

**ROLE OF TOURISM SECTOR ON THE LIVELIHOODS OF LOCAL  
COMMUNITIES IN NGORONGORO CONSERVATION AREA**

**ELIZABETH BALTAZARY MALLYA**

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF MASTER OF TOURISM  
MANAGEMENT AND PLANNING OF THE OPEN UNIVERSITY OF  
TANZANIA**

**2017**

**CERTIFICATION**

The undersigned certifies that, he has read and hereby recommends for acceptance by The Open University of Tanzania, a dissertation titled: “**Role of Tourism Sector on the Livelihoods of Local Communities in Ngorongoro Conservation Area**” in partial fulfilment of the requirements for the degree of Master of Tourism Planning and Management of the Open University of Tanzania.

.....

Dr. Emmanuel Patroba Mhache

(Supervisor)

.....

Date

**COPYRIGHT**

No part of this dissertation may be reproduced, stored in any retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the author or the Open University of Tanzania on that behalf.

## DECLARATION

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

.....

Signature

.....

Date

**DEDICATION**

I dedicate this work to my lovely family for their tolerance in good heart while I was away during the course work.

## **ACKNOWLEDGEMENT**

I would like to thank the Ngorongoro Conservation Area Authority, the Conservator and the villagers of Seneto, Enduleni and Nainokanoka villages who have been so helpful in the accomplishment of this work. I am highly indebted to my supervisor Dr. Emmanuel Patroba Mhache for his support, guidance, suggestions, comments and constant encouragements during my study.

I am also thankful to lecturers at the Open University of for the academic guidance towards my studies. I extend my appreciation to my friends and my fellow Masters students in Tourism Planning and Management for their support during this study. Special thanks go to my friends who used their time to encourage and advice me, I thank them very much. Lastly, I would like to acknowledge the contributions of my family throughout the preparation of this work and a long way of my academic career.

## **ABSTRACT**

Tourism plays an important role to the economy of the country; it increases gross domestic products, income per capita, providing employment to the local people and has multiple effects to the economy. The purpose of this study was to investigate the role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area, in Tanzania. The study design adopted in this study was cross-sectional research design. The sample size was 100 local people, 4 local community leaders, 10 hotel staff and 3 tourism officials. Simple randomly and purposive sampling methods were used in identifying sample. Data collection instruments were questionnaires, interview, and observation. The data collected were analyzed using SPSS version 16.0 and presented in descriptive statistics. The findings revealed that tourism sector contributed in development of tourism infrastructure, support social projects, market of hand-made crafts, increase income per capita and helps to get basic needs. Also findings discover that challenges facing local people to participate in tourism activities include lack of government support, value of wildlife, low professionalism, cultural fee which used as entrance fee in Maasai bomas is not stable, shortage of land and lack of capital. This study recommends that, governments, NGOs and other tourism stake holders should provide education and training to local communities in order to empower them with knowledge of tourism activities. Government should review tourism policies and other policies contributing to tourism in order to ensure local communities participate in tourism activities. Government should also support local communities by providing funds, which could support tourism activities. The relationship between NCA and local people should be improved in order to ensure participation of local communities in tourism activities to improve their livelihood.

## TABLE OF CONTENTS

|  |             |
|--|-------------|
| <b>CERTIFICATION .....</b>                   | <b>ii</b>   |
| <b>COPYRIGHT .....</b>                       | <b>iii</b>  |
| <b>DECLARATION.....</b>                      | <b>iv</b>   |
| <b>DEDICATION.....</b>                       | <b>v</b>    |
| <b>ACKNOWLEDGEMENT.....</b>                  | <b>vi</b>   |
| <b>ABSTRACT .....</b>                        | <b>vii</b>  |
| <b>LIST OF TABLES .....</b>                  | <b>xiii</b> |
| <b>LIST OF FIGURES .....</b>                 | <b>xiv</b>  |
| <b>LIST OF APPENDICES .....</b>              | <b>xv</b>   |
| <b>LIST OF ABBREVIATIONS .....</b>           | <b>xvi</b>  |
| <b>CHAPTER ONE .....</b>                     | <b>1</b>    |
| <b>INTRODUCTION.....</b>                     | <b>1</b>    |
| 1.1 Background of the Study.....             | 1           |
| 1.2 Statement of the Problem .....           | 2           |
| 1.3 Objectives of the Study .....            | 3           |
| 1.3.1 General Objective of the Study .....   | 3           |
| 1.3.3 Specific Objectives of the Study ..... | 3           |
| 1.4 Research Questions .....                 | 4           |
| 1.5 Significance of the Study .....          | 4           |
| <b>CHAPTER TWO .....</b>                     | <b>5</b>    |
| <b>LITERATURE REVIEW.....</b>                | <b>5</b>    |
| 2.1 Introduction .....                       | 5           |



|                                   |   |           |
|-----------------------------------|---|-----------|
| 2.2                               | Definitions of Key Concepts .....                                       | 5         |
| 2.2.1                             | Tourism .....   | 5         |
| 2.2.2                             | Livelihood .....  | 5         |
| 2.2.3                             | Local Community .....   | 6         |
| 2.3                               | Tourism Sector: An Overview .....                                       | 6         |
| 2.4                               | Theoretical Literature Review .....                                     | 8         |
| 2.4.1                             | Social Mobilization Theory .....  | 8         |
| 2.4.2                             | Citizen Participation Theory .....                                      | 9         |
| 2.5                               | Empirical Literature Review .....                                       | 9         |
| 2.5.1                             | Role of Tourism on the Livelihood of Communities .....                  | 9         |
| 2.5.2                             | Challenges Facing People Engaging in Tourism Activities .....           | 14        |
| 2.5.3                             | Strategies to Ensure Local People Benefits from Tourism Activities..... | 15        |
| 2.6                               | Conceptual Framework .....  | 15        |
| 2.7                               | Research Gap.....   | 16        |
| <b>CHAPTER THREE .....</b>        |   | <b>18</b> |
| <b>RESEARCH METHODOLOGY .....</b> |   | <b>18</b> |
| 3.1                               | Introduction .....  | 18        |
| 3.2                               | Study Area.....   | 18        |
| 3.3                               | Research Design .....   | 19        |
| 3.4                               | Target Population .....   | 20        |
| 3.5                               | Sampling Procedure .....  | 20        |
| 3.5.1                             | Random Sampling Technique .....   | 20        |
| 3.5.2                             | Purposive Sampling Technique.....                                       | 20        |
| 3.6                               | Sample Size .....   | 21        |

|       |  |           |
|-------|--|-----------|
| 3.7   | Sources of Data .....                                      | 21        |
| 3.7.1 | Primary Data .....   | 21        |
| 3.7.2 | Secondary Data .....                                       | 22        |
| 3.8   | Data Collection Methods.....                               | 22        |
| 3.8.1 | Questionnaires .....                                       | 22        |
| 3.8.2 | Interviews .....   | 22        |
| 3.8.3 | Direct Observation .....                                   | 23        |
| 3.8.4 | Documentary Literature Review .....                        | 23        |
| 3.9   | Data Analysis, Interpretation and Presentation .....       | 23        |
| 3.10  | Validity and Reliability of the Research Instruments ..... | 24        |
| 3.11  | Ethical Issues .....                                       | 24        |
|       | <b>CHAPTER FOUR.....</b>                                   | <b>26</b> |
|       | <b>DATA ANALYSIS, PRESENTATION AND DISCUSSION OF THE</b>   |           |
|       | <b>FINDINGS .....</b>                                      | <b>26</b> |
| 4.1   | Introduction .....   | 26        |
| 4.2   | Socio-Demographic Characteristics of the Respondents ..... | 26        |
| 4.2.1 | Gender of the Respondents .....                            | 26        |
| 4.2.2 | Marital Status of the Respondents.....                     | 27        |
| 4.2.3 | Age of the Respondents.....                                | 28        |
| 4.2.4 | Education Level of the Respondents .....                   | 29        |
| 4.2.5 | Occupations of Local People.....                           | 29        |
| 4.3   | Tourism Activities Taking Place in NCA .....               | 30        |
| 4.3.1 | Cultural Tourism Activities.....                           | 31        |
| 4.3.2 | Photographic Safaris .....                                 | 32        |

|   |  |           |
|---|--|-----------|
| 4.3.3   | Accommodation Services.....  | 32        |
| 4.3.4   | Walking .....  | 33        |
| 4.4   | Contribution of Tourism on the Livelihood of Local Communities .....               | 34        |
| 4.4.1   | Improve Infrastructure.....  | 34        |
| 4.4.2   | Support of Social Projects .....   | 35        |
| 4.4.3   | Source of Market for Handmade Crafts .....   | 36        |
| 4.4.4   | Increasing per Capita Income.....  | 36        |
| 4.4.5   | Basic Needs .....  | 37        |
| 4.4.6   | Tourism do not Contribute to the Livelihood of Local People .....                  | 37        |
| 4.5   | Challenges Facing Local Communities in Executing Tourism Activities ....           | 38        |
| 4.5.1   | Lack of Government Support.....  | 38        |
| 4.5.2   | Valuing Wildlife than Human Being .....  | 39        |
| 4.5.3   | Low Professionalism .....  | 39        |
| 4.5.4   | Cultural Fees is not Stable.....   | 39        |
| 4.5.6   | Lack of Capital .....  | 40        |
| 4.6   | Discussion of the Findings .....   | 40        |
| 4.6.1   | Tourism Activities Taking Place in NCA .....                                       | 40        |
| 4.6.2   | Contribution of Tourism Activities on the Livelihood of Local<br>Communities ..... | 41        |
| 4.6.3   | Challenges Facing Local Communities in Executing Tourism Activities ....           | 42        |
| <b>CHAPTER FIVE.....</b>                              |  | <b>43</b> |
| <b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .....</b> |  | <b>43</b> |
| 5.1   | Introduction .....   | 43        |
| 5.2   | Summary of Findings .....  | 43        |

|                         |  |           |
|-------------------------|--|-----------|
| 5.3                     | Conclusion.....                          | 44        |
| 5.4                     | Recommendations for Action.....          | 45        |
| 5.5                     | Recommendation for Further Studies ..... | 45        |
| <b>REFERENCES.....</b>  |  | <b>46</b> |
| <b>APPENDICES .....</b> |  | <b>51</b> |

## LIST OF TABLES

|  |    |
|--|----|
| Table 3.1: Sampling Frame .....  | 21 |
| Table 4.1: Marital Status of Respondents .....   | 28 |
| Table 4.2: Education Level of Respondents .....  | 29 |
| Table 4.3: Occupation of the Respondents .....   | 30 |
| Table 4.4: Tourism Activities Conducted by Local People in NCA .....                         | 30 |
| Table 4.5: Contribution of Tourism on the Livelihood of Local Communities .....              | 34 |
| Table 4.6: Challenges Facing Local Communities' Participation in Tourism<br>Activities ..... | 38 |

## LIST OF FIGURES

|   |    |
|---|----|
| Figure 2.1: Contribution of Tourism Sector to the Livelihood of Local People..... | 16 |
| Figure 3.1: Map of Ngorongoro Conservation Area.....                              | 19 |
| Figure 4.1: Sex of Respondents .....  | 27 |
| Figure 4.2: Age of Respondents.....   | 28 |
| Figure 4.3: Crafts Made by Local People in NCA.....                               | 31 |
| Figure 4.4: Tourist in Game Drive .....   | 32 |
| Figure 4.5: Maasai Bomas Visited by Tourist .....                                 | 33 |

## LIST OF APPENDICES

|   |    |
|---|----|
| Appendix I: Questionnaire for the Local People.....       | 51 |
| Appendix II: Questionnaire for Hotel Staff .....          | 55 |
| Appendix III: Interview Guide for Community Leaders ..... | 58 |
| Appendix IV: Interview Guide for Tourism Officers .....   | 60 |
| Appendix V: Observation Checklist .....                   | 62 |
| Appendix VI: Research Clearance Letter .....              | 63 |

## LIST OF ABBREVIATIONS

|        |   |
|--------|---|
| CBT    | Community Based Tourism                 |
| EIAs   | Environmental Impact Assessments        |
| IFRC   | International Federation of Red Cross   |
| MSMES  | Micro small and Medium Size Enterprises |
| NCA    | Ngorongoro Conservation Area            |
| NCAA   | Ngorongoro Conservation Area Authority  |
| NGOs   | Non-Government Organization             |
| SACCOS | Saving and Credit Cooperative Society   |
| SNV    | Srpsko Narodno Vijeće                   |
| SPSS   | Statistical Package for Social Sciences |
| TAWIRI | Tanzania Wildlife Research Institute    |
| UNDP   | United National Development Program     |
| URT    | United Republic of Tanzania             |
| WTTC   | World Travel and Tourism Council        |



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Tourism in Tanzania has been growing yearly and is currently becoming one of the major sources of income and employment in the country. Tourism plays a key role in the country's economy. Tourism is one of the main sources of foreign exchange and it offers employment opportunities both directly (supporting around 198,557 direct jobs) and indirectly. It accounts for more than 17.5% of the Gross National Product (WTTC, 2015). Tourism is also an important source for foreign exchange and a way of marketing the country, making it known to others. In 2004, Tanzania earned about 746 million US dollars from 582,000 international visitors (Tanzania Tourism Sector Report, 2009). In the following year (2005), it earned about \$822 million from 612 thousand tourists (Tanzania Tourism Sector Report, 2009). Game safaris, hot air balloon launches, cultural tourism, and holidays on the beaches of Zanzibar and Pemba have attracted thousands of tourists in the country.

Agriculture which comprised livestock keeping and/or crop production is a core activity for virtually all rural households. The livelihood strategies of rural households vary enormously, but a common strategy is for household members to undertake a range of activities which each in some way contributes to one or more of household needs. Most households rely on a range of natural resources use, as well as off- farm activities for employment or remittances. Tourism is a new activity, adopted by only a minority of rural households so far (Ashely, 2000), Livelihood comprises the capabilities, assets (including both material and social resources) and

activities required as means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base (Carney, 1999; cited by Ijeomah, 2012). Local people have complex livelihood strategies (due to multiple land uses and diversification of risks across several activities), which are affected by tourism in many different ways, positively and negatively, directly and indirectly (Ashley and Hussein, 2000). Different people have different livelihood strategies; priorities and different types of community tourism ventures have different kinds of impacts.

## **1.2 Statement of the Problem**

Ngorongoro Conservation Area is one of the prominent and most frequently visited tourist attractions in Tanzania (NCAA, 2006). The authority was established as a parastatal organization and given the mandate to safeguard the interests of the local Maasai community, encourage and support conservation and finally to promote tourism development within the Ngorongoro Conservation Area. Unlike national parks where human settlements and consumptive uses are prohibited, the Ngorongoro Conservation Area is a home to local Maasai communities together with their head of cattle, sheep and goats (Charnley, 2003).

Different studies have been conducted about the role of tourism on the livelihood of local peoples and communities. Nkuyumba (2013) conducted study about contribution of NCAA in improving welfare of the communities, the study found that there is number of development projects established in the areas, community members marketed their products in hotels and tour companies and community

members were mainly involved in revenue collection especially walking tourist and permit controls. Melita (2014) conducted a study about the relationship between tourism and socio-economic aspects of Maasai in NCA, the study revealed that, the major relationship of tourism and socio-economic based on economic activities such as livestock services, socio services like education, healthy, culture and life style. Another relation found was resources ownership and infrastructure. The study by Ijeomah (2012) was on the impact of tourism on the livelihood of communities, the results showed that tourism has different impacts based on differences in products, management strategies, activities created, location, occupation, ownership and closeness to the parkland, and level of households' involvement. Despite all these studies no studies have been conducted in Ngorongoro Area to ascertain the contribution of tourism activities on the livelihoods of local communities. Thus, this research was designed to fill this research gap.

### **1.3 Objectives of the Study**

#### **1.3.1 General Objective of the Study**

The main objective of this study was to investigate the role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area.

#### **1.3.3 Specific Objectives of the Study**

- (i) To identify tourism activities taking place in Ngorongoro Conservation Area.
- (ii) To examine the contribution of tourism activities on the livelihoods of local communities in Ngorongoro Conservation Area.
- (iii) To identify challenges facing local communities in executing tourism activities in Ngorongoro Conservation Area.

#### **1.4 Research Questions**

- (i) What are the main tourism activities taking place in Ngorongoro Conservation Area?
- (ii) How tourism activities contribute to the livelihood of local communities in Ngorongoro Conservation Area?
- (iii) What are the challenges facing local communities in executing tourism activities in Ngorongoro Conservation Area?

#### **1.5 Significance of the Study**

The findings of this study shall help to design initiatives geared to expand the role of tourism sector on the livelihoods of local communities. The study will help the government and other stakeholders to identify tourism opportunities which are not utilized effectively by the local communities. The study will provide guidelines for tourism stakeholders on how they can play their role effectively to ensure tourism contribute to raise livelihood of local communities. This study adds new knowledge to other researchers because they could use this study as a reference.

The study will add new knowledge or improve on the existing one as far as research is concerned. The findings will raise awareness to the local communities on how tourism could improve livelihoods of people through tourism activities. Lastly the study is a requirement for Masters degree in Tourism Planning and Management of the Open University of Tanzania.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter presents definition of key concepts, review of different literature on the role of tourism on the livelihood of local communities. The chapter also presents theoretical literature review, empirical literature review, conceptual framework and lastly the research gap.

#### **2.2 Definitions of Key Concepts**

##### **2.2.1 Tourism**

Mathieson and Wall (1982) defined tourism as the temporary movement of people to area of destinations outside their normal places of work or residence. Tourism is also defined as the activities of people travelling to and stay in the destination area for not more than one year for leisure activities, studying, business, or other purposes and one must cover the distance of not less than 160 kilo meters (WTO, 1991). According to Holden (2008), tourism comprises the activities of people travelling to and staying in places outside their usual environment for not more than one day consecutive year for leisure, business or other purposes.

##### **2.2.2 Livelihood**

Livelihood is a means of supporting one's existence, especially financially or vocationally (Collins, 2012). A livelihood is a means of making a living. It encompasses people's capabilities, assets, income and activities required to secure

the necessities of life (IFRC, 2014). A livelihood comprises the capabilities, assets (stores, resources, claims and access) and activities required for a means of living: a livelihood is sustainable which can cope with and recover from stress and shocks, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation; and which contributes net benefits to other livelihoods at the local and global levels and in the short and long term (Lasse Krantz, 2001).

### **2.2.3 Local Community**

Local community is defined as a group of people interacting and sharing the same environment. Fellin (2001) described local communities as social systems including families, groups and organizations. Local community in Tanzania context is described as groups of people with a common identity and who may be involved in an array of related aspects of livelihoods. They further note that local communities often have customary rights related to the area and its natural resources and a strong relationship with the area culturally, socially, economically and spiritually (Scherl and Edwards, 2007).

## **2.3 Tourism Sector: An Overview**

Tourism is one of the largest and developing sectors in Tanzania. Its high growth and development rates, positively contribute to the social and economic development of the country. Public and private sectors which is involved in tourism looks on planning to achieve sustainable tourism development that benefit, creates appropriate employment, maintains the natural environment, and delivers quality visitors

experience (Hinch and Butler, 2007). In order for tourism to happen, there must be a displacement: an individual has to travel, using any means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims and hikers).

According to Fayissa *et al.* (2007) tourism provides about 10% of the world's income and employs almost one tenth of the world's workforce. Tourism is the fastest growing industry, which offers massive advantages to both the local and global society. The industry contributes annually over four thousand billion dollars of economic activities all over the world and it creates vast job opportunities whereby one out of every five employees in the global labour force are employed (Fayissa *et al.* 2007). On the other hand, it is assumed that mass tourism increases land price, it also creates additional demand for land whereby potential buyers compete hence a higher price.

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

## **2.4 Theoretical Literature Review**

### **2.4.1 Social Mobilization Theory**

The entrepreneur model explains collective action as a result of economic factor and organization theory. It argued that, grievances are not sufficient to explain creation of social movements. Social learning is based on utilizing local collective knowledge linked to action (social mobilization) and accounting for the political context in which planning is taking place. The approach is based in commonly held values and the transformative power of utilizing these community values and knowledge in constructing solutions to local problems (Stankey *et al.* 1999).

According to Reid (2003) employing a community-based approach to tourism development, based on a social learning/mobilization framework, can aid the implementation and sustainability of the development as often such projects have greater community support and buy in from an inclusive. Social mobilization theory fails to explain social movement communities, which are large networks of individuals and other groups surrounding social movement organizations, and providing them with various services Critics also argue that it fails to explain how groups with limited resources can succeed in bringing social change and that it does not assign sufficient weight to grievances, identity and culture as well as many macro-sociological issues.

The theory is relevant in this study because the mobilization of local people in tourism activities through linking collective knowledge of the local people with tourism activities will lead to improve their livelihood through tourism activities.



### **2.4.2 Citizen Participation Theory**

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 (Kreitlow, 1960). Citizen participatory 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. Participatory theory is said to improve implementation process, rather than delaying implementation of completed plans while decision are reviewed through appeal and adjudication (Blackburn, 1988; Susskind and Cruikshank, 1987; Pateman, 1970).

This theory is adopted by this study because it show how the tourism contribute to the livelihood of local communities if the citizen are involved in different stage and every stage of tourism development and decision making process. The theory emphasizes the involvement and participation of local people in tourism activities; this will make them to improve their livelihood through tourism. Ken Wilber argues that participatory epistemology is limited in its appropriate to scope observing the subjectivity plural domain. Principles and ethics are regarded as applicable on the context (Bahamian, 2004).

## **2.5 Empirical Literature Review**

### **2.5.1 Role of Tourism on the Livelihood of Communities**

Development of Tourism Sector Report (2009) reported that, Tanzania is fairly a large country with a lot of attractions. The major ones include Mount Kilimanjaro, which is the highest mountain in Africa. There is Serengeti National Park, which is

one of the most beautiful parks in the world, and the unique Ngorongoro Crater, which is considered to be the 8<sup>th</sup> wonder of the world as well as Zanzibar and Pemba islands. They have a lot of history and excellent beaches. Tanzania is a really multifaceted destination. The country's tourist board and Tanzania National Parks are promoting tourism inside and outside the country. Within the country, there is an annual tourist fair. It brings together companies and foreign investors, which together devise campaigns to help the sector grow. Tanzania also advertises abroad through media and fairs. Tourism companies credit Tanzania with natural beauty, friendly people, and security all appealing traits to travellers. There is also plenty of natural diversity in plant and animal life.

The country has devoted almost 28% of the land as conservation areas. These are ideal for ecotourism because they are well protected. There are beautiful islands and marine parks that also have big potential for ecotourism. All sorts of activities can be done here in Tanzania; fishing is one of them, so is scuba diving; we have two marine parks with a lot of interesting underwater resources, Apart from that, Tanzania is also known for historical tourism and cultural tourism and even, at least among Tanzanians, the unusual, like skydiving (Development of Tourism Sector Report, 2009).

The United Nations Conference on International Travel and Tourism (1963) defined tourists as temporary visitors who spend more than 24 hours in destinations other than their normal place of residence. The motive for the journey should be for holidaymaking, recreation, health, study, religion, sport, visiting family or friends,

business or meetings (Sinclair, 1998). Theoretically, therefore tourism is an economic activity, which belongs to the invisible trade section of the balance of payments accounts. It is deemed to be an export of services to the foreign countries from which the visitors originate. For the local or domestic tourists, tourism is accounted for within the internal trade regime and captured from the relevant sectors.

There is evidence that tourism contributes a lot to the economic growth of even countries with poor economies through foreign exchange earnings, creation of employment opportunities and provision of public revenues. With proper interventions, such economic benefits can play a crucial role in the process of poverty alleviation and lives improvement. In general, tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development (Shah, 2000).

With its distinct advantages tourism 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. The industry is also an important in-let for the much needed foreign exchange. As such tourism as an industry can play very important roles on economic, improved livelihoods and socio-cultural development that are critical for livelihood improvement. Apart from economic impacts, tourism affects the livelihood of the poor and that, if properly harnessed the positive impacts from the sector can contribute towards lives improvement.

Tourism is an important opportunity to diversify local economies. It can develop in poor and marginal areas with few other export and diversification options. Remote areas, particularly, attract tourists because of their origin, cultural, wildlife and landscape value. Thus, poverty may be reduced as tourism creates new employment opportunities and income generating activities. Sometimes the infrastructure and social service facilities are established or improved using earnings from tourism. Using such facilities the poor not only improve their incomes but also their social well-being and capabilities.

Tourism offers labor intensive and small-scale opportunities compared to other non-agricultural activities, it employs a high proportion of women and values natural resources and culture, which may feature among the few assets belonging to the poor. Thus, tourism offers opportunities in terms of employment creation and income generation, to the vulnerable groups such as women to reduce their poverty. However, there are also (potentially) some negative effects arising from tourism which can have unfavorable economic effects. These include the large-scale transfer of tourism revenue out of the host country and exclusion of local businesses, inhabitants and products.

It is therefore possible that, the poor may gain few direct economic benefits from tourism while bearing many of the costs and hence fail to improve their lives. Previous tourism development plans tended to ignore the negative impacts that could be inflicted. In the tourism planning process in most South East Asian countries in the 1970s and the 1980s, for instance, it was assumed that any economic gains tourism brought to local communities would more than compensate any losses. Little

attention was given to the impact that diversion of natural resources for tourist facilities would have on local communities or the environment (Shah and Gupta, 2000). Currently, however, most tourism development plans include Environmental Impact Assessments (EIAs) to avoid or minimize the negative impacts (on environment). The idea is find ways of trying to mitigate those costs while maximizing the economic benefits to the poor.

Reducing poverty through engaging in tourist activities is theoretically possible. However, due to the process of globalization, modernization and information technology the poor may not automatically reduce their poverty through tourism activities. In addition it is also noted that tourism is currently a complex industry, which is driven by the private sector, and often by large international companies, which may have little or no interest in ensuring that poverty is alleviated among the locals.

Employment is also often higher in tourism than in other sectors and wages compare well with other sectors but inversely related to jobs. Wages of hotel employees compare favorably with those in agriculture, and even more when compared to subsistence agriculture. Unskilled hotel employees in Cyprus earned between 50 percent and 75 percent more than other unskilled workers in 1973. Those in managerial positions earned about 25 percent more than those in other sectors. In Tunisia and Spain although industrial workers were earning a bit higher than hotel workers, there was little difference in their living standards (Huit, 1979). More recent information from Nepal indicates that, profits from tourist related activities are higher than those not intended for tourists. For instance, in a 1995 study it was found

that profits from fruit cultivation in a district near a National Park were much higher than those from grain crops. Per hectare yields from a fruit orchard was worth ten times that from a paddy field and more than thirty times that from a maize crop. Tourists provided the main market for fruit harvest (Shah and Gupta, 2000). Translated into wages, it is obvious that wages in tourist related activities (fruits) would be higher than those in non-tourist related activities. The tourist activities noted contributing to local communities' livelihoods in terms of employment creation, leisure, income generation, increased government revenues, schooling, health, house construction and household consumption (Wakuru, 2013)

### **2.5.2 Challenges Facing People Engaging in Tourism Activities**

According to Magigi and Ramadhani (2013), language barriers, inadequate experience of operators, low education and training, culture, poor/weak commitment of actors and high poverty level are some constraints highlighted as challenges facing local people participating in tourism activities. Lack of formal education is also a challenge for many tour guides and other service providers, speaking very little English when they are first hired is another challenge. They are chosen for their personality or knowledge of the area (SNV, 1999). Barriers are still existing, this exclude a majority of the villagers not getting visitors frequently on their villages, shops, or markets; this is due to corruption, and lack cooperation between villages which hinder any advancement that individuals attempt to make (Slocum, 2010). The key barriers to local community participation include: low education levels and lack of knowledge about tourism; poor living conditions and lack of financial support; busy daily routine and lack of time for tourism participation; local community's

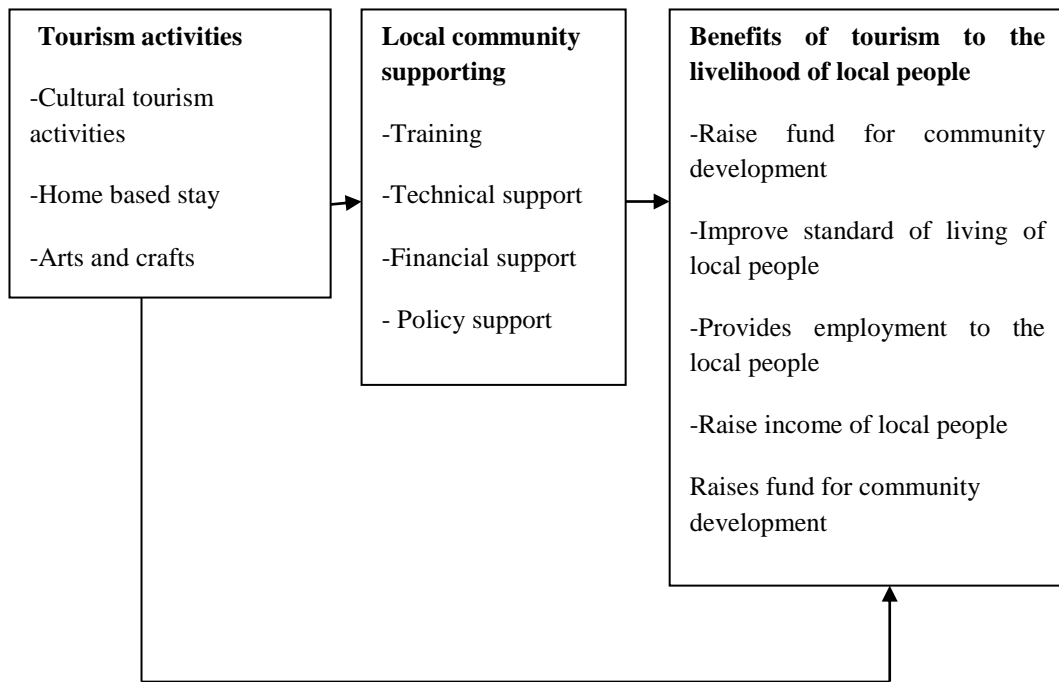
perception of tourism as a seasonal business with low income; and power disparities, institutional disincentives and local's distrust in authorities (Kim *et.al.* 2014).

### **2.5.3 Strategies to Ensure Local People Benefits from Tourism Activities**

Employments of the poor in tourism enterprises enable local people to enjoy the benefits of tourism activities, Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor. Direct sales of goods and services to visitors by the poor (informal economy), establishment and running of tourism enterprises by the poor such as Micro, Small and Medium Sized Enterprises (MSMES), or community based enterprises (formal economy). Tax or levy on tourism income or profits with proceeds benefiting the poor, voluntary giving/support by tourism enterprises and tourists, investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors are strategies to ensure local are benefit from tourism activities (UNDP, 2011).

## **2.6 Conceptual Framework**

Figure 2.1 presents the contribution of tourism sector to the livelihood of local people. Tourism activities involved cultural tourism, home based stay and arts and crafts. For the local community to get benefits from tourism there are motivation factors such as training, technical support, financial support and policies. Benefits of tourism on the livelihood of local people include income; improve standard of living and provision of employment. The benefits of tourism to the livelihood of local community indicate the role of tourism to the livelihood of the local community.



**Figure 2.1: Contribution of Tourism Sector to the Livelihood of Local People**

**Source:** Modified from Masudur, (2010)

## 2.7 Research Gap

Different studies have been conducted about the role of tourism sector on the livelihoods of local communities. Most of the studies conducted showed how communities participate in tourism activities. The study by Ashley (2007) shows how tourism sector contribute to the livelihoods of people through business linking to the local workers, providing health care services and education. Other studies conducted by McIn and Goeldener (1984); Dincer and Ertugra (2003); Ross (1992); Sebastian and Pajagopalan, (2009) and Jones, (2008), show that tourism contributed to livelihood of local people through community based tourism (CBT). CBT offers many benefits to the community and tourism industry in general, employment, development of social services, development of cultural interaction; development of knowledge and skills, diversification of tourism activities, income generation, and



preservation of natural resources. Tourism have a significant contribution to poverty reduction in host communities, it helps to improve the livelihood of the poor in the communities (Kalemo, 2011). More recent publications wrote about impacts of tourism to the host community, most of these study concern stressed in social, cultural, political and economic impacts to the host communities (Dierich, 2006; Etiosa, 2012). Despite all these studies, no study have been conducted in Ngorongoro Conservation Area to ascertain the contribution of tourism on the livelihood of local communities. This is designed to fill this research gap.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the methods applied in carrying out the research. This section highlights and explains how research was conducted and the way data was collected and analysed. Research methodology refers to systematic procedures of solving research problem or responding to research questions.

#### **3.2 Study Area**

This study was conducted in Ngorongoro Conservation Area (NCA) situated about 190 km west of Arusha Municipality (Figure 3.1). NCA lies between Lake Manyara and Serengeti National Parks. NCA covers about 8288 square kilometers. The area consists of Ngorongoro Crater, the Olduvai Gorge and the Ndutu, the Empakai crater and the Oldonyo Lengai Mountain.

The Ngorongoro Conservation Area is a pioneering experiment in multi-purpose land use where the Maasai, their livestock and wildlife coexist and share the same protected habitat. NCA was selected because there are many tourism activities conducted there such as cultural tourism activities, game drive, walking safaris and accommodation activities. The livelihood of local communities is not well improved compared to the tourism activities conducted in that area. The area was also selected in order to identify the relationship between livelihood and tourism.



**Figure 3.1: Map of Ngorongoro Conservation Area**

**Source:** NCCA, (2013)

### **3.3 Research Design**

Research design is the plan and structure of an investigation that is visualized by the researcher, so as to obtain answers to the research questions (Cooper and Schindler, 2003). Research design constituted a blue print for the data collection, measurement and analysis of data (Kothari, 1985). It is a scheme, outline or plan that is used to generate answers to research questions. A research design can be regarded as an arrangement of condition for collection and analysis of data in a manner that aims to combine relevance with the research purpose (Orodho, 2003). The study followed a cross-sectional research design. According to Simon (2002), a cross-sectional

research design refers to a research design where subjects are assessed at a single time in their lives. This design was selected for this study because is fast and it's allow a large number of samples at a little cost effort.

### **3.4 Target Population**

Population can be defined as all items in any field of inquiry constituent (Kothari, 2004). The target population for this study comprised local communities living in Ngorongoro Conservation Area, tourism officers, hotel operators and staff.

### **3.5 Sampling Procedure**

#### **3.5.1 Random Sampling Technique**

Random sampling is a situation where by random method is used to select respondents, where participants and non-participants have equal chance of being selected (Shahidur *et al.* 2010). In random sampling technique every sampling unit was given an equal chance of being selected (White 1999). Random sampling technique used to select villagers and hotel staff. The researcher selected respondent randomly from within the research area after obtained a list of local people from the village register maintained by village chairman. A random number generator (<http://stattrek.com/Tables/Random.aspx>) used to generate random numbers of local residents to be surveyed who are living in the study area.

#### **3.5.2 Purposive Sampling Technique**

Gibson and Brown (2009) states that, purposive sampling describes the process of selecting research participants on the basis of their relevance to the research. The aim was to select possible research participants who possess details information and

opinions about the role of tourism sector to the livelihood of local people in Ngorongoro Conservation Area. Purposive sampling technique was used in this study to select local communities' leaders, tourism officers, hotel staff and tour guides.

### 3.6 Sample Size

Sample size refers to the number of item selected from the population to constitute a sample (Kothari, 2009). The study focused on 100 local people, 4 local community leaders, 10 hotel staff and 3 tourism officers (Table 3.1).

**Table 3.1: Sampling Frame**

| S/n | Category of respondents | Target population | Sample size |
|-----|-------------------------|-------------------|-------------|
| 1   | Local people            | 300               | 100         |
| 2   | Local community leaders | 8                 | 4           |
| 3   | Hotel staff             | 30                | 10          |
| 4   | Tourism officers        | 6                 | 3           |
|     | <b>Total</b>            | <b>344</b>        | <b>117</b>  |

**Source:** Researchers' Computation, (2016)

### 3.7 Sources of Data

#### 3.7.1 Primary Data

Primary data are information collected afresh and for the first time and thus happen to be original in character (Kothari 2009). In this study, the researcher collected primary data using questionnaires, key informants interview and direct observation.

### **3.7.2 Secondary Data**

According to Kothari (2009), secondary data is defined as the data available in the document or literature. Secondary data obtained from documents such as books, papers, journals, unpublished literature and internet was used in this study. The documentary literature review provided secondary data and context for the study's findings, the data used by researcher because it helps researcher to study previous research and explore its relationship with this study.

## **3.8 Data Collection Methods**

### **3.8.1 Questionnaires**

Rule and John (2011) defined questionnaire as a printed sets of field questions to which participants respond on their own (self-administered) or on the presence of the researcher. Questionnaire was used to collect information from local people and hotel staff to collect information about the role of tourism on the livelihood of local people.

### **3.8.2 Interviews**

Interview is the primary data collection technique for gathering qualitative information (Cooper and Schindler, 2014). A set of questions was prepared in advance and administered by the interviewer to the respondents in which case, answers recorded on a separate sheet. Interview used to collect information from tourism officer, local community leaders. Researcher used interview because was help to collect detail information about the role of tourism to the livelihood of local communities.

### **3.8.3 Direct Observation**

Direct observation is a method of data collection in which information is sought through observation without asking from the respondent (Kothari and Garg, 2009). This method or technique made use of observation guide or check list, which helped the researcher to observe the role of tourism to the livelihood of local people. Morison (1995) recommends this method because it enables the researcher to collect data on physical human settings. Researcher observed visible livelihood parameters which are easily to be observed such as house status, school which they sent their children and their participation in tourism activities.

### **3.8.4 Documentary Literature Review**

Documentary literature review provided secondary data or second hand information. The researcher employed documentary sources of data so as to have a thorough understanding of the past, present and predict the future trends the role of tourism sector on the livelihoods of local communities. These data were collected from various sources like scholarly journals, thesis, books, documents and reports from Ministry of Natural Resources and Tourism, Bank of Tanzania, Tanzania Wildlife Research Institute, (TAWIRI), newspapers and other website sources.

## **3.9 Data Analysis, Interpretation and Presentation**

Data analysis means to organize, provide structure and elicit meaning. According to Rwegoshora (2006), data analysis involves the ordering of data into constituent parts to obtain answers to the research questions. Quantitative data from the structured questionnaires entered into the Statistical Package for Social Sciences (SPSS) version 16.0 for analysis. This enabled the analysis for descriptive statistics including

mean, frequencies and percentages. Findings presented and summarized in tables and figures. Content analysis used for the qualitative data collected through interviews and observation. The qualitative data used to triangulate findings from the quantitative data. Qualitative data was presented using narratives.

### **3.10 Validity and Reliability of the Research Instruments**

Reliability refers to the extent to which data collection technique or techniques would yield consistent findings or results. In other words, similar observations would be made or conclusions reached by other researcher or where there is transparency in how sense was made from the raw data ensure reliability (Saunders 2007). To ensure reliability researcher will select respondents by use appropriate methods and avoid bias, also researcher ensured that data collection method is relevant to the topic under investigation.

Validity is concerned with whether the findings are really about what they appear to be about. To ensure validity triangulation of methods was used in sampling and effective data collection. Triangulation was used to cross-check information collected through interview, questionnaire and observation. Triangulation helped to show validity and open up new perspective about the topic under investigation. The researcher was also look for copyright of published documents relating to the data collected to validate the information collected in the field.

### **3.11 Ethical Issues**

Before the start of the data collection exercise, respondents was informed about the purpose of the study and will be assured that the information they give remained



confidential and was used for research purpose only. The researcher was also provided with introduction letter from the Open University of Tanzania which showed to the respondents during data collection.

## **CHAPTER FOUR**

### **DATA ANALYSIS, PRESENTATION AND DISCUSSION OF THE FINDINGS**

#### **4.1 Introduction**

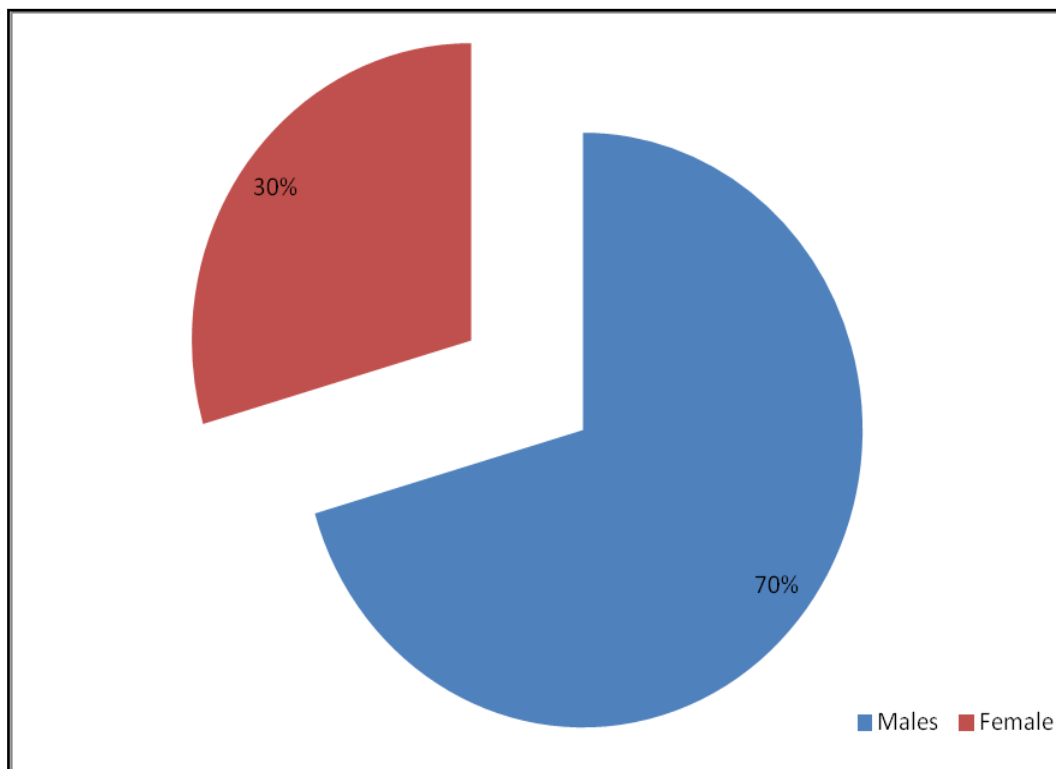
This chapter presents findings obtained from the respondent using questionnaires, interviews, and observation methods. The chapter starts with socio-demographic characteristics of the respondents based on gender, marital status, age, education level and occupation. It proceeds with presentation of the role of tourism sector on the livelihood of local communities in NCA, highlight on the contribution of tourism activities on the livelihood of local communities in NCA and identified challenges facing local communities in executing tourism activities in NCA and sheds light on what has been done to improve local communities' participation in tourism activities to improve their livelihoods. Finally, the chapter ends with discussion of findings.

#### **4.2 Socio-Demographic Characteristics of the Respondents**

##### **4.2.1 Gender of the Respondents**

Considerations were made to strike a fair gender representation among the various respondent categories through sex of respondents. However, it became particularly difficult to achieve a completely representative gender balance of the two sexes especially among the local people category of respondents because mostly, the heads of households were males. This could be explained by historical as well as socio-cultural factors most important of which is the fact that patriarchal system of family organization is extremely entrenched not only among local communities in the study area but also in Tanzania in general. This problem was also experienced with the

community leaders' category of respondents who, despite being purposively picked, it proved difficult to strike balanced gender representation as male leaders dominated the scenario. The total respondents targeted in this study were 117, but the response rate was 61 respondents which is 52.1% of the total respondents. According to Mugenda and Mugenda (2003), a response rate of 50% or more is adequate. Thus, in this study 70.4% of respondents were males while 29.5% were females (Figure 4.1).



**Figure 4.1: Sex of Respondents**

**Source:** Field survey, (2016)

#### **4.2.2 Marital Status of the Respondents**

The data collected from the field showed that 59% of respondents were married, 31.1% were single and 9.8% were widow (Table 4.1). The majority of respondents were married; this shows that, family is one of the factors which influence people to engage in various economic activities.

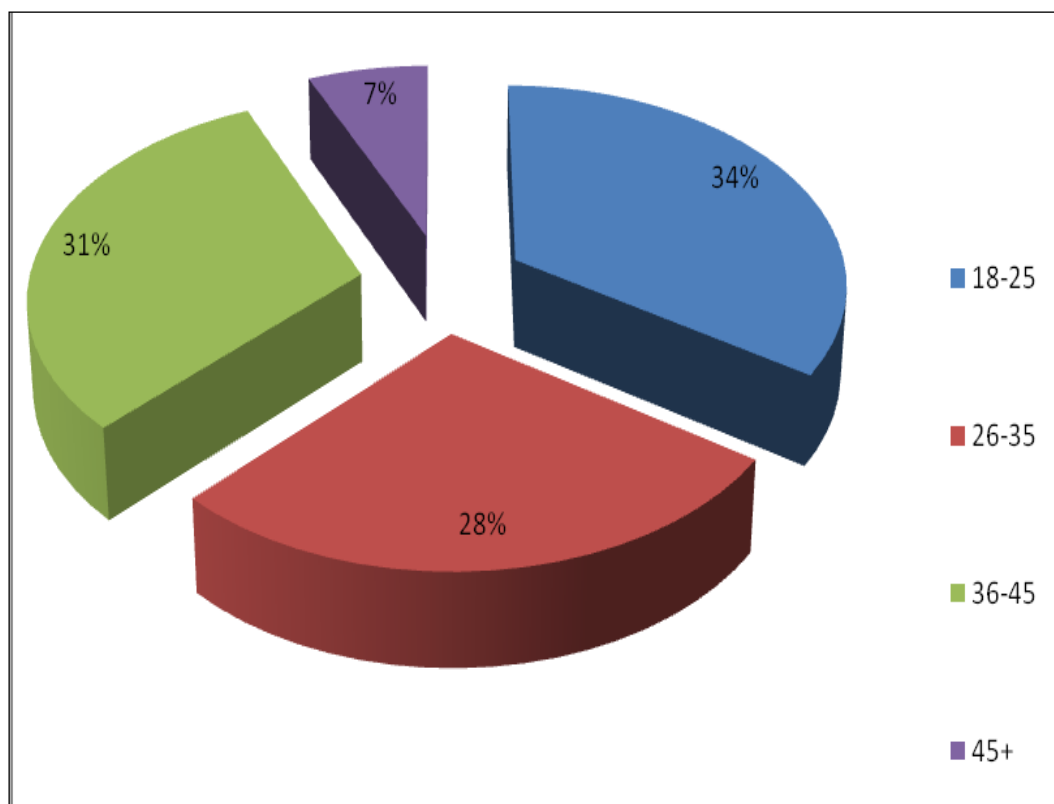
**Table 4.1: Marital Status of Respondents**

| S/no | Marital status | Responses | Percentage |
|------|----------------|-----------|------------|
| 1.   | Single         | 19        | 31.1       |
| 2.   | Married        | 36        | 59.1       |
| 3.   | Widow          | 6         | 9.8        |
|      | <b>Total</b>   | <b>61</b> | <b>100</b> |

**Source:** Field Survey, (2016)

#### 4.2.3 Age of the Respondents

Figure 4.2 indicates that, 34% of the respondents had 18-25 years, 28% had 26-35 years, 31% had 36-45 years and 7% had 45 years and above.

**Figure 4.2: Age of Respondents**

**Source:** Field Survey, (2016)

#### 4.2.4 Education Level of the Respondents

Education is an important tool for developing human skills, knowledge and liberating people from poverty (URT, 1995). Education is the factors that influence an individual's perception of involvement in any activity before a decision is made. Therefore understanding the education levels of respondents was a decisive factor in assessing their skills and knowledge for judging about a diversity of matters in relation to tourism sector and livelihood of local communities in the study area. According to findings of this study, the majority of respondents, 32.7% had primary education, 27.8% had secondary education. 22.9% had college education while 8.1% had university education and another 8.1% had no formal education (Table 4.2).

**Table 4.2: Education Level of Respondents**

| S/no | Education level      | Responses | Percentages |
|------|----------------------|-----------|-------------|
| 1    | Non formal education | 5         | 8.1         |
| 2    | Primary education    | 20        | 32.7        |
| 3    | Secondary education  | 17        | 27.8        |
| 4    | College education    | 14        | 22.9        |
| 5    | University level     | 5         | 8.1         |
|      | <b>Total</b>         | <b>61</b> | <b>100</b>  |

**Source:** Field Survey, 2016

#### 4.2.5 Occupations of Local People

A majority of respondents 54% were pastoralist, 18% were government employees, 16.4 private companies employees, 3.2% were NGOs employees and 8.2% were traditionalist (those who were involved in cultural tourism activities) (Table 4.3).

There was no respondent who was practising both livestock keeping (pastoralist) and farming (farmer). This is probably due to the fact that farming activities are not allowed in Ngorongoro Conservation Area.

**Table 4.3: Occupation of the Respondents**

| S/no | Occupations                                     | Responses | Percentages |
|------|---|-----------|-------------|
| 1.   | Pastoralists                                    | 33        | 54          |
| 2.   | Government employees                            | 11        | 18          |
| 3.   | Private companies employees                     | 10        | 16.4        |
| 4.   | NGOs employees                                  | 2         | 3.2         |
| 5.   | Traditional activities (like traditional dance) | 5         | 8.2         |
|      | <b>Total</b>                                    | <b>61</b> | <b>100</b>  |

**Source:** Field Survey, (2016)

### 4.3 Tourism Activities Taking Place in NCA

Table 4.4 present tourism activities undertaken in NCA. The results presented in Table 4.4 shows that 40.9 % of the respondents mentioned photographic safaris, 36% of the respondents mentioned cultural tourism activities, 16.3% mentioned accommodation activities and 6.5% mentioned walking safaris.

**Table 4.4: Tourism Activities Conducted by Local People in NCA**

| S/no | Tourism activities          | Responses | Percentages |
|------|-----------------------------|-----------|-------------|
| 1.   | Cultural tourism activities | 22        | 36          |
| 2.   | Photographic safaris        | 25        | 40.9        |
| 3.   | Accommodation services      | 10        | 16.3        |
| 4.   | Walking safaris             | 4         | 6.5         |
|      | <b>Total</b>                | <b>61</b> | <b>100</b>  |

**Source:** Field Survey, (2016)

### 4.3.1 Cultural Tourism Activities

Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological (Stebbins, 1996). About 40% of the respondents declared that tourism activities undertaken in NCA is cultural tourism activities, Cultural tourism activities practised in NCA include traditional dance, Maasai bomas, arts and crafts and practise of real traditional way of living such as eating their food and testing their drinks. Interview conducted with community leaders and tourism officers indicated that tourism activities conducted in NCA among others were, photographic safaris, cultural tourism, business activities, walking safaris and research activities. One of the local leaders said that;

*“Tourism activities conducted in NCA are photographic safaris, cultural tourism activities, accommodation activities and walking”.*

Also observation made by researcher showed that cultural tourism activities undertaken in NCA are arts and crafts, practise of Maasai way of living (Figure 4.4).



**Figure 4.3: Crafts Made by Local People in NCA**

**Source:** Field Survey, (2016)

### 4.3.2 Photographic Safaris

Photographic safaris are companies or activities dealing with driving or guiding tourists for taking photos. The result in Table 4.4 shows that 36% of respondents said that tourism activities conducted in NCA is photographic safaris. This activity involves game drive, viewing animals as well as taking photographs (Figure 4.4).



**Figure 4.4: Tourist in Game Drive**

**Source:** Field survey, 2016

This finding is supported by one tourism officer who said that;

*“Large number of visitors visiting NCA is interested with photographic safaris and it is a major tourism activities conducted in NCA”.*

### 4.3.3 Accommodation Services

About 18% of the respondents commented that tourism undertaken in NCA is accommodation activities. Respondents mentioned campsite both tented and public campsite, home stay as well as lodge accommodation as among the activities conducted in NCA. Focus group discussion conducted showed that among the



tourism activities conducted in NCA is provision of accommodation facilities. One of the members in group discussion said that;

*“Accommodation facilities are provided in their localities for the tourists”.*

#### **4.3.4 Walking**

Walking safari refers to walking activities in or along the tourist attractions. The results in Table 4.4 show that, 6% of respondents commented that walking activities is among the activities conducted in NCA which involved walking in the Maasai boma (Figure 4.5). In the boma there are different crafts made by maasai and way of living of local societies. In another hand, in the forest they watch birds, primates and other kinds of animals. This information was supported by one tourism officer who said that;

*“Walking safaris is tourism activities which add value to the package prepared by tour operators because they led tourist to come close with the natural environment hence lead them to enjoy more”.*



**Figure 4.5: Maasai Bomas Visited by Tourist**

Source: Field Survey, (2016)

#### 4.4 Contribution of Tourism on the Livelihood of Local Communities

Tourism is among the big sector in Tanzania. To understand the contribution of tourism to the livelihood of local communities in NCA, a question was posed to local people on what is the contribution of tourism activities on their livelihoods. About 95% of the respondents said that, tourism contributes to their livelihood while 5% said no. When they were asked to give reasons, they mentioned that, tourism improve infrastructure, support social projects, market of hand-made crafts, increase income per capita and help to get basic needs (Table 4.5). For those who said no they said that tourism does not contribute to their livelihood because the large amount of benefits is taken by investors; none is left to the communities.

**Table 4.5: Contribution of Tourism on the Livelihood of Local Communities**

| S/no | Contributions   | Responses | Percentages |
|------|---|-----------|-------------|
| 1    | Improve infrastructure  | 9         | 14.7        |
| 2    | Support social projects   | 13        | 21.3        |
| 3    | Source of market  | 14        | 22.9        |
| 4    | Increase per capita income  | 10        | 16.3        |
| 5    | Help to get basic needs   | 12        | 19.6        |
| 6    | Tourism do not contribute anything to the livelihood of local communities | 3         | 4.9         |
|      | <b>Total</b>  | <b>61</b> | <b>100</b>  |

Source: Field Survey, (2016)

##### 4.4.1 Improve Infrastructure

Infrastructure is the basic physical and structure and facilities such as buildings, roads and power supplies needed for the operation of society enterprises. The data collected showed that 14.7% of respondents said that tourism contributed to the improvement of infrastructure (Table 4.5). The respondents mentioned that tourism

contributed to maintenance of roads, construction of roads and development of electricity infrastructure. The answer is supported by one tourism officers who said that;

*“The construction of Arusha-Ngorongoro road done by Japanese Company JICA is aimed to improve tourism activities not only that, but the income generated from tourism activities contributed to building of schools and health centers and water supply”.*

Infrastructures contributed to the development of tourism because these infrastructures supported the provision of services to the tourists hence development of tourism industry.

#### **4.4.2 Support of Social Projects**

Social project is a project which supports community basic needs and social needs. In this study social project include water services, health services and education services. About 21.3% of respondents said that tourism supported social projects (Table 4.5). The respondents mentioned that, tourism activities support education, health and water supply. This is also supported by Nainokanoka Community leader, who said that;

*“Tourism contributed to livelihoods of our communities because it supports education through construction of classrooms, dormitories and sponsors our children from primary school to universities’ Tourism also supported health services by building hospitals, health centers and dispensaries”.*

Example of school which was supported by tourism is Embarway Secondary School, and Nainokanoka Secondary School; primary schools are Naiyobi, Kapenjiron, Bulati, Sendui, Alailaim, Alchanimeolock, Irekepus, Ndian and Mokilal. Example of health project supported by tourism is NCA dispensary and water projects supported

by tourism in NCA are Oloirobi, Mokilal, Misigiyo, Ngoile, Olbalbal, Endulen and Olpiro.

#### **4.4.3 Source of Market for Handmade Crafts**

The data collected from the field show that, tourism contributed to the livelihood of local people as the results presented in Table 4.5. The findings have indicated that, 22.9% of respondents commented that tourism contributed to the livelihood of local peoples through provision of hand-made crafts markets to the local people because local people are earning income through tourism and use it to improve their livelihood.

#### **4.4.4 Increasing per Capita Income**

Income per capita refers to the amount of money someone earns per month or per year. Most of respondents said that their income per capita increased after being involved in tourism activities. The results in table 4.5 showed that, about 15.6% of respondents said that tourism increase income per capita of local communities through provision of markets for hand-made crafts. Tourism also provides employment to the local communities. Local communities are employed in campsite and lodges in NCA, tour companies; others are self-employed as hand crafts makers.

The interview conducted to the community leaders showed that, income earned by local communities increased after being employed in different tourism activities such as tour guiding, engaged in cultural tourism, employed in the lodges and campsite, and in NCA. it was observed that some of local people with brick house which is see

as a modern house, the income of local people have increased in the average of Tshs 5000/= per month to Tshs 25000/=

#### **4.4.5 Basic Needs**

Basic needs are the needs which are necessity to the life of human beings. The results in Table 4.5 showed that 19.6% shows that tourism helps local people to get basic needs. Respondents said that tourism help them to get basic needs because it provides them employment opportunities which helps them to get income which they used to buy basic needs. The interview conducted with community leaders supported the idea that;

*“Tourism helps local people to get their basic needs”.*

Another community leader said that;

*“Local communities get their basic needs because they earned income generated from tourism industry which helps them to get their basic needs”.*

Local people said that;

*“Tourism helps them to get their basic needs because the money earned from tourism helps them to purchase their basic needs”.*

#### **4.4.6 Tourism do not Contribute to the Livelihood of Local People**

About 4.9% of respondents said that, tourism do not contribute anything in their life because majority were no benefited from tourism rather than minority who were outsider. One of the local people interviewed said that;

*“Outsiders especially investors were more benefiting from tourism while local people were getting low benefits or nothing, investors are coming and grab our natural resources”.*

#### 4.5 Challenges Facing Local Communities in Executing Tourism Activities

There are different challenges facing local people in executing tourism activities in NCA. Among the challenges facing tourism sector include lack of government support, value of wildlife, low professionalism, cultural fee which used as entrance fee in Maasai bomas is not stable, shortage of land and lack of capital.

**Table 4.6: Challenges Facing Local Communities' Participation in Tourism Activities**

| No. | Challenges                         | Responses | Percentages |
|-----|------------------------------------|-----------|-------------|
| 1   | Lack of government support         | 8         | 12.5        |
| 2   | Value wildlife rather than animals | 16        | 26.2        |
| 3   | Low professional                   | 12        | 18.8        |
| 4   | Cultural fee is no stable          | 10        | 15.6        |
| 5   | Lack of capital                    | 15        | 24.5        |
|     | <b>Total</b>                       | <b>61</b> | <b>100</b>  |

Source: Field survey, 2016

##### 4.5.1 Lack of Government Support

Government is very important stakeholder in tourism development. The support of government is very important in the development of tourism. Table 4.6 showed that 12.5% of the respondents mentioned that, the challenge facing local people participation in tourism activities in NCA is lack of government supports. The government does not create good environment for the local people to participate in tourism activities because taxes rate and initial running cost is very high. Respondents suggest that government should reduce number of taxes charged in

tourism industry and give grace time/period to the local people when they establish tourism business.

#### **4.5.2 Valuing Wildlife than Human Being**

Table 4.6 shows that 21.8% of the respondents commented that, government value wildlife than people. This system leads people to loose motives of engaging in tourism activities because government value animals than people. This is a challenge because local communities do not care the wildlife and protect them because they saw that were less considered than wildlife.

#### **4.5.3 Low Professionalism**

About 18.8% of respondents, commented that, low professional among the individual members of the community is the reason which leads them not engaging in tourism activities (Table 4.6). Table 4.4 above shows that majority of respondents have attained primary and secondary education, where by 32.7% attained primary education and 27.8% attained secondary education this shows that majority of respondents lack professional knowledge in conducting and managing tourism activities.

#### **4.5.4 Cultural Fees is not Stable**

A cultural fee is a fee charged to the tourists for entrance in Maasai *bomas* and get enjoyment in traditional entertainment such as traditional dances. Table 4.6 show that 15.5% of respondents said that, cultural fees is not stable, this is the challenge which deter to participate in tourism activities because sometimes they found it with no benefits to them. Unstable culture fees leads demoralization of local people

executing tourism activities. Local people said that, cultural fee is not stable sometimes leads them to get low profits hence discouraging them to participate in tourism activities. The problem of unstable fee is caused by local people because every *boma* have their own fees. Cultural fees depends on bargaining and negotiation power in different *bomas* whereby is 50\$ per vehicles, sometimes is depending on the number of visitors in the vehicle it may range between 10\$ to 20\$ per person.

#### **4.5.6 Lack of Capital**

About 24.5% of respondents as shown in Table 4.6 mentioned that, lack of capital is the challenges facing local communities in NCA to participate in tourism activities.

This is also supported by community leaders who said that;

*“The investment in tourism industry need huge initial capital this lead local community to fail to embark in tourism activities hence dominated by foreigners and outside people”.*

One of the local interviewed people said that;

*“I like to participate in tourism entrepreneurship but I have no enough capital to be involved in tourism activities”.*

### **4.6 Discussion of the Findings**

#### **4.6.1 Tourism Activities Taking Place in NCA**

This study discovers that tourism activities undertaken in NCA are cultural tourism activities, photographic safaris, accommodation activities and walking safaris. This study agreed with the study conducted by Melita (2014) which showed that, communities started being involved in tourism activities since 1991, when the first cultural *boma* at Loongoku was established and another one at Nooseiya. Furthermore, walking safaris as well as donkey and camel hiring were tourism



activities conducted by local people in NCA. According to Nkuyumba (2013), selling of handcrafts, walking safaris and cultural *bomas* are tourism activities conducted in NCA by local people.

#### **4.6.2 Contribution of Tourism Activities on the Livelihood of Local**

##### **Communities**

The study found that tourism contributed to the livelihood of local communities through development and improvement of infrastructure such as roads and water systems. Tourism supports social projects such as schools, water supply and health services; it is the source of marketing of handmade crafts, increase income per capita and help to get basic needs. The study conducted by Melita *et al.* (2013) found that, tourism complement the communities' livelihood and revealed that society in the NCA is supporting tourism as has being identified as an alternative to the decline of livestock keeping economy. The study by Stanza (2001) found that, tourism is a catalyst of economic development and socio-political change, processes that are central to the interest of many people.

Melubo (2007), Runyoro (2006) and Melita (2009) reported that lodges/hotels supports community development infrastructure and provide market for Maasai products. Tourism helps developments of infrastructure and information interpretation. Infrastructure in the Ngorongoro Conservation Area started in the 2000s' when a demand for the lodges and new road identified as a need by the stakeholders (Melita, 2014). Tourism contribute to the community development project such as livestock development projects, road improvement, building of

schools, food supply such as maize and beans, health services and support on school fees for few selected pupils/students from poor families each year (Nkuyumba, 2013).

#### **4.6.3 Challenges Facing Local Communities in Executing Tourism Activities**

The study discover that challenges facing local people in executing tourism activities among others were lack of government support, valuing wildlife than people, low professional, unstable cultural fee used as entrance fee in *bomas* and cultural activities, shortage of land and lack of capital. Lack of education and awareness, absence of transparent in tourism revenue distribution and low participation are challenges facing local communities' participation in tourism activities, (Melita *et al.*(2000) Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological (Stebbins, 1996). According to Nkuyumba (2013), lack of community involvement is among the challenges which hinder local communities' involvement in tourism activities.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter summarizes the main findings of the study and draws conclusions based on the main findings of the study. The chapter also provides recommendations for action and recommendations for further research.

#### **5.2 Summary of Findings**

The summary of the research findings have been presented based on the objectives of the research. The main objective of this study was investigating the role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area. The study was guided by four specific objectives which were to identify tourism activities taking place in Ngorongoro Conservation Area, to examine the contribution of tourism activities on the livelihood of communities, to identify challenges facing local communities in executing tourism activities in Ngorongoro Conservation Area and to examine possible measures to overcome the factors affecting local communities to participate in tourism activities in Ngorongoro Conservation Area.

The study discovers that tourism activities conducted in NCA are cultural tourism activities, photographic safaris, accommodation activities and walking safaris. Also this study found that the contributions of tourism on the livelihood of local people are development of infrastructure, support social projects, source of marketing of handmade crafts, increase income per capital and help to get basic needs. Furthermore, the study investigated challenges facing local people in executing

tourism activities are lack of government support, Value of wildlife more than people, low professional, cultural fee is not stable is changing, shortage of land and lack of capital. Lastly, the study suggested measures to overcome the challenges facing tourism which are provision of education to the local communities; ensure good relationship between local communities and NCA, participation of local people in decision making, setting clear policies which guide different tourism activities and fund supporting.

### **5.3 Conclusion**

The study concluded that tourism activities undertaken in NCA are cultural tourism activities, photographic safaris, accommodation activities and walking safaris. The study also conclude that tourism contributed to the livelihood of local communities through development and improvement of infrastructure such as roads and water system, Tourism supports social projects such as schools, water supply and health services it is a source of marketing of handmade crafts, increase income per capita and help to get basic needs. Challenges facing local people in executing tourism activities were lack of government support, valuing wildlife than people, low professional, unstable cultural fee used as entrance fee in *bomas* and cultural activities, shortage of land and lack of capital.

Lastly the study conclude that provision of education to the local communities; ensure good relationship between local communities and NCA, participation of local people in early stage of decision making, policies should be reviewed in order to guide different tourism activities on how they can provide funds to support local communities

#### **5.4 Recommendations for Action**

- (i) The study recommends that governments, Non-Governmental Organizations (NGOs) and other tourism stakeholders should provide education and training to local communities in order to build their capacity of involvement in tourism activities.
- (ii) Government should set strategies on how to support local communities by providing funds in the form of soft loans to enable them to embark in tourism entrepreneur activities.
- (iii) The relationship between NCA and local people should be improved through participation of local people in every stage of decision making in order to ensure participation of local communities in tourism activities to improve their livelihood.

#### **5.5 Recommendation for Further Studies**

Further research could be conducted on contribution of tourism on the livelihood of local communities in order to increase performance of tourism sector on the livelihood of local communities.

## REFERENCES

- Anon, P. M. (1981). *A Revised Development and Management Plan for the Ngorongoro Conservation Area*. Dar es Salaam: Dar es Salaam University Press.
- Ashley, C. (2000). The Impacts of Tourism on Rural Livelihoods: Experience in Namibia, ODI Working Paper No. 128, London, UK.
- Ashley, K., and Hussein, K. (2000). Developing Methodologies for Livelihood Impact Assessment: Experience of the African Wildlife Foundation in East Africa, Working and discussion papers. London, UK.
- Collins English Dictionary, (2012). *Collins English Dictionary and Thesaurus*. London: Harper Collins Publisher.
- Cooper, D., and Scindler, P. (2003). *Business Research Methods*. New York: McGraw Hill Publisher.
- Cooper, R. D., and Scindler, S. P. (2014). *Business Research Methods Twelfth edition*. New York: McGraw Hill Publisher.
- Ellis, F. (1999). Rural Livelihood Diversity in Developing Countries: Evidence and Policy Implication, Overseas Development Institute, London, UK.
- Fellin, P. (2001). *The Community and The Social Worker*. San Francisco: Peacock Publisher.
- Fletcher J. C. (2009). Conservation, Livelihoods and the Role of Tourism: A Case Study of Sukau village in the Lower Kinabatangan District, Sabah, Malaysia, and Lincoln University, Malaysia.
- Gibson, W. J., and Brown, A. (2009), *Working with qualitative data*. London: Sage Publisher.

- Ijeomah, H. (2012). Impact of tourism on livelihood of communities adjoining ecodestinations in plateau state, University of Port Harcourt, Nigeria. *Asia – Pacific Journal of Rural Development*. X1X (2): 103 -114.
- Kombo D. K. and Tromp D. L. A. (2009). *Proposal and Thesis Writing*. Nairobi: Pauline's Publications.
- Kothari, C. R. (1985). *Research Methodology (Methods and Techniques)*, New Delhi: Dharmesh Art Process.
- Kothari C. R. (2004). *Research Methodology (Methods and Techniques)*. 2<sup>nd</sup> Revised edition. New Delhi: New Age International Publisher Ltd.
- Kothari C. R. (2009). *Research Methodology 2<sup>nd</sup> Edition*, London: New Age International Publisher Ltd.
- Kontogeorgopoulos, N. (2005). Community-based ecotourism in Phuket and Ao Phangnga, Thailand: Partial victories and bittersweet remedies. *Journal of Sustainable Tourism*, 13(1), 4–23.
- Kozak, M., and Rimmington, M. (2000). 'Tourist satisfaction with Mallorca, Spain, as an off season holiday destination', *Journal of Travel Research*, 3(8), 260–269.
- Kumar, R. (2005). *Research Methodology, Step by Step Guide for Beginners*, New Delhi: Sage Publication, India Pvt. Ltd.
- Leedy, P. D., and Ormrod, J. E. (2001), *Data Collection Methods 3rd edition*. London: SAGE Publications Ltd.
- Lasse, K. (2001). *The Sustainable Livelihood Approach to Poverty Reduction*, London: Swedish International Development Cooperation Agency.

- Magigi, W. and Ramadhani, H. (2013). Enhancing Tourism industry through community Participation: A strategy for Poverty Reduction in Zanzibar Tanzania, *Journal of Environmental Protection*. 4(10), 1 - 15.
- Methieson E. R. and Wall, S. H. (1982). *“The World Tourism Industry and Development”*, San Fransisco.
- Melita, A., and Mendlinger, S. (2013). The Impact of Tourism Revenue on the Local Communities’ Livelihood: A Case study of Ngorongoro Conservation Area, Arusha, Tanzania.
- Melita, A., (2009). The Impact of Tourism Revenue to the Local Communities of Ngorongoro, University of Kent. *Journal of Service Science and Management*, 6(1), 117-126.
- Melita, A. (2014). The Relationship between Tourism and Socio-Economic Aspects of the Maasai in Ngorongoro Conservation, Tanzania. *Journal of Business and Management Horizons*. 2(3), 24 – 41.
- Mbaiwa, J. E. (2004). The Social Economic Benefits and Challenges of a Community Based Safaris Hunting in the Okavang Delta: *Botswana Journal of Tourism studies* 15(3), 10 - 21.
- Nkuyumba, P., (2013). Contribution of the Ngorongoro Area Authority in improving welfare of Communities: A Case of Ngorongoro and Enduleni Villages, Mzumbe University, Morogoro.
- Orodho. A. J. and Kombo D. K (2002). *Research Methods*. Institute of Open Learning. Nairobi: Kenyatta University.
- Peter Rule and Vaughn John, (2011). *Your Guide to Case Study Research*: Van Schaik, Inbanathan Naicker, University of KwaZulu-Natal, South Africa.



- Reid, D. (2003). *Tourism Globalization and Development: Responsible Tourism planning*, London: Pluto Press.
- Runyoro A. V. (2006). *Analysis of Alternative Livelihood Strategies for the Pastoralist of Ngorongoro Conservation Area, Tanzania*, Morogoro: Sokoine University of Agriculture.
- Rwegoshora, H. M. (2014). *A guide to Social Research*, Dar- es Salaam: Mkuki na Nyota Publishers.
- Sangkyun, K., Eerang P., and Toulakham, P. (2014). *Barriers to Local Residents' Participation in Community-Based Tourism: Lessons from Houay Kaeng Village in Laos*
- Scherl, L. M., Edwards, S. (2007). *Tourism, Indigenous and local communities and protected areas in developing nations*. In: R Bushell, PFJ Eagles (Eds.): *Tourism and Protected Areas: Benefits beyond Boundaries* Wallingford: CABI International.
- Shah, K. (2000). *Tourism, the poor and other stakeholders: Asian experience*, ODI Fair-Trade in Tourism Paper London, UK.
- Kombo D. K. and Tromp, D. L. (2009). *Proposal and Thesis Writing*, Nairobi: Pauline's Publication.
- The United Republic of Tanzania, (2009). *Development of Tourism Industry*, Retrieved on 27<sup>th</sup>, April, 2013, from: <http://www.Tourism in Tanzania/>.
- The World Disaster Report, (2014). *The world Disasters Report Focus on Culture and Risk*, International Federation of Red Cross and Crescent Societies, Geneva, Switzerland.

The World Travel and Tourism Council, (2015). *Travel and Tourism Economic impact 2015 World*, London: World Travel and Tourism Council.

The United National Development Program, (2011). *Human Development Report Sustainability and Equity: A Better Future for All*, New York, USA

Saunders, M., Lewis, P, and Thornhill, (2009), *Research Methods for Business studies fifth edition*, Pearson Education, UK.

## APPENDICES

### Appendix I: Questionnaire for the Local People

Dear respondents,

My name is Elizabeth Baltazary Mallya of the Open University of Tanzania. I am conducting a study on “**The role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area**”. The aim of this study is to investigate the role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area. All the information you provide is solemnly for research purposes and will be treated confidential. I will appreciate so much if you can spare sometimes to answer the entire questions provided. Thank you in advance.

#### 1. Sex of the respondent

Male ☐ Female ☐

#### 2. Marital Status

Married ☐ Single ☐ Divorced ☐ Widow/ Widower ☐

#### 3. Age tick in the bracket box

☐ (18 – 30) ☐ (31 – 45) ☐ (46 – 60) ☐ 61+

#### 4. Education Level

Non formal ☐, Primary ☐ Secondary ☐ Certificate ☐

Diploma ☐ Degree ☐

Other, please specify.....

5. How many are you in the family?

1-3

4-6

7-10

10+

6. What is your occupation?

Farmer  Pastoralist  Pastoralist and farmer

Government employees  NGOs employees

Others (please specify).....

7. What are your earning/ income per month?

Less than 10,000 TSH  10,100-20,000 TSH  , 20,100-30,000 TSH

30,100-40000 TSH  40,100-50,000TSH  , 50,100-60,000TSH

60,100-70,000 TSH  0,100-80,000TSH  , 81,000 TSH and above

8. How many numbers of meals do you taken per day?

One meal  , two meals  , three meals  , more than three meals

9. What types of house do you have?

Mud house  , bricks house  , block house

10. Which school do you send your children?

Government schools ☐ , private schools ☐ , Seminary or Faith schools ☐

11. Do you afford to pay health services? Please explain your answer

.....  
 .....  
 .....

12. Mention tourism activities undertaken in Ngorongoro Conservation Area Authority.

- (i) .....
- (ii) .....
- (iii) .....
- (iv) .....

13. Is the tourism activities contribute in your livelihood?

Yes ☐ , No ☐

If yes, please explain how? And if no also please give reasons

- (i) .....
- (ii) .....
- (iii) .....
- (iv) .....

5. What are the challenges facing local communities in carrying out tourism activities in Ngorongoro Conservation Area.

(i) .....

(ii) .....

(iii).....

(iv).....

6. What can be done to overcome challenges facing local communities in carry out tourism activities in Ngorongoro Conservation Area?

(i) .....

(ii) .....

(iii) .....

(iv) .....

7. Do you have any other comments regarding what we have discussed?

(i) .....

(ii) .....

(iii) .....

(iv) .....

**Thank you for your cooperation**

## Appendix II: Questionnaire for Hotel Staff

Dear respondents,

My name is Elizabeth Baltazay Mallya from the Open University of Tanzania. I am conducting a study on “**The role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area**”. The aim of this study is to investigate the role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area. All the information you provided is solemnly for research purposes and will be treated in confidential. I will appreciate so much if you can spare sometimes to answer the entire questions provided. Thank you in advance.

1. Sex of the respondent

Male ☐ Female ☐

2. Marital Status

Married ☐ Single ☐ Divorced ☐ Widow/ Widower ☐

3. Age bracket

(18 – 25) ☐ (26 – 35) ☐ (36 – 45) ☐ 45 and above ☐

4. Education Level

Non formal, ☐ Primary ☐ Secondary ☐ Certificate ☐

Diploma ☐ Degree ☐

Other, please specify.....

5. How long have been working in this hotel?

Less than a year ☐ 1-3years ☐ 4-6 years ☐

7-9 years ☐ more than 10 ☐ years

6. What are tourism activities undertaken in Ngorongoro Conservation Area Authority?

- (i) .....
- (ii) .....
- (iii) .....
- (iv) .....
- (v) .....

7. Is the tourism activities contribute to livelihood of local people?

Yes ☐ No ☐

If yes, please explain how? And if no also please give you reasons

- (i) .....
- (ii) .....
- (iii) .....
- (iv) .....
- (v).....

8. What are challenges facing local communities in undertake tourism activities in Ngorongoro Conservation Area.

- (i) .....



- (ii) .....
- (iii) .....
- (iv) .....
- (v) .....

9. Suggest the possible measure to overcome challenges facing local communities in carry out tourism activities in Ngorongoro Conservation Area?

- (i) .....
- (ii) .....
- (iii) .....
- (iv) .....
- (v) .....

**Thank you for your cooperation**

### Appendix III: Interview Guide for Community Leaders

Dear respondents,

My name is Elizabeth Baltazary Mallya from the Open University of Tanzania. I am conducting a study on “**The role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area Authority**”. The aim of this study is to investigate the role of tourism sector to the livelihoods of local communities in Ngorongoro Conservation Area. All the information you provided is solemnly for research purposes and will be treated in confidential. I will appreciate so much if you can spare sometimes to answer the entire questions provided. Thank you in advance.

#### PERSONAL DATA

1. Sex of the respondent

Male ☐ Female ☐

2. Marital Status

Married ☐ Single ☐ Divorced ☐ Widow/ Widower ☐

3. Age

(18 – 25) ☐ (26 – 35) ☐ (36 – 45) ☐ 45 and above ☐

4. Education Level

Non formal ☐ , Primary ☐ Secondary ☐ Certificate ☐

Diploma ☐ Degree ☐

Other, please specify.....

5. Explain tourism activities undertaken in Ngorongoro Conservation Area Authority.
6. Briefly explain contribution of tourism activities tourism to the livelihood of local people
7. What are challenges facing local communities in carry out tourism activities in Ngorongoro Conservation Area.?
8. What can be done to overcome challenges facing local communities in carry out tourism activities in Ngorongoro Conservation Area?
9. Do you have anything concerned with role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area Authority which I have not touched?

**Thank you for your cooperation**

## Appendix IV: Interview Guide for Tourism Officers

Dear respondents,

My name is Elizabeth B. Mallya from the Open University of Tanzania. I am conducting a study on “**The role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area**”. The aim of this study is to investigate the role of tourism sector to the livelihoods of local communities in Ngorongoro Conservation Area. All the information you provided is solemnly for research purposes and will be treated in confidential. I will appreciate so much if you can spare sometimes to answer the entire questions provided.

Thank you in advance.

### SECTION A

#### PERSONAL DATA / RESPONDENT

1. Sex of the respondent

Male ☐ Female ☐

2. Marital Status

Married ☐ Single ☐ Divorced ☐ Widow/ Widower ☐

3. Age (18 – 25) ☐ (26 – 35) ☐ (36 – 45) ☐ 45 and above ☐

4. Education Level

Non form ☐ , Primary ☐ Secondary ☐ Certificate ☐ Diploma ☐  
Degree ☐

Other, please specify.....

## **REQUIRED INFORMATION**

### **SECTION B**

#### **Research Questions**

5. Explain tourism activities undertaken in Ngorongoro Conservation Area Authority.
6. Briefly explain the contribution of tourism activities on the livelihood of local people
7. What is the role played by government to ensure that tourism activities contributed to the livelihood of local people?
8. What are the challenges facing local communities in carrying out tourism activities in Ngorongoro Conservation Area.?
9. What are strategies settled by government to ensure tourism contributed to the livelihood of local people?
10. Do you have anything concerned with role of tourism sector on the livelihoods of local communities in Ngorongoro Conservation Area Authority which I have not touched?

**Thank you for your cooperation**

### Appendix V: Observation Checklist

The following is the list of observable items that will enable insights to be obtained livelihood of local communities contributed by tourism sector. This will help to identify different variable of livelihood contributed by tourism sector. The observer is to check the appropriate blank in status.

| NO | ASSETS/<br>ACTIVITIES/CONDITIONS             | STATUS/RATES       |        |                 |
|----|--|--------------------|--------|-----------------|
|    |  | Mud                | Bricks | Blocks          |
| 1  | Type of house ( Their number)                |                    |        |                 |
| 2. | Tourism activities conducted by local people | Scale/ Rate        |        |                 |
|    |  | YES                |        | NO              |
|    | Bomas  |                    |        |                 |
|    | Cultural tourism enterprises                 |                    |        |                 |
|    | Curio shops                                  |                    |        |                 |
|    | Home stay                                    |                    |        |                 |
|    |  | Government schools |        | Private schools |
| 3  | School status for their children             |                    |        |                 |

**Note: Attach research clearance, the one you got from the OUT and another one you got in the area you conducted a study.**

## Appendix VI: Research Clearance Letter

### THE OPEN UNIVERSITY OF TANZANIA

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

Kawawa Road, Kinondoni  
Municipality, P.O. Box 23409  
Dar es Salaam, Tanzania  
<http://www.out.ac.tz>



Tel: 255-22-2666752/2668445  
Ext.2101  
Fax: 255-22-2668759,  
E-mail: [drps@out.ac.tz](mailto:drps@out.ac.tz)

Date: October, 26<sup>th</sup> 2016

Ngorongor Conservation Area, Conservator,  
P.O.Box 1  
Ngorongoro Crater

#### **RE: RESEARCH CLEARANCE FOR ELIZABETH B. MALLYA**

The Open University of Tanzania was established by an act of Parliament No. 17 of 1992, which became operational on the 1<sup>st</sup> March 1993 by public notice No. 55 in the official Gazette. The act was however replaced by the Open University of Tanzania charter of 2005, which became operational on 1<sup>st</sup> January 2007. In line with the later, the Open University mission is to generate and apply knowledge through research. To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you Elizabeth B. Mallya PG201507676 pursuing Master of Tourism, Planning and Management. We hereby grant this clearance to conduct a research titled *“The role of tourism sector on the livelihoods of local Communities in Ngorongoro Conservation Area Authority”*. He will conduct his *research at Ngorongoro* from 27th October 2016 to 31st December 2016.

Incase you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O. Box 23409, Dar es Salaam. Tel: 022-2-2668820. We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours sincerely,

Prof Hossea Rwegoshora  
**For: VICE CHANCELLOR**  
**THE OPEN UNIVERSITY OF TANZANIA**