

**EFFECTS OF TOURISM ACTIVITIES ON THE LIVELIHOODS OF LOCAL
COMMUNITIES IN THE EASTERN ARC MOUNTAINS**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT FOR THE
REQUIREMENTS FOR THE AWARD OF THE MASTER OF TOURISM
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TANZANIA**

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled, *“Effects of tourism activities on the livelihoods of local communities in the Eastern Arc Mountains”* in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Planning and Management.

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Date

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DECLARATION

I, **Happiness Christopher Kiemi**, 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

I would like to dedicate this work to my beloved husband Elihuruma Wilson and my kids; Hellen Elihuruma and Brian Elihuruma who believed in me and never uttered a ‘discouraging word’ as I followed my dream and supported me through hard times.

ACKNOWLEDGEMENT

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ABSTRACT

This study presents an assessment of the effects of tourism activities on livelihoods of local communities in the Eastern Arch Mountains. The study area was conducted to communities living at Mang’ula and Msolwa-ujamaa. Furthermore, the study was guided by the following key objectives: to identify effects of tourism activities on the livelihoods of communities in the Eastern Arch Mountains, to determine challenges facing tourism activities in meeting livelihood communities and finally to identify measure deployed to address challenges facing tourism activities. The sample size was 500. Purposive and simple random sampling techniques were employed to facilitate efficient data collection. 399 respondents were reached, 393 questionnaires were returned dully filled in. SPSS software used to analyse data. The study findings revealed that there are effects of tourism activities on the community’s livelihoods. The challenge the study revealed was incapability of communities of Eastern Arc to engage in tourism activities which were in terms of low education level, inadequate skill and lack of fund. Furthermore, Study exposed that community does not have developed strategies to address challenges of accruing tourism benefits. Therefore, findings divulge that local communities are impacted by development of tourism but are nonetheless powerless in mutual ownership of the process or designing of the projects that can results to enormous direct impacts to their livelihoods. The paper calls for further research and argues that more capacity building to be directed to local communities, effective participation of local communities in the governance and favorable investment strategies to be endorsed by the government.

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LIST OF ABBREVIATIONS

EAMs	Eastern Arc Mountains
GDP	Gross Domestic Product
MDG	Millennium Development Goal
MNRT	Ministry of Natural resources and Tourism
SME	Small-to-Medium Enterprise
SPSS	Statistic Package for the Social Sciences
SRS	Simple Random Sampling
TCT	Tourism Confederation of Tanzania
TNTB	Tanganyika National Tourist Board
TTB	Tanzania Tourist Board
UMNP	Udzungwa Mountains National Park
UN-CBD	United Nation Convention on Biological Diversity
UNCCD	United Nation on Conversion to Combat Desertification
FAO	Food and Agriculture Organisation
UNFCCC	United Nation Framework Convention on Climate Change
UNWTO	United Nation of World Tourism Organization
URT	United Republic of Tanzania
WTO	World Tourism Organization
WTTC	The World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents introduction, background to the problem and statement of the problem. It also covers objectives, research questions and significance of the proposed study.

1.2 Background to the Problem

Tourism is the temporary movement of people to area of destinations outside their normal places of work and residence. It is the activities undertaken during their stay in the area of destinations and the facilities created to cater for their needs (Mathieson and Wall, 1982). Tourism is one of the largest and fastest growing industries in the world. It is an increasingly important source of income, employment and wealth in many countries. International tourism now account for larger share of foreign exchange of receipts and export earning than other industry in the world (WTTC *et al.* 2002). Therefore tourist attractions have the ability to draw people's attention and create the satisfaction needed, to qualify the efforts in place to protect and improve the available resources for the current and future generation.

Available literature shows that majority of the communities living adjacent to the EAMs are living in abject poverty despite the attractions available (Schaafsma *et al.*, 2014). Probably, this situation might be due to inappropriate mechanisms available for surrounding communities to benefit from the EAMs attractions. Since poverty is among the main drivers of forest degradation, tourism activities in the EAMs can be

an important instrument for poverty alleviation and promotion of sustainable natural resources utilisation if well organised (Ceballos-Lascurain, 1996; Damania and Hatch, 2005; Alpiza, 2006; Mitchell *et al.* 2009; Kasangaki *et al.*, 2002). Hence the effectiveness of tourism to provide incentives to sustainable ecosystem management often depends inter alia on sufficient returns to neighboring communities through profit-sharing mechanisms (Bookbinder *et al.* 1998; Walpole and Goodwin, 2000; Kiss, 2004; Coria and Calfucura, 2012).

Tourism is the sum of phenomena and activities that arise from persons traveling to and staying in places outside their usual environment for not more than one consecutive year, for leisure, business and other beneficial purposes so long as they do not result into permanent residence and/ or any kind of earning (Eagles *et al.* 2002). Tourism is regarded as the largest and fastest growing industry in the world which also plays a greater role in stimulating other economic sectors like agriculture, fishing and manufacturing sector (UNWTO, 2008). According to Tao and Wall (2009), several tourism destinations have fuelled growth of other economic sectors in such a way that majority of the populations living in those areas have been stimulated to make choices that support conservation and/or protection of those destinations. Therefore it is expected that, if tourism activities within EAMs will be well organised, other economic sectors such as agriculture and manufacturing will also be improved. Hence communities will have more practical motives to support EAMs conservation efforts, including choosing compatible land use options for their livelihood. This will then make modern tourism a solution to socio-economic problems.

Tourism in Tanzania has the potential to accrue benefits sufficient to promote sustainable community development through appropriate benefit sharing mechanism. For instance, in 2014 , the travel and tourism sector contribution to GDP was Tsh 2,975.6 billion – or almost 5.1% of the total GDP of Tanzanian economy and supported 467.000 jobs, accounting to over 43% of the total employment (WTTC 2015). In 2008, it was estimated that foreign tourists contributed US\$1.1billion of foreign exchange – nearly 33% of all the goods and services sold by Tanzania abroad (Mitchell *et al.* 2009). Tourism is one of the major sources of foreign exchange. The industry is also credited for being one that offers employment opportunities either directly or indirectly through its multiplier effect. It has contributed significantly to the GDP and the total foreign earnings from Exports (SNV, 2009). Tourism has therefore provided an opportunity especially to rural areas with tourism assets that do not involve massive investment (Holland *et al.* 2003). Therefore tourism leakage can be substituted by enabling linkages such as development of local enterprises and enabling local residents to have access to the tourism markets.

Apparently, understanding the interplay of tourism and forest conservation on the livelihoods of communities living adjacent to these forests has a significant value. The EAMs comprise a chain of separate mountain blocks running from southern Kenya through Tanzania in crescent or arc shape. In Tanzania, the Eastern Arc consists of North and Southern Pare, East and West Usambara, Nguru, Ukaguru, Rubeho, Uluguru, Udzungwa and Mahenge Mountains. The mountains and forests are very important to Tanzania and globally in general. These forests constitute what is probably one of the richest biological communities in Africa in terms of plant and

animal species numbers and endemic taxa (Rodgers and Homewood, 1982). Endemic forest plants are reported to occur throughout the elevational range of forests (Burgess *et al.* 2002). Thus, loss of a forest cover will certainly lead to loss of species (URT, 2006; Burgess *et al.* 2002).

Communities have been living close and interact with forests of EAMs for centuries. They depend much on these forests to get forest products for their livelihoods. The environmental services like rainfall, soil fertility enrichment and aestathic values are other benefits provided to these communities. The interaction between communities and the forests for their livelihoods leads to the deforestation thereby diminishing the forest cover. The role of these forests has, however been undermined through deforestation, estimated to be 412,000 ha per annum. Causes of deforestation are mainly human disturbances including encroachment, wildfires, illegal mining, pit-sawing, illegal harvesting for building material and excessive collection of fuel wood and herbal medicines (Mpanda *et al.* 2011).

Many scholars and politicians have been striving to come up with effective policies, strategies and plans to enhance improvement of livelihoods and conservation of nature. However, this has remained unsuccessful and as deforestation continues, it leads to forest fragmentation and loss of biodiversity. Tourism has been sought as one of the strategic mechanism to improve livelihoods of these communities. And because it provide little benefits to the local resident there is an opportunity to improve the benefit sharing mechanisms, partly by enhancing people's participation to tourism activities in the area (Shoo *et al.* 2013).

1.3 Statement of the Problem

Tourism have been recognised by government as an opportunity for economic growth hence an instrument for poverty eradication. Tanzania has the best tourist attractions in Africa (TTB, 2008). These settings suggest that, more effect can be impacted to communities living close to the destinations through the tourism sector. Local communities are willing to receive tourists in their nearby destination or attractions sites where authentic culture and local produce of the communities can be perfectly explored and various benefits gained by the community (Anderson, 2015). Chok *et al.* 2007 claimed that expansion of tourism activities translates into beneficial gains to the poor communities surrounding the sites. However, there is no study conducted to ascertain the effects of tourism on the livelihoods of communities in the Eastern Arch Mountains. Thus, this study attempts to discover effects of tourism activities on the livelihoods of communities in the Eastern Arch Mountains.

1.4 Objectives of the Study

1.4.1 General Objective

To examine the effects of tourism activities on the livelihood of communities living in the Eastern Arc Mountains.

1.4.2 Specific Objectives

- (i) To identify effects of tourism activities on the livelihoods of communities in the Eastern Arc Mountains.
- (ii) To determine challenges facing tourism activities in meeting the livelihood of communities living in the Eastern Arc Mountains.

- (iii) To assess measures deployed to address challenges facing tourism activities in the Eastern Arc Mountains.

1.5 Research questions

- (i) What are the effects of tourism activities on the livelihoods of communities living in Eastern Arc Mountains?
- (ii) What are the key challenges facing tourism activities in attaining livelihood of community living in Eastern Arc Mountains?
- (iii) What are the measures deployed to address challenges facing tourism activities in the Eastern Arc Mountains?

1.6 Significance and Justification of the Study

The communities living adjacent to EAMs play a very important role in both conservation and destruction yet no direct access to the forest products are allowed. In order to ensure that the conservation and development goals are sustainably met, data that demonstrate the impact of tourism on poverty was collected and analysed, for the purposes of devising strategies that will promote conservation, sustainable tourism and community development. This study is an important source of information for tourism and conservation in the Eastern Arc Mountains and the nation at large. It is expected that the findings from this study will help in decision making, policy formulation, planning, development and management of the Eastern Arc Mountains. Understanding the effect of tourism development on communities living adjacent to Eastern Arc Mountains is significant as Harrison (2001) postulated that the extent to which communities are benefiting from tourism arrival is uncertain. The findings of this study also provide managerial implication and contribute to theoretical knowledge in the

respective academic field of study. Finally this study is an equipment of attaining Masters of Tourism Planning and Management.

1.7 Organization of the Dissertation Report

This dissertation is organised in five chapters. Chapter one consists of introduction, statement 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 contains of description of study area and methodologies used to conduct this study. Chapter four consist of data presentation and discussion of the finding and chapter five include conclusion and recommendation of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Nature-based tourism has traditionally acted as a major source of income in many developing countries in the planet. The immense amount of investment put into this sector points to the important role it plays in the growth of economy and development of economic potential (Bradshaw, 2012). In the developing countries tourism is considered to be an important economic opportunity (Okello and Yerian, 2009). Tourism provides employment opportunities, foreign investment and provision of public revenue (Kweka *et al.* 2003; Bushagi and Muchapondwa, 2009). Tourism is one of the most effective ways of redistributing wealth by moving money into local economies from other parts of the country and overseas. Tourism also supported 198,000 jobs in 2003 (Mwenguo, 2006). Full involvement of locals in tourism is key for outstanding conservation and improved people's livelihood (Songorwa *et al.* 2005, Roe *et al.* 1997). Gursoy *et al.* 2002 postulated that in order for tourism development to yield economic benefits, tourism has to be supported by residents. Tourism is expected to benefit the local communities by creating economic opportunities, improving living standards, promoting agricultural products, business opportunities and facilitating cultural preservation (Lai, 2003; Hsu, 2000). Tourism development has been identified as an effective way to revitalize the economy of a destination, whether rural or urban (Chen and Chen, 2010). Mi (2014) argued that people are the central body of sustainable development. However, lack of understanding by residents about tourism activities prevents them from becoming involved in tourism decision making

and subsequently from the benefit of tourism (Sharma, 2004). Residents positive perceptions of tourism developing policies and actions, optimizing the benefits and minimizing the problems (Andriotis, 2003).

Clear understanding of tourism activities is important when a community is organizing for involvement in tourism activities. Tourism activities include handicrafts, nature, cultural, business and medical services (Aref *et al.* 2009). This chapter present theoretical literature review, empirical literature review which includes highlights of tourism development in Tanzania, the role of tourism to the economy, policy review works towards tourism development, tourism activities found in Eastern Arc Mountains; economic and non economic effects of tourism . Finally the research gap, conceptual framework and summary of the chapter is provided.

2.2 Definition of Key Terms

2.2.1 Tourism

Tourism refers to activities of persons travelling to and staying in places outside their usual environments for not more than one consecutive year for leisure, business or other purposes (WTO, 1991). Also, tourism involves an overnight stay away from home in a place other than the person's normal residence. Consequently, tourism in its context entails moving from one locality to another.

2.2.2 Livelihoods

Livelihood refers to a means of supporting one's existence, especially financially or vocationally (Chambers and Conway, 1991). It basically involves social capital, economic capital, political capital and natural resource capital. It encompasses

people's capabilities, assets, income and activities required to secure the necessities of life.

2.2.3 Forest

According to FAO (1953), a forest is a land which bears vegetative associations dominated by trees of any size. In 2000, FAO advance the definition of forest as a land with tree crown cover of more than 10% and area of more than 0.5 ha, the trees should be able to reach a minimum height of 5m at maturity in situ. In 2002, UNFCCC defined forest as a minimum area of a land of 0.05-1.0 ha with tree crown cover of more than 10-30% having trees with the potential to reach a minimum height of 2-5m at maturity in situ. UN-CCD, 2000 outlined that a forest is a dense canopy with multi-layered structure including large trees in the upper story. Moreover UN-CBD, 2010 described a forest as a land area of more than 0.5 ha, with a tree canopy cover of more than 10% , which is not primarily under agriculture or other specific non- forest land use. There are so many ways of defining a forest. The definition depends on the reflection of the diversity of forest in the world and prevailing objectives of use and management.

2.2.4 Eastern Arc Mountains

The Eastern Arc Mountains are 14 - blocks of mountains stretching from Taita Hills in Southern Kenya to South-Central Tanzania. It holds a unique flora and fauna and some forest blocks reagrded as 'biodiversity hotspot' with high level of endemic and diversity of species.

2.3 Theoretical Literature Review

2.3.1 Herzbergs Two Factor Theory

Herzberg in 1959 proposed a Two Factor Theory or Motivator-Hygiene Theory. He suggested that there are some factors which results in satisfaction and other factors which prevent dissatisfaction. These factors are: (i) Hygiene factors which are essential factors for existence of motivation. If these factors are absent they can lead to dissatisfaction. Example of factors that required to avoid dissatisfaction are payments and benefits, fair and clear policies and status. (ii) Motivation factors are those that yield positive satisfaction hence they symbolize the psychological needs. These include recognition, growth opportunities and responsibilities.

Communities living adjacent to protected areas are restricted to access the forest products, thus, they require satisfactions from factors that are given by the protected areas authority which will prevent dissatisfaction of revoked access. These factors will develop into communities as a sense of ownership. Two-factor theory implies that the protected areas authority must work hard to provide adequate level of hygiene factors to avoid community dissatisfaction and make sure that the protection of the protected areas are rewarding to the communities, making them responsible for protection of these attractions.

2.3.2 Expectancy Theory

The Expectancy Theory of motivation was developed in 1964 by Valence Vroom. The theory provides an explanation on why individuals or communities choose to have some behavior as opposed to another. This cognitive process evaluates the

motivational force (MF) of different behavioral options based on the individual's own perception of the probability of attaining his desired outcome. Therefore, the motivational force is summarized by the equation that: **MF = Expectancy x Instrumentality x \sum [Valence(s)]**

Where **Expectancy** is abbreviated as “E”; Expectancy (E) refers to the effort-performance" relation. Thus, the perception of the individual is that the effort that he or she will put forward will result in the attainment of the "performance". The **Instrumentality** is abbreviated as “I”. Instrumentality refers to the "performance-reward" relation. The individual evaluates the likelihood or probability that achieving the performance level will result in the attainment of the reward. Valance, abbreviated as “V” is the value that the individual associates with the outcome or with the reward. A positive valance indicates that the individual has a preference of getting the reward as opposed to, a negative valance that is indicative that the individual, based on his perception evaluated that the reward doesn't fill a need or personal goal, thus he or she doesn't place any value towards its attainment.

Protected areas authorities has a policy of providing support to community's development projects which will improve their understanding on importance of tourism activities or conservation issues, resulting into smooth management of protected areas. Based on perception of individual in a community, these endeavors can have a negative valance or positive valance. If individual perceived tourism activities does not have any value, there will be incidences of poaching and no smooth management of the protected areas. If individuals perceived tourism to have a positive

valance, they will help the authority to protect and smoothly manage the protected areas or attraction sites.

2.3.3 Equity Theory

Equity theory was developed in 1969 by J. Stacy Adams. The theory focuses on determining whether the distribution of resources is fair to both relational partners. Equity is measured by comparing the ratios of contributions and benefits of each person within the relationship. Partners do not have to receive equal benefits such as financial security or make equal contributions such as time and financial resources, as long as the ratio between these benefits and contributions is similar. Guerrero *et al.* 2005 postulated that equity theory accepts that variable individual factors affect each person's assessment and perception of their relationship with their relational partners (Guerrero *et al.* 2005). According to Adams (1965), anger is induced by underpayment inequity.

Communities living adjacent to protected areas experience severe poverty and they depend on natural or ecological assets for their well being. Therefore there is greater link between environment and the livelihoods of local communities. Local communities that live adjacent to the protected areas had an access to these forest for their livelihoods which was revoked during the upgrading of these forests. Most of these forests are conserved by the funds generated from tourism development. For local communities to tap income, they must be able to reap the benefits of their good stewardship towards the forests. Local communities living adjacent to these forests are given small shares in form of development projects which are initiated by themselves.

According to Equity theory if these communities feel underpaid as compared to what they would have been getting from accessing the forests then it will result in hostile feelings towards management of protected areas. Hence the differences in perceptions and attitude about the effect of tourism development could results into conflict among stakeholders and local communities (Bryrd, 2007).

Tanzania is one of the world's poorest nations, with income levels among the lowest in Africa despite its wealth of natural resources. In 2007 and 2008, UN Human Development Report, Tanzania was ranked number 159 out of 177 countries. Poverty level are higher in rural areas, where 80% of the population lives, and highest among households that depend on agriculture for their livelihood (Kideghesho et al. 2005). The huge percent of people living in rural, much of the population are surrounded or living in close proximity of protected areas, and hence pose a serious pressure toward forest products. This jeopardizes the health of the forest which in turn affect forest condition, and in the future will hamper the livelihood of local communities either directly or indirectly.

It is evident from the literature that land is a limiting factor due to increasing population and poor land productivity. This has resulted into individual owning small lands holdings scattered within or outside the village (Yanda et al. 2015). To maintain its productivity, one requires making some investment. However, most of the conservation activities are expensive. For instance, terracing which is key to soil conservation and water infiltration is labor intensive and many farmers cannot afford it. Consequently, the demand for forest resources to sustain their livelihoods keep on skyrocketing much and put the forests into jeopardy.

Most developing countries including Tanzania have launched forest management decentralization initiative (Wily, 1999; Larson *et al.* 2007) marking a major paradigm shift towards sustainable forest management (FAO, 2007). New forest policies and forest laws have been adopted in Africa and efforts are made to improve law enforcement and governance (FAO, 2007). Tanzania is one of the countries where most policies advocate popular participation in development projects (Lange, 2008). Efforts to decentralize development activities dates back to 1970s during the villagilization program, village forest programs and community forestry. Most experience to legislation were reviewed under the auspices of the Tropical Forestry Action Plan (TFAP) to empower communities and private sectors in forest management. This was in line with the United Nations Conference on Environment and Development (UNCED) of 1992 (URT, 2001). As far as there are no strong by laws guiding conservation of community forest reserves, communities living adjacent to PAs depend on the protected resources by sneaking insides (poaching) – putitng them in a high risks of being caught and brought to court. Tourism will not benefit the locals if protection of these forests is not seriously put into account.

2.4 Empirical Literature Review

2.4.1 Tourism Development in Tanzania

Development of tourism was observed in Tanzania in 1962 following establishment of Tanganyika National Tourist Board (TNTB) with the objective of managing and coordinating tourism activities in the country (Kashanga, 2007). Tanzania Tourist Corporation was formed with the task of developing and promoting tourism activities within and outside the country following dissolution of TNTB in 1969 (Luvanga and

Shitundu, 2003). CHL Consulting Group (2002) postulated that TTB was legally established in 1992 under TTB act which amended the act of 1992 after disbandment of TTC. TTB has the mandate of promoting and developing all aspects of tourism sector in Tanzania with vision of making tourism a principle economic sector (CHL Consulting Group, 2002).

According to Luvanga and Shitundu (2003), rapid development of tourism sector was observed in 1990's in terms of tourist arrivals, receipt and tourism activities (Table 2.1). Visitor numbers and tourism receipt increased (Bashagi and Muchapondwa, 2009) due to the considerable participation of private sectors in the tourism and the effort of Government of Tanzania in promoting the destination (Kweka *et al.* 2003).

Table 2.1: International Tourism Trends in Tanzania from 2001 to 2016

Year	Number of tourist	Changes (%)	Foreign currency Earned (\$) million	Receipt (TZS Mill)
2001	525,000	4.65	725	665,115.00
2002	575,000	9.52	730	705,618
2003	576,000	0.17	731	759,070
2004	582,807	1.18	746.02	812,676.89
2005	612,754	4.8	823.05	929,058.85
2006	644,124	5.12	950	1,079,137.01
2007	719,031	11.62	1,198.76	1,290,542.26
2008	770,376	7.14	1288.70	1,520,429.11
2009	714,367	-7.27	1159.82	1,511,704.59
2010	782,699	9.5	1,254.50	1,767,967.85
2011	867,994	10.89	1,353.29	2,107,613.85
2012	1,077,058	24	1,712.75	2,691,929.18
2013	1,095,884	1.7	1853.28	2,962,653.40
2014	1,140,156	4	2,006.32	3,316,647.59
2015	1,137,182	-0.26	1,901.95	3,774,443.94
2016	1,284,279	12.1	2,131.57	4,640,641.05

Source: Ministry of Natural Resources and Tourism, Tourism Division, 2016

2.4.2 Policy Towards Tourism Development

National Tourism Policy was adopted in 1991 to provide the overall objectives and strategies necessary to ensure sustainable tourism development in the country. After several years there have been considerable changes on the political, economic and social fronts within the country, which raised the need for regular review of the policy. The focus of these changes have been towards stimulating efforts to expand the private sector, in tandem with the disengagement of the Government from the sole ownership and operation of tourist facilities.

Knowing the potentiality of tourism sector as a strategy for poverty alleviation, the National Tourism Policy of Tanzania was reviewed in 1999 to cope with the dynamism of the tourism industry (CHL Consulting Group 2002). Therefore Tanzania policy was first published by the ministry of Natural resources and tourism in 1999 (Luvanga and Shitundu, 2003).

Tourism policy aim to have the development of sustainable and high quality tourism which is culturally and socially acceptable, environmentally sustainable and economically viable. Tanzania tourism policy promotes low density and high quality tourism (Kweka *et al.* 2003).

The government considers private investments as the engine of growth. It has taken steps to provide a macro economic framework and an enabling environment for private investors to operate. To strengthen private sector in tourism industry in Tanzania, the Government assisted in the formation of Tourism Confederation of Tanzania (TCT), a

private sector body that is intended to be the representative, voice of the tourism private sector interests. Thus, the private sector is being assigned an increasing role in Tanzania's overall economic development. (CHL Consulting Group, 2002). The government's role is to regulate, promote, facilitate and provide very conducive environment for the sustained growth and development of tourism. The private sector is thus engaged in development, promotion and marketing of tourism products. (CHL Consulting Group, 2002).

In order to have effective implementation of tourism policy, the Integrated tourism Master Plan was published in 2002 by CHL Consulting Group. The Master Plan takes into account, not only the developments that have taken place in the industry since 1996, but also the changing perceptions and latest trends in the market for international tourism. Focus of the Integrated Master Plan is to attain sustainable benefits through resources economic activities and making Tanzania a competitive destination (CHL Consulting Group, 2002). Integrated Tourism Master Plan address areas such as promotion of Tanzania in various markets, build the capacity and develop infrastructure and human resources. (CHL Consulting Group, 2002).

Establishing the appropriate institutional arrangements such as policies and laws will create the climate for enterprise development within Tanzania on the one hand, and on the other, ensure the promotion of the country as a holiday destination in the different source markets. (CHL Consulting Group 2002). The combination of a trained workforce and the appropriate institutional arrangements will result in a competitive private tourism sector, attracting foreign investment and be attractive to holidaymakers. (CHL Consulting Group, 2002).

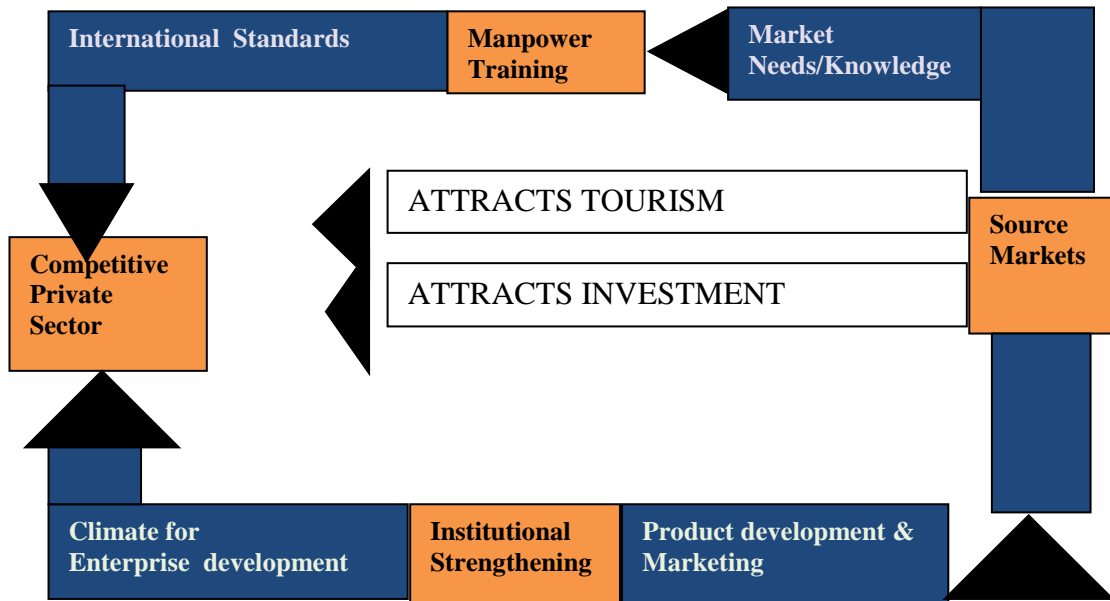


Figure 2.1: Tourism Development Model

Source: Adopted from CHL Consulting Group, 2002

2.4.3 Protected Areas and Tourism Development

Tourists are becoming more specialized and their interests in travelling more to natural settings and less disturbed areas are growing. Developing countries particularly Tanzania are important spots as they offer a wide variety of landscapes, virgin nature and wilderness. These countries have large natural areas, conserved and protected for tourism purposes. Visits to protected areas are becoming more popular and increasing around the world (Eagles *et al.* 2002). Protected areas are essential for biodiversity conservation; they are the cornerstones of virtually all national and international conservation strategies, set aside to maintain functioning natural ecosystems, to act as refuges for species and to maintain ecological processes that cannot survive in most intensely managed landscapes and seascapes. Today, roughly a tenth of the world's land surface is designated as protected area. This includes biosphere reserves, world heritage sites, natural reserves, national parks and other classification of sanctuaries (Rodrigues *et al.* 2004).

According to IUCN (2007), protected areas are clearly defined as a geographical space recognized, dedicated and managed through legal or other effective means to achieve the long-term conservation of nature with associated ecosystem services and cultural values. Protected areas are created for various purposes and their establishment is considered a strategy for conservation of nature and protection of cultural heritage. Most of protected areas, tourism and recreation activities are considered as primary activities that support the development of the region and the local communities. IUCN (2004) developed six main categories in which protected areas can be classified as shown in Table 2.3. The categories are recognized by international bodies such as the United Nations (UN) and by many national governments as the global standard for defining and recording protected areas and as such are increasingly being incorporated into government legislation.

Table 2.2: Management Categories of Protected Areas

Category	Description
I	Strict nature reserve/wilderness Area: Protected area managed mainly for science or wilderness protection.
II	National Park: Protected area managed mainly for ecosystem protection and recreation
III	Natural Monument: Protected area managed mainly for conservation of specific natural features.
IV	Habitat/Species Management Area: Protected area managed mainly for conservation through management intervention.
V	Protected Landscape/Seascape: Protected area managed mainly for landscape/seascape conservation and recreation.
VI	Managed Resource Protected Area: Protected area managed mainly for the sustainable use of natural ecosystems.

Source: IUCN, 1994

Phillips and Harrison (1997) argued that IUCN international classification system of the protected areas reduces confusion about terminology, demonstrates the range of purposes that PAs serve, provides an agreed set of international standards and facilitates international comparison and accounting. National and international PA designations may differ but for a protected area to be recognized internationally it is expected to conform to one of the six IUCN categories in terms of its primary management objective. Many protected areas worldwide are managed by public sector.

In many countries, government departments have responsibilities for the administration of the majority of protected areas directly or indirectly. The most common form of protected area management is management by government departments. Protected areas are generally administered through Ministries responsible for environment or natural resources or tourism. In systems of federal government, responsibilities for protected areas may be allocated to either state or federal governments or split between the two levels of government. The local government level may sometimes also have some limited responsibilities for protected area management.

In other countries Tanzania included protected areas are managed by parastatal organizations. A parastatal is a public sector organization with some elements commonly found in private sector organizations. The main advantages of parastatals include flexibility to set fees and charges, ability to establish funding mechanisms such as concessions fees as well as ability to respond immediately to customer needs. Also, the parastatals have mandate to retain the money they earn from tourism activities and

the freedom to implement staffing policies based on efficiency and market salaries (Eagles *et al.* 2002). Daniels (2002) analyses two approaches that are commonly used in managing protected areas in many developing countries. The first approach is top-down management. This approach involves a command management in which the management of protected areas is strictly controlled by the park authorities while the local communities have no power in the administration and management of the protected area and its resources. The second approach involves mixed top-down and bottom-up concepts. This approach attempts to partially involve local communities in the management and administration of protected areas.

Protected areas represent major assets of the tourism industry and they play an important role in tourism product development in many countries. Buckley (2004) argued that protected areas authority hope to use tourism as a tool in protected areas, whereas tourism interests want to use conservation as a tool in tourism development. According to Hall and Page (2002) protected areas should fulfil one or more of the following aspirations related to tourism experiences: aesthetic appreciation, religious aspirations, escapism, challenging physical skills, romantic ideas related to heritage, solitude, companionship and learning. Eagles *et al.* (2002) noted that while protected areas provide the tourism industry with outstanding landscapes, pristine vegetation, native wildlife, and culturally significant sites; tourism can provide considerable benefits to nature conservation programs. Tourism in protected areas can generate significant economic gains by boosting national economies and improving the livelihood of local communities. Tourism in protected areas can increase the knowledge of visitors and host communities, fostering appreciation and respect for

natural and cultural heritage. The United Nations Environment Program UNEP (2005) noted that tourism in protected areas can benefit biodiversity conservation and local communities however, it acknowledges the need for increased cooperation between protected areas authority and the stakeholders involved in tourism industry in order to achieve those benefits. The partnerships can generate a series of tourism and conservation outcomes including parks visitor infrastructure, accommodation experiences, visitor experiences, visitor management and services and conservation services (Eagles *et al.* 2002).

McCool (2006) argued that tourism can also cause many negative impacts on protected areas and adjacent local communities. If tourism in protected areas is not properly planned and managed, it can cause environmental impacts on ecosystems, soils, vegetation, water, air, and wildlife. It can also cause socio-economic impacts, such as local community displacement and exploitation, cultural deterioration, increased local living costs, and pressure on existing resources shared with local communities such as transport, sanitation, energy and water supply (Eagles *et al.* 2002).

Poorly managed tourism can also negatively impact upon itself deteriorating the visitor experience by crowding, inappropriate behaviour, or by the destruction of natural and cultural attractions. It is the responsibility of protected areas authority and tourism stakeholders to maximize the benefits of tourism and minimize the negative impacts of tourism in natural protected areas and adjacent communities. This can be achieved through sound planning and effective management.

2.4.4 Tourism Development and Poverty Alleviation Strategies

Since the 1960s, tourism has increasingly played an important role in the national economies for many developed and developing countries (Saville, 2001). Goodwin *et al.*(2000) argued that tourism has made huge contributions to the economies in developing countries in terms of foreign exchange earnings, employment opportunities, tax revenue, and conservation of natural and cultural resources. Many developing countries support tourism as a development tool because it provides employment, improves balance of payments, boosts foreign exchange earnings and is assumed to support regional development (Moran-Cahusac and Fennell, 2007).

Tourism activities in developing countries nowadays are seen as a way to improve local communities' economy by producing new opportunities (Mendoza, 2006). Lindberg and McKercher (1997) suggest that nature-based tourism can provide jobs and economic independence to host communities, increase conservation of natural areas in and around the host community as well as give rural communities a source of capital. Tourism generates employment opportunities for poor people and provides options for local and marginalized communities (Neto, 2003). Socially, tourism is also seen as assisting in the development and improvement of social services such as health centres, schools, community roads and the provision of clean and safe water. Tourism revenue can be channelled for the maintenance of protected areas and generates benefits through improved infrastructure such as roads, telecommunications, and sanitation systems that improve the conditions of the local population. The development of tourism activities in any region can offer considerable benefits to local communities. Steiner (2006) stresses that it is vital to find ways in which tourism can

work for development because it is the world's largest industry and it is continuing to grow, particularly in Third World countries. The development of tourism activities in these countries may provide assistance in meeting the goals of a number of local communities (Nowaczek *et al.* 2007). Tourism activities are perceived as the potential tool for poverty alleviation especially to local communities in many developing countries. Goodwin (2000) pointed out that tourism presents much potential for the poor especially in remote and marginal areas, where people have less livelihood choice and development opportunities but which are well endowed with rich cultural and natural tourism resources.

Due to the recognition that tourism can be used as an instrument to combat poverty in many developing world, donor countries, international agencies, governments, non-governmental Organizations (NGOs), conservation organizations and tourism bodies are using tourism as a tool to eliminate poverty among local communities in developing countries. Shen *et al.* (2009) observed Poverty Alleviation at the World Summit on Sustainable Tourism in Johannesburg. In this summit, it was emphasized that tourism could be one of the few effective means to contribute to poverty alleviation if properly managed. To implement this understanding the UNWTO established the Sustainable Tourism — Elimination of Poverty (ST-EP) programme to meet the objectives of reducing poverty in developing and least developed countries (UNWTO, 2002). The initiative is a significant shift from an initial focus on economic benefits and later environmental and cultural protection, to a poverty emphasis from the beginning of the new millennium. In 2009, the UNWTO endorsed Millennium

Development Goals (MDG), which actively promotes tourism as an instrument of prosperity through sustainable development and poverty reduction.

Pro-poor tourism is another strategy developed trying to link tourism development and poverty alleviation among local communities. Pro-poor tourism is a form of tourism that increases net benefits for the poor (Ashley, 2002). Pro-poor tourism is not a specific product or niche sector but an approach to tourism development and management that can focus on any tourism segment, but one common principle is to improve the linkage between the tourism business and the poor, and to expand benefits to the poor people. Benefits that accrue to the poor people can be economic, cultural, social or environmental among others (Ashley, Goodwin and Roe, 2001). Compared with other economic sectors, tourism has some advantages such as being labour intensive. Also in this sector consumption occurs normally at the point of production and tourism can capitalize on natural scenery and cultural elements, which are normally some of the few assets the poor, possess and have access to (UNWTO, 2002). Governments, donor countries and non-governmental organizations in developing countries have integrated some of the principles of pro-poor tourism strategies into many alternative forms of tourism and some tourism projects to fight poverty.

2.4.5 Community Involvement in Tourism and Relationship with Protected Area

The sustainability of nature-based tourism activities in any destination depends on the way host communities are involved. Community participation in the conservation and management of tourism resources is the redistribution of power that enables

communities presently excluded from the political and economic processes to be deliberately included in the day-to-day management of tourism resources (Arnstein, 1969). Murphy, (1985) noted that tourism like no other industry, relies on the goodwill and cooperation of local people because they are part of its product so it is important for the communities to be involved in managing and exploiting tourism resources in their areas.

Ashley and Roe (1998) pointed out that the participation of the local communities in tourism activities can range from the individual to the whole community including a variety of activities from employment and supplying goods and services to community enterprise ownership and joint ventures. Wild (1994) suggests that nature-based tourism which encourages local employment and small business development promotes higher economic multipliers and a community approach to decision-making helps to ensure traditional lifestyles and community values are respected. Drumm (1998) observed that local communities view nature tourism as an accessible development alternative which can enable them to improve their living standards without having to sell off their natural resources or compromise their culture.

To achieve and enhance a strong connection between the local communities and the conservation of tourism resources, it is considered essential to involve local people in the planning and management processes of tourism resources (Mendoza, 2006). Scheyvens, (2002) has identified that major limitations for local communities in engaging with the tourism activities to be the unequal distribution of benefits and the fact that control often remains with outsiders. Tourism activities in many developing

countries including Tanzania are concentrated in protected areas. These are the areas dedicated primarily to the protection and enjoyment of natural or cultural heritage, the maintenance of biodiversity and the maintenance of ecological life support services (IUCN, 1991).

The relationship between protected areas authority and local communities in many developing countries is one of conflict rather than one of support. Local communities typically perceive protected areas as a burden on their land use (Urbano, 1995). Edgell (1990) pointed out that conservationists view the growing number of local people and their basic needs as a major threat to the conservation of the protected area. Akama, (1996) argue that local communities surrounding protected natural areas have little or no influence on decisions. Akama further noted that the community's social and environmental values are quite different to those held by conservation officials. A number of development and conservation projects have tried to transform this conflict into cooperation but this has proven difficult due to widespread illiteracy and the existing conflict between traditional and western approaches for solving community and wildlife interaction problems.

According to McNeely (1993), the rural people who live closest to the areas with greatest biological diversity are often among the most economically disadvantaged and the poorest of the poor. People living near the protected areas have subsistence needs that are in direct opposition to the needs of the protected areas. McNeely (1993) pointed out that not enough attention is paid to the process of involving local people in decision-making. Infield and Namara in 2001 observed that law enforcement has

historically been the primary means by which protected area managers resolve conflicts with local communities. Most of the local communities living near protected areas have negative perceptions and attitudes towards protected areas due to the fact that they receive very few benefits from these protected areas. Akama (1996) noted that revenues from protected areas in developing countries go entirely to the national government and tourism business operators. In order to ensure long-term conservation of any protected areas the benefits provided must be realized by the local communities (Mackinnon *et al.* 1986). This is because resources that provide local benefits such as sustainable livelihood are likely to be valued and safeguarded by the local communities.

2.4.6 Tourism in the Eastern Arc Mountains

Tanzania is renowned for her richness in natural beauty. There are a number of tourist attractions, including but not limited to spectacular national parks, game reserves, forests and famous Eastern Arc Mountain ranges. All these add to the glory of Tanzania as one of the best international tourist destinations. The country has now become an important center and destination for tourists from all over the world. It is fascinating, though, to realise that the very things that call the attention of people from around the globe are either not known, less known, or less valued by the citizens, who pay little, if any, attention to them.

Mang'ula and Msolwa are villages located adjacent to Udzungwa Mountains National Park(UMNP). UMNP is among the popular tourist attraction in Tanzania. UMNP represent part of the Eastern Arc Mountains and are unique in that its vegetation covers is still predominant from low to high altitude and harbours more than 30% of the

endemic, rare and endangered species of plants and animals and regarded as one of the biodiversity hotspots (WWF, 2013).

In this regard, the park has been attracting a number of international and domestic tourists. For example, during the period of June to July (1992-2013) there were more than 50,000 tourists to Udzungwa (UMNP, 2016). Therefore the Park has been among the sources of foreign earnings and contributor to employment both locally and nationally (Eagles and Wade, 2006).

Mang'ula and Msolwa Ujamaa villages being located adjacent to UMNP, they have been benefiting from revenue accrued by the park from tourism through the park's outreach program. For example the villages have obtained varying infrastructure development such as dispensaries, classrooms, desks to several schools, income generating activities such as cattle rearing, tree planting and other life support like water projects for irrigation and household use (UMNP, 2016). Furthermore villagers are employed as casual labourers whenever need arises such as during tourist trail clearing and construction of Park's facilities.(UMNP, 2016).

The financial benefit derived from nature-based tourism in the Eastern Arc Mountains (EAMs) of Tanzania has never been assessed (Douglas *et al.* 2014). Although the value of nature-based tourism to the EAMs is lower than that generated by Tanzania's large game reserves or National Parks, these revenues, together with other ecosystem services provided by the area, such as carbon storage and water regulation, may enhance the case for sustainable forest management. (Douglas *et al.*2010).

Table 2.3: UMNP Visitors trend from 1992 to 2014

FISCAL YEAR	TOURISTS (VISITORS) NUMBER			TOURISTS (VISITOR) DAYS		
	NR	R	TOTAL	NR	R	TOTAL
1992/1993	15	18	33	15	18	33
1993/1994	46	70	116	51	80	131
1994/1995	117	122	239	140	143	283
1995/1996	276	68	344	327	91	418
1996/1997	209	136	345	222	148	370
1997/1998	273	50	323	317	64	381
1998/1999	420	76	496	464	79	543
1999/2000	698	66	764	746	75	821
2000/2001	1001	172	1,173	1098	182	1280
2001/2002	1199	150	1,349	1301	154	1455
2002/2003	1493	261	1,754	1641	280	1921
2003/2004	1421	328	1,749	1522	335	1857
2004/2005	1637	577	2,214	1916	604	2520
2005/2006	1,713	924	2,637	1,902	946	2,848
2006/2007	1,860	1,142	3,002	2,171	1313	3,484
2007/2008	2,264	1338	3,602	2,568	1,618	4,186
2008/2009	2,655	2,079	4,734	2,959	2,277	5,236
2009/2010	2,740	1,735	4,475	3,130	1,959	5,089
2010/2011	3,152	2,824	5,976	3,796	3,524	7,320
2011/2012	3,235	4,034	7,269	3,759	4,904	8,663
2012/2013	3,891	3,900	7,791	4,374	4,102	8,476
2013/2014	3,892	4,202	8,094	4,170	4,513	8,683
	30,315	20,070	50,385	34419	22896	57,315

Source: UMNP, 2016

It is often the case that despite acknowledging community involvement in forest degradation, community livelihoods and forest management aspects are analysed in isolation in most of the existing literature. A study conducted in East Usambara Mountains showed that the land available for each household includes both land that is owned by the household and that rented, about two-thirds of household have access to less than one hectare of land and one-third have between one and five hectares. Also, much of the land has been experiencing declining soil fertility and severe erosion due

to increased cultivation and other factors attributed to population pressure (Semgalawe and Folmer, 2000). As a result, the community depends on off-farm activities as a source of livelihoods which actually includes encroaching the forests for timber extraction, building poles, charcoal burning and hunting for bushmeat. This may later cause severe forest fragmentation which in turn destruct the natural forests heterogeneity hence negatively affecting tourism development. Communities surrounding forest reserves, national parks and many other protected areas depend mainly on agriculture for their livelihoods (Sayula *et al.* 2011).

Songorwa *et al.* (1999) stated that in Tanzania, tourism, almost all of which is wildlife-based, is now the largest single foreign exchange earner. Negative attitudes toward conservation and protected areas have been reported among local people in Tanzania (Neumann, 1992). In the case of Udzungwa, the eviction process and firewood collection ban likely contributed to negative perceptions among local residents towards the park.

It is important to assess the effect of tourism development on the livelihoods of communities (Ramseook and Naidoo, 2011). The success of tourism activities depend on implementation of the principles of sustainability by the United World Tourism Organization (Odege, 2014). Serious dimensions are to be observed in order the positive effect of tourism to be observed on communities livelihood of many tourism destinations which include infrastructures, provision of quality services, customer care/satisfaction, good policy making, level of knowledge and the uses of new technology, (Azmi *et al.* 2015). According to Vien (2016) there is a 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, promotion and protecting destination resources for sustainable tourism effect.

2.5 Economic Effects of Tourism

According to the Northern Forest Center (2002), tourism can provide profitable opportunities to developing nations to diversify their economies if appropriate conditions are satisfied. Tourism need to be organized in ways that assist local people to have better access to tourists and help them to participate in designing the strategies for sustainable tourism development (Bull,1995; Dubois, 2001; Sinclair and Stabler,1997; Vogtmann,2004). The following subsection highlights positive economic effects of tourism.

2.5.1 Employment Generation

Tourism is regarded as a labour-intensive industry since it has potential to generate significant employment opportunities (Torres and Momsen,2004). However, jobs are characterised by low wages, part-time, seasonal and long working hours (Vail and Heldit, 2000; Holden,2006). Measures can be taken to increase the level of employment of poor people within all kinds of enterprises (UNWTO, 2004).

2.5.2 Income Generation

Tourism sector is a source of government revenue. With regards to WTTC estimates, travel and tourism generated about 5,474 billion US dollars accounting to about 9.4%

of global GDP (WTTC, 2009). Tourism can generate revenue to the national and local government, which includes general income, business and development taxes as well as tourism-related charges such as airport taxes, bed taxes and visa fees. Tefler and Sharpley (2008) argued that both domestic and international tourism act as a source of income for enterprises and individuals supplying goods and services to tourists. Furthermore, poor residents can earn more income by selling products and services directly to tourists, for example by making handicrafts or provide guiding services (UNWTO, 2004).

2.5.3 Infrastructure Development

Tourism development require investment in new infrastructure including roads, water, energy supply, sanitation and communications. With careful planning, this may bring net positive benefit to the poor in the locality (UNWTO,2004). Destinations which have improved infrastructures attract more tourists. Infrastructures such as roads improve accessibilities to the destination and ensure a comfortable experience to tourists. Gunn (1988) and Inskeep (1991) have cited the infrastructure base as an integral part of the tourism package. For example, communication infrastructure improves communication between the origin and destination country hence reducing uncertainty. Therefore, in the destinations managers work hard in planning and developing the infrastructure to attract more visitors, which in turn develop rural areas where most tourist attractions are present.

2.5.4 Balance of Payment

The balance of payments is an accounting record that indicates the economic and financial situations of a country. The amount of foreign currency revenues for a

country must exceed the amount of foreign currency expenditures. International tourism directly affects the balance of payments as an invisible export entry. Most developing countries are exposed to crucial balance of payments and foreign trade deficits. Tourism sector is observed as an important source of foreign exchange earnings mainly hard currencies (Telfer and Sharpely, 2008). Hard currencies are vital for economic development especially for less developed countries (Stefan *et al.* 2010). Therefore, the expenditure by international visitors on various goods and services in a destination country creates significant impact to countries export (WTTC, 2008). Therefore tourism has a favourable effect in closing the gap in foreign trade and the balance of payments

2.6 Negative Economic Effects of Tourism Development

However, tourism development is associated with economic costs to a destination (Telfer and Sharpley, 2008). Some of the negative economic effects of tourism are delineated hereunder.

2.6.1 Inflation

The increase in the price of goods and services in an economy over a period of time as a result of loss of value of currency is regarded as inflation. When the price of goods and services rises, the power of a currency to buy more goods and services decreases. During tourism season there are evidences of rises in retail prices in the shops thus results in raise in household expenses (Lea, 1988), this has been caused by the willingness of tourists to pay for the same goods and services than the local residents as postulated by Oppermann and Chon (1997). Normally foreign currency

control the tourism business in the destination areas since tourism business is taken as the main source of foreign exchange hence destination areas especially in the developing countries uses foreign currency therefore upward fluctuation of foreign currency bring more inflation to the destination which affects local residents. Local business in the destination areas often see that there is a chance to earn more income from uninformed tourists hence they raise prices of their business knowing that they will continue to find a market which in turn affect local residents.

2.6.2 Over Dependency of Tourism as a Major Economic Development

Strategy

Many developing countries does not have diversified sources of economy and depend on the tourism sector as among the major sources of revenue. Factors such as economic recession in the countries of origin, natural disasters such as storms or diseases in the destination countries that may scare tourists to visit as well as changing tourism patterns can have a devastating effect on the economy. The economy of an area of destination can be very vulnerable to a downturn in tourism due to economic over dependency on tourism, hence destination should diversify economic sources (Holden, 2006).

2.6.3 Tourism Leakages

Sandbrook (2008) defined leakage as the failure of tourism revenue to remain in the destination economy. Leakage results from importation of luxury merchandise, employment of foreigners and repatriation of profits by foreign investors (Ashley *et al.* 2005; Holden, 2006). Destination can reduce leakage by strongly encouraging promotion of tourism linkages such as the use of Pro Poor Tourism (PPT) mechanism.

Governments, private sector, non government organisation and the poor themselves all have important roles to play in pro-poor sustainable tourism development in forest conservation such as including tourism in the strategies and action programmes on poverty reduction.

Destination can solve the issue of tourism leakage through increase of indirect or induced economic impacts hence creating linkages. Intra sectoral and intersectoral linkages should be emphasised (Meyer, 2006). Linkages focus on increasing the collaboration and participation of other economic sectors in the destination so as to stimulate the economy as a whole and to create synergy effects between different sectors which often also have a long history of non-collaboration and lack of integration (Meyer, 2006).

The importance of creating linkages is to reduce the high import content in the tourism sector, which is achieved by substituting foreign imports with local suppliers.(Meyer, 2006). Pro poor approaches necessitate partnership and multi-stakeholder processes. Pro poor tourism requires mechanism to unlock opportunities of the poor by increasing their net benefit from tourism (Ashley *et al.* 2001; Holland *et al.* 2003). Meyer (2006) developed a conceptual framework for enhancing tourism economic linkage in the accommodation sector which focused at linking micro and macro economic business hence a mechanism to reduce leakages.

2.7 Conceptual Framework

Eastern Arch Mountains depends on the conserved forest for tourism development. The conceptual framework revealed that good planning and maintenance of proper

functioning of ecosystem services have a positive impact to the sustainable conservation in which tourism development and conservation are inextricably linked and related to support community livelihoods through equitable benefit sharing and creation of linkages hence sustainable development.

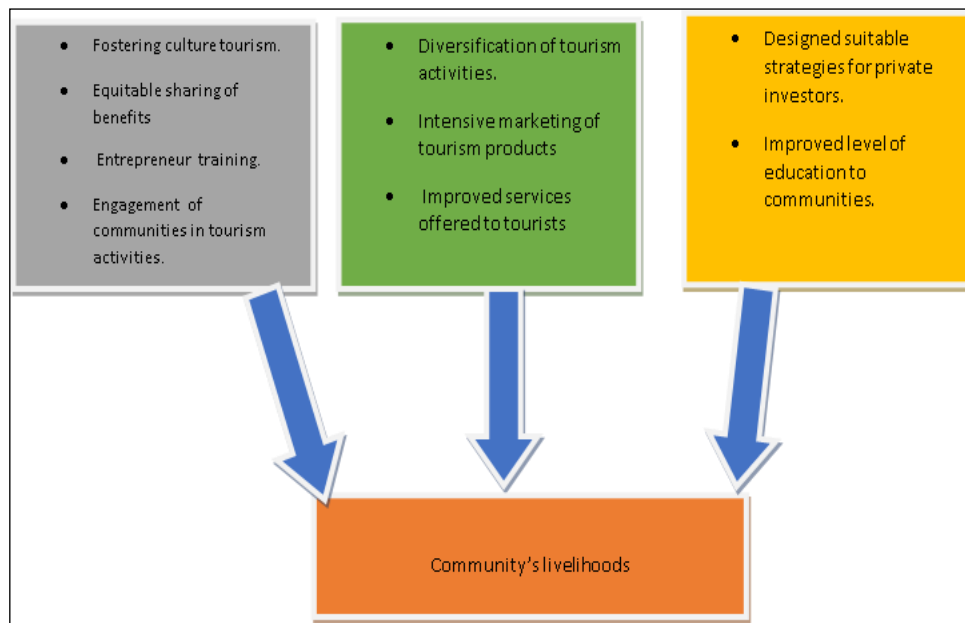


Figure 2.2: Tourism Development for Sustainable Livelihoods Model

Source: Researcher's Own Design, 2017

Figure 2.2 illustrates the relationships between the independent variables of the study, which are factors affecting the livelihood; fostering local ecotourism, entrepreneurial training, equitable benefit sharing, intensive marketing of tourism products, improved services offered to tourists, suitable strategies for private investors, improved level of education to communities and diversification of tourism attractions. The dependent variable, is the livelihood of the communities living adjacent to Udzungwa Mountains National Park which affect the proper functioning of ecosystem services such forest and wildlife.

The study describes how independent variables have greater influence on tourism development and hence has impacts on the dependent factor which is livelihood of the communities. If communities have improved livelihoods, they will support conservation of Udzungwa National Park. This indicates that good performance of one, or more of the independent variables have direct impacts on the socio-economic livelihood of the community. This study will analyze the influence of tourism development on the livelihood of communities.

2.8 Research Gap

Doggart *et al.* (2006) assessed how the results from the field in Eastern Arc Mountains influence conservation. The paper described the conservation efforts made towards protecting endemic species. Yanda *et al.* (2015) linked forest management and community livelihood and actually revealed that deforestation and forest destruction is mainly caused by anthropogenic activities that, people invade forests seeking for timber, building poles, fruits and thatch as a source of livelihood.

He further pointed out that the land available to local communities is not enough for agricultural productions and that triggers people to encroach the nearby forest. This shows significant dependency to forest for their daily livelihood. Insufficient remittance also drive deforestation and forest destruction. The existing literature shows that a good number of local communities residing in the vicinity of both forests and national parks depends on agriculture as main source of their livelihoods. Ahebwa *et al.* 2015 tried to show tourism as a source of livelihoods to communities. Tourism has created a gap between boosting local livelihood and sustainable forest

conservation. The existing literatures does clearly show linkage between tourism, forest and community livelihood. The positive effect such as financial benefit derived from nature-based tourism in the Eastern Arc Mountains (EAMs) of Tanzania has never been assessed. Majority of studies done focused mainly on forest ecology or community livelihoods of people living in the vicinity of Udzungwa Mountains. None of the literatures described the linkage between the tourism, forest and livelihoods. This study tries to bridge the gap existing between the three aforementioned variables through assessing the effect of tourism on communities of Eastern Arc Mountains.

2.9 Chapter Summary

This chapter analysed theoretical and empirical literature reviews. In the theoretical literature review the study reviewed Herzbergs two factor theory of motivation which analysed hygienic and motivation factors, valence-instrumentality- expectancy theory which provide explanation on individual or communities choice of some behaviour as opposed to another and the equity theory. In the empirical literature review, several concepts and ideas were analysed focused mainly on tourism development in Tanzania, policy towards tourism development, protected areas and tourism development, community involvement in tourism and relationship with protected areas, tourism in Eastern arc mountains and finally economic effects of tourism development which concentrate on micro economic.

CHAPTER THREE

THE STUDY AREA AND RESEARCH METHODOLOGY

3.1 Introduction

This chapter presented the study area and research methodology. Specifically, the chapter presented the study area, research design, target population, the sample and sampling techniques, source of data and data collection methods. Furthermore the chapter covered data analysis, validity and reliability of the research instruments and ethical consideration.

3.2 The Study Area

The Eastern Arc Mountains is situated in 37°E, 3.5°S northern limit and; 36.5°E, 9.5°S southern limit of Tanzania regions. It comprises a series of nine sites within the Eastern Arc Mountains Ecoregion, in the eastern part of Tanzania from Mwanga District (Kilimanjaro) in the north to Mufindi District (Iringa) in the south. These mountains blocks stretches all the way from Kenya to Tanzania; the EAMs range in 13 blocks from south-eastern Kenya (one block; Taita hills) to southern Tanzania (12 blocks) (Figure 3.1) (Platts *et al.* 2011). These mountains are globally recognized as a center of species endemism and diversity, with hundreds of endemic plants and animals (Myers, 2000; Burgess *et al.* 2007). Besides biodiversity, the EAMs provides a suit of ecosystem services beneficial at local and global level, including carbon storage and the regulation of river flows for drinking water, irrigation and hydropower. The total population of the Eastern Arc Mountains is estimated at 2.3 million people (Platts *et al.* 2011), most of whom rely on farming as their source of income (NBS, 2002). People living in the rural EAMs depends on the woodlands and forests for firewoods, timber,

charcoal, and building poles (Schaafsma *et al.* 2012). Udzungwa Mountains National Park (UMNP): UMNP is part of the Eastern Arc Mountains. Udzungwa Mountains National Park is located at UTM 37 206000E and 9109000N and 277000E and 9170000N in Iringa and Morogoro regions, south-central Tanzania. The park covers a land area of 1990km square and lies within Kilolo and Kilombero districts in Iringa and Morogoro regions.

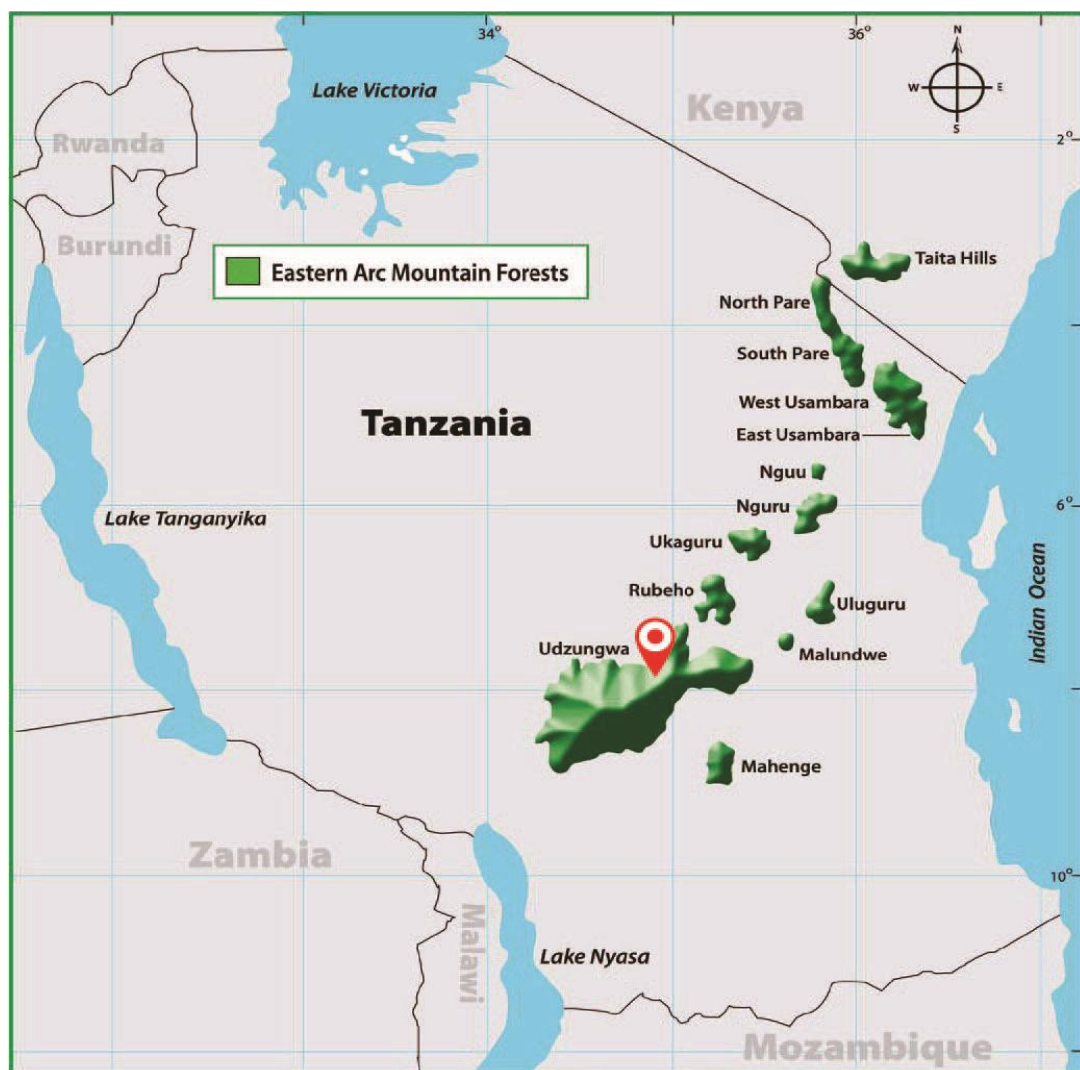


Figure 3.1: Map Indicating Udzungwa Mountains National Park

Source: EMCEF, 2009

The main reason for selecting Eastern Arc Mountains as a study site, the site has an extra ordinary biodiversity values and sustain the lives of millions of people living in Eastern Tanzania.

3.3 Research Design

The type of research design is determined by the purpose of the research itself (Cohen *et al.* 2000). The process of planning on what should be done against what the reseach would want to do and what will actually work in the field is always a challenging task to many researches. In-fact logical thinking is needed in setting out a clear and reflective research design. Odege (2014) contended research design as the approach that supports the researcher to asssimilate different components of the study in a comprehensive and rational way.

Case study will be used in this study. Since EAMs is a huge area covers about 5.2 million hectares (Platts *et al.* 2011).This study choose one site for the purposes of obtaining a diversity of information regarding the effect of tourism to community livelihoods. EAMs has different sites with different management regimes that ranged from totally protected areas to open land area (Burgess *et al.* 2007). These management regimes include, Nature reserves, National Parks, Forest Reserves and Community Forest Reserves.

Due to the stated facts case study design will be good approach to this study as it will offer conducive environment for deep study on the area/block and come up with critical information necessary for improving the responsible and beneficial tourism activities in the area.

3.4 Target Population

Odege (2014) suggests that since it is impossible to reach all the members of a target population, researcher have to identify part of the population which is practicable in respect to the nature of the accessible population with respect to the available resources. Target population for this study will be communities living in two villages adjacent to Udzungwa National Park. Officials from protected areas of Udzugwa, local and central government, conservationists from NGO's and tourist hotel managers investing adjacent to Udzungwa Mountains National Park was recruited into the study.

3.5 Sampling Procedure

3.5.1 Purposive Sampling

Purposive sampling is a non probability sampling employed in selection of research units. A research selected a sample based on their knowledge about the study. Participants were selected according to the needs of the study and those who do not meet the profile are neglected. Mbingo (2014) stated that, purposive sampling is defined as a judgemental sampling where researcher selects a sample that will provide the required information. Purposive sampling provided more insight into the subject investigated. This technique was employed to knowlegeable personnel from five institutions which deals with tourism and communities development.

Knowlegeable personnel will be head of institutions which their activities are related to tourism. The precise sample size through non-probability sampling technique presents uncertainty because there are no clear guidelines to follow as in probability sampling.(Saunders *et al.* 2009). These officials provided valuable information

regarding effects of tourism development on communities living adjacent to Eastern Arch Mountains. The specific survey questions was prepared and administered to the key personnel identified. First sample involved protected areas officials which includes tourism warden of Udzungwa National Park. Second sample involved Local and central government official which includes district forest officer and natural resource officer of Kilombero. The third sample involved private official from forest related or tourism related institutions. This will include Udzungwa falls lodge, Mountain peak managers, twiga hotel manager and Kilombero valley teak company on the side of udzungwa study site.

3.5.2 Random Sampling Technique

Random sampling technique consider a fair way to select sample from a larger population, since every member of a population has an equal chance of being selected. This technique provides unbiased representation of a group. This method was used to obtain 500 respondents out of 45,281 population from two villages located adjacent to Udzungwa National Park.

The samples was drawn from the selected villages through random picking of some names of the villagers from each subvillage registry book. Since the population was large the first sample was chosen randomly to ensure probability sampling aspects. The sampling fraction calculation result in a complicated fraction hence researcher rounded the population and choose other samples in every fifth case. Therefore sample was picked from the village registry books in a systematic interval of five names.

3.6 Sampling Frame and Sample Size

The method used to obtain sampling frame was that provided by Park and Jung (2009). A total of 500 respondents were sampled out of 45281 population. 2 villages were selected purposively out of 10 villages at southern part of the park. The selection of villages was based on proximity of the villages to tourist destinations. The interview for key informants was conducted to Udzungwa Tourism Warden, District Forest Officer (Kilombero), District Natural Resource Officer (Kilombero), Ecology and Community Engagement Head (KVTC), Twiga Hotel Manager, Udzungwa Falls Lodge Manager, and Mountain Peak Lodge Manager participated in in-depth interview from the Udzungwa site.

Table 3.1: Sampling Frame Presenting Population and Sample

Description	Population	Sample
Mang'ula	36,174	243
Msolwa Ujamaa	9090	244
Village Executive officers	2	2
Key Tourism Experties	9	9
District officers	6	2
Total	45,281	500

Sources: 2012 Population and Housing Census

3.7 Sources of Data

3.7.1 Secondary Data

Sekeran (2003) outlined that secondary data implies the information that is collected by someone else other than the researcher conducting the present study. Secondary data was gathered through documentary literature review so as to get a clear understanding of a research problem, identify gaps, obtaining relevant information for

addressing the research question and enrich the study .Secondary data will be collected through reading on-line library, reading books, journals, unpublished reports and published papers.

3.7.2 Primary Data

Sekaran (2003) contended that primary data is the first hand data that is collected by researcher on variables fulfilling the interest of the particular purpose of the study.All primary data was collected from the field work at Udzungwa : some of these data was gathered through household questionnaire in selected households, interviewes to different pool of specific actors working in different places from village level, hotel level to local government level.

3.8 Data Collection Method

3.8.1 Direct Observation

Direct observation involves looking of a phenomena in their natural settings. It is the studying of a phenomena that occur natuarally in natural context. This method enabled research to capture realities related to the study to add value to the data obtained from other methods (Munishi, 2013). This method was employed to clearly see the livelihood scenario in the selected villages, visitors flow in protected areas, lodges and hotels as well as forest condition.

3.8.2 Interviews

Interview is a method of collecting data from individual. Interview can be conducted in a variety of ways such as telephone, e-mails or face to face using an interview guide. Type of interviews are structured, semi-structured and unstructured interview.

Structured interview are questionnaires since they consist of closed ended items. The respondents must choose from a limited number of answers that have been written in advance. Semi-structured interviews: These are flexible kind of interviews in which the interviewer requests important enquiries in the same way each time but is free to alter the sequence of the questions and to search for more information. The respondents are free to answer the questions in any way they choose. Unstructured interviews: These are open- ended tool in which interviewers have a list of subjects they want respondents to talk. In this study semi structured interview was designed to guide the interview with key informants. Village leaders and elders participated in selecting key informants with wide experience in community issues such as local traditions, cultural, tourism development and political.

Gender was taken into account during selection process. Information was gathered by using interview with officials from Udzungwa National Park, Local authority of Kilombero districts and head of different companies and lodges working adjacent to mentioned protected areas. Information gathered was on key challenges facing tourism development in attaining livelihoods of communities living adjacent to Udzungwa National Park and methods deployed to address those challenges.

3.8.3 Questionnaires

Structured and semi-structured questionnaires were used in gathering data from head of household. Respondents were selected with the help of village register book. Questionnaires was given to the sampled communities from each two villages. Data collected includes household characteristics, tourism activities, tourism benefits, local

community participation in tourism activities, and condition and benefit of forest to their livelihoods.

3.8.4 Focus Group Discussion

Focus group discussions was conducted to provide insight on how people think and provide a deeper understanding of the phenomena. This method provided a voice to local residents through open discussion which each of the selected respondents presented their views towards intended subject. This focus group discussion comprised of men and women, elders and village government leaders. There were two groups of focus discussion. One comprised of communities and the other comprised of government officials. Communities' group comprised of eight members while the group of government officials comprised of five members. The information solicited include tourism activities, involvement of individuals in tourism activities, benefit of tourism and the importance of forest and tourism to local's livelihood.

3.9 Data Analysis, Interpretation and Presentation

Data analysis is the examination and conversion of data for the determination of realizing the meaning of the data and suggesting decisions. It is the process of systematically applying reasonable techniques to describe and evaluate data. According to Shamo and Resnik (2003) various logical measures deliver a means of portraying inductive inferences from data. Data analysis was completed by using two methods SPSS software, which converted the collected data into tables and percentages for different variables and content analysis method. SPSS software is highly credible and reputable for analysis of data.

3.10 Validity and Reliability of the Research Instruments

3.10.1 Validity

Sekaran (2003) postulated that, validity is the ability of the instrument to measure the required concept. According to Ary (1996), validity refers to the value that a tool used in the research is accurate and meaningful. To ensure data validity, the researcher collected those data required to evaluate specific objectives outlined, the sample size and sample group was the representative of the target population. The researcher used observation and regular review of data in order to insure validity. Furthermore, the researcher remained as nonjudgmental and clear as possible throughout the research process. Researcher conducted the evaluation accurately and reported findings fairly.

3.10.2 Reliability

Reliability is the extent of a tool administered in the research to produce unchanging outcome over a period of time. According to Sekaran (2003), reliability refers to the extent to which there is consistent measurement of the instrument. Silverman (2007), postulates that reliability is concerned in whether a different researcher will get similar findings with regards to the same tool administered by other researcher at any time.

In order to ensure reliability of the research data was collected from different sources. Data was obtained from communities that live adjacent to the park, protected areas management, district executives and owners of small and medium enterprises. Moreover researcher reviewed the data to ensure reliability of the research.

3.11 Ethical Consideration

Ethical consideration is the standards for doing research. Ethical consideration involve finding a balance between pursuit of scientific knowledge and the right of

those being studied (Kothari 2004). For this matter researcher of this study obtained research clearance from the OUT which enabled conducting the research in accordance with rules and regulations of the specified study sites.

3.12 Chapter Summary

Chapter three explicated research methodology of the study. It encompassed the study area of which was Eastern Arch Mountains comprising Udzungwa Mountains Park. This study used case study research design. Communities living in two villages adjacent of Udzungwa Mountains National Park were identified as target population. This research used both probability sampling procedure and non-probabilty sampling which were purposive sampling and random sampling, respectively. A total of 500 respondents were sampled out of 45,281 individuals. Primary and secondary sources were used. Primary data generated from the field using tools such as household surveys, interviews, direct observation and focus group discussion while secondary data collection involved documentary literature review. Data collected was then analysed and presented by using tools such as SPSS software and content analysis method. Furthermore in order to ensure reliability and validity of the research trustworthiness, authenticity and research guidelines was adhered.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the findings and results of the data collected in the selected villages and delineates the residents' perceptions on the effects of tourism activities on their livelihood. The first section presents socio-demographic characteristics of the respondents; second section explain the feelings of the respondents with regard to the effects of tourism activities on the livelihoods of communities; third section presents challenges facing tourism activities in meeting livelihoods of communities; the fourth section presents measures used to address challenges facing tourism activities. The last section dwells on the discussion of the findings.

4.2 Socio-Demographic Characteristics of the Respondents

The information provided in this section includes gender, age, education level and occupation of the respondents.

4.2.1 Distribution of Respondents by Village

Two villages adjacent to Udzungwa National Park were selected for this study. About 62% of the respondents were from Mang'ula and 38% of respondents were from Msolwa Ujamaa (Table 4.1).

Table 4.1: Distribution of Respondents by Village

Variables	Respondents	Percentages
Mang'ula	244	62
Msolwa Ujamaa	149	38
Total	393	100

Source: Field Survey, 2017

4.2.2 Gender of the Respondents

Both gender (male and female) was given an equal chance to participate in this study. In total, respondents were 393 in total. About 55% of respondent were females while 45% were males (Table 4.2). In this study females were more than males, which is not normal.

Table 4.2: Distribution of Respondents by Gender

Variable	Respondents	Percentages
Female	215	55
Male	178	45
Total	393	100

Source: Field Survey, 2017

4.2.3 Distribution of the Respondents by Age

Age has proved to be a strong attribute among the people who are involved in tourism activities. The young people seem to be among those who are very much aware about the personal economic benefits of tourism. As presented in the Table 4.3, the ages of participants ranged from 18 to above 60 years, with greatest representation in the prime age ranges between 26-39, 40-49 and 50-59 year old age group (33.1%, 36.3% and 22.6%) which represent majority of the respondents in this survey (92%). The age category of 18-25 year had 5.8%) and the 60 and above year had 2% of the respondents.

Table 4.3: Age of the Respondents

Variables	Respondents	Percentages
18-25	23	5.8
26-39	130	33.1
40-49	143	36.3
50-59	89	22.6
60 and above	8	2.0
Total	393	100

Source: Field Data, 2017

4.2.4 Education Level of the Respondents

As shown in Table 4.4, the majority of respondents (72%) completed primary school, while 25% of the respondents completed secondary school education. Only 3% of the respondents had higher education level.

Table 4.4: Education Level of the Respondents

Level of education	Respondents	Percentages
Primary education	283	72
Secondary education	100	25
Higher education	10	3
Total	393	100

Source: Field Data, 2017

4.2.5 Occupation of the Respondents

With regard to occupation, the largest groups of respondents were self-employed in agriculture (88%); livestock keeping were 8% and 2% were engaging in tourism related business. It seems that, tourism has created several employment opportunities to 10% of the local people (Table 4.5).

Table 4.5: Occupation Status of the Respondents

Variable	Respondents	Percentages
Agriculture	346	88
Livestock keeping and agriculture	33	8
Tourism related employment	40	10
Tourism related business	7	2

Source: Field Data, 2017

4.3 Effects of Tourism Activities on the Livelihoods of Communities

With regards to effects of tourism activities on the livelihood of communities in the Eastern Arc Mountains, **10%** of the respondents agreed that there are community members who has been employed in the tourism related institutions and also **7.6%** of respondents commented that communities obtained a markets for agriculture products from hotels, campsites and in Udzungwa National park. Furthermore community identified that some of them have been performing traditional dances to tourists at Twiga hotels and Lemons lodges and sell of culture products in the curio shops which brought employment and economic development in the communities hence positive effects of tourism activities in their livelihoods and 4% of respondents claimed that there is no tangible benefit from tourism development. Field data showed that residents are basically rural dwellers who are involved in agriculture and livestock keeping. As in most cases rural economy is traditionally subsistence with major dependence on external supplies and markets. The results showed that, most residents in the two villages consider tourism to be an important factor for village's economic development. Effects of tourism activities are presented in Table 4.6.

Table 4.6: Contribution of Tourism Activities on the Livelihoods of Communities

Effects of tourism activities	Frequencies	Percentages
Employment	40	10
Income	15	3.8
Market for agriculture and livestock's products	30	7.6
Social development	100	25.5
Conservation	74	18.8
Government tax	12	3
Other developing projects	122	31
Total	393	100

Source: Field Survey, 2017

4.3.1 Employment

Respondents (10%) identified that employment is among the positive effects of tourism activities (Table 4.6). Some of the respondents were employees of hotels located in proximity to Udzungwa National Park. However large percentage of employees was located in the low-level positions such as attendants, chefs, guards, dish cleaners, waiters and waitress. The low positions acquired were due to low level of education they possess as indicated in Table 4.4 where most people have primary and secondary education.

4.3.2 Income

Tourism development brings income to communities (Table 4.6). Communities received income (3.8%) through wages as the exchange in market value as casual laborers in the tourism development projects such as during development of tourist's trails and constructions of facilities in the campsites. Other income derived from tourism include sell of sand and aggregates during construction of tourists facilities and performance of traditional dances to tourist.

4.3.3 Market for Agriculture and Livestock's Products

Respondents (7.6%) agreed that they get market for their agriculture and livestock products in the tourism related businesses such as hotels, campsites and even staff who are working in the tourism institutions. Respondents indicated that the main agriculture products are milk, rice, vegetables, eggs, chicken and beef.

4.3.4 Social development

Social development is the positive changes that focuses on the well- being of people or communities. **25.5%**of respondents recognized that tourism development influence

social development in their areas such as road network, communication and schools constructions. Respondents mentioned that in the near future there will be large development of road and other infrastructure related to tourism so as to enhance tourism development. These mega projects are under World Bank support (regrow project) of which will also benefits the communities living close to the tourism areas through provision of employment such as casual laborers.

4.3.5 Conservation

18.8% of respondents revealed that development of tourism activities in the park has positively contributed towards wildlife conservation activities and environmental protection which forms the basis of tourism attraction in the villages. This was noted from reduction of illegal hunting practices, improved wildlife security due to introduction of number wildlife patrols conducted by the Udzungwa National Park guards. In addition conservation education given to communities has positive impacts towards conservation and financial benefits that the villagers have been receiving as a result of tourism development.

4.3.6 Government Tax

Respondents (**3%**) identified tourism has positive contribution towards government taxes. This has been attested by key informants who identified that government get tax directly from tourists as they enter in the park. Tourists pay **18%** as Value added tax which goes directly to Government. Furthermore, the communities pay tax of their agriculture products, this occurs as communities have to transport agriculture product such as rice to the tourist markets hence have to pay local taxes to the government. Other taxes collected by the government includes taxes for running hotels, lodges and

restaurants. Furthermore, when tourist hotels and restaurant buy liquor, drinks and other necessary items such as cleaning materials have to pay tax. The Government tax then channeled towards community's social development like operating health centers, contraction of roads and operating schools in the community's villages.

4.3.7 Other Developing Projects

Respondents (31%) agreed that tourism brought other development projects. Tourism resulted into provision of development projects to the villages, which are close to the Park such as income generating projects which are in-line with conservation activities. Several projects have been initiated by communities and funded by the park such as poultry, beekeeping and cattle keeping. Furthermore, provision of desks, classrooms construction has also being given to communities by tourism projects.

4.4 Challenges Facing Tourism Activities in Meeting Community's Livelihoods

Several challenges identified by communities as hindrance to meeting community's livelihoods through tourism activities (Table 4.7).

Table 4.7: Challenges Facing Tourism Activities

Challenges	Responses	Percentages
Low education level	90	22.9
Inadequate skilled personnel	88	22.4
Scarcity of employment opportunities	100	25.4
Small number of tourists visiting Udzungwa National Park	40	10.1
Poor road network and mid standards of accommodation facilities	4	1
Financial difficult	33	8.3
Poor capacity to develop tourism activities	20	5.1
Poor quality of service offered to tourists	18	4.6

Source: Field Survey, 2017

4.4.1 Low Education Level

Communities living around Udzungwa National Park lack competitive advantage with regards to employment requirements. Study shows that 22.9% (Table 4.7) of respondent revealed that education has been a challenge towards community's livelihoods with regards to tourism activities (employment). For example, TANAPA has centralized the recruitment process to TANAPA headquarters in Arusha, and the call of application is open to all Tanzanian. This means all Tanzanian who applied has equal chance of being selected. So, if communities of Msolwa Ujamaa and Mang'ula would apply with their low level of education they will not get chance of being employed. Tourism activities need a high qualified individual, those communities living in close vicinity to Udzungwa National Park are not competent enough with regards to education level. Education of personnel and their professional development comprise the most important factor that both directly and indirectly mirrors the competitiveness of tourism services and products (Luke Perman and Kresimir Mikinac, 2014).

4.4.2 Inadequate Skilled Personnel

Communities are less developed in terms of other skills such as customer care, friendliness and ability to speak multi languages. Tourist's hotels and other tourist's works such as tourists' guards need employee to speak several languages since tourists are coming from destinations which speak different languages. Education level of employee affects business development. This study found that even those few who were employed speak only one foreign language (English), and it was of very poor standard. It was postulated by Sriyam (2010) that, quality of a service can be affected

if professionalism, friendliness and special attention to customer are not taken into consideration. Lack of professional skill bring a gap in communication hence challenges to acquire employment opportunities and unprofessional handling of customers affects business.

4.4.3 Scarcity of Employment Opportunities

Field data shows that 25.4% (Table 4.7) of the respondents identified that scarcity of tourism related employment opportunity as challenge. “*There are no enough jobs to support livelihoods of communities*” one of the respondents admitted. Small number of hotels and campsites have been developed and works associated with tourism that need casual laborer are very little and occurred occasionally hence tourism cannot support directly livelihoods of communities.

4.4.4 Small Number of Tourists Visiting Udzungwa National Park

During the focus group discussion, it was revealed that non- resident’s tourists visiting Udzungwa National Park ranges from 5000-8000. Among these tourists, large percentage (55%) are day trip and the rest are one night or two-night stay (UMNP report, 2017). Number of stay of tourist increase the economic impact to the communities. Therefore, Udzungwa National Park, camp sites and hotels at close vicinity received seasonal small number of tourists hence little multiplying effects to communities.

Figure 4.1 shows that, there is an increase in statistics of tourists visited Udzungwa National Park since 1992. Although this statistic shows the progressively increase of tourists but still this number of visitor is not enough to impacts local communities

livelihoods since large number of tourist are not staying more than one day which can result to sustainable economic impact to communities livelihoods.



Figure 4.1: Statistics of tourists visited Udzungwa National Park for 21 Years
Source:UMNP report, 2016

4.4.5 Poor Road Network and Mid Standards of Accommodation Facilities

Direct observation showed that tourists pass up to 24 kilometers of rough road to the park headquarters. Furthermore 1%(Table 4.7) of agreed poor road network affects tourism activities. Mang'ula and Msolwa-Ujamaa has only one hotel of high standard. Majority of accommodation facilities are of low standard. Some of the reasons mentioned were presence of poor road network and lack of high standards tourism facilities such as hotels, campsites. This discourages high earning tourists to visit this destination hence little impacts of tourism activities on the livelihoods of communities.

4.4.6 Financial Difficult

It was reported by the key informants' that, communities are not financially stable. Most of the local people depends on agriculture for their survival which in-turn not producing much due to the effect of either by heavy rainfalls or scarce rainfall hence communities cannot generate excess fund to venture tourism projects. Key informants acknowledged that tourism related business require large fund to operate especially in the designing of the products and marketing issues. Large percentage of respondents (98%) agreed that little number of communities are directly benefiting from tourism and this is because they do not have capacity in terms of fund to run communities' groups or individual business that are linked directly to tourism.

4.4.7 Poor capacity to Develop Tourism Activities

About 5.1% of the respondents acknowledged that communities do not have business and entrepreneur knowledge (Table 4.7). This has been a challenge to communities especially on the issue of identification and management of sustainable tourism business. One of the respondents identified that they started a curio shop business but the business ended since some of the business partner directed the capital to personal issues and there were no transparent in the management of fund.

4.4.8 Poor Quality of Service Offered to Tourists

Cultural groups or small shops provide poor quality of services/products to tourists hence resulted to poor markets of their products. Direct observation revealed that at Sanje (starting point of tourist trail) a selling point of communities' culture products (curio shop), there is very poor presentation of the products, products are of very poor

quality and there was no packaging hence affect acceptability of the products. It was also noted that no marketing technique used such as brochures or even website. Most of the communities have unique cultural products such as traditional dance though these products are not promoted.

4.5 Measure Deployed to Address Challenges Facing Tourism Activities

Respondents acknowledged that there are no strategies in place that they can tap tourism benefit. They further indicated that they need government intervention to introduce strategies that can lead to improved communities livelihoods through tourism development. About 2% of the respondent admit that, they have formulated groups for culture tourism. In that group they play tradition dances for tourists although very little have been earned from this activity. During key informants interview revealed the several measures to address the challenge (Table 4.8).

Table 4. 8: Measures to address Challenges facing Tourism Activities

Measures	Frequencies	Percentages
Training	188	47.8
Marketing	96	24.4
Creativity and improved quality of a services and/products	57	14.5
Formulation of communities groups	52	13.2

Source: Field survey, 2017

4.5.1 Training

Several short training and study tours were given to employee of different hotels such as Twiga Hotel, Msolwa Hotel and Lemons Lodge so as to advance their skills. The training given to employees focused on customer care, deliverance of quality service and languages. Since the challenge was finding local people with all the skills needed to run a successful tourism enterprise. 47.8% of key informant interview agreed that it is vital to continue investing on training with regards to quality of services delivered to employee. They further argued that high quality tourism services trainings are key in adding competency to local employees.

4.5.2 Marketing

District Officer in charge revealed that there is a need of doing intensive marketing of the tourism services and products available at their place. Distict officer in charge commented that “*communities in collaboration with Udzungwa National Park have to understand the importance of looking at what the market needs*”. District officer in charge further argued that communities have to know how to reach these potential customers and to persuade the market to purchase their products or stay in their lodge. This study revealed that marketing strategy used are informs of provision of brochures, use of social media such as Facebook and websites. **24.4%** of key informants identified that marketing has improved their business and is a measure deployed to address effect of tourism to community’s livelihood.

4.5.3 Creativity and Improved Quality of a Services/Products

Tourism and Community Conservation wardens of Udzungwa national Park identified that the use creativity in addressing challenge that face tourism activities to impact

livelihoods of communities. Wardens have formulated communities groups and provided the communities with funds generated from tourism to run conservation related businesses and helped Communities to produce products that can compete in the market. This study observed Udzungwa National Park provides fund to run bee keeping activity in which they further provides good quality of packaging material to pack honey. 14.5% of key informants agreed that they use creativity as one of the measure to address challenge.

4.5.4 Formation of Communities Groups

It is easier to get funds or soft loans for starting tourism related business if communities are in groups rather than being individuals. Some groups have been formed for easy access of funds such, which are managed by Udzungwa National Park through outreach department. Some of the groups already have a projects like bee keeping projects which sell their products to tourist. Outreach department Warden said that: *“Outreach department has a plan of starting COCOBA (Community Conservation Bank) in the near future which will help communities to get small funds to start their own businesses and as a Park we have identified groups which will first be given educations on how to raise and manage funds for their livelihoods.”* 13.2% of key informants agreed that formation of group has been used as a way to address challenge facing tourism activities.

4.6 Discussion of the Findings

The findings of this study revealed that, residents of Mang’ula and Msolwa engaged in small scale tourism activities hence little is accrued from tourism activities for their

livelihoods. Study further revealed that lack of awareness on the tourism business potentials in particular cultural tourism, inadequate entrepreneurial skills and funds for business to be among the factors that contribute to little participation of the communities in tourism activities. Majority of communities agreed that there are positive effects of tourism activities in their livelihoods which is much categorized as social effects such as infrastructure development, presence of social services and availability of water from the Park which is supported through funds accrued from tourism activities and economic benefit since they get markets for their agriculture products though at small scale level and other benefit such as employment.

The findings of this study are in-line with the study which revealed that tourism is the major part of the shift in the economic base of rural societies (Brandth and Haugen, 2011). Furthermore the interactions and interrelationships between tourism, agriculture and the other sectors of economy are progressively important as a tool for community's livelihoods. It has been postulated that tourism diversifies economies due to its capacity to generate local employment and stimulate external investment into the communities (Yiannakis and Davies, 2012; MacDonald and Jolliffe, 2003).

This study also identified challenges facing tourism activities in meeting communities livelihoods which were low level of education, inadequate skilled personnel, scarce employment opportunities, small number of tourists visiting Udzungwa National Park, poor road network and mid standards of accommodation facilities, financial difficulties, poor capacity to develop tourism activities, poor quality of services offered to tourists. These findings are related with the study conducted by Walter *et al* (2004) which

identified numbers of barriers that affects communities growth and participation in tourism activities which including poor marketing, promotion of tourism resources and education about tourism.

Measures deployed to address challenges facing tourism activities were identified such as continuation of training, marketing, creativity, improvement of quality of services or products that are offered to tourists and formulation of small groups for easier access to soft loans. If these measures are taken seriously tourism will creates strong backward linkages with other economic sectors thus a very important means for diversifying economic activities in Eastern Arch Mountains. Therefore, it is necessary the policy makers to take into consideration ways to tap benefits of tourism activities when designing rural development policy interventions. Thus wealth endowed in the natural resources to provide livelihoods for communities living adjacent to Eastern Arch Mountains as commented in Arusha Manifesto by Mwalimu Julias Nyerere (1961) This fact supported by Nyerere (1961) “In accepting the trusteeships of wildlife solemnly, we will do everything in our powerto make sure that our children will be able to enjoy this rich and precious inheritance”.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary, conclusion and recommendations of the study.

5.2 Summary

Tourism sector in Tanzania is regarded as significant sector to the national economy. The present study aims to answer the research question which is “What are the effects of tourism development in communities living adjacent to Eastern Arch Mountains?” In order to accomplish this objectives primary and secondary data were collected. Researcher recited several literature theories and empirical review of several researchers and tried to show how those theories, research gap and conceptual framework linked 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 emphasize all ethical issues. Furthermore, the study assessed communities of Mang’ula and Msolwa Ujamaa villages and several key informants such as district authority, Udzungwa National Park wardens, ownners of hotels and campsites who had different perceptions towards effects of tourism activities on the livelihoods of Eastern Arch Communities. The study identified challenges facing tourism activities on attaining communities livelihoods which are low level of education, inadequate skilled personnel, scarcity of employment opportunities, small number of tourists visiting Udzungwa National Park,

financial difficult, poor capacity to develop tourism activities, poor quality of services offered to tourists, poor road network and mid standard of accommodation facilities. However, this study identified measures to deploy to address factor affecting tourism activities on meeting communities livelihoods which are training, marketing, creativity and improvement of services or products offered to tourist and formulation of community's income generating groups.

If these measures are taken seriously tourism will creates strong backward linkages with other economic sectors thus a very important means for diversifying economic activities in Eastern Arch Mountains. Therefore, it is necessary the policy makers to take into consideration ways to tap benefits of tourism activities when designing rural development policy interventions.

5.3 Conclusion

The study sought to explore effects of tourism activities on the livelihoods of communities living adjacent to Eastern Arch Mountains. The findings of this study revealed that tourism activities have effects to communities livelihoods such as employment, income, market for agriculture and livestock's products, social development, conservation, government tax and other development projects. Furthermore, the study identified challenges that face tourism activities on meeting communities livelihood which including low level of education, inadequate skilled personnel, scarcity of employment opportunities, small number of tourists visiting Udzungwa National Park, poor road network and mid standards of accommodation facilities, financial difficult, poor capacity to develop tourism activities and poor

quality of service offered to tourists. The study revealed measures deployed in addressing challenges facing tourism activities which including training, marketing, creativity and improvement of services or products offered to tourist and formulation of community's income generating groups.

5.4 Recommendation

5.4.1 Government

There is a need for a government to enact comprehensive integrated rural development strategies which address the sustainability of tourism development and placing Eastern Arc Mountains such as Udzungwa National Park as a popular destination, turning tourism into an engine of economic growth and job creation for the nation.

Government should determine the sustainability point at which the Community livelihoods would co-exist with tourism strategies. Active involvement and empowerment of the community in the tourism development is important pillar towards achieving the co-existence.

Furthermore, the government should develop infrastructure in the tourism area as it was identified as among the issues which hinders performance of the tourism sector.

The study also recommended that, the government has to create an enabling environment for tourism development and conducive environment for private investors to invest in tourism development or to develop private public partnership.

The government should enable communities to get fund so as to initiate income generating groups which base on tourism.

Tanzania Government through TTB should provide education or sensitize the communities on the availabilities of economic opportunities in tourism development and more training should be given to communities which are in line with engagement of community in tourism business.

5.4.2 Communities and Private Sectors

This study recommend communities living adjacent to tourism to improve their capacity and upgrade their skills which will help them to be employed to the senior level positions since results showed that most people living near the tourism developed area such as Udzungwa National Park have primary and secondary education, which becomes difficult for them to get employment Furthermore this study suggests private tourism stakeholders to empower their staff (communities) so as be in a good position to accrue tourism benefits.

5.4.3 Park Management and Local Authorities

Park management should help communities to deliver best quality of culture products, intensively market community products and tourism activities . Park can set aside an area for the communities to introduce their curio shops. Furthermore Park through outreach program should support community to identify tourism income generating activities,improve communities capacity to run the business and initiate the business through provision of fund.

5.4.4 Research institutions

This study recommend more researches to be done on measures which should be used in order for tourism activities to have more effects on the livelihoods of communities in the Eastern Arch Mountains.

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APPENDICIES

Appendix I: The Perceptions of the Residents of Local Communities on the Effects of Tourism Activities on their Livelihoods

BASIC INFORMATION

1. Gender:

Female

☐

Male

☐

2. Age: _____

3. Marital Status:

Married

☐

Divorced

☐

Single

☐

Widow

☐

4. How many children do you have (boys and girls)?

5. Were you born in this village/area or immigrated from another village?

Born in this village/area

☐

Immigrated from another village

☐

6. What is your ethnic tribe?

Mgogo

☐

Mkaguru

☐

Mnguu

☐

Mpogoro

☐

Mluguru

☐

Maasai

☐

Other: _____

7. What is the level of your education?

Primary

Secondary

☐

Higher education

☐

Other: _____

8. What skills do you possess?

TOURISM AND HOUSEHOLD LIVELIHOOD SECURITY

1. What are the main ways in which people make a living in this area?

2. Are you aware that there are tourism activities in your village/area and/or in the protected areas in/around the mountains? YES ☐ NO ☐

If YES, what type of tourism activities are you aware of?

Annual/seasonal tourist arrivals

☐

Tourist visits/hiking in protected areas in/around the mountains

☐

Environmental conservation

☐

3. Do you feel the local residents have taken full advantage of the areas' economic potential related to tourism? ☐ YES ☐ NO

- 2.1 If YES, how have the local residents taken full advantage of the areas' economic potential related to tourism?

Some locals have built bars, guest houses, restaurants and hotels

☐

Some locals have established tour operating companies

☐

Some locals have been selling handicrafts to tourists

Some locals have sought employment in tourism related companies

2.2 If NO, why do you think the local residents have not taken full advantage of the areas' economic potential related to tourism?

Very few locals are aware of the areas' potential tourism opportunities

Most locals are marginalized by the LGA and tourism agencies

Most locals have no finance capital

Most locals have no tourism entrepreneurial skills

3 What tourism effects would you consider to have had impact in the livelihoods of local communities?

Negative Effects

High dependency on tourism-related jobs especially among the youth

Decline in young farmers in agricultural production

Decline in young livestock keepers

Increase in prostitution and spread of STIs

Increase in alcohol, drug consumption, and crime among the youth

Overwhelming pressure on the areas carrying capacity

Deforestation, drought changes

Sale of land and other properties

Increased hard life and poverty

Positive Effects

Creation of tourism-related jobs especially among the youth

High demand of agricultural production

Increase in poultry keeping due to increased demand

Increased awareness on effects of prostitution and spread of STIs

Awareness about negative effects of alcohol, drugs & crime among the youth

Proper planning on land use

Integrated sustainable environmental management

Close cooperation between and among all stakeholders

Creation of wage employment and self-employment

Better infrastructural development and social services

4 How has tourism improved the quality of life among the locals in the last 10 years?

5 Are you employed in the tourism sector or you are self-employed? YES

NO

5.1 If YES, when did you get employed?

5.2 In which sector are you engaged?

Tourist Company - Secretary/Manager in ☐

Hotel employee – manager, cook, porter, receptionist ☐

Housekeeping in Guest House ☐

Housekeeping in Hotel ☐

Security Guard ☐

Driver in a Tour Company/Game Reserve/Park ☐

Other:

5.3 Are household members of your family formally employed? YES ☐ ☐
NO

5.3.1 If so what jobs are they doing?

5.3.2 How does the job contribute to household livelihood security?

5.4 To what extent has tourism contributed to self-employment?

5.5 Are you self-employed? YES ☐ NO ☐

5.6 If you are self-employed what is your main occupation?

- | | |
|----------------------------|--------------------------|
| | <input type="checkbox"/> |
| Agriculture | |
| Livestock keeping (Cattle) | <input type="checkbox"/> |
| Poultry Keeping | <input type="checkbox"/> |
| Small Trader (Machinga) | <input type="checkbox"/> |
| Tourism Handicrafts Seller | <input type="checkbox"/> |
| Bee Keeping | <input type="checkbox"/> |
| Small Grocery | <input type="checkbox"/> |
| Restaurant | <input type="checkbox"/> |
| Food Vendor | <input type="checkbox"/> |

Other: _____

6 How has self-employment contributed to your ability to ensure the sustainability of your household livelihood security?

CHALLENGES

7 In your opinion, what are the effects of tourism activities on the livelihoods of communities in the Eastern Arch Mountains?

8 Determine challenges facing tourism activities in meeting livelihoods communities.

9 What are the measure deployed to address challenge facing tourism activities.

Appendix II: Questionnaire For Management of Tourism in National Parks

1. Name of organization/Institution _____

2. Respondent Gender:

Male ☐ Female ☐

3. Marital Status

Married ☐Single ☐Divorced ☐Widow ☐

4. How long have you been in your organization/Institution?

(a) Less than one year ☐(b) Between 1-4 years ☐(c) Between 5-9 years ☐(d) More than 9 years ☐

5. Which Department are you working at?

6. What is your position in the Department?

7. What is the role of your Department in tourism development?

8. Do you support Tourism activities in your area?

Yes ☐ No ☐

9. If **YES**, what are community-based tourism project(s) that have been initiated?

10. Who are your immediate partners in the initiated tourism projects?

11. Who have been the targeted beneficiaries of the projects or support that you been initiating?

12. How did you identify them?

13. What are the immediate high-priority needs amongst the different groups in the community?

14. What kind of activities do you normally carry out to support local livelihoods?

15. Who participates in the different groups?

16. What proportion of households in the area has been engaged in community-based tourism activities carried out by your department?

17. Do you think those tourism activities have had any impacts in the livelihoods of communities living adjacent to this protected area?

18. If **YES**, what are the immediate impacts of tourism activities in the livelihoods of local communities living adjacent to this protected area?

19. What amounts of revenue were brought in by tourism activities in your area?

20. What are benefits on economic growth could be attributed to tourism activities?

21. What does this impact mean in terms of the sustainability of achieved livelihoods outcomes?

22. Do you have any kind of statistics or analysis?

23. What are the key challenges facing tourism development in attaining livelihoods of communities living adjacent to this area?

24. What measures should be deployed to address challenges facing tourism activities in the Eastern arc Mountains?

***** THANK YOU VERY MUCH FOR YOUR TIME *****

**Appendix III: Questionnaire for Owners of Small and Medium Enterprises
(SMEs)**

1. What Category of the Business are you?

Guest House Hotel ☐ Motel ☐

Restaurant ☐

Bar ☐ Food & Drinks ☐ Handicrafts ☐

Discotheque ☐

2. Number of Employees: _____

3. How long have you been in this business?

4. What is the name of the destination where you work?

5. When was your business established?

6. In which ways is your business related to tourism development in this town/village/area?

7. Where do your customers/visitors come from?

7. How has your business been affected by the expansion of tourism activities in your town/village/area?

8. If your business has been negatively impacted by tourism activities how has it been performing during the past five years?

9. If your business has been positively impacted by tourism activities what was the gross income for your business in the last financial year?

10. Which marketing channels do you use to promote your business?

11. Based on current projections, is the net income for your business in the current financial year likely to be higher, or lower than it was in the last financial year?

Higher ☐ Lower ☐ About the same ☐

12. What are specific problems affecting tourism businesses in your sector/area?

13. How are those problems affecting the operations of your business?

14. How do you overcome those problems?

15. What in your opinion should be done to address the challenges caused by tourism activities in your villages

***** THANK YOU VERY MUCH FOR YOUR TIME *****

1. Name of District:

GEOGRAPHICAL LOCATION AND ADMINISTRATION

2. Location: _____ Size:

3. What are the boundaries of your district?

3.1 East: _____

3.2 West: _____

3.3 South: _____

3.4 North: _____

4. What is the administrative structure of your district?

4.1 Organization Structure: _____

4.2 Divisions: _____

4.3 Wards: _____

4.4 Villages: _____

4.5 Hamlets: _____

DEMOGRAPHICS

5. Population

5.1. Population characteristics

5.1.1 What is the district's population structure and characteristics?

Male: _____ (___%?) Female: _____ (___%?) Total:

Youth: _____ (___%?) Children: _____ (___%?)

Households: _____

5.1.2 Has the development tourism affected the district's population structure and characteristics? YES ☐ ☐

5.1.3 If YES, how has the development of tourism affected the district's population structure and characteristics?

(a) population increase through inward migration (___% ☐)

(b) population decrease through outward migration (☐%?)

5.2 Age structure

5.2.1 What is the district's population age structure by major age groups?

5.2.2 What is the district's median age?

5.2.3 How are the major age groups involved in tourism activities?

5.3 Ethnicity

5.3.1 What are the main ethnic groups in the district?

5.3.2 How are the ethnic groups involved in tourism development?

5.4 District Economy

5.4.1 What is the backbone of the district's economy?

Agriculture	(<input type="text"/>)
Livestock	(<input type="text"/>)
Forestry Products	(<input type="text"/>)
Tourism	(<input type="text"/>)
SMEs	(<input type="text"/>)

5.4.2 How has tourism activities affected the district's economic backbone?

5.5 District per capita income

5.5.1 What is the district's per capita income?

5.5.2 Has the development of tourism affected negatively/positively the district's per capita income? YES ☐ NO ☐

If YES, what have been the main effects?

Negative effects

- | | |
|--|-------------------------------|
| (a) no significant change in capita income | <input type="text"/> (___%) |
| (b) per capita income still low | <input type="text"/> (___%) |
| (c) unemployment still persists | <input type="text"/> (___%) |

Positive effects

- | | |
|--|-------------------------------|
| (a) significant changes in capita income | <input type="text"/> (___%) |
| (b) per capita income has grown | <input type="text"/> (___%) |

- (c) employment creation has increased (___%)
- (d) Increase in tourist inflow (___%)
- (e) Increase in guest houses (___%)
- (f) Increase in hotels (___%)

5.6 Occupation

5.6.1 What are the main occupations of the people in your district?

Agriculture ()

Livestock ()

SMEs ()

Forestry Products ()

5.6.2 Have those occupations been affected by tourism activities? Yes No

5.6.3 If YES, how have those occupations been affected by tourism activities?

Positively affected

Substantial economic diversification (___%)

Increase in productivity (___%)

Increase in earnings (___%)

Creation of employment (___%)

Negatively affected

No Substantial economic diversification (___%)

No Increase in productivity (___%)

No Increase in earnings (___%)

No meaningful employment creation (___%)

5.7 Education

5.7.1 Primary Schools: _____

5.7.2 Secondary Schools: _____

5.8 How has tourism contributed to the development of education in your district?

5.9 Health

5.9.1 Hospitals: _____

5.9.2 Dispensaries: _____

5.10 How has tourism contributed to the development of health in your district?

Conservation, Tourism Development and Livelihoods of the Locals

5.11 What are the main physical features of your district?

5.11.1 Altitude: _____

5.11.2 Mountains and Ecological zones: _____

5.11.3 Weather: _____

5.11.4 Wildlife, Forests & Fauna:: _____

5.12 Do you have a wildlife conservation policy in your district? ☐

5.13 If YES, what type of wildlife conservation management does the policy entail?

Protect areas ☐ (___%?)Game Reserves ☐ (___%?)National Park ☐ (___%?)

5.14 Is Your District covered by the Eastern Arch Mountain Tourism Area? YES ☐

NO ☐

5.15 If YES, what percentage of the district is covered by the Eastern Arch Mountain Area?

5.16 Do you collaborate with other stakeholders in wildlife conservation in the districts?

TANAPA:

NGOs:

Tourism Organizations:

Others:

5.17 What type of conservation programmes are undertaken in collaboration with stakeholders?

5.18 How are the people's livelihoods integrated into the wildlife conservation programmes?

CHALLENGES

6. What challenges are directly caused by the development of tourism in your district?

7. How are you addressing those challenges?

***** THANK YOU VERY MUCH FOR YOUR TIME *****

16. Name of the Village: _____

17. Location: _____ Size: _____

18. Population:

Total: _____ Households: _____

Male: _____ (____%)

Female: _____ (____%)

Youth: _____ (____%)

Children: _____ (____%)

19. Do you have game reserves and/or protected areas in your village? YES ☐

☐

NO

20. If YES, what is your overall view of the protected areas or game reserves in your village?

21. Is your village involved in tourism development in the protected areas or game reserves in your village? ☐ YES ☐ NO

21.1 If YES, what type of tourism activities is your village involved?

Eco-tourism ☐

Cultural tourism ☐

Conservation ☐

Protected Areas ☐

Game Reserve ☐

21.2 Who are your partners in those tourism activities?

22. How is your village involved in those tourism activities?

23. Does your village receive any financial or material resources from those tourism activities? YES ☐ NO ☐

24. If YES, do you have any statistics to quantify?

25. If NO, explain why?

26. Do you feel that local communities benefit from the existence of the protected area?

YES ☐ NO ☐

27. If YES, explain how the local communities benefit from the existence of the protected area

28. To what extent has tourism activities had any impact on the livelihoods of the villagers?

25. How would you describe the impact of tourism activities on livelihoods of the villagers?

26. What positive and negative effects would you disaggregate in terms of the impact of tourism activities on livelihoods of the villagers?

a. Negative effects

- Environmental effects

Deforestation

☐

Drought

☐

Adverse Climatic Changes

☐

Land Degradation

☐

- Economic effects

Villagers' unprecedented sale of land/farms

☐

Low agriculture productivity

☐

Increased unemployment

☐

Increased poverty

☐

- Socio-cultural

Increase in crime

☐

Increase in STD/HIV AIDS

☐

Increase in divorce

☐

Heritage destruction

☐

b. Positive effects

- Integrate Wildlife Conservation Programmes

Forestation/Tree Planting

☐
☐

Reduced Drought

Stable Climatic Conditions

Village Land Use Management

☐
☐

- Economic effects

Increased tourist inflow

High agriculture productivity

Increased employment in tourism activities

Increase of SMEs

Increased poverty reduction

☐
☐
☐
☐
☐

- Socio-cultural

Modern lifestyle

Respect of cultural values and artifacts

Reduction of STD/HIV AIDS infections

Heritage restoration

☐
☐
☐
☐

27. What does the negative effects mean in terms of livelihood outcomes such as food security, ability to send children to school, and ability to afford health care?

28. What coping mechanisms and livelihood strategies have the people developed to mitigate the negative effects?

29. What in your opinion should be done to address the challenges caused by tourism activities in your villages

***** THANK YOU VERY MUCH FOR YOUR TIME *****