

**CAPACITY BUILDING AND EMPOWERMENT TO YOUTH GROUPS: A
CASE STUDY OF BEACH BOYS COOPERATIVE PWANI MCHANGANI**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF THE MASTER IN COMMUNITY
ECONOMIC DEVELOPMENT OF THE OPEN UNIVERSITY OF
TANZANIA**

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled: “*Capacity Building and Empowerment to Youth Groups: A Case Study of Beach Boys Cooperative Pwani Mchangani*”, in partial fulfillment of the requirements for the degree of Master of Community Economic Development of the Open University of Tanzania.

.....

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.....

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DECLARATION

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Date

DEDICATION

I dedicate this dissertation to my beloved wife Shani Haji, all my sons and daughters without forgetting my mother Asha Vuai as well as my friends Joshua David, Mohammed Abdallah Said.

ACKNOWLEDGEMENT

I would like to take this opportunity to extend my gratitude to Mr. Simai Shaame from the Shehia of Pwani Mchangani, all members of beach boy cooperative, regional commissioner of North Unguja Zanzibar Mr. Juma Kassim Tindwa for their support during data collection.

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ABSTRACT

The CNA was conducted with overall objective of collecting information about tourism activities especially that deals with beach boys' tourism activities in Pwani Mchangani Unguja Zanzibar, this area assisted to identify the different problems that faces in that community but the Project ranking the problem and emerged with a single one to form the CAN project . The community of Pwani Mchangani have got opportunity of tourism sectors that available within the area. The problem of the society was lack of knowledge on how to use the resources for their benefits and government in general. For that, the project provides knowledge of Entrepreneurship, financial and cooperative to the special group so as to make the resources available to be useful to their development. This knowledge helps them to control well how to operate the resources and project. The project provides different trains on how to operate the business such as entrepreneurial knowledge and cooperation skills which are more usefully to their daily activities and also advertize the project so as the society to be aware of the project internal and external. The project provide unity and solidarity to the members so as to be as single body and working together in order to obtain good team work in the cooperation. Empower youth so as to reduce dependence ratios of the government as well as from their family so as to increase the income to the government. To provide formality in the cooperation on operation in order to obtain many opportunities and to reduce obstacles from to be informality. Also more impacts will be appeared due to the project implementation. Providing skills and knowledge to the youth. Improving standards of living to the youth. Giving employment to the youth Promoting safe and qualities services to the tourists Reducing crime from the youth.

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LIST OF ABBREVIATIONS

CNA	Community Needs Assessment
NGOs	Non Governmental Organizations
RGZ	The Revolutionary Government of Zanzibar
YOSEFO	Youth Self Foundation
CED	Community Economic Development
CPA	Country Participatory Assessment
NGOs	Non Governmental Organizations
CBO	Community Based Organization
US	United States
SWOT	Strength, Weakness, Opportunities and Threat
NHL	National Historic Landmark
WTO	World Tourism Organization
EU	European Union
GDP	Growth Domestic Product
ICT	Information Communication Technology
SMEs	Small and Medium Enterprises
TZs	Tanzania Shillings
ZBC	Zanzibar Butterfly Centre
EIA	Environmental Impact Assessment
ES	Environmental Statement
FGD	Focus Group Discussion

CHAPTER ONE

PARTICIPATORY NEEDS ASSESSMENT

1.1 Introduction

The method of participatory assessment is the method used to analyze plan of action and look into activities that are needed and which can be supported by stakeholders. In this approach people do share ideas of how to practice developmental activities in a given community.

In many communities, the main purpose of conducting participatory assessment is to establish basic and important information of income generating activities. Analysis and interpretation of plan of action for community development should take into consideration social and economic aspects. Prior to establishment of the action plan, information or data collected using different research tools of data collection are analyzed and interpreted in order to set out the main work of community needs assessment plan that is useful for local people of Pwani Mchangani. The plan is also useful to community leaders, public and private sectors as well as non-governmental organizations. Community Economic Development (CED) Student is suited to become the researcher and author of this Community Needs Assessment (CNA) report.

1.2 The Community Profile of Shehia of Pwani Mchangani

1.2.1 Location

Pwani Mchangani is located at North “A” District in North Regional Unguja-Zanzibar, Tanzania. The shehia is bordered by Indian Ocean at the East; to the West

it is bordered by Kandwi shehia, to the North by Matemwe shehia while to the South is bordered by the shehia of Kiwengwa.

According to National census of 2012, Pwani Mchangani had the population of 2,411, where 1432 were females and 979 were males. With regards to economically productive population, 1342 of which 718 are males and 624 are females. On the other hand 1069 are not economically active of which 714 are females and 355 are males. (Participatory survey, 2014).

1.2.2 Activities at Pwani Mchangani village (Shehia)

The most activities of people in the shehia are fishing and farming. But there is a small proportion of people are being employed by government and others are involved in private sectors such as hotels. Just a few do engage in small business (Participatory survey, 2014).

1.2.3 Environmental Condition of Pwani Mchangani

This shehia at North East Coast in Zanzibar has nice condition of climate that consists of pleasant land breeze and sea breeze due to closeness to the sea of Indian Ocean. The beaches are also very attractive covered by white sands and coral reefs (Participatory survey, 2014).

1.2.4 Education Services

This shehia of Pwani Mchangani has got primary school established since April 1972. Up to date the school has expanded to accommodate nursery and secondary schools. It is the public school under the control and management of the Revolutionary Government of Zanzibar (Participatory, 2014).

1.2.5 Health Services

The shehia of Pwani Mchangani had the first dispensary since 1983 established the Revolutionary Government of Zanzibar. In 2014 the dispensary was extended with two buildings furnished with equipments donated by two investors of international hotels; Ocean Paradise and the Waridi Resort Hotel (Participatory, 2014).

1.2.6 Water Services

This village has got a reliable supply of safe water in 1990 from the main source of Kiashangwe Mkwajuni. This has reduced the problem to about 50%. In 2000 another source of safe water was connected from Kandwi by support of Neptune hotel of Pwani Mchangani. This has reduced the problem to about 25%. There are plans underway that the problem will be completely tackled with another water project from the source of Kiashangwe Mkwajuni (Participatory, 2014).

1.2.7 Housing

The majority of people of Pwani Mchangani (95%) have decent houses that are built by both stones and blocks of cement with iron roofing that are surrounded by good and well kept environment. The culture in the shehia is completely homogeneous with almost similar norms, beliefs and behavior.

1.2.8 Market and Banking Services

There is no modern market facilities in the shehia however, it has some few shops and market places that help members of the community to get some services such as selling and buying their goods such as fish, fruits, vegetables, clothes and food. Also some villagers do travel for banking services in Urban Unguja about 64.75 km from this village (participatory survey, 2014).

1.2.9 Security Services

This service is obtained from Police Community and other private security operators that are working at hotels and Police post from neighboring shehia of Kiwengwa village. People with serious need could go to District Police Station at Mkokotoni which is 15km from Pwani Mchangani.

1.2.10 Administrative Services

The head leader of the shehia is known as Sheha appointed by Regional Commissioner according to Zanzibar Constitution. The work of this community leader is to provide services to residents. The leader is assisted with a board of twelve members (Participatory Survey, 2014).

1.3 Community Participatory Assessment (CPA)

1.4 General Objective

To find out the needs of community of Pwani Mchangani shehia establishing causes and challenges and then to address priority needs of the community as well as giving their solution.

1.4.1 Specific Objectives

- (i) To examine community needs of Pwani Mchangani shehia.
- (ii) To explore community potential resources available and there to overcome problems of Pwani Mchangani shehia.
- (iii) To assess the importance of community needs assessment for the shehia of Pwani Mchangani.

1.4.1.1 Research questions

- (i) What community needs require the attention in your shehia?
- (ii) What are the main problems facing your shehia?
- (iii) Do you know the effects of these in your shehia?
- (iv) What are your suggestions towards employment in the community of Pwani Mchangani shehia?

1.4.2 Research Design

The descriptive survey design was employed. Research approach was also established prior to field data collection. Data was collected using a questionnaire, interview, and observation, through stories, documentaries reviews and also by focus group discussions. This descriptive study was done in order to get detailed information about the community and how the problems are encountered.

1.4.3 Research Methods

Both methods were used such as quantitative and qualitative methods to get data from the community about economic activities like fishing and farming. Meanwhile, quantitative methods were based on statistical data through self administered questionnaire while qualitative was based on narratives from key informants and focus group discussion.

1.4.4 Research Tools

The participatory approach was used for the sake of getting information about the empowerment of community of Pwani Mchangani. Thus the following tools and

procedures were used in order to collect data such as: Questionnaire, Interviews, and Observation and personal stories. Documentary Reviews and Focus group were also employed.

Questionnaire

Both structured and unstructured questionnaires in the way that is understandable were employed. The instrument was provided to Community Leaders, Community Members, and NGO's as well as Beach Boys cooperative. The most information expected to be collected was about the community needs such as Health Care Services, Financial Services and Business Services as well as improvement of capacity building on Enabling and empowering youth group especially Beach Boys cooperative (Appendix. I).

Interviews

This was done to collect primary data by interviewing key informants. The focus was to get data and triangulate with information collected by using a questionnaire. The interview was structured to enable participants to give opinions and suggestions at ease. Interview guides were not self administered because some participants could not read and write. There are low literacy levels in the study area. The information collected were the challenges facing tourism sectors. Some issues such as aspects of capital availability for start-ups and poor business and cooperative knowledge were among the information collected (See Appendix II).

Observation and personal stories

This was used through looking at the situation at hand within the community and also by getting personal stories about education, schools, health, water, electricity,

road, communication, transportation, management and other economic activities. (Appendix. III).

Documentary Reviews

It was done in order to read and get information about the shehia. The documents were obtained from different offices of shehia, head teacher's office and dispensary's office. Social, economic and problems and their causes were type of information obtained through documentary review.

Focus group

This was the tool that was used by the researcher for aim of finding out important problems by discussing together with community leaders of the shehia, NGOs leaders, women leaders of different ages as to get prioritization of problems. About 30 respondents participated in the discussion in groups of 10 who were free to talk on challenges and give suggestions. (Appendix III).

1.4.5 Sample Procedures

Purposive sampling and sample random sampling were used to get sample the proper sample size during the needs assessment survey. Also to determine respondents to be involved in the survey, NGO members and Shehia leaders were purposively selected to participate. These respondents were grouped according to their ages, marital status, economic status and education level in order to avoid biasness of the study. Consequently, the sample size composed of 50 respondents as community members, one NGO called YOSEFO where 8 staff participated and 22 leaders. This was illustrated in Table 1 as follows:

Table 1: Categories of Respondents

Categories	Sex and Number		Total
	Female	Males	Total
Community leaders	12	10	22
Community members	25	25	50
NGO's Members	4	4	8
Total	41	39	80

Source: Researcher, 2014

1.4.6 Participatory Research Findings and Data Analysis

Data were collected and analyzed into simple tables where statistical analysis was made to get actual sample.

1.4.7 Demographic characteristics of Respondents

The Community Needs Assessment (CNA) was focused to understand the demographic characteristics of the respondents such as age, education, gender and occupation. This gave the sample profile as this information was important for analysis of aspects of the needs of the community (participatory survey, 2014).

Table 2: Age Distribution of the Respondents

Age range	Frequency	Percentage	Valid percentage	Cumulative percentage
18-23	7	8.75	8.75	8.7
23-28	7	8.75	8.75	17.5
28-33	42	52.5	52.2	70
33-38	12	15	15.0	85
38-43	6	7.5	7.5	92.5
43-above	6	7.5	7.5	100
Total	80	100	100	

Source: Researcher, 2014

Data in Table 2 shows age of respondents. The distribution of the age of respondents shows that the age category of 18-23 and 23-28 had 8.75% of respondents each. The

age between 28-33 had the majority of respondents at 52.5%. While the age category of 33-38 had 15% and categories of 38-43 and 43 and above had 7.5% respondents each.

Table 3: Gender Distributions

Sex	Frequency	Percentage	Valid percentage	Cumulative percentage
Female	22	27.5	27.5	27.5
Male	58	72.5	72.5	100
Total	80	100	100	

Source: Researcher, 2014

Table 3 above shows that 22 respondents (27.5%) were female while 58 of them (72.5%) were male. This was done to ensure that gender was purposefully selected to avoid biasness.

Table 4: Education Level of Respondents

Education levels	Frequency	Percentage	Valid percentage	Cumulative percentage
Primary	27	33.7	33.7	33.7
Secondary	36	45	45	78.7
Tertiary	7	8.7	8.7	87.4
Informal education	10	12.5	12.5	99.9
Total	80	100	100	

Source: Researcher, 2014

The findings from Table 4 depicts that 27 (33.7%) of the respondents had completed primary school; 36 (45%) completed secondary school and 7 (8.7%) had attained tertiary level and 10 (12.5%) had no any formal education; they cannot read and

write. From the data provided, it could be established that the people of Pwani Mchangani village have enough knowledge and education to undertake community needs assessment.

Table 5: Marital Status of Respondents

Marital Status	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Married	32	40	40	40
Single	39	48.7	48.7	88.7
Widows	9	11.2	11.2	99.9
Total	80	100	100	

Sources: Researcher, 2014

Table 5 above shows that 32 (40%) of respondents were married, thus having family obligations, 39 (48.7%) were single who needs much attention on youth empowerment while 9(11.2%) were widows who have responsibility of taking care of the families so that they need community support.

Table 6: Respondents Occupation

Employment Status	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Employment	21	26.2	26.2	26.2
Self- employment	38	47.5	47.5	73.7
Unemployment	21	26.2	26.2	99.9
Total	80	100	100	

Sources: Researcher, 2014

Table 6 shows that 21 (26.2%) of the respondents were employed in public and private sectors while 38 (47.5%) were self employed in formal sectors such as in

farming, e.g. sea weed farming and agriculture; 21 (26.2%) were unemployed, hence poor households in the society. The major sector that employs many households is tourism. However, households do not full benefits because of lack of required skills and knowledge.

Table 7: Community Decision Made

Satisfactory	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Most satisfactory	10	12.5	12.5	12.5
Satisfactory	22	22.5	27.5	40
Need attention	40	50	50	90
Don't know	8	10	10	100
Total	80	100	100	

Sources: Researcher 2014

Table 7 above the reveals that 10 (12.5%) of respondents found decision made most satisfactory; 22 (27.5%) of respondents found decision to be satisfactory; 40 (50%) of respondents were in need attention and lastly 8 (10%) of respondents did not know. The results tell community problems need to address to a total of 60 percent of respondents who needs attention and do not know their problems.

1.4.8 NGO Empowerment to Youth

The NGO, YOSEFO is helping the residents of Pwani Mchangani especially Youth to mobilize resources, skills, expertise and also finance their initiatives. The NGO supports youth to employ themselves in collaboration with leaders of shehia.

Table 8 shows that 7 (8.7%) of respondents were most satisfactory with the NGO employment opportunities provided. Furthermore, 13 (16.2%) of the respondents

were satisfactory; 48 (60%) of respondents need attention and also 12 (15%) of the respondents they said that they don't know. Thus, the majority of respondents (75%) who either said that employment needs attention or they do not know have to be supported first and foremost by identification of their community needs.

Table 8: NGO employment to Youth

Satisfactory	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Most satisfactory	7	8.7	8.7	8.7
Satisfactory	13	16.2	16.2	24.9
Need attention	48	60	60	84.9
Don't know	12	15	15	100
Total	80	100	100	

Sources: Researcher, 2014

Table 9: Access to Health Services

Health Services Status	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Accessibility	53	66.2	66.2	66.2
Inaccessibility	20	25	25	91.2
Don't know	7	8.7	8.7	99.9
Total	80	100	100	

Sources: Researcher, 2014

Table 9 reveals that 53 (66.2%) of respondents had access to health services while 20 (25%) of respondents said that health care services were inaccessible. Just a few 7 (8.7%) respondents failed to tell the status of accessibility of health care services. The finding reveals that still there are households who do not use health care

facilities. The reason could be the perception of the history of poor access to health care services.

Table 10: Ability to afford medical services

Satisfaction Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	47	58.7	58.7	58.7
No	33	41.2	41.2	100
Total	80	100	100	

Sources: Researcher, 2014

Table 10 reveals that 47 (58.7%) of respondents have the ability to afford medical services on satisfaction level while 33 (41.2%) said none have ability to afford medical services.

Table 11: Less of reliable market

Satisfaction level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	33	28.7	28.7	28.7
No	57	71.2	71.2	100
Total	80	100	100	

Sources: Researcher, 2014

Table 11 shows that 33 (28.7%) of respondents said that market at Pwani Mchangani were less of reliable in terms of satisfaction level while 57 (71.25) of respondents had the opinion that markets in the study area are reliable. Since communities in the study area depend on sea weed as a cash crop, this means that the market of the crop

is more reliable possibly due to availability of buyers; also their fish have high demand due to presence of many well established hotels in the location.

Most entrepreneurs of Pwani Mchangani lack of business skills and make their businesses do not survive sustainably. Thus, to ward off this problem entrepreneurs and youth that needs to have training of business skills.

Table 12: business Skills of Respondents

Satisfaction level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	12	15	15	15
No	68	85	85	100
Total	80	100	100	

Sources: Researcher, 2014

Table 12 reveals that 12 (15%) of the respondents were satisfied that they had business skills while 68 (85%) of respondents were not satisfied with their level of skills. There is a big gap in development of community so that education is needed to reduce the problem of business skills.

Table 13: Financial Service

Satisfaction level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Accessibility	5	6.2	6.2	6.2
Inaccessibility	65	81.2	81.2	87.4
Don't know	10	12.5	12.5	100
Total	80	100	100	

Sources: Researcher, 2014

Accessibility of financial institution services by youth is very vital in community needs assessment. Access to finance is key to community development. Table 13 shows that 5(6.2%) of youth were satisfied with access to financial services; while the majority of respondents 65(81.2%) had no access to financial services. Just a few said that 10 (12.5%) said that they don't know. Thus, Pwani Mchangani needs this service for the development according to the large number of respondents who either had no access or they don't have any information about the service.

Land is another significant factor for development of the community. This should be complemented with proper planning to use natural resources. Shehia of Pwani Mchangani has large parts of beaches and land but the problem of this shehia is unplanned development and use of resources such as human capital resource, financial resource; and also natural resource and land (Shehia report, 2014).

“Our village started to access the education system in 1972, to date, it has left behind because of poor planning skills” (Said Sheha Himid Muhidini of Pwani Mchangani).

It was also observed that unplanned use of land and sea weed farming and increased number of hotels by external investors nearly all the beach of Pwani Mchangani has created shortage of land for other economic activities such as coconut and sea weed farming. This is crucial particularly to women who do engage in sea weed farming. For example 99.5% farmers were women, the incomes of sea weed from women is used for basic need such as food, clothes and pay school fees and stationeries for children.

According to survey conducted by the researcher in 2014, the residents of Pwani Mchangani are earning 250,000/=Tsh per month for fishing activities while women earn 150,000/=Tshper month for sea weed farming. In addition, youth who do engage in tourism earn 400,000/=Tsh per month though this sector do employ few youth. Similar observations were reported by shehia leaders (Sheha secretary report, 2014).

Table 14: Kind of Activities at Pwani Mchangani Shehia

Satisfaction level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Maize, cassava coconut	20	25	25	25
Vegetables and fruits	10	12.5	12.5	37.7
Sea weeds	10	12.5	12.5	50
Fish	30	37.5	37.5	87.5
Tour industry	10	12.5	12.5	100
Total	80	100	100	

Sources: Researcher, 2014

Table 14 shows that 20(25%) of respondents were farming coconuts tree, maize and cassava; 10(12.5%) of respondents were farming vegetables and fruits; 10(12.5%) of respondents do engage in sea weed farming and 30(37.5%) do engage with fishing. Finally, 10(12.5%) of respondents were in tourist industry as their major economic activities generating incomes for their daily activities.

1.3.9 Summary of Findings and Problems

The following participatory assessment identifies problems to be addressed by project. During the assessment we discussed and prioritized problems by local community and sheha's leaders. The information and data that was obtained from

focus group discussion in Pwani Mchangani. There were challenges of unemployment, lack of skills in business administration and lack of financial support.

Due to the challenges encountered have affected the development especially in areas farming and unemployment of youth, there is a need for capacity building in order to overcome these. All stakeholders of community development including government, NGO's, CBO's had to be engaged to make sure that all challenges are reduced.

The researcher has revealed that the main causes of unemployment to the youth of Pwani Mchangani. Also the researcher has found out that community of Pwani Mchangani had other problems of education facilities, dispensary facilities and; source of water and environmental protection. These challenges were those that have been obtained by using research tools such as questionnaire, interview, observation, personal stories and documentary review.

Table 15: Community Needs Prioritization

Identify problem	Priority	No of respondents	%
Finishing examination school hall	2	6	20
Dispensary fences buildings	3	5	16.7
Finishing main power of safety water	4	4	13.3
Youth unemployment	1	12	40
Environmental protection	5	3	10
Total		30	100

Sources: Researcher, 2014

In generally, the finding in Table 15, from the economic community needs assessment that was done at shehia of Pwani Mchangani North 'A' Unguja whereby to identify problems that are facing these community and the available resources to address their problems.

This assessment found out that CED project was undertaken by participation with residents of Pwani Mchangani by giving prioritization and ranking their needs as shown and discussed in next chapter of community need assessment in problem identification.

1.5 Chapter Summary

In general, participatory assessment consists Community Profile of the Shehia of Pwani Mchangani in North Region Unguja Zanzibar located to the North East coast. Its located 45km from Zanzibar stone town. The total population is 2,411; men are 979 and 1,432 are women. The major economic activities of the residents of Pwani Mchangani are fishing and faming; that engage about 90% of the population. The remaining 10 percent do engage in tourism and employment in public sector. Its climatic and environmental conditions are suitable for tourism due to presence of sandy beaches and coral relief as well as that sea and land breezes.

There are also available social, economical and physical infrastructures that enhance provision of services. These include schools, dispensary, and sources of safe water, electricity, hotels, tarmac roads, sea, local market and shehia administrative office. Another area is community Participatory Assessment which consists of general and

specific objectives which is the objective of this assessment in the shehia of Pwani Mchanganani community need assessment prioritizing and ranking needs of the people. Quantitative and qualitative as used as research methods in order to get actual data from community and research tools were used. Questionnaire, interviews, observation, personal stories and focus group discussion were used to collect information and data in form of participatory approach.

Sampling procedure used in this study was purposive sampling and simple random sampling procedure. In order to get sample size from community leaders, community members and NGO's members a total number of 80 respondents including both men and women.

Also, research questions were done as guiding method of data collection while participatory research and data analysis were concerned with simple tables whereby statistical analysis were made to get the results. Demographic variables, business skills, access to financial services, household income, type of economic activities were among the summary of findings and problems identified.

The findings were collected, recorded, analyzed, interpreted and presented in different representative's samples of 80 respondents. It was noted that 26.2% of youth were unemployed therefore there must be much attention to empower youth so as to have sustainable development among youth and the community as a whole. When disaggregated further, one-half of the respondents needed attention and just a few did not know about decision made; hence, leaders and NGO should

cooperate with their community to overcome the problems that do not exist in their communities.

In addition 60.5% of respondents need attention while 15% don't know. Thus, NGO's and other stakeholders must enhance capacity buildings to empower youth since they were not much aware of the youth empowerment. Moreover, 25% of respondents had no access to health services while 8.7% did not know whether they need awareness and needs assessment. Having healthy people can lead to increased community participation in development.

The majority (81.2%) of respondents had no access to financial institution and 12.5% of respondents said that they don't know. It shows that there is little attention on youth about the importance of financial institution, therefore there is much effort needed to create awareness to youth through creating awareness on loan and its importance to the community's development. With regards to the business skills, there were 85% of respondents who were not knowledgeable about it, therefore there must be a need to teach them on the important of business skills in order to generate more income.

Residents of Pwani Mchangani especially youth have challenges that effect youth such as unemployment, lack of business skills, financial support and globalization impact. Meanwhile, according to data and information that have been collected and analyzed as the problem identified during community needs assessment were the

need for an examination school hall, completion of the main source of safety water and building fence around the dispensary and also the sustainable use of natural resources.

However, natural resource such as nice beaches, land with coral relief are poorly managed due to the lack of education of entrepreneurship as well as lack of support from government and others in order to mobilize their resources for the community development.

CHAPTER TWO

PROBLEM IDENTIFICATION

2.1 Background to Research Problem

This chapter examines in depth various community needs which were identified in previous chapter as being the most pressing problems and where latter prioritized to come up with one major need as addressed by a development project jointly and unanimously agreed and designed by all stakeholders.

Pwani Mchangani village community is facing a number of problems which were identified when conducting community needs assessment. So that the priority needs were observed through a participatory assessment and adoption of preferential ranking by needs which negatively affected the community. This exercise was conducted using the Focus Group Discussion which started by brain storming session to elicit about five major community problems that village community was facing and needed to be addressed. Where by youth unemployment /low income mainly due to unavailability of sustainable income generating activities was prioritized as the major community problems and it negatively impacts or some causes to other five problems.

2.2 Problems of Statement

Tourism sector in Zanzibar is the most source of income in different sectors such as internal and external also to the government and surrounding communities. It does not depend whether you are in the area whether there are tourism attraction or not it employ many people it depends how effective you are.

Pwani Mchangani is the shehia which is at north of Unguja, Zanzibar. It is also among the tourism practice village due to the availability of many hotels and bungalows. Thus, many activities will be undertaken so as to meet the needs of the tourists. This is why the group was formed in order to provide activities intended for tourism. The name of group is BEACH BOYS COOPERATIVE and specifically their activities include tourist guiding from the beach area where the activities such as snorkeling, water sports, diving, guiding tourists to the historical sites to the island.

2.3 Project Description

The title of this project is “Capacity building and empowerment to youth groups”. The project has been undertaking its activities at Pwani Mchangani, North of Zanzibar project owned by BEACH BOYS CO OPERATIVE, registered number 3039/2007.

2.4 Target Community

The project has planned to serve the community members of Pwani Mchangani village particularly those who are involved in tourism position or beach as tour guide operators. People who wish to join the group should be people with commitment to work in group with willingness to promote long term sustainability, accountability, and transparency during project implementation, monitoring, evaluation and reporting. Therefore, 72 group members of Beach boy’s co- operative has to be sensitized and trained in order to utilize local recourses to attain her objectives. These beneficiaries would benefit from better health, wealth and standard of living through increased income.

2.5 Stakeholders' Analysis

The main stakeholders of this project includes beach boys' cooperative whose role is to unite all youth at Pwani Mchangani shehia without gender discrimination that engage in tourism business as the private sector. Others were youth of the shehia working in hotels and bungalows of the location and government employees.

2.6 Project Goal

The goal of the project is to guide the group on proper behavior of tourism handling, advertising and marketing at Pwani Mchangani village in North "A" Zanzibar. However, the community is experiencing seasonal tourist arrivals which are irregular.

Therefore, the project will be focused and have a structured business in tourism sector where most beach boys, youth and other stakeholders will be engaged. The reasons for undertaking this project at Pwani Mchangani village is to enhance capacity building and empowerment of youth groups in North "A" of Zanzibar with knowledge and skills of tourism with BEACH BOYS CO-OPERATIVE group.

2.7 Project Objectives

The main purpose is to impart knowledge, awareness and skill of tourism businesses using beach boys as tours operators. The services will be advertised through different media such as web sites, brochures, radio and TVs.

2.8 Specific Objectives of this Project

Specifically the project will seek to accomplish the following:

- (i) Sensitization and business training in entrepreneurship and business development skills, cooperative and finance.
- (ii) Enhancement of cooperation among members and strengthen organization.
- (iii) Provision of youth unity and solidarity.
- (iv) Reduction of economic dependence of youth to the government.
- (v) Provision of other formal group activities.

2.9 Host Organization Profile

Beach boys is cooperative organization of youth which is based at Pwani Mchangani village in North “A” of Zanzibar. Their major business for cooperation is tourism sector as tour operators. Tourists are come from different countries and continents including Europe, America, Asia and Africa too.

Funding sources for the project is focused on members whereby each one has equal share of ownership. The Beach Boys Cooperation was established and registered in Zanzibar under office of Register of department of Co-operatives, under article no 20. Beach Boys Co- operative was recognized together after youth had suffered from various problems such as lack of capital, lack of income, lack of employment, lack skills and knowledge. In addition, that most of them were lacking enough income to meet their needs such as food, shelter, clothes, education, and health services which are very necessary in our daily life. The cooperative has 72 registered members.

2.10 The Group’s Vision Statement

The Vision statement of co-operation is to achieve sustainable economic for all members.

2.11 The Group's Mission Statement

The co- operative “mission statement” is to change the living standards of youth from the poor status to better life and encourage self dependence all community members through tourism marketing and advertising.

2.12 Projects and Activities of the Group

As part of her activities, Beach Boys Co- operative provides tourism guide services along the beach area. These activities include guidance to snorkeling, diving and historical sites.

2.13 Organizational Structure

The constitution of the Beach Boys Co operative stipulates that, the overall decision of the co operative is vested to the general meeting. Under the general meeting, there is an executive committee, which comprises of 6 -10 members.

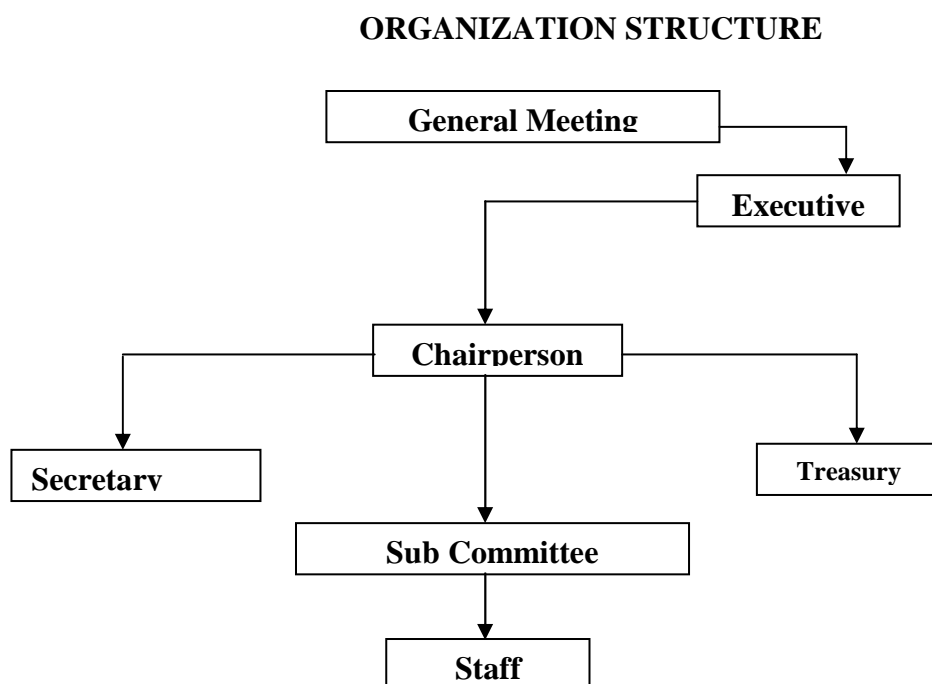


Figure 1: SWOT Analysis of Beach Boys Co operative

The committee supervises implementation of resolutions of the general meeting. The general meeting is convened four times in year while the committee meets monthly. Leaders are elected in the assembly and they stay in leadership for three years. Three can be re-elected in case the members are impressed with their leadership.

Strengths

- The group has already registered.
- It has got its own office. Such as Guiding, Massaging, Diving and snorkeling office rooms.
- The group has adequate capacity to carry out tourism activities.

Weaknesses

- Inadequate of fund and capital for business operation.
- Inadequate of entrepreneurial knowledge to run business.
- Inadequate of information and communication technology skills.
- Poor networking between the stakeholders.

Opportunities

- The group have good network between the hotels of that shehia.
- It has the chance to obtain loan from the SACCOS, PRIDE and Ministry of labor and also from other financial and micro-finance institutions.
- Low competition between the other cooperation.

Threat

- Large number of beach boys.

Sources of funds

- **Fees from the members**

All members should contribute the constant amount (5,000/=Tsh) if he/she needs to join the cooperative.

- **Application fees from the new members**

All new members should contribute the constant amount (5,000/=Tsh) if he/ she needs to join the cooperative.

- **Loan and aid**

This cooperative obtained loan from SACCOS, Bank and PRIDE but also they obtained grant from partners of development internal and external, Political leaders, private sectors and government.

- **Fund from cooperative Activities**

This is the money that obtained from activities done by the members.

Penalty

It is the punishment fees that obtained due to the breaking out the law and regulation provided from the cooperative. It is only 2% from the activities done.

CHAPTER THREE

LITERATURE REVIEW

3.1 Introduction

According to Ngaiza et al 2003, literature review is a procedure that guides writers to access both published and unpublished sources of information in respect to study. Theoretical literature refers to citations of other studies books, professional journals, or reports which had been made in relation to the research topic. Empirical literature describes how similar projects in local, national or international are doing and how others have approached to embark on the similar projects. Narrative information, which is provided empirical literature were found and cited in books, articles, websites, and reports. Policy literature refers regional and national and international policies designed to provide a framework to the entire project. This is the area which study and review how the current policies provide clear guidelines or promote community economic development initiatives for the project intervention.

3.2 Theoretical Literature

Beach tourism is a very popular form of tourism. Attractions of the beach mainly revolve around recreational activities such as swimming, sun bathing and various water sports activities. Beach is also a converging place where tourists and the locals meet and in the process make friendships and or buy goods and services from beach vendors commonly known as beach boys. Items usually sold by beach boys to tourists include curio/souvenirs and services such as guiding services among other things. (De Albuquerque and McElroy, 2001).

The encounter between tourists and locals has been of profound significance for the understanding of tourism as a socio-cultural phenomenon. Since the beginning of sociological and anthropological interest in tourism and until the 1990s, scholars focused their analysis on tourism as a product of Western society. Destinations were regarded as pleasure peripheries and a new form of colonialism. This notion restricted the understanding of destination dynamics to social and cultural processes in terms of resistance or assumption of what has been imposed through domination, imposition or manipulation (Nogues, 2011).

The concept of the demonstration effect was borrowed from economics within this traditional notion. Originally it aimed to describe local residents' interest in trying to emulate tourist consumption levels. By being in contact with lifestyles and different consumption patterns, local residents directly compare their standards of living with those of other people. This can lead residents to adopt tourists' demonstrated behavior. For the demonstration effect to exist, three basic propositions are suggested: first, the behavior of tourists and hosts is initially different; second, behavioral patterns are transferred from one group to the other; and third, the imitators maintain the demonstrated behavior (Fisher, 2004).

Like many other countries with emerging countries Sri Lanka does have its difficulties with developing tourism, such as a foreign exchange leakage rate of over 30%, but individual Sri Lankan's are making the most of the increased numbers of tourists and, despite often being marginalized from the industry itself, they are making a living in the informal tourism sector (Harrison 1995). Harrison (1995)

discussed the street guides in Kandy but there are also many Sri Lankan's working in the informal sector in the south and south west of Sri Lanka selling trips to tourists on the beaches. This however has led to a reputation of tourists being hassled on the beaches to the point it is having a negative impact on visitor experience (Mvula, 2011).

The Oxford Dictionaries (2013) definition of hassle is 'irritating inconvenience' which is how the majority of tourists seem to feel when they are persistently approached on the beach by people wanting to sell them excursions and when "no thank you" is not accepted as an answer. In some instances the issue of beach hassle is perceived as far more sinister by tourists who fear anti-social behavior from beach operators including violence, theft, alcohol and drug misuse, begging, verbal abuse and sex tourism (Bah, 2012).

Sri Lanka has been linked to poor destination image and is the most cited reason for poor visitor experience resulting in low repeat visitation (Mvula, 2011). It could be argued that it is the tourism industry itself that has created this negative impact by side-lining local communities in tourism development plans. The resentment felt by beach operators towards hotel staff, tour operators and other tourism stakeholders have frequently resulted in violent conflict, which would certainly support this supposition (Mvula, 2011).

The Travel Foundation, an independent UK based charity, recognized Sri Lanka's problem of beach hassle. As they realized, it was having a negative on both the Sri

Lankan's trying to earn a living from tourism, and the tourism industry wanting visitors to have a positive experience, they set up a livelihoods project known as the LINC (Learning, Involving & Nurturing Community) Programmed. LINC's overall objective is: "To support the long term sustainability of Sri Lanka's tourism through minimizing beach hassle and improving livelihoods for beach operators and community tourism service providers." (The Travel Foundation, 2013).

The LINC programmed started in the Bentota/Beruwela region and was developed in order to improve the livelihoods of the local men (previously known as 'beach boys' but now known as 'beach operators') who tried to make a living by selling excursions (from short snorkeling trips to seven day island tours) to tourists. This was done by giving them an opportunity to earn a living from the travel industry with dignity and respect; to improve their relationships with hotel staff and tour operators; and at the same time ensure environmental protection through offering tourists responsible excursions that will not degrade the environment or social fabric of the community. If successful, this programme would be a significant contribution to the development of sustainable tourism in Sri Lanka by increasing tourist satisfaction, boosting local economies, improving local livelihoods and minimizing environmental degradation resulting from tourism.

So far over 250 beach operators in the Bentota/Beruwela region, on the south west coast of Sri Lanka, have received training in topics such as customer service skills, cultural differences, teamwork, health & safety and responsible excursions; and they now wear personalized T-shirts so that they can be identified by tourists on the

beaches as trained beach operators. There are currently six hotels participating in this training programme and together with capacity building strategies and relationship building efforts. The LINC programme appears to be very effective with positive feedback from the beach operators, hoteliers, regional agencies and tourists (The Travel Foundation, 2013).

Zanzibar: Papasi and beach boys vs. Tour Operators.

All over Zanzibar, particularly in Stone Town and on the beaches, you will be approached by what are referred to as papasi. These are individuals that are trying to sell to you tours and activities, which are often at the fraction of a price of what you pay in the hotel. When choosing tours or tour operators, please bear in mind the following:

Beach boys sell guide tourists along the beach. Sometimes they overcharge you. When considering booking a tour this way, shopping around a bit first in order to get a good price - you don't want to be ripped off, but you also want to make sure that the guide earns some money himself.

Be careful of papasi in Stone Town - some are drug addicts and just want to make some fast money. It might be that they ask you for some money at the beginning of the trip, but usually it is ok to pay at the end of the service.

So far, you tend to get the whole price and no funny surprises in Zanzibar (like, for example, that at the end of the tour they suddenly tell you that this and this was not included in the price). Just make sure at the beginning of what is included using

beach boys means that you support locals, but you never know which ones are honest and which ones are trying to screw you over. Sometimes it might be better to go via a licensed tour operator. The problem is that these tend to be more expensive - however, that is not their fault, the overheads because of taxes and government charges can be extortionate, and it's not their fault that they have to charge higher prices (in return for proper licensing and sticking to the rules, instead of the 'black market' of papasi or beach boys).

It is worth checking on the Internet for some tour operators beforehand. The big ones tend to be linked to the government and work straight into the government pockets. Do a little search and digging and you'll find smaller tour operators that are truly local and will give you a very personalized experience, because they genuinely care about showing guests their island while trying to make a better living.

Through these problems and shortcomings of Zanzibar beach boys should be given training through Zanzibar Commission for Tourism and Tourist Board of Tanzania by supporting them on profession of tourism sector through developing their skills so as to avoid short comings and this will enable them to alleviate poverty and at the same time increase their income and also widening employment opportunities like what in Sri Lanka is being done through a certain programme called LINC (Learning, Involving& Nurturing Community) through such support it aimed to support the long term sustainability of Sri Lanka's tourism through minimizing beach hassle and improving livelihoods of beach operators and community tourism service providers (The Travel Foundation, 2013). Therefore the Zanzibar

Commission for Tourism should have to do this to beach boys of Pwani Mchangani and in Zanzibar at large so as not to face such problems of being distrust, no regulations, and disorganized, unpredictable charges for tourist purpose. However, the Commission is giving training to beach boys on regulations, policies, working permit but these beach boys are getting troubles because there is misunderstanding between government and beach boys in the sense that the government officials are being seen chasing the beach boys hence they fail to understand may be there is external influence from the hotel investors so as everything to be operated by them hence local communities and beach boys at large are not happy with such situation.

3.3 Empirical Literature Review

World Tourist Attractions

Tana Toraja land regency

Tana Toraja is exotic tourist destination. It is regency (Toraja land, land of the Toraja or Totor) is a regency of south Sulawesi, Indonesia, home of Toraja ethnic group people. Since 184, Tana Toraja has been named the second tourist destination after Bali in Indonesia. Since then hundreds of thousands of foreign visitors have visited this regency. In addition, numerous Western anthropologists have come to Tana Toraja to study the indigenous culture and people of Toraja.

Sa'dan river has a length of about 182 km and average width of 80 meter and has a tributary as many as 294. Along the river there are some rapids with difference levels of difficult, in addition, the topography of the area is also very appealing with natural beauty and cool air along the way.



Figure 2: Rafting on the River Sa'dan



Figure 3: Londa Tombs

Then the second popular tourist destination in Tana Toraja is Londa, which is typical funeral Tena Toraja resident, where the Tombs are placed in the cliff walls of the cave. The tombs neatly arranged according to lineage. On the other side of the hill are left open, overlooking the green expanse of scenery. Londa is located in the village of Sendan Uai Sanggalai district, about 5km to the south of rantepao, Tana Toraja.



Figure 3: Beitou Hot Spring

Actually there are a lot of hot water baths in Taipie, but the most famous area is in Beitou. This area is famous for its hot baths resorts since 1983 with beauty gardens, museums, and temples around the cities.



Figure 5: National Palace Museum

The museum is considered a very majestic as it has collection of priceless antiquities from the country of Taiwan and China. Collection of the Chinese owned since Taiwan was chosen as a place to save objects of Chinese art at the time of the Sino-

Japanese war and civil war in China. The collection, among others, various kinds of jada carvings and sculptures of boats made with olive seed material.



Figure 6: Komodo Island

Komodo Island in Indonesia is most famous for the clarity of the sea and tropical marine life is diverse, so be the Mecca of divers around the world. What else is known on the Island of Komodo is the world largest lizard in the Komodo. Rising sea level is already treating the existence of coastal mangrove forest and beaches. Meanwhile, acidification and changes in ocean water temperatures can kill coral around the Island.



Figure 7: State of Gujarat

State of Gujarat is the most important place of production of cotton and salt, Mahatma Gandhi, the father of Indian nation, was Gujarati. Between 2005 and 2006, heavy rains brought by monsoon causing severe flooding and killed thousands of lives. It is estimated that climate change will bring India more and more western countries storms and flooding is unpredictable

Tourism in the America

Large industry that serves millions of international and domestic tourists yearly. Tourists visit the US to see natural wonders, cities, historic landmarks, and entertainment venues. Americans seek similar attractions, as well as recreation and vacation areas. Tourism in the United States grew rapidly in the form of urban tourism during the late nineteenth and early twentieth century. By the 1850s, tourism in the United States was well established both as a cultural activity and as an industry. New York, Chicago, Boston, Philadelphia, Washington D.C., and San Francisco, all major US cities, attracted a large number of tourists by the 1890s. By 1915, city touring had marked significant shifts in the way Americans perceived, organized, and moved

Democratization of travel occurred during the early twentieth century when the automobile revolutionized travel. Similarly air travel revolutionized travel during 1945–1969, contributing greatly to tourism in the United States. Purchases of travel and tourism-related goods and services by international visitors traveling in the United States totaled \$10.9 billion during February 2013. The travel and tourism industry in the United States were among the first commercial casualties of the September 11, 2001 attacks, a series of terrorist attacks on the US. Terrorists used

four commercial airliners as weapons of destruction, all of which were destroyed in the attacks. In the US, tourism is either the first, second, or third largest employer in 29 states, employing 7.3 million in 2004, to take care of 1.19 billion trips tourists took in the US in 2005. As of 2007, there are 2,462 registered National Historic Landmarks (NHL) recognized by the United States government. As of 2008, the most visited tourist attraction in the US is Times Square in Manhattan, New York City which attracts approximately 35 million visitors yearly.

Tourists spend more money in the United States than any other country, while attracting the second-highest number of tourists after France. The discrepancy may be explained by longer stays in the US.

19th Century

The rise of urban tourism in the United States during the late nineteenth and early twentieth century represented a major cultural transformation concerning urban space and leisure natural activity as an industry. Although travel agents and package tours did not exist until the 1870s and 1880s, entrepreneurs of various sorts from hotel keepers and agents for railroad lines to artists and writers recognized the profit to be gained from the prospering tourism industry. The rise of locomotive steam-powered trains during the 1800s enabled tourists to travel more easily and quickly.

In the United States 2,800 miles (4,500 km) of track had been completed by 1840, by 1860 all major eastern US cities were linked by rail, and by 1869 the first trans-American railroad link was completed. Yosemite Park was developed as a tourist attraction in the late 1850s and early 1860s for an audience who wanted a national

icon and place to symbolize exotic wonder of its region. Photography played an important role for the first time in the development of tourist attractions, making it possible to distribute hundreds of images showing various places of interest.

New York, Chicago, Boston, Philadelphia, Washington, D.C., and San Francisco, all major US cities, attracted a large number of tourists by the 1890s. New York's population grew from 300,000 in 1840 to 800,000 in 1850. Chicago experienced a dramatic increase from 4,000 residents in 1840 to 300,000 by 1870. Dictionaries first published the word 'tourist' sometime in 1800, when it referred to those going to Europe or making a round trip of natural wonders in New York and New England. The absence of urban tourism during the nineteenth century was in part because American cities lacked the architecture and art which attracted thousands to Europe. American cities tended to offend the sensitive with ugliness and commercialism rather than inspire awe or aesthetic pleasure. Some tourists were fascinated by the rapid growth of the new urban areas: "It is an absorbing thing to watch the process of world-making; both the formation of the natural and the conventional world," wrote English writer Harriet Martineau in 1837.



The Perkins School for the Blind in Watertown, Massachusetts was one of many similar institutions classed as tourist attractions in the late nineteenth and early twentieth century.

As American cities developed, new institutions to accommodate and care for the insane, disabled and criminal were constructed. The Hartford, Connecticut American School for the Deaf opened in 1817, Ossining, New York state prison (now known as Sing) in 1825, the Connecticut State Penitentiary at Wethersfield in 1827, Mount Auburn Cemetery in 1831, the Perkins School for the Blind in 1832, and the Worcester State Hospital in 1833.

These institutions attracted the curiosity of American and foreign visitors. The English writer and actress Fanny Kemble was an admirer of the American prison system who was also concerned that nature was being destroyed in favor of new developments. Guidebooks published in the 1830s, 40s and 50s described new prisons, asylums and institutions for the deaf and blind, and urged tourists to visit these sights.

Accounts of these visits written by Charles Dickens, Harriet Martineau, Lydia Sigourney and Caroline Gilman were published in magazines and travel books. Sigourney's *Scenes in My Native Land* (1845) included descriptions of her tour of Niagara Falls and other places of scenic interest with accounts of her visits to prisons and asylums. Many visited these institutions because nothing like them had existed before. The buildings which housed them were themselves monumental, often placed on hilltops as a symbol of accomplishment.

Early tourism

By 1915, city touring had marked significant shifts in the way Americans perceived, organized and moved around in urban environments. Urban tourism became a

profitable industry in 1915 as the number of tour agencies, railroad passenger departments, guidebook publishers and travel writers grew at a fast pace. The expense of pleasure tours meant that only the minority of Americans between 1850 and 1915 could experience the luxury of tourism. Many Americans traveled to find work, but few found time for enjoyment of the urban environment. As transportation networks improved, the length of commuting decreased, and income rose. A growing number of Americans were able to afford short vacations by 1915. Still, mass tourism was not possible until after World War II.

During the nineteenth century, tourism of any form had been available only to the upper and middle classes. This changed during the early twentieth century through the democratization of travel. In 1895, popular publications printed articles showing the car was cheaper to operate than the horse. The development of automobiles in the early 1900s included the introduction of the Ford Model T in 1908. In 1900, 8,000 cars were registered in the US, which increased to 619,000 by 1911. By the time of the Model T's introduction in 1908; there were 44 US households per car. Early cars were a luxury for the wealthy, but after Ford began to dramatically drop prices after 1913, more were able to afford one.

The development of hotels with leisure complexes had become a popular development during the 1930s in the United States. The range of "club" type holidays available appealed to a broad segment of the holiday market. As more families traveled independently by car, hotels failed to cater to their needs. Kemmons Wilson opened the first motel as a new form of accommodation in Memphis, Tennessee in 1952.



The Art Deco district of South Beach in Miami, Florida was developed during the 1930s.

Although thousands of tourists visited Florida during the early 1900s, it was not until after World War II that the tourist industry quickly became Florida's largest source of income. Florida's white sandy beaches, hot summer temperatures and wide range of activities such as swimming, fishing, boating and hiking all attracted tourists to the state.

During the 1930s, architects designed Art Deco style buildings in Miami Beach. Visitors are still attracted to the Art Deco district of Miami. Theme parks were soon built across Florida. One of the largest resorts in the world, Walt Disney World Resort, was opened near Orlando, Florida in 1971. In its first year, the 28,000-acre (110 km²) park added \$14 billion to Orlando's economy.

Late 20th century



The Douglas DC-4 was one of the first airliners in the United States used for commercial flights. The revolution of air travel between 1945 and 1969 contributed greatly to tourism in the United States.

In that quarter century, commercial aviation evolved from 28-passenger airliners flying at less than 200 mph (320 km/h) to 150-passenger jetliners cruising continents at 600 mph (970 km/h). During this time, air travel in the US evolved from a novelty into a routine for business travelers and vacationers alike. Rapid developments in aviation technology, economic prosperity in the United States and the demand for air travel all contributed to the early beginnings of commercial aviation in the US.

During the first four decades of the twentieth century, long-haul journeys between large American cities were accomplished using trains. By the 1950s, air travel was part of every-day life for many Americans. The tourism industry in the US experienced exponential growth as tourists could travel almost anywhere with a fast, reliable and routine system. For some, a vacation in Hawaii was now a more frequent pleasure. Air travel changed everything from family vacations to Major League Baseball, as had steam-powered trains in the nineteenth and early twentieth century.

By the end of the twentieth century, tourism had significantly grown throughout the world. The World Tourism Organization (WTO, 1998) recorded that, in 1950, arrivals of tourists from abroad, excluding same-day visits, numbered about 25.2 million. By 1997, the figure was 612.8 million. In 1950 receipts from international movements were US\$2.1 billion in 1997 they were \$443.7 billion.

21st Century

The travel and tourism industry in the United States was among the first commercial casualties of the September 11, 2001 attacks, a series of terrorist attacks on the US. Terrorists used four commercial airliners as weapons of destruction, all of which were destroyed in the attacks with 3,000 casualties. In the first full week after flights resumed, passenger numbers fell by nearly 45 percent, from 9 million in the week before September 11 to 5 million. Hotels and travel agencies received cancellations across the world. The hotel industry suffered an estimated \$700 million loss in revenue during the four days following the attacks. The situation recovered over the following months as the Federal Reserve kept the financial system afloat. The U.S. Congress issued a \$5 billion grant to the nation's airlines and \$10 billion in loan guarantees to keep them flying.

In the US, tourism is either the first, second or third largest employer in 29 states, employing 7.3 million in 2004, to take care of 1.19 billion trips tourists took in the US in 2005. The US outbound holiday market is sensitive in the short term, but possibly one of the most surprising results from the September 11, 2001 attacks was that by February 2002 it had bounced back for overseas travel, especially to destinations like New Zealand. This quick revival was generally quicker than many commentators had predicted only five months earlier.

The United States economy began to slow significantly in 2007, mostly because of a real-estate slump, gas prices and related financial problems. Many economists believe that the economy entered a recession at the end of 2007 or early in 2008. Some state budgets for tourism marketing have decreased, such as Connecticut

which is facing soaring gas prices. Today, there exists a wide range of tourist attractions in the United States such as amusement parks, festivals, gambling, golf courses, historical buildings and landmarks, hotels, museums, galleries, outdoor recreation, spas, restaurants and sports.

Tourism in Europe

Tourism is a key sector of the European economy. It generates more than 5% of the EU GDP, with about 1,8 million enterprises employing around 5,2% of the total labor force. It comprises a wide variety of products and destinations involving many different stakeholders, both public and private. The tourism industry has been increasingly becoming an information-based industry, and is particularly relying on technology supporting information and communication (ICTs). As a consequence, the European tourism market is continuing to grow and represents already an important component in the global tourism market, counting, in Europe, for around 36% of all sales in the travel industry. Modern technologies, however, pose significant challenges to tourism businesses seeking to embrace them. The lack of agreed technical standards, together with high implementation costs (in terms of monetary and human resources), represents a barrier for the adoption of these instruments, in particular by small enterprises.

TOURISM link (a project financed by the DG Enterprise and Industry of the European Commission) is a large-scale demonstration action with the objective to modernize the tourism value chain and offer Small and Medium Enterprises (SMEs) in the tourism sector a better position in the global tourism market. Its goal is to facilitate and accelerate the digital connection between smaller local service

providers in the broader tourism industry (hospitality, tourism, culture and leisure), and with larger travel agents, tour operators and distributors.

This will allow tourism enterprises to improve their competitiveness and respond better and quicker to the evolving market needs of more tailor-made, personalized tourism products. This report analyzes and presents an updated analysis the European Tourism market and its structure, with the aim of identifying the needs of the sector and of showing to which extent the EU is moving towards new markets or segments and the influence that this may have when considering new ICT tools. Special attention will be given to the adoption of information and communication technology by tourism enterprises and the current use of ICT along the whole value chains, consolidating the industry's requirements unveiled by literature studies and through a survey conducted in the field. It highlights the main competitiveness factors and the role of ICTs in responding to change in tourism demand, and as a driver for growth.

The elements and issues discussed in the report form the basis for the next activities in the TOURISM link project. A number of crucial factors have been identified:

European tourism SMEs faces a strong competition. For them it is important to differentiate their products from the large industry players by concentrating on niches and creating offers with a specific value to the customer. In this context good cooperation between tourism operators becomes crucial. ICTs can play a key role in building trustworthy and reliable relationships among business partners and in providing them with flexible and dynamic tools to cope with the highly dynamic market challenges.

Despite the relevance of ICTs for the whole industry, there is still a low level of adoption, mainly due to the characteristics of the European tourism enterprises and their limited size. Confirming and extending many studies on the issue, a field survey conducted specifically for this project has acknowledged the main barriers in ICTs adoption by tourism SMEs highlighting in particular: the implementation costs (both monetary & organizational); the difficulties faced in fostering collaboration and cooperation within the industry; the problems encountered in achieving a good interoperability of the ICT systems in-company and between-companies and the substantial lack of agreed technical standards for data representation and exchange.

Standards in ICTs have become an infeasible element for companies that want to take advantage from modern European Tourism technologies by fostering technological interoperability. Nonetheless, nowadays there exist too many conflicting approaches, deployment costs can be very high, and there is a certain lack of flexibility for many solutions.

Interoperable standardized systems are considered a crucial element also due to the strong tendency of tourists and travelers towards a request for immediate answers to their changing wishes or needs, and their high level of device indifference that is more and more evident when considering the growing usage patterns of mobile and wireless devices for accessing the Internet for searching information, book travels or compose personalized packages.

The report closes with a description of the changes and implementations that will be made to an existing technological platform (Travel Open Apps) to integrate the

findings of this study (from a functional point of view), and presents a preliminary sketch of possible business usage scenarios along with some initial considerations on possible advantages, issues and criticalities (SWOT analysis).

Tourism in Asia

Asia is too massive and diverse to conceptualize as a single digestible travel "destination". Even defining the borders of this continent is difficult - from the mountains around the Black Sea in the west, to the snow fields of Siberia in the east, there are more people and cities in Asia than outside of it.

Asia's and the world's highest point is Mount Everest, along the border of Tibet and Nepal, which rises to 8,848m (29,028 ft) above sea level. Its lowest point is the Dead Sea, located at the meeting points of Israel, the Palestinian Territories, and Jordan, whose surface is 400m (1,312 ft) below sea level. Asia's longest river is the Yangtze, which runs 6,300km (3,915 miles) through China, all the way from the high Tibetan Plateau to Shanghai. Its largest lake is the 386,400km² (149,200 square mile) Caspian Sea, which is surrounded by several Central Asian nations.

Asia is bounded by the Pacific Ocean to the east, by Australia to the southeast, and by the Indian Ocean to the south. It's bordered by the Red Sea to the southwest, by Europe and the Urals to the west, and by the Arctic Ocean to the north.

Travel options range widely, from the desert ruins and modern mega-malls of the Middle East to the magnificent ancient monuments in South Asia, and from the beach bungalows and jungle treks of Southeast Asia to the mega-cities and

technology capitals of East Asia. Find out more about regions, destinations, and itineraries below.

Asia offers very diverse travel options. There are ultra modern, largely democratic countries like Japan and the East Asian Tigers (regions and countries) of Singapore, Hong Kong, Taiwan and South Korea which are very prosperous and in which people enjoy very high standards of living. On the other hand, Afghanistan, Laos and East Timor are extremely poor countries where people struggle even to get a few grains of rice each day. Of course, there are also many countries lying somewhere in the middle, such as the emerging powerhouses of China and India which make wonderful travel destinations in themselves due to their long history, size and diversity. Thailand is a magnet for travelers, with great food, a tropical climate, fascinating culture and great beaches. Asia also contains North Korea, suffering less than one of, if not the most, oppressive regimes in the world and, as a police state, very free of muggings and non-state crimes.

Tourism in Africa

The tourism industry is a major sector of the economy for many African countries. The four countries that benefit the most from tourism are Egypt, Tunisia, Morocco, and South Africa. A second category includes the countries of Namibia, Botswana, Mozambique, Tanzania, and Kenya.

The countries of Africa can be divided into three groups relative to tourism: 1) those countries with a developed tourism industry; 2) those with a developing industry; and 3) those that would like to develop a tourism industry. Countries like Egypt, South

Africa, Morocco, and Tunisia have a successful tourism industry. Countries like Kenya, Zimbabwe, Swaziland, and Mauritius can be considered as countries that have steady and consistent income from tourism. Countries like Tanzania, Algeria, and Burundi are countries that have little to no economic benefit from tourism, but would like to see it expanding.

The successful countries in tourism are thriving due to a variety of factors. Countries like Morocco and Tunisia benefit from their beautiful beaches and their relative proximity to Europe. Tourism in Egypt is based on the rich history of Ancient Egypt, pyramids and artifacts. South Africa and Kenya benefit from wild safari expeditions, attracting tourists to see the wildlife of Africa.

Tourism is the fastest developing enterprise in Africa and currently one of the continent's major investment opportunities, viewing its 6% growth rate for the last decennium. Africa receives 4.8% of all tourist arrivals in the world, and 3.3% of the receipts and although it is not at the heart of the global tourist market. This modest proportion of the world's number one industry is still important for the continent. Global tourist dynamics do depend on the situation in the developed world, but less on the situation in financial markets. Though tourists' choice of international destination is often fickle and fleeting, a clear pattern has emerged for Africa: just one third of tourists go to the Maghreb countries, over a third to Southern Africa, almost a quarter to East Africa, and the remainder are spread over the rest of the continent, but mainly West Africa. Africa is an unusual tourist destination as its attractions are quite different from those of the rest of the world. First and foremost, Africa is the parallel universe, a continent where according to popular perception and

the tourist brochures, history has halted, and people live as in time immemorial, following their age-old traditions. Their thatched villages are set in a borderless expanse of bush where wild animals normally only seen in zoos roam wild: in short, a vision of pristine wildness. A totally different vision of Africa is generated by the western media: a continent beset with climatic and political catastrophes, wars and genocide, droughts and famine. That particular Africa has to be helped through emergency and development aid.

These two visions are both extremely biased, if not plain wrong. Africa as 'wild and unspool' or as 'suffering and dependent' coexist in the Western view almost without touching, the first, the African myth of tourism, the second, one of development interventions. Tourism and development for a long time, tourism has been a non-issue for the development establishment. On the one hand it sometimes was viewed as an example of neo-colonialism, on the other strictly a matter of private business. The picture of the rich western tourist gallivanting on the plains of East Africa, taking photos of well-kept wild animals while people were starving on the roadside, was not encouraging. And for those who visited the indigenous cultures, the notion of the zoo was easily replaced by that of the 'human zoo', wealthy westerners taking pictures of bare-breasted women in front of thatched huts.

Recently this has changed; after all, tourism has been shown to be a major source of jobs and revenue for local people, so it does, in fact, has development potential. Also most African countries want to develop their tourist industry, considering it a welcome source of income, even if some have inflated notions of future revenues. It has become clear that tourism is here to stay, that people can earn money from it and

that even if our western sensitivities are to some extent shared by African governments, the host countries emphatically favor tourism. It has also become clear that making money out of tourism, though definitely possible is not so easy and that tourism interacts with ecological, political and cultural dynamics that may run perpendicular to the economic exigencies of the new industry. It is these dynamics that form the main angle of the African Studies Centre's research on African tourism. Tourism research at the ASC focuses on the tourist encounter on the one hand and on the exigencies and dynamics of eco-oriented people interacting with people in the context of tourism on the other.

African tourist destinations are quite diverse, with various niches of tourism situated in different countries. Game parks abound in East and Southern Africa, while ethnic tourism is to be found more in West Africa, with some special spots of 'romance tourism' in the continent's extreme east and west, and in Gambia and Ghana the peculiar 'heritage' or 'roots tourism – mainly for African American tracing their cultural heritage and origins. So except for South Africa and Kenya, which do combine a number of important, other attractions with its game parks. African tourism is more or less one-dimensional. The major architectonic high-points south of the Sahara are believed to lack global appeal as monuments of world history or 'wonders of the world'. Also most of Africa (except South Africa) has little or no internal tourism, as black Africans have not (yet) taken to tourism in their own or neighboring countries; those Africans that do travel tend to visit their families, preferably in the capitals of Europe. In North Africa travelling is dominated by family visits from the diaspora.

Thus, research on African tourism implies research on international and intercultural relations, not only important for the revenue that tourism accrues but also as a microcosm of South-North relations. The research at the ASC zooms in on three processes of these dynamics.

Research topics

This research takes the angle of the host population in its reception of tourists, guided by the question as to what happens when people from very different cultures meet face to face under such paradoxical circumstances. Tourists have been coming to both areas for a considerable time, Dogon country being one of the major hot spots of West African tourism, and of ethnic African tourism in particular. The notion of the ‘tourist bubble’, the network of infrastructure to receive and host international guests, is crucial here.

The second process, situated in the Maasai area of Kenya, is the problematic of ecological scarcity. The tourist infrastructure puts a premium on the ecology in several ways. One is water, as most parks are situated in semi-arid areas and tourists consume large amounts of water. Also the growing human population clashes with the exigencies of maintenance and the expansion of tourist infrastructure and parks.

In the context of a longitudinal geographical study of southern Kenya, this project follows the expansion of tourism from the perspective of marginalized groups, with the added pique that the Maasai themselves are considered one of the tourist attractions. The third aspect is politics. Both in national and international politics tourism have become an issue. Game parks in particular have long been an arena in

which the interests of conservationists, hunters, dealers in rare animals and animal products, and protagonists of local cultures and geopolitics interact. Serving as a safety corridor of old, many of these game parks are situated along national borders and are now being transformed by peaceful interaction, with sometimes imperialistic overtones. One such case being studied is the Transfrontier Park, which includes parks in South Africa, Mozambique and Zimbabwe.

Tourism in Kenya

Kenya is one of the world's most popular tourism destinations attracting millions of tourists over the past years. The country is endowed with attractive tourist sites, rich culture, striking geographical diversity and landscapes ranging from beautiful beaches, to animal parks and archeological sites. Tourism in Kenya is the second largest source of foreign exchange revenue following agriculture. The Kenya Tourism Board is responsible for maintaining information pertaining to tourism in Kenya. The official travel and *tourism* guide by the *Kenya Tourist Board* describes attractions and provides databases of safari operators and accommodation.

The main tourist attractions are photo safaris through the 19 national parks and game reserves. Other attractions include the mosques at Mombasa, the renowned scenery of the Great Rift Valley, the coffee plantations at Thika, a view of Mt. Kilimanjaro, across the border into Tanzania, and its beaches along the Indian Ocean.

The tourist destinations are well distributed all over the country. Currently, Kenya has six properties inscribed on the World Heritage List. These include cultural properties which are: Fort Jesus Mombasa, Lamu Old Town, Sacred Mijikenda Kaya

Forest and Natural Properties which are Kenya Lake System in the Great Rift Valley, Lake Turkana National Parks and Mount Kenya Natural Forest.

Fort Jesus Mombasa

The Fort Jesus is one of the most outstanding historical sites and preservations of the 16th century. It was built and designed of Giovanni Battista Cairati with the aim of protecting the port of Mombasa from external invasion. The fort occupies an area of 2.36 hectares.

Lamu Old Town

Lamu Old Town is an exclusive tropical island and one of the oldest best preserved Swahili settlements in East Africa. It is one major center for the study of Islam and Swahili cultures with many elite visiting for educational purposes. It is built in coral stone and mangrove timber. Lamu is also characterized by the simplicity of many structural forms enriched by ideal features such as elaborately carved wooden doors, verandas, and inner courtyards.

Sacred Mijikenda Kaya Forest

The Mijikenda Kaya sacred forests consist of 11 separate forest sites. It is yet another 16th century phenomenon with remains of several fortified villages locally known as Kayas. The land occupies 200km and is famed for bearing a living cultural tradition.

Natural Properties

The Kenya Lake System

The Kenya Lake System is located in the Great Rift Valley. It is an outstanding natural beauty consisting of relatively shallow lakes which are, Lake Bogoria, Lake

Nakuru, and Lake Elementaita. The region is a home for sizeable animals such as the Black rhinos, Rothschild giraffes, lions and cheetahs. It is also a habitat to 13 globally threatened bird species and the single most important foraging site for the lesser flamingo. The area covers a total of 32, 034 hectares.

Lake Turkana National Parks

The Lake Turkana is a serene tourist site serving as a study centre for plant and animal communities and a rich animal habitat. It is a stopover for the migrant Waterfowl and a breeding area for the Nile crocodile, hippopotamus as well as various venomous snakes. The Lake is the most saline of all Africa's big lakes. Many educationists visit the Koobi Fora deposits, an archeological site, which is rich in mammalian and fossil remains. The site has contributed a lot to the understanding of paleontology than any other site on the continent.

Mount Kenya Natural Forest

Mount Kenya is an extinct volcano with a very impressive landscape with four secondary peaks and 12 remnant glaciers. The four secondary peaks sit at the head of the u-shaped glacial valleys. It is the second highest mountain in Africa, 5, 199m and has forested middle slopes. The Government is working towards fulfilling the 2012 vision of receiving 2 million tourists in Kenya annually. Kenya has experienced a 15% tourist growth since 2009. The country recorded a total of 1,095,945 tourist arrivals in 2010, hitting the highest figure ever. The numbers have since went up during the first six months of 2011, from 549,083 compared to 483,468 in the same period in 2010. These figures exclude cross border tourist arrivals which total to 700,000.

Contrary to the past years when Kenyans perceived tourism and holidays as an International affair, local tourism has increased considerably over the years. This has also contributed to the increase of tourism revenues and the impressive performance as well as aggressive marketing in non-traditional markets and efficient utilization of available resources.

The tremendous growth is posing new opportunities for new investors and for businesses already in the tourism industry that are willing to step up their services to meet current international needs. Kenya Tourist Development Corporation is mandated to develop and diversify the Kenya's Tourism industry by financing and offering advisory services to new investors and businesses in the tourism industry.

Tourism in Tanzania

Tanzania is home to some of Africa's most famous national parks and the majestic

Mount Kilimanjaro rising above the Serengeti. Most visitors will find themselves passing through Dar es Salaam and heading out on safaris and various wildlife viewing adventures. For those who want to take a break and spend some time soaking up the sun, the beautiful beaches of Zanzibar beckon. Off Pemba and Mafia islands is a whole other kind of natural wonder, one most appreciated by the scuba divers and snorkelers who come here from around the world to experience the coral gardens, colorful fish, and crystal clear waters.

One of the most frequented attractions in Tanzania; Mount Kilimanjaro National Park is home to Africa's highest mountain peak. Unlike other parks in northern Tanzania, this one is not visited for the wildlife but for the chance to stand in awe of this majestic snow-capped mountain and, for many, to climb to the summit. Mount

Kilimanjaro can be climbed at any time, although the best period is from late June to October, during the dry season.

Mount Kilimanjaro



Figure 9: Mount Kilimanjaro

Kilimanjaro, a World Heritage Sites, was formed over 1 million years ago by volcanic movement along the Rift Valley. Three points - Shira, Kibo, and Mawenzi came to be about 750,000 years ago. The highest point is Uhuru Peak on Kibo, which is one of the Seven Summits of the world. The mountain rises from farmland on the lower level to rainforest and alpine meadow and then barren lunar landscape at the peaks. The slopes of the rainforest are home to buffaloes, leopards, monkeys, elephants and eland. The alpine zone is where bird watchers will find an abundance of birds.



Serengeti National Park

Serengeti National Park is a vast treeless plain with thousands, even millions of animals searching for fresh grasslands. As the largest national park in Tanzania, the Serengeti attracts thousands of tourists each year. The best months for wildlife viewing are between December and June. The wet season is from March to May, with the coldest period from June to October. The annual migration of millions of zebra and wildebeest takes place in May or early June. This migration is one of the most impressive natural events and the primary draw for many tourists.

Large herds of antelope as well as lion, leopard, cheetah, hyena, bat eared fox, hunting dog and jackal are also found in Serengeti National Park. Nearly 500 species of bird have been recorded on the Serengeti. Many of these are attracted to the swamp area. 'Serengeti' means an 'extended place' in the Maasai language (<http://www.serengeti.org/>).



Zanzibar Beaches

The Zanzibar archipelago consists of the islands of Zanzibar and Pemba. The island of Zanzibar, also called Unguja, is a major holiday destination known for its beautiful beaches. This island has some of the best beaches in the world with varying surf depending on what side of the island you are on. Visitors will find soft white sand and clear shallow water, along with traditional boats. Stone Town is located in the heart of Zanzibar and features old Arabian townhouses, narrow alleyways and a busy port.



Ngorongoro Conservation Area

Located between the Serengeti and Lake Manyara, the Ngorongoro Conservation Area is home to the famous volcanic Ngorongoro Crater and one of Tanzania's most popular wildlife viewing areas. This huge volcanic crater has a permanent supply of water which draws all kinds of animals who stay in this area rather than migrating. Visitors come here primarily for viewing large game and bird watching, but also of interest in the conservation area is the Olduvai Gorge. This important archeological site has revealed ancient skull and bone fragments that have delivered critical information about early mankind.

The Ngorongoro Crater is the largest intact ancient caldera in the world, nearly three million years old. The Ngorongoro volcano was one of the world's tallest mountains before it exploded and collapsed. Thousands of wild game can be seen on the crater floor, including lions, elephants, rhinos, Thomson's gazelles, and buffaloes, but wildebeests and zebras account for over half of the animals that call the Ngorongoro Crater home. Bird watching is superb, especially around Lake Migadi, which attracts flocks of flamingoes to the shallows. Hippos are content to submerge themselves during the day and then graze in the nearby grass in the evening.

Olduvai Gorge

The Olduvai Gorge is an archeological site situated on a series of fault lines, where centuries of erosion have revealed fossils and remnants of early mankind. As early as 1911, a German professor found some fossil bones while looking for butterflies in Olduvai Gorge. In a later expedition, the Leakey collected skull fragments, a skull, and bones determined to be approximately 2 million years old. Tools and hunting weapons from 1 to 1.5 million years ago were also discovered in Olduvai Gorge.

Another exciting find were the famous footprints of a man, woman and child at Laetoli, near Olduvai. These and other discoveries provide more evidence to the theory that at least three hominid species were in this region over 2 million years ago.



Lake Manyara National Park

Lake Manyara National Park is comprised of forest, woodland, grasslands, and swamps. Two-thirds of the park is covered by water and Lake Manyara is host to thousands of flamingoes, at certain times of year, as well as other diverse bird life. The highlight of Lake Manyara Park is the large population of elephants, tree-climbing lions and hippos that can be observed at a much closer range than in other parks. This park is also home to the largest concentration of baboons in the world.

Wildlife drives, canoeing (when water levels are high enough), mountain bike tours and bird watching are the most popular activities in Lake Manyara National Park (<http://www.tanzaniaparks.com/manyara.html>).



Mafia Island

Mafia Island draws divers and snorkelers from around the world to the undersea world protected by the Mafia Island Marine Park. The best months for diving are October to March but the best weather on Mafia Island is May to October. March and April are months of heavy rain. Mafia Island Marine Park has excellent coral gardens, an abundant variety of fish and a relaxed diving atmosphere. Countless birds and over 400 species of fish can be seen in the area. Mafia Island is also a traditional breeding site for the green turtle, which are unfortunately close to extinction. Mafia is also a desirable location for deep-sea fishing, especially tuna, marlin, sailfish and other big-game fish.

This island paradise first saw settlers in the 8th or 9th C, but Mafia became a more important settlement during the 12th to 14th C when it held a key position in the East African trading routes (<http://www.mafiaisland.com/>).

Tarangire National Park was established in 1970 and is best visited in the dry season from July to September when the animals gather along the river. During the dry season, Tarangire National Park has one of the highest concentrations of migratory

wildlife. Wildebeest, zebra, buffalo, impala, gazelle, hartebeest and eland crowd the lagoons. One of the most noticeable highlights of Tarangire National Park is the baobab trees that dot the grassy landscape.



Tarangire National Park

The park is excellent for bird watching, with more than 300 species recorded in Tarangire. These species include buzzards, vultures, herons, storks, kites, falcons and eagles (<http://www.tanzaniaparks.com/tarangire.html>).



Pemba Island

Pemba Island is the northernmost island in the Zanzibar archipelago. Around Pemba are many desert islands and some of the best scuba diving in the Indian Ocean, with visibility that is unparalleled. Lush coral gardens, colorful sponges and sea fans are all found in the underwater haven. The city of Chake Chake, the main population center on Pemba, is a popular base for scuba divers.

Pemba is less visited than Zanzibar and as a result has a more laidback atmosphere. From December to February visitors can watch traditional bullfighting; a sign from the days of Portuguese dominance in the 16th and 17th C. The island is hilly with deep valleys so it has become popular with mountain bikers who are drawn to the 1,000-meter peaks.

Pemba is a major world clove producer and is also well known for the juju traditions of medicine and magic. People come from throughout East Africa to learn from the voodoo and traditional healers or seek a cure.



Selous Game Reserve

Selous is the largest game reserve in Africa. Established in 1922, it covers 5% of Tanzania's total area. The southern area is a forbidden zone that is undeveloped,

heavily forested, and contains a series of steep cliffs. Travelers are limited to the area north of the Rufiji River. This area of the Selous Game Reserve has large open grassland, woodlands, rivers, hills and plains. The best time to visit is July through October.

The Rufiji River bisects the Selous Game Reserve and has the largest catchment area of any river in East Africa. The river is an important feature of the reserve providing the opportunity to watch the diverse water-based wildlife. A broad range of game can be found including elephants, hippos and rhinos as well as buffalo, antelope, giraffe, warthog, wildebeest, lion, leopard and cheetah. The diversity of bird life in Selous includes over 350 recorded species.



Arusha National Park

Arusha National Park, although smaller than most in Tanzania, has a range of habitats that consist of the forest of Mount Meru, Ngurdoto Crater in the southeast section of the park, and Momela Lakes, a series of seven crater lakes. Black and white Colobus monkeys are easily spotted in the forested area while the marshy floor of the crater is dotted with herds of buffalo, zebra and warthog. Momela Lakes is

home to a large selection of resident and migrant water birds. People come here to see wildlife and also to climb Mount Meru.

Mount Meru is one of the most beautiful volcanoes in Africa and the second highest mountain in Tanzania. The summit is reached by a narrow ridge, which provides stunning views of the volcanic cone lying several thousand feet below in the crater. The ascent is steep but the route passes through parkland, forest, a giant heather zone and moorland (<http://www.tanzaniaparks.com/arusha.html>).



Ruaha National Park

Ruaha National Park is the least accessible park in Tanzania and as a result the landscape remains relatively untouched. Birdwatchers can enjoy over 400 species of bird that are not found in northern Tanzania, and the river, spectacular gorges, and majestic trees are especially appealing to photographers. As Tanzania's second largest park, Ruaha has large herds of buffalo, elephant and gazelle. The concentration of elephants is some of the largest in Tanzania. The Great Ruaha River is the main feature of Ruaha National Park providing magnificent wildlife viewing on the banks. The river also provides much of the electricity to Tanzania through a hydroelectric dam at Kidatu (<http://www.tanzaniaparks.com/ruaha.html>).



Katavi National Park

Katavi National Park is located in a remote location offering unspoiled wilderness. A predominant feature in Katavi is the enormous flood plain, split by the Katuma River and several seasonal lakes. The lakes support enormous groups of hippos, crocodiles and over 400 species of birds. One of the spectacles in Katavi is the hippos at the end of the dry season when as many as 200 try to squeeze into a pool of water. The male rivalry heats up causing territorial fights.

The dry season brings Katavi National Park to life, herds of impala, reedbuck, lions, zebras and giraffes can be seen at the remaining pools and streams. An estimated 4,000 elephants and several herds of buffaloes in the thousands also converge on the park when the flood waters retreat (<http://www.tanzaniaparks.com/katavi.html>)



Gombe Stream National Park

Gombe Stream National Park is primarily for those who want to get a little off the beaten track and see chimpanzees. This is the smallest national park in Tanzania and is famous for the work of Jane Goodall. This British researcher arrived in 1960 to study the wild chimpanzees and her work turned into what would become the longest running behavioral research program of its kind in the world.

Guided walks take visitors into the forest to observe chimps in the wild. Many species of primates and mammals live in the park. Over 200 bird species have been recorded in the tropical forest, including barbets, starlings, sunbirds, crowned eagle, kingfishers and the palm-nut vulture.

Hiking and swimming are other popular activities; a trail leads into the forest to a waterfall in the valley (<http://www.tanzaniaparks.com/gombe.html>).



Lake Victoria

Lake Victoria is the largest freshwater lake in Africa and is bordered by Kenya, Tanzania and Uganda. This lake is the source of the White Nile and provides an income for millions of residents along its shores. The Tanzanian section of Lake Victoria is one of the least visited regions in the country; however the towns of Bukoba, Musoma and Mwanza have a number of attractions. Near Mwanza and Musoma are many islands, some have become wildlife sanctuaries. Bird watching and fishing trips are popular excursions, and boat trips or hikes can be arranged around Lake Victoria. Rubondo Island National Park, which includes several other smaller islands, is on the southwest shores of Lake Victoria.

3.4 Tourism in Zanzibar Islands

Zanzibar is a semi-autonomous archipelago off the coast of Tanzania consisting of Zanzibar Island (locally, *Unguja*), Pemba Island and many smaller islands. Zanzibar Island itself is approximately 90km long and 30km wide.



A view over Stone Town from the sea

In 1896, Zanzibar was the location of the world's shortest war, surrendering to Britain after 38 minutes of naval bombardment.

3.5 Cities

Stone Town –It is a the vibrant and enchanting capital

Nungwi – It is located at the northern tip of the island. Very popular with tourists since swimming in the ocean is possible even at low tide. Usually it becomes quite over crowded with tourists during the season.

Kendwa – It is just a few km south of Nungwi, also very popular with tourists.

Matemwe – It is a small traditional village in the North East.

Pwani Mchangani- It is another small traditional village in the North East, also are doing water sport, fishing, dhow competition in religious holidays also international sports with villagers like volley ball, football, netball which has no schedule or specific date to happen.

Paje – It is the liveliest village on the South East coast known for excellent kiteboarding conditions, a stunning beach and excellent restaurants.

Jambiani – It is a small fishing village on the southeast coast, 10 km south of Paje

Makunduchi : Located at the south east tip of the island; 70 km from Stone Town. It has its own hospital, magistrate's court, secondary school. The village is famous for the "Mwaka Kogwa" festival which happens in July. The beaches are some distance away from the village and are quiet, away from it all. For travelers who are looking for peaceful rest place.

Kizimkazi : It is a small fishing village famous for the Dolphin tours. The most ancient mosque in Africa is to be found in Kizimkazi Dimbani.

Uroa Village – It is a small fishing village on the east coast with resorts on the northern and southern side

Chwaka Village– It is the largest village on Chwaka Bay with fish market and small stores.

STONE TOWN



Stone Town

Stone Town is the cultural heart of Zanzibar and little has changed in the last 200 years. The grand old Arabian homes lining the narrow streets and winding alleys

give the city its own unique charm. The majority of homes in Stone Town were built in the 19th C when Zanzibar was one of the most important Swahili trading towns in the Indian Ocean. Visitors will notice the bras-studded, intricately carved wooden doors on many of the houses.

As the world's oldest functioning Swahili city, many of the landmarks in Stone Town have been restored to their original glory. Some of the historic buildings are now museums which can be visited. The town also has a couple of interesting old churches of historical significance. A walk along Creek Road takes visitors to the original Stone Town area and the location of the Central Darajani Market, Beit el-Amani, City Hall, and the Anglican Cathedral. Some of the other key highlights include the Forodhani Gardens, the Old Dispensary with its carved wooden balconies, the former home of the sultans known as Beit el-Sahel or the People's Palace, the Hamamni Persian Baths built in 1888, and the oldest structure in Stone Town, the Old Fort.

The inner city was declared a UNESCO World Heritage Site in 2000, is a most unique city. Blending Moorish, Middle Eastern, Indian, and African traditions and architectures, it is possible to spend days winding through Stone Town's labyrinthine alleys. That said, a day will give you plenty of insight. The inner city is small and can easily be explored by foot. It is estimated that 85% of the historic building fabric (coral stone) of Stone Town is irredeemably lost. Only very few of the old magnificent buildings shine brightly, i.e. if they have been converted to (boutique) hotels, clubs, or restaurants. Most buildings are in bad shape and the rough sea climate has taken its toll on the structure.

While in Stone Town, you can shop for souvenirs, drink the occasional tea, or visit the few cities' historic sites. Be aware that -being close to the equator- even the little alleys may offer little shade/protection from the sun. Water is also important and can be bought in plenty of stores along the narrow streets.

The House of Wonders is currently closed due to reconstruction work (Oct 2014). It carries this name because it was the first house in Stone Town to have electricity, running water, and an elevator.

Former Slave Market (Entry fee is 7,000TSH - this fee includes a guide (Oct 2014), who you may or may not tip). This is the site of the old Slave Market. The museum only consists of slave chambers (one for 50 men and one for 75 women and children), a memorial, and an Anglican Church built on the site of the tree that served as whipping post. Unfortunately it provides only very few information on the history of the building or slave trade in Zanzibar. Apart from the slave chambers nothing is left, as a hospital has been built into the old market. However, you can go into the holding chambers in the cellar to see how this wretched piece of history played itself out in small dark dungeon-type cells. The property was purchased by Dr David Livingstone (one of the biggest proponents of the abolishment of slavery) who wanted to turn the grounds into a haven after the atrocities committed there by the Oman Arab and British slave traders.

In the tourist areas around the waterfront, Kenyatta Road and Shangani Road, you will be beset by all manner of *papasi*, touts and others wanting to offer you taxis, spice tours, music, gifts, etc. A polite but firm *No, thanks* usually doesn't do the trick,

and can get exhausting. Best thing to do here is to keep walking and wander into the more residential alleys where you won't be disturbed.

There is a lot to see and to do on Zanzibar island. First and foremost, do enjoy the amazing white sand beaches especially at the north, east and south coast. The sand has the consistency of castor sugar! Zanzibar also has quite a lot of caves, e.g. Tazani near Nungwi. A tour company in Jambiani "Mambo poa tours" offers excursions off the beaten track. Also do a village tour that is offered all over the island. The villagers don't see tourists as intruders; to the contrary, they welcome foreigners. Zanzibarians are 98 % Muslims and walking through villages in beach gear is disrespectful. A Zanzibar resident put together quite a lot of information on "Zanzibar Insider Buzz", you can Google it.

Zanzibar Island, a.k.a., The Spice Island, was an important stop in the Spice Trade centuries ago. Today, it is one of the few places in the world where saffron is produced, and many other Middle Eastern/Asian spices (cardamon, ginger, cloves, nutmeg, etc.) are grown here. Visit one of the spice farms where you can see how anise, pepper, cloves etc. grow; you can sample some of the exotic fruit grown on the island. And do check out the "lipstick tree".

Jozani Forest has excellent nature trails, featuring some very exotic (and large) trees and plants. Even more interesting, though, are the Red Colobus Monkeys that live here. These Monkeys can only survive on Zanzibar, nowhere else in the world, since they need a diet of 70 different plants, berries etc. The Red Colobus Monkeys are a protected species. A major part of the entrance fees goes to the local farmers in the

surrounding area. In the past, the farmers killed the Monkeys because they destroyed their crops. Ever since they are compensated for their losses, the killing stopped. They are very curious and playful and will likely pose for a picture. The entry fee (USD10) also includes an optional visit to a beautiful mangrove forest which is highly recommended. You can take the local daladala from Zanzibar Town for TZS 2000 per person. They might want to charge you more (because you are a tourist). The official price for everyone is TZS 2000.

There are a number of historically important (and frankly, just plain beautiful) buildings in Stone Town, like The House of Wonders and The Arab Fort. It is easy to arrange a simple walking tour with a local guide who can teach you some history. The market in Stone Town is one of the largest, most vibrant open-air markets anywhere. Here, you can find several varieties of bananas, "elephant garlic" unique to the island, the largest avocados you'll probably ever see, and more. Prices are extremely reasonable. Even if you have no intentions of purchasing food, the spectacle alone is worth a visit. If seeing raw meat and fish covered in flies makes you squeamish, avoid that part of the market. Overall, pretty much all food that is not packaged in plastic is covered in flies.

3.6 Nungwi

Deep Sea Fishing with " Hooked on Fishing" in Nungwi in the North Coast.

Kite surf at the Ras Nungwi beach is full equipment rental runs USD60 (half day) and USD90 (full day). Lessons can be booked (Group introduction of 3 hours at USD165 and private lessons (1h) at USD90). They also offer Kendwa beach and Matemwe kite beach.

Zanzibar Cycling Adventures takes you to some of the islands hidden treasures, offering cycling tours around the Northern region of Zanzibar. You get a bit of culture, history, exercise and fun... all on a bicycle!
[www.zanzibarcyclingadventures.com]

3.7 Makunduchi

Fishing with local Dhow with and "jumping" out of coral reef like a local, the most excited feeling must try in a life time:

- (i) Cooking course with local women.
- (ii) Rent a bicycle and explore the village.
- (iii) Join the Mwaka Kogwa festival in July.

The East Beaches are popular among travelers. The sand is brilliant white, and the warm waters of the Indian Ocean are a deep teal. You can find plenty of opportunities for scuba diving; Rising Sun Dive Center (based at the Breezes beach resort) among others.

Kizimkazi Dolphin Tour for \$25-\$35. You can take this beautiful (but not necessarily moral) tour. This includes a ride from Stone Town to the village of Kizimkazi in the south tip of the island, a few hours boat tour that includes snorkeling and chasing dolphins, local lunch, and nap on the beach and an optional tour to **Jozani Forest** (see above). The full tours leaves town at 08:00 and returns at 17:00 - a complete day of fun and a very memorable experience, especially for the dolphins.

Do not miss out on one of the best dives in East Africa. Spanish Dancer Divers arrange daily trips to the famous Mnemba Atoll Marine Park for divers and snorkelers. Mnemba Atoll is known for having clear warm waters. Dolphin and Green Turtle encounters are very common, though not guaranteed.

Kite surf is a popular sport in **Paje Beach**, where the crystalline lagoon waters and reef protection offer ideal conditions for both advanced and beginner kite surfers. At full moon the lagoon maybe very full and conditions may be suboptimal. **Zanzibar Kite Paradise** offers beginning classes as well as rentals.

Kendwa Beach on the North Western coast is beautiful. Here you can swim during low and high tide, which is not always possible on the East side of the island. Just beware of the "Sea Urchins" that give a powerful sting if stepped upon during low tide. Kendwa offers lots of beach bars and restaurants serving everything from pizza to local curries. Kendwa Beach is also known for the Full Moon Party, arranged Saturdays just before or after a full moon. While not as big or extreme as those arranged in Thailand, the parties on Zanzibar attract quite a large group of people, especially when the full moon coincides with public holidays in Europe and North America (egg Easter and Christmas). Africa house in the stone town was the old English club and explorers like Livingstone and Stanley relaxed in the bar and billiards rooms before exploring the main land. The billiards room now is an Arabic shisha smoking lounge.

Zanzibar Butterfly Centre, Pete village (1km before Jozani Forest Park). 09:00-17:00. The Zanzibar Butterfly Centre (ZBC) is a community and environmental

project located in Pete village next to Jozani-Chwaka Bay National Park. ZBC has trained local people from the Pete community to farm the butterflies sustainably and buys their pupae for the netted garden. Revenue generated by tourist admissions supports ZBC with the project's aims of poverty alleviation and conservation of the local forest. ZBC provides visitors with a unique and fascinating opportunity to learn about all the different butterfly life cycle stages close up in one of Africa's largest butterfly exhibits. Visitors can enjoy an interactive tour with one of the knowledgeable guides in the tropical garden where hundreds of butterflies, all of which are native species to Zanzibar, fly freely.

Menai Bay Conservation Area Snorkel Excursions (Fumba Water Sports), Fumba (25 minutes south of Zanzibar airport). Menai Bay Conservation Area in the southwest side region holds very pristine and colourful coral reef systems with abundant sea life. Take a morning trip out to snorkel or dive in a traditional Swahili dhow then come back to an all inclusive lunch from Fumba Beach Lodge just for USD45-95.

At the beach resorts, US dollars or euro are accepted but at a bad exchange rate. Best exchange some euro or dollars in Stone Town (best rates are given for 50 and 100 notes). ATMs are only in Stone Town where one can draw Tanzanian shillings against credit cards. There are NO ATMs outside Stone Town, not even at tourist centers like Nungwi! Credit cards are only accepted by the larger hotels and a few stores in Stone Town. Traveler's cheques are not accepted in Zanzibar. There is an ATM at the Zanzibar Airport. However, it is mostly out of service.

Stone Town is a one-stop-souvenir-shopping for the traveler. You can find beautiful textiles, handmade jewelry, intricate wood or stone carvings, spices, knick-knacks, and the list goes on and on . . . Do haggle! It is part of the sales process and is expected and loved by the sellers. Start with half the price they are asking and work your way up a price you find acceptable.

The curio market can be found next to the food market. Here you will find all the gifts you may want to take back to friends and loved ones. Do not buy the first thing you see. First take a walk through the market, and you will see prices get progressively less. You must always haggle and bargain with the vendors or try to set the prices off against each other. This is their way of doing business and it also ensures that you get the best price.

Please don't buy any shells, it is prohibited to take shells or sand for that matter out of Zanzibar. Any ebony products are fake (from Kenya and other African countries); besides that, ebony products shouldn't be purchased anyway.

If you want to hire a guide, ask your hotel to recommend one. If you opt to choose one of the many guides offering their services in Stone Town, arrange for the fee upfront. Be aware that he most probably will only bring you to shops where he gets a commission.

At both the South and North East coast, you find community projects to support the local women like Jenga in Pingwe/Michamvi with beautiful handmade clothing from Kanga or Kitenge, sandals, handbags, laptop/notebook covers made of old kites,

jeweler. or the Seaweed Centre in Paje offering soaps, seaweed juice, also in Pwani Mchangani, Kiwengwa and Nungwi plus the all places which are situated along the coast are getting such support through using beach boys and women at large. (Source, Shehia's offices, 2015).

Forodhani Gardens is a nightly affair by the water. It starts at around 5 and gets busy after the sun sets. If you are not scared of local food, then this place is definitely worth a visit. It is possibly the cheapest food you will find on the island and value for money too. Ranging from crab claws, calamari steaks to plain old chips done in big woks. You are well advised to try the local sugar cane juice.

A few prices as of Oct 2014 - depending on your bargaining skills you may be able to get lower prices: Zanzibar beef pizza (TZS3000 - delicious!), Small sugar cane juice (TZS1000), Shrimp on a stick (TZS5000), Octopus (whole) on a stick (TZS6000), small beef on a stick (TZS300 - usually three or four are bought at a time and dipped into a hot sauce before finally barbecued), chicken massala on a stick (TZS3000).

Some consider the market to be overrated -- the food quality can be mixed and food stands will advertise their food. The twilight atmosphere, however, makes for a nice setting to have a cheap meal.

"Terrace Restaurant at maru maru hotel in Stone town with a 360° view. All UNESO world heritage sites along with Magnificent Indian ocean can be seen from this famous restaurant. You can also enjoy happy hours every day from 16:00 to 19:00

hours. Cocktails, local mishikaki, Asian food is a must try. Great place to watch the sunset.

Hurumzi', earlier known as Emerson and Green and later as Emerson's Tower Top Restaurant, is well worth a visit. It can be found at 236 Hurumzi Street in Stone Town. Amazing food and sublime atmosphere. While dinner is quite expensive and has to be booked in advance, the rooftop view of the sunset punctuated by the sound of prayer calls is not to be missed.

Kidude, near Hurumzi, serves traditional Zanzibari cuisine at moderate prices. Amore Mio, on Shangani Street, serves good Italian gelati ice cream, pizzas and pasta (~ USD10-15 per person).

Monsoon Restaurant, just to the west of the Tunnel at the edge of the harbor and the southern corner of Forodhani Gardens. Passing Show Restaurant, next to the Malindi Police Station just outside the harbor. A place where they have very decent local food, like *pilau*, and all sorts of stews. All the men go there in the evening to drink tea. Muslim place, so no alcohol.

Mercury, near the port, is dedicated to the Rock singer and songwriter Freddie Mercury who was born on Zanzibar. The only interesting thing in the place is the atmosphere and the nice view over the harbor and bay skip the food unless you're in for a stomach ache.

Serena Hotel, Stone Town, has a very nice restaurant with live music almost every day. Beautiful view of the ocean and excellent, although expensive, food. Botanic

Country Resort, Tunguu central region, 14km from the Stone Town towards the East Coast behind the new Tanzanian Houses of Parliament. Taarab Square and Kipepeo Grill and Pub/Beer Garden with discotheque on weekends, live music on public holidays including outdoor cinema and live sports events on giant screens. Beautiful Gardens, food is from traditional Swahili & Zanzibarian dishes to International Cuisine.

Lukmaan, a small restaurant on the same road as the slave market does very affordable and delicious food. Point at what you want and you get it right away. The prices and convenient speed makes it a favorite for many launchers.

Pakacha Bungalows, Bwejuu, South East Coast. A little local run hotel tucked between the Indian Ocean and quaint Bwejuu village. Pakacha is a local legend for its quality swahili and seafood dishes. Owner Ali takes the best of the fresh local produce and delivers exceptional flavors using traditional recipes and techniques in his tiny kitchen. The chilli fried octopus, fried calamari, crab in coconut sauce and fish curry are expat favorites. Ordering in advance is recommended, everything is made to order so you can expect at least an 1 hour wait - but it's worth it!

While predominantly a Muslim community, small bars can be found everywhere in Zanzibar. Try the ginger beer - *tangawizi*. The sugar cane juice and fresh coconut milk are not to be missed.

The Old Dispensary has a basic "top storey" bar which offers nice views on the harbor and beaches (Local beer: TZS4000). Despite its location it is off the beaten

track and you may find yourself with a few locals and a band sipping at quite some height.

Roof top Lounge at maru maru hotel is a place for evening sunset, cocktails for USD 3 per drink, cool chill out and lounge music and a view of town. In addition, Africa House Ice cold beer and a huge balcony that overlooks the ocean - great at sunset.

Taarab Square At the Botanic Country Resort, Tunguu Central Region offers reasonably priced spirits and drinks compared to most of the bars on the island. Live sports bars and the only outdoor cinema showing Indian, African and English movies, discotheque over weekends and live music on public holidays.

Various Beach Bars On the beaches you will find beach bars who will supply you with good local beer and cocktails. You must try a Dawa-cocktail

Zanzibar does not offer much cheap accommodation. Most budget hotels in Stone Town charge US\$30 per night and more. Choosing a cheaper option will probably demand compromising on location, quality and most probably both.

Although Zanzibar is generally safe, tourists should be aware that problems do occur from time to time. For example there was a series of armed robberies at east coast hotels during 2008 until the suspect was shot and killed by police. The best practice is to wear the minimum jeweler, never carry large amounts of cash and do not confront attackers. Also see Nungwi, Makunduchi Paje, Kendwa, Matemwe, Kiwengwa, Pwani Mchangani and Kilombero. In these areas there international and local hotels which belong to foreigners and local people (Researcher survey, 2015).

Maru Maru Hotel is a boutique hotel in town with 360 degree view of stone town from the roof top. It has a modern Marrakesh theme and a very good value for money. A hotel that celebrities love to stay.

Africa House Hotel is a historical building dating back to the first generation of old Arab houses at Shangani waterfront in Stone Town. Around 1900, it became the English Club for Royal Navy officers. In 1964 the club was taken over by the Tanzanian government. The building was privatized in the nineties of the last century and now includes hotel accommodation, the Sunset Bar (a popular meeting place for sundowners), a restaurant, a library and an Arabic shisha smoking lounge.

Zanzibar Hotel in Stone Town was the first hotel to exist on Zanzibar Island. Flamingo Guest House is a great budget accommodation unit, 10 minutes from the city centre. It is simple, clean and all rooms have a shared bathroom. The breakfast is quite nice and substantial including fruit, a loaf of bread, eggs, and coffee/tea at just TZS 24,000.

Funguni Palace Hotel, Funguni Road (near to Ferry), it's the hotel contains 11 rooms in Zanzibar traditional style inside. Some rooms have self-contained bathrooms and some use shared bathrooms. There are air conditioners in rooms costing 35\$ a day.

Chavda Hotel is in the middle of Stone Town, 15min by foot from the Harbor (or TZS 1, 000 by taxi). Rooms are nice with double beds, 2 single or 3 single beds available, all with air conditioning and mosquito drapes. Breakfast is small (it's better to eat around the corner) but the cheap hotel bar is on the roof of the hotel and offers

nice views of Stone Town. The rate for a room with double bed was USD90 including breakfast and taxes (10% charge when you pay by Credit Card).

Pongwe Beach Hotel is a small hotel on the eastern side of the island. It is ideal for those looking for a relaxed and secluded "paradise island" experience.

Pearl Guest House is a simple budget guest house for backpackers. Don't expect much (common bathrooms, cold water shower and without breakfast) but the owner is friendly and it offers a very good value for money (8-12\$ pp). The Pearl is located in middle of the Stone Town, about 5 minutes walk east of the port/ Mercury's Restaurant. If you are coming from the market, it is about 2 minutes walk east of the junction of Creek Road and Malindi Street.

Hotel Marine, near the harbor Gate, 1 minute walks from ferry and 5min drive from Zanzibar International Airport. Budget hotel at the centre of Stone town. Most tourists prefer this hotel due to its location, services and price. All rooms are self contained with Cable TV, Air condition, and hot water, Internet Wi-Fi, parking area for safe car park. They do arrange tours packages across Zanzibar Archipelago. The Hotel is in just walking distance of the major tourist attractions which include, Forodhani Park, house of wonders, people's palace, market and all the places that are situated in Zanzibar Stone Town. Banks, taxis and all major offices are located just outside the Hotel.

Malindi Guest House, near the fish market (but the smell isn't so bad) is an inexpensive place to stay. You can get a double room for about USD20. Island View

Hotel located in Kilimani (right next to Stone Town) is a great option for budget travelers. A night for two people goes for USD35-40/night which includes a big breakfast. Rooms have a TV with many channels, clean washrooms, a telephone and the option of air-conditioning. Staff is very friendly and helpful.

Botanic Country House located in Tunguu, central region (behind the new Tanzanian House of Parliament) is a great option for budget travelers who have had enough of the beach. A night for two people goes for \$40 US/night which includes a tasty breakfast. Nights are cool and it is a mosquito free environment in the countryside of Zanzibar.

Annex of Abdullah Stone Town, south of Jaws Corner, (opposite white & green Mosque). Very basic but very cheap single rooms, ~\$10 (Feb 2009). Shared bathrooms. Basic breakfast included. A really decent find for the budget traveler.

Dhow Inn, Paje Beach (Turn left at the Paje junction, go for about 200 meters, then turn right), checking: 13.00; checkout: 12:00. This quiet, comfortable and atmospheric hotel is small and intimate with only 6 rooms. Well equipped rooms, stylish swimming pool, free Wi-Fi, attentive staff and the hotel is active with various local NGO's. No small children, 65\$.

Tamarind Beach Hotel, Uroa Village, East Coast, it's the Bungalow hotel by the Indian Ocean on the east coast of Zanzibar, USD80. Fontaine Garden Village, Stone Town (south east coast of Zanzibar in the village of Bwejuu). Offers 11 bungalows, some en-suite, some shared facilities. There is also a house that sleeps 5. 20-seat restaurant. 100m from the beach. 45 minutes from Stone town.

Ras Michamvi Beach Resort, located in Michamvi. A peaceful hotel on the northern end of the southern East Coast of Zanzibar. All 15 rooms are overlooking the Indian Ocean, with powder-white sand.

The Zanzibari, Nungwi hotel is the beach front boutique hotel with 8 rooms. An adjoining bar and restaurant is crafted out of a traditional wooden boat.

Teddy's Place, Paje (at Paje junction turn right and after the wall of Cristal turn left). Backpacker style accommodation. Zanzibari food, and bar. 12\$-25\$.

Mustapha's Place, Bwejuu (at Paje junction turn left and drive for a few minutes until you see a sign for Mustapha's Place on the right - follow this). Mustapha's is popular with backpackers, volunteers and families and offers rustic accommodation and reliable food about 2 minutes from Bwejuu beach USD15-60.

Kisiwa House, Baghani Street, Stone Town. checking: 13:00; checkout: 10:00. New hotel in a nicely restored building. Big rooms, though only the more expensive ones have view of the ocean -- the cheaper rooms only have view to the street. High season: 165-220\$, low: USD110-170.

Kholle House, Malindi 607/608 (2 Minutes walk to the ferry & Mercury's). Kholle House is a unique and historical hotel in the heart of Stone town. All of its 10 rooms are different and special with unsuited bathrooms, AC and fan. Build in 1860 by Princess Kholle, daughter of the first Sultan of Zanzibar is now one of the most authentic places in Stone town with a la carte breakfast, swimming pool by the garden, 360 degree views from the terrace 90-190.

Malindi Guest House Hotel, Funguni Rd (Near the ferry). Checking: any time; checkout: 10:00am. Established in 1976, Malindi Guest House is among the oldest Guest Houses in Zanzibar. It is located so close to Zanzibar Port (off Malindi Street).25\$ per person per night.

Milele Villas (Private Holiday Villa Rental), located in Fukuchani. Environmental friendly and self-sufficient set of villas located on the North-Eastern tip of Zanzibar. Sleeps from 2-12 people, and includes facilities such as an infinity swimming pool, sea-view and volleyball court.

Echo Beach Hotel, Echo Beach, Bwejuu, Zanzibar (East Coast - 45/50min drive East of Stone Town). Perfect destination for couples that want to enjoy a romantic break or honeymoon. 5 acre stretch of unspool beach to create a unique boutique hotel. There are now nine individual villas combining unpretentious African architecture with state of the art technology, interior design, fixtures and fittings.

The Z Hotel beautiful hotel with really nice views, it is a bit more luxurious compared to others located near its location. It also has a nice infinity swimming pool. Villa Dida Resort (Villa Dida Resort), Pwani Mchangani (Pwani Mchangani). Villa Dida is an Eco-resort in Zanzibar located on the east cost of Zanzibar in Pwani Mchangani. The resort has a private beach from where you can enjoy kilometers of white sand and palms lining the crystalline sea of the island.

La Madrugada Beach Hotel & Resort a comfortable hotel by the sea with beautiful pools.

Zanzibar is largely a Muslim community. Although they are used to Western ways, you should try to be respectful.

This means:

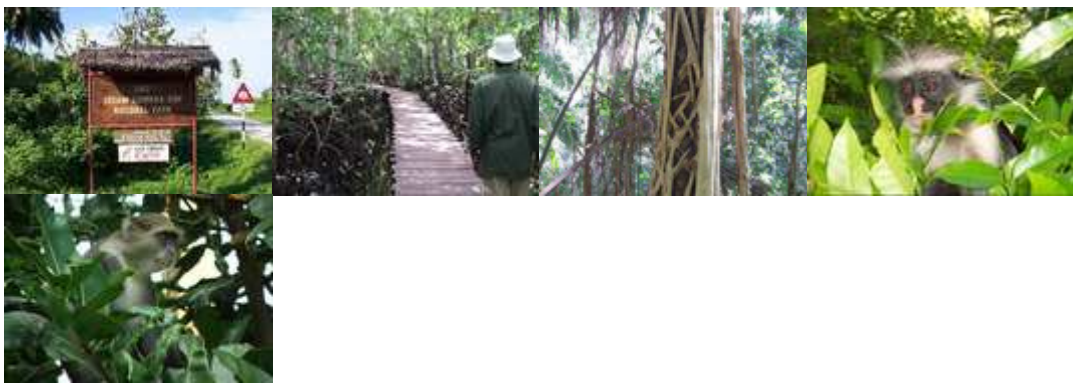
- (i) Women and men should make an effort to cover their legs and arms.
- (ii) It is regarded as disrespectful to show public affection.
- (iii) Be discreet when drinking alcohol.
- (iv) During Ramadan -- the month of fasting - travelers should avoid eating and drinking publicly during the daytime.
- (v) Also, be sure not to smoke in front of people, nor chew gum, and it is polite to avoid talking about the nice lunch you had.

3.8 Most Recent Tourist Attractions in Zanzibar Island

These are the place where by tour guide or beach boys could send to. Whether you want a closer look at the reef on the east coast, or maybe you would like to see some dolphins up close. One of them is Sau Inn Divers in Jambiani. They are located in the grounds of the Sau Inn and are fully equipped. It also offers accredited courses. You can choose from 1/2/4/6/8/10 Dive packages, trips to Mnemba Atoll and Dolphin diving trips. Prices are reasonable and the staff is very friendly. So mostly beach boys practice these activities.



Also the visitor in Zanzibar Island can be complete make tour to Jozani Forest. Any tour of Jozani will show you: The Rainforest, Red Colobus Monkeys (endangered species) and the Mangrove Swamp. The Forest is the last uncultivated/inhabited area on Zanzibar. Land crabs and the shy Blue Monkey are also present during your visit. You can either book a tour or just transportation.



If you are wondering why a lot of the pictures of doors are kind of sideways, it's because the 'streets' are very narrow paths. Zanzibar doors cannot be found anywhere else in the world. Traditionally when a house was built in, the door was traditionally the first part to be erected! The more elaborate the carvings and decorations on the door – the higher the cost. So you can see where the rich people lived 200 years ago very easily. There are, supposedly, 560 carved doors in Zanzibar with the oldest door dating all the way back to 1694.



You cannot visit Zanzibar and not spend some time in Stone Town. Stone Town has UNESCO World Heritage status. There is a lot to see and do. The Town has a very interesting history. The buildings along the waterfront (The Old Dispensary, The House of Wonders etc) are some of the architectural highlights. The slave trade history can also be traced when you visit Stone Town. Good restaurants and cafes can be found all over Stone Town. For more details, you can visit my page on Stone Town



Tourism Policy Review in Zanzibar

The objective behind “Zanzibar Tourism Development Policy” is to elaborate, taking into account Zanzibar own reality and vision 2020, a framework of reference which will permit the establishment of the country future tourism development with sustainability, quality and diversification as the most important factors. This is put forward with a double consideration in mind. Zanzibar’s environmental, cultural and landscape qualities constitute its greatest resource for the future with regard to its economic development and the quality of life of its people.

The factor of environment is concerned not only as a rich gift which should be preserved for the future but also as the extraordinary driving force for its people’

economic, social and cultural development. The adoption of an environmentally compatible quality policy with the tourism sector is favoring the strengthening of the country main economic sector and the creation of a true mark of quality inside a market which ‘everyday’ is becoming more and more demanding with regard to environmental questions. No doubt that we are faced with a very different future and those important institutional and market incentives will be available for those who decide to move in this direction.

3.9 Vision of the Policy

The Vision of the Government of Zanzibar regarding tourism is “To become one of the top tourism destinations of the Indian Ocean, offering an up market, high quality product across the board within the coming 17 years” In doing so, it will:

- (i) Improve the quality of life of the population
- (ii) Stimulate economic growth
- (iii) Preserve the social and cultural fabric
- (iv) Contribute to the alleviation of poverty
- (v) Raise service levels to internationally accepted standards
- (vi) Expand domestic tourism for Zanzibar’s
- (vii) Protect and conserve fragile ecological systems

3.10 Mission of Policy

The mission of Zanzibar regarding tourism development is “To be the most exotic, diverse island destination in the Indian Ocean Region” Exotic as it is wrapped in a mysterious Arab/African ambience and flavored with palm fringed, tropical beaches.

Diverse in terms of products, activities and attractions, there by combining various types of tourism, egg. Beach, Nature/Eco, Culture and Tradition, History and Archaeology, Water sports, Honeymoon, Performing Arts Conference, Incentive, Culinary (spices), Medical (herbs).

3.11 General Objective of Policy

The Government of Zanzibar is committed to develop, plan, manage and promote tourism industry that emphasizes sustainability, quality and diversification, and which is culturally responsible, socially desirable, ecologically friendly, environmentally sustainable and economically viable. The image of Zanzibar abroad will work as a promising exclusive holiday destination, basically for historical, cultural attractions and beach holidays.

Hence, the government of Zanzibar firmly believes that tourism as a vital socio-economic development factor can participate effectively in empowering people of Zanzibar to successfully manage their life and has a say on the course of their development through achieving the tourism policy and implementing its following specific objectives:

3.12 Specific Policy Objectives

Specifically the policy objectives were:

1. To utilize more effectively the tourism potential to generate more income, human resources, foreign exchange earnings while protecting the environment, Zanzibar culture and traditions.

2. To diversify the tourist attractions in order to achieve a balanced growth of the tourism industry and maximum benefit, and to strengthen the cultural industries including museums, theatres, cultural and community participation as a product diversification to harness tourism.
3. To emphasize the best option for the development for the current accommodation in Zanzibar, types, styles and management models.
4. To improve the standard of quality for services and facilities to meet the challenges of long-term tourism development.
5. To enhance the quality of and accessibility to the existing tourism infrastructure and developing one to cope with the demands of high class tourism.
6. To formulate and develop marketing plans and promotion programs that maximizes the financial revenues, and the economic, social, cultural and environmental positive impacts.
7. To encourage domestic tourism and maximize its significance.
8. To address “reducing Tourism Seasonality” as a serious issue affecting Tourism Industry in Zanzibar.
9. To enhance the tourist image of Zanzibar to be original, trustful and attractive.
10. To address tourist safety and security issues cooperative as an important part of the government’s larger safety and security concerns.
11. To emphasize the fruitful public/private partnership in tourism sector.
12. To contribute to the quality of local people lives.
13. To stimulate the participation of local people of the tourism development process.

14. To maximize the “local content” as a vital means to minimize leakage.
15. To manage tourism impacts so as to balance costs and benefits.

3.13 Policy Strategies

The realization of the tourism policy objectives of largely depending on the accurate implementation of the following strategies:-

3.13.1 Utilization of Tourism Potential

The objective is to utilize more effectively the tourism potential to generate more income, human resources, and foreign exchange earnings while protecting the environment, Zanzibar culture and traditions.

3.13.2 More Income

It is proved that the multiplier effect of tourism is highly notably in terms of income. For-example while gross revenue is collected from restaurant on the revenue generated from sale of tourists, it also collect a gross revenue tax from the food distributor that sells the food to the restaurant. The policy strategies on generating more income include:

- (i) Diversifying the tourist attractions to achieve a balanced growth of the tourism industry and maximum benefit.
- (ii) Strengthening the cultural industries including museums, theatres cultural values and community participation as a product diversification to harness tourism and preserve national heritage.

- (iii) Developing Zanzibar as an exclusive holiday destination by building up the product elements, in particular, cultural attractions and diversified marketing programmers.
- (iv) Strengthening the tourism revenue collection
- (v) Approving the projects which are financial sound and environmental friendly.

3.14 Human Resources

- (i) The main constraint on continuing tourism development is the lack of trained people available to work in the industry. This means that human resource development for tourism industry becomes a key area of concern. Priority will be on increasing number and skill levels of people from Zanzibar in the tourism sector. The policy strategies on human resources development include:
- (ii) Mobilizing and sensitizing the people of Zanzibar to realize the importance of the contribute resources to human resources development
- (iii) •Encouraging broad based training and particularly vocational training to cope with the changing structure of labor markets and the demand for global competitiveness.
- (iv) •Preparing educational systems which incorporate tourism training that conform to changes of technology and respect moral as well as ethical values, spirit of self confidence, self esteem and tolerance.

3.15 Employment

Tourism falls under the category of a labor intensive industry. By developing tourism, more jobs can be created with directly and indirectly than other industries and with a vast spectrum of employment.

The policy strategies on employment include:

- (i) •Undertaking a regular updated manpower survey with a data bank about employment in tourism is needed in order to tract the demand for specific skills (and occupation standards, testing and certification), and observe employment trends.
- (ii) •Tourism building capacity occurs at many levels: pre-employment curricula, certificate courses, formal degrees for both undergraduates and graduates, on the co-operatives, and non-traditional means. Different levels of skill are appropriate for different employment objectives and work place goals.
- (iii) •Encouraging those forms of tourism like eco-tourism and natural tourism which create lots of jobs at the level where they are most needed.
- (iv) •Making availability of opportunities for local employments for potential entrepreneurs to start small locally-owned businesses, and for proper training so the indigenous population can learn and improve skills required by the tourism industry.

3.16 Education and Training

- (i) The development of tourism personnel is deeply related to the educational and training levels of a country and though the problem cannot be solved overnight,

it is essential to deal with the issue with a long term perspective. The policy strategies on education and training include:

- (ii) Formulating an integrated human resource development plan which covers needs of the tourism sector, for all levels and occupations through joint responsibilities of the public private partnership.
- (iii) Establishing a tourism training, research and statistic unit within the Commission for Tourism, responsible for:
 - (a) Identifying and prioritizing training needs.
 - (b) Formulating the curricula, standard and syllabi for tourism training at all leveling cooperation with the Ministry of Education.
 - (c) Approving Training establishments.
 - (d) Undertaking research.
- (i) Improvement of front-line training and placement of indigenous management. Strengthening Hotel and Tourism Training Center vertically and horizontally.
- (ii) Encouraging the establishment of private tourism training school which will have
 - (a) To adopt national curriculum.
 - (b) Putting cooperative efforts to educate government officials, local communities,
 - (c) Will be informing investors and tourists about the current status of tourism developments and policy.

3.6 Foreign Exchange Earnings

Tourism in Zanzibar plays a measure role in providing the much need foreign exchange as well as the economic benefits through various industries that would emerge to cater to the sector. The policies on foreign exchange earnings include:-

- (i) Encouraging the increase in foreign exchange earnings, with minimal monetary
- (ii) Leakages of tourist income through import of goods and services not readily available in destination.
- (iii) Increasing effectiveness and efficiency in foreign exchange earning collection.
- (iv) Discouraging inclusive package tours that hurt national economy and have no benefits to Zanzibar communities.

3.17 The Environment

The Zanzibar Tourism Policy on environment is the conservation and protection of the environment, rational and efficient utilization of natural resources. It is envisioned that sustainable economic development should be accompanied by proper environmental management so that Zanzibar's natural resources and natural heritage are passed on to future generations. The policy strategies on environment include:-

- (i) Enforcing and implementing Environmental Impact Assessment (EIA),
- (ii) Environmental Statement (ES) where development takes place.
- (iii) Creating a zonal system to encourage the establishment of the Marine Parks is for better management and sustainable tourism development.
- (iv) Developing wide ranging long term programmers of research towards better and
- (v) Timely strategies for resources utilization and environmental protection.

- (vi) Establishing the permanent programmers for monitoring the project development
- (vii) Trends and tourist attractions that will lead to understand the status of the environment.
- (viii) Encouraging the use of new technology like solar energy system and conserving recycling, re-using and reducing the waste produced from tourism establishments.
- (ix) Off-shore boundary has to earmark in order to avoid poaching from game fishing boats.
- (x) Emphasizing sustainable type of projects which are environmentally friendly.

4.17 Culture and Traditions

Tourism will be used to conserve the uniqueness of the Island's heritage, its history, culture and way of life. Tourism will help to reinforce these values, and stimulate the further development of an extensive range of cultural activities, mega events and manifestations (e.g. festivals). The policy strategies on culture and tradition include.

- (i) Encouraging tourism with a strongly authentic character with its roots in and true to Zanzibar cultural and tradition. The culture and historic attributes of Zanzibar especially Stone Town will dominate the marketing message, more so than traditional sun and sand beach tourism.
- (ii) All markets require attention to and investment in the historic integrity and protection of Stone Town.

- (iii) Over time, under exploited natural and historic assets activities will be developed in a sustainable manner to prolong length of stay.
- (iv) Encouraging public participation programmers in the cultural awareness, including public institutions, private individuals, non-governmental organizations and businesses.
- (v) Encouraging planned and controlled growth of tourism as to preserve art and craft, culture, heritage and life style quality.
- (vi) For maintaining the cultural ethic of Zanzibar, the number of visitors must be controlled.

Attractions

While all components of tourism system are important to its function, attractions provide the emerging power. Tourist attraction, together with access, accommodation and other services are the main feature that distinguishes one tourist destination from another.

The objective is to diversify the tourist attractions in order to achieve a balanced growth of the tourism industry and maximum benefit and to strengthen the cultural industries including museums and theatres, cultural and community participation as a product diversification to harness tourism through the following strategies:

- (i) Increasing opportunities for day excursions by tourists through offering a wide variety of water sports, historical sites and peace and tranquility.
- (ii) Improving museum displays that interpreting Zanzibar heritage and way of life, complemented by a cultural center, where there is art, theatres, etc.

- (iii) Developing cottage industries for artisans and crafts people, with an increase in sales outlets and locally managed shops.
- (iv) Enhancing revitalization of Forodhani Park.
- (v) Organizing general cleanup campaign that increases the aesthetics of the stone town area without sacrificing its character.

Accommodation

Accommodation is clearly a major element of the tourist's experience in a destination. The best option of accommodation is that it will be compatible with Zanzibar overall policy that ensures sustainability, quality and diversification principles, such as "eco-lodges" and midsize properties.

The objective is to emphasize the best option for the development of the current accommodation supply of Zanzibar types, styles and management models through the following strategies:

- (i) Encouraging eco-lodge development designed to attract and serve a broader eco-tourism market.
- (ii) Setting a classification system to ease the regulatory process for constructing and operating eco-lodges and other hotel establishments.
- (iii) Encouraging investors who are interested in long-term profitability with a sense of responsibility to the local community.
- (iv) Enforcing and monitoring building standards to protect the natural and aesthetic environment as follows:
- (v) Building heights in the beach area will be limited to 2 –3 storey's.

- (vi) Using of indigenous architecture in order to maintain aesthetic control building style and materials will reflect the site capabilities, and the environmental and social context of the setting.
- (vii) The institution responsible for environment should maintain the right to specify activities that limit negative impacts associated with construction and operation:
- (viii) Building setbacks for the shoreline, specify garbage areas and limit the cutting of trees, protect wooded areas, retain open spaces, protect scenic views, preserve agriculture land, and establish conservation areas.

3.19 Other Services and Facilities

The goal to create a climate of customer service with a strong service ethic in order to provide the highest possible level of service and quality experience to guests, therefore;

The objective is to improve the standard of quality for services and facilities to meet the challenges of the long-term tourism development.

CHAPTER FOUR

PROJECT IMPLEMENTATION

4.1 Introduction

This chapter describes what to be done due to the plan that was planed and will be shown how to implement the aims/objectives and goals of the project. It also shows when the project will be started and finished, it also will show the activities will be done during the implementation of this the project.

4.1.1 Services and Outcome

Due to the preparation of the implementation plan of the project there are outcomes and services that develop project goals and objectives:

4.1.1.1 Services of the Project

- (i) Snorkeling to the different Islands
- (ii) Diving to the attractive beaches
- (iii) Guiding historical sites, different attractive Islands and spices areas.

4.1.2 Outcomes of the Project

- (i) Providing skills and knowledge to the youth.
- (ii) Improving standards of living to the youth
- (iii) Providing employment to the youth
- (iv) Promoting safe and qualities services to the tourists
- (v) Reducing crime from the youth
- (vi) Reducing dependence ratio to the government and families in general.

4.1.3 Project Planning

This shows the project implementation plan, inputs need to the activities, staffing pattern and project budget that will enable the implementation of the project.

4.1.4 Implementation Plan

This is the project action plan that shows summary of the objectives and activities to be done, resources are needed, time frame and responsible person to the activities.

Table 4.1: Project Implementation Plan 2015

Objective	Activities	Resources/Input	Implementation period				Responsible Person
			2015				
			S	O	N	D	
To educate all 72 group members on entrepreneurship skills	To conduct training on Business plan Customer care	Transport Fund Stationeries Training materials Consultant					Trainers Trainees
To give knowledge of cooperation and financial accounts to all 72 members.	To conduct training on management skills cooperative	Transport Fund Stationeries Training materials Consultant					Trainers Trainees
Toprovide advertisement to the stakeholders	To advertize through website TV, radio, browser and news paper	Fund					Internet and Media
To start the project	Sending tourists in attraction areas	Boats, dhows,cars					Beach boys

Sources: Fieldwork, 2015

4.1.5 Project budget

The budget fund for project implementation was realized by different sources. Members contributions 20% from the total money of the budget and 80% contribution from the donors.

Table 4.2 Project Budget

Activities	Amounts
Office rent by two years	1,200,000/=
Equipment of office and stationeries	5,000,000/=
Sea Transport (boat) *3	18,000,000/=
Road Transport (car) *3	45,000,000/=
Diving Equipment	20,000,000/=
Advertisement cost	1,450,000/=
For conducting train of entrepreneurship and cooperation	
Stationeries for trainees	500,000/=
Trainees and trainers transport allowances	740,000/=
Consultant fees	2,800,000/=
Food for trainees and trainers	740,000/=
Total Budget	95,430,000

Sources: Field work, 2015

CHAPTER FIVE

PROJECT PARTICIPATORY MONITORING, EVALUATION AND SUSTAINABILITY

5.1 Introduction

This chapter describes the detail of the project monitoring and evaluation on how it is achieved. It's also indicates the tools and methods used on monitoring and evaluation. Furthermore it's discussing the sustainability of the project with the strategies to be succeeded.

5.2 Participatory Monitoring

Participatory Monitoring involves the whole process of daily follow up of the project during implementation. This process can help the project to adjust the problem that started to occur before the end of the project so as to avoid loses. The community and stakeholders must understand on why they were monitored to the project so as to measure well the progress of the project ongoing so as to reach object of the project. Thus, throughout participatory monitoring management gates feedback of the all trends and stages of project performance on weekly and monthly report so as management to review services and production of the project.

5.2.1 Monitoring Information System

The Beach boys cooperative are the main character in this project so they are the one who are supposed to provide special committee for monitoring the project performance. They suppose to monitor all plans planed must be activated as the plan set not to be beyond the project plan and through the time planed. For the ongoing of

the project other stakeholders also make monitoring so as to measure performance of the project. Such as CED, NGOs Yosefo and commission of tourism.

5.2.2 Participatory Monitoring Methods

Method used for data collection in monitoring was interview, observation and reviewing the records documents.

5.2.1.1 Interview

This method facilitated on data collection to the project performance by monitoring. The facilitators collect data from 72 respondents who were the key presenters of the project.

5.2.1.2 Observation

In the process of monitoring participation the researcher collected from this method through physical observation, this lead to observe direct performance of the activities of the project and measure project ongoing.

5.2.1.3 Document Review

In this process of monitoring participation the researcher obtain relevant information from the difference books/documents that use to record information that deals with beach boys cooperative activities such document are all accounting books, all meeting books and working books.

5.2.3 Participatory Monitoring Plan

Monitoring plan define what you will monitor and how you will be monitored. It includes information need, indicators and method, spatial scale and location, time

frame, role and responsibilities for collecting data. Monitoring plan is always designed and implemented by the project staff and stakeholders.

Table 5.1: Participatory Monitoring Plan

Work plan activities	Monitoring objectives	Objective verifiable indicators	Important of monitoring	Responsible person	How gathering monitoring information	Planned Delivery time
Identification of training needs	To know training need of the target group	Conduct train target group attend training	To know the gap that needed by trainees	Trainer and trainees	Training assessment report	Orgasm / 2014
Identification of the resources(human and financial)	To get right trainer and fund for training	Acquire resources	To have valuable resources for trading	Trainer and leaders of CBO	Human and financial resources	Orgasm / 2014
Preparation of the trading materials	To gate training manual for trainers	Develop trading manual	Have tools for trading	Trainer and leaders of CBO	Training report and manual	Orgasm / 2014
Identification of the training venue	To have venue for training	Acquire venue	To avoid inconvenience	Trainer and leaders of CBO	Visiting tradingvenue	Orgasm / 2014
Acquiringrequired training resources	To acquire training material	Acquire training material	To be well organized before starting training	Trainer and leaders of CBO	Trading resources report	Orgasm / 2014
Meting to target group leader to compromise and confirmtrading schedule	Acquirelarge rs and members the intension of training	Group leader meting	To make train move smoothly as planed	Trainer and trainees	Visiting CBO leaders , and leadersminutes	September 2014
Conducting training on entrepreneurship skills	To provide knowledge and skills to the group	Number of participant attending	Target group acquire knowledge and skills	Trainer and trainees	Training report and relevance of training materials	September / October 2014
Conducting training on cooperative and financial account	To provide knowledge and skills to the group	Number of participant attending	Target group acquire knowledge and skills	Trainer and trainees	Training report and relevance of training materials	October 2014

Source: Field survey, 2015

5.3 Monitoring Result

5.3.1 Training Monitoring

During training implementation to the member researcher observe the participation was 90%. Therefore, the train was good and reaches the goals of train to the target group who need the training of Entrepreneurship skills, Cooperative and Finance. The train was mostly dealt with these programs and not considering their activities such as diving, guiding and snorkeling this is because more members have already have the skills and knowledge about that field but they were lack of those knowledge which were trained and it helped them on handling well cooperative and increase creativity to their activities.

5.3.2 Advertising

Furthermore, the researcher was supposing to observe the way on how cooperative used to sensitize the society on what they offer their services. The cooperative was now creative to their activities, they provide website, Email and social network for External and Internal uses such as (bboys@yahoo.com it used for all email and social network and www.bboys.com) and also they used mass media, magazine, brochure and news paper. It is mostly fan to these creative and for thus help them to obtain more customers who attract their services.

5.3.3 Members Participation in General Meeting

In the part of the cooperative records on their documents the researcher examines the attendance of the member participation on the activities as well as general meeting. The attendance was not bad because it was increase in day to day.

Table 5.2 Members Attendance in General Meeting

Month/Year	Number of members	Attendance member at the meeting	Percentage of the member attendance
September 2014	72	51	70%
October 2014	72	58	80%
December 2014	72	63	88%
February 2015	72	69	96%

Source: survey 2014/ 2015

The Table 5.2 indicates that awareness of the cooperation to the members are not bad it is mostly better because their attendance were shown the minimum rate was 70% while the maximum is 96%. These rate are mostly good for the decision make to the cooperative and for thus, it leads development progress of the cooperative.

5.3.4 Revenue and Expenditure in Different Accounting Books

Therefore, the researcher examines the revenue and expenditure from the records that obtained from the cooperative. The examination was mostly dealt on the deference receipt daily records, monthly records and all records books. By starting point the project revenue and expenditure performance was not bad for the project progress. The records were kept in a proper way due to the train obtained of financial record keeping.

Table 5.3: Revenue and Expenditure of the Project from October to January**2014/2015**

Month	Revenue	Expenditure	Remain amount
October	8,000,000/=	6,000,000/=	2,000,000/=
November	8,100,000/=	4,900,000/=	3,200,000/=
December	9,200,000/=	5,000,000/=	4,200,000/=
January	9,100,000/=	4,500,000/=	4,600,000/=
Total	34,400,000/=	20,400,000/=	14,000,000/=

Source: CBO report 2014/2015

The revenue did not depend the amount of the customers to the office but it depends on the rout of the customers need to be offer it can be few customer but can provide a lot of revenue due to their roots there for customers and revenues are inversely proportion.

In the part of provision of services it's examine that the services provided was not worse and membership were offered services by controlling well customer care these all was the impact of availability of entrepreneurial concept to their business. Mostly of the customers who were available after two monthly period of transition were obtained by direct contact from internet and they obey our services due to the information obtained from those who were served before, for thus we measure that the services provided were good.

Table 5.4: Trend of Customer in four Menthés 2014/2015

Month	Trend
October	75
November	70
December	120
January	100
Total	365

Source: CBO report 2014/2015

5.3.5 Implementation on Strategies

The researcher also examine the strategies of the cooperation were to reach their objectives and goal throughout the activities participation, but through the hard working of the members. It seems that total after one year they can overcome their goal, objectives, mission and vision.

The goal of the project is to guide the group on proper behavior of tourism handling, advertising and marketing at Pwani Mchangani village in North “A” Zanzibar. The community is experiencing seasonal time table of tourism that craft to understand high and low tourism regular.

Therefore, in dream of this modern site that project will be focused in order to high structured business of tourism sector to be most for beach boys as youth and other stake holders are managing realistic are mix up by adverting, marketing and quality services including security. Thus, reasons for undertaking this project at Pwani Mchangani was to capacity building and empowerment to youth groups in North “A” of Zanzibar with knowledge and skills of tourism sector of BEACH

BOYS CO-OPERATIVE focused in handling and controlling good services in order increasing their incomes.

The Project objectives is to grant knowledge (awareness) and skill (ability) tourism treatment and excellent power to tourism sector through beach boys as tours operator and tour guide using different styles such as web site, brochures and media.

5.4 Participatory Evaluation

Evaluation is measure progress of project implementation against planed objectives, it reveals how project did and learn from experience how implementation can be improved. Evaluation of the project is going to be done periodically, in the mid and at the end of the financial year of the project. The internal evaluation has to be done by project staff and leaders. While donors, consultants and any other interested parties could carry out external evaluation. However for the project evaluation agreed to be done at the following areas. Progress of the Work Plan, Implementation of Planed Activities, Achievement of the objectives, Efficiencies and Effectiveness and impact of the project.

Therefore, the project has decided to make formative evaluation in the end of November 2014 and summative evaluation in the end of January 2015. Formative evaluation provides data that lead to make decision on modification, adjustment and improvement of project operation. Summative evaluation data leads to make decision to continue or close the project. The impact and outcome of the project were observed through changes in community wellbeing, multiplication of the project and performance of the project.

5.4 Evaluation Result

5.4.1 Changing in Community Wellbeing

Result on assessing community wellbeing after project implementation shows that 56% of the youth obtain employment on the deference sectors that deals with tourism activities. For thus, the income of the youth were generated from 10% to the 45%. Not only youth who were benefit with the project but also government revenue increase and other cooperative who provide tourism product who were to improve such as spices, clothes, basket fishes and other activities.

5.4.2 Relevant of the Train

The result of the interview revealed that 90% of the respondents were appreciative of the training. They recommended that, the train on entrepreneurship, finance and cooperation management should be the part and parcel of the project. Throughout the result we can conclude that the offered training were motivating factors for project development and sustainability. And the delivery skills were friendly for community economic development.

5.4.3 Project Performance

The performance assessed was based on comparison between one periods of production to another.

The observation was based on comparison between October 2014 to January 2015. The trend of the customer in the months were varied it is started with few and shows the improvements. Also in a part of revenue it's have got the same changes. But in

deferring of the December revenue were seemed to be higher but the expenditure also were high that why they remained amount of money were to be less different from January whereby revenue is low and expenditure is low that lead to the higher money remained. Therefore the observer revealed the higher revenue did not depend on rate of the customers but it depend the trip of the customers served.

Table 5.6: Project Performance

Month	Revenue	Expenditure	Remain amount	Trend of customers
October	8,000,000/=	6,000,000/=	2,000,000/=	75
November	8,100,000/=	4,900,000/=	3,200,000/=	70
December	9,200,000/=	5,000,000/=	4,200,000/=	120
January	9,100,000/=	4,500,000/=	4,600,000/=	100
Total	34,400,000/=	20,400,000/=	14,000,000/=	365

Source: survey2014/ 2015

5.5 Project Sustainability

Project sustainability refers to the capacity of the project to continue functioning and delivering intended services, by being supported by its own resources (in term of human material and financial) even if other external sources of funds ends. However, the sustainability of this project is expected to be established since the CBO members were involved and participated effectively to identify, design and implementing the project. Therefore, providing training to the members met the exactly the real and desired needs to the operation of the business of modern and up-to-date tourism.

5.5.1 Business Competition

The project has almost local completion because it does mostly operate its service within and rare case to move external such competitors were largest and formally tours and also informal services providers. But the attractive to make compete to the other are cooperative provide local gift to the tourist which will be the memory when ever he/she are, some of these gift are T-shirt, Basket, Hand bag, Cape, Trousers, Kikoi, Dress, sculpture, and deference jewelers but all of these were made by the local resources. Not only compete on that way but also efficiencies to the tourist need and also provision of free one trip for those who were above five trips simultaneously but mostly better is good customer care from the office to the trip.

5.5.1.1 Tourism Marketing Skills

Tourism marketing skills enable project to have techniques that make to compete with other tourism company and its lead to capture internal and external tourist. By improving well marketing skills the project economic progress runs smoothly with large creative, the method used are by internet, mass media, business cord, brochure, but the mostly profitable to them is to find friend to the deference country who act as the agents of their activities to the abroad and they share profit by any single customer who provides to the cooperatives.

5.5.1.2 Entrepreneurship Skills

Entrepreneurship skills are important as it helps CBO to manipulate tourism business and capture existing opportunities. On top of that entrepreneurship skills help them to make speculation and take care of risk for the future development of the CBO.

Furthermore it's helping CBO to be creative, aggressive, optimist, ambitious, and innovative for the better performance and transformation of the development.

5.5.1.3 Capital

Capital facilitates operation of the CBO in term of working and investment capital it's enable the CBO to get fund for purchasing and improving tools and equipments for tourism activities and also fund for operational and running cost.

5.5.1.4 Service Promotion

The benefits of the cooperation is depended the creative of the membership on the deference sectors among this sector is awareness of the service to the customers, the method used are. by internet, mass media, business cord, brochure, but the mostly profitable to them is to find friend to the deference country who act as the agents of their activities to the abroad and they share profit by any single customer who provides to the cooperatives. But the attractive to make compete to the other are cooperative provide local gift to the tourist which will be the memory when ever he/she are, some of these gift are T-shirt, Basket, Hand bag, Cape, Trousers, Kikoi, Dress, sculpture, and deference jewelers but all of these were made by the local resources. Not only compete on that way but also efficiencies to the tourist need and also provision of free one trip for those who were above five trips simultaneously but mostly better is good customer care from the office to the trip.

5.5.2 Financial Aspect

Investment and working capital is important for the growth and development of the project. If there is shortage of working capital the project won't meet the operation

cost insufficient of investment expansion. Not only the shortage but also misuse or misplace the project fund.

5.5.3 Strategic Plan

Under free market economy, the market is open throughout to anyone enter or leave away where capital plays a big roles for the existence the market. This is the combination of efficiencies, capital and effectiveness could be expressed as golden rules for survival at free market economic and this is what led project to consider designing planning process. Through this the project made strategic plan.

Table 5.5.Show the Project Strategic Plan

Strategic objective	Activities to be implemented
Member training	Summon members, inform consultant, collect tools and material for training.
Cooperative sensitization	Different ways of Advertisement for the service provide
Marketing plan	Different ways of finding internal and external market.
Completion plan	Different ways and technique on how to compete competitors
Monitoring and evaluation of the activities	Different way of follow up the progress and weakness of the project so as to make adjustment earlier.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

The participatory CAN was conducted and the main findings indicated that inadequate knowledge of Entrepreneurship, financial record keeping and cooperation operation is the root cause to the worse performance of the cooperative society thus why it can prove failure or poor performance to the activities. For thus, the researcher decided to make CNA project to the society of Pwani Mchangani where by the application of the project could be applied due to the needs of the youth within the village.

The attraction of the researcher to make this project are, availability of more skills that are more useful to the different sectors including tourism sector, the problem was how to establish the project and how to operate it formally and in a modern way.

More opportunities were available in that area such as sea, good infrastructure, availability of loan and sponsorship from different hotels and bungalows. Moreover, project intervention was mainly addressing to fight against the adverse situation at CBO. So the project had some specific objectives such as.

- (i) Sensitization and business training in entrepreneurship and development skills, cooperative and finance for capacity building and empowerment of the youth to their development and also government in general.

- (ii) Enhances cooperation among members and strengthen institution.
- (iii) Provides unity and solidarity among youth in their self employment activities.
- (iv) Reduces dependence ratio to the government especially economically.
- (v) Provides formal group activities.

The achievements of the objectives were supposed to be attained through.

- (i) The project that provides deference trains that are more usefully to their daily activities and also advertize the project so as the society to be aware of the project internal and external.
- (ii) The project that provides unity and solidarity to the members so as to be as single body and working together in order to obtain good team work in the cooperation.
- (iii) Youth empowerment so as to reduce dependence ratio of the government as well as from their family so as to increase the income to the government.
- (iv) Provision formal cooperative operation in order to obtain many opportunities and to reduce obstacle from to be informality.

6.2 Recommendations

- (i) The CBO should increase effort to find donors so as to increase service that are needed to be implemented but it's lacking due to the poor fund of the project.
- (ii) The management of the CBO must be up-to-date to the globalization activities so as to be dynamic and not to be static in order to get market on what the word need.
- (iii) The management should improve and brush the member into different skills and knowledge so as to improve creative and innovative to their work.

- (iv) The project should increase tools especially stationary (internet network), so as to be wide surfer to the members.
- (v) The CBO needs more agent from abroad because there are more companies they apply the same activities so in order to compete well with them they must expand their market.
- (vi) The CBO should be aware to the opportunities that the government provide to the cooperative so as to increase their capacity on different way.
- (vii) The CBO also should improve their network between the different cooperative who were in the same activities it can be internal or external such as agricultural and sea activities.

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APPENDICES

Appendix I: Questionnaire

These questions should be asked to all people such as community leaders, Community members, and NGOs member and leaders. If anyone among them did not concerned to the question he or she must leave the question and proceed to others.

(1) Tick your age range.

18-23	
23-28	
28-33	
33-38	
38-43	
43-above	

(2) Tick your gender.

Female	
Male	

(3) Tick your education status.

Primary	
Secondary	
Tertiary	
No formal education	

(4) Tick your marital status.

Married	
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Single	
Widows	

(5) Tick your occupation status.

Employed	
Self- employed	
Unemployed	

(6) Is there participatory decision making on the development process within the village?

Most satisfactory	
Satisfactory	
Need attention	
Don't know	

(7) Is an NGO's help to the development of village activities?

Most satisfactory	
Satisfactory	
Need attention	
Don't know	

(8) Is there a good health service available to the village?

Accessibility	
Inaccessibility	
Don't know	

(9) Is the community affording on availability of medicine services?

Yes	
No	

- (10) Is there reliable availability of market to the local product of the community?

Yes	
No	

- (11) Are the villagers have got knowledge on business cooperation and entrepreneurship skills?

Yes	
No	

- (12) What kind of activities are your village practices in term of services or production?

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- (13a) What kind of problems or challenges is your village has?

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- (b) And have you solved it?

Yes	
No	

(c) If yes how?

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(14)Are you a member of NGO's or any cooperation?

Yes	
No	

(15)If you are a member of any development group what kind of services or product that you offer to the community?

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(16)What is your suggestion to the government so as improve the development through community participatory?

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(17)What is your suggestion to the community on group development activities?

.....

(18)What is your suggestion to the NGO's and different cooperation on the development of their organization and community in general?

.....

Thanks for your cooperation

Appendix II: Questionnaire for Beach Boys Cooperative*1. Tick your age**(i) 18-23**(ii) 23 -28**(iii) 28 -33**(iv) 33 -38**(V) 38 -45**(vi) 43 –above**2. Tick your sex**(i) Primary**(ii) Secondary**(iii) Informal**3. Tick your marital status**(i) Married**(ii) Single**(iii) Widows**4. Tick your occupation status**(i) Employed**(ii) Self employed**(iii) Unemployed*

5. *When did you know beach boys cooperation?*

6. *Why did you join beach boys cooperation?*

7. *Have you got any benefit? if yes, specify.*

(i).....

(ii).....

(iii).....

8. *Which services do you offer to your tourists? Specify*

(i).....

(ii).....

(iii).....

9. *Which are the most important places, do your tourists do prefer?*

(i).....

(ii).....

(iii).....

10. *Please, mention all process that you use in order to get your tourists*

(i).....

(ii).....

(iii).....

11. *Do you have any challenge in your work? If yes, Please specify.*

12. *Do you have any training about your job? If yes, specify.*

13. *What is your suggestion on tourism policy?*

**Appendix III: Interview for Both Villagers and Leaders of Pwani Mchangani
on Tourism Sector**

1. Do you know about tourism in your village?
2. How long do you know this sector in your village?
3. Is there any benefit you have got yourself and community?
4. What are the positive and negative impacts of tourism in your village?
5. Do you know that there is Beach Boys Cooperation in your village?
6. What are the challenges in tourism sector?
7. What are the solutions to tourism sector?

THANKS FOR YOUR COOPERATION.