple random sampling and purposive sampling were used to draw samples from Kizimkazi and Nungwi villages. Simple random sampling was applied to provide an equal chance for every member in the population to be included in the study. Eight two (82) respondents were selected from the targeted population in both villages as shown in the (table 3:1) below. The respondents from each targeted population that is farmed, tour guides, fisherman, small businessman, and hotel and restaurant employees were selected. The study intends to provide equal chances to the respondent to be included in the study, thus Lottery system was used in simple random sampling in which name of respondent was written on the pieces of paper and placed in the container or box, then name of the respondents were picked from container and those who picked became the respondents of this study. The (table 3:1) below demonstrates a number of targeted population and sample size

Table3: 1 Targeted Population and Sample

Targeted Group	Nungwi			Kizimkazi		
	Number of Respondents	Selected	Selected in percentage	Number of Respondents	Selected	Selected in percentage
1. Small Business Man	850	10	1.2	50	7	14.0
2. Hotel Employ	650	7	1.1	45	7	15.6
3. Fisherman	2500	10	0.4	950	10	1.1
4. Farmer	350	7	2.0	375	9	2.4
5. Tour guider	375	7	1.9	270	8	3.0
Total	4725	41	0.9	1690	41	2.4

Source: Village's statistics, 2014

The purposive sampling technique was used in selecting samples based on a certain purpose, such as giving information on tourism policy and poverty reduction strategies relating to tourism activities. The goal of purposive sampling is to sample respondents in the strategic way example, government officials from the Ministry of Tourism, ZIPA officers and ZCT officer, hotel administrators like Human Resource Manger (HR) and local authority such as Sheha. Those respondents were selected for providing information on tourism strategies and policies in relation to poverty alleviation and governance issues related to tourism. The respondents were selected with respect to their relevance, understanding of tourism and poverty alleviation. The purpose of using two sampling techniques is to reduce bias and to increase the validity and reliability of data collected.

3.5.2 Sample Size

Sample size refers to the number of subjects or individuals selected from the study population (Kothari, 2004). The appropriate sample size for this study was 89 respondents, where 82 respondents from all targeted groups in both villages were given a questionnaire to fill as shown in the table 3.1 while 7 respondents were interviewed. These respondents included 1 official from Ministry of Tourism, 1 ZIPA official, 1 ZCT officer, 2 Hotel PR Manager and 2 Sheha. The sample is representative because both sexes, male and female were involved in the study.

3.6 Source of Data

In this study both primary and secondary data were collected.

3.6.1 Secondary Data

Secondary data means data that are already available (Kothari, 2004). Secondary data constituted existing literature, government reports and official documents, book chapters, journal articles and other relevant documentation have been made throughout the work to support explanation especially in the chapter 2 consist of a literature review. Statistics on tourism receipts and economic impact was collected from several secondary sources. The secondary data was contributed towards the configuration of strong research data. That means adding value of research data and providing rationalization of the research report.

3.6.2 Primary Data

Primary data provide first hand information or direct evidences regarding the topic under investigation. This data was collected directly from the respondents in the studying areas using interviews, questionnaires and observation. The respondents had provided information on the studying topic. Primary data most of time provides a clear variables. Picture of the relationship between

3.7 Data Collection Methods

This study utilized a combination of data collection techniques such as questionnaires, interviews and observation. The purpose of combining different data collection techniques was to maximize the quality of the data collected and reduce the chance of bias, also to make research to be flexible in collecting data.

3.7.1 Questionnaires

A questionnaire is the set of questions to which the respondents individually respond in writing (Enon, 1998). The items are in the form of questions. For this study both

open and close ended questions were used. The open ended questions require respondent to write responses they think and closed questions, respondents are restricted to the pre-determined answers. The aim of using both forms is to get a wider scope of understanding the phenomenon and data. The questionnaire in this study covered two parts (Appendix 1). The first part is designed to assess the mechanism to which tourism benefits the poor, while the second part evaluates the barriers or challenges faced the effort of tourism in poverty alleviation and assesses the tourism policy related to poverty alleviation.

3.7.2 Interview

The interview was undertaken in order to meet the objectives as it is the most versatile and productive method of communication. Interview enabled sincerity since it involves face to face interaction between researcher and respondents. For the purpose of this study semi-structured interview (intercept interviewing) was used. It involved interest groups like local authorities, hotel administrators and government official responsible with tourism.

This study applied semi-structured interview method because it saves time, by limiting the interviewers to specific issues of interest on a predetermined research topic (Kothari, 2004). Semi-structured interview uses interview guides with open-ended questions to nurture dialogue in the interview session (Appendix 2). It allows researchers to reach known people and those whose name and address are unknown (local people) and it can involve people at home, office or on the street (Kothari, 2004).

3.7.3 Observation

Observation (Appendix 3) is the technique of data collection through seeing and hearing during field studies. It can be neutral, participate or non-participant observation (Kothari, 2004). For the purpose of this study non-participant observation with none controlled was used simultaneously to interview. The researcher was passive and merely took note of what was observed. Physical and environmental parameters of the community, setting of community tourism resources, infrastructure, and facilities and key social, political, and economic differences reflected in the appearance and quality of households, neighborhoods or infrastructure was assessed through observation. The purpose of doing that was to get familiar with the phenomenon and reduce bias information.

3.8 Data Analysis, Interpretation and Presentation

Data analysis is the process of reducing the quantity of data collected to make sense with the intended objectives of the study. The mass of words generated by interviews or observational data needs to be described and summarized (Lacey and Luff, 2001). For the purpose of this study content analysis approach was used for analysis qualitative data collected. The qualitative data analysis approach involves reading and re-reading transcript, looking for similarities and differences that enable researchers to develop themes and categories (Bernard, 2000). Through this approach data was arranged in thematic folder using a card index system and noting the line number for easier cross referencing. Categorizing gave an opportunity to organize the obtained data into efficient and meaningful information. Naturally qualitative data require systematical analysis, for that reason qualitative analysis was functional. The primary aim of the study is concerned with narrative and understanding of what tourism

offered to poverty alleviation in the local communities. Quantitative data analysis was used because through this technique a mass number was summarized, described and analyzed (Lacey A and Luff, 2001) Characteristics of the data was described and explored by drawing graphs and charts or doing cross tabulations. Further analysis was built on these initial findings, seeking patterns and relationships in the data by performing multiple regressions. Advanced modeling techniques were eventually used to build sophisticated explanations of how the data addresses the original question.

3.9 Validity and Reliability

Reliability and validity are an important aspect in both quantitative and qualitative research in particular (Lacey and Luff. 2001). Kothari (2004) defined validity as thought of utility. On the other hand Enon (1998) defined validity as quality that a procedure or an instrument (tool) used in the research is accurate, correct meaningful and right. In that perspective the validity and reliability of this study were demonstrated in the different parts including method employed in data collection, source of data, sampling technique used; data analysis and interpretation approaches and organization of research in particular. Based on that, the study covers all areas effectively to fulfill the validity. For example, two sampling techniques which are simple random and purposive sampling were employed to get respondents who were given information. These techniques reduced bias and increased efficiencies in collecting data from respondents. Reliability refers to how consistently a research procedure or instrument is (Enon, 1998). Therefore, reliability means the degree of consistency demonstrated in the study. Hence reliability implies stability or dependability of an instrument or procedure in order to obtain information. This study

demonstrated reliability because of the triangulation method employed in data gathering such as interview, questionnaire and observation. That means gathering and analyzing data from more than one source reduced the gap of bias and gain a wider range of reliable data.

3.10 Chapter Summary

This chapter covers the whole elements of research methodology including study areas, research design, targeted population, sampling procedure, (random sampling and purposive sampling) sample size, sources of data, data collection methods (observation, questionnaires and interview), data analysis, validity and reliability.

CHAPTER FOUR

4.0 FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the study findings and discussion. Various data presented in this chapter were collected using questionnaires, interviews and observations. The various research themes (ideas) that were raised during the course of data collection were addressed. They included ways in which tourism contributes to poverty alleviation; stakeholders' perception of tourism and poverty alleviation; challenges to participation in tourism and poverty alleviation; actions to be taken to alleviate poverty through tourism and tourism policy strategies implication on poverty alleviation. A field study was conducted basically by closed and the open questionnaire system and the sample size were 89 respondents, where 7 respondents were strategically selected for interviews while 82 respondents giving a questionnaire to fill, 41 from Kizimkazi and 41 from Nungwi village.

4.2 Characteristics of Respondents

4.2.1 Gender of the Respondents

Gender is important because the poverty affects both male and female. The reason to consider the gender dimension in this study was to know whether both male and female were the main beneficiaries of tourism activities in the study area. (Figure 4.1) presents gender of respondents by sex.

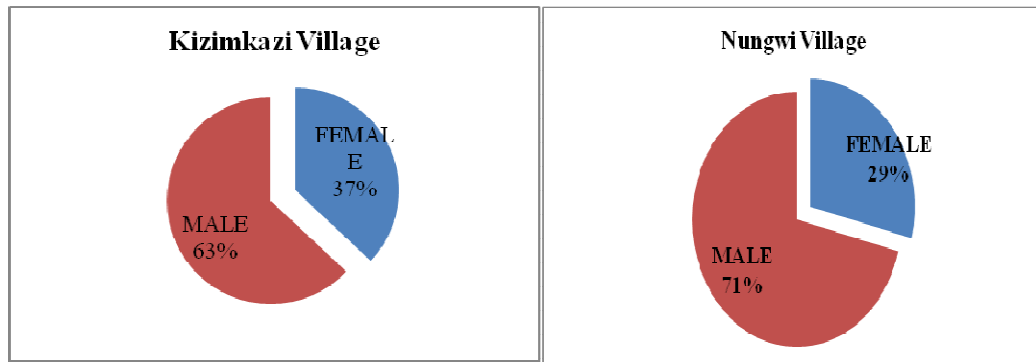


Figure 4: 1 Genders of the Respondents by Villages

Source: Field data, 2015

The findings show that male participate more in tourism activities than female in both Nungwi and Kizimkazi, where 63 percent of selected population at Kizimkazi and 71 percent at Nungwi were males. While only 37 percent of females at Kizimkazi and 29 percent at Nungwi engaged in tourism related activities. It was observed those females are mostly engaged in small business and hotel employment where males are involved in all tourism related activities such as tour guide, snorkeling and fishing among others.

4.2.2 Age of the Respondents

The result from the study villages, Nungwi and Kizimkazi indicates that 37 percent of the respondents were in the age group of 26 – 35; while 23 percent of the respondents were in the age group 36 – 45 and 22 percent were in the age group 18 – 25. These are young and strong groups to participate mostly in the tourism related activities which contribute much on economic growth than other aged group. Although 12 percent of the age group 46 to 55 and 6 percent of the age group above 56 participate less in the tourism related activities, play the same important role in poverty alleviation through tourism.

Table 4: 2 Age Groups of the Respondents

Age	Nungwi	Percentage	Kizimkazi	Percentage	Total	Percent
18 – 25	14	34	4	10	18	22
26 – 35	15	37	15	37	30	37
36 – 45	5	12	14	34	19	23
46 – 55	5	12	5	12	10	12
ABOUT 56	3	7	2	5	5	6
TOTAL	41	100	41	100	82	100

Source: Field data, 2015

4.2.3 Education Level of the Respondents

Education is among the determining factor which facilitate socioeconomic development and poverty alleviation through tourism activities in the local communities. The purpose of asking respondents to state their education level was to know the relationship between having an education and utilizing of tourism opportunities on poverty alleviation among villagers. (Table 4.2) presents education level of the respondents.

Table 4: 3 Education Levels of Respondents

Education level	Nungwi	Percentage	Kizimkazi	Percentage	Total	Percentage
1. PRIMARY	14	34	10	24	24	29
2. SECONDARY	20	49	24	59	44	54
3. DIPLOMA	7	17	5	12	12	15
4. HIGHER EDUCATION	0	0	0	0	0	0
5. OTHERS	0	0	2	5	2	2
TOTAL	41	100	41	100	82	100

Source: Field data, 2015

The result from both villages indicates that 54 percent of the respondents have secondary education followed by 29 percent with primary education, 15 percent with

diploma education and 2 percent with other level like Madras. Furthermore, the data show that there is no participant with higher education. The findings depict the situation that most of the villagers are less educated as large percent hold only secondary and primary levels of education, that's why they fail to make maximum utilization of tourism related opportunities like managerial position in hotels and tourism investments in their areas.

4.3 Income of the Respondents

4.3.1 Individual Income per day before Tourism Development

Understanding individual income per day before tourism development in the study areas is significant for this study in order to evaluate other economic activities practiced by the villagers. It has been found that dominant economic activities engaged by most of the villagers in both study areas (Nungwi and Kizimkazi) are fishing and agriculture. The purpose of this section was to identify the income differences of the (Table 4.3).

Table 4: 4 Individual Incomes per Day Before Tourism Development

INCOME	NUNGWI	Percent age	KIZIMK AZI	Percent age	TOTAL	Percentage
1000 – 5000	34	83	30	73	64	78
6000 – 10000	4	10	6	15	10	12
11000 – 15000	3	7	5	12	8	10
TOTAL	41	100	41	100	82	100

Source: Field data, 2015

The data from table 4.3 illustrates that 78 percent of the respondents in both villages their income per day ranges from 1000 – 5000, while 12 percent earn 6000 – 10000 income per day and only 10 percent of the respondents their income ranges from 11000 – 15000. The result depicts that a large number of respondents have low income per day, which was likely caused by lack of market for fishing and agricultural products as they are the main economic activities in both villages. This situation resulted in high levels of poverty in the areas.

4.3.2 Individual Income During Tourism Development

Income is one among the determinants that measure level of poverty for a particular person or group of people with a specific area. Therefore, the purpose of understanding income per day during tourism development in the study areas was to measure the extent that tourism related activities have contributed to individual and community income from tourism related activities. The (table 4:4) bellows identify income per day during tourism development at Nungwi and Kizimkazi.

Table 4: 5 Individual Incomes per Day During Tourism Development

Incomes	Nungwi	Percentage	Kizimkazi	Percentage	Total	Percentage
1000 – 5000	7	17	3	7	10	12
6000 -10000	17	41	22	54	39	48
11000-15000	13	32	10	24	23	28
16000- 20000	4	10	5	12	9	11
OTHER	0	0	1	2	1	1
TOTAL	41	100	41	100	82	100

Source: Field data July 2015

The result indicates that there is an increase of individual income per day between the participants in both the study areas. The analysis shows that poverty has been reduced

to 61 percent because 73 percent of the respondents whose income ranged from 1000-5000 before tourism development have been reduced to only 12 percent of the same group during tourism development. On the other hand the income ranges from 6000-10000 per day has increased from 12 percent before tourism development to 48 percent during tourism development. Furthermore, 10 percent of respondents who earned 11000-15000 before tourism development have increased to 28 percent during tourism development. Nevertheless, there was no respondent who earned income range from 16000-20000 and above before tourism development while during tourism development 11 percent of respondents earn 16000-20000 and 1 percent of respondents earn above 21000. That result stipulates a good indication that tourism developments opens up the market for local products such as agricultural products and fishing and increase profitable employment in both villages and play critical contribution in reducing poverty among local communities due to increase income per day.

4.4 Ways in which Tourism Contributes to Poverty Alleviation

Tourism activities are among the major solution to poverty. There is strong evidence that tourism if developed and managed in a sustainable manner can make a significant contribution to poverty alleviation especially in rural areas where most of the poor live with few development options (UNWTO, 2006). The research findings support the above assertion as it was revealed from the field data where the question asked “Is tourism providing expected solution of poverty alleviation in your area? 84 percent of respondents from both village (Kizimkazi and Nungwi) say YES and come up with a reason, such as tourism create number of formal and informal jobs, help to improve social amenities, generate foreign exchange improve local trade while only 16 percent

say NO with the arguments that it lead increasing the price of goods and services and tourism jobs are seasonally as demonstrated in the (Table 4.5).

Table 4: 6 Tourism Provides Solution to Poverty Alleviation

Answer	Nungwi	Percent age	Kizimkazi	Percentage	Total	Percentage
1. Yes	38	93	31	76	69	84
2. No	3	7	10	24	13	16
Total	41	100	41	100	82	100

Source: Field data July 2015

The participant who supports that tourism development provides expected solution of poverty alleviation come up with positive answers against negative result (Table 4.6).

Table 4: 7 Contribution of tourism to poverty alleviation

Main category of themes	Themes
1. Positive themes	▪ Creating formal and informal employment
	▪ Improving social amenities
	▪ Generate foreign exchange
	▪ Improve local trade
2. Negative themes	▪ Increase the price of goods and service in the village
	▪ Seasonality related jobs

Source: Field data July 2015

4.4 Positive Impacts of Tourism

4.4.1 Employment Creation

Employment is one of the most challenging issues in Zanzibar. Since tourism sector is a labor augmented sector, it is relatively more effective in creating jobs than other

sector. In that context, tourism is a service oriented industry, which makes an extensive contribution on employment creation and poverty reduction by increasing the net benefits for the local Zanzibaris. Tourism employment can be categorized at two separate levels depending on their involvement in or contribution to tourism supply-side (UNWTO, 2012). Similarly, the research finding had categorized employment into two major dimensions that is formal (direct employment) and informal (indirect employment) depending the study area

4.4.1.1 Employment Situation at Nungwi

The current hotel industry in Nungwi employs 650 people, of whom 150 are local villagers. The rest come from another part of Zanzibar, mainland Tanzania, Kenya and the rest of the world. Men are of large number 95 and women are 55. Those villagers working in the hotels are generally limited to low or non-skilled labor such as housekeeping and kitchen work, thus they are consequently the category of least paid workers. On the other hand, most of the skilled and managerial positions are occupied by foreigners. It was observed that 65 percent of villagers are employed by domestic hotel investors and 35 percent work in the hotel owned by foreign investors.

Apart from those employed in hotels, Nungwi also hosts a number of people who have created “informal” jobs for themselves in the profitable tourism related activities within the village such as tour guide, curio shop, restaurants, bicycle/motorbike rental, transportation services, henna painting and supplying of goods in the hotel. One of the respondents argued that these activities host large number of employment among villagers and people from outside. It was further commented that some people manage to build houses because of creating informal job.

According to depute Sheha of Nungwi many villagers engaged in the informal job like tour guide, bicycle rental and other tourism related activities because they lack qualification to work in the hotels. Moreover, research participants argued that the hotel used to buy fish from local fisherman, thus creating a good market for village fishers whose only other alternative for cash based exchange were marketed beyond the village. Finally, 83 percent of the respondents from Nungwi village who were asked if tourism development provides employment solution for the poor in their area responded YES while 17 (Figure 4.2). The result indicates that tourism activities can solve the employment problem among Zanzibar local communities

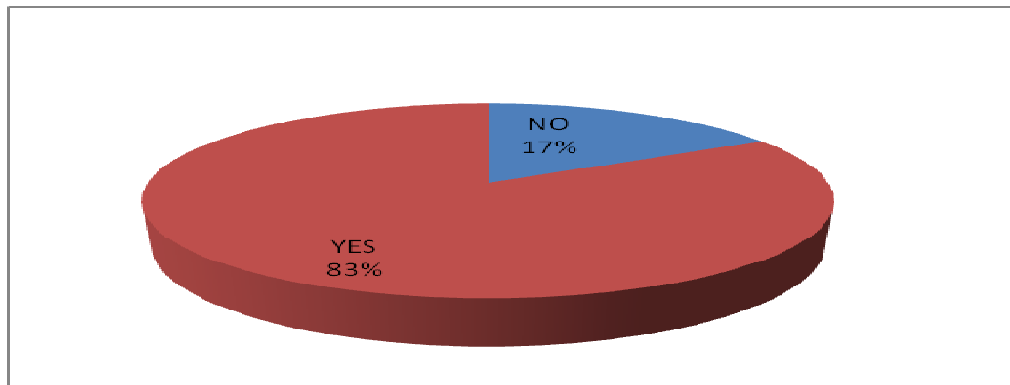


Figure 4: 2 Tourism is the Solution of Employment at Nungwi Village

Source: Field data, 2015

4.4.1.2 Employment Situation at Kizimkazi

The tourism employment in Kizimkazi is divided into two areas – formal and informal jobs. There were 250 people employed in hotels of whom 72 are local villagers and the rest are from other part of Zanzibar and Tanzania mainland. The study identified that most of the villagers who were employed in the hotel occupied no or less professional position like gate keeper, dish washer and skilled/managerial positions are occupied by outsiders and foreigners.

Apart from hotel employments, the study observed that Kizimkazi also hosts a number of people who have created informal jobs in the profitable tourism related activities within the village such as tour guide, curio shop, restaurants, transportation services, henna painting and supplying of goods in the hotels. According to the Sheha of Kizimkazi, most of the villagers prefer to engage in dolphin tour and fishing then working in the hotels because they get more benefit from those activities. Similarly, one research participant argued *“I prefer a dolphin tour because I got 30 to 40 dollars per trip”*.

The study found that tourism related activities had provided employment solution among villagers in Kizimkazi because 90 percent of the respondents who answered the question “Is tourism provide employment solutions in your area answered YES with reason that number of people create their own employment due to tourism and other employed in the hotels while only 10 percent said NO with the reason that tourism related employment is the season employments and most of villagers lack of qualification to work in the hotels (Figure 4.3).

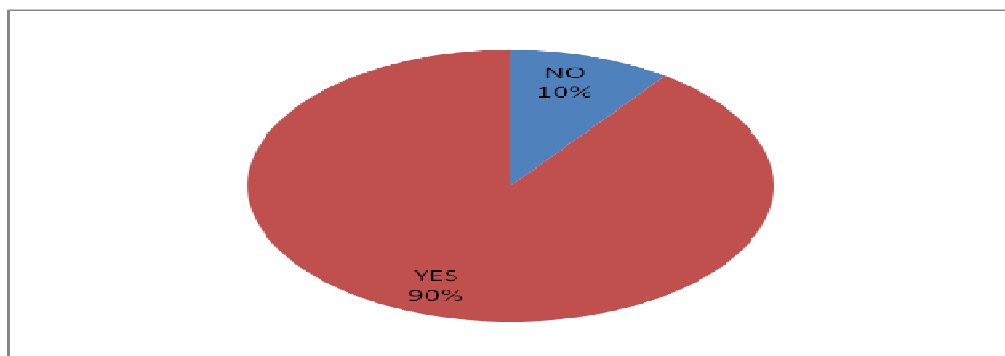


Figure 4: 3 Tourism is the Solution of Employments at Kizimkazi Village

Source: Field data, 2015

4.4.2 Improvement of Local Trade

The study noted that development of tourism related activities in the study area leads the increasing number of tourists, visitors and people who work in the tourism hotel. These groups became an important asset in the development of trading activities as they increase the purchasing power. The research participants argued that an increasing number of foreigners in our village increase the demand of the locally available goods such as fish, fruits and food as well as local services like massaging. Some of handcraft shop owners commented that during the pick tourism season, the business flourished and benefit increases.

4.4.3 Improvement of Social Amenities

The tourism industry makes a significant contribution to the improvement of social amenities among rural communities in Zanzibar. The study found that, the improvement is derived from two main ways – first tax collected from tourists' arrival and tourism related investments and second contribution of tourism enterprises like hotels and visitor donation. One official from Zanzibar Ministry of Information, culture and Tourism justified *“the income generated from tourism related activities enable the government to improve social service in the rural area like road construction, building schools, health center and supplying of clean water”*. Similarly Sheha of Nungwi argued *“before development of tourism activities in this village our road was raff it take time to travel from here to town, but now the road is good as you see you use short time from here to town”*.

Kizimkazi tremendous improvement of social services was observed. For example transport and communication facilities are well constructed to facilitate community

development. Apart from that public building such as school, health center, shops and village leader's office are well built due to tourism development in the area. Furthermore, water and electrical services are accessible to local communities. The sheha of Kizimkazi Mkunguni justified the development reached by saying *“development of tourism in our village facilitates development of social service such as water supply, electricity and transport as you see; and telecommunication service has become better now due to tourism investments”*.

Additionally, tourism enterprises like the hotel had provided a big contribution on the development of social amenities in the study areas. The tourism investor and other development partners were concerned with community well-being and the improvement of public services in both study areas. For example, at Nungwi they have built one school building with four rooms, a computer room and install internet facilities. Recent developments in the public services sector for the village include the introduction of a nursery school.

Such facility was donated by the Mnarani Beach Cottage. It was noted from the headmaster of the Nungwi secondary school that one tourism investor (Rasi Nungwi hotel) build a new school building with four rooms. A similar situation was observed at Kizimkazi where tourism investor collectively contributed to communities well being by reconstructing Kizimkazi Mkunguni nursery school and health center. Apart from that Sheha of Kizimkazi Mkunguni stated that to a large extent supplying of water in this village was supported by investor in this village.

4.5 Negative Impacts Associated with Tourism

The study found 16 percent of participants from both villages claim that tourism itself has some negative economic impact. The respondent claimed in the study that tourism increases the price of goods and services and seasonally of jobs.

4.5.1 Increase the Price of Goods and Services

The 9 percent of research participants from both study areas claimed that tourism development brought more difficult life because of the increase of prices of essential goods and services. This increase of prices leads to hardship of life, especially to low income people in the village. On the same note, one respondent from Nungwi argued that, the price of seafood increased large extent, one fish before tourism sold to one thousand but increase to eight to nine thousand during tourism development because most fish are taken by hotel owners. Similarly, other participants declared that the business owners treated villagers as tourists, this situation increase hardship of life.

4.5.2 Seasonality of the Tourism Related Jobs

Even though tourism supported by many participants as the solution of poverty alleviation in the study area, but 7 percent of respondents claim the seasonality characteristics of tourism related jobs. During the off season large number of the local staff loses their jobs so remain jobless (questionnaire answer from one of respondent) similarly other respondents state that it is difficult to reduce poverty for seasonality activities because during the off season the leaves become tough contributed to seasonal jobs.

4.6 Benefit of Tourism to Individual

The study indicated that, tourism related activities have brought benefits to the poor. The analysis shows that 89 percent of the respondents from the study areas agreed (YES) that tourism brought benefit and only 11percent disagreed (NO) (Table 4.7).

Table 4: 8 Benefit of Tourism

Answer	Nungwi	Percentage	Kizimkazi	Percentage	Total	Percentage
1. Yes	35	85	38	93	73	89
2. No	6	15	3	7	9	11
Total	41	100	41	100	82	100

Source: field data July 2015

Respondents mention some benefits (assets) gained due to participation in the tourism related activities. About 52 percent of people from both villages said that they built houses due to tourism related activities profit while 6 percent bought cars, 16 percent rented houses and 26 percent responded to other benefits like buying plots of land. (Table 4.8) demonstrated that the benefit from tourism related activities. The study, observation noted that there is a big improvement of asset ownership, such as house building in both villages and most of current house are modern build.

Table 4: 9 Assets Benefit from Tourism

Assets	Kizimkazi	Percentage	Nungwi	Percentage	Total	Percentage
1. Building House	21	51	22	54	43	52
2. Buy a Car	2	5	3	7	5	6
3. Renting House	8	20	5	12	13	16
4. Others	10	24	11	27	21	26
Total	41	100	41	100	82	100

Source: Field data, 2015

4.7 Commitments of Tourism Private Sector to Pro Poor Tourism

4.7.1 The Nungwi Situation

Pro poor tourism is an overall approach designed to unlock opportunities for the poor (Jamieson *et al.* 2004). Tourism investors in the study areas to some extent try to implement the pro poor approach where they used part of their profits to community development such as building, health center and water supply. But there are some challenges at Nungwi. The research observed that only two investors among more than twenty tourism investor contributed to the community development. Also providing employment opportunities to the villagers is another challenge where local people claim does not give priority to access employment opportunities.

The research participants claimed lack of employment opportunities to local villagers because most of the opportunities are occupied by the outsiders. Apart from that tourism investor at Nungwi seemed to be far away from working with local communities. (Figure 4.4) illustrates the responses of research participants who asked “to what extent tourism private sectors committed to pro poor tourism and working with local communities? Where 73 percent show low commitment, 24 percent show there is NO any commitment and only 3 percent say there is a large extent of the commitment. The result indicates that the commitment of the tourism private sector to pro poor tourism and community relation is low that’s why many people claimed on accessibility of employment opportunities to village residing.

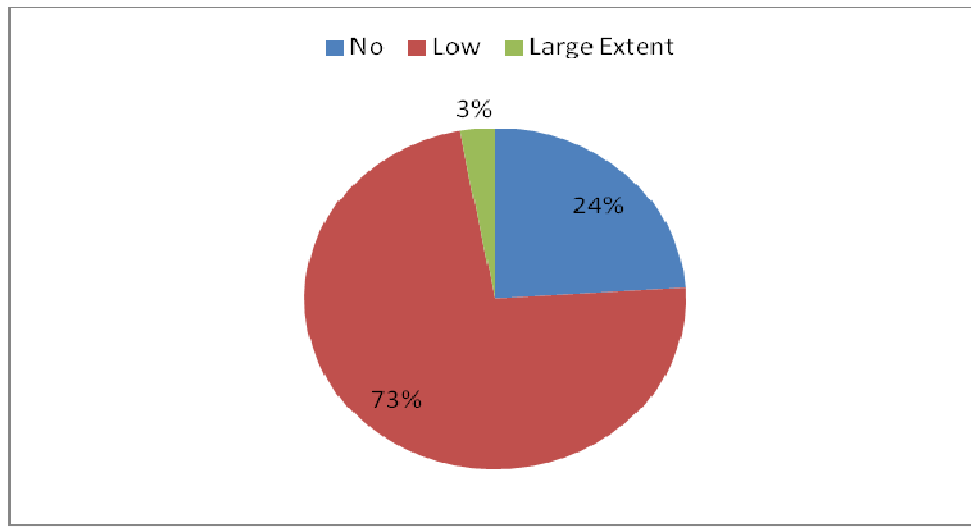


Figure 4: 4 Commitments of Tourism Investors to Pro Poor Tourism at Nungwi Village

Source: Field data, 2015

4.7.2 The Kizimkazi Situation

The study noted that Kizimkazi hotel investors working closely with local communities. According to sheha of Kizimkazi, tourism related investors here are closely working together with communities in all aspects of community development. Thus, that situation facilitates implementation approach of pro poor tourism. The evidence is shown in (figure 4.5) below which illustrates the extent tourism private sectors at Kizimkazi committed to pro poor tourism and working with local communities. The analysis depicts the fact that to large extent tourism investors at Kizimkazi are committed on pro poor tourism and supporting the local communities in the area. Because 54 percent shows high commitment while 39 percent show low commitment and 7 percent say there is NO commitment.

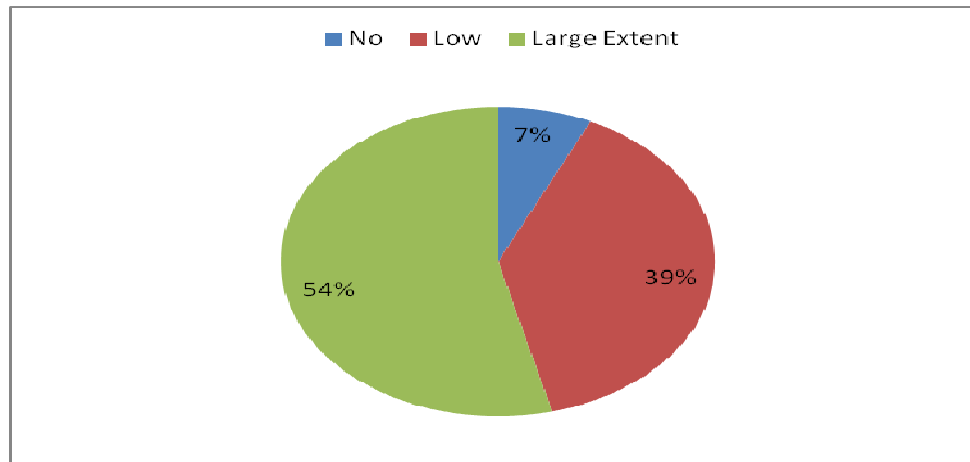


Figure4: 5 Commitments of Tourism Investors to Pro Poor Tourism at Kizimkazi Village

Source: Field data July 2015

4.8 Levels of Awareness of Pro Poor Tourism

It can be argued that even though there are some benefits derived from tourism related activities among community members in the study area, still the level of awareness does not relate with the level of tourism development. Example Nungwi the results show that 73 percent of respondents had low awareness of pro poor, 24 percent had normal awareness and only 3 percent had high awareness. This is different to Kizimkazi where the findings show that 54 percent of respondents had high awareness, 39 percent low and only 7 percent normal awareness. The (figure 4.7) below demonstrates a level of awareness of pro poor tourism in Kizimkazi and Nungwi:

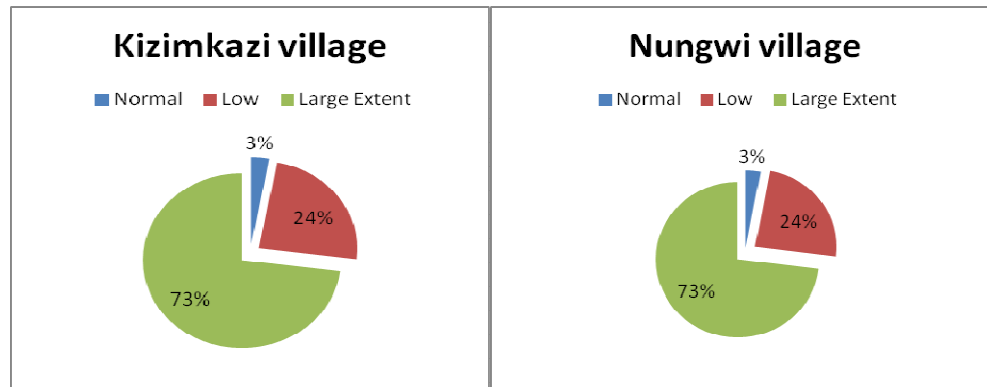


Figure 4: 6 Level of Awareness of Pro Poor Tourism

Source: Field data, 2015

4.9 Stakeholder's Perceptions of Tourism and Poverty Alleviation

The study required to understand perception of stakeholders on tourism development as an agent of improving livelihood of rural communities. Different perception were noted among tourism stakeholders such as hotel HR and PR, ZCT, ZIPA and Ministry official, local leaders from study areas and some community members. That perception placed in the following themes (ideas). Tourism is a main source of foreign money income that facilitates community development; however, more emphasis is needed to educate local people to take a managerial position in the tourism investments in the village as now tourism is lacking skilled manpower. In order to alleviate poverty through tourism the local people should be empowered through education and credit to utilize tourism opportunities in their area. Proper supervision and implementation of tourism policies is needed to reach the target of poverty alleviation in the local communities. The tourism investment policy should change to give local people authority to own share of investment if investors want to invest in their lands. That situation will enable local communities to get more benefit than selling their lands. The communities should be encouraged and be empowered to

produce quality products such as fruits, vegetable, meat and other man made products to dominate tourism market. On the other hand, the government should in act law which directs hotel owner to buy local commodities.

4.10 Challenges to Participation in Tourism and Poverty Alleviation

Challenges which encounter participation in the tourism related activities and poverty alleviation to local communities can be categorized into three categories relating to the respondents' answers from questionnaire and interview. There are challenges at the local level, sectoral level and government level as shown in (Table 4.9). The question asked was, "what would you consider as barriers for people participating in tourism activities?"

Table 4: 10 Challenges People Encountered Tourism in Poverty Alleviation

Main themes	Sub themes	Number of respondents	Percent age
1. Challenges at local level	1. Lack of credit	12	13
	2. Lack of awareness on how to invest in tourism	8	9
	3. Lack of qualification to work in the tourism hotel	13	15
	4. Poor foreign language ability	6	7
	5. Ineffectiveness of local authority	9	10
	6. Lack of entrepreneurship knowledge	7	8
2. Challenge at sectoral level	1. Lack of involvement of the locals in tourism management	5	6
	2. Lack of transparency in sharing tourism benefit	7	8
	3. Seasonality of tourism jobs	4	4
3. Challenge at government level	1. Lack of promotion of community-based tourism	8	9
	2. Lack of incentives to locals	10	11
Total		89	100

Source: Field data, 2015

4.10.1 Challenges at Local Level

The main themes identified that shed-light on the challenges of participation in tourism at the local level are: 13 percent of participant claim lack of credits, 9 percent of respondents agree lack of awareness on how to invest in tourism related activities, 15 percent says lack of qualification to work in the tourism hotel hamper their participation in tourism, 10 percent claimed on in effectiveness of local authorities on supervision their responsibilities, 8 percent says lack of entrepreneurship knowledge is obstacle to alleviate poverty through tourism and 7 percent claim on poor foreign language among villagers. The answer from participants in the both study area identifies poverty as the main obstacle to participate in tourism. Many participants expressed their views that the poor in their communities may not be able to engage in tourism businesses because they do not have enough capital to be able to supply high quality products and services in the tourism industry.

Similarly, participants mentioned that the participation of the locals in tourism is hampered by the lack of entrepreneurship knowledge on how to invest in tourism. The following are some comments from the research participant tried to understand the role of tourism in poverty alleviation:

“Our people had lack credit and entrepreneurship knowledge to utilize tourism opportunities in the village so most of the important opportunities are dominated by foreigners”. (Interview with a Depute sheha of Nungwi) “Most of the villagers are poor, so they lack the capital to participate in the tourism activities like supplying of vegetable in the hotel, there are few villagers who supply vegetable in the hotel and most of suppliers are from outside village” (interview with sheha of Kizimkazi Mkunguni).

Another challenge to participate in tourism that was reported in both villages studied was that, most of the community members were lacking qualifications to enable them

to grab jobs in tourism taking place in the village. Below are some of the statements given by some research participants as they were trying to elaborate why they feel marginalized in tourism job in the hotel.

“Most of the hotel jobs are dominated by people from outside village like Kenya and Mainland Tanzania, the reason behind is that villagers lack required qualification of hotel management this made most of them to involve in the fishing activities” (Questionnaire answers from Nungwi respondent)

As not enough, another challenge to participate in tourism was due to the ineffectiveness of the local authorities. This issue was raised, particularly by Nungwi villagers who answered the questionnaire. They blamed their local authorities for failing to disseminate information they get from the hotel owner when they attend meetings in some occasions. Many people in the Nungwi village are said to be unaware about opportunity of hotel jobs provided special for villagers.

4.10.2 Challenges at Sectoral Level

The challenges of poverty alleviation through tourism at sectoral level were explained from three perspectives: lack of involvement of the locals in tourism management, lack of transparency in sharing the tourism benefit and seasonality of tourism jobs. Some research participants argued that communities are not involved in the tourism management in the village. It was also complaining that there has been a lack of transparency in the ways money donated from tourists and visitors are spent to benefit the communities. The (table 4.10) below summarizes the responses for the question “are village resides involved in tourism governance in your area? The analysis of the result signifies the situation that to a large extent people in the study area were not involved in the tourism governing. That’s why 78 percent of the respondents in the

both village rejected, meaning that they are not involved while only 22 percent agreed that they are involved

Table 4: 11 Peoples' Involvement in Tourism Governing

Answer	Nungwi	Kizimkazi	Total	Percentages
1. Yes	7	11	18	22
2. No	34	30	64	78
Total	41	41	82	100

Source: Field data, 2015

4.10.3 Challenges at Government Level

The challenges at Government level are: lack of promotion of community-based tourism and lack of incentives to locals. The research participants said that if the government would promote community based tourism, it could enhance tourism development in their villages, and eventually enhance participation of the poor in tourism and poverty alleviation, especially if incentives are made available to the poor. For example Sheha of Nungwi state that *“Community is the basic institution of development of tourism in the village so the National government must create a clear policy to promote community based tourism”*

4.11 Actions to Take to Alleviate Poverty through Tourism

Table 4.11 presents the main categories of themes (suggestion/ideas) and sub-themes on measures that were suggested by study respondents as a means of enhancing participation of local communities in tourism in order to reach the target of poverty alleviation through tourism in the communities.

Table 4: 12 Themes to Enhance Poverty Alleviation through Tourism

Main themes	Sub themes	Number of participants	Percentage
1. Action at local level	1. Enhancing access of credits to local people	10	11
	2. Raising awareness about participation in tourism activities	7	8
	3. Improving efficiency in local authorities	8	9
	4. Enhance access of foreign language class in the village	5	6
	5. Encourage people to learn hotel management and hospitality	9	10
	6. Providing entrepreneurship knowledge to local people	9	10
2. Action at sectoral level	1. Involvement and empowerment of locals in tourism management	7	8
	2. Enhance capacity building programs	5	6
	3. Reduce seasonality	6	7
3. Action at government level	1. Promoting community based tourism	12	13
	2. Giving incentives to the local poor	11	12
Total		89	100

Source: Field data, 2015

4.11.1 Actions at Local Level

Things that were proposed by research participants for improving the participation of the poor in tourism in the process of poverty alleviation through tourism at the local level are: 11 percent of participant propose enhancing of credits to local people, 8 percent emphasizing on raising of awareness about participation on tourism activities, 10 percent of respondents suggest on Providing entrepreneurship knowledge to local

people, 9 percent propose improving efficiency in local authorities, 10 percent of participants encourage people to learn hotel management and hospitality and 6 percent suggest enhancing access of foreign language class in the village. Most of the research participants believed that if the above measures are put into action, not only could the level of poor participating in tourism be improved, but also there would be a significant reduction of poverty through tourism related activities in their communities.

4.11.2 Action at Sectoral Level

At this level, 7 percent of research participants recommended a need for reducing seasonality in the tourism sector. They suggested to the government to take special measures and make tourists flow throughout the year. Actually, the government of Zanzibar has formulated tourism policy directed to reduce seasonality. The policy state that “The Government will encourage and support development and diversification of tourist attractions and activities in order to attract various visitor segments at different times of the year” (Zanzibar Tourism Policy, (draft) 2012)

Additionally, 8 percent of respondents suggested not only involvement, but also the empowerment of local communities in tourism management. The research participants from both villages were not happy with the current trend lacking transparency in sharing the tourism benefits in the village. Instead, they called for a new partnership that would recognize the local communities as equal and important allies in the tourism. The participants suggested that, national government, the local authorities and Zanzibar tourism body should take careful efforts to provide tourism, education, and show how the locals can engage in the management process.

4.11 3 Actions at Government Level

At government level, 12 percent of participants proposed the government and other financial institution to provide incentives, such as improved access to loans, and grants to poor who are willing to utilize tourism opportunities. Additionally, 13 percent of participants propose that the government should promote community based tourism more practically not theoretical. They believe community based tourism is the solution of conflicts of interest between tourism investors, Central government and local communities.

4.12 Discussions

The aim of this section is to discuss the significance of the themes identified in this study on: how tourism was perceived as a tool for poverty reduction; challenges, encounter participation in tourism and poverty reduction; and action to take to reduce that challenge in the studied communities. To understand this, Zanzibar Tourism Policy of 2012 and Zanzibar Tourism Master Plan of 2003, are used to lay the foundation for broader understanding of the significance of the suggestions (ideas) proposed by the research participants in the study to improve people participation in tourism and poverty alleviation through tourism.

4.13.2 Tourism and Poverty Alleviation in Zanzibar Local Communities

The 84 percent of participants in this study as presented in (Table 4.6) believed that tourism can be used as a mechanism for poverty alleviation and improve their livelihood opportunities. This was evidenced due to the increase of individual income per day during tourism development, asset ownership and improvement of social amenities in the study area. However, few research participants claimed about the

potential of tourism as a tool for poverty reduction; this is largely due to the lack of knowledge on how to engage in tourism businesses. The relevance of the above themes (ideas) is implicated in the structure of Zanzibar Tourism Policy/Strategies, where the government is committed to use tourism as priority sector in poverty alleviation. To put this into context, Zanzibar tourism vision clearly emphasized to make Zanzibar a growing 'up market tourism economy' that creates jobs, alleviates poverty, protects environment and preserves Zanzibar Culture (Zanzibar Tourism Policy, (draft) 2012). The Zanzibar tourism vision seeks to assist to promote job availability, poverty alleviation and livelihood of the Zanzibaris.

By considering the general trend of tourism performance in Zanzibar, the number of international tourist arrivals and receipts have been increasing in recent years, where Zanzibar earned USD 210.5 million in 2013 compared with USD 175.4 million earned in 2012, the development is largely associated with the increase in the number of international tourist arrivals in 195,553 from 149,586 in 2012 (Tanzania Tourism Sector Survey, 2015). There is no doubt that such increase in revenues and the number of visitors can be very healthful in addressing the issues of poverty through tourism in the local communities where number of social services developed such as road, water supply and electricity to attract more visitors and investors. The potential for tourism to contribute to poverty reduction is increasingly recognized, partly because it is one of the few sectors in which poor countries' cultural and natural resources give them a comparative economic advantage. Similarly UNEP (2005) stated "The development of tourism provides a good opportunity to help to alleviate poverty because it is often a new source of revenue in rural areas, where three-quarters of the world's poor are to be found". However, for this to work successfully,

proper supervision and distribution of social service for the betterment of local communities should be in place. Moreover, in terms of employment in the study areas, the findings of this study suggest that tourism had provided employment solution (Figure 4.3 and 4.4) where informal jobs seem to occupy a large number of poor villagers compare with formal jobs. In that context, there was a claim among research participants that most of formal jobs occupied by outsiders due to the argument that local villagers lack tourism professionalism.

Employment in the tourism industries refers to all the jobs (or persons engaged) in both tourism-characteristic activities and non-tourism-characteristic activities in all establishments in tourism industries. UNWTO (2014) similarly argued that tourism creates opportunities for entrepreneurs and many small and micro enterprises, be they in the formal or the informal sector. In this context, Zanzibar Tourism Master Plan (2003) proposed four angles to work with in improving tourism professionalism among Zanzibaris in order to cope in both formal and informal employment opportunities, these are

Basic vocational training for new entrants to the tourism industry;

Improvement of craft and basic skills among existing staff;

Development of supervisory and management personnel, especially in the accommodation sector;

Further development of public awareness and tourism, education programmers (Zanzibar Tourism Master Plan, 2003) in the same way the government targets to make tourism attains full employment by the year 2020, (Zanzibar Tourism Master Plan, 2003).

The trading activities in the study areas have improved. This is clearly illustrated in the study findings that tourism developments contribute a lot in assuring market for some local products such as arts and crafts, seafood and the like. Such improvement contributed to the increase of the number of tourists and visitors.

4.13.3 Challenges of Tourism and Poverty Alleviation

The challenges of people participation in tourism and poverty alleviation were identified as lack of credits (poverty), lack of awareness on how to invest in tourism, lack of incentives, and lack of qualification to work in tourism. The significance of these themes (ideas) arises from the fact that they are among the challenges that have been approved in the Tanzania's National Tourism Policy of 1999 which limit full exploitation of potential of tourism in Tanzania. As indicated in the national policy, among others, these challenges include:

Poor coordination and inadequate land management for the development of tourism

The inadequacy of awareness and appreciation, especially on the part of local communities, of tourism and the importance of setting aside and preserving tourist attractions Moreover, local communities are not involved in the decision-making, development and sharing of the profits from the tourism resources and tourist trade (MNRT, 1999). It is suggested that these challenges should be overcome if poor people need significant benefit from tourism (Aref *at al*, 2010).

4.13.4 Actions to Reduce Challenges of poverty Alleviation Through Tourism

In order to enhance poverty alleviation through tourism, the study findings proposed some measures. These measures focused on enhancing access of credit to local communities, raising awareness about tourism, enhancing access to education,

involvement and empowerment of locals in tourism management; enhancing capacity building programs, promoting community based tourism. These measures correspond with the existing Tourism Policy Strategies that seek to expand the tourism industry in Zanzibar, alongside improving the livelihoods of the poor in tourism destinations in the country. For instance the Zanzibar Tourism Policy of 2012, contains a number of specific policy strategies in key areas that need to be enhanced, product development and marketing; cultural tourism, setting land for tourism, infrastructure development, employment and human resource development, community participation; enabling investment climate, financing and technical support (Zanzibar Tourism Policy, (draft) 2012).

Although the concept of participation has acknowledged significant concern in Zanzibar tourism management frameworks, there seems to be very little happening in practice. As claimed by research participants in this study that the local communities are not fully involved in the tourism governing in the village. The study participants suggested that tourism in order to produce a huge benefit to the communities surrounding, full participation and empowerment of communities is the best solution of all challenges. This standpoint of research participants is similar to neopopulist theory, which suggests that local communities should be central to tourism planning and management, and it encourages the voices of those most affected by tourism to be heard (Scheyvens, 2002). Although there is an increasing government supported local communities in tourism to participate fully, the problem has been found on the side of implementation of policy/strategies (Kalemo, 2011) It might be at a point for some tourism initiatives in Zanzibar to be adopting the perception of participation just as a buzzword.

However, participation as model for success needs to be approached from broader perspectives. As Mowforth and Munt (1998) call attention to: The debate is currently not one of whether local communities should be involved in the development of tourism in their areas, but how they should be involved and whether ‘involvement’ means ‘control’ (Kalemo, 2011). Apart from participation means control or not, what needs to be acknowledged is that communities can actively participate in tourism initiative if they have a sense of ownership of the initiative (Guevara, 1996). For this to happen, communities have to be empowered, and all dimensions of empowerment must be taken into account, which are: economic, social, educational, psychological and political (Scheyvens, 1999). The communities should be empowered prior to engage them in tourism projects so that they can choose whether or not tourism is an appropriate activity to pursue, and that they can exert control over any tourism activity developed (Scheyvens, 2002). Neopopulist and postmodern thought reject mainstream development paradigms which seek a universal truth (Kalemo, 2011) preferring to seek out diverse voices and disagreeing that the meaning of development is contested (Blaikie, 2000).

Nevertheless, Neopopulists campaign that development is about empowering disenfranchised groups, providing them with opportunities to have greater control over their own lives and wellbeing (Friedmann, 1992). In a real sense, neopopulists aim to promote all forms of tourism initiatives which can enhance the well being of local communities, and not tourism to be used for developing itself. Community-based tourism development would seek to strengthen institutions designed to enhance local participation and promote the economic, social, cultural wellbeing and poverty alleviation of the popular majority (Kalemo, 2011) It would also seek to strike a

balanced and harmonious approach to development that would stress considerations such as the compatibility of various forms of tourism with other components of the local economy; the quality of development, both culturally and environmentally; and the divergent needs, interests, and potentials of the community and its inhabitants. Nevertheless, critics of community based tourism disagreed with the notion of involving active communities in the management of tourism projects. In their view they argued that the inclusion and involvement of communities in the ownership or planning of tourism initiative, does not guarantee tangible livelihood and economic gains to the community, nor is active local participation in a tourism initiative a precondition for benefits reaching communities and local employment. It is suggested that other benefits are at times secured at the expense of local initiation and control (Ahmad, 2001, Dwyer and Edwards, 2000).

Moreover, critics of active participation and empowerment of communities argued that, where communities are heavily involved in tourism initiatives several problems tend to occur, such as: conflicting stakeholder agendas, jealousies and external power struggles, growth of artificial hierarchies and elites may occur; diminishing or undermining potential benefits to the community (Swarbrooke, 1999 and Taylor, 1995). Hence, Community Based Tourism Initiatives (CBTIs) are seen as alternatives to other types of tourism, which promote activate participation and empowerment of communities in tourism initiatives. These supporters of CBTI argued that despite CBTIs taking the stance of not involving actively communities in tourism management, yet, the initiatives focus primarily on delivering net livelihood and economic, social and/or environmental benefits to communities and their members in a responsible and sustainable manner (regardless whether they are poor or not, and

whatever their backgrounds, whether from developed or developing countries) (Simpson, 2008). It is therefore argued that to distribute benefits to the community, the tourism initiative need not always involve the community in any rights, tenure or control of the project (Ahmad, 2001) In this view, it is encouraged that communities should be participating in all stages in CBTIs because that gives stakeholders a better chance to have an influence in shaping community development and to deliver the maximum benefits while ensuring the sustainability of tourism ventures (Campbell, 1999).

It has been highlighted earlier that the challenge of ensuring the right proportion of tourism benefits are delivered to the communities does not reside on whether the communities are actively or passively involved in tourism initiatives. In this regard it can be argued that community involvement alone is not enough (Ahmad, 2001 and Blackstock, 2005) and does not ensure the delivery of benefits. Instead, interaction and communication with the private sector, including investors, developers, planners, and managers from outside the community seems to be critical to the success of any CBTI in particular (Wearing and MacDonald, 2002). Nevertheless, more studies are needed to illustrate how CBTIs work in practice in a variety of contexts and how the right proportion and most effective benefits can be delivered to the relevant community (Simpson, 2008). To summarize this part, the study makes a note that the challenge facing people participation in tourism today seems to be the context of 'control' of tourism initiatives by local communities, as a path to ensuring that the benefits of tourism are delivered to the beneficiaries at the right ratio. This study argues that whether tourism initiatives hold neopopulists stance or passive stance, the key issue lies on community participation and commitment towards achieving a

common-goal of poverty alleviation. As tourism industry is battling to demonstrate its merit as a tool for poverty alleviation especially in developing countries and Zanzibar in particular, the debates in tourism should therefore be wedged towards finding ways to amalgamate the ideas of two camps together (holistic approach) to achieve a synergic effect of alleviation of poverty (both relative and absolute) in communities hosting tourism ventures (who certainly cannot wait to see this happening), while maintaining profits for the tourism industry itself so it can survive; however, without compromising the survival of biodiversity and ruining the entire environment.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study mainly investigated the role of tourism in poverty alleviation in Unguja Island, Zanzibar. The study villages were Kizimkazi and Nungwi, Several economic activities were basically practiced in the study area, whereas tourism related activities are commonly practiced these villages. However, taking into account that all areas are of rural coastal setting, there is also significant participation in agricultural and fishing sector. The people of the study areas do supply tourist related products such as tour guide, handicrafts, supply and sale of agricultural products.

The tourism sector is a very important part of the economic growth and poverty reduction in Unguja, Zanzibar. In order to achieve those objectives, the study questions were made related to the creation of foreign exchange earnings and employment, incomes, accessibility to assets and their effects on the poor and the linkages of the tourism to the local economy. In the whole study both qualitative and quantitative information collected were subsequently used in the analysis of the data. Tourism is an important economic activity in the areas of study, particularly in activities such as tour guide, curio shops and handicraft sales, among others. However, fishing and agriculture were observed to be predominant economic activities where now many people are fully engaged in the tourism and fishing activities. Tourism is significant on both direct and indirect employment opportunities. Directly, it was observed that there was a substantial employment generation in hotels and restaurants, but the study observes a limited number of local

villagers who access employment in the hotel, so most of local villagers prefer fishing and tour guide than work directly with the hotel because brought more benefit to them. There is no observable uniform pattern of increasing the contribution of incomes from tourism to households, but there is a general increase in the number of people receiving incomes from tourist related activities. Overall, it is always difficult to get income data from individuals/households, the increase in number may be interpreted as a reflection of increasing opportunities for getting incomes from tourist activities (Luvanga and Shitundu, 2003) Moreover, the findings reveal significant direct and indirect employment opportunities. Those opportunities provide important sources of incomes to the people.

Generally, development of tourism activities creates a large number of direct and indirect employments, but also has a great contribution in improvement of social amenities not only to the study area, but Zanzibar in general due to increasing foreign exchange earnings and contribution from tourism investors, the study observed improvement of health service, education, water supply, electricity and infrastructure.

5.2 Conclusion

Based on the objectives of the study and the finding in this study, the research concludes that tourism and its related activities had some contribution to the poverty alleviation in the Zanzibar local communities. The purpose of this study was to find out the contribution of tourism activities in poverty alleviation in Zanzibar and to prove the belief that tourism is an important to reduce the poverty rate in the developing world. From the results of the study it is very clear that tourism is the suitability tool for poverty alleviation and sustainable development. Tourism industry

in Zanzibar is a major economic sector. The findings also provide shade of light on the improvement income per day and assets ownership in the study areas. Furthermore, the employment becomes a major concern Statistic can shed light on the contributions of tourism businesses to jobs creation and assess the impact of public policy and private investments on the job creation potential of tourism characteristic activities. Although most research participants in this study indicated that tourism could play a key role in enhancing economic benefits and improving their livelihoods, however the study finding also noted some challenges faced people participation on tourism related activities and poverty alleviation such as being lack of credits (poverty), lack of awareness on how to invest in tourism, lack of incentives, and lack of qualification to work in tourism among others. These standpoints remain the main obstacle of poverty alleviation through tourism in the study areas.

Last, but not least, the research participant suggested some action to address the challenges through tourism, such actions include enhancing access of credit to local communities, raising awareness about tourism, enhancing access to education, involvement and empowerment of local communities in the tourism management, enhancing capacity building programs, promoting community based tourism. The believes of the research participant is that if the proper initiative will taken to address that challenge, the proper beneficial economic and social benefit will increase drastically in Zanzibar local communities.

5.3 Recommendations

To expand employment benefits from tourism, the study suggests that the governments and other tourist stakeholders should provide tourism education to her

people, as many business owners list a lack of skilled labor as a key challenge. This should be given especial high attention in Zanzibar because the study noted that the tourism sector in Zanzibar is experiencing problems in the recruitment and retention of competent skilled managers and middle management staff. Most of the big hotels hire managers from outside Zanzibar. Tourism and its related activities should be promoted not only for accessibility of infrastructure, but also for empowering individual or collective group of local communities who are willing to engage in the tourism related activities in order to increase benefits for local communities within and outside the study areas with tourist attractions.

The study suggests that the government should ensure viable, long-term economic operations, providing socioeconomic benefits to all tourism stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation. There is a need for a high degree of community participation in tourism planning and management process as the key for tourism prosperities and public awareness of pro poor tourism. That will enable the community to have full utilization of tourism opportunities available in their destination

5.4 Recommendation for Future Studies

- i. However this study provides enough insights regarding the potential of tourism activities on poverty alleviation, it also shows that community are changing their roles in community development and are getting more and more engaged to be a part of development that alters their lives in a positive direction. A longitudinal

and cross-section study is recommended in the future, as it will help to examine and compare the development progress in Zanzibar in the future

- ii. This study observed that community is the central part of tourism development, but still is marginalized in the tourism governing. There is a need to study the potential and implications of communities based tourism as key for poverty alleviation in rural areas

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APPENDICES

APPENDIX 1: RESEARCH CLEARANCE LETTER.

THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF RESEARCH, PUBLICATIONS AND POSTGRADUATE STUDIES



To Whom It May Concern

14th August, 2015

RE: RESEARCH CLEARANCE

This is to certify that **MR.AMOUR KHAMIS BAKARI** has been granted permission to conduct research on “**The roles of Tourism activities on poverty alleviation in Unguja, Zanzibar. A case study Nungwi and Kizimkazi villages**”

This permission allows him to conduct research in Kizimkazi and Nungwi, Unguja Zanzibar in connection with his research. This is in accordance with the Government circular letter Ref. No. MPEC/R/10/1 dated 4th July, 1980; the Vice Chancellor was empowered to issue research clearance to the staff and students of the University on behalf of the Government and the Tanzania Commission for Science and Technology, a successor organization to UTAFITI. This permission is granted for the period between **15th July to 14th September 2015**

We thank you in advance for your cooperation and facilitation of this research activity.

Yours sincerely,

Prof. Hossea Rwegoshora

For: VICE CHANCELLOR

THE OPEN UNIVERSITY OF TANZANIA

APPENDIX II: VILLAGER'S QUESTIONNAIRES

This instrument is designed to collect data on the roles of tourism on the poverty alleviation in Unguja case of Nungwi and Kizimkazi communities. You are invited to complete the questionnaire bearing in mind that your honest responses will go a long way to determine the overall success of this study. This work is strictly for academic purposes and so the information given is treated with confidentiality. This instrument divided into two sections A and B.

SECTION A

Please indicate your response by ticking [] the response category or by writing in the space(s)

1. What is your gender?

i. Male ()

ii. Female ()

2. Village you're residing

Nungwi ()

Kizimkazi ()

3. What is your age?

i. 18 – 25 ()

ii. 26 – 35 ()

iii. 36 – 45 ()

iv 46 – 55 ()

v. Above 56 ()

4. Education level
 - i. Primary education ()
 - ii. Secondary education ()
 - iii. Diploma education ()
 - iv. Higher education ()
 - v. Other (specify).....
5. What is your occupation?
 - i. Student ()
 - ii. Employed ()
 - iii. Self employed ()
 - iv. Retired ()
 - v. Other (specify).....
6. What is your per day income before tourism development in your area?
 - i. 1000 – 5000 ()
 - ii. 6000 – 10000 ()
 - iii. 11000 – 15000 ()
 - iv. 16000 – 20000 ()
 - v. Other ()
7. What is your per day income during tourism development in your area?
 - i. 1000 – 5000 ()
 - ii. 6000 – 10000 ()
 - iii. 11000 – 15000 ()
 - iv. 16000 – 20000 ()
 - v. Other ()

8. Do you think tourism provides employment solutions for the poor in your area?

i. If yes ()

How?.....
.....
.....

ii. If No () why

.....
.....
.....

9. In what way or ways do you participate in tourism activities? Though:-

i. Supplying of goods in the hotels/restaurants ()

ii. Guiding of tourists ()

iii. Employee in hotels/restaurants ()

iv. Selling goods/services ()

v. Others (specify).....

10. What kind of goods or services do you offer to tourist?

i. Accommodation ()

ii. Art and craft ()

iii. Transport services ()

iv. Other, specify.....

11. Did you receive any assistance from any institution or government during start businesses?

- i. Yes ()
- ii. No ()
- a) If yes, in which business areas did these institutions give support?
 - i. Business plan ()
 - ii. Financial management ()
 - iii. Marketing ()
 - iv. Credit ()
 - v. Other (Describe)

12. Is tourism drive benefits to you or your community?

- i. Yes ()
- ii. No ()

If yes, what benefits did you get from tourism businesses?

- i. Building house ()
- ii. Buy car ()
- iii. Renting a house ()
- iv. Other (specify).....

13. Is tourism investment policy helping the poor to alleviate with poverty?

- i. Yes ()
- ii. No ()

If No, why?

.....

14. What are the contributions of tourism enterprises like hotels to the improvement of social amenities?

- i. Provide sponsorship to students ()
- ii. Contribute in building school and health center ()
- iii. Contribute in water supply ()
- iv. Other (specify).....

15. What is the level of awareness of pro-poor issues and approaches in tourism?

- i. Low ()
- ii. Normal ()
- iii. High ()

16. To what extent is the tourism private sectors committed to pro-poor tourism and working with local communities?

- i. No ()
- ii. Low ()
- iii. Large extent ()

17. Is tourism development, providing expected solution of poverty alleviation in your area?

- i. Yes ()
- ii. No ()

If yes, how?

.....

If No, why?

.....
.....

SECTION B

Please answer the following question by filling the gap.

18. Are the local people empowered to explore and utilize tourism opportunities as a means of improving their lives in your area?

i. Yes ()

ii. No ()

If yes, how?

.....

19. In what ways tourism can be used to enhance the livelihood opportunities in your community?

.....
.....

20. Does the village reside involved in tourism governance in your areas?

.....
.....

21. What would you consider as barriers which affect your participation in tourism activities?

.....
.....

22. What actions do you think will help to reduce the barriers of participation in the tourism?

.....
.....

23. Has there been any action at local government or national level to strengthen the approach to pro-poor tourism?

i. Yes ()

ii. No ()

If yes, mention

it.....
.....

End of Instrument, Thank you for your responses.

APPENDIX III: INTERVIEW GUIDE FOR TOURISM OFFICIAL AND LOCAL LEADERS

INTRODUCTION

The aim of this study is to evaluate the roles of tourism on poverty alleviation in Unguja the case study of Nungwi and Kizimkazi communities. You are kindly requested to participate in this interview and provide answers with the highest level of honesty. This research is being undertaken in partial fulfillment of the requirements of the Master of Tourism, Planning and Management at The Open University of Tanzania. All information provided will be treated with the greatest discretion, and used only for the intended academic purpose. Please be assured that neither your name nor photo would appear in this thesis without your permission. Please be also assured that one copy of the final draft of this research will be handed back to your office as a reminder for future reference.

Questions

1. What can you say about tourism activities on poverty alleviation in Unguja?
2. Is tourism included in National Strategies as a viable tool for poverty alleviation?
3. Are the tourism policies and strategies, identifying the problem of poverty in the local communities?
4. Is tourism policy emphasizing empowerment of local communities to utilize tourism opportunities? How?
5. How tourism investment policies help the poor to own tourism investment in their area?

6. To what extent is the tourism private sectors committed to pro-poor tourism and working with local communities?
7. To what extent and through which mechanisms do tourism contributes to poverty alleviation in the local community?
8. What is your perception about tourism development as an agent for improving livelihoods of rural communities?
9. How well developed are tourism supply chain linkages with poor communities at a local level?
10. How poor communities benefiting from taxation and charges from tourism enterprises and visitors?
11. What would you consider as barriers which affect local peoples' participation in tourism?
12. Has there been any action at a national level to strengthen the approach to pro-poor tourism?

Name of interviewee:

Age:

Gender:

Occupation:

Working position.....

Village resides:

Thank you for your cooperation

APPENDIX IV: OBSERVATION GUIDE**NUNGWI AND KIZIMKAZI VILLAGE**

Observer's name

Area of observation

Date of observation

Issue to be observed	Not observed	Observed	Comments
The transport and communication facilities are well developed to facilitate community development			
Public building such as school, health center, shops and village leader's office are well build relating to tourism development in the area			
Local accommodation is well structured to attract tourists and travelers			
The local community is accessible water and electricity services			
The quality of the villager's house is modern build			
The social, political and economic differences reflected in the quality of household			
Accessibility of computer and internet services			

APPENDIX V: SWOT- Analysis

The research findings summarize the case of Nungwi and Kizimkazi as a tourist destination and local villages determined to establish itself within a growing industry. The analysis of the tourism phenomenon as observed during the scope of the study. This summary rests on the four pillars of the SWOT-Analysis, representing the Strengths, Weaknesses, Opportunities and Threats for present and future developments of the tourism related activities for the Nungwi and Kizimkazi communities

Strength	<ul style="list-style-type: none"> - General acceptance of tourist industry among local community - Tourism still regarded as a alternative income source - There is some awareness of opportunities available from tourism - Awareness of adverse effects amongst some community members
Weakness	<ul style="list-style-type: none"> -Limited qualified, skilled manpower in tourism business - Lack of knowledge of how tourism functions, at national and global levels - Lack of guidelines to tourism development of government level -Poor community involvement in tourism governing - Loss of community land to non-local investors -Local accommodation are not well structured to attract visitors
Opportunities	<ul style="list-style-type: none"> -Abundant unexploited potentials within local natural and cultural capacity - Accessibility of most of public facilities through re-investment of tourism profits -Expansion of market of local products -Sustainable community based tourism development
Threats	<ul style="list-style-type: none"> -The tendency to place economic benefits above conservation - Increased pollution and use of natural resources - Changes within traditional community structure