

## FACTORS AFFECTING ECO-TOURISM DEVELOPMENT IN ZANZIBAR

**Dr. Ibun Kombo**

The University of Dodoma Tanzania

P.O. Box 395 Dodoma Tanzania

[Tel:00255-777-275-999/00255-777-275-999](tel:00255-777-275-999/00255-777-275-999)

### ABSTRACT

This paper examined and analyzed tourism development in Zanzibar, concentrating on areas of Unguja Island. More specifically, it has examined three aspects, namely, inhibiting factors for eco-tourism development, favouring factors and potential sites for eco-tourism development. Both qualitative and quantitative data collection methods were used to explore factors affecting eco-tourism development in Zanzibar. Structured questionnaires with both open and closed ended questions were administered to all respondents involved in the study. Interviews and Focus Group Discussions (FGDs) were organized in order to compare and confirm the respondents' responses arising from the questionnaire survey. Overall study findings have revealed that, eco- tourism is facing several challenges. Furthermore, the study has revealed that tourism industry has lots of potentials that can be developed for eco-tourism which can enable to reach the aim of tourism policy in Zanzibar. The government should develop special program and agenda for eco-tourism. The government is also required to have a special organ or commission responsible for implementing eco-tourism program campaigns.

**Key Words:** Eco- Tourism, Development, Environments, Economy, and Zanzibar.

## 1.0 Introduction and Back Ground of the Problem

Zanzibar consists of two main islands, Unguja and Pemba, and several other smaller islands some of which are uninhabited. Zanzibar is located in the Indian Ocean, about 30 kilometers off the East Coast of Africa between latitudes 5 and 7 degrees south of the Equator. The Island has a total area of 2,654 square kilometers; out of this, Unguja, which is the largest, has an area of 1,666 square kilometers while Pemba has an area of 988 square kilometers.

Zanzibar is a Tanzanian archipelago off the coast of East Africa. On its main island, Unguja, familiarly called Zanzibar, is a Stone Town, a historic trade center with Swahili and Islamic influences. It's winding lanes present minarets, carved doorways and 19th-century landmarks such as the House of Wonders, a former sultan's palace. The northern villages: (Nungwi and Kendwa) have wide beaches lined with hotels which keep attraction for tourism.

### ECO-TOURISM

According to Backyardnature (2009) ecotourism is a type or a form of tourism that involves travelling and exploring the destination without harming, spoiling or polluting the natural environment. Basically the word ecotourism is the combination of two words "ecology" and "tourism" which have, when used separately, different definitions. Ecology is the study of how living things and their environment interact with one another while tourism refers to the travelling from one destination to another in order to explore the destination in one way or the other (Backyardnature, 2009).

### 1.1 Tourism Situation in Zanzibar

Tourism is the top income generator for the islands, outpacing even the lucrative agricultural export industry. Earlier; Zanzibar was depending upon exportation of Cloves but due to the falling of the price of cloves in the World market Zanzibar had diversified her economy. Now

the government plays a major role in promoting the tourism industry, with the official government tourist page stating "The Vision of the Government of Zanzibar regarding tourism. This vision is aimed at putting Zanzibar to become one of the top tourism destinations of the East and Central African Countries and Indian Ocean, offering an up market, high quality product across the board within the coming 17 years (Khatibu, 2010).

## **1.2 Statement of the Problem**

In order to enhance tourism in Zanzibar proper adoption and the using of strategies are of paramount. According to Tourism Commission of Tanzania (TCT, 2008) state that tourist industry in Zanzibar has experienced a steady and rapid growth rate. In fact, tourist arrivals have more than tripled in fourteen years, from 41,433 in 1994 to 143,265 in 2007 (ZCT, 2008). As a result the tourism sector has witnessed an encouraging trend particularly with regard to the mushrooming of first-class hotels.

Existing literature on tourism about Zanzibar and studies regarding the pro-poor tourism are few. Studies that have been conducted are sketchy and isolated; they shed very little light on the subject matter. In order to promote the development of an appropriate kind of tourism that prevents adverse effects, more in-depth studies are needed for an understanding of the industry's problems. The general objective of this study was to find out tourism and eco-tourism development in Zanzibar. This study was specifically aimed at examining the factors which enable tourism development in Zanzibar.

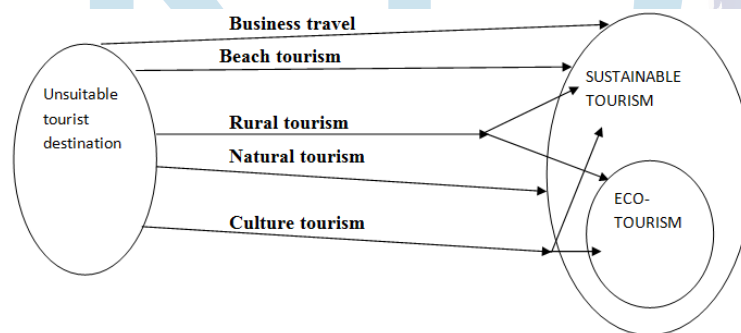
### 3.0 Literature Review

Eco-tourism as a term lacks universality of definition; various people have put forward a range of different definitions from precise to vague and concise to extend (Dimantis, 1999). He further suggests that eco-tourism attempts to ‘describe an activity, set forth a philosophy, while at the same time espouse a model of development’, and it is this multi-purpose nature of the concept that prevents the adoption of a common definition.

### 3.1 Eco-Tourism as a Sustainable Development Concept

Eagles (2001) notes that eco-tourism is a sub-component of the field of sustainable tourism. Therefore eco-tourism is placed within a process of developing a more sustainable form of tourism.

#### An Over View of Sustainability Concept of Eco-Tourism



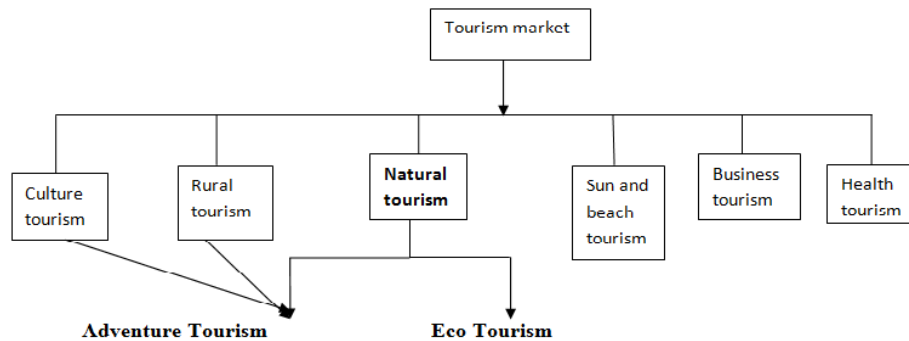
**Figure 1: An over view of sustainability concept of eco-tourism, Source: Eagle (2001)**

### 3.2 Eco-Tourism as a Market Concept

Eco-tourism is a small but rapid growing industry working within a niche market, which is governed by market forces and regulations (Wood, 2002). Eco-tourism is primarily advertised as being equivalent to nature tourism in market place. The tourism market consists of a number of segments: cultural tourism, rural tourism, nature tourism, sun and beach tourism, business travel, and fitness-wellness and health tourism. In turn, the nature tourism segment consists of the

adventure tourism and ecotourism sub-segments. Ecotourism is also linked to the cultural and rural tourism segments of the market.

### The Concept of Eco-Tourism as Market Segment



**Figure 2: Eco-Tourism as Market Segment, Source Wight (1997)**

The above two concepts provide a reflection of how eco-tourism fits into tourism larger markets. The tourism market is shifting generally towards nature tourism and more specifically ecotourism. The shift indicates a desire for conservation; increased participatory experiences and programmes; accommodation and facilities which are representative of the experience; and a range of benefits which go beyond the operator and visitor, and which are more long lasting.

### 3.4. Principles of Eco-Tourism

These are the underlying pillars that provide a lasting basis for eco-tourism to be sustainable. Their aims are creating economic support for conservation of natural resources by reducing negative impact of tourism. According to Wood (2003), ecotourism was originally just an idea, not a discipline. Many businesses and governments promoted it without an understanding of its most basic principles (Wood 2003). Subsequently, establishing internationally and nationally accepted principles, guidelines and certification approaches were slow. IUCN/UNEP (2002) establishes that eco-tourism is guided by well defined principles that cut from environment, local

community base and the visitors (tourists).

### **3.5 Environmental Conservation**

In this principle eco-tourism aims at reducing the negative impact that tourism activities may cause to the area visited. Eco-tourism involves travelling in undisturbed areas and as a product it mainly depends on nature. As a principle, eco-tourism also uses the tool of carrying capacity to achieve conservation activities (Gunn, 1994). Even the most conscientious tourist will have some degree of environment”.

### **3.6 Community Participation**

In this principle, eco-tourism must take into account the local community in participation of the tourism activities especially those that directly or indirectly involved in utilizing the resources in the society. This is to minimize the poor perception that the local communities are not concerned with tourism. Wallace *et al* (1996) notes that eco-tourism is the type of tourism that maximizes the early and the long term participation of the local community in decision making process. Also they can determine the kind and amount of tourism that they should receive.

### **3.7 Direct Economic Benefit to the Local Community**

In so doing, eco-tourism should directly produce economic benefits to the local community. Wallace and Pierce (1996), note that eco-tourism should produce economic benefits directly to local community if it is to receive its continued support. The benefit should compliment rather than overwhelm traditional practices and source of income. So in Zanzibar the eco- Tourism is totally benefiting the community for instance the Kizimbani plantation.

### **3.8 Adhere To Education**

All parties should be educated about the importance of eco- tourism, that is local community, tourists, government, non government organizations, International organization and other

tourism sectors in the industry either before or after the trip. Conservation issues should be taught to all groups that are involved in tourism activities like sight visiting (WTO 2002). They should all know that education and training are the prerequisites for sustainable eco-tourism development and management. Eco-tourism needs well trained guides who are native of the local community and tourist needs detailed and specialized information both before and after that trip. Therefore, for eco-tourism to have its meaning, the mentioned principle should be respected in promoting and planning the eco-tourism activities and projects.

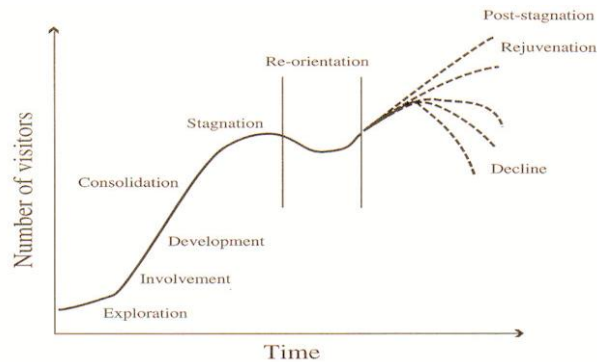
### **3.9.0 Eco-tourism Model**

There are different models in defining and explaining eco-tourism as a model.

#### **3.9.1 Butler Model (1980)**

Butler (1980) defines tourism life cycle as a process describing how a destination starts off slowly with visitor numbers limited by the facilities and access. As the destination attracts more visitors, amenities are improved, and visitor numbers grow rapidly towards and sometimes beyond the carrying capacity of the destination. This model has described seven complete stages which are exploration, involvement, development and consolidation stages. In exploration a small number of allocentrics or explorers are the main type of tourist in a destination. This stage is characterized by little or no tourist infrastructures. Main tourist activities are based on cultural and natural attractions found in a destination. The involvement stage involves local investments in tourism marked in tourist season. In this stage local community plays the major role in the tourism development. Advertisement of the emerging market area and much public investment in infrastructures begins. In development stage there is a rapid growth in visitation and the visitors outnumber the residents because of heavy advertisement. Here the area becomes a well known market and external investment leads to loss of local control on tourism investment. Manmade

attraction emerges to replace natural and cultural attraction. As a result mid centric tourist replaces explores and allocentrics. In consolidation stage there is a slow growth rate of tourism destination due to the emergence of new market place and change in preference of the tourism. Residents begin to appreciate the importance of tourism and heavy advertisement of the destination.



**Figure 3: Butler Model of Tourism Life Cycle (1980)**

### 3.10 Eco-Tourism Applicability to the Butler Tourism Model (TALC)

Butler and Waldbrook (1997) on the model developed a tourism opportunity spectrum depending on the model for the eco-tourism purpose. Hence, eco-tourism considerations from the model are: Necessary interaction between the environment and economic activity on a long term scale. It should involve inter as well as intra generation equity providing for the need of current society without compromising with the future generation to meet their needs.

### 3.11 Zanzibar Perspective on Eco-Tourism

According to Khatibu (2010) in Zanzibar, ecotourism was taken as a nation strategy for the development of tourism in the island. Therefore there is a focus on ecotourism (as a niche market) with recommendations on developing an ecotourism product in Zanzibar” as one of its six sections.



ZATI (2010) committed to responsible tourism, and it is currently working with the Zanzibar Commission for Tourism on implementing guidelines whereby “tourism businesses in Zanzibar will soon be able to be assessed on their social and environmental responsible behaviour.

### **3.12 Factors that Enable and Inhibit Eco-Tourism**

Providing ecotourism means making available the resources involved in ecotourism activities which people need to get. Ecotourism is typically provided by a network of business that, offer different products and services needed by the eco-tourists. Factors enabling eco-tourism are derived from its own definition “eco-tourism” that is the natural environment which is actually the location where ecotourism takes place.

Culture refers to the cultural aspects, including the history of the host community and of the area which is part of the experience provided. Education is provided to increase awareness on the importance of nature to both the eco-tourists and the local people. It is typically provided through nature interpretation and outdoor activities. So business aspects have to do with factors that affect the viability and profitability of the ecotourism enterprise. Community development, therefore, refers to “how” and “what” ecotourism contributes to the locale and its people.

### **3.13 Social Factors**

According to (Wall *et al.* 1982) Social factors are related to social structure and organization, including demographic characteristics, availability and quality of social amenities, attitudes toward tourists, and local traditions and culture. Under these factors a friendly and cooperative host community enhances local business opportunities for tourism. Focusing on impacts, (Fox 1977) suggests that social factors are expressed by changes in values, relationships, life styles, quality of life, behaviour and creative expressions in the locale.

### 3.14 Economic Factor

Wall (1982) argues that economic factors are those factors related to economic structure and economic development including the economic base, patterns of investment, and economic leakages. Tourism can help the stability of local economies by diversifying the economy through the creation of business by providing tours and catering the tourist. However, the seasonal character of tourism creates economic fluctuations throughout the year that can be detrimental to the stability of the local economy. In addition to this, the existence of skilled personnel in the provision and management of tourism enterprises is a key to tourism success. The existence of educational programs, therefore this is fundamental in training these personnel.

### 3.15 Environmental Factor

Wall *et al* (1982) suggested that environmental factors refer to the natural environment such as natural features and the ecological processes occurring in an area. Natural features, including scenic vistas and landscapes, climate, topography, wildlife and vegetation, are important to the type and level of tourism in an area. Tourism can be important to natural resource conservation because part of the income from tourism can be re-invested into maintaining natural areas.

### 3.16 Community based strategy

Involvement of local communities in access to income generation and resource management is emerging as pivotal in achieving the primary goals of ecological sustainability of the resources involved and some form of democratic distribution of benefits at the local level. This presents an opportunity not only to minimise the “leakage” of economic benefits to outside investors but also to establish “linkages” between tourism development and conservation objectives (McLaren, 1998). Community “ownership” is crucial to avoid the boom and bust cycles of typical tourism development projects and to provide local long-term employment opportunities (Honey, 1999).

In addition, eco-tourism can serve as a vehicle to promote environmental awareness and cultural sensitivity through interpretation, education, and training.

### **3.17 Cultural and natural resources conservation strategy**

Norman *et al.* (1997) has states that understanding the culture and natural history of the environment is an important means for conserving the area's natural and cultural resources. The opportunity to experience a different culture is typically described as eco-tourism. Brandon (1996) argues that residents can generate income and can also be encouraged to preserve their culture in a rapidly changing global environment that erodes local traditions. He concludes that, "despite tremendous differences in size and management of protected areas, cultures, types of eco-tourism enterprises and government of either management or benefactors, or both, through employment related activities or as recipients of lump sums of income.

### **3.18 The adoption of the performance evaluation methods and frameworks developed for planning and management.**

Sebastian and McArthur (1998) propose a "Sustainability Barometer" model. This is a multi-criteria scoring system originally developed for planning as a self-assessment tool for tourism operators, communities and government agencies to evaluate progress towards sustainability. However, environmental, economic and social parameters remain flexible and straightforward for wide application. This is to prevent tourism operators from using eco-tourism as an excuse to encroach upon protected areas.

### **3.19 Market place mechanism strategy**

In addition to limitation and regulatory instruments, such as zoning and the use of permits, resource and tourism managers can employ marketplace mechanisms (e.g. pricing differentials) to provide incentives to encourage a better regional dispersal of visitors. To achieve these goals,

cooperation and coordination between the tourism industry and resource planning and management authorities is absolutely crucial (Wallace, 1993).

### **3.20 Education and Training Strategy**

RARE (2001) argues that naturalist guides play a central role in the implementation of the eco-tourism concept. They are the principal providers of the educational element to the eco-tourism activity. Their capacity and commitment ensure that the negative impacts of tourism are minimized. At the same time, guiding is an obvious economic opportunity for people from local communities. These and other important benefits underline the importance of a protected area establishing and implementing a naturalist guide training and licensing program.

### **3.21 Infrastructure Development Design**

In the visitors sites there is a high concentration and congestion of people. So it is very important that these visitor sites should be well planned. This involves planning infrastructure in accordance with the determined capacity of the natural area to receive a defined number of visitors (e.g. building a fixed number of cabins for the maximum allowable number of guests). Infrastructure must blend in with the surroundings, use predominantly renewable energy sources and manage sewage and food waste without damaging the surrounding environment (Anderson 1993).

### **3.22 Potential areas for eco-tourism development**

There are many views on defining what a resource is. In ecological view (Milliner 2011) defines a resource as a substance or object required by a living organism for normal growth, maintenance, and reproduction. In economics, Ricklefs (2005) defines a resource as a commodity, service, or other asset used to produce goods and services that meet human needs

and wants. In eco-tourism there are various resource potentials existing and can be utilized for the development of eco-tourism and tourism industry at large. These are:

### **3.23 Natural Resources Potentials**

These are natural resources that exist and can be used for the future. These potential natural resources potentials include wildlife, marine life and environment. Wildlife in natural offers the tourism game, viewing activities, bird watching, marine life and eco-systems, mangrove eco-system and coral eco-system. These are very rich in Zanzibar context. Moreover eco-tourism offers a lot for tourism development like diving, game and bird watching, swimming and the like. The environment also offers a lot like sun birth, sand and the sea for the tourist. Most of the above mentioned activities are great potentials for the development of eco- tourism as a subsector and tourism industry at large.

### **3.24 Culture integrity potentials**

Human communities represent primary resources upon which tourism depends. Their existence in a particular place at a particular time may be used to justify the development of tourism itself. The basic reason for tourists to travel is to experience the way of life and material products of different communities. Communities also shape the 'natural' landscapes of which many tourists consume. Communities are, of course, one of the sources of tourists; tourists are drawn from particular places and social contexts, which in them will help to shape the context of the tourists' experience in the host community.

## 4.0 Methodology

### Research design

The case study method was an approach to phenomena through a thorough analysis of selected sites. This approach has been chosen because it provides an opportunity for the intensive analysis of many specific details often overlooked by other methods (Yin, 2003). This approach rests on the assumption that the case being studied is typical the cases of a certain type so that, through intensive analysis; generalizations may be made to be applicable to other cases of the same type.

### Sampling and sample size

In the research study, sample population was categorized into three categories: government and private body, local community and tourists. For ease access and management of data the sample comprised of sixty (60) respondents out of which nineteen respondents (19) were government officials and private official while twenty (20) respondents were local community and twenty one (21) respondents were tourists. Table 1 below shows the number and composition of the sample.

Respondents' category	Name of the areas		
	Stone town	Nungwi	Menai bay
Government and private bodies	13	4	3
Local community	9	7	4
Tourists	8	9	4
Total	30	20	11

### Sampling procedure

Sampling procedure refers to a systematic way of choosing a group that is small enough for convenient for data collection, but large enough to be a true representative of the population from

which it has been drawn (Barbie, 2010). In this study, purposive and snowball sampling techniques were used.

### **Purposive Sampling and Snow Ball Techniques**

A purposive sample is a non-representative subset of some larger population, constructed to serve a specific need or purpose (Kothari, 2004). This study has used a purposive sampling procedure to select respondent who work in tourism sector in the selected areas because it was not possible to specify the population as they would not be all known and that the access to them was expected to be difficult.

### **Sources of Data**

This study used both primary and secondary sources of data. Primary data refers to those data collected by an investigator for the first time of conducting the research (Kothari, 2004). Primary data collection allows the interaction between the researcher and the respondents; hence it facilitates explanation and description of the subject under study. The primary data were collected through the use of structured questionnaires, Focus Group Discussions (FGDs), interviews and observation. The secondary data were collected from achieves libraries, journals articles, websites etc.

### **Characteristics of the Respondents**

Table 2 below provides a summary of respondents who were involved in the study with respect to study site. This variable was included to determine the number and category of respondents who were involved in the study from three sites.

Category of respondent	Study Sites						Total	
	Stone Town		Nungwi		Menai			
	n	%	n	%	n	%	N	%
Category 1: Tourists	8	38.1	9	42.9	4	19	21	35
Category 2: Government and other tourism institutions	13	68.4	4	21.1	2	10.5	19	31.7
Category 3: local community	9	45	7	35	4	20	20	33.3
<b>Grand Total</b>	<b>30</b>		<b>20</b>		<b>10</b>		<b>60</b>	<b>100.0</b>

Table 2 indicates respondent's who were involved in the Study with Regard to Study Sites (N=60). In this research sixty (60) respondents were interviewed. Among them twenty one (21) respondents which is equivalent to thirty five (35%) were foreign tourists who made Zanzibar their destination, while nineteen (19) respondents which is equivalent to thirty one percent (32%) were government officials. In addition to this twenty respondents (20) which is equivalent to thirty three percent (33%) were local community members.

### Gender

Out of sixty (60) respondents thirty four (34) were male which is equivalent to fifty six percent point seven (56.7%) while female were twenty six which is equivalent to forty three point three percent (43.3%). Table 3 below shows sex of respondents.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	34	56.7	56.7	56.7
female	26	43.3	43.3	100.0
Total	60	100.0	100.0	

### Level of education

One among the variable in this research was to investigate whether there was a correlation between the levels of education and the successfulness engagement in tourism industry service



rendering. In comparison to the past years, the arrivals of tourists are increasing between 2009-2010 is due to the increasing of peaceful and warm welling conditions in Zanzibar. Table 4 below shows level of education.

	Frequency	Percent	Valid Percent	Cumulative Percent
certificate level	2	10.5	10.5	10.5
diploma level	10	52.6	52.6	63.2
degree level	5	26.3	26.3	89.5
other field	2	10.5	10.5	100.0
Total	19	100.0	100.0	

## 5.0 Results and Discussion

Education is an important factor in tourism industry, and therefore, officials who are involved in this sector should be well educated. The results demonstrate that ten (10) respondents, equivalent to fifty two point six percent (52.6%), that were rendering services to the government institutions had only diploma level education while five respondents which is equals to twenty six point three percent (26.3%) had bachelor's degrees. Moreover two (2) respondents which is equivalent to ten point five (10.5%) had Certificates of secondary education and only few officials had Master's degrees. This indicator is not healthy in the tourism sector in Zanzibar as the number is not enough to represent the government. The Government of Zanzibar, therefore, should train more personnel for effective and efficient delivery in the tourism sector in islands. This concept of education is asserted by Nyerere (1989) who argues that education is termed as an important component in man's life as an engine of the economy. In other words, education is the brain of the socio-economic development of any country. Just like the human brain which

controls and commands the functions of all other organs of the body, education determines the type of human resources and the economy which will drive the development of the country.

However, for a sustainable tourism development in Zanzibar, proper education programme should not be neglected. Education is a very vital option in the development of tourism industry. Zanzibar which is blessed with both natural and cultural attractions has a lot to showcase to the entire world. Hence educating the public is very vital on the protection, preservation and maintenance of these wonderful gifts which God has endowed us with. The impediment Zanzibar faces in tourism development is un-professionalized staff in the industry. The human resource structure of our tourism industry is not encouraging. Some of the personnel working under this industry levels know nothing about tourism. This is the major impediment which the tourism industry in Zanzibar is suffering today. The cause of this impediment is low education programmes by our Ministry of culture and tourism, the federal Ministry of education, other stake holders and Tourism experts. Education is very important in every aspect of human life.

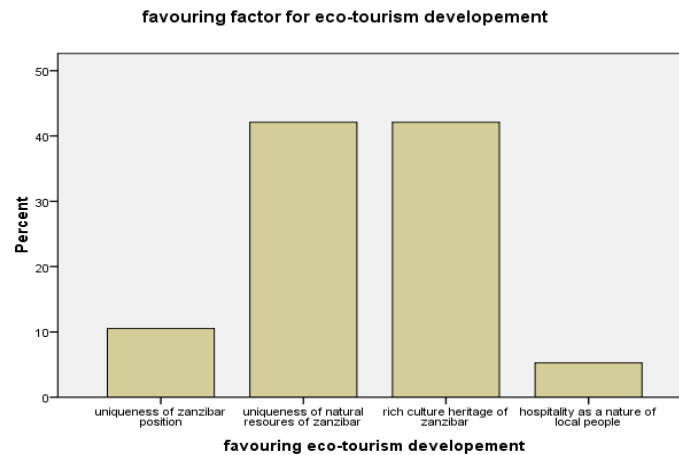
The development of infrastructure in Zanzibar would "promote economic growth and poverty alleviation by providing least cost services in the road transport.

While five respondents which are equal to 26% they responded that tourism and economic growth is very impacting to the Isles. According to Mutayoba *et al* (2013) they argued that Again, tourism industry contributes not only directly to growth but also indirectly through its links with other sectors of the economy. They further argued that the effect of an increase in tourism expenditure on economic activity in a country such as output, income and employment can be measured by using multipliers. For instance, beds at the hotels increased from 4,210 in 1997 to 9,430 in 2006 (ZCT, 2007). Mutayoba further noted that Tourism in Zanzibar has been

an important factor in generating employment for the local populations. Employment opportunities are found in the lodges and hotels, as well as in the businesses of tour operators. There are high and growing number of people in and around Zanzibar which poses the threat of a shortage of work opportunities. This problem is particularly acute for youth. They usually end up engaging in societal vices such as drug abuse. The employment is empowering special marginalized group in Zanzibar, and these are women who are segregated due to their culture. Earlier women were the domestic workers. But now women are working in different area such as hotels, restaurants etc. Tourism courses should be introduced in the curriculum of various education levels be it primary, secondary and tertiary education programme.

#### **Enabling factor for eco-tourism development**

By using close ended questions respondents were asked to answer on tourism development. This variable helped to establish the factors enabling eco-tourism development in Zanzibar tourism industry. The bar chart below summarizes enabling factors for eco-tourism development in Zanzibar tourism industry. As depicted in Figure 4 out of nineteen (19) government and other tourism related officials, eight (8/19) respondents which is equivalent to forty two point one percent (42%), argue that uniqueness of natural resources of zanzibar is very important to be saved. While eight (8/19) respondents which is equivalent to forty two point one percent (42.1%), noted that rich culture heritage of zanzibar is very important for the tourism attraction. In addition to these, two respondents out of nineteen (2/19) which is equivalent to ten point five percent (10.5%) argued that the uniqueness of Zanzibar as an Island is of paramount. Also one respondent out of nineteen (1/19) which is equivalent to five point three percent (5.3%) responded that the hospitality is the nature of the zanzibari and this gives Zanzibar credibility to Tourism Sector.



**Figure 4: Enabling factor for eco-tourism development**

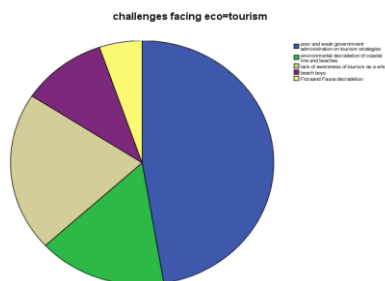
### **Inhibiting factors for eco-tourism development**

In this area the researcher has used the open ended questions to explore information regarding factors inhibiting the eco tourism in Zanzibar. This variable helped to establish the factors inhibiting eco-tourism development in Zanzibar tourism industry. These factors were taken to be the challenges for the tourism industry in Zanzibar. All the government and other tourism related institution officials working in tourism industry were requested to answer this question.

The chart below demonstrate that nine (9/19) respondents out of nineteen which is equivalent to forty seven point four percent (47.4%) argued that poor and weak government administration on tourism strategies are the contributory factor for the stagnation of eco- tourism in Zanzibar while four (4/19) respondents which is equivalent to twenty one percents (21.1%) responded that there is a low awareness on the tourism sector among the local people in Zanzibar. In addition to this, three (3/19) respondents which is equivalent to fifteen point three percent (15.3%) argued that the environmental degradation of the coastal line and beaches are the contributing factor for the environmental degradation. It should be remembered that Zanzibar is a tiny island; if it is not properly protected the whole meaning of eco-tourism will be varnished Two (2/19) respondents

which is equivalent to ten percent (10.5%) also recommended that beach boys are obstacles to tourism sector. One (1) respondent which is equivalent to five point three percent (5.3%) argued that there is a problem of flora and fauna degradation especially in Zanzibar urban.

Visitors will notice the bras-studded, intricately carved wooden doors on many of the houses. As the world's oldest functioning Swahili city, many of the landmarks in Stone Town have been restored to their original glory. Some of the historic buildings are now museums which can be visited. The town also has a couple of interesting old churches of historical significance. A walk along Creek Road takes visitors to the original Stone Town area and the location of the Central Darajani Market, Beit el-Amani, City Hall, and the Anglican Cathedral. Some of the other key highlights include the Forodhani Gardens, the Old Dispensary with its carved wooden balconies, the former home of the sultans known as Beit el-Sahel or the People's Palace, the Hamamni Persian Baths built in 1888, and the oldest structure in Stone Town, the Old Fort ([www.planetware.com/tourism-attraction Tanzania-tza.htm](http://www.planetware.com/tourism-attraction-Tanzania-tza.htm) (cited 07.07.2016). Chart 1 below presents the summarized finding.



**Figure 5: Showing the Challenges Facing Eco- Tourism in Zanzibar**

Apart from the government and other related tourism institutions, the local community and tourists were also asked same question in open ended questions in form of challenges and their responses were coded for proper analysis as follow; For tourists the response was that there are

no maps and street signs to guide the tourists in Zanzibar City and in other tourist attractions. These are very important for tourism development not only in Tanzania but also worldwide.

### **Proposal solution for the factors inhibiting eco-tourism development**

The study has explored that good governance and administration on resources can be the solution to factors inhibiting eco-tourism in Zanzibar. Most of the respondent argued that education campaign is necessary to the local people on eco- tourism and other types of tourism. Since Zanzibar depends upon tourism, it is important to raise awareness to her citizens. Moreover they argued that local authorities and other organisations should support eco-tourism and the hotels that accommodate tourists. There must also be incorporation between local investors and other stakeholders in tourism strategies formulation and familiarisation, dissemination of information on eco-tourism investment opportunities, environmental campaigns and conservation strategies. In general, the tourism industry provides various opportunities for eco-tourism development that can be beneficial in terms of establishing community project to reduce poverty at the household and the community at large. This can be achieved by participatory approach of all stake holders in the tourism industry with the involvement of local community. Relevant policy and programmes, better infrastructure and initiatives to increase budget ought to be put in place.

## **6.0 CONCLUSION**

Zanzibar is one among the richest country in Africa in tourism potentials Most of these attractions are located in eco-tourism. It is generally recognized that as tourism expands and bring wider economic benefits (including generation of income, employment, revenue and foreign exchange), it also, potentially, results into a disturbing array especially social and environmental impacts. Understanding these issues is crucial for proper planning and managing the sustainable tourism development, which in turn requires integration between social and

environmental implications of tourism development and development policy. Zanzibaris are well known that they are kind-hearted people; they reach out warmly to guests, and are friendly, respectful and generous spirit. In short, in that is so much I a rush, they have not rushed to shed their firm belief in, and staunch commitment to, a dignified universal common humanity. This is very significant and important aspect in tourism, because tourists want to relax and friendly environment. Basically, Zanzibar is a warm country with beautifully natural resource such as fresh water, biodiversity, beaches or landscapes which are essential preconditions for tourism of which most tourists prefer. Global environmental change threatens these foundations through climate change, modifications of global biogeochemical cycles, land alteration, loss of non-renewable resources, unsustainable use of renewable resources and loss of biodiversity. All in all, Zanzibar is very lucky because it has very natural tourist's attractions.

## **7.0 Recommendations**

### **Government institution**

The government should develop special program and agenda for eco-tourism. The Government is also required to have a special organ or commission responsible for implementing eco-tourism program campaigns. The government should improve co-ordination among institutions and Ministries responsible for tourism development in Zanzibar. **Non-Governmental Organizations**

Generally, NGOs and International Organizations should provide opportunities to women entrepreneurs working in the tourism industries specifically those in groups, disadvantaged and those who were marginalized.

## **REFERENCES**

Anderson, D.L. (1993). A window to the natural world: The design of ecotourism facilities. In Ecotourism: A guide for planners and managers, Volume 1, K. Lindberg and B. Hawkins (eds.),

116-133. N. Bennington, Vermont: The Ecotourism Society.

Backyardnature, (2009) what is Eco-tourism. Retrieved from/at <http://www.backyardnature.net/ecodefin.htm> retrieved at 08/08/2009

Barasa, D.W. and P. Njiraini ( 2004). Sustainable Tourism in Kenya: a Case Study of Porini Eco-tourism project. *Paper presented during the World Tourism Organisation Seminar on Sustainable Tourism Development and Poverty alleviation*, held in Arusha, Tanzania from 7-9 September 2004.

Bjork, P.( 2000). 'Ecotourism from a conceptual perspective, an extended definition of a unique tourism form', *The International Journal of Tourism Research*, 2: 189-202.

Boo, E. (1990). *Ecotourism: The Potentials and Pitfalls (Vol. 1)*. World Wildlife Fund, Washington, D.C

Boyd, Stephen W. and Richard W. Butler. 1996. Managing Ecotourism: *An Opportunity Spectrum Approach*. *Tourism Management* 17 (8): 557-566.

Brandon, Katrina. (1996). *Ecotourism and Conservation: A Review of Key Issues*. Environment Department Papers # 033. The World Bank, Washington, D.C.

Budowski, G. (1976). Tourism and environmental conservation: conflict, coexistence, or symbiosis? *Environmental Conservation*, 3, 27-31.

Butler R.W& Waldbrook L 1991 A new planning tool the tourism spectrum. *Journal of tourism study* 2;1:1-14

Butler, R.W. (1980) the concept of the tourist area life-cycle of evolution: *implications for management of resources*. *Canadian Geographer* 24 (1), 5-12

Butler, R.W. (1997) *The Destination Life Cycle: Implications for Heritage Site Management and Attractivity in Nuryanti, W. (Ed) Tourism and Heritage Management p 44-553 Gadjah Mada Univeresity Press: Yogyakarta.*

C. R. Kothari., (2004). *Research Methodology, Methods and Techniques*, 2<sup>nd</sup> edition, New Age International Publishers, New Delhi.

Cater, E. 'Introduction' in E. Cater and G. Lowman (eds.) 1994. *Ecotourism: a Sustainable option? England: John Wiley & Sons*



Ceballos-Lascurain, H (1987). *'Ecotourism as a worldwide phenomenon'* in K. Lindberg and D.E. Hawkins (eds.) 1993. *Ecotourism: A Guide for Planners and Managers*. North Bennington: The eco-tourism Society.(<http://www.afrol.com/articles/13310>) (cited on 2/06/2016).

Diamantis, D. 1999. *'The concept of ecotourism: Evolution and trends'*, *Current Issues in* Eagles, P. F. J., McCool, S. F. and Hynes, C. D.: *Sustainable Tourism in Protected Areas. Guidelines for Planning and Management*. IUCN Glands, Switzerland and Cambridge, UK. Xv + 183pp (2002).

Eagles, P. F. J., McCool, S. F. and Hynes, C. D.: *Sustainable Tourism in Protected Areas. Guidelines for Planning and Management*. IUCN Glands, Switzerland and Cambridge, UK. Xv + 183pp (2002).

Gunn C.A (1994) *Tourism Planning, Basic Concepts, Cases 3<sup>rd</sup> Edition* Taylor and Francis Publishers 1101 Vermont NW Suite 200 Washington.

Honey M (1999). *Ecotourism and Sustainable Development: Who Owns on Sustainable Development*. Johannesburg: South Africa. Paradise Island Press, Washington. DC. USA.

Khatibu, A.H. (2002): *Ecotourism in Zanzibar, Tanzania*. In: Dieke, P. U. C. (Ed.): *The Political Economy of Tourism Development in Africa*. pg.167 – 180

Mathiesen, Alister and Geoffrey Wall. 1982. *Tourism: Economic, Physical, and Social Impacts*. First Edition. Longman Group Limited. England

Milliner G.P 2011 *living in the environment. Principles, connections and solution* 17<sup>th</sup> ed Brooks-Cole Belmont C.A

Norman, William C., Eric Frauman, Lorin Toepper, and Ercan Sirakaya.1997. *Green Evaluation Program and Compliance of Nature Tour Operators*. URL: [http:// www. Eco-tourism. Org/textfiles/sirak.txt](http://www.Eco-tourism.Org/textfiles/sirak.txt) 06/06/2012.

Planetware, (2010). *Tourist Attractions in Zanzibar*). Retrieved from/<http://www.planetware.com/tourist-attractions-/zanzibar-stone-town-tza-zza-stone.htm>> 08/08/2016.

RARE Center for Tropical Conservation. 2001. *Interpreting for conservation: A manual for training local nature guides*. Arlington, Virginia: RARE Center for Tropical Conservation.

Recklefs R.E 2005 the economy of nature 6<sup>th</sup> ed WH Freeman New York.

Shah, K., and Gupta, V. (2002) “Tourism, the poor and other stakeholders: Asian Experience” London: ODI Fair Trade in Tourism paper.

Tanzania Tourism of Commission (TCT, 2008).

UNEP - United Nations Environmental Programme (2002).

Venance Mutayoba, Rose Mbwete (2013) Is Booming Tourism in Zanzibar Pro-poor? A Micro-economic Impact Analysis KIVUKONI JOURNAL VOL. 1 No. 2, 2013: 104 – 120 (cited 02/06/2016)

Wallace, G. 1993. Visitor management: Lessons from Galapagos National Park. In *Ecotourism: A guide for planners and managers*, Volume 1, K. Lindberg and B. Hawkins (eds.), 55-81. N. Bennington, Vermont: The Ecotourism Society

Wood, E.M. 2003. *Ecotourism: Principles, Practices and Policies for Sustainability*. UNEP Division of Technology, Industry and Economics.

