

**ASSESSMENT OF THE ROLES OF TOURISM ACTIVITIES TOWARDS POVERTY  
ALLEVIATION IN RURAL AREAS: A CASE OF ARUMERU DISTRICT, ARUSHA  
REGION**

**SIFUNI DANIEL PALLANGYO**

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**DECLARATION**

I, Pallangyo Sifuni Daniel, 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.

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### **ABSTRACT**

This study examines the roles of tourism activities on poverty alleviation in rural areas in Arumeru District. The objectives of this study was to identify contributions of tourism activities towards poverty alleviation in Arumeru District, to examine challenges facing tourism activities towards poverty alleviation, to identify and assess measures used to address challenges facing tourism activities in poverty alleviation. A researcher used case study design because it involves a careful and complete observation of social unit of a person, family, institutions and cultural groups.

The target sample involved 19 respondents from local authority and 55 respondents from heads of household representatives in Arumeru District as a sample size. Four data collection methods were employed by a researcher during the study, interviews, observation, questionnaires and documentary reviews. A researcher analyzed the results by using statistical packed for social scientist (SPSS) vision 16.0 and Microsoft excel as well as content analysis. Both Qualitative and quantitative data analyzed by frequencies, tables, charts and percentages in order to simplifying interpretations of the findings.

The findings of this research suggest that, at the moment tourism is not really contributing in poverty alleviation in the community investigated in this study although most of respondents perceived tourism as a positive initiative which can help to improve the living standard of the poor. But numbers of barriers were identified to hinder their participation in tourism activities including, Education about tourism and its products, awareness and capacity building about tourism resources utilization. This study has therefore, recommended that, the issue of transparency to be at the heart of all tourism ventures that seek to improve the livelihood of the poor by turning tourism activities from theory to practical.

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**DEDICATION**

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## ACRONYMS AND ABBREVIATIONS

DFID	:	Department for International Development
EWN	:	Empowering Women Nepal
GDP	:	Gross Domestic Product
MDG	:	Millennium Development Goals
MINAPA	:	Mikumi National Park
MSME	:	Micro Small and Medium Entrepreneurs
NCAA	:	Ngorongoro conservation Area Authority
NGO	:	Non-Governmental Organization
SET	:	Social Exchange Theory
SPSS	:	Statistical Packages for Social Science
TANAPA	:	Tanzania National Parks
TTB	:	Tanzania Tourist Board
URT	:	United Republic of Tanzania
WTO	:	World Tourism Organization

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

#### **1.1 Introduction**

This chapter introduces the study with main emphasis on the background to the problem, statement of the problem and objectives of the study. It further covered research questions and significance of the study.

#### **1.2 Background to the problem**

According to Travel and Tourism Economic Impact Report (2014) travel and tourism is an important economic activity in most countries around the world. Apart from its direct economic impact, the industry has significant indirect and induced impacts, World travel and tourism council report(2014). Koenig (2010) claims that with much of the world's population living in poverty, and without access to essential goods and services or opportunities, has used tourism as a solution or another way to overcome problems associated with poverty.

Jones and Botterill (2006) have the same thinking like Koenig (2010) when they claim that the World Tourism Organization (WTO) asserts tourism as a vehicle for economic development and poverty alleviation (EDPA) in developing countries. Yunis (2004) came up with reasons that serve to explain why tourism is particularly well placed to meet the needs of the poor. These

include the fact that tourism is one of the few industries in which many developing countries actually have a comparative advantage in terms of cultural heritage, natural wildlife and climate. Yunis (2004) continue that tourism has the opportunity to support traditional activities such as agriculture and handicrafts through tourism. Bank *et al.* (2004) argues that tourism is a labor intensive industry, then it can provide jobs for women and young people and it is an industry where entry barriers to establish new small businesses can be quite low. Cristureanu and Bobrica (2011) argue that from the host community's point of view, essential goals of tourism development must include generating higher levels of income, creating new employment opportunities, and increasing foreign exchange flows.

Tourism is known to have positive impacts on the attempts to tackle poverty in African communities. At the continent level, there have been evidences that tourism has major influence in poverty alleviation (Role, 2003). To other countries; tourism has already proven to be an important tool in poverty alleviation. Manwa and Manwa (2014) provides an example from Botswana claiming that Botswana government has embraced tourism as a meaningful and sustainable economic activity and diversification opportunity, which now ranks second after mining in its contribution to the country's gross domestic product. Manwa and Manwa (2014) indicate that opening up forest reserves for ecotourism has the potential to alleviate poverty among the disadvantaged groups living adjacent to forest reserves through direct employment as well as provision of raw materials like timber for small and medium-sized enterprises (SMEs).

Tourism has become a significant industry in both poor and rich economies because of its important on economic, livelihoods and social – cultural development (Shah, 2000). Tourism is



an industry that has an important source of income for many countries (Welford, Ytterhus and Eligh, 1999), but the net foreign exchange earnings from this industry are considerably less than the gross receipts (Goodwin, 2006). Many less developed countries (LDC's) now regards tourism as an important and integral part of their economic development strategies

( Dieke, 2003) as it expected to foster economic growth through foreign exchange earnings and an increase in state revenue as well as improvement in peoples well being in the areas of job creations , revenue or income distribution and balanced regional development.

### **1.3 Statement of the Problem**

Poverty alleviation is currently a major concern for many developing countries including Tanzania. Role (2003) argues that always earnings from tourism look impressive, but there may be a need to verify more about its economic implications before concluding that this earning plays a role in poverty alleviation. Role (2003) continues that is also important to know if the net (national) benefits from tourism contribute to poverty alleviation and whether such economic earnings have anything to do with poverty alleviation remains something that has to be measured. Nair (2008) address that tourism is a labour intensive industry and that if well organised, the industry can provide jobs for women and young people who are most of the time being hit badly by poverty oriented challenges. Nair (2008) continues that local communities are confronted with limited capacity to handle daily life challenges and that majority of the people in developing countries have difficulties in even meeting their basic needs.

The lack of effective grass-root organizations that can be instrumental in determining and improving the collective interests of poor deepens this dependence. As earlier mentioned in the

absence of corrective measures, popular participation in administration is likely to be manipulative in nature. Host communities in developing countries usually and widely have hardly any access to the services of a welfare state. When tourism development take place in a local destination of a developing country, central and local government may have invest large amounts of public resources in tourism like the construction of modern infrastructure based on western standards to attract maximum number of tourists while local communities in tourist destinations live in poverty line. UNCTAD (2008), UNWTO (2004) and Steck *et al* (2010) surveys have shown that, tourism firms (both local and foreign-owned) are willing to purchase the products from the local market since it is cheaper for them, but they are constrained by poor quality products, limited varieties as well as irregularity of supply of locally produced fresh vegetables and fruits.

Therefore, local communities need to be empowered to exercise control over the forms of tourism that they wish to see developed in their communities, and even to their right to say no to tourism. According to Luvanga and Shitundu (2003) tourism with its distinct advantages is postulated as another important industry for poverty alleviation. The advantages include among others, creation of job opportunities; boosting up of sales of different goods and services such as agricultural products and handcrafts, as well as cultural entertainment performed by locals the majority of who are poor. Luvanga and Shitundu (2003).Local people are not really benefited with tourism products as most of goods for tourism industry are procured abroad with quite little being bought from the local people (UNCTAD, 2008) The most direct way to reduce the adverse impacts of tourism is to increase opportunities for local people to engage in appealing tourism

activities in their own regions (Akunaay *et al.* 2003).Nguni, (2012) state that in order to improve contribution of tourism towards poverty reduction in many third world tourism destinations, a large number of local small-scale producers need to participate in the tourism value chain in those countries. In Tanzania, about 87 percent of poor population live in rural areas, and poverty is highest in people who rely on agriculture (URT 2006). Therefore this study ought to ascertain the roles of tourism activities towards poverty alleviation in rural areas in Arumeru district, Arusha region.

## **1.4 Objectives of the Study**

### **1.4.1 General Objective**

The main objective of this study is to examine the roles of tourism activities on poverty alleviation in rural areas.

### **1.4.2 Specific Objectives**

1. To identify the contributions of tourism activities in poverty alleviation in Arumeru District
2. To examine challenges facing tourism activities in poverty alleviation in Arumeru District.
3. To identify and asses measures used to address challenges facing tourism activities in poverty alleviation.

### **1.4.3 Research Questions**

1. What are the contributions of tourism activities in poverty alleviation in Arumeru District?
2. What are the challenges facing tourism activities in poverty alleviation?
3. What are the measures used to address challenges facing tourism in poverty alleviation?

### **1.6 Significance of the Study**

The study is significance for the academic purposes as it is very important for a researcher to accomplish his Masters degree. To policy makers, this study will raise awareness on the best way of regulating the industry in a way that ensures the policy and laws are benefits to local people as far as tourism promises are concerned. To tourism stakeholders: the study findings will also shade a light on the roles of stakeholder in attempts to ensure that tourism contributes to poverty alleviation and the livelihoods of local people at large. The study findings might be very useful to the Government of Tanzania to address the changes and or adjustment over the programs and policies concerning poverty alleviation in rural areas.

## **CHAPTER TWO**

### **2.0 LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter provides details on the available literature related to tourism and poverty alleviation. The chapter gives details on definition of concepts, theoretical literature review and empirical literature review. Finally, research gap and conceptual framework that underlies tourism and poverty alleviation is given

#### **2.2 Definition of terms**

##### **2.2.1 Poverty**

According to Swanpoel and De Boer (1998) and Shah(2005), poverty is an ill being manifested by lack of basic necessities such as proper housing, decent food, safe water, medical care and education in one's livelihood. Swanpoel *et al.* (1998) further describes poverty as a relative term because it can either describe the situation of an individual, a family, a community or society in comparison with others. Poverty is a pronounced deprivation of well-being related to lack of material income or consumption, low levels of education and health, vulnerability and exposure to risk, no opportunity and powerlessness (World Bank, 2001).

##### **2.2.2 Poverty alleviation**

Poverty alleviation refers to intervention processes or approaches that have the potential to reduce the pain and magnitude of poverty. Poverty alleviation defined as successfully lessening deprivation of well-being.(World Bank, 2001). On the other way, Poverty alleviation refers to strategies and policies that reduce the number or percentage of people living in poverty or the severity of the impact of poverty on the lives of poor people.(NDA, 2001).

### **2.2.3 Tourism**

Tourism is defined as the activities of people travelling 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 (World Tourism Organization, 1991). 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 for their needs.

### **2.3 Tourism industry in Tanzania**

In 1971, the Tanzania Tourist Corporation (TTC) promotes and market tourism within and outside the country. This lead to more tourists visited Tanzania in 1972 (199,200 tourists) compared to 1971 (68,400tourists). However, with the effects of the drought of 1974, the Uganda War of 1979 and the economic crisis that emerged from the late 1970s to the mid 1980s, tourism industry did not perform impressively (Repoa, 2003).

The Tourism Policy of 1991, which was revised in 1999, places emphasis on the promotion of private sector investment, environmental conservation and consumer protection(Luvanga and Shitundu, 2003) A study by World Tourism Organization in 1988 indicated that it was common in “tourist countries” to get between 10-25 percent of their fiscal revenues from tourism.

Tourism in Tanzania plays a vital role in the country’s economic development. It is one of the major sources of foreign exchange. According to Luvanga and Shitundu (2003), the industry is also credited for being one that offers employment opportunities either

directly or indirectly through its multiplier effect. The sector directly accounts for about 16% of the GDP and nearly 25% of total export earnings. The number of international tourist arrivals in Tanzania increased from 867,994 in 2011 to 1,077,058 in 2012 (NBS, The 2012 international visitors exit survey report ).As a result, tourism earnings increased by 26 percent to USD 1,712.7 million in 2012 (Tanzania Tourism Visitors Report,2014).

In 2012, the Tanzania Tourist Board (TTB) through its cultural tourism programs registered six new cultural tourism enterprises countrywide, bringing the total number of registered enterprises to 47. Community-based cultural tourism has gained popularity recently, with tourists getting an opportunity to engage in various traditional activities. In line with cultural tourism programs, efforts have been made to build capacity among the local communities. For instance, a training of 30 local tour guides conducted in Engaresero village, Arusha in June 2012 under the TTB Cultural Tourism Programs. The training aimed at equipping the local tour guides with basic tour guiding skills and eco-tourism (Tanzania Tourist Board, 2012).

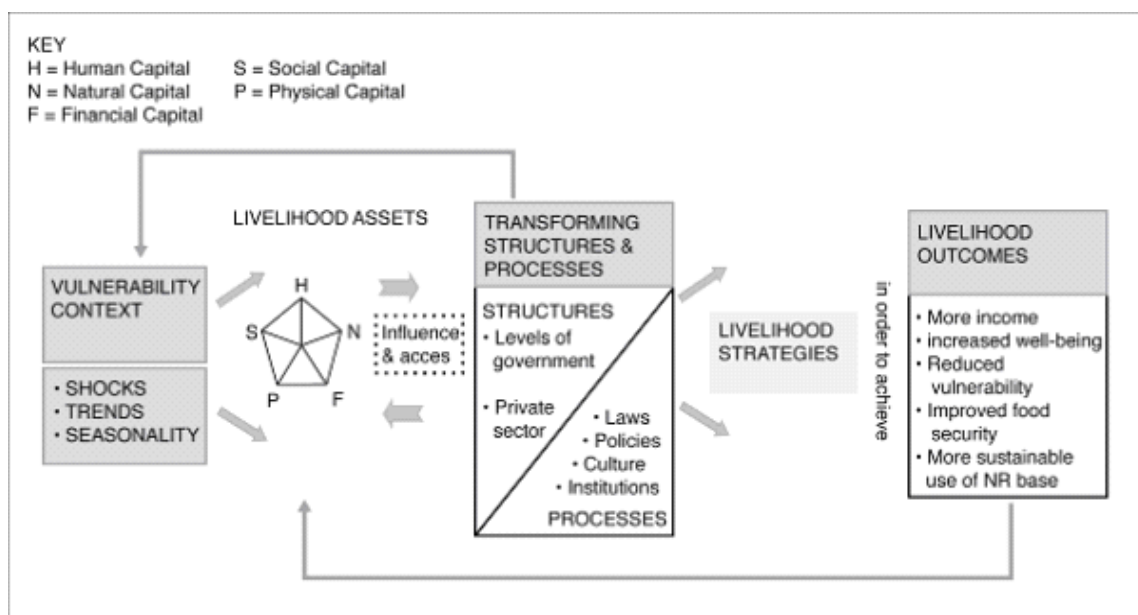
## **2.4 Theoretical literature review**

### **2.4.1 Sustainable livelihoods theoretical framework**

According to Ellis (2000) assets are the basic units used by households to undertake different livelihood activities. The assets can be stocks of capital that can be utilized directly, or indirectly, to generate the means of survival of the household or to sustain its material well-being at different levels above survival.

If these assets are well utilized then they stand a chance of helping local people in poverty alleviation. When assets are influenced by a variety of processes and structures they generate livelihood strategies that finally results in particular livelihood outcomes (Twigg, 2001).

Scoones (1998) emphasizes that given a particular context (of policy setting, politics, history, agro ecology and socio-economic conditions), a combination of livelihood resources (different types of capital) results in the ability to follow a combination of livelihood strategies (agricultural intensification/intensification, livelihood diversification and migration) with particular outcomes.



**Figure 2.1: The DFID sustainable livelihoods theoretical framework**

**Source: Farrington *et al* (1999)**



Farrington *et al.* (1999) warns that, the livelihoods framework as explained in Figure 2.1 does not intend to depict reality in any specific setting rather it is an analytical structure for coming to grips with the complexity of livelihoods, understanding influences on poverty and identifying where interventions can best be made. In other words, the sustainable livelihood approach holds that people pursue a range of livelihood outcomes (health, income, reduced vulnerability) by drawing on a range of assets to pursue a variety of activities as depicted in the strategies.

Livelihood strategies and outcomes are influenced by the types of vulnerability including shocks such as drought, overall trends for instance resource stocks and seasonal variations as influenced by the vulnerability context. It could also be that livelihood strategies and assets are determinants of structures such as the roles of government or of the private sector and processes (such as institutional, policy and cultural factors) which people face. It is expected that tourism help local communities to reduce poverty by facilitating local people to benefits from the areas where local people live and participate in the tourism processes.

Tourism industry may need to be responsive and participatory in a way that poor people (local communities), themselves must be key actors in identifying and addressing livelihood priorities. Outsiders need processes that enable them to listen and respond to the poor. A researcher also place and acknowledged that tourism activities incorporate multi – level decisions making that affect local communities. Poverty elimination is an enormous challenge that will only be overcome by working at multiple levels, ensuring that an effective enabling environment, and that existing structures and processes support people to build upon their own strengths. That tourism contribution to the local people livelihoods is to be dynamic where that external support

(the government and tourism companies) must recognize the dynamic nature of livelihood strategies, respond flexibly to changes in people's situation, and develop longer-term commitments.

#### **2.4.2 Social exchange theory**

The core of the social exchange theory is coming from the field of sociology which 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 (Hernandez *et al.* 1996; Sharpley, 1994). 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 attitude towards continued tourism development (Andereck and Jurowski, 2005; Cook and Emerson, 1987). Residents with low or no benefit will have an indifferent or negative attitude towards tourism development. 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 the other side of the exchange and focused on perceptions of local residents. Not all research base their notion and understanding of socio-cultural impacts on social exchange theory (SET) (Lindberg and Johnson, 1997) or give full support to the basics of (SET) in evaluating resident attitudes (Andereck *et al.* 2007; McGehee and Andereck, 2004). Lindberg and Johnson (1997) calculate locals' 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. A (VA)-models, on the other hand, tries to explain locals’ attitudes towards tourism based on their present values laying the basis for their final attitudes, while (SET) focus on the actual exchange between locals and tourism (individual tourists or the whole industry).

Since SET 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 as well. 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 individuals’ benefit of exchange with tourism and not based on self-enriching, but on the notion of a greater good for the local community. McGehee and Andereck (2004) models derived from social theory and psychology. The application of SET towards the role of tourism in poverty alleviation is where the society benefiting with the tourism activities conducted within their areas. This will also make them to have positive attitudes towards tourism development.

### **2.4.3 Citizen participation theory**

According to Kreitlow (1960), citizen participation theory stipulates that local people should take part in planning, execution, utilization and assessment of social amenities or facilities designed to improve their welfare. This theory is deeply rooted in the very concept of community development which enjoys that whatever is done to improve the welfare of a people must Endeavour to elicit the enthusiasm and participation of such a people. However, citizen participation theory is criticized by Kindon and Pain(2006) by arguing that the specific relations between participation, place and space have received little attention.

Therefore, the application of citizen participation theory towards the role of tourism in poverty alleviation can be attained when there is good corporation between citizen and tourism stakeholders on how to conserve and utilize the tourism products within their areas.

## **2.5 Empirical literature review**

### **2.5.1 Concepts that addresses poverty reduction through tourism**

There are forms of tourism whose central focus is helping local people to benefit from tourism activities. In this study, a researcher defined two forms of tourism that are relevant to this study. Fall (2011)defined sustainable tourism as a type of tourism that aims at making optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity. Sustainable tourism also respects the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. It also ensures viable, long-term economic operations, providing socio- economic benefits to all stakeholders that are fairly distributed, including stable

employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

### **2.5.2 Approaches for poverty reduction through tourism**

Poverty eradication has been and it remains to be a challenge to societies of developing countries. Poverty eradication is the first of the United Nations established Millennium Development Goals (MDG), with sustainable tourism being recognized as a major development activity to the attainment of this goal. Over the last years, commitment to tourism as a development strategy for the developing world has gained a renewed interest within governments and development organizations in the fulfillment of the United Nations MDGs. However, despite several developing plans, aid projects, grants, loans and structural adjustments, limited progress has been made to achieve the targets defined in that goal. In this study, a researcher adopts the 7 approaches for poverty through tourism as addressed by (Bank *et al.* 2004). These are employment of the poor in tourism enterprises, through the supply of goods and services to visitors by the poor, supporting the establishment of tourism enterprises by the poor, poverty reduction through taxes and levies, helping poor people to develop projects which will run for a long time, voluntary giving by tourism enterprises and tourist and investment in infrastructure stimulated by tourism. Also a researcher assume those approaches as they match with the intention of the study that aims at examining the ways into which tourism can facilitate local people to improve their livelihoods. It is through improving livelihoods that we reduce poverty levels. The following are the approaches.

The first way through the employment of the poor in tourism enterprises can be applied in small as well as large enterprises and in rural and urban areas. A problem can be actually identifying the poor, but policies that encourage the employment of local people are more likely to open up opportunities for the poor. They argue that the advantage of addressing poverty through existing tourism enterprises is that it enables the poor to benefit from the entrepreneurial skills and market access of others, and can potentially reach quite large numbers of people. Many issues need to be addressed in order to secure potential advantages for the poor through tourism employment, such as: having proper contracts and fair pay conditions; providing part time work, enabling poor people also to attend to other commitments, and also helping in this way to reach more people. They conclude that, addressing the whole question of how and where job opportunities are promoted and that looking at seasonality issues and the need to provide more year round opportunities especially by making a choice of location of new developments – making it accessible to poor communities who could supply a pool of labor.

Bank *et al.* (2004) explains the second way in which tourism can contribute in poverty alleviation to local people through the supply of goods and services to tourism enterprises by the poor. They say that this can happen at various points in the tourism supply chain, including the choice of products featured by tour operators as well as goods and services provided to hotels, such as food, handicrafts, building services at the construction stage, and so on. The advantage in the supply-chain approach is that this can make use of existing skills in poor communities. They further bring an observation that the two main issues to address are how to encourage and help enterprises to identify new sources of supply and working with poor communities to enable them to provide an assurance of quality and reliability.

Through direct sales of goods and services to visitors by the poor, since it is about the informal economy, and includes stalls selling food and handicrafts, pottering, some forms of transport, and informal accommodation. The informal sector is hugely important in many developing countries and this can be one of the most direct ways of getting visitor spending into the hands of the poor. However, it is characterized by chaotic trading conditions and over-supply. Issues here include providing some order and quality control, which may include licensing, giving some reassurance to visitors as potential purchasers. However, it is important still to maintain the ease of access to such trading by poor people, which is the main advantage of the informal economy.

Bank *et al.* (2004) argue that the process of supporting the establishment of tourism enterprises by the poor may help in poverty alleviation. These may be micro, small and medium sized enterprises (MSMEs), or community based enterprises. They address that, compared with working in the informal economy; this is about helping poor communities develop something for the longer term, and about placing power and control in their hands. Bank *et al.* (2004) warns that the challenges are many, including: access to capital, acquisition of skills, confidence and motivation, property rights and legal recognition, and especially securing access to tourism markets.

According to Bank *et al.* (2004), tourism can address poverty through a tax or levy on tourism income or profits with proceeds benefiting poverty reduction programmes. This has the advantage of enabling resources to be channelled to the most needy people and communities without requiring their involvement in tourism activity either directly or indirectly. The approach

can be at a national level, or at a local level. There are a number of examples showing how this can work quite well at a local level – such as negotiating concessions with tourism enterprises involving a proportion of income per bed night being given to the local community. However, approaches involving taxes and charges have to be treated with caution in order not to deter investment and income flows in the long term.

Another approach which has some similarities with the previous one but here we are talking about voluntary giving by tourism enterprises and tourists. This may include payments into general charities and programmes, such as HIV/AIDS programmes, by tourists and tour operators, or more specific support for projects in destinations visited. Bank *et al.* (2004) argues that many tourism enterprises are engaged in supporting social programmes in their neighboring communities. Funds from tourists may be collected in the country of origin or in the destination, through voluntary supplements or invitations to donate. Although these approaches can generate worthwhile resources that can be directed to needy causes, it is important to be sensitive in promoting this type of activity and to avoid token gestures.

Bank *et al.* (2004) expresses that finally, poor communities can benefit from investment in infrastructure stimulated by tourism. This is about the provision of roads, energy supplies, sanitation, clean water and telecommunications, on the back of tourism investment. Careful planning in such situations is clearly very important and local communities should be involved from an early stage.



The approaches as addressed by Bank *et al.* (2004) are relevant to this study as they all provide a light on the capacity of tourism to contribute in local people struggles for poverty alleviation. This study will reflect on the approaches in attempts to see if tourism is doing what is being proposed by Bank *et al.* (2004). If the study finds the reverse id the Cade then this study will recommend to relevant bodies to try to adopt what Bank *et al.* (2004) proposes.

## **2.6 Tourism as a tool for poverty alleviation**

### **2.6.1 The case study of Bergville, KwaZulu-Natal**

In this case, Mthembu (2011)presents a case study on rural tourism as a mechanism for poverty alleviation In Kwazulu-Natal: The Case of Bergville by claiming that large numbers of rural people are stuck in a poverty trap that is characterized by extreme poverty to an extent that it is difficult to meet the evergreen challenges of the lack of infrastructure, the prevalence of diseases and the problem of hunger. These challenges, in turn, hamper economic growth and sometimes promote rural depopulation. On basis of that background, Mthembu, (2011) undertook a study with an aim to analyze the direct and indirect livelihood impacts of tourism and their implications on poverty alleviation in Bergville. The analysis focused on tourism resources, contribution to job opportunities, entrepreneurial skills development, increased income generation and livelihood impacts. These focus areas were informed by a five-fold general research objectives which are to identify the resources that can be used for rural tourism development in Bergville and establish the extent to which development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in Bergville.

To find out the perceptions of Bergville residents relating to rural tourism development as a mechanism for economic development in their area as well as to identify the existing management practices or strategies perceived as contributing to the improvement of the quality of livelihoods in the study area. However it intends to propose an integrated development model that would contribute to job creation and thus result in poverty alleviation in Bergville. According to Mthembu (2011) questionnaires were used to collect data from the respondents. The study concludes that the people are convinced that the resourcefulness and accessibility of Bergville can support tourism development. Similarly, the findings imply that rural tourism is seen as a very important and probably the most important factor for economic development. Mthembu (2011) further claims that the largest percentages of people agree that tourism development can contribute positively to the creation of job opportunities, development of entrepreneurial skills and the generation of increased income. The study found that the people have both advocacy and cautionary views about tourism development in Bergville. Furthermore, the findings imply that people have mixed feelings about the contribution of existing management practices in improving the livelihoods of local people.

### **2.6.2 The case study of Mulala cultural tourism enterprise in Arusha, Tanzania**

Eight women in the Mulala village of Tanzania have united to form the Agape Women's Group, a cooperative working within the framework of the Mulala Cultural Tourism Enterprise. An enterprise established with the joint support of the Tanzania Tourist Board and the Netherlands Development Organization with the aim of creating tourism activities that benefit local populations, alleviate poverty and offer a tourism experience to complement conventional safaris. Upon arrival, tourists are received by the women of Mulala, led by Mama Anna

Pallangyo (Head and Coordinator of the Tourism Enterprise): They are encouraged to visit Mt. Meru Forest Reserve and take tours designed to display local cheese-making, dairy keeping, gardening and farming activities, bread-making, tailoring or coffee growing.

Not only does the program directly benefit the eight families of the Women's Group, but also the entire 2,500 strong Mulala community has gained by it. Every tourist contributes to the Village Development Fund, which is used to improve school buildings, the local dispensary and in other community development projects. Thanks to their good contacts in the tourism sector, the Agape Women's Group has also managed to establish business linkages with tourist lodges in the area for the supply of homemade cheese. This has become another important income source for the members of the women's group, as well as for other farmers in the village, from which the women's group purchases milk to produce cheese. (UNWTO report, 2010)

### **2.6.3 The case study of three pioneering Nepali sisters**

In response to the demand for women guides, in an otherwise male-dominated sector in the Himalayas, the three sisters founded the Three Sisters Adventure and Trekking Company in 1994 to provide a women-only trekking option for tourists. Five years later, they registered Empowering Women Nepal (EWN) as an NGO.

The Nepali company trains local women as guides and porters, while offering them "empowerment training" to help them cope with discrimination. In this deeply patriarchal society, restrictions on women's mobility render most single women housebound and most

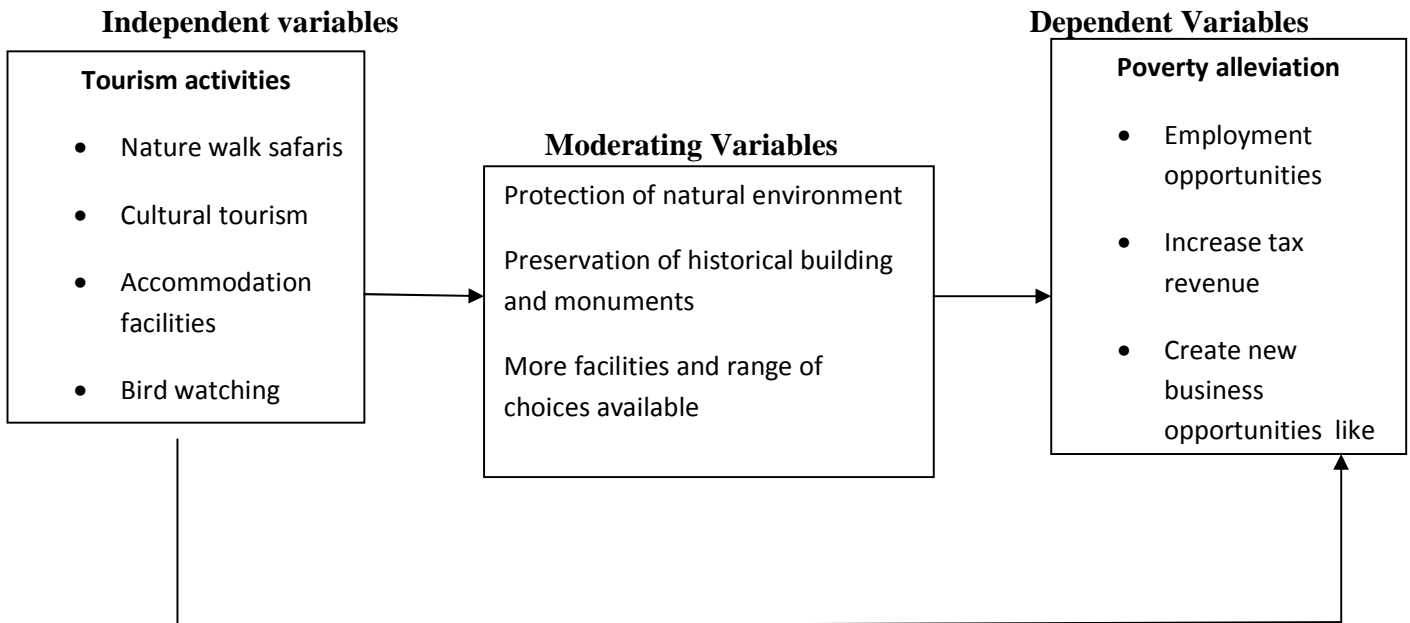
married women unemployable. Nevertheless, over the last decade, EWN has trained and motivated over 800 Nepali women to enter the tourism industry. The sisters currently employ 100 women in their trekking company, who earn an average of 120,000 rupees per year (US\$1,709) once they become experienced guides.

Overcoming local skepticism through sheer determination, a clear vision of their mission, and the support of their family, the sisters have managed to break down several entrenched gender stereo types. As one sister, Lucy Chhetri, puts it: “We have demonstrated that women are mentally, physically and emotionally as strong as men.” Due largely to their efforts, women now make up between five and ten per cent of guides and porters in Nepal, offering tourists greater choice and advancing the empowerment and economic status of Nepali women. (UNWTO report, 2010)

## **2.7 Conceptual framework**

A conceptual framework provides guidance towards realistic collection of data and information (Katani, 1999). Mossman (1962) states that a conceptual framework is a structure composed of parts that are fitted and united together. Figure 2.2 presents the conceptual framework adopted from Kalemo (2010). The study firstly aggregated data on participants’ knowledge and experiences of poverty in order to identify if poverty was really regarded as serious matter in their communities. This was then followed by carrying evaluation on how the participants perceived tourism as an agent for reducing poverty in their communities; and whether there are any barriers that hinder or could hinder participation of local communities in tourism; and how to overcome the barriers of participation in order to enhance tourism benefits in their communities.

By linking poverty issues with tourism, it enabled a researcher to understand the significance of tourism as a tool for reducing poverty in communities adjacent to (MINAPA) in Tanzania.



**Figure 2.2:** Contribution of tourism activities on poverty alleviation to the communities living adjacent to MINAPA in Tanzania. **Source:** Adapted from Kalemo, 2010.

Figure 2.2 shows the linkage of tourism and poverty alleviation measures. The tourism activities such as nature walk safaris, cultural tourism, accommodation facilities and bird watching stands as independent variables. These are inputs, which people can interchange through their daily economic activities to generate the household incomes. This is the way of opening the avenue for employment opportunities for both skilled and unskilled personnel's, as well as increase of tax revenue. Also creates new business opportunities like handcrafts, souvenirs and increase of public utilities infrastructure, which stands as dependent variables.

Moderating variables stands for importance of protecting, conserving and preserving of natural environment, historical buildings and monuments, which led to the presence of attractive areas for accommodation facilities investment, bird watching and walking safaris, which at the end benefit the people living in the area indirect or directly.

## **2.8 Research gap**

Tourism industry is known for its important linkages to local people's economy. There are linkages that if well implemented may help local people in their struggles for poverty alleviation. Luvanga and Shitundu in 2003 conducted a research on the role of tourism in poverty alleviation in Tanzania and conclude that tourism with its distinct advantages is postulated as another industry for poverty alleviation. Kalembo (2011) conducted a research on the role of tourism in poverty reduction by evaluating how tourism is perceived as agent for improving the livelihood of poor in communities adjacent to Mikumi National Park (MINAPA) in Tanzania. In addition, Ngugi (2014) conducted a research on the determinants of accounts receivables management in the hotel industry in Kenya and came up with the conclusion that in order to improve contribution of tourism towards poverty alleviation in many third world tourism destinations, a large number of local scale producers need to participate in the tourism value chain in those countries. The research gap as related to the mentioned studies is that, issues that advocate the role of tourism on poverty alleviation in rural areas were not addressed. This study will focus on the role of tourism activities in poverty alleviation in rural areas in Arumeru district, the complexity about who benefits and to what extent; the role of stakeholders in ensuring proportional sharing of benefits.

## **CHAPTER THREE**

### **3.0 THE STUDY AREA AND RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the study area, research design and target population. Sampling procedures, sample size and data collection methods are also presented in this chapter. It further explains reliability and validity, data analysis, presentation and data interpretation.

### **3.2 The study area**

This study was conducted in Arumeru District in Arusha region (Figure 3.1). Arumeru District is one of the 6 Districts which form Arusha region found in northern Tanzania. The District has an area of about 2,966 square kilometers which is about 3.6 of the area of Arusha region of which the total of the Arusha region is 82,424 square kilometers. Arumeru District has two parliamentary constituencies which are Arumeru East and Arumeru west. The District is located in the North-Eastern part of Arusha region bordering Kilimanjaro to the east and Manyara region to the southern part. The distance from Kilimanjaro International Airport (KIA) to Arumeru district headquarters is about 25 kilometers.

The Arumeru District chosen as study area because it is a District with a lot of tourism attractions such as Mount Meru, Arusha National Park, cultural tourism programs and accommodation facilities which attracts tourists. The district is located at the foot of Mount Meru which is the second highest mountain in Tanzania. Moving around, you can see Arusha National Park with a lot of water sources, rivers and wild animals within and outside the park.

Lake Duluti Eco-Tourism has foot trails revolving around the Lakeshore. The shores have cool weather with beautiful leisure places for climbing, picnic and refreshment. There is plentiful area for hunting in Ngarenanyuki Ward where one can have a nice time to test delicious wild animal meat, thereafter you can go to rest at Tengeru Cultural Tourism Centre. The District chosen as a case study because of its location and its endowment with world known tourism attractions like Arusha National Park, the expectations are that local people do real benefit. The presence of tourism facilities like the Tengeru Cultural Tourism Centre also calls for attention on who real is benefiting and though which paths and if there are challenges, how are they being addressed. Not only that but also Arumeru District is the way towards other attractions such as Ngorongoro



Conservation Area Authority (NCAA), Serengeti, Tarangire and Lake Manyara National Parks. Arumeru District is the most important destinations for the tourists who are arriving via Kilimanjaro International Airport (KIA).

Arumeru District has thirty seven (37) wards which are Bangata, Akheri, Bwawani, Ilkiding'a, Kikatiti, Kikwe, Kimnyaki, King'ori, Kiranyi, Kisongo, Leguruki, Makiba, Majiyachai, Maroroni, Mateves, Mbuguni, Mlangarini, Moivo, Moshono, Murieti, Musa, Mwandeti, Nduruma, Ngarenanyuki, Oldonyosambu, Nkoanrua, Nkoaranga, Nkoarisambu, Oljoro, Olkokola, Olturoto, Olturumeti, Poli, Sing'isi, Sokoni one, Songoro and Usa-river. According to Kothari (2004) for a good random sample write each of the possible samples on a slip of paper, mix these slips thoroughly in a container and then draw a lottery either blindfolded or by rotating a drum or any other similar device. In this regard, simple random sampling technique adopted by a researcher in choosing three wards out of thirty seven wards. This is because under simple random technique each ward has an equal chance of being chosen. To avoid biasness while selecting wards, a researcher prepared a list of all thirty seven wards in a piece of paper by numbering them, shake it well in a box and picked three pieces of paper randomly. The wards selected are Poli, Songoro and Nkoaranga.



A researcher decided to use case study research design in this study because it involved a careful and complete observation of a social unit, being that, unit is a person, a family, an institution, a cultural group even the entire community (Kothari 2009). Also case study research design provided rich and thick details in understanding of reality which in return enhance the analysis process in incorporating the views of the actors under the study (Amaratunga and Baldry, 2001; Grummesson, 2007).

### **3.4 Target population**

Frankfort and Nachmians(1996) stated that a population is the subject on which measurement is undertaken, and from which a sampling unity is obtained. Two types of populations considered in this study. The target populations involved District Tourism Officers (DTO`s), District Community Development Officer, Ward Executive Officers (WEOs) and Village Executive Officers (VEOs). The second target group of population considered in this research were local people represented by heads of the households selected from the three selected wards. According to information which a researcher obtained from Ward executive officers, it shows that Nkoaranga ward has 186 numbers of head of household representative, Poli ward has 204 and Songoro has 158 numbers of heads of household representative. This makes 548 total populations of head of household representative in all three wards.

### **3.5 Sampling procedure and sample size**

#### **3.5.1 Sampling procedure**

Sampling procedure is the systematic procedures of forming the manageable sample size that will be investigated to answer the research questions (Cooper and Schindler, 2003). Simple

random sampling used to select three wards which included in the sample out of thirty seven wards in Arumeru District. To avoid biasness while selecting wards, a researcher prepared a list of all thirty seven wards from which the sample selected. Purposive sampling method used in selecting District Tourism Officers (DTO`s), District community development officer, Ward Executive Officers (WEO) and Village executive officers (VEO). In purposive sampling, subjects selected because of some characteristic (Patton, 1990) According to Boeije (2009), the respondents also known and are specifically chosen because they provide important information to the research. However, simple random sampling used in selecting ten houses representatives used as the respondents by a researcher in Arumeru District whereby a researcher asked the village registry from the villages and use it to select samples. Then a researcher obtained samples through the village registry which have the names of heads of households which mixed together in a box hence asked Village Executive Officers to pick pieces of paper randomly as per number of sample size determined. Therefore the names of heads of household representatives picked included in the sample size.

### **3.5.2 Sample size**

Patton (2002) argues that the sample size depends on what one wants to know, the purpose of the inquiry, what is at stake, what will be useful, what will have credibility and what can be done with available time and resources. According to Gay and Diehl (1992), generally the number of respondents acceptable for a study depends upon the type of research involved; descriptive, correlational or experimental. Roscoe (1975) and Abranovic (1997) again state that within 30 to 500 number of population, the use a sample of about 10% size. According to information which a researcher obtained from Village Executive Officers (VEOs) of all three wards shows that

number of household representatives as the target population in this study was 548, therefore according to Alreck and Settle (1995), number of sample size in this study is equal to 10% of 548 which is 54.8 So the number of sample size in this study was 55 (Table 3.1).According to Sweeney and Williams (2002) a sample is a small group of respondents drawn from a population as the representative of the entire population. In this regard 4 District tourism officers (DTO`s), 1 District community development officer(DCDO) 3 Ward executive officers (WEO) and 11 Village executive officers (VEO) which were 19 in total involved in this study. All these 19 population was purposively selected. So the sample size in this study was 55 plus 19 which is equal to 74 number of sample size.

**Table 3.1 Sample size**

<b>Respondents</b>	<b>Population</b>	<b>Sample size</b>
Heads of the household representatives in	204	20

Poli Ward		
Heads of the Household representatives in Nkoaranga Ward	186	19
Heads of the Household representatives in Songoro Ward	158	16
<b>TOTAL</b>	<b>548</b>	<b>55</b>

**Source:** Researcher's Computation, 2015

During data collection, a researcher supplied 55 questionnaires to respondents in the surveyed area and successful collected back 51 of them filled which is 93%, 3 of the questionnaires were not returned which is 7%. Total of 19 interview questions supplied to Arumeru District local government officers and successful collected all of them filled which is 100%.

### 3.6 Sources of data

#### 3.6.1 Primary data

Primary data according to Ember and Ember (2009) is a data collected by the investigator in various field sites explicitly for a comparative study. Primary data include information collected from respondents through focus interviews, questionnaires and through observation which enabled the researcher to observe difference tourism activities conducted in Arumeru District such as cultural tourism, mountain climbing and nature walking. Primary sources provided fresh or first-hand data.

### **3.6.2 Secondary data**

Polit and Beck (2003) argued that secondary sources involve reviewing previous studies. Secondary data obtained from documents such as books, theses, papers, journals, magazines, articles, atlases, pamphlets and unpublished literature regarding what other people have written on the theme. However, information for this study obtained from Tanzania Tourist Board Report, Tanzania Tourism Report and from education institutions like Community Development Training Institute (CDTI) in Tengeru, Arumeru District as well as from Tanzania National Parks Headquarter.

## **3.7 Data collection methods**

### **3.7.1 Interviews**

According to Varkevisser *et al.* (2003) an interview is a data collection technique that involves oral questions directed to respondents, either individually or as a group. Interview is a conversation between two persons; it is face to face conversation. Appendix 1 is designed to elicit extended responses. Interview guide used to collect information towards the role of tourism activities in poverty alleviation from the District Tourism Officers (DTOs), District Community Development Officer, Village Executive Officers (VEO) and Ward Executive Officer (WEO). These respondents provided in-depth information about tourism activities and its impact on poverty alleviation.

### **3.7.2 Questionnaires**

Kothari (2004) defines a questionnaire as a document consisting questions printed or typed in a definite order for collecting data or information (Appendix 2). A questionnaire is a research

instrument consisting of a series of questions and other prompts for purpose of gathering information from respondents. There are three basic types of questionnaires; closed ended, open-ended or a combination of the two (Dawson, 2002). In this study, a researcher asked heads of the household questions related to benefits that they obtained from the tourism activities (Appendix 2). Questionnaires as the method of data collection used to collect information from heads of the household because it is difficult for a researcher to meet and seat together with these respondents due to their time table or nature of their job.

### **3.7.3 Direct observation**

Direct observation is the process enabling researchers to learn about the activities of the people under study in the natural setting through observing and participating in those activities (Kawulich, 2005). Observation can give additional, more accurate information on behaviour of people than interviews or questionnaires. A researcher therefore went to the study area to observe tourism activities conducted in Arumeru District such as cultural tourism, mountain climbing and nature walking in order to come up with accurate information concerning the role of tourism activities in poverty alleviation.

### **3.7.4 Document literature review**

According to Kothari (2004), secondary data is the data available in documents. Documentary literature comprised documents obtained from Tanzania Tourist Board Report (T.T.B), Tanzania Tourism Report and from Education Institutions like Community Development Training Institute



(CDTI) in Tengeru, Arumeru District. This process helps the researcher to formulate a good platform for discussing the results in relation to what others have found in the role of tourism activities in poverty alleviation. A variety of journal articles, relevant websites, books and presentations reviewed. A researcher used this type of data collection tool because of wide perspectives from other researchers as well as consuming less time and money.

### **3.8 Data analysis, presentation and data interpretation**

Burns and Grove (2003) defined data analysis as a mechanism for reducing and organizing data to produce findings that require interpretation by the researcher. The first step taken was to translate all interviews and questionnaires information. This process is known as data preparation where transcriptions takes place in order to allow the researcher to work with texts, sometimes in combinations with the original recordings (Boeije, 2009).

The transcript read repeatedly to identify themes within the transcripts, the process known as coding. In qualitative studies, coding means identifying themes within interview notes, documents, or field observations that relate to the research questions in your study. To explain what are themes, Berkes (2004) explains that themes are common ideas and patterns that the researcher observes repeatedly s/he read the data collected information. The process may often require reading the transcripts repeatedly to identify themes. The researcher verified the information obtained, answers the research questions within the theoretical framework. Comparison and analytical induction helped the researcher to develop a pattern-coded analysis table with study findings. It also described the variation found within certain phenomenon, and

wherever possible to indicate in which situations different variations of the phenomenon manifest themselves (Boeije, 2009)

A simple approach of quantifying study results by using Statistical Package for Social Scientists (SPSS) version 16.0 and Microsoft excel employed. Statistics with regard to tourism activities benefited local people applied as necessary application of quantitative method of data collection. By using SPSS the study was able to reveal issues and correlation between numbers of respondents, their gender, marital status as well as level of education reached.

A researcher presented analyzed data both qualitative and quantitative data presented by using frequency tables, charts and percentage so as to simplify interpretation of the findings. For qualitative information collected, the information was presented in form of contents analysis.

For quantitative information collected, the researcher used and run SPSS and present results through statistical descriptions, graphs and interpret them in relation to challenges facing tourism activities.

### **3.9 Validity and reliability**

To ensure reliability, well-constructed primary data collection methods like interview and questionnaires were expected to be operationalized and supported by direct observation. This ensured reliability as defined by Boeije (2009) that reliability is the extent to which an experiment, test, or measuring procedure yields the same results on repeated trials. Reliability refers to the extent to which data collection technique or techniques was yield consistent

findings. In other words, similar observations made or conclusion reached by other researcher or where there was transparency in how sense made from the raw data ensures reliability (Saunders *et al.* 2007). Secondary data collected through document review from other researchers with a high response rate applied to ensure reliability. A researcher also ensured that the authority or reputation of the source of data was well assessed.

According to Boeije (2009) validity refers to the extent to which a concept, conclusion or measurement is well-founded and corresponds accurately to the real world. To ensure validity of the data, triangulation of methods used in sampling and effective data collection. The use of triangulation such as use of different samples and methods of data collection increases the validity of the study also (Cooper and Schindler, 2003). This means that different methods of sampling and data collection used. Use of triangulation helped to demonstrate validity and open up new perspective about the topic under investigation.

### **3.10 Ethical consideration**

When a researcher develops his/her data collection techniques must consider whether his/her research procedures are likely to cause any physical or emotional harm (Varkevisser *et al.*, 2003). Ethical aspect strictly observed in order to achieve the research objectives. Respondents informed the purpose of the research as being for academic purposes only. It was observed that confidentiality and anonymity on findings adhered. Consent sought from respondents before interviewing them. Impartiality and objectivity while conducting research adhered as well.

Participant's rights to withdraw and to decline to take part in a particular aspect of research was respected. The researcher ensured that there is no cause of harm or intrusion on participant's privacy.

## **CHAPTER FOUR**

### **4.0 FINDINGS AND DISCUSSION**

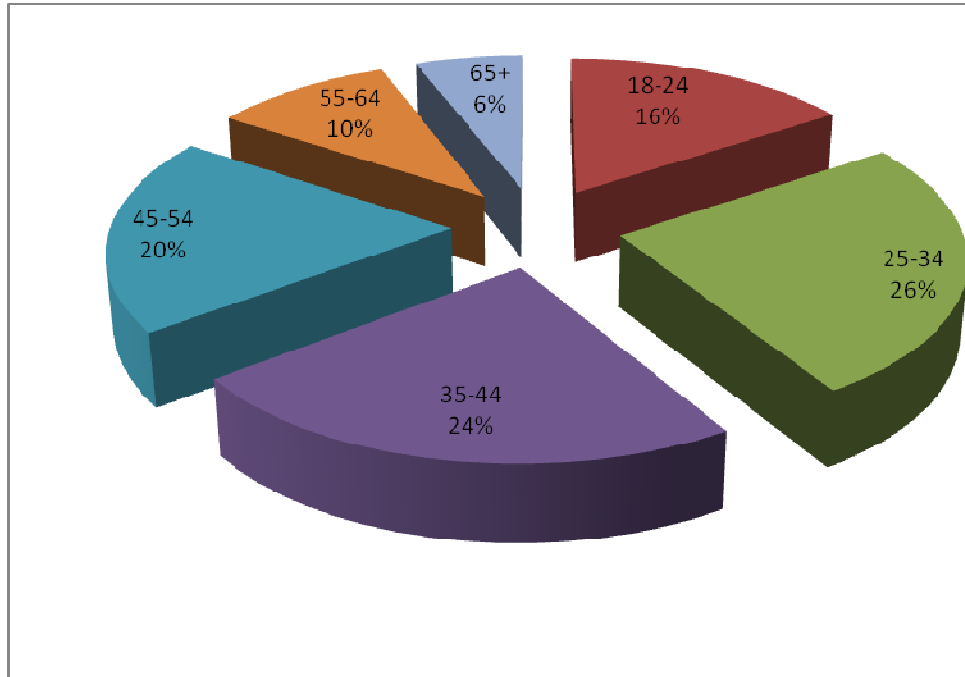
## **4.1 Introduction**

This chapter presents the research findings and discussion of the findings with focusing on the roles of the tourism activities towards poverty alleviation in rural areas in Arumeru District.

## **4.2 Demographic characteristics of the respondents**

### **4.2.1 Age of the respondents**

The respondents' age ranges from 18 years to 65+ years. This shows that people interviewed were all at working age as per Labour Policy. The ages which have the highest frequency and mostly represented were the age ranging between 25 to 34 years with 25.5% of respondents, followed by 35-44 years with 23.5%, 45-54 years with 19.6%, 18-24 years with 15.7% and 65+ years with 5.9% (Figure 4.1).

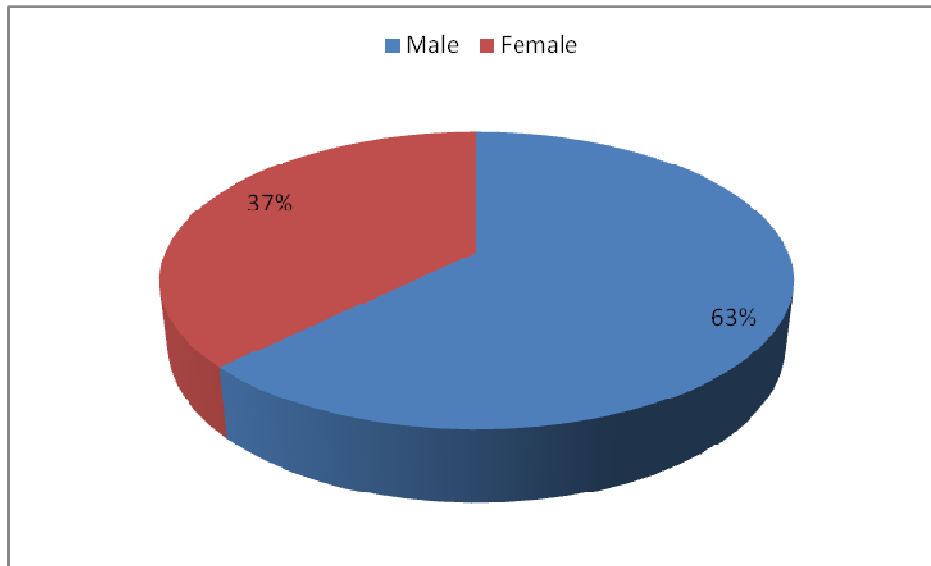


**Figure 4.1:** Distribution of the respondents by ages.

**Source:** Field survey, 2015

#### 4.2.2 Gender of the respondents

In this study both male and female were interviewed (Figure 4.2). Males interviewed were 63% and females were 37% of the total population surveyed. During the study it has been revealed that African tradition males are the heads of households that is why their number appeared bigger than Females. Although in some families the females found standing as head of households due to death of their husbands and others were not married but they have the family and mother is the head of that particular family, that is why a researcher sample both males and females as heads of households.



**Figure 4.2:** Distribution of the respondents by gender.

**Source:** Field survey, 2015

#### 4.2.3 Education level of the respondents

Education is always regarded and valued as a means of liberation from ignorance (Basnayake and Gunaratne, 2002). 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 matter. In this study, respondents from different level of education were interviewed (Table 4.1). Primary levels were 54%, Secondary level 15.7%, College Level 27.5% and University level 2.0% of the population surveyed. Many of the respondents had primary level of education and few of university; this is due to few secondary schools available in the area as well as lack of awareness in education of the population surveyed.

**Table 4.1 Education level of the respondents**

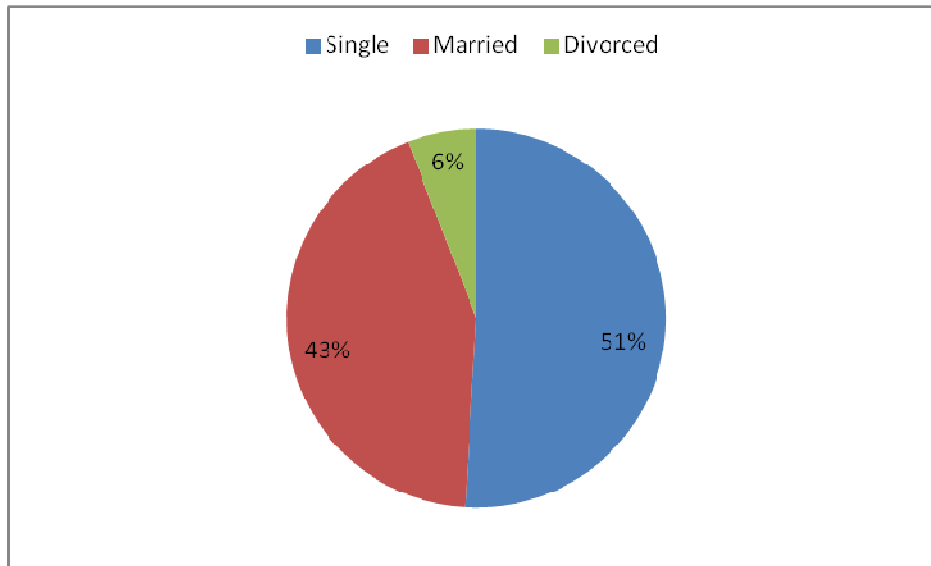
Education level	Response	Percentage
Primary education	28	54.9
Secondary education	8	15.7
College education	14	27.5
University education	1	2.0
Total	51	100

**Source:** Field survey, 2015

#### **4.2.4 Marital status of the respondents**

The marital status (Figure 4.4) in the area dominated by the group of singles which were about 26 of the total respondents which is equivalent to 51.0% of the study population, followed by marriage group which were about 22 respondents equivalent to 43.1% divorced were 3 which is equivalent to 5.9% of the surveyed population. Marital status was included in this study to determine the proportion of different individuals with the implication to this study that poverty alleviation through tourism activities not for a certain marital groups only rather for both Men and women in rural areas of Arumeru District.





**Figure 4.3:** Distribution of respondents by marital status.

**Source:** Field survey, 2015

#### **4.3 Tourism activities practiced in the study area**

Different tourism activities were observed in the study area (Table 4.2). There are two tourist lodges which provide accommodation services in the three wards which are Engarasero Mountain Lodge in Nkoaranga ward and Arumeru River Lodge in Poli. Also there is a tourist company (Wild truck tours) which is practicing tourism activity in this ward as well. Mulala cultural tourism program was the only tourism activity found in Songoro ward.



**Table 4.2: Tourism activities in the study area**

S/N	Tourism activities	Responses	Percentages
1	Accommodation facilities	17	33%
2	Wild truck tours	10	19%
3	Mulala cultural tourism programs	8	16%
4	Bird watching	5	10%
5	Walking safaris	7	14%
6	Other activities	4	8%

**Source:** Field survey, 2015

#### **4.3.1 Accommodation facilities**

About 19% of the respondent commented that accommodation facilities are one of the tourism products found in Arumeru District. These facilities can be obtained from the hotels like Engarasero mountain lodge and Arumeru river lodge whereby the tourist landing through Kilimanjaro International Airport (KIA) can make a short stop before proceeding to other attractions like Tarangire, Manyara, Ngorongoro and Serengeti. Also during the interview one respondent said the *“lodge around us has helped us to solve the water problem in our village which was a big challenge for many years”*



**Figure 4.4** Accommodation facilities in Arumeru district.

**Source;** Field survey, 2015

#### **4.3.2 Wild truck tours**

The 18% of the respondent from the surveyed area mentioned wild truck tours as the tourism company performing its activities in poli ward in Arumeru District .They offer wildlife safari whereby, the tourist get the opportunity of watching wildlife both flora and fauna in their natural settings in Tanzania National parks. Mountain climbing as another great experience adventure where tourist get to enjoy mountain sceneries, prestigious and pleasant memories of lifetime.

Coffee farming and exportation is also among the activities performed by wild truck tours whereby apart from coffee cultivation they process them for both local markets and export.



**Figure 4.5** coffee cultivation in Arumeru district

**Source;** field survey 2015

#### **4.3.3 Mulala cultural tourism programme**

This is the group of eight women interested in tourism business in Arumeru District .16% of the respondents mention Mulala cultural tourism program as tourism activity. The women established their entrepreneurial organization under Agape Women Group which aimed at fighting against poverty. They offer nature walking safaris, local farming tour, bird watching, coffee and banana as well as local cheese making tour (figure4.3) The activities are the access to employment opportunities such as tour guides, porters, security guards and marketing for their local products hence improves the quality of life.

Furthermore the interview revealed that, Mulala cultural tourism program stands as economic liberation for the women of Mulala since it benefited the entire community regardless of the

gender or women membership as this women commented “*This tourism program is not benefiting women only because apart from guided by women the Men are also involved in their activities like watchmen and tents crews*”.



**Figure 4.6** Local cheese produced by Mulala cultural tourism programs

Source; Field survey, 2015

#### **4.4.4 Bird watching**

During the survey 10% of the respondents mentioned bird watching as among the tourism activities performed in their area due to the presence of natural forest which has many species of trees which attract different kinds of birds.

#### **4.4.5 Walking safari**

The Nature walking safari as identified by the respondents in the surveyed area, about 14% of them commented that Mulala cultural tourism program providing it as a package which aimed at improving personal physical fitness, as well as enjoying and experience natural environment.

#### **4.4.6 Other activities**

Other activities of about 8% were highlighted by the respondents during the survey, whereby waterfalls, traditional dance and medication were mentioned as other activities performed as the way of increasing income.

### **4.4 The contributions of tourism activities in poverty alleviation**

In order to understand how tourism activities contributed in poverty alleviation in Arumeru District, questionnaires and interviews were employed to the selected households. In addition to that, interviews from purposefully selected respondents and participants' observation were employed to obtain the information necessary for the study. As it has been mentioned in the previous chapters the first objective of this study was to identify the contributions of tourism activities in poverty alleviation in Arumeru District. The results in Table 4.3 shows that, 19% of the respondent said that, tourism activities in Arumeru District plays a great role towards poverty alleviation since it has opened the avenue for the employment opportunities. About 18% of the respondents commented that, tourism activities supporting social services in the area. While 19% of the respondent revealed that tourism led to the creation of new business opportunities and other 12% said tourism has increased revenue. Some of the people with 18%

have said that through tourism the government earns the income tax and other with 14% said it has improved the quality of life.

Table 4.3 Contribution of tourism activities in poverty alleviation

S/N	Contributions	Responses	Percentages
1	Employment opportunity	10	19
2	Social services	9	18
3	Creation of new business opportunity	10	19
4	Increase of revenue	6	12
5	Taxes	9	18
6	Improvement of quality of life	7	14
	<b>Total</b>	<b>51</b>	<b>100</b>

**Source:** Field survey. 2015

#### 4.4.1 Employment opportunity

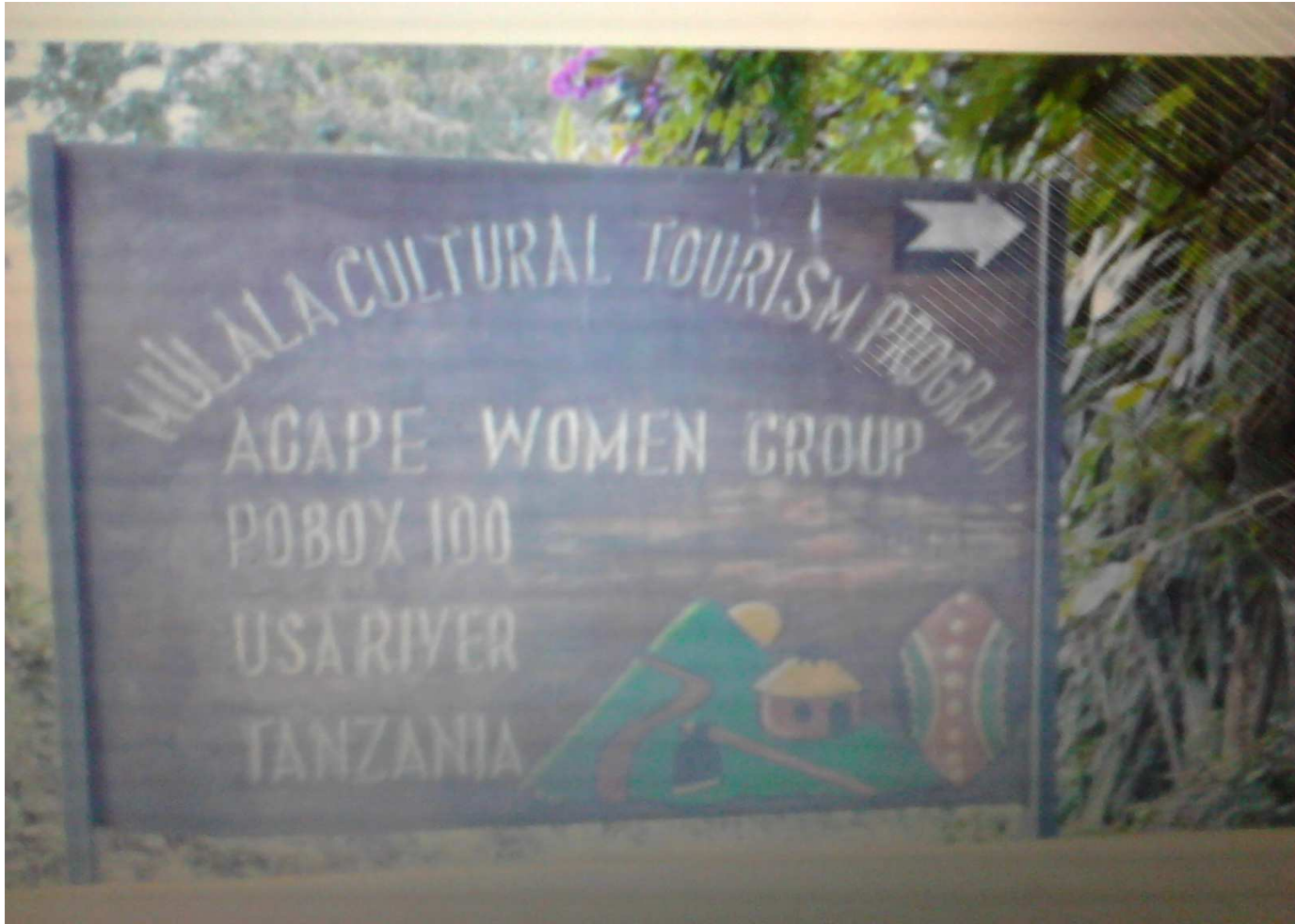
During this study researcher asked respondents to give their opinion about employment associated with tourism in the study area, majority of respondents regardless of their occupations, they appreciated that tourism creates job opportunities especially for the young local people. There are many scholars that have realized the role of tourism in creation of jobs for the people and sometimes termed as a number one job creator in the world. For Tanzania, tourism industry supports about 700,000 (URT, 2008) direct jobs and also provides indirect job through its multiplier effect. The results in Table 4.3 shows that, 19% of the respondent said that,



tourism activities in Arumeru District plays a great role towards poverty alleviation since it has opened the avenue for the employment opportunities.

According to Luvanga and Shitundu (2003), tourism activities can affect poverty alleviation positively or negatively. Positive contributions may be registered through employment creation, income generation, and increased asset ownership, contribution to basic needs and contributions to community benefits. However, together with benefits, linkages and multipliers, tourism effects may result in some costs or negative impacts. These may be seen through environmental problems, cultural pollution, immoral behavior and conflicts with other socio economic activities. Furthermore it has been identified that tourism has created local job opportunities as there are several people who are engaged in various tourist related activities such as tour guide, tax drivers, porters, tour operating, various positions in tourist hotels, cultural tourism programs, lodges, campsites, guesthouses, bars, restaurants and curio shops operations as well as casual workers like compound cleaners.

Tourism provides avenue for production and selling of cultural goods and services such as fruits selling to tourist, agricultural crop/fruits and vegetables supplies to tourist hotels, food vending handcrafts and cultural/music entertainment (Figure 4.4). All these are important source of employment and an indication that tourism activities are important for the livelihood of the members of these households. Moreover, Muganda *et al*, (2010) realized that indirectly, tourism has created more business and other income generating projects as well as self-employment opportunities for the local people.



**Figure 4.4:** Mulala cultural tourism program

**Source:** Field survey, 2015.

#### **4.4.2 Social services**

Access to education and health is considered to be a basic human right which has been addressed in various national and international campaign and programs, For instance, poverty, diseases and ignorance has been branded the key enemies to the nation, Tanzania Vision 2025 aim at

achieving high quality livelihood and creating a well educated and learning society (URT, 2004). In line with this argument the MDGs aim at ending poverty and hunger, achieving universal education and ensuring child and maternal health among its goals. About 18% of the respondents commented that, tourism activities support social services in the area whereby tourism played a big role in supporting the development of infrastructures in the area to a large extent. For instance, Mulala Cultural Tourism Programs (Figure 4.4) financed the project for the construction of Mulala dispensary as well as Mulala Secondary School found in Songoro ward in Arumeru District. *“We now focus on the education and health projects so that the people surrounding us can benefit from tourism activities performed in our Village.”* said Mama Anna Pallangyo who is the Director of Mulala Cultural Tourism Program.

It was revealed that, it is the policy of TANAPA to support social projects like water, health and communication aiming at collectively improving the welfare of the entire community. Good example are the projects of Kilinga and Songoro Primary Schools classrooms which were financed by Tanzania national parks (TANAPA). These contributions from tourism activities become development catalyst for the villages and the community at large *and* also these results showed us that, the tourism industry is the one of the major the development facilitator and tool for the poverty alleviation for the local community

#### **4.4.3 Creation of new business opportunity**

The study founded that, tourism activities in the area have influenced the economic transformation. About 19% of the respondent surveyed revealed that tourism led to the creation

of new business opportunities, For example, tourism facilities like National Parks, hotels, campsites, led to the establishment and existence of small trading such as curio shops which are selling local tourism products like carvings and souvenir, increasing of the market chain for the local products supplied to them especially agricultural products such as maize, beans, milk products and vegetables.

The study further indicates that tourism sector has significant effects in the creation of new business opportunities as it has been highlighted that, the presence of tourism activities in the area led to the establishment of hotels and lodges, camping sites, trading centers transportation services for example car hires, which in one way or another the locals can earn income.

One of the woman benefiting from tourism by selling milk to Mulala cultural tourism programs highlighted that “The presence of tourism activities in this area received as a grace for many people around this wards, as for me am glad that I won the tender of supplying milk which they use to make cheese.” She said.

#### **4.4.4 Increase of revenue**

Tourism businesses contributed to the increase of revenue for both citizen and the Government. The findings revealed that 12% of the respondents said tourism has increased their revenue whereby locals get income by selling products directly to tourist or through multiplier effects and the Government collect revenues from difference sources of tourism products. Through the increased of national income from foreign exchange earnings and taxation through tourism, tourism charges in transportation and accommodations, additional funds can be diverted towards designing poverty alleviation strategies in order to improve the livelihood of poor in the rural

areas. Ashley, *et al.* (2005) argues that “*despite commercial constraints, much has been done to enhance the contribution of tourism to poverty reduction*”.

One among the farmers in the study area commented that, “I preferred to sell my agricultural products like vegetables and eggs to the tourist hotel/restaurants rather than to sell to the local people due to the higher price I can get, and I think is the way forward to better livelihood ” .

On the other hand, the conceptual basis of the tourism income multipliers is the assumption that a direct injection of cash into a destination economy, for example, through spending by tourists, will result in increased incomes for the suppliers of tourism services (direct incomes). A proportion of the additional incomes will be saved while the remainder will be either spent on replenishing stocks or redistributed to tourism employees in the form of wages (indirect incomes). Also, a proportion of these indirect incomes will in turn be saved or spent on consumer goods and services, thereby generating induced incomes in the economy. Of course, at each stage of expenditure it is assumed that a proportion of expenditure is on imports, resulting in a leakage of expenditure from the local economy.

#### **4.4.5 Taxes**

The survey revealed that 18% of the respondents commented that through tourism the government has a wide range of getting income taxes from hotels, transportations, curiosity shops, from human resources pay as you earn (P.A.Y.E) which will enable the strategies towards poverty alleviation.

The Government has many channels to collect the taxes and levies charged from all these facilities providing services to tourist which will helps a lot for the development of the entire area due to the fact that the money can be used to maintain infrastructure network like roads,

bridges, schools, and water supplies. When commenting about contribution of tourism towards poverty alleviation in his ward, the Poli wards executive officer commented that *“It is an opportunity for us to have tourism activities perfumed in our ward because apart from employment and social services aids provided to our people we also collect taxes which is very important for the development as we need money for rehabilitation and maintenance of our infrastructures particularly roads, bridges and schools”*.

#### **4.4.6 Improvement of the quality of life**

Tourism activities are the tool for the improvement of quality of life due to the respondents from the surveyed area. About 14% of the respondents revealed that tourism improve their life since it stimulates other sectors like transportation (airlines, and car hires). Other respondents especially peasants suggested that selling of their agricultural products to tourism related activities has improved their economic situation as they get money which helps them to access those important livelihood requirements. Financial institutions such as banks and foreign currency changing houses (bureau de change) are fast growing due to the flow of tourist as the result it increase the money circulation in the country. Another reason could be that there are other people in the area who depend on their relatives working in the tourism sector as underlined by this responding peasant, *“My son is working in a tour company in town and he is earning a lot of money. To be honest he is responsible for a lot of things here at home. He is paying school fees for his young brothers and sister and even when we get stuck in terms of food or sickness he is very much concerned”*

While tourism has direct economic impacts those working in the sector it also has indirect economic impacts for the people working in other sectors like farming. For instance, the majority of respondents not working in the tourism sector suggested that there is a high money circulation in the peak tourism season as compared to low season. This can be exemplified by one respondent who commented: *“If you visit here during tourism season June, July and August you will find people are very busy and performing very well on their businesses due to high money circulation”*.

#### **4.5 Challenges facing tourism activities in poverty alleviation in Arumeru District**

As it is presented in Table 4.4, majority of the respondent, 37% of respondents commented that poor implementation of the tourism policy is the challenge facing tourism activities in poverty alleviation in Arumeru District. 25% of the respondents said that lack of education and awareness about tourism and 22% of respondents commented that poor infrastructure network, while 16% of the respondent said tourism products are not well identified.

**Table 4.4 Challenges facing tourism activities in poverty alleviation**

S/N	Challenges	Responses	Percentages
1	Poor implementation of policy	17	33
2	Poor infrastructure network	9	18
3	Lack of education and awareness about tourism	11	21
4	Tourism products are not well identified	6	12
5	Other challenges	8	16
	Total	51	100

**Source:** Field survey, 2015

#### **4.5.1 Poor implementation of policy**

Poor implementation of the policy found as the big challenge facing tourism activities in poverty alleviation in Arumeru District. 37% of the respondents highlighted that poverty in rural areas can be alleviated through tourism only if the implementation of the policies will advocate the wise utilization of the available tourism resources and ensure locals are really benefiting.

There are tourism policy/plans that seek to expand tourism industry in Tanzania, alongside improving the livelihoods of the poor in tourism destinations in the country. For instance, the National Tourism Policy of 1999, contains a number of specific policy strategies in key areas that need to be enhanced: product development and marketing; cultural tourism; setting land for tourism; infrastructure development; employment and human resource development; community participation; enabling investment climate; financing and technical support; among others (MNRT 1999) but it is not well in practical.



Furthermore many of tourism projects are owned by foreigners while the tourism policy states that should be by way of joint venture arrangement with local partners. To put this into context, it is clearly stated in the general objective of the Tourism Policy of 1999 that: The National Tourism Policy seeks to assist in efforts to promote the economy and livelihood of the people, essentially poverty alleviation... (MNRT1999).

#### **4.5.2 Poor infrastructure network**

Poor infrastructures is the big challenge towards poverty alleviation in the area (Figure 4.5) since most of tourist are really willing to experience the rural life through cultural tourism programs which are mostly based in the villages out of townships, but they fail to get to the tourism product because the areas cannot easily reached throughout the year due to bad roads and poor telecommunication technologies like telephone and internet facilities as well as availability of sufficient accommodation facilities. 22% of the respondent indicates that poor infrastructure network back sliding the strategies of alleviating poverty through tourism in rural areas. One of the member of Mulala cultural tourism program quoted saying. *“We can get more tourist for the cultural tourism offered here because many tourist need to experience rural life but the big challenge is poor infrastructure especially roads which are not well passable throughout the year and good standard accommodation facilities.”* If carefully planned tourism can be used as a tool to improve infrastructure like roads and communications in many destination areas. One thing worth remembering is that many of the rural areas especially in developing countries lack good infrastructures so they become isolated from the major urban centers’.



**Figure 4.5;** Mud stuck in Songoro ward in Arumeru district due to poor infrastructure

**Source:** Field survey, 2015

#### **4.5.3 Lack of education and awareness about tourism**

Various respondents 25% commented that lack of awareness on the roles and responsibilities of tourism activities in or within their neighborhood is a challenge facing tourism activities towards poverty alleviation in the area. This is due to the presence of tourism products within the area but people are not real know how important (potentiality) the resource can change their life if utilized wisely as well as themselves holding the control or ownership. A man asked about his control and ownership as far as tourisms is concerned commented that, *“I always see the tourist*

*passing in and out here but since i have nothing to offer them, am just dealing with farms activities and livestock but not otherwise”.*

Local attitudes and receptiveness to tourists and the sector itself are important issues to be considered. The respondents when providing their perceptions about tourism as an agent for improving livelihoods, Majority seems that they are not aware about tourism activities since their perception tourism is the activity which involve watching (wildlife) animals in the national parks and it is performed by the people of the certain level of education that can deal with white people, as a results the issues of concerning local tourism and its products is not really known.

With regards to poverty alleviation, many respondent expressed their comments that the poor in their communities may not be able to engage in tourism businesses because they do not have enough capital to enables them supplying quality products and services in tourism industry. It was also mentioned that the participation of the locals in tourism is hampered by the lack of knowledge on how to invest in tourism. Some commented that people in their village are lacking traditional skills to create some cultural products and therefore they do not really see how they can participate in tourism. The problem of lacking traditional skills was specifically mentioned by some of participants surveyed.

*“ We need experts to train us on how to create cultural products and perform some traditional activities like dancing, cooking, and farming that can attract tourists to visit us”.*

#### **4.5.4 Tourism products are not well identified**

The study indicates that 16% of the respondents revealed that tourism products found in rural areas are not well known, there is a need of identifying and advertising them so as to improve the standard of living of the community neighboring the resources as the way forward of raising capital since they can get the market for different agricultural product they produce like fruits and vegetables as well as supporting the people with arts talents such as carving and souvenirs makers. Based on the Tanzania's Poverty and Human Development Report (PHDR) of 2009, poverty rates remain highest in rural areas, therefore, identification and advertisement of resources in rural areas will gear up alleviation of poverty in their areas.

Moreover lack of promotion of community-based tourism as well as lack of incentives to locals. Some respondents commented that if the government would promote community based tourism, it could enhance tourism development in their villages in rural areas and eventually enhance participation of the poor in tourism, especially if incentives are made available to the poor. One among the ward executive officer in the area surveyed commented *"Promotion of community based tourism could be a catalyst for people to invest in tourism sector in rural areas; this is due to the fact that we can manage to offer what is available in our places"*.

#### **4.5.5 Other challenges**

Also during this study 16% of the total respondents said there are other challenges which are high taxes, high pay as you earn ( P.A.Y.E), climate (high and low seasons), economic crisis, language barriers, safety and security like robbery and thieves.

#### 4.6 Measures to address challenges facing tourism activities

Table 4.4 (below) presents challenges facing tourism activities in addressing poverty alleviation in Arumeru District. About 33% respondents denoted that good tourism policy implementation can help to minimize the challenges facing tourism activities in Arumeru District while 25% of the respondents said that maintenance and improvement of the infrastructure network. However, 24% commented that provision of education and awareness about tourism products and related activities to the local people in the area is of paramount importance. 18% of the people interviewed suggested that more identification and advertisement of tourism products in the area.

**Table 4.5 Measures to address challenges facing tourism activities**

SN	Measures	Responses	Percentages
1	Good implementation of tourism policy	17	33
2	Improvement of infrastructure network	13	25
3	Provision of Education and awareness about tourism	12	24
4	Identification of more tourism products	9	18
	Total	51	100

**Source:** Field Survey, 2015

#### **4.6.1 Good implementation of tourism policy**

The study came up with the results from 33% respondents that good tourism policy may help to minimize the challenges that are facing tourism activities in Arumeru District by addressing them directly to rural areas where tourism activities taking place as well as encouraging formations of special groups with focus on tourism attractions activities such as entrepreneur and cultural programs. According to tourism policy of 1991 (revised in 1999), places it emphasis on the promotion of private sector investment, environmental conservation and consumer protection. The main objectives of the sector are to maximize tourism's contribution to the country's development through increased foreign exchange earnings, employment creation, human resource development and rural development and to ensure the conservation of tourism attractions, preservation of the environment and the sustainable development of the tourism industry.

Formulation and implementation of the policies relating to tourism and the communities together with provision of training on local tourism products utilizations to the locals, can make the dreams towards poverty alleviation achieved since the policy stands as a monitor to balance resource utilization and community benefits.

#### **4.6.2 Improvement of infrastructure network**

According to the data from the surveyed area, 25% of the respondents commented that, the best way to combat challenges facing tourism activities in poverty alleviation in Arumeru District is by maintaining and improving the infrastructure network so as to make a good communication link between entrepreneurs (sellers) and clients (consumers) especially roads accommodation facilities and telecommunication systems. It is indeed important to improve infrastructure network at community level, as it will simplifying not only movement of the resident but also is

the way to attract more investors to bring in different products and services in rural areas. Good infrastructure networking will increase participation in tourist related activities by members of households as it standing as motivation , among others things, it create external links and the desire to use the incomes received from tourist related activities to acquire other assets and improve the living standards.

#### **4.6.3 Provision of education and awareness about tourism**

From the study it has realized that 24% of the respondent commented on provision of education and awareness on the roles and responsibilities of tourism activities within their community as the way towards combating challenge of tourism activities towards poverty alleviation in rural areas. In our area there are several tourism products and opportunities but we are blind due to lack of knowledge on how to accrue them. In reality, tourism has strong linkages to other sectors both at national level and at local areas in agriculture and livestock, forest minerals and even in sports. It has strong backward linkages to sectors and activities that most poor can people participate regardless of their education, marital status and gender. Therefore linkages create opportunities for locals to benefit and alleviate poverty.

#### **4.6.4 Identification of more tourism products**

Of all the respondents, 18% indicated that tourism products found in rural areas are to be identified and advertised so as attract tourist from in and outside the country which will lead to the establishment of tourism facilities to cater their needs including food, beverages, transport and accommodations as such people will be enabled to raise capitals hence improve the standard of living.

The community neighboring the resources could get the market for different agricultural product they produce like fruits and vegetables as well as dairy products, local products like carving and souvenirs makers can rise incomes that will support their life while living in the rural hence minimize the number of rural to urban migrant searching for better life as this Man commented. *“There is no reason of moving to town where all kinds of pollution are produced, instead we can rise our capital here in the village if our tourism products are well known the customer normally follow where product found”*. Moreover the Government through Ministry of natural resources and tourism should introduce the law and address special policy especially for rural areas which will enhance and advocates the roles of local communities on the development of tourism activities in their areas.

#### **4.7 Discussion of the findings**

Based on the challenges raised during the data collection the majors challenges were poor implementation of the policies related to tourism related activities are not favoring the local people in terms of tourism activities found in their area.

Many national governments in developing countries have recent and explicit Policy statements asserting a role for tourism in strategies for the reduction of poverty. About 80 per cent of African Poverty Reduction Strategy Papers Include a reference to encouraging tourism (Gerosa, 2003). Although tourism advocates often leap on this as evidence that African governments understand the potentially positive role of tourism, the priority afforded to tourism in important



policy documents is very much less than more traditional Preoccupations with agriculture, rural development and infrastructure.

The respondents from the surveyed population said tourism activities has improved their life whereby, they are getting access of employment opportunities of both skilled and unskilled as tour guides, porters, sawmills rangers and security guards since they live close to those tourism products they are given priority depending to the available chances. According to Luvanga and Shitundu (2003) Tourism activities can contribute to poverty alleviation positively or negatively. Positive contributions may be registered through employment creation, income generation, and increased asset ownership, contribution to basic needs and contributions to community benefits. However, together with benefits, linkages and multipliers, tourism effects may result in some costs or negative impacts. These may be seen through environmental problems, cultural pollution, immoral behavior and conflicts with other socio economic activities.

The findings have revealed that, in the area of study there are a growing number of tourists who seek to improve the conditions of the hosting communities they visit. The tourist must be provided with opportunities to directly participate in the poverty reduction process and must be made aware of the opportunities that exist for increasing the well-being of the residents of an area. It is important that tourists are made aware of the direct impact of their spending especially in the opportunities for the charitable giving.

According to Bank *et al.* (2004), tourism can address poverty through a tax or levy on tourism income or profits with proceeds benefiting poverty reduction programs. This has the advantage

of enabling resources to be channeled to the most needy people and communities without requiring their involvement in tourism activity either directly or indirectly.

The approach can be at a national level, or at a local level. There are a number of examples showing how this can work quite well at a local level – such as negotiating concessions with tourism enterprises involving a proportion of income per bed night being given to the local community. However, approaches involving taxes and charges have to be treated with caution in order not to deter investment and income flows in the long term as among other challenges raised during the survey was highest taxes and pay as you earn (P.A.Y.E) charged by the government to the tourism related activities.

According to Tun *et al.* (2007) the tourism's role in poverty alleviation has been slowly recognized at local community level in developing countries and only observing at the macro level. More specifically this study addressing the contribution of tourism activities towards poverty alleviation in rural areas considering the involvement of local people on tourism activities direct or indirect, especially in relation to poverty alleviation in both household and community levels.

Based on the scope of the study poor infrastructures networking is a challenge towards poverty alleviation in the area whereby there is no many tourism activity performed in their area due to un reliable infrastructure but also even the available are not performing well because the roads are not in good conditions and are not passable through the year.

Bank *et al.* (2004) expresses that, poor communities can benefit from investment in infrastructure stimulated by tourism. This is about the provision of roads, energy supplies, sanitation, clean water and telecommunications, on the back of tourism investment. Careful planning in such situations is clearly very important and local communities should be involved from an early stage.

The approaches as addressed by Bank *et al.* (2004) are relevant to this study as they all provide a light on the capacity of tourism to contribute in local people struggles for poverty alleviation. This study will reflect on the approaches in attempts to see if tourism is doing what is being proposed.

Provision of education and awareness about tourism and related activities to the local people by involving them in planning and utilization of the resources found in the area is very much recommended as it is among the challenges highlighted by the respondents during the survey.

According to the respondent comments, they are surrounded by environment which is very attractive for the tourism activity investments that can be a right choice to change poor community life.

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

It has revealed that, in Arumeru District several tourism products are not identified, therefore there is a need of provision of education and awareness about tourism and related activities to the local people in the area so as to make them aware and participating in activities related to tourism.

Ngugi (2014) conducted a research on the determinants of accounts receivables management in the hotel industry in Kenya and came up with the conclusion that in order to improve contribution of tourism towards poverty alleviation in many third world tourism destinations, a large number of local scale producers need to participate in the tourism value chain in those countries.

## **CHAPTER FIVE**

### **5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter presents summary, conclusion and recommendation with regards to the roles of tourism activities towards poverty alleviation in rural areas in Arumeru District.

#### **5.2 Summary**

The assessment of the roles of tourism activities in poverty alleviation in rural areas was the reason for conducting this study in Arumeru District. The study focused on assessing the contribution of tourism activities in poverty alleviation in Arumeru District, The challenges facing tourism activities in poverty alleviation and measures to be implemented to address the challenges facing tourism activities in poverty alleviation. The study used the sample of 51 respondents of local people from three wards of Songoro, Nkoaranga and Poli in Arumeru District. The research involved different methods of gathering information from the respondent such as interviews, questionnaires, observations and document review. This study used a case study research design because it involves a careful and complete observation of social unit of a

person, family, institutions and cultural groups. Four data collection methods were employed by a researcher during the exercise, interviews to the local authority's officers, observation on the tourism activities conducted in the selected wards, questionnaires both closed and open ended to the heads of the household representatives. Documentary reviews involved the documents from Tanzania Tourist Board (T.T.B), Community Development Training Institute (CDTI) so as to get wide perspectives from other researchers. A researcher analyzed the results by using statistical packed for social scientist (SPSS) vision 16.0 and Microsoft excel as well as content analysis. Both Qualitative and quantitative data analyzed by frequencies, tables, charts and percentages in order to simplifying interpretations of the findings.

It has found that, tourism activities through employment of both skilled and unskilled contribute to the generation of income to households and local entrepreneurs engaging themselves into tourism activities but also contribute to the growth of other sectors particularly agriculture, transportation and business. The locals can rise their incomes by selling of locally made products like carvings and souvenirs to the tourists coming to visit tourism facilities available in rural areas, Moreover, it opening the markets for agricultural products like milk, beans, banana, fruits and vegetables which are in big demand in hotels hence improves the standard of living of the local community.

Through tourism activities local people are getting the support on social services particularly health, education, water, infrastructure network (roads and telecommunications) Other benefits are creation of new business opportunities, increase of revenue and taxes hence improvement of quality of life. The study revealed that poor implementation of the policy, poor infrastructure,

and lack of education and awareness about tourism products and unknown of the tourism products found in the area as challenges facing tourism activities in rural areas of Arumeru District.

The implementation of good policy, improvement of infrastructure network, provision of education and awareness of tourism products as well as identification and advertisement of more tourism products regarded as the way towards combating challenges facing tourism activities in rural areas of Arumeru District.

The findings of this research suggest that, at the moment tourism is not really contribute on poverty alleviation in the community investigated in this study ,Although most of respondents perceived tourisms as a positive initiative which can help to improve the living standard of the poor. But numbers of barriers were identified to hinder their participation in tourism activities including, Education about tourism and its products, awareness and capacity building about tourism resources utilization. This study has therefore, recommended that, the issue of transparency to be at the heart of all tourism ventures that seek to improve the livelihood of the poor by turning tourism activities from theory to practical.

### **5.3 Conclusion**

The major intention of this study was assessing the contribution of tourism activities towards poverty alleviation in Arumeru District. The study focused on assessing the contribution of tourism activities in poverty alleviation in Arumeru District, the challenges facing tourism activities in poverty alleviation and measures used to address challenges facing tourism in

poverty alleviation in Arumeru District. Tourism activities provide employment, market of local products, improves the life of local community in rural areas. Tourism activities in the rural areas through outreach programs support the provision of social services to the villages closed to the tourism products like the buildings of health centers, schools, and classrooms, water supplies, as their contribution towards poverty alleviation.

Tourism Is the sectors that can improve the living standard since it stimulating other sectors like transportation example, airlines, and car hires and peasants sell their agricultural products to tourism related establishments hence improve their economic situation but also some local people in rural areas appreciate the financial support they get from their friends and relatives working in tourism sector. In rural areas tourism activities is facing the challenges of poor infrastructures networking and this decrease the income to the tourism entrepreneurs in rural areas since most of tourist are really willing to experience the rural life through cultural tourism programs which are mostly based in the villages out of townships, but they fail to get to the tourism product because the areas cannot easily reached throughout the year due to bad roads and poor telecommunication technologies like telephone and internet facilities. Lack of education and awareness on the roles and responsibilities of tourism activities within their neighborhood is also a challenge of tourism activities towards poverty alleviation in the area. In the area there are several tourism products opportunities but people not real knows how important (potentiality) the resource can change their life if utilized wisely as well as themselves holding the control or ownership.



In rural areas there are several tourism products which are not well known, so products need to be identified and advertised so as to improve the standard of living as the way forward for raising capital since the community neighboring the resources could get the market for different agricultural product they produce like fruits and vegetables. It is also the way through which the people with arts talents such as carving and souvenirs makers can enjoy the fruits of their works.

#### **5.4 Recommendations**

There is a need to provide comprehensive and realistic advices to the people of Arumeru District communities on their participation in tourism industry, as well as the costs and benefits of tourism investments in their communities before tourism is widely supported as a tool that could guarantee poverty alleviation in their communities.

If carefully planned and done cultural tourism programs can be a fundamental tool to distribute economic benefits to the poor people living in the rural area. Through tourism local people are able to increase the social network to large number of people because they get connection with big number of people worldwide hence they have the chance to make business globally through tourism entrepreneurial like cultural product if facilitated.

The strategy should focus on increasing the distribution of tourism benefits to a wide range of local population by capturing on the approach of involving the entire communities to develop tourism products and services of event based tourism like rural-tourism, agro-tourism and local festivals.

There is a need to strengthening capacity of the local governance bodies as well as improving their knowledge on tourism and its sustainability in their areas. Special efforts should be developed of involving more local people in the supplying chain and increase multiplier effects of tourism to the local economy.

Strengthening the economic linkages between tourism and other sectors especially agriculture which is the backbone of the country's economy and main livelihood activity pursued by the majority of the local people.

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## APPENDICES

## Appendix 1: Research clearance latter.

**THE OPEN UNIVERSITY OF TANZANIA**

***DIRECTORATE OF RESEARCH, PUBLICATIONS AND POSTGRADUATE STUDIES***



**To Whom It May Concern**

**24<sup>th</sup> August, 2015**

**RE: RESEARCH CLEARANCE**

This is to certify that **MR. SIFUNI DANIEL PALLANGYO** has been granted permission to conduct research on “**Assessment of the roles of tourism activities towards poverty alleviation in rural areas: The case study of Arumeru District, Arusha Region**”. This permission allows him to conduct research in Arumeru District Arusha Region in connection with his research. This is in accordance with the Government circular letter Ref. No. MPEC/R/10/1 dated 4<sup>th</sup> 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 25<sup>th</sup> August to **24<sup>th</sup> October, 2015**.

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

Yours sincerely,

***Prof. Hossea Rwegoshora***

**For: VICE CHANCELLOR**

**THE OPEN UNIVERSITY OF TANZANIA**

P.O. Box 23409

Dar es Salaam, Tanzania



**Appendix 2**  
**Interview Guide for District Tourism Officer (DTO), District Community Development**  
**Officer, Village Executive Officers (VEO), Ward Executive Officer (WEO).**

**Introduction**

My name is **Pallangyo Sifuni Daniel** a student from the Open University of Tanzania conducting a study on the role of tourism activities in poverty alleviation. You are kindly requested to fill in as much information as you can. The information you provide is strictly confidential and your participation in this study is voluntary.

**Interview questions with regard to benefits of tourism activities to the local people**

1. What are the contributions of tourism activities in poverty alleviation in Arumeru District?
2. In what way or ways do local people participate in tourism activities?
3. What are the challenges facing tourism activities towards poverty alleviation in Arumeru District?
4. To what extent and through which mechanisms does tourism contributes to poverty reduction in your community.
5. What is your perception about tourism development as an agent for improving livelihoods?
6. In what ways tourism can be used to enhance the livelihood opportunities of your community.
7. What would you consider as barriers that affect local people in participation in tourism?

8. What do you think are the measures that can be implemented to address challenges facing tourism activities in poverty alleviation in Arumeru District?

9. Do you have any other comment?

Thank you for your cooperation

### **Appendix 3:**

## **QUESTIONNAIRES FOR HEADS OF THE HOUSEHOLD REPRESENTATIVES**

### **Introduction**

My name is **Pallangyo Sifuni Daniel** a student from the Open University of Tanzania conducting a study on the on the role of tourism activities in poverty alleviation. You are kindly requested to fill in as much information as you can. The information you provide is strictly confidential and your participation in this study is voluntary.

### **Questions with regard to benefits of tourism activities to the local people**

1. Please, indicate your age by a TICK (√) in box given below

18-24    (   )

25-34    (   )

35-44    (   )

45-54    (   )

55-64    (   )

65+      (   )

2. Please, indicate your sex by a TICK (√) in box given below

Male   (   )                      , Female (   )

3. Please, indicate your education level by a TICK (✓) in box given below

Primary education (     )                      , secondary education (     )

College education (     )                      , University education (     )

4. Please, indicate your marital status by a TICK (✓) in box given below

Single (     )     , Married (     )                      , Divorced (     )

5. What do you think are the measures that can be implemented to address challenges facing tourism activities in poverty alleviation in Arumeru District? Please mention them.

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6. What is the life situation of local people where tourism is practiced?

(a)Excellent

(b)Good

(c)Poor

Give reasons for above answer

.....

.....

.....

7. Do local people have any control or ownership as far as tourism is concerned?

Yes/No (tick the right answer)

If yes or no give reasons

.....

.....

.....

8. Are there any efforts or strategies to ensure that local people are benefiting from tourism?

Give short answers

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9. What are the contributions of tourism activities in poverty alleviation in Arumeru District?

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10. What do you think are challenges facing tourism activities in poverty alleviation in Arumeru District?

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Thank you for your cooperation