

**ASSESSMENT OF LOCAL ATTITUDES TOWARDS CONSERVATION OF
NATURAL TOURISM RESOURCES AMONG COMMUNITIES LIVING
ADJACENT TO ARUSHA NATIONAL PARK.**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTERS OF TOURISM
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TANZANIA**

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania this dissertation entitled “*Assessment of Local Peoples’ Attitudes towards Conservation of Natural Tourism Resources among Communities Residing Adjacent to Arusha National Park*” in partial fulfillment of the requirements for the Master of Tourism Management and Planning Degree of the Open University of Tanzania.

.....

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.....

Date

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DECLARATION

I, **Elson Elichilia Macha**, declare that this dissertation titled “*Assessment of Local Peoples’ Attitudes towards Conservation of Natural Tourism Resources among Communities Residing Adjacent to Arusha National Park*” is my own original work and that it has not been presented and will not be presented to any other university for a similar or any other degree award.

.....

Signature

.....

Date

DEDICATION

This work is dedicated to my beloved parents Elichilia and Sophia Macha, my affectionate wife Jenny and my son, the little boy Ephraim whose patience, encouragement and tireless support energized me to pursue and complete this undertaking. They made their presence palpable physically, financially and psychologically throughout the course of this undertaking.

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God bless you all!

ABSTRACT

Attitudes of local people residing in or near conservation areas are decisive in determining conservation success of natural tourism resources. This is because local people are the custodians of resources found near or within the areas they live. The important thing is that, peoples' attitudes determine their behaviors. For that matter, local people are held responsible for conservation of natural tourism resources. Positive attitudes promote conservation while negative attitudes associate with behaviors that are detrimental to the same. This study assessed local peoples' attitudes towards conservation among communities residing adjacent to the Arusha national park in northern Tanzania. The study design was a case study. The sample size included 112 local people, 6 local leaders and 6 park staff. Systematic and purposive sampling techniques were used to identify samples. Data collection methods were questionnaires, interviews and direct observation. SPSS and Ms Excel analyzed quantitative data while content analysis analyzed qualitative data. Findings revealed that local people in the study area have both positive and negative attitudes towards conservation. Reasons for positive attitudes include presence of the park and related roles and opportunities for park employment, among others. Reasons for negative attitudes include protracted human - wildlife conflicts and restrictions on public road usage, among others. This study recommends that existing policies should be effectively implemented and local people should be provided with environmental conservation education, among other recommendations.

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LIST OF ABBREVIATIONS

ANAPA	Arusha National Park
ABC	Affect Behavior Cognitive
BOT	Bank Of Tanzania
DV	Dependent Variable
GMP	General Management Plan
IV	Independent Variable
IUCN	International Union for Conservation of Nature
LDCs	Less Developed Countries
MTMP	Masters of Tourism Management
NBS	National Bureau of Statistics
SPSS	Statistical Package for Social Sciences
SCIP	Support for Community Initiated Projects
TANAPA	Tanzania National Parks
UN	United Nations
UNWTO	United Nations World Tourism Organization

VEO	Village Executive Officer
WTTC	World Travel and Tourism Council

CHAPTER ONE

1.0 INTRODUCTION AND BACKGROUND OF THE STUDY

1.1 Background to the Study

In many developing countries like Tanzania, tourism is predominantly emerging as a highly viable economic sector. Tourism sector is taking a lead ahead of traditional economic sectors like agriculture and mining as the top government revenue earner. Not only that but also tourism is considered as the major provider of both direct and indirect employment opportunities. This makes the sector to serve as a potential source of income to many residents in such countries (Ross and Wall, 1999). According to UN World Tourism Organization's World Tourism Barometer (2013), international tourism generated US\$ 1.4 trillion in export earnings worldwide in 2013. Out of this figure, receipts earned by destinations from international tourism in 2013 reached US\$ 1159 billion up by 5% in preceding year and receipts are set to increase in due course.

Among the 48 countries listed as world's Least Developed Countries (LDCs) including Tanzania, tourism ranks as first or second national revenue earner ahead of traditional economic sectors such as agriculture, mining and a combination of other service sectors (UNWTO and SNV, 2012). Taking Tanzania as an example to illustrate the importance of tourism, according to the country's central bank, Bank of Tanzania (BOT) 2014 statistics, tourism took the lead in foreign exchange earnings after clocking US\$ 2 billion followed by mining sector that recorded US\$ 1.7 billion (BOT Economic Report, 2014). Not only that, but tourism generated 467,000 jobs directly in 2014 which was 4.3% of total employment in Tanzania (WTTC, 2015).

Considering the sector's increasing importance, many countries are spearheading efforts to intensify its exploitation and maximize benefits. This is also notable among countries having comparative advantages such as those gifted with natural tourism resources or for that matter, natural tourist attractions, including Tanzania (Ross and Wall, 1999). Unfortunately however, the sector is vulnerable to several factors that retard its growth and hamper development. One such factor is the continued degradation, destruction or depletion of the very natural resources on which this sector is built (Walpole and Goodwin, 2002). In conservationist eyes, this may be viewed as unsustainable resource use. Evidence abounds on the increasing wave of poaching that is threatening the existence of various faunal species among nature-based tourist destinations. A good example is Tanzania where reports concerning poaching incidences abound. Among the most affected wildlife species, elephants (*Loxodonta Africana*) and Rhinoceros (*Diceros bicornis*) top the list. Again, there has been a general outcry about widespread unsustainable and illegal harvesting of floral resources. This has led to outright ban on harvesting, distribution and use of certain tree species considered endangered, for instance Loliondo in Tanzania. Significantly, this trend is risking the sector's viability. Not only that but also sustainability of the industry it promulgates because, among others, these resources constitute the very natural attractions for tourists. This has necessarily merited for measures to be taken in various ways to rectify matters.

It many worthy noting that, attractiveness of a given nature-based tourist destination like Tanzania is, among other things, largely a function of the drawing power of the sum of its natural tourist attractions, the natural tourism resources (Ross and Wall, 1999). These resources may include physical features such as mountains, lakes, rivers,

waterfalls and the like. Others include landscape, scenery, climate and weather. Again, faunal and floral assets constitute a very significant component of biodiversity which play a crucial role for tourism. The destination's drawing power is to a considerable extent determined by the integrity and wholesomeness of these resources. In turn, this integrity must be carefully considered if these resources are to command desired levels of utilization for tourism growth and development (Ross and Wall, 1999). In other words, for natural tourism resources to have full value for tourism use, their pristine nature or state has to be maintained. As such, they have to be free from degradation, overexploitation or destruction, whatsoever, which may eventually lead to their depletion. Therefore, for potential tourism use, measures have to be taken to deal with challenges and deterrents that will compromise resources' quality in terms of their diversity, abundance and visibility. This is none else but the function of conservation which largely considers sustainable, wise and rational use to ensure resources remain intact.

Conservation of natural tourism resources is, however, faced with challenges and deterrents of varied sorts. While some are non-human, others are due to human related causes. Of interest to this study are challenges to conservation that are linked to human oriented causes. These causes are diverse. Local attitudes towards conservation by communities living within or adjacent to areas where these resources are found happen to pose human oriented cause of conservation challenges. Depending on attitudinal standings, local peoples' attitudes towards conservation may promote or demote conservation initiatives. Although several factors are notably impacting on local attitudes towards conservation, Kideghesho *et al.* (2007) argue that factors inspiring positive attitudes are likely to enhance conservation objectives on

one hand. On the other, Kideghesho *et al.* (2007) maintain that factors inducing negative attitudes will detrimentally undermine these objectives. They further stress that the magnitude of the resultant effects of a particular factor is determined by historical, political, ecological, socio-cultural and economic conditions and this may call for different management interventions. Studies have revealed that the success of long-term sustainable management of natural resources largely depends on local peoples' support and goodwill (Takon *et al.* 2013). Conservationists therefore view local peoples' support for protected areas management, in other words, positive local attitudes as an important ingredient of biodiversity conservation. They hold that, without support and goodwill of local people, conservation of natural tourism resources may never become actualized (Sifuna, 2012). Their reason behind is the fact that local people play the role of custodianship to these resources since they happen to live within or adjacent to areas where they are found (Ross and Wall, 1999). Not only that but also they are inextricably tied to them in varied complex ways. These include natural resources use as sources of livelihoods, critical medication needs and fuel wood, among many other uses. In this respect, assessing local people's attitudes, taking into account their needs as well as expectations and respecting their opinions should become imperative as management priorities (Triguero-Mas *et al.* 2010).

Attitudinal studies are increasingly being adopted as tools for evaluating public understanding, acceptance and impact of conservation interventions. Findings of these studies have been useful in guiding policy interventions (Kideghesho *et al.* 2007). To a significant extent, examining local people's attitudes towards conservation practices goes a long way in helping planners, stakeholders and the government. This is by enabling them to devise and employ effective ways that help to ameliorate the

incessant degradation, overexploitation and eventual depletion of finite natural resources in given areas. In this context, an understanding of attitudes is of great importance since attitudes, whether positive or negative are supposed to influence behavior (Franzoi, 1996). So to change an attitude is to set in motion modification of behavior (Lorenzoi, 1996).

1.2 Statement of the Problem

Local attitudes towards conservation have notably been known to impact natural resources in different ways. While positive local attitudes do impact on conservation objectives positively, negative local attitudes impact the same in negative ways (Kideghesho *et al.* 2007). The underlying reason for this tendency is the fact that attitudes are linked to behaviors and in significant ways, the former influence and determine the later (Franzoi, 1996). This is the motivation to study community attitudes towards conservation to reveal the extent to which attitudes impact on conservation behaviors of people living adjacent to national parks which is a cornerstone for conservation and tourism (Walpole and Goodwin, 2002).

The prevailing situation among local communities surrounding the Arusha National Park is suggestive of some serious underlying problems as far as conservation of natural tourism resources is concerned. The destruction of park resources through illegal activities such as poaching and wildfires is still going on unabated in different park areas (ANAPA GMP, 2003). Not only that, but also continued degradation of various park resources is on the increase and is manifested through unsustainable resources utilization being perpetrated by residents in the park neighborhood. There is plight of overgrazing and incidence of encroachment on park boundaries by residents

for farming activities. Moreover, local people in the park neighborhood seem to be discontented with the park's presence. Continued resentments, grievances and complaints circulating amongst the local people are suggestive of widespread dissatisfaction and the fact that such people are nursing grudges against the park. Even media reports in the recent past can substantiate such claims with a good example being offered by Swahili weekly "RAIA MWEMA" issue dated September, 10-16, 2014. This undesirable situation is suggestive of something dubious going on below the radar or behind the scenes in so far as local attitudes and conservation are concerned. It may be implicative of unfavorable local attitudes towards conservation being prevalent in the area. If such suspicion holds true, this study particularly intends to identify the underlying reasons that reflect location, site or situation specific determinants of local attitudes rather than pursue exploration of generic determinants that are a commonality in many other conservation areas. Without purposive efforts to discover the unknown, the undesired trend will prevail and peak to the detriment of finite natural resources found in the area. This is why not only an interest in this study has been aroused but also the need to conduct it in a timely and efficient manner to discover the unknown and serve the environmental resources in the area before it becomes too late.

Geographically, ANAPA is relatively a small park whose total area is 542 sq km surrounded by five wards with 25 villages that are not only poverty-ridden but also populous (ANAPA GMP, 2003). Under such circumstances, one may suspect presence of location or site as well as situation specific factors influencing local attitudes towards conservation. This is because two sides are in loggerheads. On one side, poor villagers are bent to access and use resources to support their livelihoods.

On the other, park authorities are championing their cardinal duties of protecting the same resource and blocking access. With such contradictions, it may be possible for one to foresee protracted conflicts and strained park-people relations which may as a consequence create unfavorable attitudes towards conservation by local people. Again, surrounding communities have very few viable economic options to rely upon for their livelihoods. Apart from livestock keeping, village members concentrate on farming activities to earn a living. Presence of the park has made it possible for only a few local people to gain employment by tour operators, hoteliers and the park itself as casual workers. Still some are working as porters (ANAPA GMP, 2003). However, according to the GMP, many of the villages feel that benefits they receive from park presence are a mere paltry compared with disturbances the park is causing to them.

Even the park itself is acknowledging shortcomings in its modus operandi when reflecting common park adjacent villagers' interests. The park authorities are aware of the fact that there is no clear system of casual labor employment. Even the Mount Meru Porters Association is monopolized by one village. So benefits are not equally distributed among the park neighboring villagers (ANAPA GMP, 2003). Conservation success depends on support from local people who are supposedly the custodians of the natural resources found in their areas. Such support is highly influenced by local peoples' attitudes towards conservation. Thus, attitudes are very important in managing, protecting and conserving natural resource because attitudes influence behaviors. Therefore, this study is intended to assess the impacts of attitudes towards conservation of natural tourism resources in communities residing close to ANAPA

1.3 Research Objectives

1.3.1 General Objective

To assess local people's attitudes towards conservation of natural tourism resources among communities residing adjacent to the Arusha National Park (ANAPA).

1.3.2 Specific Objectives

- i. To examine local attitudes towards conservation of natural tourism resources in the study area.
- ii. To explore the nature of the relationship between local attitudes and conservation of natural tourism resources.
- iii. To identify and evaluate measures used to improve local attitudes towards conservation of natural tourism resources.

1.4 Research Questions

- i. What are the local attitudes towards conservation of natural tourism resources in the Arusha National Park?
- ii. What is the relationship between local attitudes and conservation of natural tourism resources?
- iii. What are the measures taken to improve local attitudes towards conservation of natural tourism resources and how effective have they been?

1.5 Significance of the Study

This study is an important part of the requirements for a Master of Tourism Management and Planning (MTMP) conferred by the Open University of Tanzania. It has to be fulfilled if one is to qualify for this degree. Also, the study will contribute literature on local attitudes and conservation of embedded natural tourism resources.

It will enable researchers and other interested stakeholders elsewhere in the world to gain insights about attitudes and the way attitudes shape conservation behaviors of natural tourism resources. It will open new avenues for further researches related to attitudes and conservation of natural tourism resources. At the national level, the study is expected to inform sectorial policy makers, planners, conservationists, park managers, tourism operators and other stakeholders about pertinent factors impacting on local attitudes. Basing on this study, informed decisions can be made and suitable avenues for action can be prioritized on matters pertinent to local attitudes and conservation.

This study is of greater significance to the study area. Basically, it will assist to explain behaviors and suggest for solutions to overcome threats that involve incessant degradation and related overexploitation of finite natural resources found in the park. If this goes unchecked, there is potential danger for the finite natural resources to become eventually depleted. The study comes at the right time to help improve local peoples' attitudes towards conservation of natural tourism resources thereby promote conservation behavior if recommendations given are followed by their due implementation. Creating and maintaining positive attitudes towards conservation becomes vital when other mechanisms for changing behaviors such as regulations are proving ineffective. Local attitudes serve as one means of protecting the tourism resources found in the study area.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter presents definition of key terminologies pertaining to the study as well as undertaking both theoretical and empirical literature review. Theoretical literature review comprised theories and/or models that are relevant and have applications to this study. Empirical literature review will take account of what other researchers have covered related to the topic. Finally, conceptual framework and research gap will be given.

2.2 Definition of Key Concepts

2.2.1 Attitude

There is no single definition of ‘attitude’ that is universally accepted (Fabrigar and Krosnick, 1995). Attitudes have been variously defined in terms of evaluation, affect, cognition or behavioral dispositions (Olson and Zanna, 1993). These different approaches tend to emphasize, respectively, the evaluation of attitude objects with respect to their positivity or negativity, the feelings of pleasantness or unpleasantness associated with attitude objects, knowledge about attitude objects, or predisposition to behave positively or negatively towards attitude objects. However, if there is one core feature that distinguishes attitudes from other concepts, it is that they are evaluative in nature. Thus, the kernel of the definition of attitudes centers on the notion of evaluative response to some entity. As Zanna and Rampel (1988) put it, attitude is positive or negative evaluation of an object of attitude that may include people, things, events and issues. It could be concrete, abstract or just about anything in one’s

environment. Considering the same evaluative approach, Eagley and Chaiken (1993) define attitude as a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor. Here, evaluation refers to different classes of responses or response categories be they affective, cognitive or behavioral. Ajzen (1988) argues, such evaluative responses can vary with respect to particular response class or category in terms of the said affective, cognitive or behavioral as well as response mode which can be verbal or nonverbal. Attitudes are often thought of as being formed by one's beliefs about an object, by one's feelings about the object and also by one's responses towards the object (Greenwald, 1968, Insko and Schapler, 1967). Furthermore, Hogg and Vaughan (2005) consider attitudes to be relatively enduring organization of beliefs, feelings and behavioral tendencies towards socially significant objects, groups, events or symbols. Generally, it is being considered as mentality, mindset and outlook. It is a complex mental state involving beliefs and feelings, values and dispositions to act in certain ways. It is implicitly agreed that attitudes are instrumental in defining social reality and therefore very decisive in predicting behavior (Franzoi, 1996).

2.2.2 Local Attitude

Local attitude has variously been referred to as resident attitude, local resident attitude, community member's attitude, people's attitude, local people's attitude and local community's attitude, among other variants of the concept (Monterrubio and Bello, 2010 in *Journal of Tourism Research* vol 12). Although they denote one or the same thing, these variants have been used in different research contexts. For example, Snyman, (2012) in her conservation and tourism related study, described local attitudes as respondents' feelings and perceptions towards stated questions that relate

to conservation of natural resources found within or near the respondents' local area of living. Again, Alexander, (2000) define local attitude as residents' feelings about resource protection in their community. In the conservation realm, local attitudes have further been defined as the collection of beliefs, affect and behavioral intentions a person holds regarding environmentally related activities or issues (Schultz *et al.* 2004). These definitions will be considered for the purpose of this study.

2.2.3 Conservation

The word conservation has been defined differently (Wantrup, 1960). According to IUCN (1981), conservation is defined as management of human use of the biosphere so that it may yield the greatest sustainable benefit while maintaining its potential to meet the needs and aspirations of future generations. However, DeGeorges *et al.* (2009) defined conservation as a socio-economic process by which societies endeavor to manage resources scarcities and limit off-take within biological capacity of the systems in order to sustain production. Yet, according to Murray *et al.* (2008), conservation is usually defined as the preservation of biodiversity. Still, Milner-Gulland and Mace (1998) define conservation as preventing the loss of biodiversity and biological processes. But they maintain that conservation is distinct from preservation in the sense that it involves recognizing the dynamic nature of biological systems, and allowing them to change and evolve. According to Steven *et al.* (2013), conservation includes the development and refinement of strategies to rebuild populations, restore ecosystems, inform conservation policy, generate decision support tools and manage natural resources. For the purpose of this study, conservation means protection, preservation, restoration and rational use of environmental assets found in the study area that may include faunal and floral

resources together with a range of other biodiversity components found within and around the Arusha National Park (ANAPA).

2.2.4 Tourism

According to UN World Tourism Organization's (1994), tourism is defined as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Mathieson and Wall (1982) defined tourism as the temporary movement of people to areas or destinations outside their normal place of work and residence, as well as those activities undertaken during their stay in a given destination. Finally, Jafari (1977) define tourism as the situation where man moves away from his usual habitat to other areas for leisure.

2.2.5 Tourism Resources

According to Xinli and Qiao (2003), tourism resources are all the things and factors that can attract tourists, be exploited by tourism industry and bring economic, social and environmental benefits. According to them, a number of perspectives exist in defining tourism resources. One perspective focuses on nature of matter. In terms of this perspective, Xinli and Qiao (2003) argue that there are tangible tourism resources and intangible tourism resources. Tangible tourism resources are such as natural attractions, ancient buildings, cultural relics and historic sites. Intangible tourism resources include environmental quality, customs and habits, human history as well as making and the spirit brand of citizen in tourism destination. Again, World Tourism Organization (2007) define tourism resources as those factors that make it possible to produce a tourism experience and they include, tangible resources such as facilities, attractions, infrastructure and others. Also intangible resources which include image,

reputation, culture and so on. Others are such as human resources that entail skills, motivations, service levels and others. Lastly are financial resources such as capital investment, among others. As per WTO (2007) definition, tangible resources are the key attractors in a destination and they include tourist attractions such as national parks, beaches, historic sites, cultural facilities and so on. These attractions are important as they initially motivate a visitor to travel to particular destination.

2.3 Theoretical Literature Review

2.3.1 Tri-component Theory of Attitudes

Rosenberg and Hovland (1960) are credited with developing this social psychology theory which significantly describes the nature of attitudes. According to this theory, for attitude to become operational, three interrelated components must be present, namely Affect, Behavioral and Cognitive, (Breckler, 1984, McGuire, 1969, Rosenberg and Hovland, 1960). The theory is also referred to as the ABC model of attitudes. 'A' stands for Affect, 'B' for Behavioral and 'C' for Cognitive. Affect considers feelings or emotional reaction towards the object of attitude or an aspect of life that is being focused on. Depending on circumstances, this emotional reaction in one hand can be positive or favorable to the object while, on the other, it can be negative or unfavorable. It can also be neutral or non-involvement. The subsequent component is the behavioral, this is the action component. More specifically, it consists of the pre-disposition to act in certain ways towards the attitude object which can be a specific aspect of life or the environment that someone lives in and so on. Third and final is Cognitive which is the mental component that alludes to knowledge, beliefs, perceptions, ideas and opinions about a specified object of attitude which can

be about anything from an event, a social issue and so on. Expounding further on this theory, Katz (1960) came up with four functional areas of attitudes. These functional areas include knowledge and adaptive functions, among two others. In terms of knowledge which falls under the cognitive component of the theory, Katz (1960) argues that attitudes provide meaning (knowledge) for life. The knowledge function underpins the peoples' need for a world that is consistent and stable. Knowledge allows people to predict what is likely to happen thus giving them a sense of control.

In terms of the adaptive function, he posits that, where a person holds and / or expresses a socially acceptable attitude, other people will reward them with approval and social acceptance. However, the tricomponent theory of attitudes is not without shortcomings. Neither is it free from criticisms. Although it is appealing as it so neatly carves up the attitude concept into three distinct categories (Franzoi, 1996), research indicates that not all three of these components need be in place for an attitude to exist. Only one component may suffice for attitude to exist (Eagley and Chaiken, 1993). Furthermore, Franzoi (1996) argues that through mere exposure and classical conditioning which are two important psychological processes, attitude formation can directly result without the influence of behavior, beliefs or motives. Zajonc (1968) further elucidates by furnishing a hypothesis he calls mere exposure effect, to underscore the effect of exposure on attitude formation. According to Zajonc (1968), by simply exposing people repeatedly to a particular attitude object, positive attitude towards the object will often result. Due to this shortcoming, a shift in paradigm has been witnessed in social psychology when it comes to defining the concept 'attitude' where it is no longer defined along the three components. Attitude is thus being defined as a positive or negative evaluation of an object of attitude rather

than a social psychology construct whose occurrence is conditioned by existence of the three aforementioned components. This evaluative response can be said to vary with respect to response category (affective, cognitive and behavioral) as well as response mode which can be verbal or nonverbal (Refer to Table 2.1 below as adopted from Ajzen, 1988). Therefore, it may worth noting that there are variations in this evaluative response (attitude) which can be articulated in terms of response category and response mode. These of course have implications for attitude measurement.

However, despite being criticized, this theory serves with ample applications to assessment of local attitudes towards conservation of natural tourism resources. By taking the multidimensional or tri-component view into perspective and also considering the fact that attitudes predict behavior as well as being instrumental in defining social reality, this theory can address community attitudes towards conservation in the study area. At this juncture, it is rational to make some relevant assumptions that will serve to enlighten on how this tri-component theory may be employed to address the local situation. If local people in the study area like or favor conservation (Affect component), positive attitudes will occur. Under this situation, the people will more likely than not act in ways that support or promote conservation initiatives (Behavioral component). This could be because, in one way or the other they believe, know, think or perceive conservation to be beneficial to them (Cognitive component). To the other way round, the opposite could be the case. If the same people dislike and therefore are in disfavor of conservation (Affect), then negative attitude towards the same shall exist. If this happens to be the case, then more likely than not the people will act in ways that are unsupportive thusly demote conservation

efforts in the study area (Behavioral). This could probably be explained by their thoughts, beliefs or perceptions that presence of the park and its conservation initiatives are causing them more costs than purported benefits (Cognitive). A case of neutrality or noninvolvement may also exist with some pockets among the local people.

A further application of the theory to local attitudes toward conservation pertains to the knowledge functional area of attitudes. This falls under the cognitive component of the tri-component theory. Since attitudes provide meaning (knowledge) for life, it empowers people to predict with a measure of certainty what is likely going to happen thereby giving them a sense of control in a given context. This is underpinned by the need for a world that is stable and consistent. Therefore, if knowledge of peoples' attitudes towards conservation is gained, this will more efficiently enable prediction of their expected behavior towards the same. This is regardless of whether it is favorable, unfavorable or noninvolvement. Thus consequences can be foreseen when the integrity of nature tourism resources is taken into account. Considering the adaptive function of attitudes, when a person holds and / or expresses a socially acceptable attitude, for example, towards conservation, other people will reward them with approval and social acceptance. This will result in reinforcement of such attitude. To the opposite, if a person holds and / or expresses socially unacceptable attitudes, punishment may ensue. This may come in various forms such as disapproval, social rejection and others to discourage or deter such attitudes.

Table 2.1: Different Types of Evaluative Response

RESPONSE MODE	RESPONSE CATEGORY		
	AFFECT	COGNITIVE	BEHAVIOR
VERBAL	Expressions of feelings towards attitude object	Expressions of beliefs about attitude object	Expressions of behavioral intentions towards attitude object
NON-VERBAL	Physiological responses to attitude object	Perceptual responses (e.g. reaction time) to attitude object	Overt behavioral responses to attitude object

Source: Adopted from Ajzen, 1988

2.3.2 Social Exchange Theory

Social Exchange Theory (SET) is a social psychological and sociological perspective introduction of which is credited with sociologist George Homans through publication of his work in 1958 named 'Social Behavior as Exchange'. Notable contributors to the theory include Blau (1964) as well as Thebaut and Kelly (1959), among others. This theory explains social change and stability as a process of negotiated exchanges between parties. Its fundamental premise is that human behavior is an exchange of rewards between actors. The theory posits that, human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives. It postulates that behavior is a function of pay-offs, whether such pay-offs are provided by the non-human environment or by other humans. From a general perspective, the SET considers rewards and punishments as a way of analyzing social relations. According to Homans, (1961), social exchange theory is under-pinned by five key propositions that provide a useful framework for the study of social behavior. These

include success, stimulus and value propositions. Others are such as aggression/approval proposition and rationality proposition as the last one. Among these propositions, four are of particular relevance to the study on local attitudes towards conservation of natural tourism resources. Foremost is the success proposition, secondly is the value proposition, while thirdly rationality proposition applies. The fourth and last pertains to aggression/approval proposition.

The first posits that, for all actions taken by humans, the more often a particular action is rewarded, the more likely the action is to be repeated. This proposition takes into account the human nature of rational decision making by which benefits are measured against costs in pursuing courses of action. Thus, based on this proposition it is being argued that, when for any particular action the outcome is benefits outweighing costs, then the action is more likely to be repeated. As for the value proposition, it is more or less related to the success proposition just mentioned above. This proposition holds that, the more valuable the result of an action is to an individual, the more likely it is for that individual to repeat the action. Considering the rationality proposition, the individual is more likely to choose an action perceived to bring about the desired reward. The same individual, in the other hand, will be less likely as a rational decision maker, to choose an action that is perceived incapable to bring about the desired results. Lastly is the aggression/approval proposition which, in part, argues that when an action does not receive the expected rewards, aggression becomes a likely result. Despite its predictive powers and the ability to analyze social interactions, this theory has not been without detractors who have charged with various criticisms against it. For example, Sabatelli and Shehan (1993) note that, the SET is not testable and thus incapable of being proven false, this is an important

criterion for any theory. The difficulty with this theory is that its central concepts of costs and rewards are not clearly defined. This makes it impossible to make an operational distinction between what people value, what they perceive as rewarding and how they behave. Rewards, values and actions appear to be defined in terms of each other (Turner, 1978).

Another criticism leveled against the SET has to do with its conceptualization of human beings as rational calculators through its theoretical framework. Through this framework, human beings are seen or painted as rational calculators coming up with numerical equations to represent their rational life. This purported understanding of humans is being objected by many the question being whether people really rationally calculate the costs and rewards to be realized when engaging in a behavior or pursuing a relationship (Berger and Roloff, 1980). Researchers have not arrived to a definitive answer about how much people calculate their relational life, but this calculation probably ebbs and flows according to many factors. Again, critics wonder whether people are really as self-interested as the SET assumes them to be. Duck, (1994) argues that applying a marketplace mentality to the understanding of human relational life tremendously misrepresents what goes on in relationships. This researcher suggests that, it is wrong to think about personal relationships in the same way that people think about business transactions like buying a house or a car. In the words of Emerson, (1976), it is economic analysis of noneconomic social situations. The SET theory has been criticized for its failure to explain the importance of group solidarity in its emphasis on individual need fulfillment (England, 1989). In this critique it is argued that the exchange framework can be viewed as valuing the separate self to the extent that rationality and self-interest are emphasized (Sabatelli

and Shehan, 1993). By prioritizing this value the connected self is overlooked and undervalued. Despite being criticized, this theory has some useful applications to the assessment of local community attitudes towards conservation of natural tourism resources in the study area. This is particularly the case when the theory's aforementioned propositions are focused upon. Foremost, in terms of the success proposition, the assumption is that, if by engaging in illegal actions such as poaching of park resources, individuals residing in park adjacent communities reap rewards and become more economically successful, the tendency would be for them to continue repeating such illegal activities.

Coming to value proposition, conservation can be related here. The assumption is that, if conservation of park resources proves more valuable to park neighboring residents, it will be more likely for them to undertake and be involved in conservation related actions. This will make them to play as real custodians of park resources and thus reinforcing their stewardship towards such resources. When reflecting on aggression/approval proposition, it can partly be assumed that individuals will react emotionally and will become angry and even aggressive when they are not receiving what they anticipated. In light of this supposition, it can be suspected that park-people relations in the study area have been strained thus brewing wide spread negative attitudes towards conservation because residents are not receiving what they anticipated from presence of the park. This could be in terms of a wide array of benefits or in any other pertinent manner.

In keeping with the rationality proposition of SET, as rational human beings, park neighboring residents will resort to actions that they perceive as capable of bringing them desired rewards. Taking as an example restrictions and conditions imposed on

the use of Ngongongare – Engarenanyuki public road that transacts through the park which has been a particular area of much controversy, residents will take actions such as demonstrations, use of pressure groups or any other ways they deem suitable to make park authorities release or lessen their grip on this public road. Likewise, the same and other methods will be employed by park neighbors to ensure that their interests and desires are addressed. Generally, in addressing individual community members' attitudes through the SET, it can be assumed that, potential beneficial outcomes will create positive attitudes towards tourism, and for that matter, conservation of natural resources that sustain and support the existence of this phenomenon. Thus the theory's postulation that individuals perceiving net benefits from an exchange are more likely to view it positively whereas those perceiving net costs are likely to view it negatively holds in this context.

2.3.3 Maslow's Hierarchy of Needs Theory

This is one of needs-based motivation theories in psychology that was developed by Abraham Maslow and proposed in his 1943 classic paper termed 'A Theory of Human Motivation'. The theory considers human needs in terms of hierarchical arrangement captured in pyramidal form, the needs pyramid. According to this theory, more basic physiological needs have to be fulfilled or met first before fulfillment of higher needs is considered. In other words, the theory states that basic needs must be met before higher level motives become active. In this pyramid, there are five sets of human needs arranged in a stepwise fashion or progression that is conceptualized to drive human motivation. Lower order needs are placed at the bottom of the pyramid while higher-order needs are placed at the top. The basic physiological human needs listed within the lower-order category of the hierarchy beside air and water includes

food, clothing, decent shelter as well as safety/security. These are also referred to as survival needs. Without their fulfillment, human life becomes unbearable and quite impossible. With the subsequent higher-order needs of the Maslow's hierarchy, various terms are applied to conceptualize this framework of arrangement. These are such as "Love and Belongingness" which constitute the third level of the hierarchy, while "Esteem" and "Self-actualization" make up for the fourth and fifth levels of the Maslow's hierarchy of needs respectively. This theory persistently holds that unless a lower level of need is satisfied, a person can never be motivated to pursue higher level needs.

Despite its intuitive nature, power and appeal, criticism has been leveled against Maslow's theory. Indeed, it is assumed by this theory, it simply makes sense that one may not be able to enjoy higher- order needs when they have no place to live and nothing to eat. While one may temporarily pursue a higher-level need such as conservation, the desire for food and shelter which constitute basic physiological needs would most assuredly pull them down and become the primary focus once again. Notwithstanding this intuitive appeal and the fact that the theory provides a useful framework with which to study human behavior, it has been criticized as being crippled by weaknesses. One instance of criticisms is leveled by Hofstede (2001) who claims that the order in which Maslow arranged his hierarchy is, but too ethnocentric. This critic accuses Maslow of the failure to illustrate and expound upon the differences between the social and intellectual needs of people raised in individualistic against those raised in collectivist societies or cultures. According to Hofstede, (2001), the needs and drives of those raised in individualistic societies such as America where this theory was developed tend to differ from needs and drives of

those raised in collectivist societies such as those found in Africa. People in individualistic societies are self-centered than those in collectivist societies, focusing on improvement of the self, with self-actualization being the apex of self-improvement. In collective societies, the needs of acceptance and community will outweigh the needs for freedom and the individual. Thus, this theory lacks in cross-cultural validity and it cannot be generalized since assumptions of the hierarchy may be restricted to western cultures.

Also the theory's elements like esteem and self-actualization may have vastly different meanings across different cultures making it difficult to standardize Maslow's theory and the definitions of its components (Ciani and Gambrel, 2003). Another shortcoming according to critics is that the theory cannot be empirically tested to be verified as true. That it lacks empirical support for rank ordering of needs (Wahba and Bridwell, 1976). Due to certain inconsistencies such as the fact that in real world needs are not fulfilled in chronological order and that different individuals are driven to satisfy different needs at certain time, Maslow's theory cannot be proven to be 100% true. There is no way to measure precisely how satisfied one level of needs can be before the next level of need becomes operative. This weakness is connected with the difficulty involved in operationalizing its key variables due to the absence of concrete definition of the needs such as safety, security, esteem and other variables making up the theory (Wahba and Bridwell, 1976). Despite its noted shortcomings, the theory can effectively be applied to assess local attitudes towards conservation of natural tourism resources in the study area. This needs-based motivational theory provides the most useful theoretical framework that can be employed to explain the fact that people with economic insufficiencies such as those

from lower income households as an example, are more often less supportive of conservation initiatives in protected areas. Basically, this is by virtue of its premise that people have to fulfill their most basic human needs such as food, clothing and shelter before they are motivated to ascend the ladder in pursuit of higher-order needs such as conservation or participation in aesthetics such as tourism to appreciate nature. Thus, if local residents are still locked in a state of economic deprivation and impoverishment such that they cannot suffice their daily survival needs adequately, it can rationally be assumed that such residents will develop negative attitudes towards any actions, efforts or programs such as conservation. This tendency is caused by none else but the fear that such actions, efforts or programs barrier their access to natural resources found in their areas that could have saved their needs in one or the other way.

This perspective can also be employed to explain the fact that even individuals facing other social deficiencies are less likely to be supportive of community conservation or tourism development initiatives. This can be explained by the fact that such initiatives constitute higher-order needs which cannot be in these individuals' priority list due to the condition they are locked in. One such social deficiency is the general lack of safety and security which constitute yet another lower-order need in the hierarchy. For this reason, it would be hard to expect support for conservation, and for that matter, positive attitudes toward the same from residents who lack in general safety for themselves, families or properties. A case can be provided by those who are prone to wildlife attacks or whose properties such as crops or livestock are exposed to the risk of wild animals' depredation. To this kind of people a primary preoccupation and concern would be to address their basic-order need that comprises safety concerns

rather than become preoccupied with lending support to conservation initiatives and developing positive attitudes towards the same. The scenario worsens when a protected area becomes connected with their concerns.

As per the theory, it is unthinkable for higher needs such as lending support to community conservation initiatives or taking part in aesthetics such as tourism to be considered before an individual's basic needs are attended to first. Even literature apparently supports this tenet. For example, Emptaz–Collomb (2009) stresses that it would be plausible to governments, nongovernmental organizations (NGOs), companies and even individuals engaged in such initiatives to take it as their responsibility to improve the lives of local people.

This is through improving access to and the quality of education, health, transportation, clean and safe water supply and communication, among other key social needs. Even provision of direct and indirect employment opportunities will serve the purpose of boosting economic conditions of local residents living adjacent to protected areas thus making them amenable to playing an active role in pursuing higher needs such as conservation and other community development initiatives. Government, NGOs and the private sector can all play a role in this through infrastructural and other developmental projects and, in the long-run, this would create a more supportive environment for conservation projects and ensure their sustainability (Snyman, 2012).

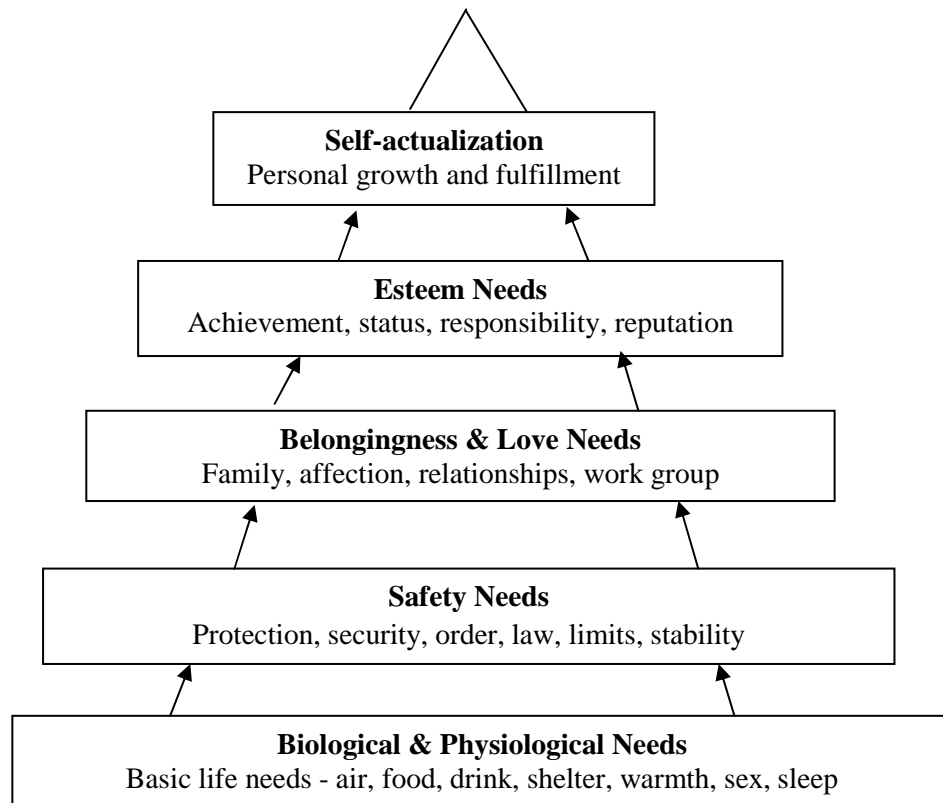


Figure 2.1: Maslow's Pyramid of Needs – Adapted from Redmond (2010)

The study on local attitudes towards conservation of natural tourism resources will be guided by two of the three distinct theories presented here for reasons as shall be elucidated. Foremost is the Tri-component or the ABC theory of attitudes. This theory's emphasis on presence of the three components of Affect, Behavior and Cognitive for attitude to be operational which are also collectively articulated as response categories is of greater significance in this regard. Not only that but also how these components are going to be evaluated or measured through the so called response mode in terms of verbal or nonverbal responses are decisive in the way this theory can be used to guide this study. So, attitude measurement tools are going to be devised by this researcher by means of which affect of the local people in the study area in terms of the way they feel towards conservation shall be measured through

verbal and nonverbal response modes. Moreover, the cognitive component of local people's attitudes toward conservation as adduced through knowledge, beliefs or opinions of the people shall also be assessed in terms of their verbal and nonverbal response modes. Finally, the behavioral component which is about actions of local people and the way these may be suggestive of their attitudes towards conservation shall be assessed by means of observation techniques. This in particular shall consider the nonverbal response mode. Here, a set of items in the local people's surroundings and the park environment pertaining to their actions shall be observed. In this way, conservation behavior of the local people can fairly be inferred. The overall effect of assessing the said components as per this theory will be to establish attitudinal standings of the local people on conservation of natural tourism resources. This would enable gaining insights on whether local attitudes are enshrined in positivity or shrouded in negativity and in this way, the theory would have served its useful purpose of guiding the study.

Maslow's theory of needs shall serve as the second and last theory to be applied to guide this study. The theory's intuitive powers, plausibility and perceptive insights into human nature give it an upper hand and amenability for use in assessing local attitudes toward conservation of natural tourism resources in the study area. Intuitive powers pertain to the awareness of emotions. It is these strengths that support practitioners in using this theory despite its lack of supportive evidence (O'Connor and Ybatel, 2007). Through its various assumptions, this theory serves well in interpreting human behavior and need-based motivations such that it may play as the base in studying local attitudes towards conservation of natural tourism resources. Foremost will involve singling out the theory's assumption that people are motivated

by similar basic needs. Secondly, the theory's assumption that needs can be arranged in a hierarchy whereby bottom (physiological) tier such as food, shelter, clothing and safety have to be satisfied first before a person is motivated to satisfy higher needs such as conservation or tourism shall also be included. These two key assumptions shall be adopted to provide an enhanced framework with which to assess local attitudes towards conservation of the tourism resources in the study area.

2.4 Empirical Literature Review

Literature related to local attitudes towards conservation of natural resources acknowledge a number of factors that deter local people from developing positive attitudes towards, and support for, conservation in various parts of the world. Some of the factors have been identified as more or less location, site or situation specific in the sense that they are peculiar to given conservation areas or situations; others appear to be general and apply to many areas. It is well understood that success of long-term sustainable management of natural resources depends on local peoples' support and goodwill (Takon *et al.* (2013). This may never be realized if people who are residing within or around areas where natural resources occur harbor negative attitudes towards the same. To reiterate the decisive role and importance of local attitudes toward conservation, for example, Osmond (1994) and Katrina (2000) in Ebua *et al.* (2011) argue that, wildlife conservation success depends on the attitudes of local people towards conservation. Even Takon *et al.* (2013) noted a shift in paradigm among conservation communities where changes are being witnessed from traditional top-down approach to managing natural resources to more participatory bottom-up approaches. This ensures greater flow of benefits to stakeholders, particularly local communities thereby promoting positive attitudes towards conservation not only for

the sake of short-term development results but also for long-term resources sustainability. Thus, assessing local peoples' attitudes, taking into account their needs and respecting their opinions should become management priorities (Triguero-Mas *et al.* 2010). Coming to the factors that deter formation of positive attitudes towards conservation, studies have analyzed several of them. For example, attitudes towards protected area staff and perception of management practices affect local people attitudes (Ormsby and Kaplin, 2005; Allendorf, 2007). Again, conflicts with managers due to resources extraction, strict rules on forest resources use and access (Heinen and Shrivastava, 2009; Shibia, 2010) as well as rude behavior (Ormsby and Kaplin, 2005) hurt park-people relations and stimulate formation of negative attitudes towards conservation.

Infield and Namara (2001) have identified harassment by park rangers as a factor that generates negative attitudes towards protected areas which are the cornerstones of conservation. Moreover, fear of resettlement or relocation and lack of job provision have the same detrimental impact (Allendorf, 2007). Also, Fiallo and Jakobson, (1995) together with Ormsby and Kaplin (2005) identify low level of awareness regarding conservation issues and protected areas' management practices as factors associated with negative attitudes or ambivalence towards protected areas. More significantly, Sillori (2007) cite lack of involvement of local communities in decision-making processes as an important determinant of negative attitudes towards conservation and protected areas. Again, Kideghesho *et al.*, (2007) pointed out to the fact that low level of protected area participation in community based development projects is also an important determinant of negative local attitudes towards conservation.

Further, protected areas and conservation of embedded resources are also known to be associated with diverse costs to the local people living within or adjacent to them. Such costs have also been identified as key determinant factors of overall negative attitudes towards protected areas and for that matter, conservation. In so far as local people are concerned, such costs undermine the rationale for conservation of natural tourism resources. The costs are wide and varied. According to Kideghesho *et al.* (2007) costs are such as inadequate pastures, water, diseases and livestock losses due to depredations. These determine local attitudes towards conservation in potentially negative ways. Further, in other studies, identified costs include human-wildlife conflicts, land pressure, loss of resources and forfeited economic opportunities (Infield and Namara, 2001; Heinen and Shrivastava, 2009; and Shibia, 2010).

Kideghesho *et al.* (2007) further maintain that, the magnitude of the resultant effects of each particular factor is determined by the historical, political, ecological, socio-cultural and economic conditions in a given area. These may also call for different management interventions or responses. On the other hand, studies have also revealed that people are more likely to appreciate protected areas and conservation if benefits gained from them offset the associated costs (Ormsby and Kaplin, 2005). Protected area benefits to local people are varied. These can be obtained through resources extraction, employment, development or tourism (Allendorf, 2007). But can also be non-economic such as recreation and aesthetics (Sillori, 2007). Benefits have also been viewed in terms of biomass resources, park funds being diverted to local villages by state agencies and revenue from wildlife tourism (Sekhar, 2003). Thus, according to studies deriving greater direct benefits offset costs and mitigate the effects of these costs on negative attitudes thereby resulting in more positive attitudes towards

conservation (Sekhar, 2003). In an earlier study conducted in five protected areas in Tanzania including Arusha National Park, (Newmark *et al.* (1993) uncovered that negative attitudes towards conservation were brewed by land shortages, wildlife conflicts and management interactions. In another study done lately in various national parks across the country, three groups of factors were found to affect attitudes towards conservation by local communities living within and adjacent to protected areas. The factors were also responsible for variance in support towards protected areas that was noted among community members and between communities themselves. The groups of factors were such as access to natural resources, wealth and educational levels (Yaryura, 2014). However, the study notes that these factors are not mutually exclusive. Other factors also play a role in shaping such attitudes.

Essentially, a review of media reports indicates presence of tensions and strained park-people relations between park management and resident communities living in the park neighborhood of the study area. One good example is offered by the mainstream Swahili weekly christened “RAIA MWEMA” in its edition dated September, 10-16, 2014. The said edition carried a feature article titled in Swahili, “ANAPA KATIKA MGOGORO MKUBWA NA WANANCHI”, literally translating in English as, “ANAPA IN A MAJOR CONFLICT WITH CITIZENS”. The article highlighted the presence of major tensions between the park and local communities living in its neighborhood which have seen infuriated community members even threatening forceful closure of the park’s main entry and exit points. On such grounds one may suspect prevalence of unfavorable local attitudes towards the park itself and its conservation efforts. According to Nagendra *et al.* (2010), determinants of local attitudes towards conservation of natural tourism resources could be location, site or

situation specific. It means that local attitudes towards conservation may result from factors that diametrically differ between two different geographical locations whether it is between countries or some other pertinent geographical definitions or entities. Not only that but such determinants could also be location or situation specific (Nagendra *et al.* 2010). This appreciates the fact that situations among some conservation areas are peculiar and therefore may differ from others with a magnitude that may merit for their analysis. Just as Kideghesho *et al* (2007) observed, these may call for different management interventions.

To illustrate location specific differences in local attitudes formation, a comparative study conducted at a cross-national scale between Kenya and Botswana can be cited as an example. In this study, Sifuna (2012) discovered that, while in Kenya public attitudes towards conservation are generally negative, in Botswana they are remarkably positive. The reason behind this variance is the fact that, while in Kenya wildlife conservation is more often thought of in terms of wildlife welfare and hardly in terms of human welfare, in Botswana it is the opposite. Human welfare concerns have been mainstreamed in conservation efforts. The variance was also more attributed to benefits oriented issues than it was to other issues. In Kenya, only indirect benefits through non-consumptive utilization of wildlife resources are permitted while in Botswana people are allowed to derive direct benefits from wildlife resources through consumptive utilization (Sifuna, 2012). In so far as location, site or situation specific peculiarities are concerned, factors affecting local attitudes in the study area, the Arusha National Park are not well addressed. For instance, in the literature there is no place where such factors have been clearly identified and objectively addressed in the study area. At most, it is only generic issues that are

being addressed rather than digging deeper into circumstances befalling the park to uncover the underlying factors that account for protracted park-people tensions that undermine the chances of amicable relations between the park and its neighbors thereby severing local attitudes. This would enable coming up with somewhat fuller picture of determinants in light of the nature, scope and other circumstantial peculiarities characterizing the Arusha National Park that may account for unfavorable local attitudes towards conservation.

2.4 Policy Implications of the Study

Despite the presence of various policies, this study has special implications to the national tourism policy revised in 1999 for which it is related. The National Tourism Policy of 1999 is a set of guidelines, directives, objectives and strategies that provide a useful framework within which decisions that directly affect tourism development within the country are taken. It is worth noting that the National Tourism Policy of 1999 has acknowledged the fact that tourist attractions lie within local communities or their vicinities and, in most of the cases, coexist side by side with the communities, wildlife areas being given as an outstanding example. Not only that but also this document points out to the fact that such tourist attractions also serve as valuable sources of livelihoods while others have great spiritual significance to the members of these communities. The policy further recognizes the relationship between the environment and development of sustainable tourism as so closely knit that the two cannot be dealt with in isolation. For that matter, the policy provides for number of directives that take into account the interests of local communities among other stakeholders highlighted in one hand, while in the other the environment is considered. Foremost, the policy gives directive that it is imperative for communities

living within or around these areas to be fully involved in the development and management of tourist attractions located within their areas. However, the policy have to be fully involved in the making of development related plans and decisions with regard to tourist attractions especially where such plans are likely to have a direct positive or negative effect on the livelihood and wellbeing of these communities.

In yet another section of the policy document, the importance is underscored to institute a mechanism that will ensure maintenance of a balance between the interests of the communities and those of the tourism industry so as to promote and enhance social harmony. Again, the policy directs giving priority to members of these communities in terms of training, employment generation and other social and economic benefits accruing from tourist activities or investments within their areas.

However, this study will serve as a reliable yardstick to measure the effectiveness of implementation and usefulness of the National Tourism Policy of 1999, at least to the scale of the study area which encompasses the communities situated adjacent to the Arusha National Park (ANAPA). Since this policy was partly intended for the local communities with whom the tourism resources coexist, among other stakeholders, it will worth a while to analyze if the intended benefits accrue to local people and whether or not the policy has been translated in reality rather than remaining merely rhetorical. In terms of the environment, the policy's objective is to design environmentally friendly tourism programs reflective of ecotourism. It insists that, mechanisms should be put in place to ensure tourist activities respect the use of biodiversity, wildlife conservation and other naturally occurring phenomena of aesthetic value. The intention is to have continued existence of attractions and an industry that depends on proper conservation and sustainable management of the

environment. This is to be achieved through enhancing the conservation of nature, creating sustainable environmental awareness among the local populations and tourists and sensitizing them on the need to respect nature and conserve the environment. This task, according to the policy, is entrusted in the hands of conservation institutions such as Tanzania National Parks (TANAPA), the umbrella organization for ANAPA and other national parks in the country. Against this policy backdrop, it will be of interest to find out whether the policy's provisions or directives have been adhered to, especially those that directly affect the interests of local communities including the issue of benefits. It will be judicious to find out what has the impact being on local attitudes towards conservation if those provisions are adhered to. If the opposite happens to be the case, then it will also be interesting to uncover how this has affected such local attitudes.

2.5 Conceptual Framework

In conservation of natural tourism resources, local attitudes may matter the most since they usually shape discipline and rational use of such resources. Attitudes are generally known to shape behaviors in significant ways. The prevailing state of local attitudes among any park neighboring communities has far reaching implications to conservation of natural tourism resources found in such a given park. According to figure 2.2 below, if prevailing state of local attitudes towards conservation is positive, favorable behaviors towards the said resources will be triggered which in turn will promote or support conservation. To the contrary, if negative local attitudes prevail, unfavorable behaviors will be triggered which will doubtlessly be detrimental to conservation in the sense that these will retard or demote conservation efforts for such

resources. This is to say positive local attitudes will promote conservation while the opposite or negative local attitudes will not favor conservation.

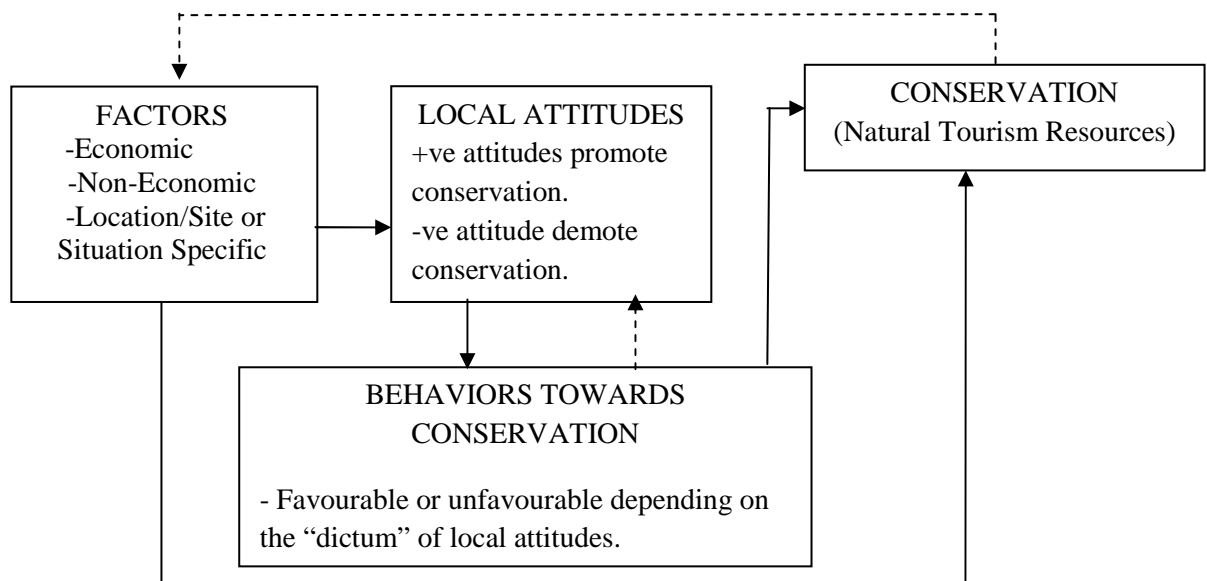


Figure 2.2: The Influence of Attitudes on Conservation

Source: Researcher, 2015

As per the figure 2.2, local attitudes themselves are influenced either positively or negatively by a wide range of factors including economic, noneconomic and/or location/site or situation specific (Nagendra *et al.* 1993). However, Nunkoo and Ramkisson, (2011) as well as Snyman, (2014) cautioned that despite the fact that many studies found residents engaged in behaviors congruent with their attitudes, this will not always be the case. As hinted above, basically attitudes towards conservation is a variable, attribute or characteristic that comes under the influence of a good number of factors, and for that matter the concept may effectively be considered as dependent variable (DV). Such factors fall under two or three broad categories namely, economic, non-economic or location/site and situation-specific factors, which

in turn, could be considered as independent variables (IVs). In the course of this study, a major thrust will be on identification of location, site or situation specific factors which also bear heavily on formation of conservation attitudes. Although the thrust will be on identification of location/site and situation specific factors and determination of their influence on attitudes, dynamics of other factors towards attitudes will not be underrated. These will come to be considered as independent variables (IVs) and will be treated to discover their potential effect on attitudes formation. Some of the economic independent variables or factors having bearing on conservation attitudes include direct tourism benefits such as sharing park tourism revenues with local communities, economic compensation of damages caused by wildlife to livelihoods (Pinho *et al.* 2014) and direct as well as indirect tourism generated employment, just to mention a few. Non-economic independent variables that drive formation of conservation attitudes are numerous and varied just as have already been highlighted elsewhere in the literature above.

Conservation is yet another relevant variable that has to be accounted for in so far as this study is concerned. On basis of the fact that conservation comes under the influence of numerous factors as has already been highlighted in the foregoing, this concept may effectively be considered dependent variable (DV). In one hand, conservation will be significantly promoted to recognizable levels if prevailing circumstances dictate positivistic attitudes while in the other, it may assume disappointing degrees, if, for that matter, negativistic attitudes prevail in a given geographical locality.

2.6 Research Gap

Studies done by Newmark *et al.* (1993) and Yaryura (2005) to assess local attitude towards conservation of natural resources among local communities living adjacent to the ANAPA concentrated on determinants of attitudes. These two studies generally identified factors as land shortages, management interventions, wealth and educational levels (Newmark *et al.* 1993 and Yaryura, 2005). However, protected areas including parks are not homogeneous monoliths; rather, they represent spatially and socially heterogeneous conservation units (Das, 2015). It means that even within the same park, situations may diametrically differ between one area of the park to another not to speak of situations among parks whether these are within the same country or between two different countries or some other competent geographical definitions. According to Das (2015), such variations are an outcome of the fact that each protected area has a unique location, a particular ecosystem, specific social norms and a unique man-environment relationship.

Yet, despite this being the fact, parks are often assessed and managed using spatially and socially homogeneous approaches (Nagendra *et al.* 2010) as it is exemplified by the ANAPA studies identified above. While pointing to such shortcomings, Dearden (2005) cautioned that this “same size fits all” policy is not going to help and needs understanding of a particular context of a protected area is crucial. In their bid to overcome this apparent deficiency, Nagendra *et al.* (1993) pointed at the fact that determinants of local attitudes towards conservation can be location/site or situation specific. These are none else but determinants of local attitudes towards conservation that characterize a given conservation area relative to others whether it is within or outside a competently defined geographical space. This study is therefore intended to

chip in and fill the gap by capitalizing on location/site or situation specific determinants of local attitudes towards conservation of natural tourism resources in the study area. This researcher suspects the existence of several such determinants which merit being identified and intensively examined to determine their potential influence on local attitudes and how this has impacted on conservation efforts in the study area.

CHAPTER THREE

3.0 THE STUDY AREA AND RESEARCH METHODOLOGY

3.1 Introduction

This chapter dealt with a description of the study area, research design and target population. It further presented sampling procedure and sample size. The chapter also elucidated data collection methods, data analysis, presentation and data interpretation as well as validity and reliability.

3.2 The Study Area

The study area was Arusha National Park (ANAPA). The park is a relatively small protected area that covers roughly around 552 sq kms (ANAPA GMP, 2003) located in the Arusha region, northern Tanzania approximately 20 kms north of the Arusha city center. Arusha has itself grown in popularity with tourism activities overtime to the extent of being informally referred as the “Tanzania’s northern safari capital” (The Guardian, November 4, 2013).

The park’s altitude ranges from 1400 meters above sea level in the Momella lakes and Ngongongare section to almost 4565 meters at the summit of Mount Meru, the second highest mountain in the country only next to Kilimanjaro (ANAPA GMP, 2003).

The selection of ANAPA as area of study was prompted by several reasons. Foremost, the Arusha National Park is a flagship for tourism in a region where protected areas are increasingly being visited by growing numbers of tourists but where local attitudes towards and support for biodiversity conservation have not been adequately investigated (Yaryura, 2014). The park itself is being visited by about

120,000 tourists annually (The Guardian, November 4, 2003). Secondly, ANAPA is an area that has been endowed with ample diversity of natural resources. These entail faunal and floral resources some of which are rare and endemic to the area. Besides, the park is also blessed with a unique mix of geological features that range from a series of alkaline Momella lakes and Ngurdoto crater to the world famous caldera, the Mount Meru. Together with several ecological features such as volcanic soils, hydrology and climate, they constitute critical components that form the Mount Meru ecosystem. In myriad complex ways, these impact on lives of thousands of people inhabiting the surrounding areas of Meru slopes and even far beyond (ANAPA GMP, 2003).

Also, the relatively small geographical size that the park is, coupled with the numerous and populous villages found in the park neighborhood drew the attention of this researcher in a bid to discover the underlying dynamics in such situations. Geographically, the park area is surrounded by five wards constituting twenty five populous villages. The wards are namely Engarenanyuki, Maji ya Chai, Embaseny, Leguruki and King'ori. In terms of proximity to the park, however, three of these wards are situated closest to this protected area. The wards are namely, Engarenanyuki, Maji ya Chai and Embaseny. These are the very wards whose residents are supposedly bearing the brunt of living closest to this park. They are the most affected.

3.3 Research Design

Research design is the arrangement of conditions for collection and analysis of data in such a manner that combine relevance to the research purpose with economy in

procedure (Kothari and Garg, 2014). Research design is a conceptual structure within which the research project is carried out that constitutes a blueprint for collection, measurement and analysis of data. In more explicit terms, a research design is an outline of design decisions that answer major questions related to what, why, where, when and which, that pertain to a particular research project. This research followed case study research design. Case study design has been variously defined by different scholars. According to Yin (2009), a case study is an empirical inquiry about a contemporary phenomenon set within its real life context, especially when the boundaries between phenomenon and context are not clearly evident and in which multiple sources of evidence are used.

Again, Mitchel (1983) defined case study as a detailed examination of an event (or a series of events) that analyst believes exhibits the operation of some identified general theoretical principles. It is an intensive, detailed description and analysis of a particular individual, group or event in which information is mainly obtained through interviews, careful observation, archival records and questionnaires, among other tools (Taylor *et al.* 2011). The researcher's adoption of the case study design or method in executing this study was because of its suitability in examining contemporary phenomena such as local attitudes and conservation which are central to the study. Not only that but also the case study's ability to show the real life context of the local people living adjacent to the ANAPA made it a preferable design in undertaking this particular study. Moreover, the method's amenability to the use of multiple sources of evidence was yet another reason behind this researcher's choice of case study approach since, this study was intended to make use of multiple sources of evidence to achieve its objectives.

As hinted in the definition above, the research design in this given study incorporated the way data were to be collected, analyzed and measured. Quantitative data was collected using questionnaires in one hand. In the other, bibliographical information on the local people and qualitative data about such peoples' and their leaders' attitudes towards conservation of the natural tourism resources were collected using tools such as interviews and observation techniques.

3.4 Target Population

The targeted population for this particular study was the population of the Arumeru district. According to 2012 population census, the district had a total population of 590,726 (NBS, 2013). Of this total, males were 285,565 while the number for females was 305,161. Sample frame for this study entailed households in three villages found in three wards located closest to the park. The villages were namely Uwiro, Ngurdoto and Ngongongare located in Engarenanyuki, Maji ya Chai and Embaseny wards respectively. The sample frame also constituted key informants in local leaders from the villages as well as some ANAPA officials and ordinary staff members.

3.5 Sampling Procedures

Sampling is defined as the selection of some part of an aggregate or totality on basis of which a judgment or inference about the aggregate or totality is made (Kothari and Garg, 2014). Enon (1998) simply define sampling as the process of selecting participants from targeted population or universe. In other words, it is the process of obtaining information about an entire population by examining only a part of it or what is technically called a sample. Sampling procedures therefore may be considered as all such processes, methods or techniques that are employed to obtain or draw

sample items from the target population to facilitate a given research study. In this study systematic sampling and purposive sampling techniques were used.

3.5.1 Systematic Sampling Technique

Systematic sampling is a way of sampling that involves selecting every i th item on a given list (Kothari and Garg, 2014). According to them, an element of randomness is introduced into this kind of sampling by using random numbers to pick up the unit with which to start. An example is given that, if a 4 percent sample is desired, the first item would be selected randomly from the first 25 and thereafter every 25th item would automatically be included in the sample. Therefore, in systematic sampling only the first unit is selected randomly and the remaining units of the sample are selected at fixed intervals (Taylor *et al.* 2011).

This sampling technique was applied in the study to select households which constituted a fundamental unit of analysis. Each household that was systematically selected yielded one person who served for the sample unit. This person was presumably the household head or some other senior family member. Systematic selection of households took effect through respective village registry books for the three villages identified in the study area. The village registry books for each of the villages were accessed through respective village offices. The manner in which sample selection was conducted observed Kothari and Gaug (2014) as well as Taylor *et al.* (2011) recommendations for systematic sample selection. This considered introducing the element of randomness into systematic sampling procedure by using random numbers to only pick the unit with which to start. On such grounds therefore, only the first unit, the one to start with had to be picked randomly from each of the

three villages' registry book which constitutes what was technically called a 'list'. It means that each village was systematically sampled separately at regular intervals to obtain the number of items assigned for it which was its contributed percentage to the aggregate household sample. Members of households so selected were the villagers or local people who constituted a fundamental unit of analysis.

According to updated records found in village offices for the three villages that this researcher managed to access, the villages had a total of 3,177 households. This total was technically the accessed population for the study. A breakdown of this household total in order of size was as follows; Uwiro (1,155), Ngurdoto (1,070) and Ngongongare (952). Then, 20% of the total household number which is equivalent to 635 households served as the target population from which the sample was derived. This percentage amount was considered convenient and manageable. Out of the 635 households that represent 20% of the targeted population, 127 respondents or items were selected systematically at regular intervals from respective village registry books or lists as hinted above. This was within the range of 10 to 20% recommended by Gay and Diehl (1992) for sample sizes in case study designs. Each of the 3 villages contributed items separately to the sample size of 127. Items contribution depended on how populous a respective village was. It means that the most populous village contributed more items followed by the second most populous and finally the least populous of the three villages singled out closed items contribution exercise with least number of items. For that matter, Uwiro village started followed by Ngurdoto and finally Ngongongare closed. Calculations indicated that the most populous Uwiro village contributed 36% of the 127 items required which was equivalent to 46 items. This was subsequently followed by Ngurdoto that contributed 34% which is the

equivalent of 43 items and finally, Ngongongare closed by contributing 30% that was equivalent to 38 items. As hinted elsewhere above, a random number was used to determine the very first item with which to start from the 'list' of households that appeared foremost in the village registry book for Uwiro village. This randomization was effected on any item from 1 to 25 which was selected to start with. After the first item had been successfully determined, every 25th item was automatically included in the sample. This implied that the second item, third, fourth and so on up to forty sixth (46th) item were selected at such regular intervals. It means that subsequent pickings depended on the item from number 1 to 25 that was randomly selected as the starting item which was item 14. This selection proceeded until the 46 items assigned for Uwiro village were obtained. Likewise, this arrangement was replicated to the second and third villages with 43 and 38 assigned items respectively to complete the systematic sampling exercise that enabled the 127 items required under local people category of respondents to be obtained.

3.5.2 Purposive Sampling Technique

According to Kothari and Garg, (2014), purposive sampling is a non-probability sampling in which items for a sample are selected deliberately by the researcher where his choice concerning the items remains supreme. Moreover, Enon (1998) claims purposive sampling to be a type of sampling in which the researcher selects samples based on a certain purpose thereby helping to increase utility of findings. Taylor *et al* (2011) maintain that purposive sampling is concerned with the choice of a sample explicitly because of particular interesting features of each element. The researcher used this sampling procedure to identify and pick two particular kinds of samples namely, local leaders and ANAPA staff members. The reason behind the

choice of this sampling procedure was the fact that it was quite amenable when it came to be used in picking specific respondents considered to be information rich who were also commonly referred to as key informants. In line with this argument, these given respondent categories of local leaders and ANAPA staff were considered to be knowledgeable on the subject-matter and hence a rich source of information on dynamics of local attitudes and how these impacted on conservation of the natural tourism resources in the study area thereby meriting the use of purposive sampling.

3.6 Sample Size

Kothari (2009) defined sample size as the number of items to be selected from the population to constitute a sample. The sample size that was earmarked for this study was 139 respondents who were drawn from a targeted population of 662. After rounding-off, this sample size represented 21% of the targeted population of 662. The 21% was presumably appropriate in line with Gay and Diehl (1992) who recommend a sample size within the range of 10 to 20 percent of the targeted population when it comes to case study designs.

Table 3.1: Sample Frame and Sample Size Table

S/N	Respondent Category	Target Population	Sample Size
1	Local people	635	127
2	Local leaders	12	6
3	Park staff	15	6
	TOTAL	662	139

Source: Researcher, 2015

Sample size that was earmarked for the respondent category of local people was 127. However, this number could not be attained since there was a non-response that involved 15 respondents, who, for one reason or the other could not respond to the questionnaires that were issued. The 112 items who responded out of the sample size of 127 items that was earmarked represented 88% response rate. According to Mugenda and Mugenda (2003), a response rate of 50% or more is adequate. Babbie (2004) asserted that return rates of 50% are acceptable to analyze and publish, 60% is good and 70% is very good. Response rate were 100% to the remaining 2 categories of respondents namely, local leaders and ANAPA staff.

3.7 Sources of Data

In this study both secondary and primary data will be collected.

3.7.1 Secondary Data

Secondary data is defined as data available in documents or the literature (Kothari, 2004). For the purposes of this study, such kind of data were obtained from relevant documents such as books, theses, papers, journals, newspaper articles, atlases as well as published and unpublished literature regarding what other people had written related to this study. This necessitated paying visits to village offices to access various records in custody of such offices that assisted to shade light on the subject of the study. It also necessitated consulting with ANAPA offices and TANAPA headquarters' libraries where a search for various literatures available in newspapers, journals, pamphlets, books and even theses was made. It was also necessary to contact the regional libraries in Arusha and Moshi to locate for various books, theses and publications such as magazines that helped to enlighten further on pertinent issues that

had bearing on this study. The use of use secondary data was prompted by the quest to establish the relationship between previous studies and the study to be conducted.

3.7.2 Primary Data

According to Kothari (2009), primary data are defined as the information collected afresh for the first time, and thus happen to be original in character. The primary data for this study included information that was collected from respondents using interviews, questionnaires and direct observation. The collected information enabled the researcher to obtain views or information by various stakeholders on the state of local attitudes towards conservation and what so far was influencing such attitudes among local people living adjacent to the park.

3.8 Data Collection Methods

In this study primary data were collected using questionnaires, interview and direct observation.

3.8.1 Questionnaires

A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms (Mbogo *et al.* 2012) which is administered to respondents for them to fill on their own. For this study, questionnaire was designed for use as the most important attitude measurement tool. Both closed and open questions were used. Closed questions were those that provided a list of response options among which a respondent had to choose. Open questions were those that allowed respondents to answer in their own words. Closed questions format involved more of rating format than ranking format. This is because according to Fabrigar and Krosnick (1997), rating formats were more common in attitude research presumably because rankings

have a number of inherent disadvantages such as the fact that they yield ordinal and ipsative data which are less informative and harder to analyze than the interval level data provided by ratings. Rating formatted questions required respondents to report the absolute magnitude of a psychological construct along a continuum. Some questions made use of two point rating scale which required YES/NO responses. Others involved up to five point rating scale which was within Fabrigar and Krosnick (1997) recommended range of 5 to 7 points. According to them, rating scales within this range were both reliable and valid than scales with more or fewer points. On the other hand, open questions were used to collect data from the local people. The decision to use open ended questions was based on understanding that, while specific information concerning respondents was required, high flexibility in questions would have enabled varied information to be elicited with a maximal level of details thus facilitating a fuller picture of the situation to be obtained. Thusly, questionnaires were employed to collect both bibliographical information and information related to local attitudinal standings regarding conservation of the natural tourism resources in the study area. The questionnaires were specifically administered to members of local communities, the villagers who were obtained through respective village registry books for the three villages namely, Uwiro, Ngongongare and Ngurdoto.

3.8.2 Interviews

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses (Kothari and Garg, 2009). The interview method for this study entirely made use of face-to-face contacts with various respondents for whom this method was intended to be used. The method was earmarked for use on two categories of respondents namely, local leaders and

ANAPA members of staff. Detailed information about local attitudes towards conservation was collected from the mentioned respondents as they possessed rich information on the topic that was under investigation.

3.8.3 Direct Observation

Direct observation is a method of data collection in which information is sought through investigator's own direct observation without asking from the respondent (Kothari and Garg, 2009). This method or technique made use of observation guide or check list, which assisted the researcher to observe the way local people were behaving when it came to conservation of the natural tourism resources and other environmental resources found both within and outside the park.

As attitudes were an abstract phenomenon or hypothetical construct, its observation could prove difficult. According to Tesser and Schwaz (2001), attitudes could not be observed directly but could be inferred from individuals' behavior. In a bid to deal with anticipated difficulties, this researcher considered observing a number of items. These were such as presence of encroachment on park boundaries and invasion on wildlife migratory corridors and dispersal areas for livelihood activities such as agriculture or human settlements. Other items included degradation or destruction of park environmental resources or biodiversity components such as tree cutting or illegal wildfires and observation of materials used in housing construction to see whether or not these were supportive to conservation of natural resources in the area. By observing these items, it was possible to infer on local people conservation behavior and awareness levels thereby indirectly gained insights on local attitudes towards conservation. This was because attitudes exerted considerable influence on

behavior (Eagley and Chaiken, 1993). As such, attitudes were closely related to behavior therefore in this case, the later was used to indicate the former.

3.9 Data Analysis, Presentation and Data Interpretation

Data analysis has been defined by Rwegoshora (2006) as to organize, provide structure and elicit meaning. This involves the ordering of data into constituent parts to obtain answers to a given research questions. In analysis of quantitative data, Welman and Kruger (2001) together with Blaikies (2003) noted that, descriptive statistics can be used which is concerned with the description and / or summarization of the data obtained for a group or individual unit of analysis. Statistical Package for Social Sciences (SPSS) was used to analyze the coded information from questionnaires in this study. Ms Excel was employed to analyze tabular percentiles so as to produce bar graphs.

On the other hand, qualitative data were analyzed by the use of content analysis. This method is a classical procedure used to analyze textual material that may range from various media products to interview data. One essential feature of content analysis is the use of categories which are often derived from theoretical models (Flik, 2006). In this particular study, content analysis was used to analyze qualitative data that was collected by means of interviews and documentary review. Quantitative data were presented by using bar graph and tables while, on the other hand, qualitative data were presented and by means of interview extracts, percentiles and figures.

3.10 Validity and Reliability

According to Taylor *et al.* (2011), these concepts provide criteria by which the choice of research methods can be judged. It is not possible to overemphasize their

importance because above all, these criteria determine the credibility and academic value of a given research. Validity refers to the success of a method in probing and/or assessing what it sets out to probe or assess (Taylor *et al.* 2011). To ensure validity of data in this study, the researcher deliberately made use of triangulation method in sampling and data collection methods. This means that different methods of sampling and data collection were employed. The use of triangulation helped to demonstrate validity and opened up new perspectives about the topic under investigation, which concerned local attitudes towards conservation of natural tourism resources. The researcher also located and made use of copyright and published documents that related to the data that assisted in validation.

Reliability is a criterion that refers to the consistency of data stemming from the use of a particular research method (Taylor *et al.* 2011). This is the extent to which data collection technique(s) will yield consistent findings. In other words, similar observations will be made or conclusions reached by other researchers or where there is transparency in how sense was made from raw data to ensure reliability (Saunders *et al.* 2007). Data collection tools or instruments such as questionnaires, direct observation and interview that were used by this researcher ensured that the authority or reputation of the data source was well assessed.

CHAPTER FOUR

4.0 DATA ANALYSIS, PRESENTATION AND DISCUSSION OF THE FINDINGS

4.1 Introduction

This chapter presents findings obtained from diverse respondent categories by means of questionnaires, interviews and observation methods. The chapter initiates with demographic characteristics of respondents basing on gender, age, marital status, education level and occupation. It proceeds with a portrayal of the general state of local attitudes towards conservation of natural tourism resources according to field investigations conducted in ANAPA's adjacent villages. It continues with a highlight on what field investigations revealed regarding the nature of the relationship between local attitudes and conservation of the natural tourism resources in the study area. It then sheds light on what has been done to improve local attitudes towards conservation and how effective these efforts have proven to be and finally ends with discussion of findings.

4.2 Demographic Characteristics of Respondents

The demographic variables which were examined in this study include gender, age, marital status, educational level and occupations. The variables were useful in providing demographic profile of the sample that was being studied. Much of the information yielded was worthwhile on its own right because it helped to highlight the various features or aspects of local people, local leaders and the ANAPA staff members under study. Demographic characteristics of the respondents that were revealed have been summarized through the various tables below that have been arranged to display indicated characteristics.

4.2.1 Gender of the Respondents

Considerations were made to strike a fair gender representation among the various respondent categories through sex of respondents. However, it became particularly difficult to achieve a completely representative gender balance of the two sexes especially among the local people category of respondents because mostly, the heads of households were males. This could be explained by historical as well as sociocultural factors most important of which is the fact that patriarchal system of family organization is deeply entrenched not only among local communities in the study area but also in Tanzania in general. This shortfall was also experienced with the local leaders' category of respondents who, despite being purposively picked, it proved difficult to strike balanced gender representation as male leaders dominated the scenario. However, the case was different in terms of representation when it came to ANAPA staff as gender balance was strike.

Table 4.1: Gender of the Respondents

Gender	Local people		Local Leaders		ANAPA staff	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Males	65	58	4	67	3	50
Females	47	42	2	33	3	50
Total	112	100	6	100	6	100

Source: Field survey, 2015

Of the 127 respondents earmarked for the category of local people, 112 responded to questionnaires which are equivalent to 88% response rate. 15 respondents didn't respond which is a rounded-off nonresponse of 15%. According to Mugenda and

Mugenda (2003), a response rate of 50% or more is adequate. Babbie (2004) further asserts that return rates of 50% are acceptable to analyze and publish, 60% is good and 70% is very good. Thus, in the respondent category of local people males were 65 which is 58% and females numbered 47 which is equivalent to 41%. Among local leaders, the number of males was 4 same as 67% and that of females was 2 same as 33%. With ANAPA staff respondent category there were 3 respondents for each of the sexes making it 50% representation each.

4.2.2 Age of the Respondents

Investigating the age of respondents was crucial due to diversity of implications each age grouping has on formation and internalization of attitudes towards conservation. For that matter, respondents' age was categorized into six different age groupings starting with the age of 18 to 73 plus (Table 4.2). This arrangement reflected general conditions prevailing in Tanzania where 18 years is presumably the legal age of maturity whereas in his or her 70s, a person is considered to possess rich experience on diverse issues which may include conservation that can be shared positively. Following analysis, it indicates that 17% of local people fall under the age grouping of 18-28 (Table 4.2). There was no respondent of this age grouping among local leaders and only one respondent among ANAPA staff. The three subsequent age groupings namely 29-39, 40-50 and 51-61 were more populous with most respondents compared with the other age groupings. This trend may be explained by the fact that these age groups constitute mature individuals who have fully assumed responsibilities for their households as they are within the economically most active and productive groups constitute the elderly who, for one reason or the other are now inactive.

Table 4.2: Age of Respondents

Age category	Local people		Local leaders		ANAPA staff	
	Frequency	Percentages	Frequency	Percentages	Frequency	Percentages
18-28	19	17	-	-	1	17
29-39	23	20	1	17	2	33
40-50	34	30	3	50	2	33
51-61	22	20	2	33	1	17
62-72	12	11	-	-	-	-
73+	2	2	-	-	-	-
Total	112	100	6	100	6	100

Source: Field Survey, 2015

In specific terms, the age category of 29 to 39 had 20% among local people, 17% among local leaders and 33% among ANAPA staff. The last in the most active age groupings was 51 to 61 which constituted 20% among local people, 33% among local leaders and 17% among ANAPA staff. The last two age groupings of 62 to 72 and 73 plus had the lowest percentage of all the others among local people category of respondents which was 11% and 2% respectively.

4.2.3 Marital Status of Respondents

Marital status was another important variable in this study in order to understand the marital situation across different respondents. Not only that but also to obtain a general picture of local attitudes towards conservation among people across varied marital statuses and whether these have any significant bearing on or implications to

conservation of the said natural tourism resources in the study area. According to findings, the majority of people across all categories of respondents 61% were married. Coming to local leaders, 83% were married and 100% among ANAPA staff respondent category reflected this status. This is an indication that most of people who participated in this study had active marital relationship as compared with the other marital status categories of single and widow/widowed.

Table 4.3: Marital status of Respondents

Marital status	Local people		Local leaders		ANAPA staff	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Single	32	28	-	-	-	-
Married	68	61	5	83	6	100
Widow	12	11	1	17	-	-
Total	112	100	6	100	6	100

Source: Field Survey, 2015

4.2.4 Education Level of Respondents

There was a consensus that education was a tool for liberation from poverty. It is perceived as one of the factors that influence an individual's perception of intervention before a decision is made to take part. Therefore understanding the education levels of respondents was a decisive factor in assessing their skills and knowledge for judging about a diversity of matters in relation to local attitudes and conservation of natural tourism resources in the study area.

According to findings of this study, the majority of local people which is 42% had primary education followed by 36% who had ordinary level of secondary education in the same category of local people. 2% of this category had advanced level of secondary education while 9% had college education. Again, only 2% of this category had university level education. In the same respondent category, about 9% had no formal education. Among local leaders, 66% had college level education while an aggregate of 2% secondary level education in both ordinary and advanced levels. With the ANAPA staff, 33% had university level education while 67% had college level education. There was no percentage for other levels of education in this category of respondents.

Table 4.4: Education level of respondents

Education level	Local people		Local Leaders		ANAPA staff	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
No formal education	10	9	-	-	-	-
Primary level	47	42	-	-	-	-
Secondary O-Level	40	36	1	16.6	-	-
Secondary A-Level	3	2	1	16.6	-	-
College	10	9	4	66.6	4	67
University	2	2	-	-	2	33
Total	112	100	6	99.8	6	100

Source: Field Survey, 2015

4.2.5 Occupations of the Respondents

A majority of respondents 50% within the local people category were self-employed in farming, stock-keeping or varied small businesses. About 19.6% of respondents in this category were employed either in the public or private sectors. Those who were

unemployed constituted 24% of respondents in this category of respondents. In terms of the other, 5% of respondents among the respondent category of local people were retired. 100% of respondents in the remaining two categories of respondents' namely local leaders and ANAPA staff were employed.

Table 4.5: Occupation of the Respondents

Occupation status	Local people		Local Leaders		ANAPA staff	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Employed	22	19.6	6	100	6	100
Self-employed	56	50	-	-	-	-
Unemployed	27	24	-	-	-	-
Retired	6	5	-	-	-	-
Resigned	1	0.89	-	-	-	-
Total	112	100	6	100	6	100

Source: Field Survey, 2015

4.3 Local Attitudes Towards Conservation of Natural Tourism Resources in ANAPA

When respondents in the category of local people were asked through questionnaires whether or not they thought conservation was generally important to them or to future generations, a consensus was established that generally conservation is important. About 91% of respondents agreed that conservation was important. 3.5% of respondents indicated that conservation was not important while 5.35% indicated that they didn't know whether or not conservation is important. However, when the same respondents were asked in specific whether or not they considered conservation of ANAPA's natural tourism resources as important to them, the majority or 67% of the respondents surveyed in the local people category indicated negative attitudes towards conserving park's resources by saying that it was not important. Of the total

respondents in this category, only 33% indicated positive attitudes when the object of attitudes was conservation of the park's natural tourism resources by saying yes it was important (Figure 4.1).

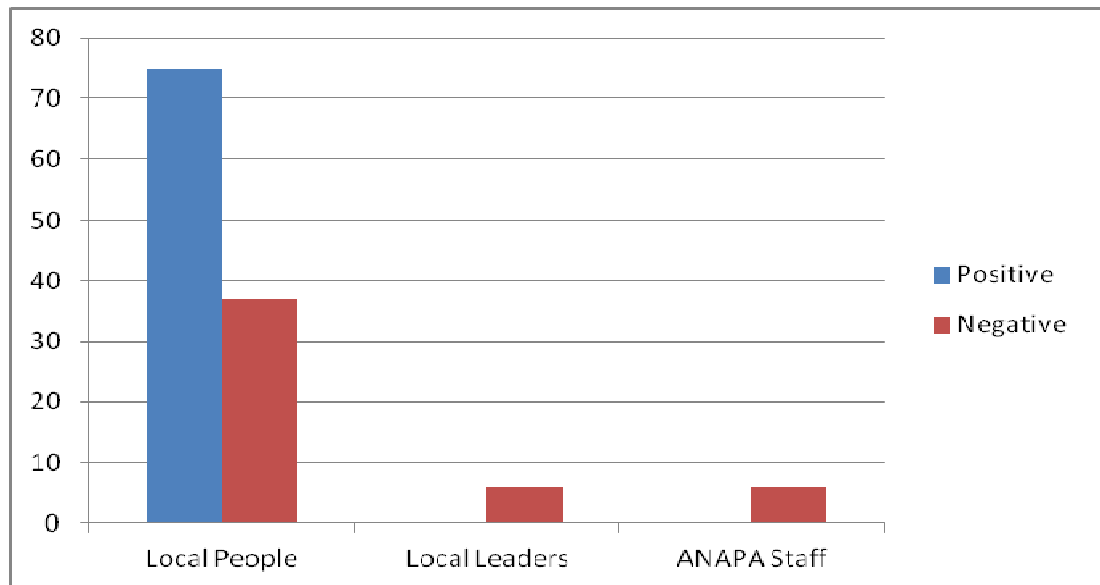


Figure 4.1: Local Attitudes towards Conservation of ANAPA's Natural Tourism Resources

Source: Field survey, 2015

When asked to provide reasons for their presumed positive and negative attitudes, respondents offered an assortment of answers that could generally be said to associate with the benefits and costs of living adjacent to national parks, among other reasons. To begin specifically with those who indicated positive attitudes, reasons given and the related percentages were as follows. 8.9% of respondents said that they appreciated presence of the park as it favorably regulated the weather, attracting rains and serves as perpetual source of clean water to park adjacent inhabitants and for irrigation. About 5.35% of respondents pointed out employment to residents as a factor for their positive feelings towards the park. Again, 13.3% based their favor towards the park on park's support to local community development projects

including building of schools and health centers. Moreover, 3.57% of these respondents said that tourism opportunities availed to local people by the park positively influenced their attitudes towards its conservation. Lastly, 1.78% of these respondents showed that various tourism related incomes were a factor in their preference for the park which appear as other in the table 4.6 below. Various determinants of positive attitudes with numbers of respondents and their respective percentages drawn from local people category of respondents have been represented in Table 4.6 below.

Table 4.6: Determinants of Positive Attitudes towards Conservation of ANAPA's Natural Tourism Resources

Attitude Determinant	Local People		Local Leaders		ANAPA Staff	
	Frequency	%	Frequency	%	Frequency	%
Park support to local community development projects	15	13.3	N/A	N/A	N/A	N/A
Weather functions or roles of the park eg regulating rainfall, secure of clean water for domestic use /irrigation	10	8.9	N/A	N/A	N/A	N/A
Employment to local residents	6	5.35	N/A	N/A	N/A	N/A
Domestic tourism opportunities	4	3.57	N/A	N/A	N/A	N/A
Others	2	1.78	N/A	N/A	N/A	N/A
Total	37	33	6	100	6	100

Source: Field Survey, 2015

To the other side, a wide array of reasons was given by respondents from local people category who had the opinion that negative attitudes was specifically the conservation of the ANAPA's natural tourism resources. According to Table 4.7, about 16 respondents who are 14.2% said that, perpetual human-wildlife conflicts ongoing in the park - adjacent areas and the way these conflicts are handled determined their attitudes in potentially negative ways. Moreover, 12 respondents who are 10.7% blamed park imposed restrictions on the Ngongongare - Engarenanyuki public road usage to have negatively shaped their attitudes towards conservation that goes on in the ANAPA.

Further, denial or insufficient park benefits accruing to local people was indicated by 9 respondents who were 8% as a factor that influenced formation of their negative attitudes towards conservation of the park's natural tourism resources. Unfairness in provision of park employment opportunities was pointed out as a reason for negative attitudes by 12 respondents who were 10.7% of local people category of respondents. Another reason indicated as determining the negative attitudes was poor park – people relations that manifested in various forms which was pointed out by 11 respondents who were 9.8%. Moreover, 8 respondents who were 7% said loss of access to natural resources and land was responsible for their negative attitudes. Then, about 5 respondents that is 4.4% claimed stray management fires that damage residents properties and cause losses to have accounted for their formation of negative attitudes towards conservation of the park's natural resource. Additionally, 1 respondents or 0.89% indicated low level of awareness regarding conservation issues as the cause of negative attitudes towards conservation of the park's natural tourism resources. Lastly, another 1 respondent or the same 0.89% indicated low level of awareness

regarding management practices as a reason for the unfavorable feelings towards conservation of the park's resources. As per the table 4.7 below, the last 2 respondents have been collectively treated under the category of 'Others' for the sake of convenience.

Table 4.7: Determinants of Negative Attitudes towards Conservation of ANAPA's Natural Tourism Resources

Determinants of Negative attitudes	Local people		Local leaders		ANAPA Staff	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Protracted human-wild life conflicts	16	14.2				
Park imposed restrictions on public road usage	1	10.7				
Unfairness in park employment provision	12	10.7				
Poor park-people relations	11	9.8				
Denial or insufficient park benefits to local communities	9	8				
Loss of access to natural resources and land	8	7				
Periodic stray management wildfire destroying residents' properties	5	4.4				
Others	2	1.78				
Total	75	67	6	100	6	100

Source: Field survey, 2015

When local leaders were asked in an interview question whether they thought local attitudes towards conservation of the park's natural tourism resources were positive or negative, all 6 local leaders said that the attitude was generally negative and gave reasons for the same. Starting with Mr. John Paul (not his real name) who is the incumbent VEO for Ngongongare village, he based the reasons for the negative attitudes on human- wildlife conflicts and the way this problem is being mishandled by park authorities as a major cause. The VEO was quoted saying as follows;

“In my village, local residents have developed very unfavorable feelings towards this park. But the main cause of such feelings is the park itself! The management of this park has caused my people to dislike the park because of the way it handles sensitive issues. Taking example of the issue of conflicts with wild animals, people have been killed, some of them 10 years now. They have left widows and children at a time when they mostly needed their support. Families of such deceased persons have been left behind suffering here for all these years but the park has completely turned a deaf ear to compensations despite all efforts made to secure payment of the sort. This is very annoying to local residents and makes them to abhor the park to maximum levels.”

Mr. Paul went on to observe that, *“It seems as if the issue of compensations to the afflicted exists in files that have long been shelved! Compensations are in no way coming forth. This makes people to despair and thereby intensifying their ill-feelings towards the park. Implementation of this issue has really proven to be problematic thus brewing serious anger by members of the community.”*

Noting further on how serious this problem of wildlife is contributing towards residents' hatred to the park and making them to consider it as a nemesis rather than a blessing, Mr. Paul was quoted as saying, *“Most of residents here depend on small*

scale farming for their livelihoods. The main problem we face is that wild animals destroy crops. At times, even an acre of maize can be destroyed completely all at once by these stray wild animals. Other residents are livestock keepers. They raise cattle, goats, sheep and so on. The incidence of livestock depredations is considerably high. But what is most surprising is that the park is not concerned. The management is doing nothing to address this situation. Neither is there any compensation for the damage done that is coming forth. It is very painful to the poor residents and this helps intensify their hatred to the park.”

Through the interviews, responding to the same question, other local leaders gave more reasons to account for the negative state of local attitudes towards the park. Taking the incumbent Ngurdoto VEO, Mrs. Ngasomi Mwema (not her real name) as another example, she was quoted as saying, *“Generally, attitudes towards the park in my village are negative. This park is also intended for communities in the neighborhood in the sense that these communities are fully involved in its management. But the reality doesn’t reflect this intention. Members of resident communities are not involved in the real sense of meaningful involvement. Instead, what we are seeing here is some kind of double standards! People are only involved during emergencies such as outbreak of wild fires. At most, local involvement may be seen when it comes to resources protection through park-community policing. Our people are not even provided with meaningful permanent basis employment but what we witness is only casual work to some few members of the communities. Permanent jobs are being assigned to outsiders. When it comes to employment, outsiders are more favored than youths residing in this village. This park could have lessened the problem of unemployment facing our youth here if it had good intension of doing so.*

The park is distancing itself from the very custodians of its resources, the local people. This is serving to create negative attitudes towards this park.”

She was further quoted as saying, *“The park management needs to revisit itself to realize where it went wrong and take proper steps to create amicable relations with park adjacent communities. The park has to be closer to its neighbors. It must review its community involvement approach to ensure that communities are fully integrated. It must find for ways to intensify benefits sharing so that local people can see the importance of this park. The situation as it is now leaves much to be desired as local people have to go on knees begging to get any assistance from the park”*

On remarking to the prevailing state of negative attitudes towards conservation in the park, one local leader, Mr. X (name withheld for ethical reasons), the village chairman for Ngongongare village was quoted as he asked a simple question, *“If attitudes towards the park were positive, why then should there be this apparent need for the park’s resources to be that much protected?”* He then answered by saying, *“It is because of the remarkably unfavorable attitudes the community members hold towards the park that protection is needed else these resources would have been decimated!”*

This respondent went to give his views regarding inadequate park benefits, unfairness in employment provision and sporadic outbreak of wildfires as the major determinants of negative attitudes towards the park. Starting with insufficient park benefits, Mr. X was quoted as saying, *“What we are seeing here is presence of a park that is not contributing much to the livelihoods of its neighbors. Besides a few schools that the park supported building, there is no really direct contribution of the park to the*

livelihoods of individuals living here. Even at the family level we cannot say that the park is helping to improve lives. I can say there is nothing important that the park is doing to improve livelihoods in this village.” Mr. X went on lamenting, “Even employment in the park is being offered with bias to people from outside this area. Some of our people only can obtain temporary casual work in the park. No one in this village has a permanent job in the park. Well paid full time jobs in the park are for well-connected outsiders who are claimed to have properly qualified.” On incidence of sporadic wildfires, Mr. X went on to say, *“These wildfires that are coming now and again have been a cause of concern to people here due to the damage they cause destroying properties and farms. The park is blaming people in its neighborhood as the main cause of these fires but through experience it has come to be known that the real cause of the fires is the park itself, for management reasons. This is causing people to deeply resent the park and view it as a curse.”*

The other reason given for the negative attitudes considered the restricted usage of Ngongongare-Engarenanyuki public road. On this reason, Mr. Y (name withheld for ethical reasons) who is the village chairman for Uwiro was quoted as saying, *“Use of this public road has for so long been an area of much controversy between the park and villagers in the park’s neighborhood. They have restricted its use to the extent that it brings inconveniences to the local users. For example, pedestrians are strictly prohibited. Commoners’ means of transport such as bicycles are also not allowed. Special permits are required to enter and exit the park from both gates. All these procedures have to be met and it wastes a lot of time and other inconveniences. Bad enough, there are no any alternative routes joining lower areas with far flung villages on the other side of the park.”*

Loss of access to natural resources was the reason given by one, Mrs. Ndenengo Nnko (not her real name), the VEO for Uwiro who was quoted as saying, *“People in this village are aggrieved due to the presence of this park. They cannot even collect a piece of branch for firewood or cut a bundle of grass for the cattle from this area while it is abundantly rich in these resources. Everything is restricted in the name of conservation. Many people here cannot understand this and do not see the rationale behind living in poverty amid plenty.”* The village chairman for Ngurdoto village Mr. Johnson Pallangyo (not his real name) based his discussions on the reasons for the prevailing state of negative attitudes towards the park on two issues. One was human – wildlife conflicts and poor park-people relations. On the human-wildlife conflicts the chairman was quoted as saying,

“In this village, people are predominantly farmers and livestock keepers. However, peoples’ efforts to overcome poverty have always been sabotaged by the problem of wild animals from the park raiding farms and destroying crops causing irrecoverable losses to poor peasants. Not only that, but wild animals are causing losses to livestock keepers as well. To them, losses are twofold, for wild animals predate on domestic animals causing killings and through wildlife disease transmissions to domestic animals. The park doesn’t provide any kind of compensations for damages to the aggrieved. Sometimes people are killed. This is making people around here to hate the park.”

On poor park-people relations Mr. Pallangyo was quoted observing, *“The park doesn’t amicably relate to the people around this village and even beyond in other villages in its vicinity. Park rangers here are notorious for harassing and intimidating villagers. They are known to frame fictitious cases against some villagers under*

dubious circumstances. At times they will claim that someone is a poacher while in reality they are not. The issue of park imposed fines for petty crimes such as when cattle or goat stray to graze inside the park is a major concern to people. The fines are unbearably heavy and peoples' livestock are more often confiscated by the park for failure to pay stipulated fine. These surely make people to hold negative the park very negatively"

Also, when separately asked through interviews to respond to the same question as local leaders above, all 6 (100%) ANAPA's staff respondents said they think these attitudes were generally negative. When they were asked what they thought were the contributing factors to the prevailing negative state of local attitudes, all of them based their answers on three factors in addition to one factor that was given by one of the respondents. The factors were foremost, lack of environmental conservation education. Secondly, low levels of awareness regarding management practices among local community members. Thirdly, widespread human-wildlife conflicts that have long inflicted the park adjacent areas. Others are poor park-people relations and lack of sufficient park benefits accruing to local peoples.

Commencing with Mrs. Fransisca Kanuti, an officer in the planning department of the park, she gave low level of awareness regarding park management practices among park adjacent communities as one of the reasons to account for the negative state of attitudes towards conservation of park's resources. On this she was quoted as saying, *"Local people here want the park to be managed according to their way of thinking. Not according to prescriptions of conservation practitioners and professionals. Anything that the park does which is opposed to their way of thinking causes them to develop ill-feelings towards the park. But this is because indeed they don't have any*

technical knowledge on how these kinds of areas are run. For example, you can imagine what will happen if people are allowed to access park resources just as they wish. I may tell you that the park won't be there just in two weeks' time if this is done."

Another respondent, Mr. Richard Mwamvule who serves in the department of ecology based his arguments regarding the cause of the negative attitudes on human-wildlife conflicts going on in the area. He was quoted as saying, *"Apparently, the problem of conflicts between local people and wildlife seems to have significantly contributed to the negative attitudes towards the park because these people have been affected in diverse ways. This is causing them to regard the park in unfavorable ways because they directly attribute the problem to the presence of the park."*

Mr. Mwamvule was further quoted as saying that, *"The issue of compensation to the damages caused by wildlife becomes tricky because of the difficulties associated with quantification of losses."* He was also quoted as saying that, *"Viable solutions on how this problem should be addressed are still being worked out by park authorities and these will include the use of modern methods and tools to control problem animals such as buffalo, elephants, baboons, monkeys and others including predators"*

Noting on poor park-people relations, Ms Ester Justine, a park ranger was quoted as saying, *"People in villages around here have a wrong perception that we rangers are inhuman which makes the relationship between the park and people to be severed. But the fact of the matter is that we are here to ensure that park laws and regulations are adhered and enforced for the good of embedded natural resources. Anyone who violates these is liable to severe punishment. Doing the opposite will have dire*

consequences for the existence of this park.” Ms. Prudenciana Ngoti, an outreach officer in the park dwelled on two reasons that she considers as contributory to the negative state of attitudes. According to her, one was claims on insufficient park benefits to local people while the other was lack of environmental conservation education among local people. To the first, Ms. Ngoti was quoted as saying, “Local people have unfavorable feelings towards the park because they think the park is gaining more but in turn gives very little to local people in return. Apart from the support given to adjacent communities by the park through its outreach initiatives which include contributions to development projects such as village school building, the park is also giving employment to the local people besides other benefits. However, despite all such efforts, villagers still see this park as contributing very little to improve their livelihoods. They demand for more benefits especially at individual and family levels. This is resulting in local resentment to the park”

Concerning lack of environmental conservation education as a factor that is driving negative local attitudes toward the park, she was quoted as saying, *“Local people in the park adjacent areas generally lack environmental conservation education. This has resulted in negative local attitudes towards conservation because such people cannot understand efforts made by the park for resources sustainability and thereby failing to appreciate both short and long term benefits of conservation. They consider efforts made with suspicion and this is causing negative feelings against the park.”*

The two remaining respondents namely park rangers Saidi Rashid and Emmanuel Mtui pointed at factors related to poor park-people relations and human-wildlife conflicts. On the first reason Mr. Saidi was quoted as saying, *“Local people around this park have a wrong perception of it which is fueling bad relations between the*

park and neighbors. These people consider our enforcement efforts in a very negative way something that helps to dismantle relations. When they are barred from accessing park resources arbitrarily they assume this to be harassment. This tendency is not healthy to the relationship between the park and these neighbors.”

While exploring the human-wildlife conflicts as the reason for the negative state of attitudes, Mr. Mtui was quoted as saying, *“What I see here is a major role that is being played by conflicts between residents and wildlife that destroy crops and predate on domestic stock in formation of the negative attitudes. The cause of these conflicts is the fact that people and wild animals are living in areas of common interests and competition occurs between them.”*

As regarding observation, the four items that were set aside to guide this method of data collection generally reflected the presence of negative attitudes towards conservation of the park’s natural tourism resources entrenched among local communities in the park neighborhood. One such item was encroachment on park boundaries (Figure 4.2). Observations done proved that, residents in the park neighborhood were encroaching on the park boundaries for various livelihood activities such as grass cutting, firewood collection, grazing and in certain extreme cases even selective logging for timber and pole cutting both of which constitute acts of tree poaching.



Figure 4.2: Encroachment on Park Boundaries (Human settlement)

Source: Photo by researcher, 2015

Another item observed to establish the state of local attitudes was invasion of wildlife migratory corridors and dispersal areas for livelihood activities (Figure 4.3). Observation of this item conclusively revealed the negative state of local attitudes towards conservation of the park's natural tourism resources. Massive invasion on wildlife migratory corridors and dispersal areas for human livelihood activities including cultivation, livestock grazing and illegal off take of natural resources were evidenced in the study area. This kind of invasion was a common place in areas like Kisimiri and Lendoiya which used to serve as key migratory corridors. The researcher also evidenced the same kind of invasion on dispersal areas especially Uwiro to Ngabobo as well as Olkung'wado villages.



Figure 4.3: Invasion on Wildlife Migratory Corridors at Kisimiri for Livelihood Activities (Grazing)

Source: Photo by Researcher, 2015

Degradation or destruction of environmental resources within or near the park was another item singled out in this study (Figure 4.4). Degradation of resources shows attitudes of the people towards conservation of park's natural tourism resources in the study area. Destruction of environmental resources is the indication of negative local attitudes as was evidenced through destruction and degradation of environmental resources in varied ways. As an example, nearer the park boundary at Ngongongare village it was witnessed tree falling at massive scale for commercial charcoal production that mostly affected a native tree species locally christened as 'Mgunga'. The surrounding land surface was being left bare of tree cover as a result of this unjustified cutting.



Figure 4.4: Tree Cutting for Charcoal Production near the Park Boundary at Ngongongare

Source: Photo by Researcher, 2015

Elsewhere in Ngongongare village the researcher managed to locate active and defunct burnt bricks production centers that were responsible for large scale environmental destruction. By nature, these are extractive industries relying on soil as the main raw material in brick production (Figure 4.5). As a source of energy to burn the bricks, they use firewood in considerable quantities. So, while on one side they leave huge excavations on the land surface due to soil extraction, on the other they carry out large scale tree cutting to source fuel wood with which to burn the bricks. The outcome of actions involved is degraded and destroyed environment as witnessed by the researcher.



Figure 4.5: Environmental Degradation (massive tree cutting) for Fuel Wood to Provide Energy for Burnt Brick Kilns at Uwiro

Source: Photo by Researcher, 2015

The other item used to guide observations on local peoples' actions and their compatibility with conservation was the types of construction materials used by park neighbors to build their houses and erect other kinds of structures such as cow sheds (Figure 4.6). Most houses in the study area were built on burnt bricks and wood. This could explain proliferation of the environmentally unfriendly burnt brick production centers in the area.



Figure 4.6: A Burnt Brick Production Site at Uwiro

Source: Photo by Researcher, 2015

Moreover, many human settlements around the study area were also built on poles and mud in line (Figure 4.7) with traditions of the majority tribes who occupy the area namely the *Wa-meru* and *Waarusha*. Also, livestock sheds were erected on poles and their sidewalls reinforced using wood stalks locally known as ‘mabanzi’, which are the outer parts of logs obtained as a byproduct while sawing for timber. Also fences around many human settlements, campuses, kraals or bomas were predominantly erected on poles. All such materials used were sourced from within the park or outside park boundaries but within its ecosystem. All these were not supportive to conservation and largely suggest negative attitudes towards the same.



Figure 4.7: A Boma Built on Locally Procured Materials Including Mud, Wood and Roofed on Thatch at Uwiro

Source: Photo by Researcher, 2015

4.4 The Relationship Between Local Attitudes and Conservation of the Natural Tourism Resources

To understand the nature of the relationship between local attitudes and conservation of ANAPA's natural tourism resources, a question was posed to local people category of respondents that asked; "Would you care at all if the government was to degazette the park and officially closes it down?" This question was premised on the assumption that the nature of this attitude-conservation relationship was regulated or rather mediated by factors associated directly or indirectly with the presence of this park. Such factors were seen as having the potential to influence park adjacent neighbors' attitudes favorably or unfavorably. This is due to the associated advantages

or disadvantages. 59% of the 112 local people who responded to questionnaires indicated that they wouldn't care if the park were to close. About 41% of the 112 local people surveyed indicated that they would care. When asked to explain why they would either care or not if the park were to close, both sides explained by dwelling on issues associated with availability of park benefits or lack of these, costs or disadvantages of living adjacent or closer to the park, park-people relations as well as an array of inconveniences and disturbances that resulted from residing in the park neighborhood. The majority or 66 respondents (59%) who indicated that they wouldn't care if the park was to close down, gave varied reasons suggesting that living nearer to the park was more costly and inconvenient to them than it was beneficial and convenient. Those who said they would care if the park was closed gave varied reasons that suggested there were benefits living near the park.

Starting with the majority or those who indicated that they wouldn't care if the park was to close, 13% said they wouldn't care because the ongoing human-wildlife conflicts, outcomes of such conflicts and how this problem is being addressed by park authorities leaves much to be desired and is causing negation towards the park. However, 10.7% indicated that they wouldn't care due to poor park-people relations and the problems afflicting local people that are associated with such relations. Moreover, 8% of the respondents pointed that, park - imposed restrictions on the Ngongongare-Engarenanyuki public road usage as a reason that made them not to care if the park were to close. Still, 8% said they wouldn't care because they are totally denied access to the park's natural resources which could have helped them meet their pressing livelihood needs. Also, lack of park benefits at individual or family levels and insufficient benefits at community level were indicated by 6.25% as

enough reason for them not to care if the park closes. Unfairness in park recruitment processes made 8.9% not to care if the park were to close. Finally, 3.57% indicated that they wouldn't care because wildfires started by management but falsely or misleadingly blamed on park neighbors are incurring them unjustifiably huge losses. The minority or those respondents who indicated that they would care if the park were to close down also gave various reasons to explain why they would care. Their explanations were largely tied to several parks related direct and indirect benefits as a reason that made them to prefer existence over degazettement and closure. Of the 46 respondents who indicated they would care, 11.6% of the 112 local respondents identified weather regulating roles of the park and its functions as a source of clean water for domestic uses as well as irrigation as a reason why they favored the existence of the park. Moreover, 15 of respondents or 13.3% said park support to community projects like schools and health centers is a justifiable reason for the park to exist.

Also, 12 respondents who were equivalent to 10.7% pointed at provision of park employment opportunities to local people as a justification for their preference to existence over closure of the park. Again, 4 respondents or 5.57% said tourism related incomes to them were important factor that made them to feel positively about the presence of this park. Lastly, the remaining 2 respondents or 1.78% considered provision of domestic tourism opportunities where local people participate in tourism as a reason that made them to oppose park closure. However, it may worthy noting that through this study it was also realized the above shown factors didn't operate in mutual exclusiveness in determining positive or negative attitude – conservation relationships as associated with the park's natural tourism resources especially to the

local people category of respondents. They were influenced by demographic characteristics of individual respondents that played, so to speak, a catalytic role. Demographic variables that seem to bear on this relationship were namely occupational status and level of education. Casting a look at the occupational status and how this influenced the attitudes-conservation relationship, most of those who were unemployed tended to be negatively related to conservation of park's natural tourism resources. Of all the 27 unemployed local people surveyed, 25 which are equal to 22% of all 112 local people category of respondents were negatively related to conservation of the park's natural tourism resources. Again, most of those who were self-employed especially in the agriculture sub-sector tended also to be negatively related to conservation. Of the 56 self-employed, about 29 were engaged in the agriculture subsector which is 25.89% of the 112 local respondents surveyed. 22 respondents which are 19.6% of all local respondents or 75.8% of those who were self-employed in the agriculture subsector showed negative relationship to conservation of the said park's resources.

Considering level of education as a demographic factor that influenced this relationship, it was found that people favored or disfavored conservation as a result of whether or not they had formal education. Not only that but also the level of education attained for those who happened to possess formal education seems to have played a role in the dynamic nature of this relationship. For example, negative feelings towards conserving the park's natural tourism resources were prevalent among all 10 respondents who had no any formal education in the local people category of respondents. The figure is equal to 8.9% of all 112 local people who were surveyed.

This was not the case when it came to those respondents who had attained primary level of education. Of the 47 local respondents who had attained primary level of education, 28 (59%) held negative feelings while 19 (41%) held positive feelings. This was a stark contrast to those who had attained college and tertiary levels of education. All 12 (100%) respondents among the surveyed local people who had attained these levels held positive attitudes towards conservation. To further understand how local attitudes are related to conservation of the natural tourism resources in the park, local leaders were asked two questions through interviews. The first question was, “How can you comment on attitudes towards conservation of ANAPA’s natural resources among community members in your administrative area? Are they positive or negative?” The second question was, “How do you think the prevailing state of attitudes affect conservation of the park’s natural tourism resources?”

The first question was intended to elicit local leaders’ opinion on the attitudinal standings of local people in their respective administrative areas. To the first question, all the 6 (100%) local leaders interviewed said that local attitudes were generally negative among park neighboring residents. To the second question whose intention was to draw information that would have enable to understand how attitudes were related to conservation, all 6 (100%) local leaders interviewed said that the negative local attitudes were affecting park’s natural tourism resources in a negative way. This implies that there is a direct relationship between attitudes and conservation. Again, ANAPA’s staff members were also interviewed to understand how attitudes are related to conservation of the park’s natural tourism resources. To achieve this understanding, two questions were posed to the 6 staff members who were

interviewed. The first asked, “On your experience, what are the attitudes of local people towards conservation of the natural tourism resources found in the park? Are attitudes positive or negative? The second question asked, “What do you consider to be the impact of the existing local attitudes towards conservation on the natural tourism resources of the ANAPA? The first question was intended to reveal the state of local attitudes in the study area from the perspective of the ANAPA’s staff members while the second was intended to yield information that would have shown how attitudes are related to conservation. To the first question, all 6 (100%) ANAPA staff members agreed unanimously that local attitude towards conservation of the park’s tourism resources were generally negative. To the second question, all the 6 (100%) staff members interviewed considered the negative attitudes to be negatively related to conservation of the park’s natural tourism resources.

4.5 Measures to Improve Local Attitudes towards Conservation of Park’s Natural Tourism Resources

After having reasonably confirmed the existing state of local attitudes as being generally negative, the subsequent task was to identify the measures pursued to improve local attitudes and evaluate how effective these measures have been. To fulfill this task, all three levels of respondents that included local people, local leaders and ANAPA staff members were involved. To identify measures that have been taken to improve local attitudes, a question was posed to ANAPA members of staff through interviews. This question asked, “What efforts have your park made to improve attitudes towards conservation of its natural tourism resources among local people residing in your park neighborhood?” All 6 respondents or 100% pointed at various aspects of ANAPA’s outreach program as key measures that are being pursued to

improve local attitudes towards conservation of park resources. Foremost, the respondents identified measures taken to address human-wildlife conflicts which are among major causes of deteriorated park-people relations in the area. According to them, the measures include developing and implementing mechanism to minimize the incidence of human-wildlife conflicts such as establishing conflict resolution committees for conflict management and organize seminars and workshops involving local communities to address issues of mutual concern. Also they hinted that as one of the measures, the park is educating neighboring communities on how to deal with human-wildlife conflicts using improved traditional methods and providing them with efficient means and tools for scaring problem animals such as elephants, buffalo and leopards, among others.

As another measure to address this kind of conflict, the respondents said that the park is also supporting domestic animal-wildlife diseases transmission control by enhancing veterinary outreach in neighboring communities the purpose of which is to address primary animal health and wildlife-domestic animal diseases transmission issues. According to the ANAPA's respondents, shortages of pasture especially during dry season are resulting into cattle incursions inside the park and aggravate the poor park-people relationships prevalent in the area. They said that this problem is being dealt with by advising communities to keep livestock numbers to levels that can be supported by available pastures. The respondents said that another measure taken is to train park staff on community involvement in conservation so as to equip them with expertise aimed at minimizing unnecessary conflicts. This was said by 3 members of staff which is 50% of this category of respondents. Not only that but also the outreach staff are being trained on good governance to enhance their

understanding, transparency, responsibility and accountability when managing conflicts involving neighboring residents. This was noted by the same 3 staff members which is 50% of the ANAPA staff respondents. The other measure according to the staff respondents was provision of environmental conservation education to park adjacent villages so as to enable local people appreciate short and long term benefits of conservation. This measure was given by 2 staff members who are the equivalent of 33%. Moreover, the respondents claimed that the park was taking steps to ensure community involvement in relevant stages and aspects of park management as one of the measures to boost local attitudes towards and support for the park. This measure was identified by 4 staff members who are the equivalent of 66.6%.

Accordingly, 5 respondents of this category who were same as 83.3% indicated that other measures taken have been intended to improve neighboring communities' livelihoods. These measures were collectively pursued through the park's outreach program. By so doing, they claimed, park-people relations are improved and consequently promote local attitudes towards conservation and support to the park. Community livelihoods improving measures taken are such as improved park benefit sharing in which ANAPA, through its fully integrated community benefit sharing program under the TANAPA's Support for Community Initiated Project (SCIP) fund continues to support community development projects. The projects are such as those that involve building of schools and health centers throughout adjacent villages. Also, 2 staff respondents that is equivalent to 33.3% claimed that as one of community livelihoods improvement measures, the park has embarked on funding newly introduced conservation-friendly income generating community projects based on park's natural resources among park adjacent villages. 3 respondents or 50% indicated

provision of direct employment opportunities by the park itself or tour operators and hoteliers who operate from within the park. Also, 2 staff members or 33.3 hinted that local people were being encouraged to participate in tourism related small businesses as a measure to promote local attitudes towards the park. Considering the task of evaluating the effectiveness of the measures to improve local attitudes identified, local people and local leaders were consulted because they were justifiably positioned to yield useful information due to their experiences with the park. Starting with the respondent category of local people, one question that had two parts, 'A' and 'B' was asked. Part 'A' of the question asked, "To your understanding, are there any efforts, actions or measures taken to improve park adjacent communities' outlook towards the park?" while Part 'B' was intended to get relevant details of the efforts, actions or measures taken, if any. 92% indicated that they were aware of the park's support to community development projects especially building of primary schools.

About 10% explained to have had any form of environmental conservation education whose provision was organized by the park. Another 5.3% indicated that casual park employment to a few local community members was all that could be spoken of as benefit from the park. Again, 90% felt that local people involvement in park resources management was at most when it came to the issue of extinguishing wild fires in the park. No more than that. Moreover, 21.4% who were livestock keepers indicated in no uncertain terms that they obtained veterinary extension services through the government appointed ward veterinary officer or privately from private practitioners. Park veterinarians or the park had no hand in this. Coming to respondent category of local leaders, three questions were asked the answers of which would have indicated if there were any measures the park was taking to improve local attitudes towards

conservation of its natural tourism resources. The first asked, 'How does this park involve community members living in your administrative area in its efforts to conserve natural resources found within the park?' The second which was key question asked, 'Do you think there are any measures the park is taking to improve the level of local attitudes towards conservation of its natural resources? What are they?' Concerning the first question, 5 local leaders (83.3%) felt that local involvement in the management of park's natural resources was only evident when it came to efforts pertaining to joint or collaborative resources protection in which the park joined forces with adjacent local people in form of community policing to fight against various forms of poaching and other illegal off take of resources that was afflicting the park.

Concerning the second which was the key question, all 6 local leaders who were interviewed recognized one particular aspect of park's outreach program as the most conspicuous measure the park was taking to improve local attitudes. This concerns park support to community development projects namely building of schools and health centers in some of park adjacent villages. Generally, it is evident that for whichever measures the park is taking intended to improve the state of local attitudes towards conservation of its resources, it has been hard to register the desired successes. This is because still local people hold widespread grievances and resentments concerning various issues about the park and the way it is managed. Consequently, degradation of park resources has continued unabated.

4.6 Discussion of Findings

In this section, discussions are according to what respondents revealed about the nature of local attitudes towards conservation of ANAPA's natural tourism resources.

Also, what other scholars discovered that relate to these objectives will as well be discussed. Not only that but also pertinent views of this researcher will be highlighted in this discussion.

4.6.1 Determinants of the Current State of Local Attitudes Towards

Conservation of ANAPA's Natural Tourism Resources

Although broadly speaking local people in the study area were aware of the importance of conservation to themselves and the future generations, it was discovered that the same people held negative attitudes when the object of attitude was specifically conservation of ANAPA's natural tourism resources. However, it is noticeable that even though negative attitudes were prevalent, this state of local attitudes was not in entirety as positive attitudes towards the same object of attitudes were also evidenced albeit marginally.

Several factors were discovered to have contributed to the widespread state of negative attitudes towards the park. One outstanding factor was protracted human-wildlife conflicts prevalent in the area. As noted by Infield and Namara (2009), human-wildlife conflicts are among the costs associated with presence of a protected area having the potential to instigate negative attitudes that can be compounded by the way relevant authorities address the situation. This problem was evidenced among park adjacent communities in the study area who were deeply afflicted by various forms of human-wildlife conflicts including crop raiding, killings of people and livestock, destruction of properties and wildlife-domestic animals' disease transmissions. The potential effect of this factor in shaping the negative attitudes tended to be compounded by the way park authorities were attempting to address such

conflicts. That, despite all the costs local people were bearing due to this problem, the park was not doing enough to ensure for timely and adequate compensation. There was no transparent mechanism for compensations known to the local people and even when any compensation came, it was paltry and very untimely. At most, park authorities were offering lip services rather than tackling the issue with deserving keenness. The essence of this widespread problem was the fact that human communities and wildlife are living in areas of common interest as well as complete absence of a buffer zone and properly demarcated boundary to separate communities from the park which is a historical issue. Also, invasion of wildlife migratory corridors and dispersal areas for livelihood activities and human settlements have aggravated the problem. Notable problem animals are elephants, buffalo and other grazers as well as leopards and other predators.

Park imposed restrictions on Ngongongare-Engarenanyuki public road usage was another factor that contributed to the state of negative attitudes to the park. This was more of a location-specific factor that had the potential to negatively determine local attitude towards conservation of the park's natural tourism resources just as Nagendra *et al*, 2010). Unlike many other protected areas, ANAPA is characterized by having the above mentioned public road that transects deep inside the park that is used by Meru slopes communities who are in the park neighborhood to access lower areas where major towns such as Arusha, Usa-river and Tengeru are located. It is from these urban centers that park surrounding communities obtain their basic survival needs and procure critical medicare, and so on. However, the use of the 10 plus stretch of road is highly regulated by park authorities and such usage restrictions may range from prohibitions on pedestrians and cyclists to designated temporal

restrictions. The local communities in the area have no viable alternatives to access lower areas besides this park. This factor is not only geographical but also historical. Local people consider these restrictions unjustifiable and instead demand for more autonomy and unrestricted use of the road. On the other side, park authorities stress on enforcement of the set regulations regarding usage on grounds of fulfilling their conservation goals unconditionally. This is giving rise to controversies between the park and members of adjacent local communities potentially causing the later to foster negative attitudes towards the park and its conservation initiatives. As cited by Ormsby and Kaplin (2007), this situation could possibly be linked to the low level of awareness regarding conservation issues and protected area management practices that are pervading park adjacent residents in the study area.

However, unless rational solutions for controversies arising thereof are worked out, local people will continue holding negative attitudes towards conservation of ANAPA's natural tourism resources as they feel presence of the park is deterring their liberal usage of this strategic public road. As Allendorf (2007) and Kideghesho *et al.* (2007) maintain, unfairness in provision of park employment or denial of such opportunities determine local attitudes towards conservation in potentially negative ways. This trend transpires in the study area and is exactly what this study could manage to discover in so far as the issue of employment determinant is concerned. Park adjacent residents are bitterly complaining that they are denied park employment opportunities and that such opportunities are offered unfairly when they arise in favor of outsiders under the guise of job qualifications. Such residents even aired suspicions that park employment opportunities are offered in bias to outsiders who are well connected to park insiders at the cost of park adjacent residents who, at most, get

relegated to menial work on casual bases. This is hurting their feelings towards the park and determines attitudes in very negative ways. Until such time when the park authorities take rational measures to address this shortcoming, perhaps by making their recruitment processes more transparent, the issue of park employment will still persist as negative determinant of local attitudes towards conservation of the park's natural tourism resources. Again, poor park-people relations that various respondents claimed exists in the study area was also another contributing factor to blame for the existence of the negative attitudes towards conservation of the park's natural tourism resources. According to the respondents, the park had distanced itself from its local neighbors. Park adjacent residents were receiving exorbitant fines that they couldn't afford to settle when their livestock accidentally crossed boundaries to graze inside the park. In many incidents, livestock ended up being confiscated by the park for residents who defaulted in paying fines.

Local people were receiving jail terms for seemingly petty crimes against the park that could have easily be amicably settled out of court. Park rangers were harassing villagers and acts of intimidation perpetrated against them were not uncommon. In line with Infield and Namara (2001), this sort of behavior irks park adjacent neighbors and determines local attitudes in potentially negative ways. Respondents aired their views that to the park, wild animals were more valued than human beings. The park was not paying compensations on wildlife caused damages. As argued by Heinen and Shrivastava (2009), these tendencies harm relationships and determine local attitudes in potentially negative ways. Also, sporadic and arbitrary incidences of management fires that stray to park surrounding villages and cause untold losses to park neighboring villagers is another factor whose contribution to instigation of negative

attitudes towards conservation of park's natural tourism resources was noted. According to local people who were surveyed and local leaders who were interviewed, the cause of such erratic wildfires was indeed not honey gatherers, poachers or anyone from among the park adjacent villages as park authorities would like people to believe. The cause is, according to them, the park personnel who initiate such fires purely on ecological management grounds but later on come to fallaciously heap blames on local people residing adjacent to the park as a cause of such fires.

This is causing hostility against the park, foremost for damages incurred by poor villagers as a result of such stray fires and secondly for deceptive blames intended to mislead stakeholders. One key reason why such fires have been so harmful to the villagers in the park neighborhood is the fact that ANAPA lacks buffer zone to clearly separate the park from human settlements in the neighborhood. What is available is just a thin line of common boundary dotted by key apples with some human settlements established very close to the boundary. This problem is historical and it can be considered as a location-specific factor that is, as Nagendra *et al.* (2010) observes, capable of shaping local attitudes towards conservation in unfavorable ways.

4.6.2 The Relationship between Local Attitudes and Conservation of Natural Tourism Resources

The exploration into the nature of local attitude-conservation relationship revealed that this relationship is mediated by several factors that were directly or indirectly linked to costs or benefits associated to presence of the park. These factors were seen

to have influenced the attitudes towards conservation of ANAPA's natural tourism resources favorably or unfavorably. Where favorable influence was actualized, positive attitudes were evidenced to exist while, negative attitudes existed where unfavorable influence was actualized. One of the key issues that were discovered to have influenced this relationship was the availability of park-associated benefits and the level to which such benefits were being shared by, and made available to park adjacent communities. Just as it was argued by Kideghesho *et al.* (2007), benefits to park adjacent local communities are many and one of them is associated with the participation of the park in supporting community based development projects such as building schools and health centers. Even though this park associated benefit was availed at the community level rather than at the individual or family levels, this benefit was seen to have positively influenced attitude-conservation relationship in one hand.

But in the other, it was seen to have reinforced negative attitudes among residents who thought the park was contributing very little to improve lives at individual and family levels. Weather regulating functions of the park including its influence on rainfall availability, source of clean water for domestic uses among park adjacent human communities as well as water for irrigation have made it possible for this relationship to be positively determined. Further, claims that the park is of great importance as it makes park adjacent areas to be pleasantly habitable have made some of the local people to positively regard conservation as they are aware that all these advantages couldn't have been possible had it not been for the park. Also, provision of park employment opportunities is another factor that was seen as positively influencing the attitudes-conservation relationships in the area especially to those few

local people who, in one way or the other happened to be beneficiaries. Even with a few casual vacancies local people were sometimes able to secure, they attributed this to the park and still were for that matter appreciative of its presence. However, to many residents, employment opportunities in the park were unfairly offered in favor of outsiders something that negatively influenced the attitude-conservation relationship and helped to reinforce negative attitudes towards the park among park adjacent residents. This was also observed by Allendorf *et al.* (2007) who considered unfairness in provision of park employments or denial of these as potential negative determinants of local attitudes towards conservation. Opportunities to participate in domestic tourism are yet another factor that was seen to have played a role in the attitude-conservation dichotomy. As Sillori (2007) noted, opportunity to participate in tourism, recreation or other aesthetics is one of the non-economic benefits accruing to local people living in a park neighborhood that have the potential to positively shape their attitudes towards conservation.

This is what the study also came to prove among the park adjacent communities where some individuals who were surveyed held the presence of the park very highly due to domestic tourism opportunities and pertinent advantages derivable such as conservation education and other aesthetic values related to appreciation of nature. On the other hand, widespread human-wildlife conflicts were one key issue that had a decisive influence in this relationship. These ongoing conflicts that are prevalent in the park adjacent areas were proved to have negatively affected attitude-conservation relationship among the local people who were directly affected. In line with Allendorf (2007) and what this study revealed, the outcomes of such conflicts coupled with the way park authorities were addressing these conflicts worsen up the matter and tended

to further aggravated the unfavorable local attitudes towards conservation and the park. For example, as Pinho *et al.* (2014) maintains, denied or delayed economic compensation of wildlife caused damages to livelihood is enough reason to fuel negative local attitudes towards conservation in a given protected area. This is exactly what is happening in the ANAPA's case.

The other factor that was evidenced to have influenced the attitudes-conservation dichotomy in largely negative ways was poor park-people relations that were dominant in the park area. According to what this study came to discover, local communities adjacent to the park held negative perceptions against the park's authorities owing to various reasons. Just as Ormsby and Kaplin (2005) contended, poor park-people relations could be a result of several factors which are capable of stimulating unfavorable feelings about a park and its conservation. As evidenced in the ANAPA, these factors include harassment by park rangers (Infield and Namara, 2001) and lack of job provision (Allendorf, 2007). Others include lack of involvement of local communities in park decision making processes (Sillori, 2007) where it was apparent in this study area in which the park management was seen to have adopted a Top-Down approach rather than a participant Bottom-Up approach in park-people management affairs. Low level of awareness regarding conservation issues and protected area management practices as suggested by Fiallo and Jacobson (1995) as well as Ormsby and Kaplin (2005), was a factor seen to have pervaded park adjacent residents that hurt park-people relations and contributed towards prevalence of negative attitudes. Moreover, in so far as this park is concerned, the attitude-conservation relationship was also seen to have been affected in negative ways by both location and situation-specific factors. These included park imposed restrictions

on the Ngongongare-Engarenanyuki public road usage which is a location-specific factor and erratic management fires which is situation-specific factor. As Nagendra (2010) argues and what this study discovered, these two factors have been negatively impacting on attitude-conservation relationship where the afflicted local people are blaming presence of the park for their sufferings as associated with these factors.

Again, loss of access to natural resources found in the park as well as land shortages experienced in park adjacent areas have also negatively impacted on the relationship between local attitudes and conservation of park's natural tourism resources. This is because, as Heinen and Shrivastava (2009) contended, when local people have lost access to natural resources that could have been utilized to support their livelihoods on grounds of conservation and when such people are facing shortage of land which is annexed for conservation purposes, the obvious will be to stimulate ill feelings against conservation.

4.6.3 Measures Taken to Improve Local Attitudes towards Conservation of

ANAPA's Natural Tourism Resources

Basing on what is happening within the park and its surrounding environment, it may be logical to conclude that measures taken by the park to improve local attitudes towards conservation have not been registered with much success. For instance, claims by park staff that various measures have been taken to address the scourge of human-wildlife conflicts afflicting park adjacent areas can be doubted because this problem is still widespread in these areas. Therefore it becomes hard for anyone to claim that developing and implementing mechanisms to minimize incidences of human-wildlife conflicts as a measure such as provision of efficient means and tools

to scare problem animals has been effective. Also, local people affected by this kind of conflict have continued complaining over denial of compensations on wildlife caused damages meaning that even their attitudes towards the park have continued to remain unfavorable. Moreover, poor park-people relations that manifest through unnecessary conflicts between park staff and residents in the park neighborhood have continued been evidenced. Thus, claims that park staffs are adequately trained in community involvement in conservation to equip them with skills in minimizing unnecessary conflicts as an effective measure to improve local attitudes can indeed be doubted.

Even the effectiveness of measures claimed to have been taken to improve park adjacent communities' livelihoods under the banner of ANAPA's outreach program to improve local attitudes can as well be doubted. Taking as an example, claims that provision of park benefits to local communities have been beefed up to ensure that park benefits percolate down to individual and family levels are doubtful since many local people consider the park as doing very little to improve their lives. What can be observed is the certain extent of park efforts to support community initiated development projects especially building of schools in some of the park adjacent villages. Thus, despite all rhetoric regarding the park doing a lot to improve local attitudes towards conservation of its natural tourism resources, in practice it becomes hard to quantify the effectiveness of all the measures taken thereof because negative attitudes towards the park remain to be order of the day. Such attitudes come with all their disadvantages to conservation as it has been highlighted elsewhere in this report.

CHAPTER FIVE

5. 0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The chapter presents the summary, conclusion and recommendations. The conclusions and recommendations are based on the objectives of the study and have been carefully analyzed to guide policy makers, on how to maintain positive attitudes towards conservation of natural tourism resources among park adjacent communities and turn negative attitudes impacts into positivity.

5.2 Summary

This section provide summary of this study. The study ought to assess the local people attitudes towards conservation of natural tourism resources as a case of communities residing adjacent to ANAPA. The study was guided by three specific objectives which were; to examine local people attitudes towards conservation of natural tourism resources in the study area; to explore the nature of the relationship between local attitudes and conservation of natural tourism resources. And to identify and evaluate measures employed to improve local people attitudes towards conservation of natural tourism resources. In this study, the sample size was 124 in which local people were 112, local leaders were 6 and ANAPA staff members were 6. Primary data were collected using questionnaires, interviews and observations. The data collected were analyzed through SPSS, Ms Excel and Content analysis. During the survey, it was revealed that local people have both positive and negative attitudes. The reasons for positive attitude were discovered to include presence of the park and its related weather regulating function bringing rainfall and sourcing clean water for

domestic uses and irrigation, opportunities for park employment to residents and park support to community initiated development projects such as building of schools and health centers. Other reasons discovered include tourism related incomes to local people and domestic tourism participation opportunities. Reasons for negative attitudes were found to include protracted human-wildlife conflicts, park imposed restrictions on usage of Ngongongare – Engarenanyuki public road and denial or insufficient park benefits accruing to local communities. Other reasons for the negative attitudes were such as unfairness in provision of park employment opportunities and poor park- people relations. Still other reasons were loss of access to natural resources and land as well as stray management fires that damaged resident properties causing untold losses.

5.3 Conclusion

Success of conservation initiatives depends on the attitudes of local people towards conservation because local people are the custodians of natural resources to be conserved that are found near or within the areas they live. Findings concluded that there was a need to consider several measures so as to ensure that local people develop positive attitudes towards conservation. The measures include; adequate provision of park benefits such as park support to community development projects like schools and health centers through park outreach program. These benefits should not only terminate at the community level but the park should also consider going a step further by ensuring that mechanisms are developed for park benefits to percolate to individual and family levels. Protracted human - wildlife conflicts should appropriately be addressed and viable solutions be worked out with issues pertaining to compensation on wildlife related damages be sorted out accordingly. Training of

park staff on community involvement in conservation so as to equip them with expertise to minimize unnecessary conflicts is another measure meriting serious consideration by park authorities. Also, provision of tailor-made environmental conservation education to local people living adjacent to the park to enable people appreciate both short and long term benefits of conservation should be keenly considered as yet another potential measure to effect positive attitude changes among the park adjacent residents.

Improvement of neighboring communities' livelihoods through outreach program and provision of direct employment opportunities to local people is another measure that merit serious consideration. Again the park should consider doing whatever is at its disposal to ensure that poor park-people relations that prevail in the study area are appropriately mitigated. This will call for a check upon deterrents to these relations such as the issue of fines to petty crimes to the park involving park neighboring residents, harassment by park rangers, compensation for wildlife caused damages and so on. Further, the park needs to address the issue of community involvement in management of park's natural resources through adapting a bottom-up approach rather than sticking to the current model that is akin to top-down approach to park management.

5.4 Recommendations

5.4.1 Recommendation to Policy Makers

Policies are good but implementation of policies constitutes a serious problem. Policy makers should follow up implementation stages in their formulated policies to ensure that policies are really implemented for the benefit of the intended, such as to ensure

the policy provision concerning park benefits sharing with local people living adjacent to protected areas.

5.4.2 Recommendation to the Park Management

The park should provide environmental management education tailor - made to suit the needs of local people living in adjacent areas so as to guarantee appreciation of both short and long term benefits of conservation. This will prove invaluable to sustainability of environmental resources occurring in the park and outside its boundaries. Park should take appropriate steps to ensure improvement towards achieving good and amicable park-people relations. Such steps may involve a number of things such as making sure that there is involvement of local people in decision making processes regarding management of the park, doing away with harassment of local people by park rangers and detrimental fining regime that is frequently seeing local people livestock being confiscated for failure to settle fines, among others.

It is recommended that the park should work out durable solutions to the acute problem of human – wildlife conflicts that is prevalent in the area and that leaves much pain on the part of local park neighbors. Viable mechanisms should be developed and implemented that may include modern methods and tools to scare away problem animals which should be availed to local communities residing adjacent to the park. The issue of park boundary and buffer zone should be revisited and viable solutions worked out to ensure for establishment of these after careful considerations are made concerning the nature of this problem. Lastly, the park should take steps to fully implement its outreach program rather than leaving the same to exist in mere rhetoric than in practice. Not only that this will improve livelihoods of

the local park adjacent residents, but it will also help significantly to redress and improve deteriorated park – people relations prevailing in the study area.

5.4.3 Recommendation for Further Research

The challenges that have been observed through this study should be considered as an avenue for further empirical studies. Not only that but also this kind of study should be carried out in other areas in the country especially those that are considered as relatively new in tourism development such as the southern circuit.

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APPENDICES

APPENDIX I

QUESTIONNAIRE TO LOCAL COMMUNITY MEMBERS LIVING ADJACENT TO THE ARUSHA NATIONAL PARK (ANAPA)

The intended goal of this questionnaire is to obtain information that is decisive in assessing local attitudes towards conservation of natural tourism resources found in the Arusha National Park. This information is specifically sought for the purpose of academic research. The research is to facilitate acquisition of a Masters of Tourism Management and Planning (MTMP) conferred by The Open University of Tanzania (OUT).

All information that you share with us shall be treated as confidential and will be utilized entirely for the intended purpose. I shall be very grateful for your valuable time to participate by answering the questions that follow below. Please answer all the questions giving as much details as possible while ensuring to carefully observe the instructions provided. May I advance my gratitude for your invaluable participation.

Full Name (Optional).....

Your Village..... Your Ward

1. Gender (Tick in the appropriate box provided)

A. Male ☐ B. Female ☐

2. Age (Tick in the appropriate box provided)

A. 18 – 28 ☐ B. 29 – 39 ☐ C. 40 – 50 ☐

D. 51 - 61 ☐ E. 62 – 72 ☐ F. 73+ ☐

3. Level of Education (Tick in the appropriate box provided)

- A. No formal education ☐ B. Primary level education ☐
 C. Secondary level education ☐ D. College education ☐
 E. University ☐ F. Other eg. Madrasa ☐

4. Employment / Occupational status (Tick in the appropriate box provided)

- A. Employed ☐
 B. Self-employed (agriculture/stock-keeping / entrepreneur) ☐
 C. Unemployed ☐ D. Others e.g. retired ☐

5. Marital Status (Tick in the appropriate box provided)

- A. Single ☐ B. Married ☐ C. Other ☐

6. Do you think conservation is important to you and to future generations? (Tick in the box provided).

- A. Yes ☐ B. No ☐ C. I don't know ☐

7. (a) Do you think there is any importance of conserving ANAPA's natural tourism resources? (Tick the appropriate box provided)

- A. Yes ☐ ☐

(b) If your answer to the above question 7(a) is either A or B, can you provide detailed explanations why?

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8. (a) Would you care if the government was to degazette the park and subsequently close it down? (Tick in the appropriate box provided)

A. Yes ☐ B. No ☐

- (b). If your answer to the above question 8 (a) is Yes or No, can you provide the reasons why?

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9. (a) As neighbors to the park, do you significantly benefit from presence of this park and tourism activities taking place in the park? (Tick in the appropriate box provided).

A. YES ☐ B. NO ☐

- (b) If YES, how and if NO, why? (Please provide detailed explanations).

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10. (a) As neighbors to the park, are there any disturbances or inconveniences to you that you may attribute to the presence of the park and related management of its natural resources?

(Please tick in the appropriate box provided).

A. Yes ☐ B. No ☐

- (b). If YES, how and if NO, give reasons why (Please explain in detail).

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11. If your answer to the above question is 'YES', what can you consider to be the level of such disturbances or inconveniences? (Please tick in the appropriate box provided).

A. Extremely high level ☐ B. High level ☐ C. Low level ☐
D. Extremely low level ☐

12. As neighbors to the park, what are the problems caused to you while using the public road that passes through the park? (Please give detailed explanations).

13. (a) As a member of community who lives in the park neighborhood, how do you consider the relationship between the park and its neighbors? (Please tick the appropriate box provided).

A. Very good ☐

B. Good ☐

C. Bad ☐

D. Very bad ☐

- (b). If your answer to the above question is either 'C' or 'D', what do you think is the cause behind this strained park-neighbors relationship? (Please explain in details).

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14. (a) To your understanding, are there any efforts, actions or measures taken by the park to improve park adjacent communities' outlook towards the park? (Tick the appropriate box)

A. Yes ☐ B. No ☐

- (b) Please give details of such efforts, actions or measures if your answer to the above question 14(a) is YES and if your answer is NO can you give any comments?

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APPENDIX II**INTERVIEW QUESTIONS TO VILLAGE LEADERS**

1. How does this park involve community members in your administrative area in its efforts to conserve natural resources found within the park?
2. How does presence of this park benefit community members residing in your administrative area?
3. Are there any benefits accruing to members of community living in your administrative area due to tourism activities going on inside the park?
4. How can you comment on attitudes towards conservation among community members in your administrative area? Are they positive or negative attitudes?
5. How do you think the prevailing state of local attitudes affect conservation of the park's natural tourism resources?
6. Do you think there are any measures the park is taking to improve the level local attitudes towards conservation of its natural resources? What steps are they?
7. As park neighbors, are you involved in key decision making concerning management of park's natural resources?
8. Is there any other important thing concerning conservation or any issue related to presence of this park that you would like to share with us?

APPENDIX III

INTERVIEW QUESTIONS TO ANAPA STAFF MEMBERS

1. What are the natural tourism resources found in ANAPA?
2. On your experience, what are the attitudes of local people towards conservation of natural tourism resources found in the park? Are the attitudes positive or negative?
3. What do you think are the contributing factors to this prevailing state of local attitudes towards conservation of park's natural tourism resources?
4. What do you consider to be the impact of the existing local attitudes towards conservation of the natural tourism resources found in the ANAPA?
5. How do you collaborate with local people in your neighborhood in conservation of natural tourism resources?
6. What are the challenges you face in your conservation efforts that you think local people are a cause?
7. What efforts have your park made to improve attitudes towards conservation of the natural tourism resources among local people residing in your park neighborhood?
8. Is there any additional information you want to share with us concerning local attitudes towards conservation among residents living in the park neighborhood?

APPENDIX IV:**OBSERVATION GUIDE**

The following is the list of observable items that will enable insights to be obtained about how keen local people are in conserving natural resources in their areas. This will serve to suggest attitudinal standings of park neighbors in so far as conservation is concerned.

The observer is to check the appropriate blank YES or NO.

S/N	OBSERVABLE ITEMS	YES	NO
1	Presence of encroachment on park boundaries (Observing this item would involve physical visits to various spots along the established park boundaries to see and ascertain whether or not such boundary is intact or, if interfered, the extent of such interference and reasons behind).		
2	Invasion on wildlife migratory corridors and dispersal areas due to livelihood activities such as agriculture.		
3	Degradation or destruction of park environmental resources or biodiversity components example through illegal wildfires		
4	Materials used in housing construction as supporting conservation of park resources		