

**TOURISM, HOUSEHOLD BENEFITS AND CULTURAL SHAKE-UPS IN ZANZIBAR TANZANIA: NARRATIVES FROM THE EASTERN COAST OF KIWENGWA**

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**ABSTRACT**

*Tourism strategically rose to ignite economic growth in Zanzibar since the reforms. The Revolutionary Government of Zanzibar (RGZ) devised investor friendly policies and attracted an estimated sum of 476 billion dollars in terms of foreign direct investment. The investment fueled increased number of Multinational hotels along the eastern coast of the Isles and in particular Kiwengwa. Since, then tourism formed an important pillar for households' income and national economic growth. This was due to its links with employment creation, forex, social services provision and other economic benefits. Despite the benefits enlisted, the sector has also listed costs such as the rising crimes incidents, drug use and trafficking, sex trade and the rising cost of living in the Island. These cultural shake-ups motivated this study to explore and describe the benefits, costs and cultural turbulences so as to inform policy for effective decision making. The paper also intends to open up the debate among key players in tourism sector and the community for mutual existence to enhance growth and well-being in Zanzibar and in similar destinations. Methodological triangulations was used in data collection in order to attain effective data collection. This include among others, in-depth interviews, direct observation, focus group discussions and literature review. The study applied qualitative and quantitative data to enable descriptive and content analyses. It was revealed tourism is vital in the economy of Zanzibar as it employs directly or indirectly about 35-40 percent of the population. It increases forex, extend the tax base and improve quality of services through corporate responsibility programs in water, health, education and community development to name a few. Thus, there is a need for a synergy where all the stakeholders meet and discuss the dynamics of tourism development which should involve the central and local governments, investors, tourist boardies and the communities.*

**Key words:** Tourism, Socio-economic benefits and Cultural Shake-ups.

## 1.0 Background and Motivation

According to WTO, (2009) Tourism recorded a significant portion of foreign direct investment (FDI) in 2000s and became the biggest economic activity the world over. The primary source of international trade receipts were estimated to over 1.5 billion international tourist arrivals and US\$ 2 trillion receipts by 2020. These data represents an optimistic picture of the tourism sector in Africa with growth of 5.5 per cent per annum, for the period 1995 – 2020, as compared to the global rate of 4.1 percent of the 77 Million international tourist arrivals anticipated in the continent in 2020 (Ibid). Whereby an estimated 17 million were expected to visit the countries of East Africa, leading to an average growth of 5.3 percent.

Zanzibar used to be famous destination for tradesmen for decades not only for spices but also for slavery. Tourism is the fastest growing sector of Zanzibar's economy, with forex earnings of US\$ 117 million in 2005 and accounted for 20% of archipelago's GDP. An estimated 125,443 visitors toured Zanzibar and tourism accounted for over 60% of all approved foreign direct investment (Zanzibar Commission for Tourism, 2005). Beach tourism became the prominent type of tourism and new tourism development fronts are springing up rapidly in Zanzibar such as Uroa, Pongwe, Pwani Mchangani and Nungwi (ibid). The sector emerged a significant source of income for the islands since 1980's and generated approximately 27% of GDP by 2014, however agriculture remains the mainstay for export and subsistence as it employs majority (70%) of the population (ZCT, 2014).

Historically the economy in Zanzibar depended on clove production. The decline of production due to falling world market prices in 1986, left the government without choices and opted for economic diversifications. This entailed encouraging investment in agriculture, trade, manufacturing, telecommunication and transport as well as tourism (Revolutionary Government of Zanzibar, 2004). Tourism became the lead strategic economic activity which attracted 476 billion dollars of FDIs (WTO, 2006a). It turned to be the primary source of international trade receipts (Ibid). It was further recorded over one billion international tourist arrivals in 2010; and over 1.5 billion tourists with US\$ 2 trillion receipts in 2020 (WTO,1999).

According to Zanzibar Investment Policy (2000), the trends of FDI flow into Zanzibar rarely exceeded USD 19 million in any one year. Between 1986 after the enactment of the Investment Act and 2002, Zanzibar hosted total more than twenty times FDI inflows (\$ 440 million). These mainly originated from Britain, Bahrain, Germany, Italy, Kenya, South Africa, Mauritius and the United Arab Emirates. Most of the investments were directed to tourism, business services, marine transport and manufacturing; other areas were fisheries, air and agriculture.

Tourism is a viable sector that can enhance development and boost incomes at both national and household levels in the tourism destination hotspots. The travel and tourism industries are encouraged to create wealth and benefit the neighbouring communities in form of trade and corporate social responsibilities to ensure stability and equity distribution over resource use. As pointed out by Mowforth & Munt, (2009), this can be done through recruiting and training local people, through the local sourcing of products and services, building pro-poor partnerships and

linkages and providing training and support to small independent enterprises. This also implies assisting to generate opportunities for local enterprise and ownership, helping to pay a fair or above-average wage as well as set up profitable sharing schemes in destination areas.

According to the United Republic of Tanzania, (2005) it is estimated that, 49 percent of the population live below poverty line, while 13 percent live below the food poverty line. Poverty in Zanzibar is largely characterized by higher poverty incidences in rural than in urban areas. About 55 percent of people live in the rural areas and are below the basic poverty line (defined as minimum income level used as an official standard for determining the proportion of a population living in poverty). The common poverty line is \$1 a day as compared with 41 percent in the urban areas. Likewise, 16 percent of the rural population live below poverty line as compared to 9 percent in the urban areas.

Zanzibar economic growth is driven by tourism related activities. Thus, significant population (35-40 percent) in the Island (Hikmany, 2012) and Kiwengwa in particular, are directly or indirectly employed in the sector. However, there are different opinions amongst the population on tourism itself and income accrued from it. Some people perceive tourist arrivals in their local areas as an indication of cultural shake-ups (change and upheavals). The sector is viewed as contrary to normal way of living in the island and associated with increased crime incidences and drug use among youths (such as robbery, acid spills and petty theft are reported). These notions motivated this paper to explore and describe the benefits and costs of the industry at household levels. The paper also intends to provide a snapshot of the benefits and cultural shake-ups to stimulate further debates and thus, inform policy for better tourism management in the archipelago and in similar destinations. Despite the perceptions, tourism ignites economic activities in the Archipelago, particularly in the areas near to Zanzibar Stone town and along the Eastern Coast beaches with tourist destinations like Kiwengwa as described in the coming sections.

## 2.0 Methods

This study was conducted in Zanzibar in July –September 2014 at Kiwengwa. The study area is a hotbed for tourism activities. Other similar destinations are Uroa, Pongwe, Pwani Mchangani and Nungwi. It is located in the eastern coast of the Archipelago. The selection was attributed to its inherent features such as white sand beaches, coral rags and the proximity to the community managed Kiwengwa-Pongwe Forest Reserve inhabited with the rare species of red-colobus apes. The locals make living from fishing, coconut husk, farming, and firewood cutting; tour guidance, product supply, curio trade and car rental operations have recently become common economic activities in the area.

Kiwengwa consists of five villages, Pongwe, Ndundu, Kumbaurembo, Kairo and Gulioni. The study used both quantitative and qualitative methods. The sample frame consisted of 893 households at Kiwengwa village, and the sample units were heads of households. The sample size was 120 respondents drawn from 110 households systematically selected from the village registers and 10 key informants picked purposively. Quantitative data were collected by using a well prepared questionnaire in survey method which administered to respondents at household level. Qualitative data were collected through in-depth interviewing of the key informants, informal meetings at *maskanis* (coffee points where intriguing topics are debated) and in focus group discussions. Key informants included the Sheha of Kiwengwa village, Assistance of Sheha,

Opinion leaders and Local Government Officers from of North B and the Zanzibar Commission for Tourism. Descriptive analysis leading to frequencies, percentages and content analysis was applied to draw relevant themes for the subject from the transcripts of focus group discussions, informal discussions and in-depth interviews with respondents. Statistical Package for Social Science (SPSS) was used as a tool for analysis. Data were presented by using text threads, tables, and charts.

### **3.0 Results and Discussion**

#### **3.1 Socio-demographic structure at Kiwengwa**

The interviewed population were of 15-75 years of age. The active working groups (15-69 years) was 86.4 percent while the dependent group 0-14 years and 70-95 years were 13.6 percent. This implies majority of community at Kiwengwa are actively working in different forms of economic activities and/or attending schools except for the minority elders and toddlers.

Majority of respondents were males 72.7 percent and 27.3 percent were females. This was attributed to the the arab-swahili culture which do not allow woment to work in public employment. Thus, men are major bread winners and are accountable for all kind of communication at the household level. This is further demonstrated as to who is the head of the house, as it was revealed in the study that households were male-headed (95.5 percent), and 4.5 percent were female-headed. This phenomenon has an implication on decision making and ownership, as long as males are dominant, women have to seek permission to work, study and/or do business. Except for a noted minority percentage of women were head of households. These form a unit for decision making in female-headed households. It was attributed to many reasons such as deaths of spouses, seperation and/or divorce which is a normal event in the archipelago. This finding is supported by Nyankweli (2012) revealing that male dominant working environment in the mine near lake Victoria basin are similar to the island. The difference is that in the mines the tendency was driven by the nature of work that require muscular, tough and enegetic people whereby in the isles it was religious- cultural orientation.

Educationwise, about 22.6 percent were primary school leavers, 23.2 secondary school leavers, 3.6 percent tertiary graduates and majority with informal education 48.0 percent. This has a serious implication on labour and employment as most of the locals are engaged in informal sectors such as farming and fishing. While opportunities in tourism are taken by opportunists from mainland Tanzania and the neighbouring countries mostly Kenyans and Ugandans. The locals' low levels of education as compared to migrants' also reflect the low skills which is a disadvantage to work in the multinational hotels. For instance the state of art customer care services, marketing skills, value addition for their produce, financial capital, computer literacy, foreign languages proficiency to name a few. The survey indicated that major labour groups were self-employed as farmers and fishermen (50.9 percent); traders 14.5 and casual labouring 20 percent. Though the private sector leads in proportions among the locals are challenged to get markets in the nearby multinational hotels because of their ability to compete with international suppliers in fulfilling the ISO strandards on many business aspects and thus they are left out (Table 1). This give an impression that despite tourism growth, agriculture and fisheries are the mainstay activities for majority of local communities.

It was further revealed that most economic activities at Kiwengwa were practiced by the population were tourism related. For instance, it was learnt that about 5.5 % of the population

were working in restaurants and/or hotels; 1.8 percent as tour operators; 0.9 percent in diving centers; 2.7 percent selling handcrafts and 4.5 percent in petty business trading artefacts and traditional products as well as ornaments and the other 84.5 % were employed in farming and fishing (Table 1). This finding is matches Bryden, (1973) that 65.6% of community in the world, male and female engaged in tourism sector.

**Table 1: Socio-demographic characteristics of Respondents**

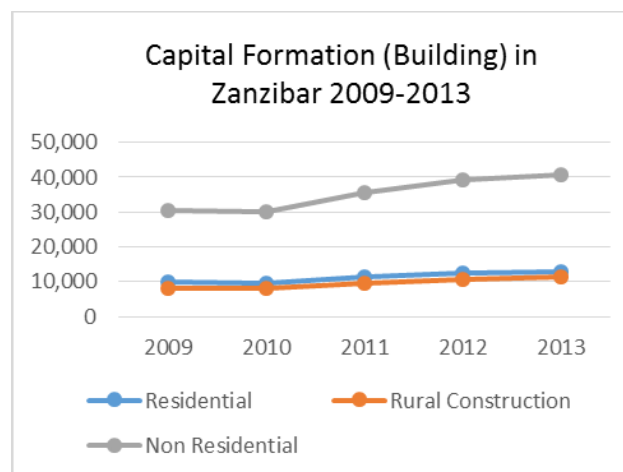
<b>Respondent's characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>		
Active working age 15-69	95	86.4
70-95	15	13.6
<b>Gender of households</b>		
Male	80	72.7
Female	30	27.3
<b>Head of household</b>		
Male	105	95.5
Female	5	4.5
<b>Education level</b>		
Informal education	53	48.2
Primary education	25	22.6
Secondary education	28	25.4
Tertiary education	4	3.6
<b>Occupations of households</b>		
Casual labor	22	20.0
Government employees	16	14.5
Traders	16	14.5
Self-employment (Farmers & fishermen)	56	50.9
<b>Respondents' Activities of in tourism industry</b>		
Employed in hotel and restaurants	6	5.5
Tour guides	2	1.8
Diving centers	1	.9

Selling of hand craft	3	2.7
Petty business in tourism sector	5	4.5
Non on above	93	84.5
Employed in hotel and restaurants	6	5.5

### 3.2 The buildings status of households

Majority of building structures of the surveyed population were built of by sand and stones (about 59.8 percent); 33.9 percent were built by using cement bricks and 6.2 percent were built by using mud. Moreover, the findings revealed 77.3 percent the houses were roofed by using palm leaves and 22.7 percent were roofed with corrugated iron sheets (Table 2). Further statistics indicates that the trend of capital formation (buildings in '000' million TZS) in Zanzibar between 2009 and 2013, the peak of tourism development residential buildings increased by 9000 to 12500; rural construction rose from 8000 to 11,500 and non-residential construction rose from 30600 to 40600 (RGV, 2013). The physical conditions of the houses and their numbers provide an impression of the living conditions of the local community in the archipelago while they provide an indication of household income that is invested in the housing and infrastructure such as household energy sources and domestic water supply. Figure 1 shows an apparent increase in non-residential construction as relatively low paced but significant for residential and rural construction. This offers a snapshot of a growing affluence among the community in the Isles attributed by tourism.

**Figure 1: Capital Formation ('000' million) in Zanzibar 2009-2013 (RGZ, 2013)**



The proportion of households with adequate access to water from the shallow wells is about 67.3 percent and 32.7 percent from the tap (Table 2). The findings further revealed that 68.2 percent of household had adequate access to fresh water from outside of their homestead (within a distance

of 400 m) and 31 percent accessed fresh water within their homestead (Table 2). According to Tanzania MDG report, 2010 found that 67.5 percent of the proportion of population using an improved drinking water source (%) of rural population. Thus, water supply at Kiwengwa is a success story and this correlated to tourism development.

**Table 2: Building status of households**

<b>Building Materials</b>	<b>Frequency</b>	<b>Percentage</b>
Cement bricks	38	33.9
Sand stones	67	59.8
Mud	7	6.2
<b>Roofing</b>		
Roof of palm leaves	85	77.3
Corrugated Iron sheets	25	22.7
<b>Access to water</b>		
Tape water	36	32.7
Shallow well	74	67.3
<b>Location water facility</b>		
Outside homestead	35	31.8
Within the homestead	75	68.2

### 3.3 Average Income of Respondents

The average income per month for majority of Kiwengwa households 40.9 percent, ranges from 21,000 to 40,000 TZS (9.30 -17.85 USD). While 20.9 percent receive 2000 to 20,000 TZS (0.89- 8.92 USD); 17.3 percent of households are receiving 41,000 to 80,000 TZS (18.30 – 35.71 USD) and 0.9 percent gets 210,000 to 250,000 TZS (93.75 – 111.60 USD) (Table 3) . According to 2011/12 HBS the basic needs poverty line is 36,482 TZS per adult equivalent per month and food poverty line is 26,085 TZS per adult equivalent per month. Using these two poverty lines, more than a half (61.8 percent) of the Kiwengwa population fall both below the basic needs poverty line and falls below the food poverty line. This is due to majority of the populations are being employed in agriculture and fisheries (partly due to low levels of education and lack of skills to as required to secure jobs in multinational hotels). These sectors are also not growing as fast as tourism (agriculture contribute an average of 25 percent of the total GDP within eight years period

from 2000 to 2007, while tourism contributed an average of 27%. Despite absorbing the 70% of population in terms of labour force. Moreover, the dependence on limited agricultural commodities as primary export items confined to cloves and seaweed climaxed to the present state of affair in agriculture). FDI inflows also give a good reflection to this phenomenon.

**Table 3: Average income of respondents per month**

Average income per month	Frequency	Percent
2000-20000	23	20.9
21000-40000	45	40.9
41000-80000	19	17.3
81000-120000	5	4.5
121000-150000	9	8.2
151000-200000	3	2.7
210000-250000	1	.9
251000-300000	2	1.8
310000-350000	3	2.7
<b>Total</b>	<b>110</b>	<b>100.0</b>

### 3.4 Community Involvement in Tourism

#### 3.4.1 Employment of Community in Tourism

The study revealed that 37 % of the population were employed in tourism activities and 63 % were not. The findings corresponds to Hikmany, (2012) noted that about 35-40 percent of the population in Zanzibar are directly employed in Tourism. About 11,500 direct and 45,000 indirect employments in real numbers and expected to take up to 50 percent by 2025. Therefore, the situation shows the significance of tourism sector in the Zanzibar economy as the engine for growth and cautions the need to put more efforts in agriculture and fisheries as still owns the large share of labour (Table 4).

**Table 4: Employment of community on tourism activities**

Employment of tourism activities	Frequency	Percent
Employed in tourism	40	37



Employed in farming and fisheries	70	63
<b>Total</b>	<b>110</b>	<b>100.0</b>

### 3.5 The Benefits of Tourism

#### 3.5.1 Economic benefits of tourism to community

Majority of the interviewed population (80 %) were not engaged directly in tourism activities but indirectly benefiting from it. For example, 89.1 % have other economic benefits which derived from tourism industry and only 10.9 % were not (Table 7). This finding is consistent to Ashley, (2000) noted that communities have different benefits besides being employed directly in hotels. Also, through tourism societies produce seaweed and selling it, to the hotels. Furthermore, the study noted that various benefits which were accrued by the communities are derived from tourism industry, for instance, forex ranked high compared to other benefits and have 17.3 percent, 14.4 percent were benefited by access to market by selling their products in hotels, 13.8% selling hand crafts in hotels and other benefits (Table 7).

**Table 7: Economic benefits of tourism to community**

Status of Economic benefits	Frequency	Percentage
Benefited	98	89.1
Non benefited	12	10.9
<b>Economic benefits</b>		
Doing business to workers in hotel	47	9.7
Installation of electricity	26	5.3
Paid school fees for my children	35	7.2
To get foreign currencies	84	17.2
To get foreign networks and friends	48	9.9
Selling fishes in hotels	70	14.4
Rent vehicle to tourists	17	3.5
Rent house to hotel workers	24	4.9
Selling hand crafts	67	13.8
Opened shop	17	3.5
Built a house	52	10.7

### 3.6 Social benefits of tourism to community

Generally investments aims at making profits and improve the social services in areas they are operating. In due course the investors also benefits by being legitimate members of the host community, accepted, secured and access to available labor force in the community they work. Thus, tourism is not an exception. The study findings indicated that 27.2 percent of respondents noted improved roads, 16.1 percent noted access to employment opportunities in hotels and other related firms, 15.6 percent appreciate adequate access of clean and safe water, while 14.6 percent noted that health services were improved and 14.3 percent pointed out that services in schools were also improved. Twelve percent pointed out that (12.2 %) there is improved revenue/tax and levies collection of which has resulted in better services and infrastructure repair (Table 8). Likewise, Luvanga and Bol, (1999) noted that the tourism investment lead improvement of social services such as road, health services, water supply and energy supply.

#### 3.6.1 Development of projects

About seventy percent (69.1) of the surveyed respondents noted no projects which is supported by the tourism sector while 30.9 percent acknowledged there are projects supported. The Sheha of Kiwengwa, attested that *'there are projects to conserve the environments by planting trees in the nearby forest of Pongwe' ... 'but also the staffs of North 'B' District Council commended this conservation efforts'* (Table 8). The study noted a slight weakness in the project that the communities were not involved this project as 69.1 percent of respondents lamented about this behavior.

#### 3.6.2 Perceptions of the Kiwengwa community on tourism

Majority of respondents 87.2 percent agreed tourism contribute to income poverty reduction for the villagers where by 12.7% of respondents disagreed. The pro-tourism majority attested the quality of services are improved, youths and elders are employed in the sector and availability of market for their products such as fish and artefacts. The minority protested against the sector by simply referring to broken Swahili values, crime escalation and rising substance use amongst youths. It was further learnt that the surveyed respondents believed that tourism activities contribute to poverty reduction by increasing tax and levies collected by the government and income to families as well as better social services (Table 8). Likewise, Luvanga and Shitundu, (2003) found that Tourism activities can affect poverty alleviation positively by contributing to employment creation, income generation, increased asset ownership, contribution to basic needs to community.

**Table 8: Socio benefits of tourism industry to community**

Socio services	Frequency	Percentage
Employment	61	16.1
Road	103	27.2
Health	55	14.6
Clean and safe water	59	15.6
Schools	54	14.3

Revenue/Tax levies	46	12.2
<b>Project/Program</b>		
Have a project	34	30.9
No project	76	69.1
<b>Poverty reduction</b>		
Agree	96	87.2
Disagree	14	28.9

### 3.6.3 Reduction of infant mortality rate

Infant mortality rate for children under-five years were higher before establishment of tourism. Majority of the surveyed population (83.6 percent) perceived that it was higher, while afterwards the rate had declined as 85.5 percent of respondents acknowledged the low infant mortality rate. Likewise, the mortality rate for children aged between 6 to 10 years were low before and after the introduction of tourism. Since 73.6% of respondents agreed that before tourism there were low infant mortality rate and 94.5% of respondents reported low infant mortality rate of the same age (Table 9). This is because of the corporate social responsibility in health services offered by the hotels and extended to the communities. The Sheha of Kiwengwa attested '*that the infant mortality rate was reduced due to improvement of health care*' .... The Tanzania MDG report (2010), correspond with the survey findings that significant progress in the reduction of both under-five and infant mortality rates. Under-five child mortality rate (U5MR) declined from 112 per 1000 live births in 2004/05 to 91 per 1000 live births in 2007/08 and thereafter to 81 child deaths per 1,000 live births in 2009/10. Infant mortality rate has declined from 68/1,000 live births in 2004/05 to 58 per 1,000 live births in 2007/08 and then to 51/1,000 in 2009/10. This is phenomenal as far as tourism development is concerned in Zanzibar.

**Table 9: Reduction of infant mortality rate**

Age	Percentage of respondents before tourism		Percentage of respondents after tourism	
	Low	High	Low	High
	1-5	16.4	83.6	85.5
6-10	73.6	26.4	94.5	5.5
11-15	89.1	10.9	95.5	4.5

### 3.7 The Social Costs of Tourism to Community

The tourism has extensive benefits as narrated in previous sections but also there are some negative aspects of the sector that calls to be accounted for. The study learnt that are social costs of tourism that Zanzibar is experiencing, these include sex trade, child-labour and drug and substance use, moral decay, HIV and AIDS increase, land conflicts and hiking prices of essential commodities to name a few (Table 10). This finding corresponds to Mason (2002), that tourism

industry seemed to be in a trade-off situation, where the positive impacts outweigh the negative ones such as sex trade and drags abuse. Similarly, in 2013 there were incidents of acid attacks to tourists and alcohol owners in the island as a form of protests to the sector. As Abass Munir, (male, 47 years of age) explained '*The protesters wanted to reclaim their dress codes, culture and restrained the use of substances such as alcohol in the archipelago. These are very bad events as it destroys the future of our young boys and girls but some people have to do it for the society*'.

**Table 10: Social costs of tourism to community**

Variables	%age before tourism		%age after tourism	
	High	Low	High	Low
Prostitution	4.5	95.5	96.4	3.6
Child labor	10.0	90.0	64.5	35.5
Moral destruction	9.1	90.9	85.5	14.5
Spreading HIV and AIDs	2.7	97.3	95.5	4.5
Drug abuse	16.4	83.6	98.2	1.8
Land conflicts	25.5	74.5	80.0	20.0
price of essential goods	36.4	63.6	81.8	18.2

### 3.7.1 The drug-abuse

It was learnt that, the effects of drug-abuse before establishment of tourism were low compared to period thereafter, as 83.6 percent of the surveyed population indicated that before the introduction of tourism the effects of drugs abuse to community were low and 98.2% of perceive that afterwards it has manifested the archipelago (Table 10). In addition to these observations it was also learnt that youths are very much affected by the drug and substance abuse as 65.7 percent indicated that 1- 5 percent of youths were affected by drug abuse. Nine percent (9.1 %) claimed that about 6-10% of youths were affected; 1.8 percent think its 11-15 per cent of youth were affected on drug abuse. While 0.9 percent indicated that 16- 20% of youths were affected on drug abuse and 22.7 percent indicated the effect among youths is above 20 percent (Table 11).The findings revealed that 1- 5% of the youths were more affected on drug abuse. Furthermore, Mathieson and Wall, (1992) noted that tourism economic impacts have tended to have a more positive point of view, focusing on the number of benefits that tourism offers but also the package bears some social cost to the environment and human which calls for further research.

**Table 11: Effects of drug abuse to youths**

Drug incidences	Frequency	Percent
1-5%	72	65.5
6-10%	10	9.1

11-15%	2	1.8
16-20%	1	.9
Above 20%	25	22.7
<b>Total</b>	<b>110</b>	<b>100.0</b>

### 3.7.2 Sex trade at Kiwengwa

After establishment of tourism in Zanzibar sex trade has increased than before. Ninety-five percent (95.5%) of respondents indicated that before tourism industry the vice was rare. While 96.4% of respondents said that the sex trade have increased (Table 12). It was also learnt that sex trade after tourism rose to its high rate at Kiwengwa. Table 12 indicate that, 97.3 % of respondents reported that the sex traders came from outside of their villages and 2.7 % reported that the sex traders came from both side, inside and outside of the village. By year 2012, Zanzibar has had about four thousand women engaged in commercial sex, and more than three thousand Injection Drug Users (Zanzibar Aids Commission, 2014). One of the ZTC officers attested that *'among of the sex traders come from outside of Zanzibar, majority of them came from Tanzania Mainland, Uganda and Kenya.'* Tourism sex trade is too diverse, complex and multifaceted (Gitonga and Anyangu, 2008). It is driven by wealth as the key factor, wealth raise someone above others and freed one to serve others. The feeling prevails among many locals who see wealth as key to social differentiation factor between those who control and those who serve (ibid). With the intention to accumulate wealth locals thus, participate in different levels, serving in various capacities and one of it being sex trading (Kibicho, 2012) and this is true for Kiwengwa, Zanzibar and Similar destinations.

**Table 12: Origin of sex traders at Kiwengwa**

Sex traders come from	Frequency	Percent
Out side	107	97.3
Both	3	2.7
<b>Total</b>	<b>110</b>	<b>100.0</b>

### 3.7.3 Land conflicts in the villages

After the introduction of tourism industry there were increased pressure on land which consequently turn to conflicts. Investors and the local communities collide on the need for land to construct hotels, fishing, farming and other uses. The Local communities agreed that land conflicts are on the rise (74.5 %) than before. As eighty percent (80%) of respondents indicated that land conflicts were increased after tourism development (Table 13). Often the areas of investment face various conflicts between investors and communities. Similar experience is noted around North Mara Gold Mine (near Lake Victoria basin in Tanzania mainland), where investors (Acacia Gold) and the communities are contesting for the mining land. This consequently has led to higher running costs for the investor to maintain security and production in the less trusted environment. Land conflicts lead to discouragement of investment and loss trust to the community for investors and vice versa, which impede development of the community itself and the nation in

general. According to Cole, (1995) noted that rapid population growth in Zanzibar has created a significant challenge to land use development. It is estimated that the Isle has a population of about 1.193 million people based on a growth rate of people 3.1 percent and a population density of 400 per Km<sup>2</sup>. The growing population has led to a higher demand for settlements, agriculture and other infrastructure developments which had an impact on the resource base, threatening the productive and protective capacity of the resource (Kombo, 2010). Spatial expansion of economic activities such as agriculture, tourism, forest development and extension of human settlements, have all brought a tremendous pressure on the development of land and exploitation of other resources. Consequently land conflicts amongst the land users.

#### **3.7.4 Hiking of prices of essential commodities**

Moreover the study learnt that after the establishment of tourism industry in the archipelago, hiking prices for essential commodities has become the norm. Commodities were noted to be higher compared to period before. Majority of the surveyed population, (81.8%) indicated that the price tags of commodities were increased as compared to before the establishment tourism. About 63.6% of indicated that before tourism the price of commodities were low than thereafter (Table 13). This is attributed by the fact that, tourism is one among the causes of inflation in Zanzibar as supported by Fateme, (2010). Tourism can sometimes inflate the cost of housing and retail prices in the area. Frequently, it is noted on a seasonal basis changes also occur in the quality and quantity of goods and services – as tourism lead to a wider array of goods and services inflow in the host destination (ibid).

#### **3.7.5 The child labour**

Child labour was rare before the introduction of tourism activities in the area. Ninety percent (90%) of respondents noted that before established tourism sector child labor incidences were low and 64.5 of the respondents indicated that afterwards it has risen (Table 11). According to ILO, (2006), Zanzibar had 375,965 children of the same age, accounting for 40.3% of the estimated population of 931,780 on the island. The survey further noted that 70.4% of children aged 5-17 years were engaged in economic activities, and 84.8% are engaged in work more broadly defined, including both economic and housekeeping activities. The children living in households with incomes of less than TZS 100,000 per month were more likely than those in better-off households to be involved in child labour. Majority of children were engaged in housekeeping are attending school (88.0% of boys and 87.1% of girls). Thus, with majority of the households 83.6 percent earning less than 100,000 per months child labour is acute at Kiwengwa and Zanzibar in general (Table 3). This community perception is correlating with the ILO (2006), child labour is on the rise in the archipelago.

#### **3.7.6 Moral Decay to community**

Moral decay in the villages was low compared to the aftermath of tourism (Table 13). Ninety percent, (90.9%) of respondents indicated that before tourism moral decay especially to youths was rarely noted and 85.5% of survey population claimed that afterward it is on the rise. In addition, the findings revealed that after the introduction of tourism many areas of tourism destinations the problem of moral decay particularly to youths became higher and affects development of the youths in the villages in education development and behavior wise.

### 3.7.7 HIV and AIDs Prevalence

Before the introduction of tourism HIV and AIDs prevalence was low compared to the aftermath (Table 13). Majority of respondents (97.3%) indicated that before tourism, HIV and AIDs prevalence was low and 95.5 % of survey population indicated that after its establishment HIV and AIDs prevalence has gone high. The findings revealed that the rapid spread HIV and AIDs is largely attributed by the massive inflow of job seekers in the eastern coast most of them youths and energetic. After losing the opportunity to work in the sector, they try to live in whatever means come on their way including sex trading and even drug use and trafficking. According to Zanzibar AIDS Commission (ZAC) (2014) the prevalence stood at 0.63, and the recorded new infections of HIV were 193 of which 54 percent were women. This is attributed by the slowdown awareness campaign among people. The prevalence is noted among ‘most at risk groups’ including commercial sex workers, homosexuals, and Injection Drugs Users. The past 10 years (2004-2014), AIDS death declined. In 2014 there were 121 AIDS deaths while a total number of People living with HIV and AIDS (PLWHA) is estimated at 5,681 (ibid). Thus the perception of the community is very much supported by the ZAC findings. That there is increasing number of PLWHA despite the declining prevalence rate in the archipelago.

**Table 13: Strategies for Improving Benefits of Tourism to Community**

<b>Perception of community on tourism industry</b>	<b>Frequency</b>	<b>Percentage</b>
Good	86	78.2
Bad	24	21.8
<b>Participated to Government</b>		
Participated	89	80.9
Not participated	21	19.1
<b>Rules and Regulation</b>		
Have rules and Regulation	80	72.7
No rules and regulation	30	27.3
<b>Strategies</b>		
Employment to local people	104	29.3
Environmental protection	110	31.0
Cultural and moral protection	36	10.1

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Investors use local commodity from villagers	105	29.6
Employment to local people	104	29.3

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### 3.8 Perceptions of community on tourism

The Study findings learnt that, 78.2 % of respondents have the opinion that good, and 21.8 % of survey population said bad (Table 13). The reason for this outcome is due to the fact that the local governments is participating in tourism development through preparation of policies, regulation and security provision. Majority of respondents (80.9 %) indicated that the local government participate in the activities of tourism while 19.1% indicated that the local government was not (Table 13). The study revealed that the local government participation was significant in development of tourism activities. Likewise, Said (2013), most of 73.6% of them have realize the positive perception on tourism sector towards the growth of others services and communities development.

Further lessons were that 72.7% of respondents reported that the local government have set rules and regulations on tourism in the villages, where by 27.3% of survey population indicated there were no rules and regulation to guide tourism activities in the villages. Moreover, ZTC officials and District Staff from North B commended the Government for creating the playground for tourism sector to flourish through devising investor friendly policies and regulations to protect both the communities, the investors as well as national security (Table 13). The findings further revealed that the set rules and regulations are instrumental to protect moral, cultural decay and the environmental damage by tourism frontiers.

#### 3.8.3 Strategies for Improving the Local Economic Development

The study findings revealed that, 29.3 percent of the surveyed population indicated that the government has improved employment opportunities in tourism activities to community, and 31 percent of respondents accepted that the government formulated strategies for environmental protection. Whereby 29.6 percent indicated that the government has set strategies for investors to consume local commodities from the villages, and 10.1 percent accepted that the government made the strategies to protect the culture and morals of community. Furthermore, the Zanzibar Commissioner of Tourism (ZCT) had declared that the aims of reviewing the policies and strategies in tourism sector is to make an investor friendly environment to encourage FDIs in tourism and thus a boost to household income and national economic growth (Table 13).

### 4.0 Conclusion and Recommendations

This paper explored and described tourism development in Zanzibar, its benefits and cultural shake-ups. It is concluded that the contribution of tourism in the Isles is uncontested. This can be reflected on various angles the industry has touched the people of Zanzibar such as market access, job opportunities, forex increase, revenue collection and the revival of Zanzibar as a historical destination. Success span in all aspects of development such as access to water, improve health and education services as well as reduction to mortality rate for underfive children. The tourist boom also carries negative consequences such as land conflicts, drug use and trafficking, crime escalation as well as sex trading and the rising HIV and AIDS cases. Tourism has not shined in



the majority of the population because tourism absorbs only 30 to 40 percent, while majority (60-70 percent) make their living in fisheries and agriculture which grew slowly compared to tourism. The minority who found their way in the sector are paid meagre incomes, and lack skills to climb up the ladder. Thus, it's not surprising that despite this achievement poverty is still alarming and it's a rural phenomenon. With the current pace it will take long for the population to enjoy the proceedings of tourism. Thus, to remedy this state affair the paper recommends that:-

- i) There should be a synergy where all the stakeholders meet and discuss the dynamics of tourism development. That is the central government, local government, investors, tourist boardies and the communities. This will be useful in mitigating all negative aspects and bear a common understanding to all parties.
- ii) The government should devise a deliberate strategies to improve education and skills development to its citizen to ensure that they gain advantage to work in the Isle's tourist sector and hence accelerate the trickle down effect.
- iii) The investors should review the wages and salaries for the locals to meet the current living conditions which face the Isles. As majority are paid less than 100,000 TZS and,
- iv) The communities should be organised in groups and/or associations and being taught various skills to improve their production qualities and quantities, productivity and compete fairly with others businesses in the tourism market to improve their household income.

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