# FACTORS AFFECTING THE GROWTH OF CULTURAL TOURISM ENTERPRISES IN ARUSHA REGION, TANZANIA

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

**2018**

## CERTIFICATION

The undersigned certifies that, he has read and hereby recommends for acceptance by the Open University of Tanzania, a dissertation titled**: "Factors Affecting the Growth of Cultural Tourism Enterprises in Arusha Region"** in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Management and Planning**.**

……

Dr. Emmanuel Patroba Mhache

(Supervisor)

……

Date:

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I, **Archleus Zeno Mgungus**, do hereby declare that, this dissertation is my own original work and it has not been presented and will not presented to any other University or higher institutions of learning for a similar or any other degree award.

……

Signature

……..

Date

## DEDICATION

This dissertation is dedicated to my lovely wife, Fides and my daughters Doris, Cecilia and Helen who encouraged and challenged me in academic life.

## ACKNOWLEDGEMENT

I first and foremost thank the Almighty God for the great love and help. I also thank my parents, Mr. and Mrs. Zeno Mgungus and my lovely wife Fides Peter for their encouragement, support, and for raising me up and laying a good foundation for my education. I am equally indebted to my brothers, sisters and friends who have been encouraging me all the time. I am also deeply indebted to Dr. Emmanuel Patroba Mhache to who this dissertation has been under his supervision. The production of this dissertation would not have been possible without his devoted time to make close follow up, give constructive comments, guidance and support.

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## ABSTRACT

The study assessed factors affecting the growth of Cultural Tourism Enterprises in Arusha Region. Specifically, this study determine perceptions of different stakeholders towards cultural tourism in Arusha region, explore factors affecting the growth of cultural tourism enterprises in Arusha region and evaluate measures to address factors affecting the growth of cultural tourism enterprises in Arusha region. In this study, both primary and secondary data were collected from the respondents where manageable sample size of 63 respondents was used. Questionnaire, interview and observation methods were used to obtain information from respondents of 5 selected CTE's which are Mto wa Mbu CTE, Tengeru CTE, Themi valley CTE and Ganako Karatu CTE. SPSS, content analysis and Excel was used to analyze data generated for this study both qualitative and quantitative data. The findings revealed that tourism stakeholders perceive tourism as means of local people to participate direct in tourism and as a tool for alleviation of poverty if well utilized. Factors affecting the growth of cultural tourism enterprises in Arusha region identified as financial problem, competition, location and distance, inadequate of qualified personnel to operate and run the enterprise, poor packaging and marketing of cultural products, poor customer services and infrastructures, seasonality and nature of tourists. Measures to address factor affecting growth of CTE's suggested are recruiting qualified personnel, provision of quality services, creativity and innovation, in house training, government support and improving packages of services. The study recommends that government through MNRT to sensitize local people to establish new CTE's so as to alleviate poverty in rural areas where majority are poor. Apart from that staff training is needed so as to improve communication skills and deliver quality product and services.

## TABLE OF CONTENTS

**CERTIFICATION** ..... **ii**

**COPYRIGHT** ..... **iii**

**DECLARATION** ..... **iv**

**DEDICATION** ..... **v**

**ACKNOWLEDGEMENT** ..... **vi**

**ABSTRACT** ..... **vii**

**LIST OF TABLES** ..... **xiii**

**LIST OF FIGURES** ..... **xiv**

**LIST OF APPENDICES** ..... **xv**

**LIST OF AABBREVIATIONS** ..... **xvi**

**CHAPTER ONE** ..... **1**

**INTRODUCTION AND BACKGROUND OF THE STUDY** ..... **1**

1.1 Introduction ..... 1

1.2 Background of the Study ..... 1

1.3 Statement of the Problem ..... 5

1.4 Objectives of the Study ..... 6

1.4.1 General Objective ..... 6

1.4.2 Specific Objective ..... 6

1.5 Research Question ..... 6

1.6 Significant of the Study ..... 7

1.7 Structure of the Study ..... 7

1.8 Scope of the Study ..... 8

1.9 Limitations of the Study ..... 8

1.10 Delimitations of the Study ..... 9

**CHAPTER TWO ..... 10**

**LITERATURE REVIEW ..... 10**

2.1 Introduction ..... 10

2.2 Definition of Key terms ..... 10

2.2.1 Tourism ..... 10

2.2.2 Tourist ..... 10

2.2.3 Culture ..... 11

2.2.4 Cultural Tourism ..... 11

2.2.5 Cultural Tourism Enterprise ..... 12

2.3 Theoretical Literature Review ..... 12

2.3.1 Regulation Theory ..... 12

2.3.2 Theories of Tourism Development ..... 13

2.3.3 Power-Dependency Theory ..... 14

2.4 Empirical Literature Review ..... 16

2.4.1 Development of Cultural Tourism ..... 16

2.4.2 Household Income ..... 17

2.4.3 Consuming Cultural Tourism Experiences ..... 18

2.4.4 Factors Affecting the Growth of Cultural Tourism Enterprises ..... 18

2.4.5 Perceptions of different stakeholders towards Cultural Tourism ..... 20

2.4.6 Measures to Address Factors Affecting the growth of Cultural Tourism Enterprises ..... 21

2.5 Conceptual Framework ..... 22

2.6 Research Gap ..... 24

2.7 Summary ..... 25

**CHAPTER THREE ..... 26**

**THE STUDY AREA AND RESEARCH METHODOLOGY ..... 26**

3.1 Introduction ..... 26

3.2 The Study Area ..... 26

3.3 Research Design ..... 28

3.4 Target Population ..... 28

3.5 Sampling Procedure ..... 29

3.5.1 Random Sampling Techniques ..... 29

3.5.2 Purposive Sampling Techniques ..... 30

3.6 Sample Size and Sampling Frame ..... 30

3.7 Sources of Data ..... 31

3.7.1 Secondary Sources ..... 31

3.7.2 Primary Sources ..... 31

3.8 Data Collection Methods ..... 31

3.8.1 Questionnaires ..... 32

3.8.2 Interviews ..... 32

3.8.3 Direct Observation ..... 32

3.8.4 Documentary Literature Review ..... 33

3.9 Data Analysis, Interpretation and Presentation ..... 33

3.10 Validity and Reliability of the Research Instruments ..... 34

3.11 Ethical Consideration ..... 34

3.12 Summary ..... 35

**CHAPTER FOUR** ..... **36**

**RESEARCH FINDINGS AND DISCUSSION** ..... **36**

4.1 Introduction ..... 36

4.2 Socio-demographic Characteristics of the Respondents ..... 36

4.2.1 Gender of the Respondents ..... 36

4.2.2 Distribution of Respondents by Age ..... 37

4.2.3 Marital Status of Respondents ..... 37

4.2.4 Education Level of the Respondents ..... 38

4.2.5 Work Experience of the Respondents ..... 38

4.3 Perceptions of Different Stakeholders Towards Cultural Tourism ..... 39

4.3.1 Tourists ..... 39

4.3.2 Goverment Officials ..... 40

4.3.3 Key Tourism Experts ..... 40

4.3.4 Local Authority ..... 41

4.4 Factors Affecting the Growth of Cultural Tourism Enterprises in Arusha Region ..... 42

4.4.1 Financial Problem ..... 43

4.4.2 Competition ..... 43

4.4.3 Location and Distance from the Tourist Attraction ..... 44

4.4.4 Poor Packaging and Marketing of Cultural Products ..... 44

4.4.5 Inadequate Qualified Personnel to Operate and Run the Enterprise ..... 45

4.4.6 Other Factors Affecting Growth of Cultural Tourism ..... 46

4.5 Measure to Address Factors Affecting the Growth of Cultural Tourism ..... 47

4.5.1 Improving Quality Services so as to Increase Customer Satisfaction ..... 47

4.5.2 Frequent Provision of Training to Employees ..... 48

4.5.3 Creativity and Innovation ..... 48

4.6 Discussion of the Findings ..... 49

**CHAPTER FIVE ..... 52**

**SUMMARY, CONCLUSION AND RECOMMENDATIONS ..... 52**

5.1 Introduction ..... 52

5.2 Summary ..... 52

5.3 Conclusion ..... 53

5.4 Recommendations ..... 54

**REFERENCES ..... 55**

**APPENDICES ..... 59**

# LIST OF TABLES

Table 3.1: Sampling Frame Presenting Population and Sample ..... 30

Table 4.1: Age of the Respondents ..... 37

Table 4.2: Distribution of Respondents by Education Level ..... 38

Table 4.3: Work Experience of the Respondents ..... 39

Table 4.4: Factor Affecting Growth of CTEs in Arusha Region ..... 42

Table 4.5: Measures to Address Factors Affecting Growth of CTE's ..... 47

# LIST OF FIGURES

Figure 2.1: Factors affecting the growth of Cultural Tourism Enterprises ..... 23

Figure 3.1: Map of Tanzania and Arusha Regional for Study Area ..... 27

Figure 4.1: Distribution of Respondents by Gender ..... 36

# LIST OF APPENDICES

Appendix I: Questionnaire for Employees ..... 59

Appendix II: Interview Guide for Tourist/Customers ..... 63

Appendix III: Interview Guide for CTE'S Owners ..... 64

Appendix IV: Interview Guides for Government Officer ..... 65

Appendix V: Observation Guide Cultural Tourism Program/Activities ..... 66

Appendix VI: Time and Budget Schedule Year 2015/2016 ..... 67

Appendix VII: The Research Clearance From the Open University of Tanzania ..... 68

Appendix VIII: The Research Clearance from the Arusha Regional ..... 69

## LIST OF AABBREVIATIONS

| | |
|---|---|
| AIEST | International Association of Science Expert in Tourism |
| CT | Cultural tourism |
| CTE's | Cultural Tourism Enterprises |
| DTO | District Tourism officer |
| GDP | Gross Domestic Product |
| MNRT | Ministry of Natural resources and Tourism |
| REO | Regional Educational Officer |
| SME | Small-to-Medium Enterprise |
| SNV | Netherland Development Organization |
| SRS | Simple Random Sampling |
| TTB | Tanzania Tourist Board |
| URT | United Republic of Tanzania |
| UNWTO | United Nation of World Tourism Organization |
| WTO | World Tourism Organization |
| SPSS | Statistic Package for the Social Sciences |

# CHAPTER ONE

# INTRODUCTION AND BACKGROUND OF THE STUDY

## 1.1 Introduction

This chapter presents an introduction, study background, and statement of the problem. In addition the chapter also presents objectives of the study, research questions and the significance of the study.

## 1.2 Background of the study

In most cases, tourism activities require a person to travel away from their daily settlement for leisure or refreshment purposes (UNWTO, 1993). Cultural tourism is not a new concept in the history of community development. People have been traveling for cultural tourism, visiting historic sites, monuments, landmarks, attending special events, festivals, and museums since the age of the Romans Empire (Georgia, 2010).

According to UNWTO (2004) the proportion of international trips accounted for by cultural tourists was 40% in the year 2004, based on the proportion of international tourists undertaking some kind of cultural activity. If we extrapolate this estimate, by 2013 there should have been over 430 million cultural trips out of the total flow of 1087 million international tourist trips (UNWTO, 2014). Culture in its broadest sense, provides a set of material and symbolic resources that are abundant in supply (arguably infinite), and highly mobile (Rojek and Urry, 1997). The resource of culture is certainly at the basis of international tourism and indeed has facilitated its growth and allowed various societies and sections of societies to participate in the

development process (Robinson and Smith, 2010). However, in treating culture as a resource we should not neglect community spects, as the value and priority of culture(s) relates not only to its intrinsic worth, but to the ways that it is used (Keating, 2001).

According to Odege (2014) cultural tourism has been used in different parts of the world to generate community based projects as a drive to leverage poverty. The community based tourism projects have been at the forefront of the promotion of rural development both in developed countries such as Ireland (Storey, 2004) and in the developing world (Honey, 2008). Cultural tourists can be totally, partially or only incidentally involved in cultural tourism or in culturally motivated activities that can be successfully combined with wildlife safaris. For tourism to be sustainable it must protect the natural and cultural assets on which it is based (Greg, 2011).

According to Akama (2005) culture is a main pull factor which influences visitors‟ initial decisions to travel to destinations in different parts of the world. In most regions of the world particularly in Europe and North America, cultural attractions have become important in the development of tourism. Richards (2001), cultural attractions are usually perceived as icons of important streams of global culture.

According to Odege (2014) tourism industry is a major earner of foreign exchange and contributes about 10 per cent GDP and 9 per cent of formal employment to the Republic of Kenya at national levels (Republic of Kenya, 2010). It is reported to be the fastest growing sector in this country. The tourism sectors is recognized to provide sector integration in development, namely environment, agriculture, manufacturing,

wildlife, entertainment and handicraft; and has potential for moving the economy up the value-chain as well as promotes environmental conservation and generate employment and wealth (Republic of Kenya, 2010). Tourists are increasingly interested in local communities and want to stay in places that impact on the environment, wildlife and the local population. Many community-based tourism enterprises exist in Kenya, and are at various stages of development (Odege, 2014). However, in Lake Victoria Region, limited information exists on community participation in cultural tourism for poverty reduction among the hosts of tourism destinations (Odege, 2013).

At the national or local level, culture plays an important role in establishing and reinforcing people's unique identities and a sense of belonging to a particular locale (Akama and Sterry, 2002). Uganda's tourism sector was underperforming significant in the past several years, while it is starting to catch up to its neighbors (Odege, 2014). The sector's total contribution to the economy is estimated at US$1.7 billion, representing 9.0% of GDP (Ministry, 2012). Kenya and Tanzania are generating US$4.5 and US$3.4 billion from tourism, respectively. While it is starting to catch up to its neighbors, Uganda's pace had slowed in the past several years, currently it serves to preserve and revive customs and other traditional cultural expressions (Ministry, 2012).

In 2009–2014, the Tanzanian tourism sector recorded good performance in raising the economy of the country (Tourism Statistical Bulletin 2010 & 2014). The United Republic of Tanzania has a variety of tourism attractions; these range from natural, cultural to man-made sites (Daily News, 2013). According to Naibei (2014) and

Odege (2014) in Tanzania, cultural tourism adopts a commodity-based tourism approach in which the people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the area they live in, whilst economic benefits are derived from this activity, some cross cultural exchange between visitors and the local people are also developed (TTB, 2008). Cultural Tourism development in Tanzania has taken an approach of Sustainable Pro Poor Tourism as a way of focusing specifically on unlocking opportunities for the poor to benefit more from tourism (Tanzania, 2012). It also attempts to maximize the potential of tourism for eradicating poverty by developing appropriate strategies in co-operation with all stakeholders, and the local communities to access a fair distribution of benefits (Odege, 2014).

Cultural tourism enterprise is one of the potential tourist attractions and significant sectors in the tourism industry. Cultural tourism means travelling to experience the places and activities that authentically represent the stories and people of the past and present (Cultural Tourism in Tanzania, 2012). Cultural tourism includes irreplaceable historic, culture and natural resources. Cultural tourism has various forms such as cultural villages, language, cultural routes, art, crafts, local food and dances that are offered to tourists (Ritchie and Zins, 1978). It gives clear ideas to the tourists regarding the different touch of life-style and the difference in culture of people.

Cultural industries are typically labour-intensive; their organization model is rather the network of interaction of micro and small producers than the supply chain hierarchy of florist industries. Moreover, cultural tourism production is highly contextual and idiosyncratic. For these reasons, indigenous people and their cities' canters are privileged spaces for cultural production and consumption (Scott, 2001,

Heilbrun, 1992). Cultural assets also include Tanzania's people whereby more than 20 rural communities organize tours to allow tourists to share the experience of their daily lives. Such cultural assets can bring revenues to communities that would help to extend and improve local living standard (Salazar, 2012).

## 1.3 Statement of the Problem

The United Republic of Tanzania has a variety of tourism attractions ranging from natural, cultural and man-made sites. Arguably, Tanzania has the best tourist attractions in Africa (TTB, 2008). These settings suggest that, more benefits can be obtained through the tourism sector. The benefits of the tourism sector in Tanzanian among others, are development of infrastructure, development of health care, education, market for local products, revenue to local government due to dividends communities get from the government (TTB, 2008). Cultural tourism is one of the fastest growing forms of tourism products in the last 10-15 years (Salazar, 2012).

Cultural tourism is a full-fledged economic sector, as any other sector in the country. Cultural tourism enterprises are sustainable pro-poor tourism initiative that engages local communities in various tourism activities for the purpose of delivering suitable services to earn an income from tourism. Local residents are proud of receiving tourists in their residence where authentic culture of the people can be perfectly explored and various benefits gained by the community (Anderson, 2015). There are limited studies conducted to ascertain the effects of the growth of cultural tourism enterprises in Arusha Municipality. Shitundu*et al.* (2000) determine the role of tourism in poverty alleviation in Tanzania where studies by Wineaster (2014) showed how cultural tourism can be used to alleviate poverty. The study by Odege (2014)

looked at the factors influencing community participation in cultural tourism. However, no study has been conducted in Arusha Municipality to assess factors affecting Cultural Tourism Enterprises Development. Thus, this study attempts to ascertain factors affecting the growth of Cultural Tourism Enterprisers' in Arusha Region.

## 1.4 Objectives of the Study

### 1.4.1 General Objective

The general objective of this study was factors affecting the growth of Cultural Tourism Enterprises in Arusha Region.

### 1.4.2 Specific Objective

(i) To determine perceptions of different stakeholders towards Cultural Tourism in Arusha Region.

(ii) To explore factors affecting the growth of Cultural Tourism Enterprises in Arusha Region.

(iii) To evaluate measures to address factors affecting the growth of Cultural Tourism Enterprises in Arusha Region.

## 1.5 Research Question

(iv) What are the factors affecting the growth of cultural tourism enterprises in Arusha Region?

(v) What are the perceptions of stakeholders towards cultural tourism in Arusha Region?

(vi) What are the measures to address factors affecting the growth of cultural tourism enterprises in Arusha Region?

## 1.6 Significant of the Study

Cultural tourism provides better opportunities and security to the poor, as well as empowering them and boosting economic growth at the individual, national and regional level. This study provides inputs in aiding policy, poverty reduction and decision making processes. In addition the findings will help in understanding the nature and dynamics of tourist cultural enterprises in Tanzania and finally, the study will be a reference to the academicians, researchers as well as other stakeholders engaged in tourism activities. The study results are expected to provide input to various actors who are interested in cultural tourism that is aimed at growth of cultural enterprises to reduce poverties for the local communities. More precisely, having an understanding of the relative importance of cultural tourism from the perspective of local residents may provide them with the aspiration to preserve the amenities serving this tourism segment and promote sustainable cultural tourism in the area. Moreover, capturing the perceived value of cultural tourism to local communities may feed input into the destination management policies that are aimed at improving the standard of living of local communities, promoting pro-poor tourism strategies and enhancing the quality of tourist services.

## 1.7 Structure of the Study

This study organized in five chapters. Chapter one consist of the introduction, statement of problem and objective of the study. Chapter two consists of definition of key terms, literature review which elaborates the theoretical and empirical concepts

used during this study. Chapter three consists of description of study area and methodologies used to conduct this study. Chapter four consist of presentation of data and discussion of the finding while chapter five include conclusion and recommendation of the study.

## 1.8 Scope of the Study

The study was undertaken in Arusha regional whereby data collected from 5 selected CTE's which are Mto wa Mbu CTE, Tengeru CTE, Themi valley CTE, Ganako Karatu CTE, TTB officials, tourists, and tourism experts found in the vicinity.

## 1.9 Limitations of the Study

Limitations are influences or situations that are outside the researcher control. These are influences conditions or short coming that can't brought into control by the researcher. They normally place restrictions on the methodology and conclusions. The researcher's required to mention any limitation that might influence the result the result (Orodho, 2008).

It was not easy to control the respondents‟ attitude given that some of the questions touched on culture of the people. Many institutions who conduct various researchesaround Arusha regional motivate respondents with some money to get informationthey want. This was a challenge since the study did not cater for such fund. Data wascollected during low tourism seasons, which delayed the process of getting the tourist, CTE's owners and staff in time since they were busy with farming activities and other business apart of tourism.

## 1.10 Delimitations of the Study

A researcher asked a leader of CTE's or village to introduce to the respondents in order to control the respondents‟ attitude, thereafter the questions answered. Some respondent were given money to buy soft drink while answering questions. During low tourism seasons, which delayed the process of getting the tourist, CTE's owners and staff in time since, a researcher asked booking of tourists from the CTE's owner and how to get other stakeholder on time.

# CHAPTER TWO

# LITERATURE REVIEW

## 2.1 Introduction

This chapter presents a detailed survey of literature related to cultural tourism. It specifically presents Cultural Tourism Enterprises in Tanzania. The chapter covers theoretical literature review and empirical literature review. Theoretical literature review presents theories advanced by different scholars and tries to show how those theories relate to this study. On the other hand, empirical literature review attempts to present studies related to this study. The chapter also presents research gap and conceptual framework.

## 2.2 Definition of Key terms

### 2.2.1 Tourism

The World Tourism Organization (WTO) states that, tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (Beech and Chadwick, 2006, Goeldner and Ritchie, 2009). According to AIEST and Medlik (2003) tourism is a collection of activities, services and industries which deliver travel services comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups travelling away from home.

### 2.2.2 Tourist

A tourist is defined as a visitor who travel to a country other than that in which he or she has his or her usual residence for at least one night but not more than one year,

and whose main purpose of visit is other than the exercise of activities that represent the cultural history of the host communities (Policy, 1999).

### 2.2.3 Culture

Culture is a total way of life of the host communities, which includes their beliefs, behavior, perceptions, language, tangible and intangible heritage, which is passed from one generation to another (Odege, 2014). Also it consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiment in artifacts; The essential core of culture consists of traditional (historically derived and selected) ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other, as conditional elements of future action (Naibei, 2014).

### 2.2.4 Cultural Tourism

According to MNRT (2012) cultural tourism is a form of tourism where the main objective is the discovery and enjoyment of historic monuments, sites and cultural landscapes of an area. It mainly involves traveling to experience places and activities that represent the cultural history of the host communities.

According to Hargrove (2014) Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations, and experiences that define the nation and her people, reflecting the diversity and character of the States. UNWTO (2005) defined cultural tourism based more on visitor intent: “movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to

festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages."

### 2.2.5 Cultural Tourism Enterprise

According to MNRT (2012), Cultural Tourism Enterprise is the total set of products that involves different cultural and natural attractions, activities and provisions of services in a given local community.

## 2.3 Theoretical Literature Review

### 2.3.1 Regulation Theory

Regulation theory is concerned with analyzing the combination of regime of accumulation the organization, the process of production, consumption and the mode of regulation the structures that stabilize and guarantee its reproduction (Cornelissen, 2005 and 2011).Mosedale (2014) argued that; much of the tourism literature on regulation to date has focused on the regime of accumulation and on the discussion whether the production and consumption of tourism has experienced a shift from Pre-Fordism (small-scale, artisanal production) to Fordism (mass production of an identical product and mass consumption via package tour economies of scale), Post fordist (small-scale firms offering individually tailored packages focusing on niche products economies of scope) and Neo-Fordist (adaptation of Fordist production to become more flexible and appear to be more individual economies of both scale and scope), (Ioannides and Debbage 1998). An analysis of the mode of production and consumption in the mass tourism demonstrates that the destination comprises features from various modes of productions: New individualized tourism products (such as; eco-tourism and heritage tourism) are offered alongside mass tourism products which

have themselves been adapted to cater to different consumer tastes and niche markets. A shift in demand has led to greater diversity in tourism products and a further niche market segmentation, therefore resulting in more consumer choice and flexible production (in terms of specialized packaging).

The mode of regulation consists of a collection of formal and informal norms, rules, codes, social practices and institutions which sustain the survival of the regime of accumulation by providing ground rules for economic behavior and for the resolution of conflict (Mosedale, 2014). Where by regulation theory is one of the approaches of tourism political economy and examines the relationships between states, governance and society to enable win-win situations.

### 2.3.2 Theories of Tourism Development

According to Butler (1980), who adopted the product life cycle theory in tourism, he classified the development process of a destination in the six stages (Exploration, Involvement, Development, Consolidation, Stagnation, and Decline or Rejuvenation). Each of these stages is determined by a number of factors such as volume of visitors, destination's capacity and the level of contact between hosts and guests (Stylidis, 2012).

Theory implies that, the impacts of tourism will be different over the various stages of tourism development and consequently, residents' perceptions would also change over the development stages (Démuth, 2013). Also the value of this model stems from their contribution in understanding the changes of the host community attitudes towards cultural tourism, as the tourism industry expands (Stylidis, 2012).Harrison (2015)

considered that, various roles of indigenous arts and crafts, authenticity, tradition and social structures, entrepreneurship, commoditization and social change generally, can all be subsumed under the modernization umbrella. Even more importantly, perhaps, a modernization orientation is also the default mode of thinking for policy-makers throughout the world, even if most are unaware of the quasi-theoretical base on which rests their advocacy of tourism as a means of obtaining foreign investment, economic growth, foreign exchange and tourism employment (Harrison, 2015).

### 2.3.3 Power-Dependency Theory

Accorduing to Mbingo (2014), power and dependency are generally considered to be important concepts in understanding buyer-seller relationship (Caniels and Gelderman, 2007). From this point of view, Maloni and Benton (2000) postulated that, the significance and expansive effects of power and dependence on inter-firm relationships hold direct implications for the supply chain. A high level of interdependence is an indicator for a strong, cooperative long-term relationship characterized by mutual trust and mutual commitment (Scheer and Steenkamp, 1995). A close and lasting cooperation between supplier and buyer will lead to improvements in quality, delivery reliability, lead times and cost reduction (Caniels and Gelderman, 2007). Scheer and Steenkamp (1995) and Maloni and Benton (2000), found empirical evidence that, a strong buyer-seller relationship leads to high performance of the entire supply chain. This could be in the form of a high level of commitment, cooperation and trust, conflict resolution.

Caniels and Gelderman (2007) argued that, buyer-seller relationships that are characterized by asymmetric interdependence lead to unproductive partnerships such

that, in the long term the position of the weaker party will be eroded too much and the partnership will be destroyed. However, various researchers have proposed several ways in which the consequences associated with asymmetric interdependence can be mitigated. Diamantopoulos (1987) believed that, the firm enjoying a power advantage may choose to share control with the less powerful firm in a more or less equitable manner to foster a democratic relationship.

Heide and John (1992) supported by Joshi (1998) proposed that, for a strong buyer facing a large number of small suppliers, relational norms can serve as a governance mechanism against opportunistic behavior especially when transaction-specific assets are involved. Modifying Emerson (1962) ideas, Scheer and Steenkamp (1995), suggested that, relatively dependent firms should work to increase their partner's dependence by increasing their value to the partners or by reducing the partner's alternatives. However, according to Heide and John (1988), firms in symmetric relationship should not relax; instead they should continuously take necessary initiatives to maintain that balanced relationship.

Power is the major means available to achieve coordination and cooperation among channel members (Berthon *et al*. 2003). It is critically important to examine the power and dependence positions of buyers and sellers (Caniels and Gelderman, 2005) to be able to establish various favorable strategies to improve performance in the tourism sector. For the purpose of this study, it is therefore necessary to assess Power-Dependency affecting the growth of CTE's in order to find out how power affecting the growth of CTE's in Tanzania.

## 2.4 Empirical Literature Review

### 2.4.1 Development of Cultural Tourism

The new organizational behavior is characterized by innovation, diversity and flexibility and requires meaningful changes in cultural policy to influence tourism. According to Anderson (2015), cultural districts are established to encourage city and county governments to partner with a local community non profit or for profit, businesses, and individuals to enhance the quality of life for its citizens.

Once the cultural district is open for business, the management must continuously enhance the area to ensure constant and repeat patronage for both tourists and residents. One way to develop cultural districts is to restore existing commercial space into new and vibrant uses (Hargrove, 2014).

Developing cultural districts requires substantial commitment, both in terms of financial and human resources. Mostly, development requires vision and perseverance. In cities and states where cultural districts are legislatively mandated, the implementation is often approached as a “build it and they will come” mentality. The knowledge-based economy utilizes the skills of the workforce in culture and creates new responses to the management of human resources by the organizations (Marciszewska, 2004:28).

Integral to the planning and development of a cultural district for tourists is marketing. A proactive, comprehensive, and integrated marketing plan leverages resources, focuses on specific audience segments, and utilizes the most appropriate tools to maximize return on investment. The tourist-centric cultural district marketing plan

begins with understanding the tourist profile and then defining specific strategies and tactics to attract them (Hargrove, 2014).

### 2.4.2 Household Income

In 2011, US$650 billion in capital investment, or 4.5 percent of total world economy, was driven by Travel & Tourism. While a portion of this is related to individual investments in facilities that directly benefit tourists, such as the construction of hotels and resorts; tourism also drives infrastructure improvements that collectively benefit tourists, local residents, and the wider economy (WTTC, 2012).

Growth in the cultural tourism sector typically leads to development of restaurants, bars, cafes, retail establishments, theatres and other tourism related businesses. These businesses help to improve the quality of life for local residents by expanding the choices available to them in their local community (Odege, 2014). Community representatives visit lodge owners or talk with local guides and drivers in order to attract tourists.

Guides and/or drivers receive commission (around 10% of the entrance fee paid by tourists) if they bring tourists to a particular cultural manyatta (Duim et al. 2005).Most of cultural tourism projects are small scale and they often include community owned and operated lodges and other facilities. This would provide positive economic benefits, such as income, job opportunities and improved infrastructures. Besides that, cultural tourism is regarded as less harmful to the socio-cultural environment (Marciszewska, 2000).

### 2.4.3 Consuming Cultural Tourism Experiences

According to Greg (2011), the broadening cultural field created by the growth of popular cultural consumption and increasingly omnivorous cultural behavior is also leading to the development of a number of discrete market segments in cultural tourism. The growth of the cultural tourism demand has also stimulated the development of many new cultural attractions and cultural tourism marketing strategies, as different countries and regions compete for a share of this lucrative market (Greg, 2011). UNWTO (2004) estimated that, the proportion of international trips accounted for by cultural tourists was 40% in 2004, based on the proportion of international tourists undertaking some kind of cultural activity.

If we extrapolate this estimate, by 2013 there should have been over 430 million cultural trips out of the total flow of 1087 million international tourist trips (UNWTO, 2014).Cultural tourism is also seen as a desirable market by many countries and regions because it is seen as a high volume market comprising generally of high spending, highly educated individuals who stimulate cultural activity in the destination. Local residents also seem to appreciate the potential benefits of cultural tourism. They also saw benefits from cultural tourism, such as increased local incomes and support for local cultural institutions (Richards, 2006).

### 2.4.4 Factors Affecting the Growth of Cultural Tourism Enterprises

Cultural tourism is becoming one of the most important and influential parts of economy in the world and is rapidly expanding (UNWTO, 2009). In many countries tourism is the cultural identity and the main sources of their income (Monsef, 2015).Tourist are attracted to destination that have many attractions such as shrine,

science, cultural, historical attraction and also diversify nature, recreational and residential facilities, communication facilities, and has a variety of markets for shopping (Akama *et al*.2005). Cultural tourists like to learn about different areas of culture, explore the cultural perspectives of the human population and its realization (Monsef, 2015). According to Hans (2000), these are small and attractive trails with maximum participation of the local people. The trails take the visitors to places with breathtakingly beautiful vistas, waterfalls, the mysterious Engaruka Ruins, or to a rock which, according to the local people, “grows”.

Cultural tourism has long existed, but recent demographic, social, and cultural changes in the main source countries have led to an increasing number of new niche markets in destination, Cultural attractions tend to attract market segments with relatively high levels of education and income, which can lead to relatively high net benefits to destinations (Monsef, 2015). According to Maturo (2006) Tanzania cultural tourism have factors to grow due to having over 120 ethnic tribes which endowed with a diverse and rich cultural heritage and products. Through the Cultural Tourism Programme, visitors will get the opportunity to encounter authentic culture and get to experience to the real daily lives of the Tanzanians. When tourists visit the cultural tourism will explore landscapes, scale heights, take a part in local dances and rituals, listen to traditional music and tales, taste the local cuisines and beverages, make handcrafts and get an insight of the Tanzanians way of life. And currently cultural tourism is expecting to grow at 10 to 15 percent per year (Maturo, 2006). Therefore various sites and countries are responding to the opportunity provided by this growth in demand (Beech and Chadwick, 2006).

### 2.4.5 Perceptions of different stakeholders towards Cultural Tourism

Tourism provides a symbiotic relationship between economic success and cultural survival in a sustainability activity (WTO, 2005). Cultural tourism has contributed to the domestic economies in many parts of the world (Begum, 2014). According to Cole (2010), local communities use tourism as an export industry to attract foreign exchange and accomplish other economic goals such as generation of wealth, employment creation and improvement of living standards.

Also cultural tourism should have benefits of a socio-cultural and environmental component to the local communities around (Ramseook and Naidoo, 2011). The socio-cultural benefits of tourism include modernization and exchange among cultures, social change, enhanced image of host community, improved public health, social and amenity improvements, education and conservation (Ramseook and Naidoo, 2011). Government has alleged tourism as an instrument of development giving precedence to defend the environments, improve infrastructures, livelihood and traditions with least negative impacts (MNRT, 2012).

According to (Azmi *et al*. 2015) cultural tourism as a style of special interest tourism, based on the search for participation in new and deep cultural experiences, whether aesthetic intellectual, emotional or psychological. Due to this, guiding becomes an important issue among the tourists to have different perceptions towards cultural tourism whereby some of them persuade tourists to smell, listen, see, taste and feel the other culture (Begum, 2014). Local communities are very conscious and encourage to help the tourists by giving their personal services and behaviors for promoting their cultural and products to the tourists but several tourists are not satisfied with the

guiding services provided interpretations (Odege, 2014). This is where most of the tourists facing the problems in understanding and adapting the information provided by the guides (Azmi *et al*. 2015).

### 2.4.6 Measures to Address Factors Affecting the growth of Cultural Tourism Enterprises

For the long-term success of the tourism industry, it is important to assess the residents' attitudes regarding the impact of tourism development (Ramseook and Naidoo, 2011). The success of cultural tourism projects largely depend on implementation of the principles of sustainability by the United World Tourism Organization (Odege, 2014).

Factors affecting the growth refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (WTO, 2005). Also CTE's can increase their income in three ways; make sure tourists stay longer in your project, make sure that their average spending increases and attract more tourists (Hans, 2000).

According to Maturo, (2016) there are; Development of Guidelines for establishing and operating cultural tourism activities, Raising awareness on CT development across Tanzania-Tv programmes, newspapers and ppt in workshops/festivals/conferences, Development of Guidelines for establishing and operating cultural tourism activities, Raising awareness on CT development across Tanzania-Tv programmes, newspapers and ppt in workshops/festivals/conferences.

To achieve this position, the government is not only establishing current and long term plans but should also be hiring ideas from the private sectors through facilitating the several projects for sustainable cultural tourism development (Begum, 2014). Serious measurements are needs to make improvement in many aspects to CTE's which include infrastructures, the quality of services, customer care/satisfaction, government support in policy making, quality services, level of knowledge, uses of new technology and personality or flexibility and full of skilled tour guides (Azmi *et al*. 2015).

Also according to Vien (2016), there is need of; Strengthening tourism management by improving legal framework, public and private cooperation, decentralization, effectively using tourism resources, human resource training, brand name building, improving tourism facilities to meet international standards, attracting foreign direct investment into tourism sector, improving international marketing and advertisement and protecting environment and resources for long – term tourism development.

## 2.5 Conceptual Framework

Figure 2.1, presents the conceptual framework that consists of independent, moderate and dependent variables. The conceptual framework is an illustration of the relationships between the independent variables of the study, (which are professional staffs, infrastructures, household income, awareness, community involvement and advancement of technology) and the dependent variable (which are customer satisfaction, employment opportunities, spending power and community development project) in the growth of cultural tourism enterprises.

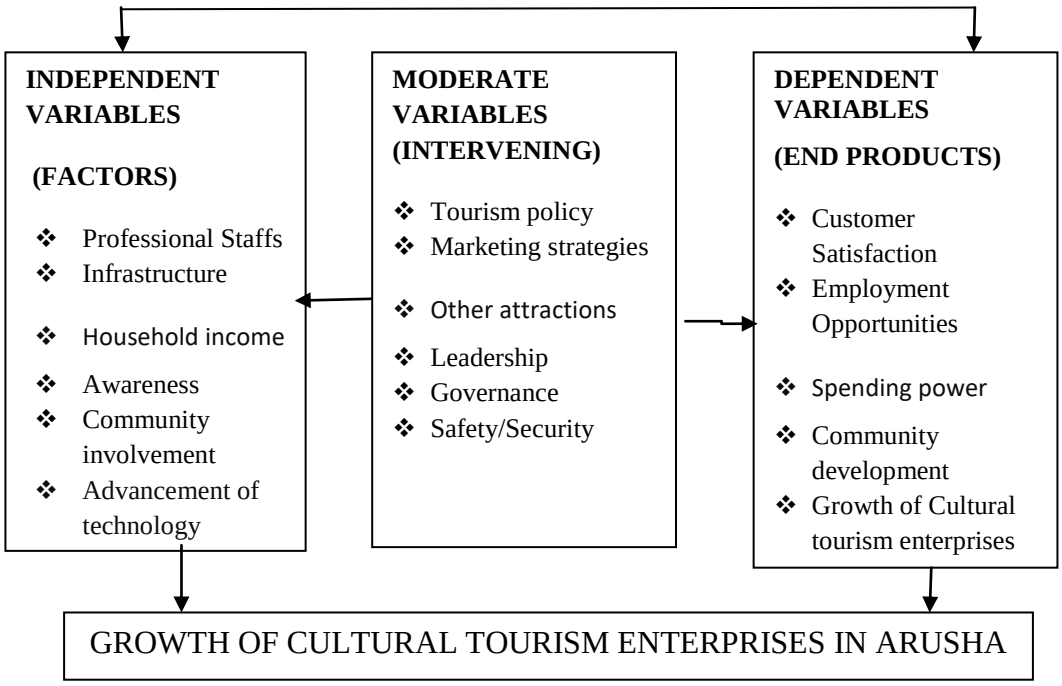


**Figure 2.1: Factors affecting the growth of Cultural Tourism Enterprises**
Source: Researchers' construct, 2017

The conceptual framework (Figure 2.1) illustrates the relationships between the independent variables of the study, (which are factors affecting the growth; professional staffs, infrastructures, household income, awareness, community involvement and advancement of technology) and the dependent variable (the end products are; customer satisfaction, employment opportunities, spending power and community development project), which are affecting the growth of cultural tourism enterprises.

Independent variable can have positive effects on the growth of cultural tourism enterprises, the relationship between factors and the end products in cultural tourism will be assessed; factors such as household incomes, awareness and community involvement in the study area will be analyzed. The study also determined whether such factors are associating with the end products in cultural tourism to influence the

growth of cultural tourism enterprises.This study will analyze the influence of end products on the growth of cultural tourism enterprises. The researcher assesses the influence and relationship of customer satisfaction, customer expectation, spending power and factors affecting the growth of cultural tourism enterprises.

The results of this study also depend on the intervening variables (tourism policy, marketing strategies, other attractions, leadership/management, visa/immigration policy and safety/security). When these factors are effectively implemented they will influence the growth of cultural tourism enterprises. The growth and expansion of cultural tourism enterprises will in turn cause community development. For example; Community development projects undertaken by cultural tourism enterprises influences community involvement and employment opportunities to host community, this cause win-win situation to the CTE's and local communities as well, hence sustainable growth of cultural tourism enterprises.

## 2.6 Research Gap

The literature review showed that different studies have been conducted in Tanzania and Arusha in particular focusing on tourism. The study by Igiha (2013) looked at the importance of cultural tourism in the economic growth of the local people. The study on enhancing community development through cultural tourism was executed by Anderson in 2015. However, Odege(2014) explored factors influencing community participation in cultural tourism in Kenya while the contribution of tourism on household's income in Tanzania was done by Igiha (2013). The study on cultural tourism and poverty alleviation in rural Kilimanjaro was conducted by Anderson (2015). However information on factors affecting the growth of Cultural Tourism

Enterprises is lacking in many parts of the country. Despite the above mentioned studies few study has been undertaken in Arusha Municipality to assess factors affecting the growth of Cultural Tourism Enterprises, this is the research gap this study ought to fill.

## 2.7 Summary

Chapter two reviews literature related to the study. The chapter presents the definition of key concepts used in this study which are tourism, tourist, culture, cultural tourism and Cultural Tourism Enterprises. The chapter also cover different theories, regulation theory, theories of tourism development and power-dependency. Theories presented in this chapter support evidences and provides context for prediction of the results. Emperical literature review followed with focus on global code of ethics of eco-tourism, developing of the cultural districts for tourists, tourism products and satsfactions, cultural tourism products development, household income and consuming cultural tourism experiences for the purpose of gaining the quality and affordable knowledge and experience of the study. Finaly, the chapter presented conceptual framework and research gaps.

# CHAPTER THREE

# THE STUDY AREA AND RESEARCH METHODOLOGY

## 3.1 Introduction

This chapter presents the study area and research methods. The study area shows the location of the study and justification of the selection of the study area. The research methodology part covers the target population, research design, sample size, sources and methods of data collection and data analysis, interpretation and presentation. The chapter finally presents validity and reliability of research instruments and ethical issues.

## 3.2 The Study Area

This study was conducted in Arusha Region located in Latitude 3° 00' 00" S and Longitude 36° 00' 00" E in northern circut of Tanzania Mainland(Arusha, 2014). Arusha Region has a total land area of 34526 sq. kms of which 955.2 sq.kms. or 2.7% is covered by water bodies of lakes Eyasi, Manyara and Natron (URT, 2012). It ranks 13$^{th}$ in size and occupies about 3.8 % of Tanzania Mainland by total area of 942,784 sq.km(Arusha, 2014) Arusha district is the capital of the Arusha Region, which claims a populationof 1,694,310 people with malesof 821,282 and females of 873,028, average household size is 4.5 at the sex ratio of 94 (URT, 2012).

Arusha is surrounded by some of Africa's most famous landscapes and national parks. Situated below Mount Meru on the eastern edge of the eastern branch of the Great Rift Valley. Arusha is a major international diplomatic hub. The city hosts and is regarded as the de facto capital of the East African Community. It is a multicultural city with a

majority African population, large Arab and Indian minorities, and many European and American ex-patriates, engaged in diplomatic affairs and the fast-growing local tourist industry**.**

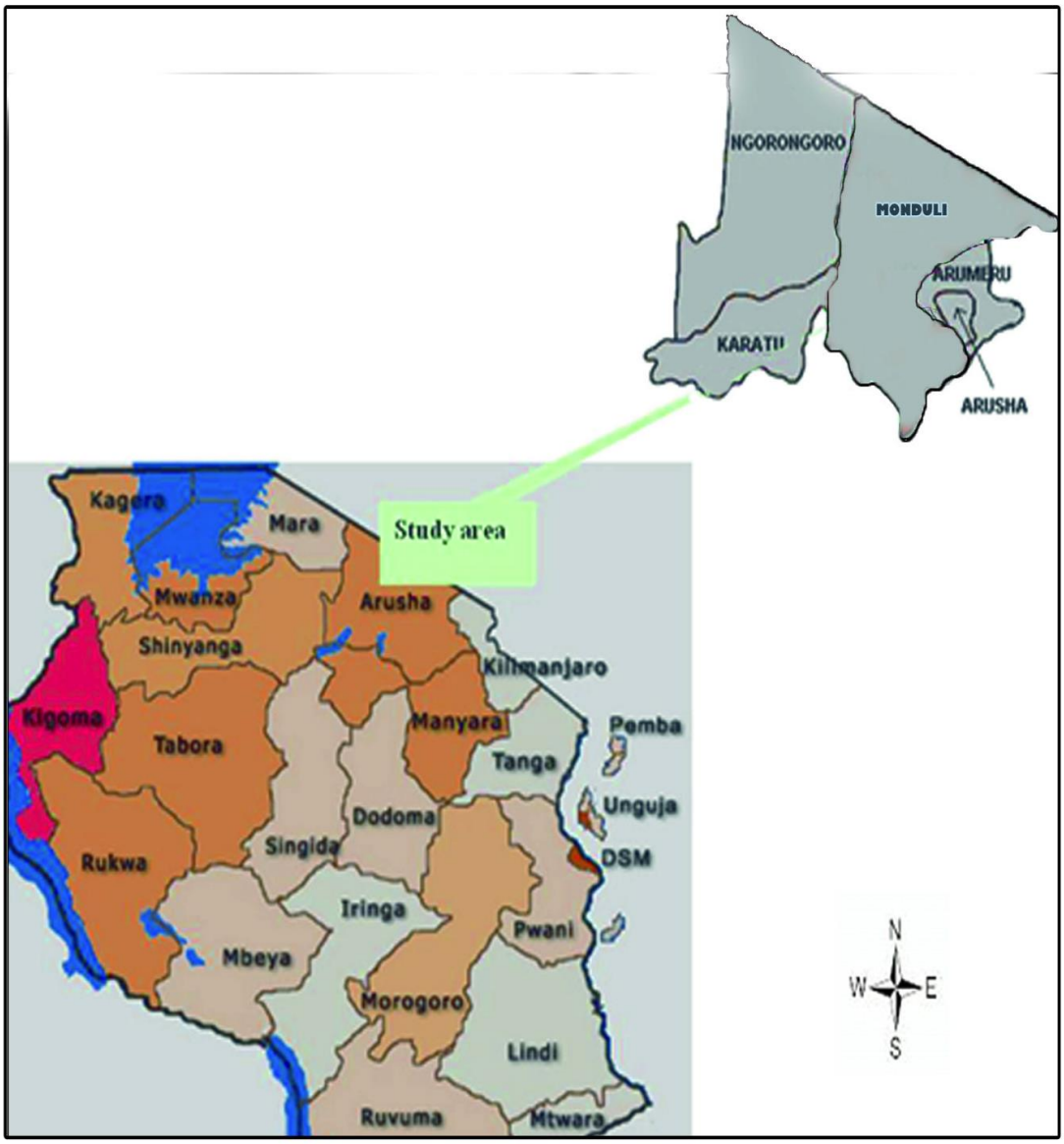


**Figure 3.1: Map of Tanzania and Arusha Regional for Study Area**

Source: Edited from Kipanyula and Kimaro, 2015

Arusha Region is a global tourist destination and is the center of the northern Tanzania safari circuit. The reason for selecting, this area is the one among the most

developed regions to have many cultural tourism enterprises whereby; Tanzania Tourist Board (TTB) initiated the establishment and promoting Cultural Tourism Programme as a project funded by the Netherlands Development Organization (SNV) from 1996 to 2001 when the project ended. But still the CTE's are increasing and existing.

### 3.3 Research Design

A research design refers to the overall strategy that assists the researcher to integrate the different components of the study in a coherent and logical way (Odege, 2014). Orodho (2004) defined a research design as a program which guides the researcher in collecting,analyzing and interpreting observed facts.Kothari (2004) defined a research design as the conceptual structures within which the research is conducted. It constitutes the blue-print for the collection, measurement and analysis of the data. A case study design will be used in this study. Case study design is the research design concerned with describing the characteristics of a particular individual, or a group (Kothari, 2004). The case study design allows a researcher to describe different CTE's and get accurate data/information according to the current situation in the study area.

### 3.4 Target Population

According to Kodhari (2004), target population is a well-defined or set of people, services, elements, events and group of things or people that are being investigated. Odege (2014) suggests that 'since it is not usually possible to reach all the members of a target population one must identify that portion of the population which is accessible and manageable in respect to the nature of the accessible population depending on the time and resources available'. The study had representative population from the owner

and services provider at cultural tourism enterprisers, government's cultural tourism officers and tourists as well as stakeholders around cultural tourism enterprises and those participating or involved in cultural tourism. Because a researcher was need get technicals factors affecting the growth of cultural tourism enterprises in arusha.

## 3.5 Sampling Procedure

Sampling is defined as a process of selecting individuals from within a population to estimate the characteristics of whole population (Singh, 2014). According to Latham (2007), there are two standard categories of the sampling method which are called probability sampling or random sampling and non-probability sampling or non-random sampling. Kothari (2004) defines random sampling as the probability sampling technique whereby all members in the population have equal chance of being selected to form a sample. While, Teddlie and Yu (2007) on the other hand, define non-probability sampling as sampling techniques that involve selecting certain units or cases based on a specific purpose rather than randomly.This study involved purposive sampling as well as random sampling techniques.

### 3.5.1 Random Sampling Techniques

Simple random sampling technique is a probability sampling technique whereby all members in the population have an equal chance of being selected to form a sample (Kothari, 2004).In this study, simple random sampling (SRS) technique was used to obtain 58 respondents who are employees of CTE's. Also random sampling was used to select 20 tourists from 5 selected CTE's. The probability sampling technique was applied to select sample from tourists and every individual has an equal chance of being selected based on range of factors including tourists willing to respond and

time. There are need to use random sampling for local people because most of them are selling their product direct to tourists or CTE'S owner.

### 3.5.2 Purposive Sampling Techniques

Purposive sampling has been widely described by several researchers. Teddlie and Yu (2007) and Etikan et al. (2015) described purposive sampling as a non-probability sampling which involve selecting certain units or cases based on a specific purpose rather than randomly. It is the deliberate choice of a participant due to the qualities the participant possesses which is usually used in qualitative research.

According to Kothari (2014) purposive sampling is defined as a judgmental sampling where the researcher choose only elements that, researcher believes will deliver the required data. Purposive sampling technique was employed to select five cultural tourism enterprises, 2 officials from Tanzania Tourist Board-Cultural Tourism Programme, 5 owners of cultural tourism enterprises, 5 are village executive officers, 3 key tourism experts, and 5 are district officers.Due to their goiverment responsibilities, there was need to have appointment with TTB's officers, village executive officers, tourism experts and distric officer for collecting data.

## 3.6 Sample Size and Sampling Frame

The sample size for this study comprised 63 respondents (Table 3.1) where 58 were employee 5 respondents were owners of CTE's.

**Table 3.1: Sampling Frame Presenting Population and Sample**

| Description | Population | Sample |
|---|---|---|
| Employees from CTE's | 135 | 58 |
| CTE's owners | 5 | 5 |
| **Total** | **140** | **63** |

Source: Field Survey, 2017

## 3.7 Sources of Data

In this study two sources of data was used which are secondary sources and primary sources.

### 3.7.1 Secondary Sources

The secondary data is information gathered from other studies or previous studies. Secondary data were obtained through reviewing literatures which comprised periodicals, books, researches, journal and other written sources or documents. Secondary data enabled reseacher to identified gaps of the study, familiarize with previous studies and literature review. This secondary data helped the process of scrutinizing information which ensured the study had high validity and reliability.

### 3.7.2 Primary Sources

As argued by Igiha (2013), the household survey is one of the most appropriate research methods because it was intended to collect the views of people and it's important to ensure high community representation. Primary data is a first hand information collected for a first time. It was collected using questionnaires, interviews and direct observation from the selected sample population.

## 3.8 Data Collection Methods

Data collection is the process of obtaining evidences in a systematic way to answer the research questons (Mbingo, 2014). There are several methods used in data collection. In this study data was collected by using documentary, interviews, direct observation and questionnaires.

### 3.8.1 Questionnaires

The main tool for data collection in this study is questionnaires. Questionnaires serves to test the analytical model directly or test the factors affecting the growth of Cultural Tourism Enterprisesand the selected independent variables. Questionnaires administered to respondents from the sampled participating into cultural tourism. According to Kothari (2004) questionnaire gives respondents adequate time to give well through answers.

### 3.8.2 Interviews

An interview is a direct face-to-face attempt to obtain reliable and valid information in the form of verbal responses from one or more respondents (Odege, 2014). According to Orodho (2003), an interview is a set of questions that an interviewer asks when interviewing a respondent. Interviews provide reliable, valid and theoretical satisfactory results. The interview guide was used for gathering information from TTB officials, CTE's coodinators, tourists and local authority.

### 3.8.3 Direct Observation

Direct observation is a data collection method involving looking at things on the ground and listening very carefully to field work. Direct observation used to tie together the more discrete elements of data gathered by other methods (Rukanda, 2014). This method helped the researcher to captured the information that was not be covered by other methods like interview, questionnaire anddocumentary literature reviews (Munishi, 2013). This method was also enabled the researcher to look at the quality of service provided, quality of products and to view the sceneries and the mood of the respondents. This method was allowed researcher to visit directly in the

study area for physical field observations and verifications. This method was enable the researcher to obtain some facts related to this study to supplement the information obtained from other methods. Furthermore, photographs were taken to validate information provided by interviews.

### 3.8.4 Documentary Literature Review

Mbalase (2014) argued that, private and public documents provide a rich source of information. This were information related to the study and collected by other researchers. According to Mbingo (2014)secondary data was collected by the use of documentary literature review from the written documents including dissertations, published and unpublished thesis, books, pamphlets, magazines, newspapers and journals without ignoring digital sources.In this study the researcher used documentary literature review to enrich the topic of the study.

## 3.9 Data Analysis, Interpretation and Presentation

Analysis means a critical examination of assembled and grouped data for studying the characteristics of the object under the study and determining the patterns of relationships among variables. Inferential statistic techniques of data analysis was used, where data obtained were presented in tables, bar graphs and pie charts.

Data analysis was done by the help of SPSS and MS Excel software. Transcription process was done with help of SPSS and MS Excel software. Qualitative data was analyzed using content analysis. The frequency of observations was computed and percentage calculated to respond to research questions presented in chapter one.

### 3.10 Validity and Reliability of the Research Instruments

According to Ary (1996), validity refers to the quality that a procedure or an instrument (tool) used in the research is accurate, correct, true, and meaningful and right, while the reliability is the consistency with which the tool measures the attributes, it is supposed to measure; if a study and its attributes are reliable, other researchers using the same method will obtain the same results.From the study findings, researcher used several measures to ensure data validity and reliability.

To ensure data validity, the researcher collected only data to address the intended specific objectives. Measurement reported to be a relatively complex and demanding task, especially when it concerns qualitative or abstract phenomena(Kothari, 2004). The researcher used observation and regular review of data in order to insure validity. Kipanyula and Kimaro, (2015)argued that, reliability has to do with accuracy and precision of a measurement procedure. It describes ability of an instrument to give a true value at any time and any place it is used. According to Kothari (2004), a sound measurement must meet the tests of validity, reliability and practicality.

### 3.11 Ethical Consideration

According to Anderson (2015), researcher should follow the recommended steps and guidelines when conducting research in a responsible and ethical way. Ethically, principle of autonomy implies the right to self determination and the right to full disclosure. Also respondents should be fully informed; consent rule about the nature and importance of the research and be in position to decide whether or not to participate in the study (Kothari, 2004). The reseacher should be conscious of multiple roles and treat respondents' respectfully and courteously at all time and their selection

based upon the selection criteria for inclusion in the study and not on any other criteria (Odege, 2014). Many ethical issues involve a balance between two values: the pursuit of scientific knowledge and the rights of those being studied or others in the society (Kothari, 2004).During the field work, the researcher beg for research clearance from the OUT and Regional Education Officer (REO), which allowed a researcher to conduct research in the respective study area, together with community approval for the study which conducted in their environment. The researcher was abided to the rules and regulation of the communities participating in the study.

### 3.12 Summary

Chapter three outlines the research methodology of the study. It contains the study area which was Arusha Region. This research design adopted the case study design as a blue print of the study, it comprised strategies to be used, target population was identified the portion of the respondents who were accessible and manageable to investigates, sampling procedure used probability sampling as a systematic sampling selection and the sample size of 63 respondents were questioned in this study . The samples responded to the questions of the study. Two source of data were secondary data and primary data. Data collection methods used several methods such as interviews, directs obervations, questionnares, documentaries literature reviews which enabled to obtain evidence in a systematic way for the study. Data analysis, interpretation and presentation of the findings among variable's relationship. Validity and reliability of the research instruments were ensured and ethical consideration adhered too, rules and guidelines were being obey while conducting this research.

# CHAPTER FOUR

# RESEARCH FINDINGS AND DISCUSSION

## 4.1 Introduction

This chapter presents results of the study about factors affecting the growth of cultural tourism enterprises in Arusha Region. The first section presents socio-demographic characteristics of the respondents, perception of different stakeholders towards cultural tourism enterprises, factor affecting growth of cultural tourism enterprises and measures to address factors affecting the growth of cultural tourism enterprises in Arusha Region.

## 4.2 Socio-demographic Characteristics of the Respondents

The information covered in this section includes age, gender, household size and education level of the respondents. The information presented here focus on 54 respondents.

### 4.2.1 Gender of the Respondents

In order to have good representation of gender, sex of the respondents was taken into consideration where by respondents were asked to provide their personal information based on gender.

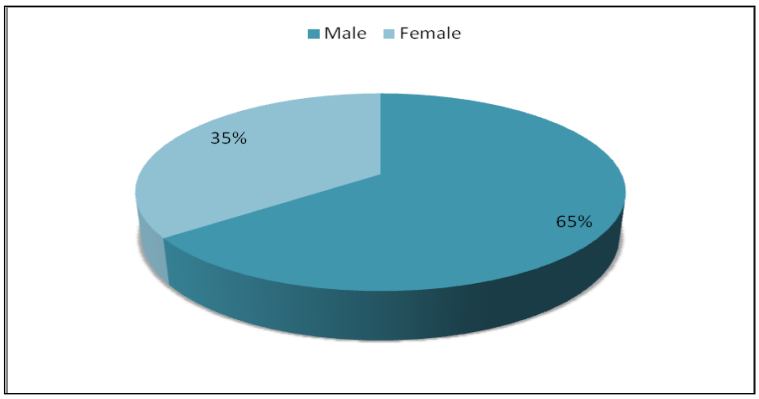


**Figure 4.1: Distribution of Respondents by Gender**
Source: Field Survey, 2017

About 35 (65%) of respondent were males while 19 (35%) were females (Figure 4.1).In this study both male and female were given an equal chance to participate in this study.

### 4.2.2 Distribution of Respondents by Age

The age of respondents was categorized into four groups which ranged between the age of 18 years and 51 years plus (Table 4.1). The grouping of age based on consideration of the economically active group which is from the age of 15 years old to 64 years (URT, 1991). The investigation of respondents' age was important due to diverse implications each group had and social setting which may subsequently have regarding to involvement in tourism. The majority of the respondents interviewed (48%) were aged between 31 and 40 years. The other age category, frequencies and percentages are as presented in Table 4.1.

**Table 4.1: Age of the Respondents**

| **Age category** | **Frequency** | **Percentage** |
|---|---|---|
| 18 – 30 | 14 | 26 |
| 31 – 40 | 26 | 48 |
| 41 – 50 | 10 | 19 |
| 51 + Above | 4 | 7 |
| **Total** | **54** | **100** |

Source**:** Field Data, 2017

### 4.2.3 Marital Status of Respondents

The study also determine marital status of the respondents. The finding revealed that 93 per cent of the respondents were marriage and 7 per cent were not marriage.

### 4.2.4 Education Level of the Respondents

Education perceived as among the factors that influence an individual's perception of an intervention before making decision. Understanding the educational levels of the respondents was an important factor in assessing their skills and knowledge of respondents for judging about different matters. The study revealed that, majority of respondents 25 (46%) had attained collage/technical education, 39% attained secondary education, 9% attained Primary education, 4% had attained university level of education and2% had no formal education (Table 4.2).

**Table 4.2: Distribution of Respondents by Education Level**

| S/N | Education level | Frequency | Percentage |
|---|---|---|---|
| 1. | Non formal education | 1 | 2 |
| 2. | Primary education | 5 | 9 |
| 3. | Secondary education | 21 | 39 |
| 4. | Collage/technical education | 25 | 46 |
| 5. | University education | 2 | 4 |
| **Total** | | **54** | **100** |

Source: Field Survey, 2017

### 4.2.5 Work Experience of the Respondents

The respondents were asked to state their working experience related to the performance of cultural tourism. The result revealed that, 61% of employees and cultural tourism enterprises owners had working experience ranging between 2 and 5 years, 22% had working experience between 6 and 10 years, 9% had working experience of less than one year while 8% had working experience of more than ten years. Working experience of respondents vary depending on type of contract. Most employees employed during high tourism season and their contract terminated during

low seasons. Knowing the working experience of employee will help to know if working experience has an impacts towards quality services provision in CTE's and customer satisfaction.

**Table 4.3: Work Experience of the Respondents**

| Work Experience by Years | Responses | Percentages |
|---|---|---|
| <1 | 5 | 9 |
| 2-5 | 33 | 61 |
| 6-10 | 12 | 22 |
| 10+ | 4 | 8 |
| **Total** | **54** | **100** |

Source: Field Data, 2017

## 4.3 Perceptions of Different Stakeholders Towards Cultural Tourism

During this study, research determines the perception of different stakeholders towards cultural tourism enterprises. The stakeholders covered in this study were tourists, local community, CTE employees, CTE owners and government officials.

### 4.3.1 Tourists

Due to uniqueness of Tanzania cultural products and services offered by cultural tourism enterprises, 95% of tourists responded in this study were satisfied as some tourists revisit the CTE's. This shows that there are still opportunities to market Tanzania cultural products from different cultural sites and ethnic groups in Tanzania; hence this is an opportunity for the local communities to establish more CTEs which can be an important tool towards poverty alleviation among rural local people in Tanzania.

### 4.3.2 Government Officials

During this study goverment officials from Tanzania Tourist Board (TTB) and district tourism officers (DTO) said that local people have an opportunity to engage directly in tourism through promotion of and marketing their cultural products and services in CTEs. Establishment of CTEs will contribute much in poverty alleviation and easy way for local people to benefit from tourism as reported by one of the district tourism officer.

Morever, respondents from districts said that through CTEs many community projects will established and will support the livelihoods of the rural communities. During key informant interview it was also reported that the establishement of CTEs has contributed to the revitalization of culture and traditions of the local communities, and the conservation of archaelogical and historical sites found in different cultural landscapes.

One of the government officials gave his remarks saying that,

> *" The establishment of CTEs in rural areas of Tanzania is highly cheered by different groups of people including women and youth due to its socio-economic benefits. Nowadays, it is very interesting to find out that youth are proud of their own culture and traditions such that they have formed entrepreneuriship groups that use cultural products as source of earning income. This is contrary to what we used to see in the past years whereby many youth were not interested with their own culture and traditions. Therefore, development of CTEs is an opportunity both for economic gains and preservation of culture and traditions of the local communities".*

### 4.3.3 Key Tourism Experts

Respondents who are key tourism experts said that established Cultural Tourism enterprises create employment opportunities for the local people, help to market for

cultural products which in turn led to the recognization of the local culture and traditions. They also acknowledged the role of CTEs towards creating rooms for donors who invest funds for supporting cultural and other community development projects. For instance, during key informant interview with one of the tourism experts it was revealed that,

> *"CTEs established in Maasai community have helped a lot to support education for the girls, and they also used as a forum to fight for the rights of women, and for creating awareness on health issues and fight against Female Genital Mutilation. They are also important centers where women and youth can gather together to learn about entrepreneuriship skills".*

It is obvious from the statement of the tourism expert that the establishment CTEs in local community areas has positive impacts to the livelihoods of local people and their environment. This is an urgent call for the government and other development partners to put much effort and attention by supporting and investing in CTEs for the sustainable socio-economi development of the local community.

### 4.3.4 Local Authority

During the interview with local authority about 75% reported that the presence of CTEs in their environment have significant outcomes, for example, it was reported that CTEs support development programmes including construction of schools and health centres, water projects, and trees planting. CTEs create market for the goods/products of the local community, for instance local people sell their agricultural products and cultural artifacts to the CTEs and tourists respectively. However, CTEs were condemend by some of the local authority that have contributed to the destruction of local culture due to the introduction of immoral behaviour by both tour guides and tourists.

## 4.4 Factors Affecting the Growth of Cultural Tourism Enterprises in Arusha Region

During this study research explored factors affecting the growth of cultural tourism enterprises in Arusha region. It was reported by 24% of respondents that financial problem is the main factor affecting growth of cultural tourism enterprises, 18% said competition, 17% said location and distance from the main closest tourist attraction, 13% said inadequate of qualified personnel to operate and run the enterprise, 15% said poor packaging and marketing of cultural products, 7% said poor customer services and infrastructures while 6% said there are other factors such as seasonality and nature of tourists.

**Table 4.4: Factor Affecting Growth of CTEs in Arusha Region**

| S/N | Factor affecting the growth of CTEs | Frequency | Percentages |
|---|---|---|---|
| 1 | Inadequate qualified personnel to operate and run the enterprise | 7 | 13 |
| 2 | Competition | 10 | 18 |
| 3 | Poor customer services and infrastructures | 4 | 7 |
| 4 | Poor packaging and marketing of cultural products | 8 | 15 |
| 5 | Financial problem | 13 | 24 |
| 6 | Location and distance from the main closest tourist attractions | 9 | 17 |
| 7 | Other factor (seasonality, dependency and nature of tourists) | 3 | 6 |
| | **Total** | 54 | 100 |

Source: Field Data, 2017

### 4.4.1 Financial Problem

During this study many respondents (24%) said that insufficient fund is the main factor affecting the growth of cultural tourism enterprises in Arusha region. Cultural tourism enterprises as other destinations offered various cultural attractions require large amount of money to promote, operate and to manage attractions so as to get customers/tourists. Many CTE's are not performing well due insufficient fund to promote and market their products and services hence receive few numbers of customers. Despite the fact that CTE's in Arusha region provide very unique services but still receive few number of customers due to insufficient fund as reported during key informants' interview with tourism experts.

### 4.4.2 Competition

Respondents complained that there is high competition in marketing cultural tourist products since many people and tour companies engage in this business without being registered as enterprises deals with cultural activities. There are numbers of curious shops and cultural centers all over the road to the key tourist attractions which offer cultural tourist products and services. It was reported by the respondent during key informant interview that,

> *''CTEs business is much affected by the presence of many unregistered* businesses which *sell cultural products and offer cultural services nearly everywhere along the road, near destination, and even in hotels and in towns. These unregistered businesses are located in areas which can easily be reached and accessed compared to the CTEs which most of them are located in remote rural areas''.*

In an interview with respondent from TTB, it was reported that due to the prevailing competition, there is need for creativity and innovation for CTEs in packaging and marketing their products so as to compete in this free market. Similarly, the

respondent demanded that Intellectual Property Rights should be respected in order to protect the rights of the local communities who are the owners of cultural products. Also, unregistered businesses' owners should formalize their businesses and be encourage forming groups to establish CTEs.

### 4.4.3 Location and Distance from the Tourist Attraction

Location and distance from the main closest tourist attraction reported to be one of the factor affecting growth of cultural tourism enterprises. The study revealed that cultural tourism enterprises located along the road receives large numbers of tourists compare to those located far from the main road. Also, those CTEs located closest to key tourist attractions in the destination receive large numbers of tourists too. This is due to the fact that these CTEs are located in areas where it is easy to visit and less time consuming. A good example are Mtowa Mbuand Ganako Karatu cultural tourism enterprises which located along the main road and closest to Lake Manyara National Park, and Ngorongoro Conservation Area which receive large numbers of tourists than any other CTEs as reported by one of the respondent during key informants interview. This was not case for the CTEs which are located in remote rural areas like Them in valley Eco and Cultural tourism and Longido CTEs whereby it was reported that they receive few numbers of customers and most of these customers visit during high season.

### 4.4.4 Poor Packaging and Marketing of Cultural Products

During this study 15% of respondents said poor packaging and marketing of cultural products are among the factors affecting growth of cultural tourism enterprises in Arusha region. Most of the CTEs lack qualified employee who are skilled and

knowledgeable on marketing techniques, hence they failed to market their products since they don't have attractive and definite tourist packages. Most of the CTEs have unique cultural products and attractive cultural landscape, however these products are poorly promoted and their presentation affect the authenticity of the products. For instance, during an interview with one of the tourists it was revealed that some of the packages do not meet the customers' expectation. The respondent argued that,

> *"I expect to see, consume and experience all products that are listed in the CTE's brochure and website but only few products are offered and even in a faked and poor presentation contrary to what are narrated in the website. We have neither participated in animals butchering and meat roasting, and nor ritual or circumcision ceremonies".*

During direct observation and literature review, it was also observed that some CTEs' website, brochures and other promotion materials are poorly prepared and presented. They were observed to have language errors, and whenever local language is used it is not translated such that it can be understood by foreigners.

### 4.4.5 Inadequate Qualified Personnel to Operate and Run the Enterprise

It is believed that education level of the business owners/employees can have positive or negative impact on business growth. If owners/managers are educated business may perform better than those operated with uneducated due to the fact that education gives skills and knowledge required for business enhancement. During fieldwork it was reported by the 13% of respondents that many of the CTEs have inadequate qualified personnel to run and operate the CTEs. Most of the owners and employees have poor knowledge and skills of the tourism industry in general. It was revealed that it is even very challenging for CTEs employees to communicate with their customers due to language barrier.

This has forced some of the CTEs to hire tour guide to assist them in presenting their products and services. For instance, it was observed in one of the CTE whereby the enterprise hired a tour guide from one of the tour companies in Arusha town to help them to serve the German clients.

Some factors that could affect the service quality are comfortable and welcome feeling, need appearance of staff, professionalism of staff, friendliness, special attention given by staff, quick check in and check out, and handling the complaint (Sriyam, 2010). Furthermore, Kuveya (2001) claimed that delivering a service requires team chemistry and the initiative in order to perform better to exceed the expectation of hotel customers.

### 4.4.6 Other Factors Affecting Growth of Cultural Tourism

Few respondents (6%) said there are other factors affecting growth of cultural tourism in Arusha region such as seasonality and nature of the motivations of tourists arrived in Arusha region. During the interviews with CTEs' owners and employees it was complained that they do not receive large numbers of customers throughout the year rather high customers visitation is seasonal particularly from July to January.

Likewise, nature of the motive that has influence the customer to travel to the destination was also mentioned as one of the factor that affect growth of tourism in Arusha region. During key informant interview it was revealed about 90% of the tourists who visit the Northern Tourism Circuit are motivated by the nature tourism in particular wildlife based tourism. Most of the tourists visit cultural destinations as auxilliary attractions on their way to the primary attractions.

## 4.5 Measure to Address Factors Affecting the Growth of Cultural Tourism

During this study 35% of respondents said creativity and innovation as a measure to address factors affecting growth of CTE's, 15% designing more packages, 13% providing quality services, 13% government support, 7% recruiting qualified personnel while 6%of respondents said there are other measures such as increase marketing and promotion (Table 4.6)

**Table 4.5: Measures to Address Factors Affecting Growth of CTE's**

| S/N | Measures to address factors affecting growth of CTE's | Responses | Percentage |
|---|---|---|---|
| 1 | Recruiting qualified personnel | 4 | 7 |
| 2 | Providing quality services | 7 | 13 |
| 3 | Frequent provision of training | 6 | 11 |
| 4 | Creativity and innovation | 19 | 35 |
| 5 | Designing more packages | 8 | 15 |
| 6 | Government support | 7 | 13 |
| 7 | Other measures to address factor affecting growth of CTE's | 3 | 6 |
| | **Total** | **54** | **100** |

Source: Field Data, 2017

### 4.5.1 Improving Quality Services so as to Increase Customer Satisfaction

Customer satisfaction is a response to a product or service offered, where the value of the characteristics of the product or service received is evaluated. In this sense, customer/tourist satisfaction is seen as the producer of positive or negative consequences that can determine the weakness or the success of the CTE as reported by respondent from TTB. Also during key informant interview with tourism expert one respondent said;

> *"The expectations of the clients comprise an important factor that influences the perception of the quality of services offered in CTEs'. When a client evaluates the quality of a service, he judges it by some standard previously established that is the base for the formation of his expectation. In case there is no important previous experience, the client can base his expectations on the advertising, brochure, guide book, communication word-of-mouth, among others."*

This shows that there is a need to ensure that all services and products advertised or promoted by CTEs brochure, websites and other information centers should be present and provided as advertised so as to meet high customer expectation and satisfaction.

### 4.5.2 Frequent Provision of Training to Employees

The study revealed that, it is not possible for everyone of employee understands how to provide "quality" customer service the way cultural tourism enterprises intend it to be without training. It is responsibility of CTEs' management to train their employees especially customer service providers about CTEs' quality customer service's standards. It is important to invest in continuous quality customer service training for everyone. Tourism expert insisted that organization should provide all employees with continuous education on customer service. If customer service is important to CTEs' in the market, CTEs' has to be sure staff members attend annual refresher or advance courses, whatever it takes to ensure consistency and quality as reported during key informant interview.

### 4.5.3 Creativity and Innovation

The design quality is a concept implying the presentation of products/services directed to the needs of the clients. Respondents pointed out that creativity and innovation are needed in cultural tourism enterprises so as to grow and compete with other cultural

products sellers through designing new and quality packages, new tours and conducting research about the needs of customers/tourist. During key informant interview with tourism expert one respondent said;

> *"Cultural tourism enterprises can satisfy the demands of the client (tourist) only if they are included in its design, i.e. in order to do that, his demands need to be included or "built into" the product/service of the in CTEs. CTEs as other services providers supposed to do market research in order to determine who their customers are and which of their demands require special attention. The quality of conformity with the design completes the first aspect because it represents the level to which the product/service meets the demands of the market."*

The quality represents the satisfaction of the client's needs and in order to achieve it and keep it in time, we are not only need a continuous research into the demands of the clients but also of our own capabilities. Such an approach would ensure the pursuing of constant improvements according to the demands of the clients, also insisted by the key informant from TTB.

### 4.6 Discussion of the Findings

Stakeholders involved in this study perceive cultural tourism enterprises in different ways. Tourist involved were satisfied with services and products offered by CTE's due to its uniqueness. Other stakeholders perceive CTE's as a simplest way of local people to contact direct with tourist and also perceive it as a tool for alleviating poverty if well utilized, owned and managed by local people. This is in line with the work of Pallangyo (2015) about the role of tourism activities towards poverty alleviation in Tanzania, where most respondents perceived tourism as a positive initiative which can help to improve the living standard and alleviating poverty to local community in rural areas.

This is also in line with the work of Luvanga and Shitundu (2003) on the role of tourism in poverty alleviation in Tanzania, where stakeholders view cultural tourism as important tourist attraction with no significant investment requirements and as opportunity for Tanzanian, since most part of rural Tanzania majority have low education and lack of capital hence there is a need to encourage this type of tourism in order to contribute towards poverty alleviation. Apart from that, respondents also perceive cultural tourism as emerging important tourist activity especially in Arusha and Bagamoyo, hence insisted that type of tourism does not require specialized skills so it should be viewed positively as a way of reducing poverty in rural areas (Luvanga and Shitundu, 2003).

This study identified factors affecting the growth of cultural tourism enterprises in Arusha Region which are financial problem, competition, location and distance from the tourist attraction, inadequate of qualified personnel to operate and run the enterprise, poor packaging and marketing of cultural products, poor customer services and infrastructures, seasonality and nature of tourists. This is in line with the work of Walter *et al* (2004) on contribution of cultural tourism on poverty alleviation pro-poor and challenge measuring impacts. In their study most of respondents perceived cultural tourism as a positive initiative which can help to improve the living standard of the poor. But numbers of barriers were identified hinder their growth and participation in tourism activities including, Education about tourism and its products, awareness and capacity building, poor marketing and promotion about tourism resources utilization. Getz and Carlsen (2000) found that seasonality barrier lies in the heart of tourism business and is especially problematic for those operate in rural areas.

However, this study identified measures to address factor affecting growth of cultural tourism enterprises which are recruiting qualified personnel, provision of quality services, creativity and innovation, in house training, government support and improving packages of services. Most of the highlighted barriers by many scholars for growth of cultural tourism enterprises are economic, financial issues and seasonality (Doern, 2009). The study by Bohata and Mladek (1999) found shortage of qualified workers/staff as an important barrier for tourism SME's in Czech Republic, since qualified personnel are important for any firm but become especially important in tourism sector.

# CHAPTER FIVE

# SUMMARY, CONCLUSION AND RECOMMENDATIONS

## 5.1 Introduction

This is the last chapter in this dissertation. The chapter covered summary, conclusion and recommendations.

## 5.2 Summary

In this study of factors affecting the growth of cultural tourism in Arusha regional observed that, Cultural tourism provides better opportunities and security to the local communities, as well as empowering them and boosting their economic growth at the individual, national and regional level and finally the study will be a reference to the academic and researchers as well as stakeholders engaged in cultural tourism activities.

Researcher retrieved several literature theories and empirical review of different scholars and tried to show how those theories, research gap and conceptual framework related to this study.

This study adopted case study design as a blue print of the study which covered target population, sample size, methods of data collection, data analysis, interpretation and presentation as well as validity and reliability of the research by considering all ethical issues.

Also, the study assessed different stakeholders such as tourist, local authority, key tourism officers and government had different perceptions towards Cultural Tourism Enterprises. Tourist is among stakeholders involved in this study had shown the response of being satisfied with services and products offered by CTE's visited. Other

stakeholders involved in this study acknowledged cultural tourism enterprises as a way for local people to participate direct in tourism and a tool for alleviating poverty in Tanzania. The study identified factors affecting the growth of cultural tourism enterprises in Arusha region which are financial problem, competition, location and distance from the tourist attraction, inadequate of qualified personnel to operate and run the enterprise, poor packaging and marketing of cultural products, poor customer services and infrastructures, seasonality and nature of tourists. However this study identified measures to address factor affecting growth of cultural tourism enterprises which are recruiting qualified personnel, provision of quality services, creativity and innovation, in house training, government support and improving packages of services.

## 5.3 Conclusion

The study sought to explore factors affecting the growth of cultural tourism enterprises in Arusha Regional. According to Maturo (2016), there is further confirmed by increase of cultural tourism enterprises from five to twenty five CTEs in Arusha regional. Due to the availability of tour operators, nearby wildlife tourism attraction sites, government support through TTB, ethnic cultures and various nature of tourists are increasing of cultural tourism enterprises. The findings of this study revealed that cultural tourism emerged as important tourist's activity enable direct interaction between tourists and local communities, CTE's are tool for poverty alleviation to local communities in rural areas, also there are need of local communities to conserve and preserve our uniqueness of our cultural and its products for future sustainable development. Also, there are need of improvement into

creativity and innovation, quality of products and services according to demand of tourists by considering the Win-win situation.

## 5.4 Recommendations

(i) Cultural Tourism Enterprises Management should provide training or special courses to their service personnel to improve their service delivery and communication skills.

(ii) Management of Cultural Tourism Enterprises should arrange in-house training program to improve the main work service operation staff and to promote their careers.

(iii) Government through Tanzania Tourist Board (TTB) should sensitize local people about the opportunities available in tourism so as to establish new cultural tourism enterprises.

(iv) Cultural Tourism Enterprises should be advised to unite to form companies rather than continue working in isolation so as to expand the capital base and thus enabling them to market themselves overseas.

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# APPENDICES

## Appendix I: Questionnaire for Employees

The purpose of this questionnaire is to collect views and opinions on **Factors affecting the growth of Cultural Tourism Enterprises in Arusha Region**. This is an academic research and the information you provide shall only be used for academic purpose

### PART A: Background Information

Please, tick or fill as appropriate the option that best describe your response.

1. Name of your Cultural Tourism Program

(CTP)…..……

2. How long CTP has been in operation? Please tick the appropriate category

(a) 0-10 [ ]; (b) 11-20 [ ]; (c) 21-30 [ ]; (d) 31+ [ ]

3. What is your age? (Please tick the appropriate category)

a) 20- 30 years [ ] b) 31 - 40 years [ ]

c) 41 - 50 years [ ] d) 51+ years [ ]

4. Gender: Male [ ] Female [ ]

5. Marital status:

a) Single [ ] b) Married [ ] c) Divorced [ ] d) Widow [ ] e) Separated [ ]

6. Level of education:

(a) Primary school [ ] (b) O-Level Secondary School [ ]

(c) A-Level Secondary School [ ] (d) University or college education [ ]

(e) No education [ ]

7. What is your Job's Title in this CTP's……

8. From question 7, what is your experience in the tourism industry (Tick one)

a) 0- 1 years [ ]

b) 2 - 5 [ ]

c) 6 - 10 [ ]

d) 10+ years [ ]

9. What are the major function of your enterprises? Which products/services offered by your enterprises to tourist

……

……

……

10. How can you or describe the performance of this CTP since you have been employed? (Please Tick one)

a) Excellent [ ] b) Very good [ ]

c) Good [ ] d) Fair [ ] f) Very bad [ ]

11. Explain the answer you provided in question 10.

……

……

……12. What is your observation from Question 10 above? Please tick below.

[ ] Increased Profit on yearly basis [ ] Increased turnover over the years

[ ] Level of Patronage over the years [ ] Popularity among customers

[ ] Standing among competitors [ ] Satisfaction of personal objectives

13. What is your concern on the success of CTP over the years? (Tick one)

a) Goodwill of the Chief Executive [ ] b) Efficient facilities put in place [ ]

c) Strategic Marketing [ ] d) Efficient Facilities management [ ]

e) Goodwill of the staff [ ] f) the culture tourism package

14. What do you think the management should do to improve performance of CTP?

……

……

……

15. What are the benefits local communities obtain from CTP?

……

……....

16. In your opinion what are the main challenges facing CTP?

……

……

17. How the challenges you have mentioned can be tackled?

……..……

……

……

……

**Thank you for your time and cooperation**

**Appendix II: Interview Guide for Tourist/Customers**

The purpose of this questionnaire is to collect your views and opinions on **Factors affecting the growth of Cultural Tourism Enterprises in Arusha Region**. This is an academic research and the information you provide shall only be used for academic purpose

1. Where did you get information about this CTE's?
2. How can you rate the performance of this CTE's visited?
3. What do you think the management should do to improve the performance of CTE's?
4. From your experience, what is your observation after visiting these CTE's in Arusha region?
5. How do you rank the level of interaction and customization and labour intensity in this CTE's?

**Thank you for your time and cooperation**

**AppendixIII: Interview Guide for CTE'S Owners**

The purpose of this questionnaire is to collect your views and opinions on **Factors affecting the growth of Cultural Tourism Enterprises in Arusha Region**. This is an academic research and the information you provide shall only be used for academic purpose

1. What factors affecting the growth of CTEs in Arusha Regional

(Give at least 5 reasons)

2. How can you rate the performance of the CTP since you ware employed?
3. What do you think about the performance of your/CTP? Give reason(s).
4. What do you think the management should do to improve the performance of your/CTPin order to provide quality products/service and to compete with others tourists attraction.
5. In your general opinion what are the factors to make succession of CTP?

**Thank you for your time and cooperation**

**Appendix IV: Interview Guides for Government Officer**

The purpose of this questionnaire is to collect your views and opinions on **Factors affecting the growth of Cultural Tourism Enterprises in Arusha Region**. This is an academic research and the information you provide shall only be used for academic purpose

1. What factors affecting the growth of CTEs in Arusha Regional (Give at least 5 reasons)
2. How can you rate the performance of the CTP since you ware employed?
3. What do you think about the performance of your/CTP? Give reason(s).
4. What do you think the management should do to improve the performance of your/CTPin order to provide quality products/service and to compete with others tourists attraction.
5. In your general opinion what are the factors to make succession of CTP?

**Thank you for your time and cooperation**

## Appendix V: Observation Guide Cultural Tourism Program/Activities

| N | FACTOR TO OBSERVE | CTE-1 | CTE-2 | CTE-3 | CTE-4 | CTE-5 |
|---|---|---|---|---|---|---|
| 1 | Sign board (Directions and tag name) | | | | | |
| 2 | Sign board (Local materials used) | | | | | |
| 3 | Artificial Sign board attractive/colored | | | | | |
| 4 | Quality of Products (Local materials used or made) | | | | | |
| 5 | Tourists utilize local products | | | | | |
| 6 | Quality Service (Customer care/Good interpreter) | | | | | |
| 7 | Staffs appearance and hygiene | | | | | |
| 8 | Sharing benefits (Host interact with tourists) | | | | | |
| 9 | Accessibility to CTE's (Good infrastructures) | | | | | |
| 10 | Artificial Products (Low local materials used) | | | | | |

**Appendix VI: Time and Budget Schedule Year 2015/2016**

| S/N | TIME | ACTIVITY | COST.(Tsh) |
|---|---|---|---|
| 1 | July – August | Proposal development | 300,000 |
| 2 | September 1st week | Submission of proposal | 50,000 |
| 3 | September 4th to 2nd week of October | Data collection | 600,000 |
| 4 | October 3rd week | Data analysis | 150.000 |
| 5 | October 4st week | Printing and Submission of the first draft of dissertation to supervisor | 200,000 |
| TOTAL | | | 1,300,000 |

## Appendix VII: The Research Clearance From the Open University of Tanzania

THE OPEN UNIVERSITY OF TANZANIA
DIRECTORATE OF RESEARCH, PUBLICATIONS, AND POSTGRADUATE STUDIES

P.O. Box 23409 Fax: 255-22-2668759Dar 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

20/03/2017

Ministry of Natural Resources and Tourism,
Zonal Tourism Office,
TANAPA Building HQ,
P.O Box 3134,
Arusha,

**RE: RESEARCH CLEARANCE FOR ARCHLEUS ZENO MGUNGUS**

The Open University of Tanzania was established by an act of Parliament no. 17 of 1992. The act became operational on the 1st March 1993 by public notes No. 55 in the official Gazette. Act number 7 of 1992 has now been replaced by the Open University of Tanzania charter which is in line with the university act of 2005. The charter became operational on 1st January 2007. One of the mission objectives of the university is to generate and apply knowledge through research. For this reason staff and students undertake research activities from time to time.

To facilitate the research function, the vice chancellor of the Open University of Tanzania was empowered to issue a research clearance to both staff and students of the university on behalf of the government of Tanzania and the Tanzania Commission of Science and Technology.

The purpose of this letter is to introduce to you **Archleus Zeno Mgungus; Reg. No. HD/A/300/T.12** who is a Master of Arts in Tourism Planning and Management student at the Open University of Tanzania. By this letter, **Mr Archleus Zeno Mgungus** has been granted clearance to conduct research in Arusha Region. The title of his research is **"Assessment of factors affecting the growth of cultural tourism enterprises in Arusha Region, Tanzania"**. The research will be conducted in Arusha Region. The period which this permission has been granted is from 23/03/ 2017 to 30/05/2017.

In case you need any further information, please contact:The Deputy Vice Chancellor (Academic); The Open University of Tanzania; P.O. Box 23409; Dar Es Salaam. Tel: 022-2-2668820

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

Yours sincerely,

**Prof Hossea Rwegoshora**

**For: VICE CHANCELLOR**

**THE OPEN UNIVERSITY OF TANZANIA**

**Appendix VIII: The Research Clearance from the Arusha Regional**

THE UNITED REPUBLIC OF TANZANIA
PRESIDENT'S OFFICE
REGIONAL ADMINISTRATION AND LOCAL GOVERNMENT

ARUSHA REGION:
ADDRESS TEL. "REGCOM"
TEL: NO 254-5608/2502272/2502289
Fax Na. 254-5239/254-4386
E-Mail: rasarusha@gmail.com
E-Mail:rasarusha@yahoo.com

REGIONAL COMMISSIONER'S OFFI
EDUCATION DEPARTMENT
P.O. BOX 3032
ARUSHA

In Reply Please Quote:

Ref. No. RC/AR/ED/R. 20/VOL.II/201 28 Aprili, 2017

City Director,
ARUSHA CITY.

District Executive Director,
Arusha, Karatu, Meru, longido,
Monduli and Ngorongoro
ARUSHA REGION.

RE: INTRODUCTION TO MR. MGUNGUS ARCHLEUS ZERO

Please refer to the above subject.

I would like to introduce to you Mr. **Mgungus Archleus Zero** who is student of the Open University of Tanzania. He wants to conduct research on the research titled. "**Assessment of factors affecting the growth of cultural tourism enterprises in Arusha.**"

The period of his research is from March to May 2017 and the research will cover Arusha Region.

Kindly give him the necessary cooperation.

Thanks in advance.

K. Kabeja
**For: REGIONAL EDUCATION OFFICER**
**ARUSHA**

Copy to: Mr. Mgungus Archleus Zero - Student