

**THE IMPACT OF TOURISM ACTIVITIES TO THE LOCAL
COMMUNITIES: A CASE OF MTO WA MBU WARD IN MONDULI
DISTRICT**

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**A DISSERTATION SUBMITTED IN PARTIAL FILFILMENT OF THE
REQUIREMENT FOR THE AWARD OF MASTER DEGREE IN TOURISM
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TANZANIA**

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CERTIFICATION

The undersigned certifies that he has read and hereby recommend for analysis of a dissertation entitled: **The impact of tourism activities to the local community: A case of Mto wa Mbu ward in Monduli district** in the partial fulfillment of the requirement for the **Master's of tourism management and planning** at The Open University of Tanzania.

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Date

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DECLARATION

I, **Samwel Elisha Mungure**, do hereby declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other university for a similar or any other degree award.

.....

Signature

.....

Date

DEDICATION

I dedicate this work to my parents Mr. and Mrs. Elisha Erasto Mungure for their support who encouraged and challenged me in academic life.

ACKNOWLEDGEMENTS

I would like to acknowledge different authors and respondents who's their ideas provided the basic ground towards accomplish this dissertation on The impact of the tourism activities to the local communities: A case of Mto wa Mbu ward in Monduli district Arusha Region) Special thanks go to my supervisor Dr. Emanuel Patroba Mhache who took a lot of his time to supervise me closely and constantly provided guidance throughout from developing proposal to the compiling this dissertation. Since it is not possible to mention everyone, I wish to express my sincerely thanks to my colleagues and all friends who helped me in one way or another at different stages of my studies. Their assistance and contributions are highly acknowledged.

ABSTRACT

This work evaluated the impact of tourism activities to the local community in Mto wa Mbu ward in Monduli district. The growth and development of tourism in Tanzania bring positive and negative impacts to the local communities. The objectives of the study were to identify the various tourism activities in the study area, to assess the impact of tourism activities to the local communities in Mto wa Mbu ward and to explore challenges facing local people participating in tourism activities in Mto wa Mbu ward. Another objective was, to evaluate measures used to curb challenges facing local people in participating in tourism activities in Mto wa Mbu ward. In this study, both primary data and secondary data were used to collect data from the respondents where by 157 respondents was selected as a sample size was used SPSS, content analysis and Excel was used to analyze data generated for this study. Impacts of tourism are basically the consequences of either the development of the tourism industry or the presence of tourist activities in the area. These impacts occur as a result of interaction between the host and the tourists. The finding identifying main tourism activities undertaken in Mto wa Mbu which are agro tourism, nature walking, cycling, visiting Mto wa Mbu cultural tourism and business in Masai central market. Also the findings reveal that tourism activities in Mto wa Mbu had significant effect in local communities and tourism activities had significant effect on the sustainability of the host communities economically socially and environmentally. Public participation and involvement must be encouraged by tourism developers and planners to ensure the sustainability of tourism activities and development in the community. In conclusion, it is important to promote tourism more in a sustainable way so as to increase positive impact and minimize negative impact to the local community.

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LIST OF ABBRAVIATION

CTE	Cultural Tourism Enterprises
CTP	Cultural Tourism Program
EV	Expectance Value
GDP	Gross Domestic Product
LMNP	Lake Manyara National Park
MNRT	Ministry of Natural resources and Tourism
NBS	National Bureau of Statistics
NCA	Ngorongoro Conservation Area
NCAA	Ngorongoro Conservation Area Authority
SET	Social Exchange Theory
SENAPA	Serengeti National Park
SNV	Netherland Development Agency
SPSS	Statistical Package for Social Science
SRS	Simple Random Sampling
SSA	Sub Saharan African
TANAPA	Tanzania National Park
TTB	Tanzania Tourist Board
UNWTO	United Nations World Tourism Organization
URT	United Republic of Tanzania
VEO	Village Executive Officer
WEO	Ward Executive Officer
WTO	World Tourism Organization

CHAPTER ONE

1.0 INTRODUCTION

1.1 Introduction

This chapter introduces the study by providing background information, statement of the problem, research objectives and research questions. It also presents significance of the study.

1.2 Background to the Problem

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (WTO, 1999). This definition includes the word ‘staying’ and suggests that tourists stay at least one night. However, we must acknowledge that day visitors, make a huge contribution to the tourist industry and some regions and organizations choose to include day visitors in statistics (WTO, 1999). Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drink establishment, retail shops, entertainment businesses and other hospitality services provide for individual or groups travel away from home (WTO, 2012). Generally, it is difficult to accurately quantify tourism, it is arguably, the world’s largest industry, accounting for about 55% of the world’s Gross National Product and 6% of the employment and it is growing fast (Glasson *et al.* 1995). Most governments encourage the growth of tourism in their respective countries in order to support economic development. For poor countries, regions, towns and cities, tourism is seen as the fast track to development. Hall (1995) states that the main reasons why governments in developing countries encourage tourism investment are because of the expectations that it

contribute to economic development. It is also argued that tourism should be seen as a means of development in a broader sense (Krapf, 1961). The impacts of tourism can be sorted into several categories, the most common ones are; economic, environmental and socio-cultural impacts (Cook *et al.* 2006). The economic impact of tourism can be examined by analyzing its impact on the growth of production, use of the factors of production or on the country's balance of payments (Mikic, 1988). In tourism economics, examination of the economic impact has usually been based on multipliers derived from Input–Output (IO) analysis (Archer and Fletcher, 1990, Sinclair, 1998). These multipliers measure the effect of a unit increase in tourism expenditure (demand) on economic activity in a country, usually concentrating on output, incomes and employment. Multipliers account for the effect on other sectors, for example, an increase in tourism spending on restaurants can increase demand for locally produced food. However, they do not allow fully for the substantial inter-sector linkages (Dieke, 1993).

According to WTTC (2011), tourism is a powerful vehicle for economic growth and job creation all over the world. The tourism sector is directly and indirectly responsible for 8.8 percent of the world's jobs (258 million), 9.1 percent of the world's GDP (US\$6 trillion), 5.8 percent of the world's exports (US\$1.1 trillion), and 4.5 percent of the world's investment (US\$652 billion). The World Travel and Tourism Council estimates that 3.8 million jobs (including 2.4 million indirect jobs) could be created by the tourism industry in Sub-Saharan Africa (SSA) over the next 10 years (Africa Tourism Report, 2013). According to Africa Tourism Report (2013), tourism's main comparative advantage over other sectors is that visitor expenditures have a “flow-through” or catalytic effect across the economy in terms of production

and employment creation. During the construction phase of tourist accommodation and services, tourism creates jobs in that sector. If the country is sufficiently developed, the investment can generate demand locally for furniture and furnishings, and even for capital equipment. Tourism also generates a demand for transport, telecommunications and financial services. Through consumption of local products in tourist accommodation, restaurants and food markets, and through the additional expenditures outside the accommodation, tourists stimulate demand for agriculture, fisheries, food processing, and light manufacturing products, such as the garment industry, as well as for handicrafts and the goods and services of the informal sector. Estimates of such expenditures vary according to the local circumstances but can range from half to nearly double expenditures in tourist accommodation. Similarly, tourism can act as a catalyst for the development of small businesses in related production and service sectors. Notably, tourism can provide an economic base for a region whose only development options are its cultural and natural resources, whether coastal, mountain, or wildlife or a combination of these.

Tanzania's tourism industry is prospering and continues to be among the key sectors in generating foreign exchange. The tourism industry continued to grow in 2012, after the dismal performance that followed the global financial crisis in 2009. The number of tourist arrivals increased by 24.1 percent to 1,077,058 compared to 867,994 recorded in 2011. As a result, tourism earnings increased by 26 percent to USD 1,712.7 million in 2012. This was a record increase in the recent past. Tanzania international visitors' exit survey report (2012)

1.3 Statement of the Problem

Tourism is one of the major economic sectors in many countries, including Tanzania, with the highest growth potential. It is the world's largest employer and one among the major sources of substantial foreign exchange earnings (Mwandosya, 2007). According to Africa Tourism Report (2013), tourism industry provides employment to the millions of people globally and is the major source of forex in developing countries. Many studies about the impact of tourism has been undertaken, like the one by Luvanga and Shitundu,(2000) focusing on impact of tourism on poverty alleviation, but again by Wapalila, (2008) centered on livelihood as a result of protected area a case of Mikumi National Park Other study by Michael, (2009) on assessing community involvement and participation in tourism development in Tanzania a case of Mto wa Mbu in Arusha Tanzania, but again the one by Njole,(2011) tracing the tourism for sustainable local livelihood and nature conservation a case of Lake Manyara National Park. Tourism good or bad, impacts of tourism in Tanzania, Paulo Laakso (2011). Despite all these studies no study has been conducted focusing on the impact of tourism activities to the local communities, in Mto wa Mbu ward in Arusha Region.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of this study is to examine the impacts of tourism activities to the local communities in Mto wa Mbu ward in Monduli district.

1.3.2 Specific Objectives

- (i) To indentify Various tourism activities conducted in Mto wa Mbu ward

- (ii) To assess the impact of tourism activities to the local communities in Mto wa Mbu ward.
- (iii) To explore challenges facing local people participating in tourism activities in Mto wa Mbu ward.
- (iv) To evaluate measures used to curb challenges facing local people participating tourism activities in Mto wa Mbu ward.

1.4 Research Questions

- i. What are the various tourist activities conducted in Mto wa Mbu ward?
- ii. What are the impacts of tourism activities to the local community in Mto wa Mbu ward?
- iii. What are the challenges facing local people participating in tourism activities in Mto wa Mbu ward?
- iv. What are the measures to address challenges facing local people participating in tourism activities in Mto wa Mbu ward?

1.5 Significance of the Study

The results of this study provide baseline information for future research related to this study. The knowledge obtained from this research will help tourism stakeholders and other stakeholders to ensure increasing of positive impacts of tourism activities to the local communities and improve the life of local communities, and nation at large. The research is very important to the policy makers, especially tourism policy as it aid the government to review tourism policy so as to ensure increasing of positive impacts of tourism activities to the local communities while negative impacts are minimized. The study is the requirement for the fulfillment of the award of master degree of tourism management and planning of the Open University of Tanzania.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews some of the literature available with bearing to this study. It presents definitions of key terms and concept, theoretical literature review and empirical literature review. The chapter also presents conceptual framework and research gap.

2.2 Definition of Terms

2.2.1 Tourism

As far as the word 'tourism' is concerned there have been a number of definitions which try to describe the meaning of this term which below. According to Mathieson and Wall (1994) Tourism is defined as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. Tourism is defined as the activities of people traveling to and not less than one year for leisure activities, studying, business, or other purposes and one must cover the distance of not less than 160 kilometers (WTO, 1991). According to (Holden, 2008) tourism comprises the activities of people traveling to and staying in places outside their usual environment for not more than one day consecutive year for leisure, business or other purposes. Te social, tourism is based upon the social, economic process ad changes that are occurring in the environment of the society where the tourist come from. It developed in the destination focus on the use of natural and cultural resources which generate impacts. The environment which tourism occurs is the key development in tourism development.

2.2.2 Local Community

Local community is defined as a group of people interacting and sharing an environment. In human communities, intent, belief, resources, preferences, needs, risks, and a number of other conditions may be present and common, affecting the identity of the participants and their degree of cohesiveness (Beck, 1992).

2.2.3 Host Communities

Host communities are people who live in the vicinity of tourist attraction and are either direct or indirectly involved with and /or affected by tourism activities. Cook *et al.* (2006) defined host community as towns or cities that welcome visitors and provide them with desired services. On the other hand host community can be defined as community a tourist visits.

2.3 An Overview of Tourism Industry

Tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. Tourism provides a major economic development opportunity for many countries and a means of improving the livelihoods of its residents. Both the public and private sectors involved in tourism depend on planning to achieve sustainable tourism development that respects the local community, creates appropriate employment, maintains the natural environment, and delivers a quality visitor experience. However, many tourism destinations have pursued development without

proper planning and without considering the many impacts such development will bring to the community (Hinch and Butler, 2007). In order for tourism to happen, there must be a displacement: an individual has to travel, using any means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers) But not all travel is about tourism. According to (Fayissa *et al*, 2007) tourism provides about 10% of the world's income and employs almost one tenth of the world's workforce. All considered, tourism's actual and potential economic impact is astounding. Tourism is the fastest growing industry, which offers massive advantages to both the local and global society. The industry contributes annually over four thousand (4,000) billion dollars of economic activities all over the world and it creates vast job opportunities whereby one out of every five employees in the global labor force are employed. On the other hand it is assumed that mass tourism increases land price, it also creates additional demand for land whereby potential buyers compete hence a higher price.

The local people are required to pay more for their homes. Generally, mass tourism leads to higher land value, more jobs and wealth. Conversely, in a situation when tourism demands are very high inflationary tensions in tourism spill over the economy at large and contribute to a large inflation (Wall and Mathieson, 2006). Tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole.

2.4 Theoretical Literature Review

Tourism activities impacts livelihoods of people in different perspective in terms of economic, social, cultural and environment. There are many theories which shows review the impacts of tourism to the host or local communities. Here are some of the theories.

2.4.1 Social Exchange Theory

Many researchers refer to Social Exchange Theory (SET) as the basis for the socio-cultural impacts seen in destinations (Hernandez *et al.* 1996 and Sharpley, 1994). The core of the theory, coming from the field of sociology, states that a person will value the outcome of exchange or interaction in a social context comparing their own benefits and costs due to the exchange. Concerning social and cultural impacts in tourism, this would imply that residents with a net benefit of their exchange with tourists will have a more positive perception towards continued tourism development (Andereck and Jurowski, 2005, Cook and Emerson, 1987). Residents with low or no benefit can have an indifferent or negative attitude towards tourism activities. It also works the other way around. Tourists would seek net benefits of their social exchange with local residents. This could be expressed through participation in local cultural ceremonies, such positive experiences, or a beneficial purchase on the local street market (Sharpley, 1994). However, this study ignored this side of the exchange and focus on perceptions of local residents. Not all research base their notion and understanding of socio-cultural impacts on SET (Lindberg & Johnson, 1997) or give full support to the basics of SET in evaluating resident attitudes (Andereck *at al*, 2007, McGehee and Andereck, 2004). Lindberg & Johnson (1997) calculate local's attitudes using expectancy-value (EV) and value-attitude (VA) models derived from

social theory and psychology. Mazanec (2001) explains EV-theory, stating that consumers compare “expected level of performance with the perceived service performance in order to reach satisfaction or quality decision. In other words, residents evaluate what they expect tourism development or interaction should give them comparing it with the actual result of the same. Their attitude is based on this comparison.

Since Social Exchange Theory presupposes that personal benefit govern choice or attitudes, McGehee and Andereck (2004) tested if this was true in a rural tourism context. The results show that attitudes towards tourism development do not solely depend on locals’ personal benefits of tourism, but also on other factors. They have not been able to isolate the external factors but propose that locals also want, independent of personal benefit, to see that tourism is well planned and that they have a strong belief in the importance of having tourism development. These factors would be independent of individual’s benefit of exchange with tourism and not based on self-enriching, but on the notion of a greater good for the local community. Social Exchange Theory focus on the actual exchange between locals and tourism (individual tourists or the whole industry).

2.4.2 Citizen Participation Theory

The theory stipulates that local people should take part in planning, execution, utilization and assessment of social amenities or facilities designed to improve their welfare (Kreitlow, 1960) This theory is deeply rooted in the very concept of community development which enjoins that whatever is done to improve the welfare of a people must endeavour to elicit the enthusiasm and participation of such a people.

This theory is said to improve implementation process, rather than delaying implementation of completed plans while decision are reviewed through appeal and adjudication (Blackburn, 1988; Susskind and Cruikshank, 1987. Pateman, 1970). This theory relate to this study because it show how local people can be involved and benefit from tourism sector. Also the assessment of tourism impacts towards local community. Community participation theory relate to this study since it show how community participated in tourism activities and impacts which brought by their participation. This means that without community participation it will be difficult to detect impacts created by tourism activities. However, the specific relations between participation, place and space have received little attention (Kindon and Pain, 2006).

2.4.2 Social Representation Theory

Several tourism researchers have used this theory in order to segment different clusters of a population and define their perception of tourism activities (Davis *et al.* 1988; and Faulkner, *et al.* 2003). Social representation is a vehicle for people to understand the world around them consisting of images, values, and meanings (Moscovici, 1988). Social representation theory shows perceptions or representations of events, intervening factors and characteristics of local residents such as length of residence, economic dependency on tourism and distance to tourism centre. Others are involvement in tourism decision making, birthplace, knowledge, contact with tourists, demographics and how impacts on local outdoor recreation opportunities perceived. The social representation theory was introduced by Moscovici in an attempt to get away from the American individualistic way of thinking about community. Pizam (1978) was among the first scholar to examine the impacts of tourism through social representation theory and found that locals' perceptions

depended on their economic dependency on tourism. In his study established that intensive tourism development in confined areas created negative impacts on society. However, local residents experiencing economic gain from tourism will more easily overlook the negative consequences of tourism. In a study by Yoel (1992) on social impacts in the resort of Eilat, Israel, the periphery dimension is added. He claims that the above also is true in a peripheral destination, i.e. “the more affiliated one is with tourism, the more tolerant one becomes of its negative social impacts”

However, there is criticism of social representations theory related to an alleged overemphasis of social influence (Parker, 1987) that is said to neglect the human capacity of reflexivity (Jahoda, 1988). Jahoda asserts that people are not described as active agents but as passive entities unable to break free from the existing framework of social representations. As such he claims that the theory indicates a revival of the notion of ‘group mind’ whereby the ideas of an elite dominate lay thinking. It is this prescriptive influence on human activity which Moscovici stresses in saying that social representations “impose themselves upon us with an irresistible force” Also it is too broad and too vague. Moscovici’s writings have been severely criticised as being “fragmented and sometimes contradictory” (Potter and Wetherell, 1987) Another criticism maintains that the theory characterizes representation as a overly cognitive phenomenon that can chiefly be explained by psychological processes with scant reference to social influence (Jahoda, 1988).

This study based more on the social representation theory since it deals direct with community which can help to know the impacts of tourism, perspective towards tourism to know how community participated in tourism activities and impacts which

brought by their participation. This means that without community participation it will be difficult to detect impacts created by tourism activities.

2.5 Empirical Literature Review

Socially, tourism has a great influence on the host societies. Tourism can be both a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures, a source of ecological destruction, an assault of people's privacy, dignity, and authenticity. Here are possible positive effects of tourism which are developing positive attitudes towards each other, learning about each other's culture and custom, reducing negative perceptions and stereotypes, developing friendships, developing pride, appreciation, understanding, respect, and tolerance for each other's culture, increasing self-esteem of hosts and tourists and psychological satisfaction with interaction (Johnsen, 1998).

The positive impact of tourism can be analyzed via employment and income multipliers whereby income generated from tourism can both be direct or indirect and encourage employment creation by adding total tourism expenditure in the host economy. Many people are involved in several areas of economic activities such as curio shops, tour guides, tour operator, fruit selling to tourists, agricultural products supplies to tourist hotels and hand craft, all these are important sources of employment (Luvanga and Shitundu, 2003). Rátz and Puczkó (2000) highlighted negative impacts of tourism on population which are; population change, influx or outflow of temporary workers, presence of seasonal (leisure) residents, relocation of individuals and families, changes in age, gender, racial or ethnic composition and urbanization of population. Also other negative effects of tourism to the host

communities explained by Judd 1999, which are changes in community characteristics and structure, emergence of new social classes, change of the economic focus of the community, presence of seasonal (leisure) residents, conflicts between local residents and outsiders, transformation of political, social, religious, moral value system, emergence of dissimilarity in religious practices, change in community infrastructure and changes in land acquisition and disposal.

Pizam (1998) brought up tourism impact attributes to post-late perceived tourism impacts. Burns (1996) who surveyed 102 inhabitants from 14 villages in the Solomon Island noticed that respondent's greatest concern was tourism's social-cultural impacts with regard to the demonstration effect and different cultural values of tourist. Apart from tourism increases traffic congestion and crowdedness in the public area, and bring social problem tourism also contributes to social ills such as begging, gambling, drug trafficking and prostitution as well as the uprooting of traditional society and causes deterioration of the traditional culture and customs of host countries (Ahmed and Krohn, 1992, Var and Kim, 1990). Tourism also brings more opportunities to upgrade facilities, parks and social roads but brings crowdedness in theaters, movies, concerts and athletic events (Lankford and Howard, 1994).

Tourism has been regarded as the main instrument for regional development as it stimulates new economic activities, it has a positive economic impact on the employment, foreign exchange earnings, production and gross income (WTTC, 2011). When considering the economic impacts of tourism, it is essential to understand that tourism businesses often include a significant number of low-paying jobs, often at minimum wage or less. These jobs are often seasonal, causing under-

employment or unemployment during off-seasons. (Allen *et.al.* 1988) Greater demand for goods, services, land, and housing may increase prices that in turn will increase the cost of living. Tourism businesses may claim land that could have higher-value or other uses. Areas with high-value natural resources, like oceans, lakes, waterfalls, mountains, unique flora and fauna, and great scenic beauty attract tourists and new residents (in-migrants) who seek emotional and spiritual connections with nature. Because these people value nature, selected natural environments are preserved, protected, and kept from further ecological decline.

Tourism can also degrade an environment. Visitors generate waste and pollution (air, water, solid waste, noise, and visual). Natural resource attractions can be jeopardized through improper uses or overuse. Providing tourist services can alter the landscape's appearance (Allen *et.al.* 1988). Traditional ceremonies may be renewed and revived by tourist interest or lost in alternative activities. Community organizations can be invigorated by facing the opportunities of tourism or Overwhelmed by its associated problems. Calamities such as natural disasters, energy shortages, terrorism, political upheaval, disease outbreak, a chemical spill, or even widespread negative publicity could shut down tourism abruptly but sometimes can attract curious visitors (Allen *et.al.* 1988).

2.6 Conceptual Framework

Tourism impacts model analyzes tourism impacts to the local communities. Tourism activities have economic, social and environmental impacts. Economic impacts including employment, improving and diversifying the local and national economy. It is also a source of forex. Negative impacts including pricing discrimination whereby

products and services are sold in high price to the point that local are not afforded to purchase. Another negative impact is low paying jobs. Figure 2.1 shows that tourism can lead to both positive and negative impacts to the local communities due to presence of good policy, advertisement, enough fund and good infrastructure. Impacts can be either positive or negative depending in moderating variables. But also tourism can bring impacts without considering moderating variables such as employment. The following impacts may happen to the local community depending on moderating variables; Employment, Increasing the host economy, diversification of the economy, increase of foreign exchange, opportunity to grade up facilities, destruction of indigenous culture, increase traffic congestion and crowdedness in public areas, contributes to social ill such as drug trafficking, commoditization of culture, relocation of individual and families. Ecological destruction is another impact of tourism, which is direct facing communities because tourism activities are conducted to the local communities. Chemical spill and environmental pollution are also negative impacts which caused by tourism to the local community.

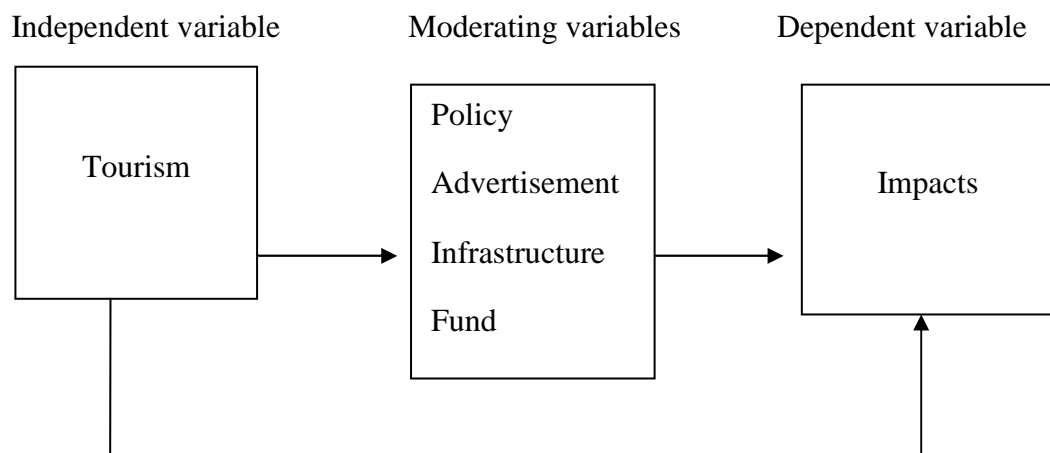


Figure 2.1: Tourism Impacts Model

Source: Researcher, 2015

2.7 Research Gap

According to Sharpley (1994) the social impacts of tourism have a significant, immediate and visible effect on destination communities. The impact of the development of tourism on the social life of tourist destinations can be positive, but there are also negative consequences which must be taken into account (Pizam and Milman 1986).

Some researchers also address the social impacts of tourism on local communities including impact on recreation opportunities (Ross, 1992; Lankford, *et al.* 1997); crime (Haralambopoulos and Pizam 1996); traffic congestion (Liu *et al.*, 1987); changes in law and social order (Travis, 1984); prostitution and child begging (Besculides, *et al.* 2002; Pandey, 2006); commercialized host-visitor relationships (Travis, 1984) and improved public health and conservation (Travis, 1984). Tourism impact assessment scale has also been one of the important topics espoused by scholars starting about two decades ago (Chen, 2000). However, the impacts of tourism activities on the livelihoods of local communities in Mto wa Mbu ward in Arusha has not been studied compared to other places like Unguja and Pemba in Zanzibar, this is the research gap where this study is geared to fill.

CHAPTER THREE

3.0 STUDY AREA AND RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the study area and research methodology. Specifically this chapter presents research design, the study area and study population. It further presents sampling procedure and sample size, data collection methods used in data analysis and presentation, validity and reliability.

3.2 Research Design

The research design incorporate the way data was collected, measured and analyzed (Kothari, 2009). A case study design was used in this study. The case study design is the study which concerned with describing the characteristics of a particular individual, or of a group (Kothari 2004). The case study design was applied in this study because it help researcher to get accurate information according to the current situation in Mto wa Mbu ward in Monduli district. In this study both qualitative and quantitative data was collected. Quantitative data was used when collecting statistical data and qualitative when collecting information about perceptions of local people and management communities about the impacts of tourism to the hosting community.

3.3 The Study Area

The study was conducted at Mto wa Mbu Ward which is an administrative ward in Monduli District. Mto wa Mbu Ward is located at latitude 3° 21'South and longitude 35° 51' East which comprises of three villages namely Barabarani, Majengo and

Migombani. It is a small and popular town found in the northern tourism circuit in Arusha Region located 130 kilometers west of Arusha town and situated under the Great East African Rift Valley escarpment at an altitude of 960m-1,478m above mean sea level. Rainfall is largely restricted to the short between October and November and long rainy season between March and July (Cultural Tourism Programme, 2010). Mto wa Mbu Ward is adjacent to Lake Manyara National Park and is along the way to Ngorongoro Conservation Area and Serengeti National Park. Mto wa Mbu is bordered by Engaruka in North, Lariboi in North west, Makuyuni in South, Karatu in West and Monduli in East. It is a common stop for many safari operators to enable their clients, the tourists, to buy local products, food and drinks and to visit the area's huge curio market located in Barabarani village. This market usually sells locally made traditional products such as carvings, Maasai spears and trinkets to the increasing number of tourists (Norton, 1991). Mto wa Mbu Ward is rich with different tourism activities such as cultural tourism and community based tourism, the impacts of tourism to the local community are experienced both direct and indirect in the hosting community.

3.4 Target Population

The target population of this study was the population of Mto wa Mbu ward in Monduli District. According to the 2012 census, the ward has a total population of 11,405, where by males are 5470 and females are 5935 (NBS, 2012). The target population for this study includes local people, local authority (village executive officers, Ward executive officer and village chairmen), local entrepreneurs, key informative from cultural tourism enterprises such as managers of cultural tourism enterprises and tourism officers.

3.5 Sampling Procedure

3.5.1 Purposive Sampling

Purposive sampling refers to as judgment, selective or subjective sampling (Kothari, 2004). It is a non-probability sampling method characterized by a deliberate effort to gain representative samples by including groups or typical areas in a sample. The researcher relied on this method to select respondents from, cultural tourism projects, local leaders and environmentalist. Judgmental/purposive as a non-probability sampling technique was used to obtain key informants that include Tourism Officers, Ward executive officer, Village Executive Officers (VEO), Villages Chairmen and Cultural Tourism Managers. These categories of respondents are expected to have necessary information with regard day to day impacts of tourism activities. This was done by visiting them in their respective areas/offices.

3.5.2 Random Sampling Techniques

In this study simple random sampling (SRS) technique was used to obtain respondents from the local community. This technique was applied due to the fact that local people are many and every individual has an equal chance to give views about the impacts of tourism activities. During this study, researcher surveyed 148 households out of 2968, which was the number of households available in the study area by the time of this research. The sample size was influenced by a range of factors including budget and time. A list of the entire households in the study area was obtained from the respective village government office and was the basis for selecting sample size who then responded to the questionnaires. Since the study area contain villages, it was thought random sampling be conducted in each village. This was so to ensure that every village within the study area is well represented in the study whiles

each household's equal chance of being selected. Also randomly sampling aimed to ensure disappeared household (death and emigration) but their name still exist in the village registry are excluded while newly/recently established households who was not ready registered in the village registry which is updated every year is included

However, in order to obtain an unbiased study sample, the one which ensure representativeness that all member within the population have an equal chance of being included in the study sample, the approach of selecting respondents was basically similar to the one used by Tosun (2006) in his study about the expected nature of community participation in tourism development in Turkey. Each household was given a unique code written on a piece of paper and mixed in a box and then five per cent of the pieces of paper, each containing a house code, was randomly drawn from the box. The same procedure was applied in each village to obtain a five per cent of its households which all together contributed to make a 148 households study population. Only one adult per household was included in the study. If there was more than one adult in a particular household, they were asked to decide who among themselves should be involved in the study but other time researcher was interfered in order to balance gender.

3.6.2 Sample Size

According to Gay and Diehl (1992) the number of respondents acceptable for a study depends upon the type of research involved, descriptive, correlational or experimental. For descriptive research the sample should be 10% of population. But if the population is small then 20% may be required. In correlational research at least 30 subjects are required to establish a relationship. For experimental research, 30

subjects per group are often cited as the minimum. This study sample represents approximately 5% of the population size. Referred to Moser and Kalton (1993), in order to acquire the sample size which is required for homogenous population to provide enough and accurate data which is representative it should not be less than 5%. Researcher used 5% to calculate sample size from targeted population of 3118 people, whereby 157 respondents was sampled as shown in *Table 3.1* below.

Table 3.1 Sample Size

SN	Respondents	Targeted Population	Sample size
1	House hold	2968	148
2	Key informative from cultural tourism enterprises (Managers, Tourism officer).	5	3
3	Local entrepreneur	140	16
4	Local authority (Villages chairmen, Ward executive officer and Village executive officer)	20	4
6	Total	3118	157

Source: Researcher Computation, 2015

However, from 157 sample size estimated by the researcher only 141 sample succeeded which is equal to 90%.

3.7 Sources of Data

3.7.1 Secondary Data

Secondary data was obtained from documents such as books, theses, papers, journals, magazines, articles, pamphlets, electronic sources and unpublished literature. These data helps researcher to get information from other people who did the same or related studies.

3.7.2 Primary Data

Primary data is the data collected afresh or for the first time, and thus happen to be original in character (Kothari 2009). Data collected through interviews, questionnaires and observation. The data collected enable the researcher to get information from various stakeholders about the impacts of tourism to the local people.

3.8 Data Collection Methods

3.8.1 Questionnaires

Questionnaires were used in obtaining information from different people or respondents in the study area. Appendix 1 was used to collect information from local people. Both open-ended and closed-ended questionnaires were used to enable the researcher to get sufficient data and information about impacts of tourism to the local people of Mto wa Mbu ward.

3.8.2 Interviews

This technique was used to collect information from key informative from cultural tourism projects and local rulers. The interview guide was used (Appendices 2 and 3) in collecting data which involves presentation of oral verb responses. Researcher decided to choose this approach because enable the researcher to get detailed information from the respondent about the impacts of tourism activities on the local communities of Mto wa Mbu ward.

3.8.3 Observations

The study observation technique was also used in order to supplement information collected through other data collection methods. The researcher use observations regarding the impacts of tourism activities to the local communities. Through

observations the researcher has got an opportunity to make personal judgments regarding the situation in the study area.

3.8.4 Documentary Literature Review

In this research documentary literature review was used where various literatures worldwide and local was reviewed. Different books, journals, government reports, magazines, newspaper, research papers, electronic, media and internet was also reviewed. The review was conducted in order to help researcher to get view and information from different authors about the impacts of tourism to the host communities.

3.9 Data Analysis, Interpretation and Presentation

Qualitative data was analyzed using content analysis. Content analysis means analyzing the information collected through interviews in order to indentify the main themes that emerge from respondents (Kumar, 2005). Content analysis is the one of the classical procedure for analyzing textual material range media products to interview data on this essential feature is the use of categories which are often derived from theoretical models (Flick, 2006). In this study content analysis was used to analyze data collected through interview, observation and open ended questionnaire. Quantitative data are data which are in the form of numbers. This was analyzed using descriptive statistics where by simple statistical analysis such as comparisons and percentages was used to analyze data. Statistical Package for Social Science (SPSS) was applied to analyze the coded information of the questionnaire in this study. For analyzing the quantitative data, Welman and Kruger (2001) as well as Blaikie (2003) identify the descriptive statistic analysis, which is concerned with the description and

or summarization of the data obtained for a group or individual unit of analysis. The data collected from this study was presented by using pie charts, tables and graphs.

3.10 Reliability and Validity

Reliability refers to the extent to which data collection technique or techniques was yield consistent findings. In other words, similar observations would be made or conclusion reached by other researcher or where there is transparency made from the raw data to ensures reliability (Saunders *et al.* 2007). Validity refer to the extent to which data collection method or methods accurately measure what they were intended to measure or the extent to which research findings are really about what they profess to be about (Saunders *et al.* 2007). To enhance the validity and reliability, researcher used various research tools to collect information.

Questionnaires as instruments were used to collect information from local people and local entrepreneurs, both open and closed ended questions were used by researcher. The researcher guided and assist respondents to fill questionnaires where there is any difficult especially for local people who have low level of education and experience in fill questionnaire. Interview guides was used to collect information from key informative from cultural tourism projects, and local rulers. Face-to-face interview through interview guides was appropriate as it enabled the researcher to obtain the in-depth detailed information.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the findings obtained through interview, questionnaire, observation and documentary review from different categories of respondents. The chapter begins with demographic characteristics of respondents basing on age, education level and gender. The chapter goes further and presents tourism activities undertaken in Mto wa Mbu ward, impact of tourism activities to the local communities in Mto wa Mbu ward, challenges facing local people participating in tourism activities in Mto wa Mbu ward and measures used to curb challenges facing local people participating tourism activities in Mto wa Mbu ward.

4.2 Socio-demographic Characteristics of the Respondents

4.2.1 Age of the Respondents

It was important to investigate the age of the respondent because of the diverse implications each age group has on social settings which may subsequently have an impact on their expectations of the tourism impact. Therefore the age of respondents was categorized into four groups; the grouping was from the age of 18 years to 56 years and above. This grouping was based on the consideration that the economically active and productive group in Tanzania is from the age of 15 years old to 64 years (URT, 2003). With analysis, the results in Table 4.1 shows that, 36.9% of the respondent aged 31 to 43 years old, 26.2% were aged 44 to 56 years. 21.3% were aged 18 to 30 and last group 15.6 % were aged 56+ years old. The findings imply that

majority of the respondents are in the middle age group (25 to 45 years) which fall within the economically active and productive group. According to Basnayake and Gunaratne (2002), the age of a person usually is a factor that can explain the level of production and efficiency.

Table 4.1 Distribution of Respondent by Age

Age category	Frequency	Percentage
18-30	30	21.3
31-43	52	36.9
44-56	37	26.2
56+	22	15.6
Total	141	100

Source: Field survey, 2015

4.2.2 Level of Education

According to Basnayake and Gunaratne, (2002), education is regarded and valued as a means of liberation from ignorance. Thus, understanding the educational levels of the respondents under the study was an important factor in assessing their skills and knowledge for judging about different matters. The findings in figure 4.1 revealed that majority of the respondents (59) 42% had attained primary level of education while (33) 23% had Secondary education. Also (25) 18% had no formal education while (5) (4%) had attained university level of education as shown in figure 4.2 below. Education plays a major role in creating awareness among society and influence to people.

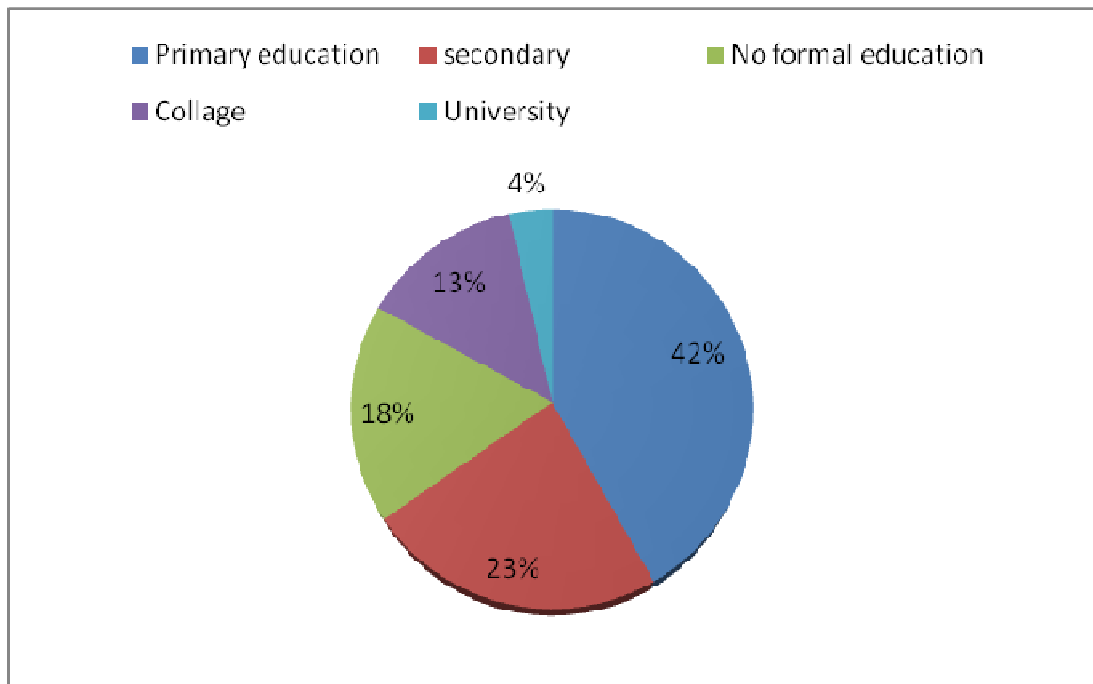


Figure 4.1 Distribution of Respondent by Education Level

Source: Field survey, 2015

4.2.3 Gender/Sex

About (60)43% of the respondents were females and (81)57% were males. This gender categorization was done based on household head .With this result it imply that male constitute a head of household as like in majority of African family. Knowing the sex of respondents was important because tourism provides livelihood to both women and men and the impacts of tourism affect everybody direct or indirect regardless of the gender.

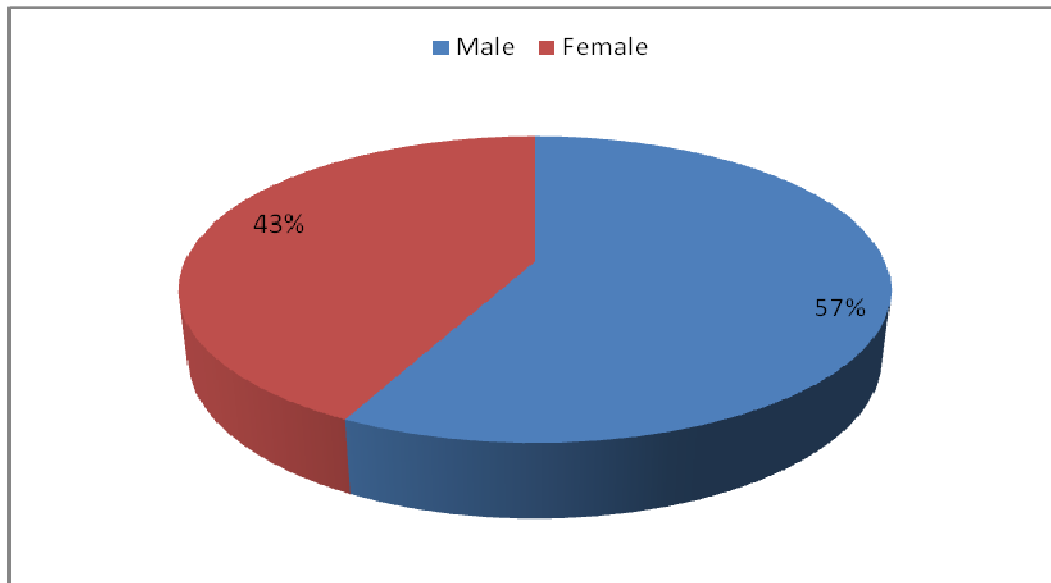


Figure 4.2 Distribution of respondent by gender

Source: Field survey, 2015

4.3 Tourism Activities Undertaken in Mto wa Mbu

Table 4.2 shows that 59.6% of the respondents stated that cultural tourism activities as the main tourist attractions in Mto wa Mbu ward. About 9.5% stated that agro-tourism is tourist attractions in the area while 8.5% stated that business in Masai central market attract tourist in the destination. However, 8.5% stated that, nature walking is another tourist attraction in Mto wa Mbu. Another 5.7% of the people interviewed stated cycling as another tourist attraction while 8.5% stated that, there are other tourist attractions in Mto wa Mbu apart from those listed in Table 4.1 such as mountains, Traditional foods, cultural heritage, bird watching and the presence of Lake Manyara National Park (LMNP).

Table 4.2 Tourism Activities Undertaken in Mto wa Mbu

S/N	Tourism activity	Frequency	Percentage
1	Nature walking	12	8.5
2	Cycling	8	5.7
3	Cultural tourism programme	84	59.6
4	Agro tourism	13	9.2
5	Business in Masai market	12	8.5
6	Other	12	8.5
	Total	141	100

Source: Field survey, 2015

4.3.1 Cycling

Cycling from Mto wa Mbu to surroundings of Lake Manyara (Figure 4.3) is a tour that brings tourist closer to Lake Manyara and Mto wa Mbu community to give them the chance to see animals like zebra, gazelle, hippo and buffalo roaming in the open plains. Watching birds like Flamingos, Pelicans, Stocks bird and so many others in the area.



Figure 4.3: Bicycle tour in Mto wa Mbu

Source: Mto wa Mbu Cultural Tourism, 2015

4.3.2 Agrotourism

Agro tourism is a travel that takes place on a farm (Figure 4.4) and usually offers the opportunity to help with on-site farming tasks during the visit which entails a meaningful visit with a producer of land-based products and services. Agro tourism has given people who work in the agricultural and horticultural sectors a chance to share their work with the masses. Some agro tourism experiences allow guests to buy food products grown on the farm or hand-crafted products made by the farmers' families, purchasing these goods helps provide farmer who rely on their land with another source of income. Mto wa Mbu area was rather dry and hardly populated till the early fifties, when the first steps were made to irrigate the area. Within a few years hundreds of acres of newly cultivable land were created. The news of the fertile lands spread rapidly through the country and from all remote corners people came to try their luck. Fruits and vegetables from all over Tanzania were introduced to the area,

and within a few decades the dry and empty plains were turned into a green semi-urban center. In Mto wa Mbu different crops are produced such as Bananas, rice, coconuts, maize, beans, potatoes and so many others but also there are different fruits and vegetables. In Mto wa Mbu agro tourism is taking place in Banana plantation where there are more than 30 varieties of banana cultivated through local irrigation system. Also agro tourism takes place in rice plantation where rice farming is cultivated locally and in horticulture.



Figure. 4.4: Agro Tourism in Mto wa Mbu

Source: Field survey, 2015

4.3.3 Tanzania Cultural Tourism Program

Tanzania Cultural Tourism Program started as a five year project jointly executed by Tanzania Tourist Board (TTB), Ministry of Natural Resources and Tourism (MNRT) and Netherlands Development Organization (SNV), from 1996 to 2001 (CTP, 2012). Its objective was to engage local communities in Tanzania in income generating

tourism activities to alleviate poverty and diversify the country's tourism products. By the end of the project, Cultural Tourism Program, now Cultural Tourism Enterprises (CTEs) was established which gives opportunity to local people to organize some excursions/tours in their present natural environment where the real culture of the people is explored by tourists. Since its inception Cultural Tourism has shown good potential for directly contributing to poverty reduction through direct tour fees, jobs/salaries for local people, markets for local product (foodstuffs, handcrafts), exposure to knowledge and increase in confidence to local people to do little-known things. Mto wa Mbu cultural tourism programme provides employment to local people and also support local projects such as water project, power, and connecting local people with tourists. Cultural tourism Enterprises organize different tours to all attraction both cultural and natural found in Mto wa Mbu and in tourism northern circuit.

4.3.4 Business in Masai Central Market

Masai Central Market is located in Mto Wa Mbu (Figure 4.5 and Figure 4.6), is easily visited by most visitors to Tanzania's tourism Northern Circuit. The Masai Central Market is a group of locally run shops. Many traditional crafts from Tanzania's 128 different cultural groups as well as paintings, t-shirts, and other souvenirs, Masai Central Market are a group of individual shops who can offer a huge variety of products to tourist.



Figure 4.5: Masai Central Market

Source: Field survey, 2015





Figure 4.6: Local Products Available in Masai Central Market

Source: Field survey, 2015

4.3.5 Nature Walking

It is believed that walk in natural areas may soothe the mind and, in the process, change the workings of our brains in ways that improve our mental health, according to an interesting new study of the physical effects on the brain of visiting nature. But also walking in the woods can actually increase your ability to focus and concentrate. Through walking in Mto wa Mbu tourist will visit natural areas such as in papyrus lake, balaa hill, rift valley, forest around lake Manyara national park and 600 years old sacred wild fig tree stands in the Mto wa Mbu village where the elders still practice spiritual ceremonies in which they, for instance, ask for rain in dry season.

4.3.6 Other Attractions

4.3.6.1 Traditional Foods

Local people also participating in tourism through selling local African food (Figure 4.7) such as makande, Makukuru, ndizi, ugali, machalari, kiburu, mtori, loshoro and so many other foods. Local brew is also prepared in the the area such as mbege, Mnazi, Dengeluo, Busa, Kangara and others. Most of tourist prefer these traditional foods and local brew. Fugure below show one of the most preferable local brew by tourist in this area which is called mbege.



Figure 4.7: Local food which is special order prepared for tourist in mto wa

Mbu ward

Source: Field survey, 2015

4.3.6.2 Cultural Heritage

Culture is a set of distinctive spiritual, material, intellectual and emotional features of society or a social group. It encompasses, in addition to art and literature, lifestyles, ways of living together, values systems, traditions and beliefs (UNESCO, 2001) Mto

wa Mbu is the best place for anybody who want to enjoy the Tanzanian culture due to presence of 120 tribes from every corner of Tanzania with their culture. The following are attractions available in Mto wa Mbu which fall in culture and tradition. Chagga people from the slopes of the Kilimanjaro brew their famous banana beer, (*mbege*) and learn why out of more than 30 varieties of bananas cultivated in Mto wa mbu only two species are suitable for producing this drink. Also there are farmers from Kigoma who extracted palm oil from palm trees that brought from the shores of Lake Tanganyika. Apart from that tourist appreciate the Sandawe with their fascinating click language, similar to the Khoisan of the Kalahari Desert, making bows & arrows for hunting.

Tourist in Mto wa Mbu also interact with the Rangi from Kondoa who use the papyrus from the lakes and rivers for weaving beautiful mats and baskets. There are Mbugwe people from Manyara Region who grind different grains to obtain flour using traditional millstone. While tourist are in Mto wa mbu they learn how to construct mud huts which is typical housing for most tribes around the area. Tourist learn how to mix mud, rice husks and cow dung to obtain the right mud stuff for strong walls, and how the local people roof their huts using dry banana barks and leaves. But also in Mto wa Mbu there is also traditional iron technology, one of the oldest in Africa. Local people also make different tools like spears, knives, arrows and so many others. At the same time there are local women shows how pots and dishes are made from clay soil and baked to make them hard. Lastly there are native Maasai families in their traditional bomas (homesteads) while the warriors wander with their cattle looking for pastures and water.

4.3.6.3 Lake Manyara National Park (LMNP)

LMNP is located in the popular northern tourist circuit of the country alongside Tarangire, Arusha, Kilimanjaro, Serengeti National Parks and Ngorongoro Conservation Area. Lake Manyara National Park is just a matter of minutes from Mto wa Mbu. The park is located 117 Km southwest of Arusha town 3°30'S, 35°06'E. The park was gazetted in 1960 and in 1980 was given the status of a biosphere reserve recognized by UNESCO as an area which aims at reconciling biodiversity conservation and sustainable development of the local community (UNESCO, 2010). Nestling at the base of the Great Rift Valley escarpment the park is noted for its incredible beauty and covers an area of 648 square kilometers of which 220 square kilometers is the lake.

The famous spectacles in LMNP are the tree climbing lions, which spend most of the day, spread out along the branches of acacia trees six to seven meters above the ground. As the visitor enters the gate they pass into lush forest, home to troops of baboon and blue monkeys. Further along, the forest opens up into woodlands, grasslands, swamps and beyond, the soda lake itself, covering 200 square kilometers and a sanctuary to over 400 species of birds including flamingo, pelican, stocks, sacred ibis, cormorants and Egyptian geese. The park is particularly noted for its huge herds of buffalo and elephant (Njole, 2011), giraffe, hippo, reedbuck, warthog, wildebeest, zebra and a great variety of smaller animals. Other tourist attractions and biological values include the ground water forest and hot waters spring. The park offers an opportunity of diversified tourist activities like game viewing, canoeing, bush lunch and dinner, walking safaris as well as camping. As a biosphere reserve the park also offers an opportunity for research and education.

The uniqueness of Lake Manyara National Park attracts many tourists from different countries in the world. These tourists pass Mto wa Mbu since Mto wa mbu is located along the way to LMNP, Ngorongoro Conservation Area (NCA) and Serengeti National Park (SENAPA)

4.4 Impacts of Tourism Activities to the Local Communities in Mto wa Mbu Ward

This section presents the impact of tourism activities on the communities residing in Mto wa Mbu ward. The section is divided into economic, social and environmental both positive and negative impacts.

4.4.1 Positive Economic Impacts of Tourism activities to the Local Communities

The major benefit of tourism for a region or country is economic as it provides an opportunity for job creation and generation of revenue at international, national, regional and local levels. Tourism can also benefit economically at regional and local levels, as money comes into urban and rural areas which in turn stimulates new business enterprises and promotes a more positive image in an area (Cooper *et al.* 1993). Table 4.3 below shows that 74.8% of the respondents agreed that tourism has created more employment opportunities, 98.5% said tourism creates market for local products, 61.7% of respondent said tourism improved the general infrastructure in the community, 92% tourism has increase foreign currency, 88% tourism has creates new business opportunities while 71.1% said tourism improved the standard of living of the residents in the community.

**Table 4.3 Economic Impacts of Tourism Activities to the Local Community
(Positive)**

S/N	Economic impacts	Responses	Decision		Percentages
			YES	NO	
1	Tourism has created employment opportunities in the community	123	92		74.8
				31	25.2
2	Tourism has improved standard of living	121	86		71.1
				35	28.9
3	Tourism has given economic benefits to local people	141	124		88
				17	12
4	Tourism has created market for local products	141	139		98.5
				2	1.5
5	Tourism has increased earning foreign currency	138	127		92
				11	8
6	Creates new business opportunity	135	119		88
				16	12
7	Improves transport infrastructure	133	82		61.7
				51	38.3

Source: Field survey, 2015

The rapid growth and expansion of tourism has led to significant employment creation in Mto wa Mbu where by tourism generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales available in the area, and indirectly through the supply of goods and services needed by tourism-related businesses. This is a confirmation of Honey (2008); Jamieson *et, al.* (2004) observations that the tourism industry brings about the establishment of allied industries which in-turn generates more employment opportunities to the people of the area. During this study respondents were in strong agreement with the positive impact statements than the negative elements. Brunt and Courtney (1999) drawing from the social exchange theory stated that individuals will engage in exchange if the resulting rewards are

valued and the perceived cost does not exceed the perceived rewards. The respondents viewed the rewards higher than the cost thus the positive impact. Most of the respondents said tourism has brought big changes into their lives and transformed the area completely. The positive aspects are clearly the increased work opportunities, a more active economy, better facilities, good infrastructures and other social services. One respondent during interview said “ *I didn't see another way for our community to survive than through tourism, tourism is everything here in Mto wa mbu*”. Which means tourism is a major source of income in this area.

It was observed that a significant number of people in the surveyed households are employed in campsites, curio shops, guesthouses, tourist hotels and restaurants. This is an indication that tourism activities are important for the livelihood of the local communities. Apart from that, 98.5% of respondent said that tourism in Mto wa Mbu provide market for local products such as food, drinks, hand crafts and so many others to tourists visit the area's. Also there is huge curio market located in Barabarani village known as Maasai central market in Mto wa Mbu. This market usually sells locally made traditional products such as carvings, traditional weapons, and trinkets to the tourists passing this area. Apart from Masai central market also local conducted business of local products along the road (Figure 4.8).



Figure 4.8: Local People Conducting Business along Mto Wa Mbu Road

Source: Field survey, 2015

Tourism induce the local government in Mto wa Mbu to make infrastructure improvements such as better water and sewage systems, roads, electricity, irrigation system, telephone and public transport networks. These improve the quality of life for residents as well as facilitate tourism. During this study respondent mention different project supported by tourism in Mto wa Mbu such as irrigation system, water projects, education and health project. Almost all the developing countries are trapped in vicious circles of poverty with low per capital income and low national incomes. Tourism activities can reduce the poverty through the increase in national income, employment generation; foreign currency earnings, regional development, promotion of local handicrafts and many more (Mill and Morrison, 1992). As per the studies of the WTO, (2001) and other related studies tourism is one of the fastest growing

industry in the world with various multiple activities. These, the inputs are the basic incentives to the traders for the expansion of their business and stimulate other sectors such as Accommodation, transportation, trade, communication and financial institution. In Mto wa Mbu establishment of new business is very high example campsites, lodge and bureau changes. Regarding the statement that tourism improved the standard of living of the residents in the community, 71.1% of the respondent agree that tourism contributes to local economies in the area, as the environment is a basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of the areas. Other local revenues that are not easily quantified as not all tourist expenditures are formally registered. Money is earned from tourism through informal employment example informal guides, porters and drivers. The positive side of informal employment in Mto wa Mbu is that the money is returned to the local economy, and has a great multiplier effect as it is spent over and over again. The WTO estimates that tourism generates an indirect contribution equal to 100% of direct tourism expenditures.

4.4.2 Economic Impacts of Tourism Activities to the Local Community

(Negative)

While respondents disagreed that tourism has caused price inflation of foods and commodities 60.4%, due to tourism profit exported by non local owners 60.4%, Tourism caused low wages due to increase of population 36% tourism caused economic leakages 43%, seasonal tourism affect local life 72% and also tourism caused competition with other economic uses 49.3%.

Table 4.4 Economic Impacts of Tourism Activities to the Local Community**(Negative)**

S/N	Negative impacts of tourism	Response	Decision		Percentage
			Yes	No	
1	Tourism has caused price inflation of food and commodities	139	84		60.4
				55	39.6
2	Tourism has caused economic leakages	121	52		43
				69	57
3	Profit exported by non local owners	134	81		60.4
				53	39.6
4	Seasonal tourism creates high risk	136	98		72
				38	28
5	Increase potential for imported labor	121	58		48
				63	52
6	Jobs pay low wages	125	45		36
				80	64
7	Competition for land with other economic uses	140	69		49.3
				71	50.7

Source: Field survey, 2015

During this study, 60.4% of respondents said that tourism has caused price inflation of foods and commodities. Tourism increase demand for basic services and goods which often cause price hikes that negatively affect local residents whose income does not increase proportionately. Due to tourism activities and development in Mto wa Mbu, demand dramatically increase products costs and land values which makes more difficult for local people to meet their basic daily needs. In terms of income, it is observed that tourism in the area has created impact on the household income but the people complained that they still could not afford most basic necessities of life to live up to the standard which the emergence of tourism in their community has inflicted on

them by increasing their cost of living or life style. The study also reveals that there was a steady increase in cost of living in the area as this also transformed to an adverse increase in house-hold expectancies or running cost in the area. Just as Cole (2006) and Goodwin (2008), had identified one major impact of tourism which they said “increases the income level among the host people.

From literature; Sharpley (2002), the development of tourism may cause higher prices, which can be resulted from increased income. If increased income can compensate for the negative impacts also the living standards of the local people may rise. Increased prices have also negative impacts on local people who are not directly involved in tourism, but can benefit from tourism indirectly like increasing taxes. Because of the development of tourism and higher prices and increasing supply and limited resources increase foreign owners of tourist companies, because they are willing to pay higher prices and local people want to sell their land or house to them who offers most. This may be a positive change in short term but in the long run it has a negative impact. The local people may not afford the increasing prices, so they move to another place. Apart from that 60.4% of respondent complain that profit associated with tourism are exported by non local owners, as far as most poor developing destinations, there are the only few indigenous people that possess the necessary capital to invest in the construction of tourism infrastructure and facilities. As a consequence of this, an export leakage arises when outside investors who finance this tourism infrastructure and facilities take their profits back to their area of origin. Researcher observe that there are many tourism facilities such as lodges, campsite and curio shops owned by immigrant people. This is because of poverty and lack of business awareness among the indigenous of that area.

Also 36% of total respondents said that tourism activities pay low wages. This is due to the availability of man power immigrating in Mto wa Mbu everyday. uniqueness of the area which attract and increase population. Mto wa Mbu is the most linguistically diverse and complex in Africa since is only place in the African continent where the four major African language families -Bantu, Khoisan, Cushitic and Nilotic -occur together (Amin et al, 1984). As a result the area has a multi-ethnic community composed of 120 tribes out of about 126 ethnic communities in Tanzania (Arens, 1972). While vernacular languages, traditions and customs associated with these ethnic communities often have great tourist appeal, various modes of production and prominence of cultural tourism are some of the examples of this culture diversity (Arens, 1972). Respondent said the uniqueness of the area attracts people from different areas which cause population increase in the area. Due to this population most employers pay low wages to their employees because there are many people want to be employed. During the interview one respondent said there is a one slogan here in Mto wa Mbu which states that “ *if you think you can't... others can*” which means if you can't work under low wages there are others who will satisfy that low wages. Most employers exploit their employee through this slogan.

In this study, 43% of respondents said tourism caused economic leakages, Economic leakage in tourism means failure of tourist spending to remain in the destination economy. Local businesses in Mto wa Mbu often see their chances to earn income from tourists severely reduced by the creation of "all- inclusive" vacation packages. When tourists remain for their entire stay at the same cruise ship or hotel, which provides everything they need and where they will make all their expenditures, not much opportunity is left for local people to profit from tourism. All-inclusive hotels

generate the largest amount of revenue but their impact on the economy is smaller than other accommodation types. All-inclusives also import more and employed fewer people per dollar of revenue than other accommodation which effect on local economies. Also there Tour operators who avoid local-guest contact, only in areas this companies have invest or have share so as to remain with all money spent. The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage. In most all-inclusive package tours, high percentage of travelers expenditures go to the airlines, hotels and other international companies, and not to local businesses or workers. In addition, significant amounts of income actually retained at destination level can leave again through leakage.

About 72% of the total respondent said seasonal tourism affects local life. Since tourism in Tanzania is seasonality based, during low season local people affected because demand of local products and services decrease due to decrease of the number of tourist. Also seasonality affect local people due to presence of seasonal workers where they face problems such as job insecurity, no guarantee employment from one season to the next, difficulties in getting training, employment-related medical benefits, and recognition of their experience and unsatisfactory housing and working conditions. During the interview few respondent complain that during low season many people bankrupt which increase evils to the community. This is because tourism is the main source of income in Mto wa Mbu. But also 49.3% said tourism caused competition with other economic uses. Presence of tourism in Mto wa Mbu cause urbanization which contribute competition with other economic uses. During interview respondent said there are high demand of land between tourism investors,

livestock keepers and farmers. The increase of land demand cause high competition in Mto wa Mbu. During this study, one respondent who is village chairman said

“the indigenous people of Mto wa Mbu was Masai but as the day went on as the number of Maasai decrease in Mto wa mbu. This is because most of Maasai are pastoralist by nature, they shift to interior together with their livestock to look for water and pasture, is because of urbanization in Mto wa Mbu”.

This example shows that there is urbanization in Mto wa Mbu which cause competition among the economic users.

4.4.3 Social Impacts of Tourism Activities to the Local Community

Socially, respondents showed positive perception towards tourism such as improvement of quality of life of the community 94.3%, improvement of social services 90.6%, tourism help to preserve cultural identity 92%, tourism help to improvement of housing condition 60.6%, positive changes in values and customs 70.6% (Table 4.5). In assessing the impact of tourism on the living standards of the people, it is observed that basic social amenities like; electricity, water, security, medical facilities, communication facilities, schools, transportation services and financial facilities are available. Also during interview one respondent said due to tourism there are many projects such as roads, health and irrigation conducted in Mto wa Mbu financed by tourist.

Table 4.5 Social impacts of tourism activities to the local community (positive)

S/N	Social impacts of tourism	Response	Decision		Percentage
			YES	NO	
1	Tourism has improved the quality of life of the community	140	132		94.3
				8	5.7
2	Tourism has improved housing condition	137	83		60.6
				54	39.4
3	Tourism has improved public security within community	127	39		30.7
				88	69.3
4	Tourism help to eradicate and reduce drugs among the youth	135	52		38.5
				83	61.5
5	Tourism has boosted local culture and revitalized crafts, customs and cultural identities	140	137		98
				3	2
6	Tourism has contributed to the improvement of social services and infrastructures	138	125		90.6
				13	9.4
7	Preserve cultural identity	140	129		92
				11	8
8	Positive changes in values and customs	126	89		70.6
				37	29.4

Source: Field survey, 2015

During this study, 92% of respondent said tourism help to preserve cultural identity. Since local people identified that their culture is unique and marketable to tourist visiting the area, they start to preserve it and use as a source of income. Also during the interview one respondent said since in Mto wa Mbu contain more than 120 tribes every tribe started to practice, preserve and market their culture to tourist visiting the area. Other respondent show negative perceptions towards tourism activities in Mto wa Mbu such as destruction of indigenous culture due to tourism activities 87.9%, Increase of drug abuse and crime 10.4%, excessive drinking alcohol and gambling 61.9%, disruption of family 54.4% and negative changes in values and customs 72.9% (Table 4.6).

Table 4.6 Social impacts of tourism activities to the local community (Negative)

S/ N	Social impacts of tourism	Response	Decision		Percentages
			Yes	No	
1	Tourism has caused destruction of indigenous culture	140	123		87.9
				17	12.1
2	Tourism has increased drugs abuse and crimes	125	13		10.4
				112	89.6
3	Tourism has caused social stress and cultures clashes	126	65		51.6
				61	48.4
4	Excessive drinking alcohol, gambling	134	83		61.9
				51	38.1
5	Language and cultural effects	137	91		66.4
				46	33.6
6	Negative changes in values and customs	129	94		72.9
				35	27.1
7	Family disruption	125	68		54.4
				57	45.6

Source: Field survey, 2015

The negative perceptions of tourism are assumed influences tourists have had on the local youths. According to respondents, the youth has started imitating the foreigners in their dressing such as piercing and dreadlocks, one respondent said “ *now we have a lot of raster men in Mto wa Mbu due to tourism*” And unfortunately it become a fashion nowadays, they imitate from tourist”. Also change in behaviour such as alcohol drinking, smoking, drugs and lifestyle change. Other negative aspects due to tourism are the rise of crime (the youths stealing) and higher prices of everyday commodities and transport. One of the respondent said, due to tourism locals have fewer resources to use or eat. For instance vegetables, demand of vegetables and other

food products is very high due to increase of restaurants and other accommodation facilities. Also during this study other respondent complain that culture turned to be a commodity in Mto wa Mbu. Art, ceremonies, rituals, ceremonies and traditional become marketable commodities and lose their relevance and symbolic meaning to the local people. In other cases festivals and competition are produced for tourist as commodity which is thus encouraged to keep its culture alive. Tourism attracts or facilitates undesirable activities in a destination such as gambling, drug abuse, crime and prostitution which result in changes in local system in the local system of values.

During the interview, respondents had their opinion that tourism has negatively affect local culture and tradition compare to few years ago. This is supported by what has been described as the creation of the global culture and the homogenization of culture characterized by the global movement of people especially tourists (Featherstone, 1993). Many respondents commented that presences of tourism caused local people especially young to copy the tradition and lifestyles of the western tourists and forgetting the tradition and culture. Apart from that during the interview with one of the village chairman, he said crime rates increase in the area. As tourism grow and develop in Mto wa Mbu as the rate of crime increase. The presence of a large number of tourists with a lot of money to spend, and often carrying valuables such as cameras and jewelers, increases the attraction for criminals and brings with it activities like robbery and drug dealing in the area. According to Sharpley, (1999) the demonstration effect means copying tourist's habits and trying to adopt their lifestyle, which may cause changes in local values, customs and norms. The imitation of tourists' behavior can be a consequence of envy and inferiority complex. So more significant economic and cultural difference is between locals and tourists, more

likely the demonstration effect will be. However, the globalization of the world, the development of telecommunication and urbanization may influence on the results, too. The demonstration effect is stronger on the societies which are more open, have a less resistant value system or which are in closer connection with tourists. The new and traditional value systems may lead to social conflicts with families and within the society or the community's cohesive power may decrease and the society's institutional structure may gradually disintegrate.

4.4.3 Environmental Impacts of Tourism Activities to the Local Community (positive)

In developing countries tourism can encourage greater social mobility through changes in employment from traditional agriculture to service industries and may result in higher wages and better job prospects (Mason, 2008). During this study, 76% of respondents said tourism help to protect natural environments and prevention of further ecological decline, 55.4% said tourism help to improve of the area's appearance (visual and aesthetic), 91% tourism revenue used in conservation of resources while 50.4% said tourism facilitated restoration and re-use of abandoned properties as shown in table below.

Table 4.7 Environmental impacts of tourism activities to the local community (Positive)

S/N	Environmental Impacts of Tourism	Response	Decision		Percentage
			YES	NO	
1	Tourism incentives protect and improves natural and built heritage	127	72		56.7
				55	43.3
2	Tourism has facilitated restoration and re-use of abandoned properties.	125	63		50.4
				62	49.6
3	Tourism revenues have contributed in environmental conservation.	140	127		91
				13	9
4	Preservation of historic building and monuments	128	92		71.9
				36	28.1
5	Improvement of the areas appearance	130	72		55.4
				58	44.6
6	Protection of natural environment	124	94		76
				30	24

Source: Field survey, 2015

Tourism contributes directly to the conservation of sensitive areas and habitat. Revenue from tourism allocated specifically to pay for the protection and management of environmentally sensitive areas in the study area. Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This argument may heighten awareness of the value of natural areas and lead to environmentally conscious behavior and activities to preserve the environment.

4.4.4 Environmental Impacts of Tourism activities to the Local Community

(Negative)

Respondents were asked the way tourism development has resulted into environmental pollution on the local area. 95% of respondents said tourism caused pollution in the area (air, water, noise, solid waste, and visual), 85% said loss of natural landscape and agricultural lands due to tourism development, 92.6% loss of open space while 57.9% said introduction of exotic species in the area both flora and fauna as shown in Table 4.8. If tourism will be done in unplanned and uncontrolled can have severe impacts to the environmental because it bears the seeds of its own destruction (Table 4.8). Holden (2008) outlines water, noise, air and aesthetic pollutions as the negative environmental consequences of tourism to any destination.

Table 4.8 Environmental Impacts of Tourism Activities to the Local Community

(Negative)

S/N	Environmental impacts of tourism	Response	Decision		Percentage
			Yes	No	
1	Tourism has caused destruction of natural environment.	136	125		92
				11	8
2	Tourism has contributed to land, water and air pollution	140	133		95
				7	5
3	Tourism has caused congestion and overcrowding in public place	128	89		69.5
				39	30.5
4	Loss of open space	136	126		92.6
				10	7.4
5	Loss of natural landscape and agriculture	139	118		85
				21	15
6	Introduction of exotic species	133	77		57.9
				56	42.1

Source: Field survey, 2015

Tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex as it involves many activities that can have adverse environmental effects in Mto wa Mbu. Many of these impacts are linked with the construction of general infrastructure such as roads, and of tourism facilities, including resorts, hotels, restaurants, shops and campsites. The negative impacts of tourism development in the area gradually destroy the environmental resources on which it depends.

4.5 Challenges facing local people to participate in tourism activities in Mto wa Mbu

During the study respondents were asked to state problems which obstruct them to engage in tourism activities (Table 4.6). The respondents came out with a number of problems. The problems identified as the major challenge in the study area are language barrier (72) 51%, lack of education and awareness (24) 17%, employment problem (20) 14%, poverty (4) 3%, negative perception towards tourism (3) 2% while (18) 13% respondent said there are other challenges apart from those mention above such as lack of capital, lack of spare time while others said tourism is seasonal business.

Table 4.9: Challenges Facing Community Participation in Tourism Activities in the Study Area

S/N	Challenges	Number of respondents	Percentages
1	Unemployment problem	20	14
2	Negative perception towards tourism	3	2
3	Poverty	4	3
4	Language	72	51
5	Low level of education	24	17
6	Other	18	13
Total		141	100

Source: Field survey, 2015

Most respondents (72)51% mention language as a big challenge facing them to participate in tourism activities where by most benefited from tourism are those who know international languages such as English, French, Spanish, Italian, Chinese, Arabic and other international languages. International languages help local people to communicate, bargain and sell different products and services to tourist since most of the tourist were from America, Europe and Asia. If you don't know international languages it is difficult even to mention the price of products or services which cause the presence of middle men who buy products from local people with low price and sell it to tourist with high prices hence few people benefited. Negative perception towards tourism is also a challenge whereby (3) 2% respondents said they are not engage in tourism activities because they don't have any relationship with tourist. One respondent said *“we as elders of masai we have our tradition and custom, and also we have a lot of responsibility, so it is very shame to see a personal like me waiting money from tourist while I can keep cows and got”* also he said *“tourism is for*

Swahili people and not maasai. Who will graze our livestock?” This shows that some people have negative perception towards tourism in Mto wa Mbu since they think tourism is for a certain people. Apart from that, (24) 17% mention low or lack of education and awareness as another challenge facing local communities in Mto wa Mbu ward to participate in tourism activities. Some of the local people are not aware about the opportunities associated with tourism in the study area, only few who invest and utilize the opportunities of Tourism. During the interview with one tourism officer said local people should be sensitized and directly involved since they are among stakeholders in tourism and conservation. Lack of capital is also another challenge mentioned as a challenge facing local to engage in investment of tourism such as accommodation services Lodge, campsites, curio shops and other tourism supportive facilities where by these opportunities utilized by immigrant people.

4.6 Measures to Address Challenges Facing Tourism Activities in Mto Wa Mbu Ward

During this study respondents suggest several measures to overcome challenges facing local people to participate in tourism activities (Table 4.7). (24) 17% suggest increase local involvement and participation in planning and decision making in tourism because it is very limited and almost non-existent in tourism planning, (12) 9% of respondents suggest local empowerment through given the first priority by government. While other respondents (21) 15% suggest the increase of employment opportunities to local people through limit tourism employer to employ indigenous people and not from other areas, (34) 24%, suggest government through Vocational Education and Training Authority (VETA) should increase training institution for international languages and tourism courses. Apart from that (7) 5% respondents

suggest improvement of outreach program between protected area and surrounding community while (9) 6% suggest the Tanzania Tourist Board (TTB) should increase marketing and promotion so as to increase number of tourist in the area which will bring more sensitization among the community in Mto wa Mbu.

Table 4.10: Measures to Overcome Challenges Facing Local People to Participate in Tourism Activities

S/N	Suggestion	Frequency	Percentage
1	Community involvement and Participation	24	17
2	Increase awareness and education to local people	23	16
3	Empowerment of local people	12	9
4	To increase market and promotion so as to attract more tourist	9	6
5	Improve outreach program	7	5
6	Increase training institutions for international languages	34	24
7	Increase employment opportunities through tourism	21	15
8	Other suggestions	11	8
	Total	141	100

Source: Field survey, 2015

Some of the respondents were aware about the importance of having tourism education. One of the respondent during interview said, *“We try to teach our kids what tourism is all about, getting them prepared to work within this industry”* and also explain that *“if the businesses are run by ourselves the money will stay here and not flow outside”*. This idea aim to increase local participation and ownership, but also to minimize leakage. Apart from that it will increase employment to local because they will have qualification to meet tourism market. According to (Riley *at al.* 2002) tourism may encourage people to study a new profession, languages or to learn

old skills and old traditions so as to meet tourism market demand. They lead to the improvement of living standards and may affect positively to the residents' self esteem and mood. But also tourism creates jobs in regions suffer from unemployment and it also creates new type of jobs.

4.7 Discussion of the finding

Tourism activities and attraction in Mto wa Mbu ward were identified as cultural tourism, nature walking, cycling and agro tourism, mountain climbing, business in Masai central marketing and cultural heritage which fall under cultural and natural environment. These verify that Tanzania possesses natural and cultural resources which are capable of attracting tourists. Cultural activities such as arts, crafts, traditional dances, ceremonies, traditional foods and souvenirs are major tourist attraction in Mto wa Mbu ward. Majority of the respondents did not identify mountain climbing and birds watching as part of the tourist activities in the area. Also, majority of the respondents did not feel that tourists travel to their community or the tourism destination because of their local food and experience daily life of local people. Also the results indicate that respondents were in higher agreement with the positive impact statements than the negative elements. Most of the respondents said tourism has brought big changes into their lives and transformed the area completely. The positive aspects are clearly the increased work opportunities, a more active economy, better facilities, good infrastructures and other social services while most mentioned negative impact was destruction of local culture and inflation especially in food products and land. This supported by Brunt and Courtney (1999) drawing from the social exchange theory stated that individuals will engage in exchange if the resulting rewards are valued and the perceived cost does not exceed the perceived rewards. The

respondents viewed the rewards higher than the cost thus the positive impact. According to Holloway and Robinson, (1995), one of the important economic features of the tourism industry is an income earned by residences. Tourism is an instrument in transferring a vast sum of money from "income generating" countries to "income receiving" countries. The money spent by tourist does tend to percolate through many levels. However, the most common method for estimating the income generated from tourism is to determine the "multiplier effect" to the area of destination. A tourist makes initial expenditures into the society, which is received as income by local tour operators, shopkeepers, agriculturalist, hotels, livestock keepers, taxi drivers and many others. The multiplier effect of tourism activities can be measured by sales multiplier, output multiplier, income multiplier and employment multiplier. In Mto wa Mbu tourism multiplier effect is very high since there are those who benefit direct such as carving maker, accommodation operators, tour guides and those who benefited indirect such as farmers, livestock keepers, transport service provider. Also there are in local project supported/ conducted due to presence of tourism in Mto wa Mbu.

Respondents suggested a number of improvements which can be carried out including community involvement and participation as well as to ensure that the community knows more about the tourism. Grossman and Associates, (2001) define community participation as, 'a planned effort to influence community opinion through good character and responsible performance, based upon mutually satisfactory two-way communication. The best form of community participation is described by Scheyvens, (2002) who states that effective participation ensures that 'communities have access to information on the pros and cons of tourism activities and

development, and are directly involved in planning for and managing tourism in line with their own interests and resources'. Another suggestion put forward by the respondents was to market the product more intensely in and outside the country. This suggestion can be done by producing and distributing leaflets in both Kiswahili and international languages, to ensure that they reach a wider audience. So far, the respondents feel that there has not been sufficient marketing of the region as a whole. In addition, the respondents call for an expansion of more facilities and recreation centers are opened in Mto wa Mbu to create more employment opportunities for locals. Suggestion was to have a domestic tourism day every year, inviting locals to visit different attraction and educate them about the importance of conserving tourist attractions. It was suggested that this should be sponsored by Tanzania Tourist Board (TTB).

The purpose of this would also be to promote tourism in the area. To ensure that more locals visit the area, it was suggested that they should be encouraged by charging them low entrance fees than those charged to international and regional tourists. Furthermore, locals should be encouraged to have businesses within area and along the road. One major suggestion made was that Tanzania Tourist Board should address the villagers on a regular basis to teach them more about their tourism. They stated that the main reason why some villagers seem to lack interest in tourism is because they do not have enough information about it. Apart that there is a need to promote more tourism in sustainable way based in their principles which are to improve quality of life of the host community, to provide high quality experience for visitors and to maintain the quality of environment on which both the host community and the visitors depend.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides summary of this study, conclusions and recommendations

5.2 Summary

The general objective of this study is to examine the impacts of tourism activities to the local communities in Mto wa Mbu ward in Monduli district. The specific objective were to indentify Various tourism activities conducted in Mto wa Mbu ward, to assess the impact of tourism activities to the local communities in Mto wa Mbu ward, to explore challenges facing local people participating in tourism activities in Mto wa Mbu ward and to evaluate measures used to curb challenges facing local people participating tourism activities in Mto wa Mbu ward.

The findings shows that majority of respondents in the study area fall between 31-43, 44-56 years of age, and between 18 and 30 years of age, and had attained primary, secondary school education, college, no formal education and few attend university education. As regards to the major tourist activities conducted in Mto wa Mbu, the finding reveal that visiting Mto wa Mbu cultural tourism enterprises, cycling, nature walking, Agro tourism and business in Mto wa Mbu central market as the main tourist activities in Mto wa Mbu ward. Regarding to the impact of tourism activities to the local community in Mto wa Mbu ward, the finding reveal that tourism activities conducted in Mto wa Mbu have both positive and negative impact to the local community economically, socially and environmentally. Economically, tourism created employment opportunities, creates market for local products, tourism

improved the general infrastructure in the community, increase foreign currency, creates new business opportunities and also tourism improved the standard of living of the residents in the community. On the other side tourism activities have the negative impact which are price inflation of foods and commodities, tourism profit exported by non local owners, tourism caused low wages due to increase of population, tourism caused economic leakages, seasonal tourism affect local life and also tourism caused competition with other economic uses.

Socially, the finding reveal that tourism improve the quality of life of the community, improve social services, tourism help to preserve cultural identity, improve housing condition and also tourism brings positive changes in values and customs. Apart from these positive impacts, tourism also brings negative impact socially such as destruction of indigenous culture due to tourism activities, increase of drug abuse and crime, excessive drinking alcohol and gambling, disruption of family and negative changes in values and customs. Environmentally, tourism help to protect natural environments and prevention of further ecological decline, tourism help to improve of the area's appearance (visual and aesthetic), tourism revenue used in conservation of resources, but also tourism facilitated restoration and re-use of abandoned properties. The finding also reveal that tourism caused pollution in the area (air, water, noise, solid waste, and visual), loss of natural landscape and agricultural lands due to tourism development, loss of open space and introduction of exotic species in the area both flora and fauna. The findings also reveal there are challenges facing local people to participate in tourism activities in Mto wa Mbu such as language barrier, lack of education and awareness, employment problem, poverty, negative perception towards tourism, lack of capital, lack of spare time and seasonality in tourism.

Lastly, the findings come out with the following measures to overcome challenges facing local people to participate in tourism activities; increase local involvement and participation in planning and decision making in tourism because is very limited and almost non-existent in tourism planning, local empowerment through given the first priority by government, the increase of employment opportunities to local people through limit tourism employer to employ indigenous people and not from other areas, government through Vocational Education and Training Authority (VETA) should increase training institution for international languages and tourism short courses, improvement of outreach program between protected area and surrounding community and also Tanzania Tourist Board (TTB) should increase marketing and promotion so as to increase number of tourist in the area which will bring more sensitization among the community in Mto wa Mbu.

5.3 Conclusion

This study has attempted to examine the impacts of tourism activities to the local communities of Mto wa Mbu ward in Monduli district. Respondents tended to have positive perceptions towards tourism and that they largely supported tourism development, especially due to its economic and socio-cultural impacts. However, to maintain sustainable tourism, it is necessary to take into account a long-term perspective of residents' perceptions of tourism. Furthermore, it is important to involve residents in both tourism-related decision-making processes and the tourism activity itself, since the findings indicate that local residents' are willingly ready to be involved and participate in tourism activities. Tourism activities in Mto wa Mbu ward identified as visiting Mto wa mbu cultural tourism enterprises, cycling, nature walking, Agro tourism and business in Mto wa Mbu central market. Also the impact

of tourism activities to the local community in Mto wa Mbu ward have both positive and negative impact to the local community economically, socially and environmentally. Economically, tourism created employment opportunities, creates market for local products, tourism improved the general infrastructure in the community, increase foreign currency, creates new business opportunities and also tourism improved the standard of living of the residents in the community. On the other side tourism activities have the negative impact which are price inflation of foods and commodities, tourism profit exported by non local owners, tourism caused low wages due to increase of population, tourism caused economic leakages, seasonal tourism affect local life and also tourism caused competition with other economic uses.

Socially, the finding reveal that tourism improve the quality of life of the community, improve social services, tourism help to preserve cultural identity, improve housing condition and also tourism brings positive changes in values and customs. Apart from these positive impact tourism also brings negative impact socially such as destruction of indigenous culture due to tourism activities, increase of drug abuse and crime, excessive drinking alcohol and gambling, disruption of family and negative changes in values and customs. Environmentally, tourism help to protect natural environments and prevention of further ecological decline, tourism help to improve of the area's appearance (visual and aesthetic), tourism revenue used in conservation of resources, but also tourism facilitated restoration and re-use of abandoned properties. The finding also reveal that tourism caused pollution in the area (air, water, noise, solid waste, and visual), loss of natural landscape and agricultural lands due to tourism development, loss of open space and introduction of exotic species in the area both

flora and fauna. Also challenges hinder local people to attain their livelihood from tourism activities in the study area are employment problem, language barrier, poverty, negative attitude towards tourism, and education. Measures to overcome challenges facing local people to participate in tourism activities are identified as to increase local involvement and participation in planning and decision making in tourism because is very limited and almost non-existent in tourism planning, local empowerment through given the first priority by government, the increase of employment opportunities to local people through limit tourism employer to employ indigenous people and not from other areas, government through Vocational Education and Training Authority (VETA) should increase training institution for international languages and tourism short courses, improvement of outreach program between protected area and surrounding community and also Tanzania Tourist Board (TTB) should increase marketing and promotion so as to increase number of tourist in the area which will bring more sensitization among the community in Mto wa Mbu.

5.4 Recommendations

The Government of Tanzania through ministry of natural resources and tourism should ensure conducive environment and good outreach program to local people living adjacent protected areas. This will make the local people to feel like these areas are there for them since they will benefit from the tourism. This is due to the fact that, one of the major source of income generated in this country comes from tourism, therefore the government should put an eye on the sector and make the local people livelihood be improved. Considering the findings it can be said that both government and private sector admit that development of tourism in Mto wa Mbu has created positive and at the same time some negative impacts on local community. This

finding should inspire concerned parties to work side by side with other key organizations to maximize positive impacts and minimize negative ones. Resources and income generating opportunities should be redistributed in a non-discriminatory manner. Findings show that although development of tourism in Mto wa mbu is economically a success story as it revivifies local economy and creates diversified employment opportunities but economic benefits of local community from this development is not satisfactory. Government should take necessary steps to redistribute benefits effectively in an unbiased manner among local community members and concerned stakeholders and facilitate ensuring income generating opportunities.

Entrepreneurial and service-oriented skill development training programmes for local people should be increased. Proper training on diversified fields should be arranged by government and private entrepreneurs to develop and enhance skills and knowledge so that local community can work in this industry with effective performance and dignity. Government of Tanzania with the help of local entrepreneurs may establish tourism training institute focusing local community to develop professionalism. Although there are running a training institute but it is in Arusha town and local community members face difficulty to access as it is far away. Local community's lack of entrepreneurial skill is a major reason for their exclusion from participating in tourism activities. As most tourism related business involves intensive services and these people generally have no prior experience so they are not considered as a prioritized workforce. Apart from that they also lack required knowledge to run a modern business in a fierce competitive business environment. Hence Government of Tanzania should take appropriate measures at local level to

initiate capacity building and skill development training programmes to prepare local community to perform and benefited from tourism. Effective measures should be taken to minimize negative impacts of tourism. Also is little attention given towards what local people feel, think, need and want. So, concerned policy making and implementing authorities need to change their approach about local peoples' involvement. In some cases cultural change results immediate benefit for local people as tourists can feel their home environment and enjoy their culture even in abroad but this scenario is a threat to sustainability of authenticity and conservation of culture and heritage of local people. Government and private sectors should take proper awareness raising initiatives mostly targeting young generations so that cultural believes and norms are not distorted rather preserved and enriched.

Above all, community tourism which will ensure wider community involvement should be encouraged. This will enhance the development of more socially acceptable guidelines for community development, where the benefits accruing from tourism will be used to achieve the goal of bringing prosperity to host communities in the vicinity of tourism enterprises. People of the study area should be encouraged to go to school, the government should also establish technical colleges and training centre where required manpower can be developed and those trained can be employed in managerial and technical positions in the various tourism industries.

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APPENDICES

APPENDIX 1: QUESTIONNAIRES FOR LOCAL PEOPLE

This questionnaire is designed by the researcher to gather information on the topic **THE IMPACTS OF TOURISM ACTIVITIES TO THE LOCAL COMMUNITIES: A CASE OF MTO WA MBU WARD IN MONDULI DISTRICT**. The information is required for a research leading to the award of Masters Degree of Tourism Management and Planning of the Open University of Tanzania. All the information is for research only and will be treated in confidential. You are kindly requested to fill the following questions in the best of your knowledge. Please tick the appropriate space in each of the following questions.

Please tick the appropriate item in each of the following.

1. Age

- (a) 18 - 30..... ()
- (b) 31 - 43..... ()
- (c) 44 - 56..... ()
- (d) Above 56 years..... ()

2. Level of education

- No formal education.....()
- Primary education ()
- Secondary education..... ()
- Collage education ()
- University education..... ()

Qn. 3. Gender Male ()

Female ()

Qn. 4. What are the most tourism activities undertaken in Mto wa Mbu ward?

1. Nature walking ()
2. Cultural tourism activities ()
3. Cycling ()
4. Agro- tourism ()
5. Business
6. Others (), please specify_____

II: IMPACTS OF TOURISM

List of tourism impacts to the host communities: Tick Yes if you have observed/No if you have not observed the following tourism impacts in your community

S/N	Tourism impacts	Answers	
		YES	NO
1(a)	ECONOMIC IMPACTS (Positive)		
i.	Tourism has created employment opportunities in the community		
ii.	Tourism has improved standard of living		
iii.	Tourism has given economic benefits to local people		
iv.	Tourism has created market for local products		
v.	Tourism has increased earning foreign currency		
vi.	Creates new business opportunity		
vii.	Improves transport infrastructure		
1(b)	ECONOMIC IMPACTS (Negative)		
i.	Tourism has caused price inflation of food and commodities		

ii.	Tourism has caused economic leakages		
iii.	Profit exported by non local owners		
iv.	Seasonal tourism creates high risk		
v.	Increase potential for imported labor		
vi.	Jobs pay low wages		
vii	Competition for land with other economic uses		

S/N	Tourism impacts	Answers	
		YES	NO
2(a)	SOCIAL IMPACTS (Positive)		
i.	Tourism has improved the quality of life of the community		
ii.	Tourism has improved housing condition		
iii.	Tourism has improved public security within community		
iv.	Tourism help to eradicate and reduce drugs among the youth		
v.	Tourism has boosted local culture and revitalized crafts, customs and cultural identities		
vi.	Tourism has contributed to the improvement of social services and infrastructures		
vii	Preserve cultural identity		
vii	Positive changes in values and customs		
1(b)	SOCIAL IMPACTS (Negative)		
i.	Tourism has caused destruction of indigenous culture		
ii.	Tourism has increased drugs abuse and crimes		
iii.	Tourism has caused social stress and cultures clashes		
iv.	Excessive drinking alcohol, gambling		
v.	Language and cultural effects		
vi.	Negative changes in values and customs		
vii	Family disruption		

S/N	Tourism Impacts	Answers	
		YES	NO
3(a)	ENVIRONMENTAL IMPACTS (Positive)		
i.	Tourism incentives protect and improves natural and built heritage		
ii.	Tourism has facilitated restoration and re-use of abandoned properties.		
iii.	Tourism revenues have contributed in environmental conservation.		
iv.	Preservation of historic building and monuments		
v.	Improvement of the areas appearance		
vi.	Protection of selected natural environment		
vii.	Other environmental impacts		
1(b)	ENVIRONMENTAL IMPACTS (Negative)		
i.	Tourism has caused destruction of natural environment.		
ii.	Tourism has contributed to land, water and air pollution		
iii.	Tourism has caused congestion and overcrowding in public place		
iv.	Loss of open space		
v.	Loss of natural landscape and agriculture		
vi.	Introduction of exotic species		
vii	Other environmental impacts		

In what ways have the impacts of tourism activity development affected the sustainability of local lives of the host communities in Mto wa Mbu?

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.....

.....

4. What are the challenges facing local people to participate in tourism activity in this area?

- i.
- ii.
- iii.
- iv.

5. What actions should be sought on to repeal the challenges mentioned above?

- i.
- ii.
- iii.
- iv.

7. Are you participating in tourism?

Yes () No ()

If yes how and if no why?

.....

.....

.....

8. Do you have any other advice, suggestion or comments?

.....

.....

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.....

.....

THANK YOU

APPENDIX II:

INTERVIEW GUIDE FOR TOURISM MANAGERS AND ENTREPRENEURS

This interview questions is designed by the researcher to gather information on the topic titles **THE IMPACTS OF TOURISM ACTIVITIES TO THE LOCAL COMMUNITIES: A CASE OF MTO WA MBU WARD IN MONDULI DISTRICT**. The information is required for a research leading to the award of Masters Degree of Tourism Management and Planning of the Open University of Tanzania. All the information is for research only and will be treated in confidential. You are kindly requested to fill the following questions in the best of your knowledge.

Kindly provide the following information about yourself

Age of the respondent	
Gender of the respondent	
Level of education	
Occupation	

1. What are tourism activities undertaken in cultural tourism projects?
2. In what ways have the impacts of tourism activity development affected the sustainability of local lives of the host communities in Mto wa Mbu?
3. What are the various tourism attractions which are found in Mto wa Mbu ward?
4. Does your business benefit from tourism? If yes how?
5. Who are the major suppliers to your business?
6. How many employees in your business are from local community?

7. What are positive and negative impacts created by tourism activities in Mto wa Mbu ward?
8. How tourism activities contribute to improve life of local community?
9. What is your suggestion about tourism activities undertaken in Mto wa Mbu ward?
10. Do you have any comments?

APPENDIX III

INTERVIEW GUIDE FOR LOCAL LEADERS

This interview questions is designed by the researcher to gather information on the topic titles **THE IMPACTS OF TOURISM ACTIVITIES TO THE LOCAL COMMUNITIES: A CASE OF MTO WA MBU WARD IN MONDULI DISTRICT**. The information is required for a research leading to the award of Masters Degree of Tourism Management and Planning of the Open University of Tanzania. All the information is for research only and will be treated in confidential. You are kindly requested to fill the following questions in the best of your knowledge.

Kindly provide the following information about yourself

Age of the respondent	
Gender of the respondent	
Level of education	
Occupation	

1. What are the various tourist attraction in Mto wa Mbu ward?
2. In what ways have the impacts of tourism activity and development affected the sustainability of local lives of the host communities in Mto wa Mbu?
3. What benefits local people have been enjoying from tourism?
4. Do you think impacts of tourism at a local level were taken into account before any decision was made?
5. In what ways tourism brought negative impacts to your local community?
6. How can local community`s involvement in tourism be increased?

7. In what ways has tourism activities affected the sustainability of life in the local community?
8. How tourism benefited the host communities of Mto wa Mbu ward?
9. What support the local entrepreneurs are getting to improve business?
10. What are the positive and negative impact of tourism in Mto wa Mbu ward?
11. Do you have any suggestion, comments?

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To Whom It May Concern

10th August, 2015

RE: RESEARCH CLEARANCE

This is to certify that **MR. MUNGURE, SAMWEL. E.** has been granted permission to conduct research on **“The impacts of tourism activities to the local communities in Mto wa Mbu Ward in Monduli District, Arusha Region ”**. This permission allows her to conduct research in Mto wa Mbu Ward in Monduli District in Arusha Region. in connection with his research. This is in accordance with the Government circular letter Ref. No. MPEC/R/10/1 dated 4th July, 1980; the Vice Chancellor was empowered to issue research clearance to the staff and students of the University on behalf of the Government and the Tanzania Commission for Science and Technology, a successor organization to UTAFITI.

This permission is granted for the period between **11th August to 10th October, 2015**.

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

Yours sincerely,

Prof. Hossea Rwegoshora

For: VICE CHANCELLOR

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