

**ASSESSMENT OF THE EFFECTS OF TOURISM ACTIVITIES ON THE
LOCAL COMMUNITIES LIVING AROUND MIKUMI NATIONAL PARK
IN MOROGORO REGION**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR AWARD OF THE MASTER OF TOURISM
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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, *“Assessment of the effect of tourism activities on the local communities living around Mikumi National Park in Morogoro Region”* in partial fulfillment of the requirements for the Degree of Master of Tourism Planning and Management.

.....

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(Supervisor)

.....

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DECLARATION

I, **Mutabuzi, Khalifa Abubakary** 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.

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Date

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DEDICATION

I dedicate this work to my beloved wife Zuleikha H. Karokora and my son; Fahmi Khalifa Mutabuzi who believed in me and never uttered a ‘discouraging word’ as I followed my dream and supported me through hard times.

ABSTRACT

This dissertation focuses on assessment of the effect of tourism activities on the local communities in Mikumi National Park in Morogoro Region. The study was conducted to communities living at Maharaka and Ujirani Mwema Villages around the Mikumi National Park. Purposive sampling and random samplings techniques were used to identify samples. In total, 393 questionnaires were administered and returned dully filled. The key objectives of this study were; to determine tourism activities conducted in Mikumi National Park, to examine the effects of tourism activities to the local communities living around the Mikumi National Park, to evaluate measures to improve tourism activities conducted in Mikumi National Park and to determine challenges facing tourism activities conducted in Mikumi National Park. The study revealed challenges facing communities such as incapability of communities of Mikumi National Park to engage in tourism activities which were in terms of education level and fund. The findings show 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 local communities living or livelihoods and hence, are least beneficiaries of the Park's tourism income in terms of real impact in their livelihoods. This dissertation recommends that, capacity building to must be directed to local communities', effective participation of local communities in the governance, favorable investment strategies to be endorsed by the government consequently benefit of sustainable tourism development in Morogoro Region can be re

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ABBREVIATIONS

AWF	-	African Wildlife Foundation
CBC	-	Community Based Conservation
CCS	-	Community Conservation Services
FAO	-	Food and Agriculture Organization
FGDs	-	Focus Group Discussions
GDP	-	Gross Domestic Product
MNP	-	Mikumi National Park
MNRT	-	Ministry of Natural resources and Tourism
MDG	-	Millennium Development Goal
SME	-	Small-to-Medium Enterprise
SRS	-	Simple Random Sampling
SPSS	-	Statistic Package for the Social Sciences
ST-EP	-	Sustainable Tourism – Eliminating Poverty Programme
URT	-	United Republic of Tanzania
TCT	-	Tourism Confederation of Tanzania
TTB	-	Tanzania Tourist Board
UNWTO	-	United Nation of World Tourism Organization
WTO	-	World Tourism Organization
WTTC	-	The World Travel and Tourism Council

CHAPTER ONE

1.0 INTRODUCTION

1.1 Introduction

This chapter present the introduction and background of the study. It also presents the statement of the problem, objective of the study, research questions, and significance of the study and organization of the study.

1.2 Background of the problem

Tourism is an important industry in many developing and developed countries providing foreign exchanges, employment, income and public revenue. The contribution of tourism receipts to total revenue in these countries is within the range of between 20 and 80% (Benevides, 2011). The UNWTO World Tourism Barometer (2017) showed that, international tourist arrivals grew by 3.9 percent to 1,235 million during 2016. The growth was slightly lower than 4.6 percent recorded in 2015 largely associated with a series of events including terrorists in Western Europe particularly France, German, and Belgium; Zika virus epidemic in the Americas particularly in the Caribbean and Latin America; and unfavourable currency fluctuations. Arrivals to Middle East declined in 2016 mainly on account of security concerns. The regions that registered the highest growth were Asia and the Pacific with a growth of 8.4 percent followed by Africa with a growth of 8.2 percent. European continued to account for the largest share of international tourist arrivals, followed by Asia and the Pacific, the Americas, the Middle East and Africa. However, UNWTO projects that global international tourist arrivals will grow by

between 3.0 and 4.0 percent in 2017. Asia and the Pacific; and African regions are expected to register growth of between 5.0 and 6.0 percent.

The World Travel Organisation (WTO) defines tourism as the movement of people from their usual environment to other area in a time not less than twenty-four hours and not more than one Tourism takes place in the environment which is made up of both human and natural environments. The human environment comprises economic, social and cultural factors and processes. The natural environment is made up of plants and animals in their habitats. Although it is possible to distinguish human and natural environment, the two are always interrelated when discussing tourism effects. Both are subject to human activity which is affected and has effects on natural environment. Tourism as a human activity can bring effects to the environment. These effects can be seen in the destination region where tourist has interaction with local environment, economy, culture and society (Wily, C. 1994). Therefore, tourism effects can be looked in three major dimensions which are economic, environmental and socio-cultural impacts. These effects can also be positive or negative.

The evolution of tourism worldwide shows that the field represents one of the main sources of international economic recovery in all countries that have important tourism resources. The World Tourism Organization (WTO) and United Nations Conferences on Trade and Development (UNCTAD) in 2003 launched a new initiative called Sustainable Tourism- Eliminating Poverty Programme (ST-EP) which aims at the least developed countries to promote tourism development in Sub-Saharan Africa and contribute a poverty reduction (UNWTO, 2005a). Tourism is vital

for many countries due to the income generated by the tourists, taxes levied on businesses in tourism industry and the opportunity for employment in the service industry.

In Tanzania, tourism sector under the Ministry of Natural Resources and Tourism (MNRT) provides excellent investment opportunities through construction and management of hotels, lodges, and restaurant infrastructures, ventures, aviation project and training institutions tour operations, travel agencies and marketing operation especially in National Park areas that attract most of the foreign tourist investors (Okello *et.al.*, 2005). In so doing the industry seeks to maximize the net against that emanate from various tourism activities (UNCTAD, 2005). According to Luvanda and Shitundu (2005), Tanzania is among the few countries in the world endowed with a vast range of tourist attraction. The country possesses world famous natural attraction: Zanzibar Island; Serengeti plains; Ngorongoro crater; and Mountain Kilimanjaro. The tourist destinations have been created that are both growing and maintaining a high quality product. Tourism plays dominate role in the country's economic development and is one of the major sources of foreign exchanges earnings.

In Tanzania, tourism industry is thriving and continues to be among the key activities in generating foreign exchange. The tourism industry continued to grow, with the number of tourist arrivals increasing by 12.9% to 1,284,279 from 1,137,182 recorded in 2015. Most visitors came from United Kingdom, Kenya and the United State of America to Tanzania. There was a notable increase in the number of visitors from

Kenya as its share increased to 11.2% from 9.7% in 2015. This increase was due to improved tourist services in the country. Similarly, Tanzania's tourism earnings increased by 12.1 percent to USD\$ 2,131.6 million in 2016, from USD\$ 1,902.0 million recorded in 2015. The surge was mainly driven by the number of arrivals, which increased, to 1,284,279, being 12.9 percent higher than the number recorded in 2015. Out of the total USD\$ 2,131.6 million, USD\$ 1,790.8 million was earned from tourists who come for leisure and holidays. Similarly, Zanzibar earnings increased by 30.4 percent to USD\$ 383.0 million in 2016 compared with USD\$ 293.5 million earned in 2015 owing to increase in the number of arrivals. Most of the Zanzibar earnings (USD\$ 378.2 million) were received from visitors who came for leisure and holidays. Furthermore, URT (2008) argues that, tourism continues to play an important role in the global economy due to its strong economic multiplier effects.

1.3 Statement of the Problem

Mikumi National Park is a growing tourist destination where the community living within the area also play great role in the tourism development. Understanding the extent of tourism effects in Mikumi National Park is a keystone step towards sustainable tourism development. Various measures have been taken to improve the communities living around Mikumi National Park, that is; employment generation, income generation, infrastructure development and balance of payment. Poor community living around the park is currently a major concern for many developing countries. However economic growth rate that is pro-poor is a pre-requisite in the process of improving the communities' income (Bradshaw, l. (2012). During the last one and half centuries of socio-economic reforms in Tanzania, rapidly growth rate in

tourism sector has been recorded in terms of tourist arrivals, tourism activities (services) and earnings. With its distinct advantages, tourism is postulated as another important industry for improving the communities. As such, tourism as an industry can be very important role in economic, improved livelihoods and social- cultural development that are critical to improving local communities living around the park income. Besides the presence of tourism attraction in Mikumi National Park in Morogoro Region, still poverty level is high.

However, tourism is a complex industry which is driven by the private sector and often by large international companies which have little or no interest in ensuring the local communities living around the national park, is improved among of them (Burgess at al., 2002). It is also possible that with the current technological development tourism earning remain outside the destination country due to leakages. In addition, tourism can cause negative effects such as environmental problems, cultural pollution and immoral behaviour. The purpose of this study is to assess the effect of tourism activities on the local communities living around Mikumi National Park in Morogoro Region.

1.4 Objective of the study

1.4.1 General objective of the study

The main objectives of this study is to assess the effect of tourism activities on the local communities living around Mikumi National Park in Morogoro Region

1.4.2 Specific objective of the study

- i To identify tourism activities conducted in Mikumi National Park.
- ii To examine the effects of tourism activities to the local communities living around Mikumi National Park.
- iii To propose measures to improve tourism activities conducted in Mikumi National Park.
- iv To examine challenges facing tourism activities conducted in Mikumi National Park.

1.5 Research questions

- i What is tourism activities conducted in Mikumi National Park?
- ii What is the effect of tourism activities to the local communities living around Mikumi National Park?
- iii What are the measures taken to improve tourism activities conducted in Mikumi National Park?
- iv What are the challenges facing tourism activities conducted in Mikumi National Park?

1.6 Significance of the study

The local communities living around Mikumi National Park 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 effect 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 Mikumi National Park and the nation at large. It is expected that the findings of this study will help in decision making, policy formulation, planning, development and management of local communities living around Mikumi National Park. Understanding the effect of tourism activities on local communities living around mikumi national park 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 will 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 study

This research is organized into five chapters. The first chapter gives a general background to the study statement of the problem, objective of the study, research questions and significance of the study. The second chapter gives a critical review of literature relevant to the study while the third chapter gives a detailed description of the methodology employed for this study. The fourth Chapter present result and discussion while the last Chapter provides the concluding remarks and recommendation of the study.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews previous studies related to effects of tourism activities. The chapter presents definitions of key terms, theoretical literature review and empirical literature review. It also presents conceptual framework and research gap.

2.2 Definition of key terms

2.2.1 Tourism

The World Tourism Organization (WTO, 2012) defines tourism as the activities of persons travelling to and staying away from places of their usual residence for not more than one year for leisure, business and other purposes not related the exercise of an activity remunerated from within the place visited. In this study the term tourism has been defined to mean activities undertaken by tourists during their stay in those tourist destinations opted, as well as the different hotel services and facilities provided to cater for their needs.

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 Local communities

Local community is the collection of households who live in close geographical proximity such as a ward and commune with one another (UNWTO, 2004). Also, through the participation individuals, families, or communities assume responsibility for their own welfare and develop a capacity to contribute to their own and the community's development by being involved in the decision-making processes in determining goals and pursuing issues of importance to them for example, the direction of services and the allocation of funds.

2.2.4 National parks

National park is an area set aside by a national government for the preservation of the natural environment. A national park may be set aside for purposes for public recreation and enjoyment or because of its historical or scientific interest. National parks are locations which receive protection because of their recognised natural, ecological and cultural values. There are several kinds of protected areas, which vary by level of protection depending on the enabling laws of each country or the regulations of the international organisations involved (Naude and Saayman, 2004).

2.3 Theoretical Literature Review

2.3.1 Doxey's Irridex Model

According to Doxey (1975), presents an analysis of the effects of tourism activities on the host country. It was a four stages model with different stages of development on a host country. At first stage, tourism activities are minimal, few tourists visit the destination area, tourists want to mix with the local population and they welcome the

tourists. At this stage, limited commercial activities take place. In the second stage, the number of tourists increase, the local population perceives that more tourists will visit their destination and the relationship between tourists and the local community becomes formal. This is then, followed by the third stage, where there is significant tourist growth demanding more resources. During this phase, the competition of resources creates tension between the local population and tourism. The local community living around the park becomes concerned about tourism activities and its effect on their livelihood. The last phase (fourth stage); there is a conflicting situation, where tourists are seen in a negative way. Doxey (1975) argues that resident irritation is determined by the degree of incompatibility between residents and tourists.

2.3.2 Butler's Tourist Area Lifecycle Model

Butlers (1980) proposes that tourism is developed through the stages of exploration, involvement, development, consolidation, stagnation and decline. At the exploration stage, the destination area is discovered by independent or explorer-type tourists, commercial activities in the destination area are usually minimal and the tourist and the local resident contacts are frequent. At this stage little or no marketing activities occur. At the involvement and development stages, infrastructure and services are created to serve the growing number of tourists. At these stages, robust infrastructural development occurs.

Initially, locally-owned businesses are set up to provide tourism services but gradually control of tourism is transferred to the externals. Mass tourists replace

explorer type tourists and the relationship between tourists and hosts becomes more commercial. This is then followed by consolidation stage; this is where large numbers of visitors and the facilities provided for them is expected to arouse some opposition and discontent among permanent residents. Lastly, is a stagnation stage, where maximum number of tourists is achieved and the destination area is no more perceived as an attractive place. It's at this stage where larger tourist businesses transfer their investment from the destination area.

2.3.3 Social Exchange Process Model

The basic assumption of social exchange theory is that individuals create and continue social relations on the basis of their desire that such relations will be mutually advantageous. The model describes the process by which individuals or community groups become engaged in tourism exchanges, continue the relationships and how they become disconnected from the exchanges. The main components of the model are need satisfaction, exchange relations, consequences of exchange, and the no-exchange outcome.

According to Ap (1992) individuals engage in exchange if three preconditions are realised: (1) the rewards are valued (2) the exchange produces valued rewards and (3) the costs do not exceed expected rewards. The exchange process follows a sequence of events. The first event is identification of need. Ap (1992), argues that an actor will initiate an exchange relationship when there is a need to satisfy. To initiate an exchange there must be a need to satisfy and satisfaction of need justify the rationale for engaging in social exchange. Therefore, unless a community has a

need to develop tourism or perceives tourism as a means of achieving social and economic benefits, it is unlikely to welcome the development of tourism (Ap, 1992; and Crompton, 1998). The social exchange must be reciprocal, i.e. the resource exchange between parties should be roughly equal.

Theory that directed in this study is Social Exchange Process Model because individual within Mikumi National park accepted and participated in these tourism activities as there were benefits as the activities were proceeding.

Involvement of people within these areas was considered. People were informed of the advantages that would have been gained by accepting the tourist activities. And it has shown that the benefit of tourism activities has been greater than the negative effects, hence the reason to choose Socio Exchange Process Model

Table 2.1: Determinants of Perceived effects of Tourism

Variable	Determinants	Implications
Economic effects	Employment, personal income, prices of goods and services, household income,	People perceive positively when benefits exceed costs, also they will perceive negatively with cost exceeding benefits
Socio-Cultural effects	Population, cultural activities, education level, crime rate, morality, cultural identity of community	Support of future tourism will depend on the cost-benefits people they get in the socio-cultural aspect
Environmental effects	Destruction of Natural environment, Environmental sensitivity	Residents support for tourism in the future will be more positive with environmental concerns of residents

Source: Gursoy *et al.*, 2008

If the perceived positive effects of tourism (benefits) outweigh the potential negative consequences (costs), residents are likely to support tourism development (Stylidis, Biran, Sit and Szivas, 2014). This is why residents' perception of tourism impacts is an important consideration for successful development and operation of tourism in an area.

2.4 Empirical Literature Review

2.4.1 Effects of tourism activities

Effect of tourism is becoming a topic of interest due to the fact that tourism brings both economic and socio-cultural effects to community. According to Mason (2003), these effects can be both positive and negative. The possible positive effects can be employment, infrastructures, cultural growth, increased households' income and community collective benefits. Negative effects of increase employment to the national park include dependency in tourism, seasonality, pollution both water and land (seaside resorts), inflation and increased cost of life. Although these impacts are perceived differently by different people (Jalani *et al.* 2012)

A lot of literature in tourism shows that the most studied tourism activities effects were in economic effects, where social-cultural effects were not highly taken into consideration (Ap, 1990).

This growing interest is based on the fact that tourism effects are seen to local levels. Thus the knowledge obtained from such studies can help in situations like back clashing of development projects by the local community (Deery *at el.*, 2012).

Socio-cultural effects are defined as the people's impacts of tourism, with a focus on changes in the day-to-day quality of life of residents in tourist destinations, and cultural effects concerned with changes in traditional ideas and values, norms and identities resulting from tourism (Mbaiwa, 2005).

Social cultural effects of tourism have been studied extensively by a number of scholars (Mbaiwa *et al.*, 2010). However most of these studies are done in developed countries and few has been done in developing countries.

A lot of literature in tourism shows that the most studied tourism activities effects were economic effects, where social-cultural effects were not highly taken into consideration (Ap, 1990). In the past few decades many scholars have done a considerably large number of researches on attitudes and perception of locals (García *et al.*, 2015). Thus the knowledge obtained from such studies can help in situations like back clashing of development projects by the local communities (Deery *et al.*, 2012).

Tourism is required as high proportion of semi-skilled and unskilled labour than many other industries, so that one must expect that developing countries entering the industry would not require the services of much expatriate labour. Employment of expatriate labour in the tourist industry is usually a result of the inability of the home country to supply the domestically (Unfunguo, 2002). Thus, should be able to avoid the out flow of currency through remittance payments. Inflation within destination area is also cause by increasing land value. Growth in the tourist trade creates additional demand for land and competition from potential buyers the price of land to

rise. The demand for more hotels, vacation homes and tourist facilities may bring sources of income to builders, real estate agents and land owners, but local residents are forced to pay more for their homes and large taxes because of increased land values.

The direct environmental effects were associated with tourism are preservation and restoration of ancient monuments, sites and historical buildings, the creation of National parks, protection of reefs and beaches and the maintenance of forests. The general literature on the environmental quality is full of references to air pollution from car exhausts, the destruction of coast lines, and the pollution of rivers from human waste and detergents and traffic congestion that tourism is partially responsible for such effects. There is a dearth of materials on the effects on air quality of recreation in general, and tourism in particular (Musonda2000).

The almost universal desire to view wildlife in as a natural setting as possible concentrates large number of tourists into a limited number of areas endowed with rich wildlife habitats. It is also under such conditions that the most significant environment effects occur. The restriction of animals to the parks reduces their hunting territories and disrupts their life support system. Socio-cultural effects are defined as the people`s effects of tourism, with a focus on changes in the day-to-day quality of life of residents in tourist destinations, and cultural effects concerned with changes in traditional ideas and values, norms and identities resulting from tourism. Social cultural effects of tourism have been studied extensively by a number of

scholars (Okech *at al.*, 2010). However, most of these studies are done in developed countries and few have been done in developing countries.

The socio and cultural effects of tourism also are the ways in which tourism is contributing to changes in value system, individual behaviour, family relationship, collective life style, safety levels, moral conduct, creative expression, traditional ceremonies and community organizations. Wolf (1997) cited by Ufunguo (2002) stated that socio cultural effects which are about the impacts on the people of host communities on their direct and indirect associations with tourists.

Tourism activities focused around local culture can help strengthen empowerment in traditions; through there is a risk of developing culture through co modifying it. URT (2005a) stated that production of craft for tourists in the study area is associated with revitalisation of tradition, which not only provides practical support to craftsmen but links this to celebration of cultural skills and organises festivals for local people. These are affected by tourism in many different ways, postpositively negatively, directly and indirectly. Streeten (1992) reported that in community, tourism activities have different types of livelihood effects; and different people have different livelihood priorities. This implies that maximising people's livelihood benefits need a good understanding of what people most need and want.

2.4.2 Involvement of local communities in tourism activities

There are various ways through which communities can be involved in the tourism industry so as to attract their support and participation which in turn enhance

development of the industry. Communities can participate in the decision-making process (Zhao and Ritchie, 2007; Li, 2005; Li, 2004; Tosun, 2000; Chok and Macbeth, 2007). One of the key underlying principles of pro-poor tourism clearly declares that local communities “must participate in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed” (Chok and Macbeth, 2007). According to Zhao and Ritchie (2007) this can be achieved through engaging local communities as members in the public and tourism related decision-making bodies.

Community participation via decision-making is a crucial determinant to ensure that the benefits local communities get from tourism are guaranteed, and their lifestyles and values are respected. However, this approach is rarely found in developing countries (Tosun, 2000; Li, 2005). Building on the same argument, Kibicho (2003) in his study about community tourism in Kenya, further noted that local communities had the feeling that they were not fully involved in their country’s coastal tourism, especially in decisions regarding its development, despite the fact that the industry has impacts on their well-being. In his study about the nature of community participation expected by the local community in Turkey, Tosun (2006) observed that the local community needs to be part and parcel of the decision-making body through consultation by elected and appointed local government agencies or by a committee elected by the public specifically for developing and managing tourism issues.

It is, however, important to note that community participation in decision making is not only desirable but also necessary so as to maximize the socio-economic benefits of tourism for the community. It is perhaps one of the most important elements of tourism management to enable communities who often serve as tourist destinations and for that matter suffer from the negative impacts of tourism, to get involved and eventually participate in planning decisions regarding tourism activities. This is important in order to create better handling of the negative impacts of tourism development (Li, 2004; Tosun, 2000). Much of the literature seems to support the idea that if local communities want to benefit from tourism they must be integrated into the decision-making process.

However, Li (2005), while studying community decision-making participation in tourism activities in Sichuan Province, China, pointed out that there was weak local participation in the decision-making process yet local communities received satisfactory benefits from tourism. It is equally important to note, therefore, that integration of local communities into the decision-making process is “not a final goal itself” but only one of the many ways through which community participation can be achieved (Li, 2005). Another way to involve and attract community participation and ultimately their support in tourism activities is through local job creation (Zhao and Ritchie, 2007). Since tourism offers better labour-intensive and small-scale opportunities (Chok and Macbeth, 2007; Scheyvens, 2007) and since it happens in the community, arguably, it is thought to be one of the best placed potential sources of employment opportunities for local communities, inclusive of women and the informal sector (Johannesen and Skonhoft, 2005; Scheyvens, 2007).

Community participation via employment opportunities, as workers or as small business operators, can be a catalyst to the development of tourism products and services, arts, crafts and cultural values, especially through taking advantage of abundant natural and cultural assets available in communities in developing countries (Scheyvens, 2007). Tosun (2000) stressed that community participation through working in the tourism industry has been recognized to help local communities not only to support development of the industry but also to receive more than economic benefits.

Apart from participation in the decision making process, or simply, apart from the high need by local people to be consulted about local tourism activities issues, Kibicho (2003) further identified that 88.6% of 236 members of the local community who participated in his study stated that encouraging local people to invest in, operate small scale businesses, and work for the tourism industry is a suitable means for community participation. This is in line with Tosun (2000) who underlined that in many developing countries community participation through employment as workers in the industry or through encouraging them to operate small scale business, “has been recognized to help local communities get more economic benefits rather than creating opportunities for them to have a say in decision making process of tourism activities.

Zhao and Ritchie (2007) added that communities, as a way of participation and as the input of the local workforce, may pursue tourism-related economic activities as paid

or self-employed workers. While participation through employment has more direct effects on the lives of poor households, it is arguably a useful way to curb poverty at the household level since it diverts economic benefits tourism brings directly to the family level (Zhao and Ritchie, 2007).

2.5 Measures to improve tourism activities in National Parks

2.5.1 Infrastructure development

Tourism activities 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.

2.6 Challenges facing tourism activities conducted in National Parks

Despite its potential, the tourism industry in Tanzania is relatively small. Various constraints and barriers besiege the industry. The impacts of these barriers have been manifested in the poor performance of tourism industry of Tanzania. What Tanzania gets in terms of tourist arrival and revenues collected does not corresponding with

the available tourism potential. These setbacks and constraints, apart from denying the country changes of increased the foreign exchanges earnings from tourism; also do prohibit foreign services providers who would wish to enter Tanzania's tourism market and provide arrange of services (Musonds, 2000). For example, they would be foreign services providers in Tanzania are largely constrained by such factors like cumbersome license formalities as well as poor transport and communication infrastructure (Musonda, 2000).

2.5.1 Lack of tourism knowledge and conservation education

Many of education programs have been centered on the tourist's attraction site pristine environments or zoos or local communities living around the National park, but have not addressed the topic of communities far away from them (B00m, 1990). According to Brown and Flavian (1988), education programs associated with conservation of natural areas can potentially have large impact on natural resource management. Audiences for educational programs associated with protected areas potentially span almost to all ages, backgrounds and cultures. Hines *et al.* (1986) incorporate factors known to be associated with responsible behavior. These include knowledge on environmental issues, knowledge of action, strategies and skills in taking actions and desires, i.e. attitude towards the environment and towards taking action, degree of responsibilities one feels towards the environment, degree of commitment and one's perception of whether one has ability to change things.

Lack of tourism knowledge coupled with some programs that enable citizen to participate in domestic tourism, has led most of the people failing to participate in

domestic tourism. Complete lack of knowledge and understanding of what tourism really is, has created the perception that tourism refers only to people traveling around and hostels. As a result, the wider opportunities offered by tourism industry are not appreciated groups in people (DEAT, 1996). Lack of training opportunities for previously neglected groups in the society effectively limits meaningful participation in the tourism industry. Perhaps the greatest deficiency in the tourism industry is the absence of adequate education, training and awareness opportunities (DEAT, 1996).

2.6.2 Poor attitude towards tourism

There is an archaic attitude among wage earners and local businessmen that link tourism to luxurious safaris exclusively for foreigners. Most of the people they think tourism is a white man's activity and not for local people. Tourism was perceived as catering to the predominantly white upper and middle classes. There is a belief that, tourism is what whites do when they go to the protected areas, mountain or the beaches, and certainly not within the reach of the previous neglected local people (Africans) DEAT, 1996; Evone, 2003). Also there is suspicion and mistrust among local communities as protected areas were proclaimed without consulting within, or the approval of the rural communities. Local communities bear the cost of reduce access to natural and cultural resources but do not perceive, or receive any direct benefits. Due to this they find no necessity of visiting these parks that previous were theirs (DEAT, 1996).

2.6.3 Absence of cooperation with stakeholders

Challenges facing tourism activities are the poor involvement of local communities and previously neglected groups in the industry. While this has been largely due to the previous governments policies, the need to reverse this situation is of urgent importance. The tourism industry, perhaps more than any sector provides number of unique opportunities for involving previously neglected groups (Musonda, 2000).

2.7 Conceptual Framework

A conceptual framework is a representation, either graphically or in narrative form, of the main concepts or variables and their presumed relationship with each other. It is usually best shown as a diagram as indicated below (Saunders, 2004). The general objective of the study is to assess the effects of tourism activities on the local communities living around the National park. The research conceptual framework is based on two variables namely independent variable and dependent variable, while intervening variable is regarded as modulating factors for achievement of local communities living around the National park.

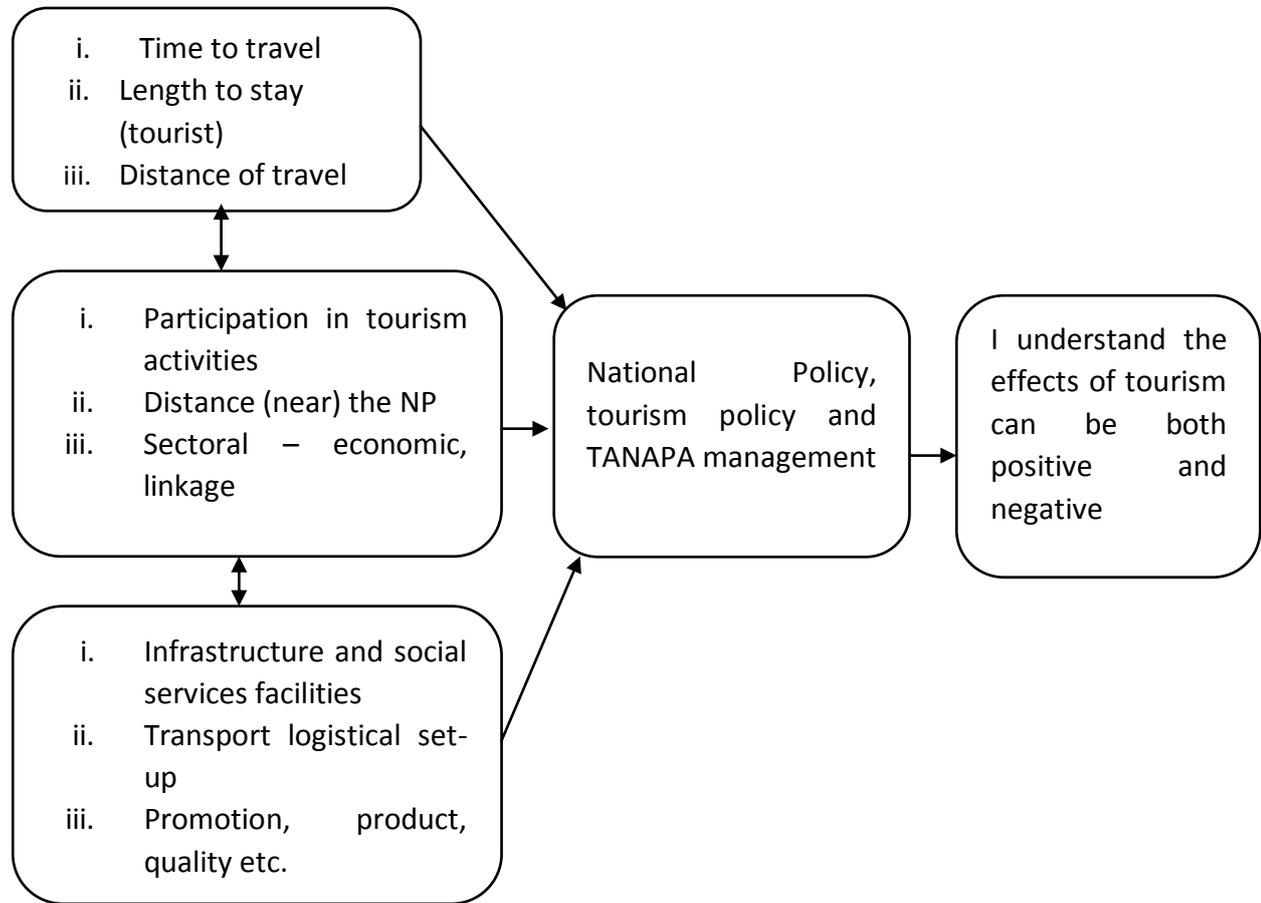


Figure 2.1: Conceptual Framework showing the achievement of local communities

Source: Modified from Nyore, 2013

2.8 Research Gap

Several studies regarding effect of tourism activities on the local communities living around the National Park were conducted by various researchers in the world. In the same line of thinking Sin (2010) explores both positive and negative opinions of tourists from the perspective of host-communities in Cambodia. Sin found that local communities living around the National parks have mixed feelings about the presence of tourists in their localities. While some expressed their satisfaction and support for

the good job done by tourists, some felt that most tourists have wrong misconceptions of the host community by thinking that they can change the whole community within a short timeframe of their work. However, representatives from the private sectors were not included in this study.

Nevertheless, there has been some attempt to examine the views of local communities living around the park towards tourists. For instance McGehee and Andereck (2009) explored resident attitudes to tourists in several small communities within Tijuana, Mexico and West Virginia, USA, Based on the socio exchange theory they found that the local communities are positive attitudes towards tourist were a function of benefits accrued from the tourists projects within their communities. Majority of studies done focused mainly on the local communities living around the park. None of the literatures described the linkage between the tourism activities, forest and livelihoods. This study tries to bridge the gap existing between the three aforementioned variables through assessing the effect of tourism activities on local communities living around Mikumi National Park in Morogoro Region.

CHAPTER THREE

3.0 THE STUDY AREA AND RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the study area and research methodology. This chapter starts with description of study area and research design. It further presents target population, sample and sampling procedures, data sources and data collection methods. Lastly, the chapter presents data analysis, interpretation and presentation; validity and reliability of the research instruments and ethical issues.

3.2 Study Area

This study conducted in Mikumi National Park. Mikumi National Park was established in 1964 as a National Park. It is located at Mikumi in Morogoro Town, about 283 km west of Dar es Salaam City. Mikumi National Park is the fourth largest national park in Tanzania with a size of 3,230 sq. km. Wild animals found in the park include elephants, giraffes, hippos, elands, greater kudu, sable and more than 400 bird species. The word “Mikumi” comes from Swahili word “Mikoma” meaning dominant vegetation covering the plain of the people living around the park participate in conserving the animals and the environment. Mikumi National Park in surrounded by villages which are Mkumbi, Kilangali, Mbemba, Chiduhi, Lumango, Luhembe, Kisaki, Doma, Chipela, Maharaka Belaya, Genesis, Ujirani mwema, Mwenda, Mbamba and other village.

Through improved local community participation Villagers around the park and the park management have brought positive changes in conservation issues. The villagers are now benefiting from a number of good projects being implemented in villages around the park. Beekeeping is among such projects being carried out in some villages with facilities from Mikumi National Park. On the other hand, Mikumi National Park save as an important tourism destination in the closure vicinity of Dar es Salaam, it's a very busy tourist area because of its good topographical locations.

3.3 Research Design

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the problem research (Kothari, 2004). The design of a study defines as the study type and sub-type, research problem, hypotheses, independent and dependent variable, experimental design, and, if applicable, data collection methods and a statistical analysis plan. A research design is a framework that has been created to find answers to research questions. The study adopted a case study research design. A case study frequently makes use of qualitative data and place emphasis on a full contextual analysis of fewer events and conditions and their interrelations. Case studies also involve in depth contextual analysis of similar situations in the organizations, where the nature and definition of the problem happen to be the same as experienced in the current situation (Yin, 1998). The main advantage of case study is its ability to draw information from many different sources such as interviews, observations and historical data. The use of case study enabled the researcher to use multiple sources of evidence; and thus avoid the

bias associated with the use of a single source of evidence (Stake, 1995). Being a case study, its' used descriptive study technique; this enabled the collection of both qualitative and quantitative data with the aid of open-ended and closed-ended questions. The diversity of the data collected provided concurrent triangulation, a necessary aspect of validity in qualitative research (Brewer and Hunter, 1998). The open-ended questions also provide a useful mechanism for increasing the content validity of numerical variables obtained from closed-ended questions.

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 practicle in respect to the nature of the accessible population with respect to the available resources. Target population for this study was local communities living in villages and Park Warden, District Executive Officer, Village Leader and Head of Household of tourism activities of Mikumi national park. The populations of the study comprises women and men invovled in tourism activities within the study area.

3.5 Sampling Procedure

3.5.1 Purposive Sampling

Purposive sampling was employed in selection of research units. A researcher selected a sample based on their knowledge about the study and population. Participants were selected according to the needs of the study and those who do not meet the profile are neglected. According to Mbingo (2014) purposive sampling is

defined as a judgemental sampling where researcher selects a sample that was provide the required information. These research participant was provide valuable information regarding effects of tourism activities on local communities living around Mikumi National Park. First sample involved protected areas officials which includes Park Warden of Mikumi National Park. Second sample involved local communities living around the park such as Village executive officers, Head of Household and Village leaders.

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 research study involved a sample size of 393 respondents. In this study, the researcher drew sample by identifying sources of respondents that is Mikumi national park, the area are purposively selected as they are mostly populated by tourists. The other advantage of choosing purposive sampling was that it is relatively less costly. By using purposive sampling the researcher was to select at least 393 informants .Considering the limitation of time and financial resources, primary data will only collected from the main area that is Mikumi national park.

3.6 Sampling Frame and Sample size

For the purpose of this study, both probability and non- probability sampling frame were employed. Purposive sampling frame was used to select two villages namely;

Maharaka and Ujirani Mwema. The reasons for choosing these divisions were due to the fact that the villages are adjent to tourist attraction around to the destination site (Mikumi National Park). In that villages were selected to make total of 393 peoples. Sample size was individual men and women who perform tourism activities for an interview.

Table 3.1 Sampling frame presenting sampling techniques and sample

Description	Sampling techniques	Sample size
Park Staff	3	1
District Executive Officer	1	1
Village leaders	63	10
i. Maharaka Village	60	10
ii. Ujirani mwema Village		
Heads of Household	146	46
i. Maharaka Village	120	32
ii. Ujirani mwema Village		
Total	393	100

3.7 Sources of Data

3.7.1 Secondary Data

Sekeran (2003) outlined that, secondary data is the information collected and analysed 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 research gaps, obtaining relevant information for addressing the research question and enrich the study. Secondary data was collected through reading on-line library, reading books, journals, published report and unpublished paper or documents, such as financial documents, Documents from the Ministry of Natural resources and Tourism profile of Mikumi national park.

3.7.2 Primary Data

Sekaran (2003) contended that primary data is the first hand data collected by researcher on variables fulfilling the interest of the particular study. All primary data was collected from the field work at Mikumi national park. Primary data are first hand data obtained directly from the respondents or the surveyed area. These are information gathered directly from the experimental study or respondents using research instruments. The information is obtained by measuring the variables of interest (Mbogo et al .2012). In this study questionnaire survey, interviews and direct observation were employed to obtain primary data. Primary data helped the researcher to obtain fresh hand data.

3.8 Data Collection Method

3.8.1 Questionnaires

Structured and semi-structured questionnaires was used to gather data from the head of household. Face-to-face interview was conducted to respondents at their homes. Respondents was selected with the help of the village leaders using village register's book. Questionnaires given to the sampled head of households from villages in

Mikumi National Park. Data which was collected includes household characteristics, tourism activities, tourism benefits, local community participation in tourism activities, and condition and benefit of forest to their livelihoods.

3.8.2 Interviews

Interviewing is the primary method of collecting testimonial evidence, which is flexible in the manner that the researcher could rephrase a question if the question was not be well understandable to respondents. Face to face interview was conducted to respondents aged 18 years and above from Mikumi national park. This method was adopted by the researcher due to the fact that the researcher was able to explore more information on the issue under the study as he could ask and adjust questions that gave rooms for respondents to give more explanations.

3.8.3 Direct Observation

Direct observation involves looking of a phenomena in their natural settings. It is the studying of a phenomena that occur naturally in natural context. This method enable researcher 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 which is, Genesis, Belaya, Ujirani mwema, Mkumbi, Kilangali, Mbemba, Chiduhi, Lumango, Luhembe, Kisasi, Doma, Chipela and Maharaka. visitors flow in protected areas, lodges and hotels as well as forest health and condition in Mikumi national park..

3.8.4 Focus Group Discussion

Focus group discussions (FGDs) were carried out with identified key people guided by a checklist of question to collect qualitative data about the important criteria for valuation of tourism activities for local communities living around the National park. The FGDs targeted people with fair understanding including local community leaders and youth of both sexes, and participated people who perform in tourism activities. Ten (10) FGDs was conducted in the study area; each group was comprising at least 6 people, where by aged people was separated from youth, and men was separated from women to reduce the inferiority complex. Sound recorder was used to recoerd the discussions for later retrieval of key information which could no be noted down on a paper during discussion.

Key respondents interview was used to supplement the information obtained through FGDs i.e Perception of key inforamant on tourism activities valuation. A key informant is a person or audience who is knowledgeable, informed, accessible and willing to talk about the issue/s concerning the study (Mbwambo, 2000).

3.9 Data analysis, Interpretation and Presentation

According to Enon (1998), data analysis means the critical examination of the assembled and grouped data for studying the characteristics of the subject under study and for determining the pattern of the tools used. Burn and Grove (2003) define data analysis as a mechanism of reducing and organizing data to produce findings that require interpretation by the researcher. Data analysis is the processing of data collected to make meaningful information out of them (Sounders et al. 2009).

For quantitative data was analyzed by using Statistical Package for Social Scientists (SPSS) version 16.0 and Microsoft-Excel was used Statistics was used. For qualitative information's was presented in form of content analysis.

3.10 Validity and Reliability of the Research Instuments

3.10.1 Validity of the Research Instuments

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. In order to ensure that there is validity of the study, the researcher

conducted study on “ effect of tourism activities on the local communities living around Mikumi national apark in Morogoro region. Furthermore, the researcher remained as non-judgmental and clear as possible throughout the research process. Researcher conducted the evaluation accurately and reported findings fairly.

3.10.2 Reliability of the Research Instuments

It is very important to check on the validity of the data collected in order to reveal the

truth for the current situation. 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

This chapter three explicated through the research methodology, it identified the research approaches to be used, sampling technique and sampling size. Further, it showed the sources of data and type used in the research, and the data collection instruments used, which were questionnaires, interviews and document review.

Lastly, it went through explaining the data analysis and presentation techniques, validity and reliability used by the researcher onher study. The chapter also presented an overview of the case studies where the reserch courried out.

CHAPTER FOUR

4.0 RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the findings of the data collected in the selected villages and delineates the residents' perceptions on the effects of tourism activities on their local communities. The first section presents socio-demographic characteristics of the respondents followed by section explaining the feelings of the respondents with regard to the effects of tourism activities on the local communities. The third section presents challenges facing tourism activities in meeting local communities and 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 Villages

Two villages out of 19 villages around Mikumi National Park were selected for this study. About 62% of the respondents were from Maharaka and 38% of respondents were from Ujirani mwema (Table 4.1).

Table 4.1 Distribution of respondents by villages

Villages	Respondents	Percentages
i. Maharaka village	244	62
ii. Ujirani mwema village	149	38
Total	393	100

Source: Field survey, 2019

4.2.2 Gender of the respondents

All gender was given an equal chance to participate in this study. In total, respondents were 393 in total. About 55% of the respondents were females while 45% were males (Table 4.2).

Table 4.2 Gender of the respondents

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

Source: Field survey, 2019

4.2.3 Age of the respondents

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, ages of respondents ranged from 18 to above 60 years, with greatest representation in the prime age ranges between 26-39, 40-49 and 50-59 years old age group 33.1%, 36.3% and 22.6%, respectively which represent majority of the respondents in this survey.

Table 4.3 Age of the respondents

Age groups	Respondents	Percentages
18-25	23	5.8
26-39	130	33.1
40-49	143	36.3
50-59	89	22.6
60+	8	2.0
Total	393	100.0

Source: Field data, 2019

4.2.4 Education level of the respondents

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

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, 2019

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 (Table 4.5). It seems that tourism has created several employment opportunities to 10% of the local people.

Table 4.5 Occupation of the respondents

Occupations	Respondents (n=393)	Percentages
Agriculture	346	88
Combining livestock keeping and agriculture	33	8
Tourism related employment	40	10
Tourism related business	7	2

Source: Field data, 2019

4.3 Effects of Tourism Activities to Local Communities

With regards to effects of tourism activities on the local communities living around Mikumi National Park in Morogoro Region, 10% of the respondents agreed that there are community members who have been employed in the tourism related institutions and also 7.6% of respondents commented that communities obtained a market for agricultural products from hotels, campsites and in Mikumi National park (Table 4.6).

Furthermore, community identified that some of them have been performing traditional dances to tourists at Different hotels and lodges and sell of culture products in the 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 activities. 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.

Table 4.6 Contribution of tourism activities on the local communities

Effects of tourism activities	Frequencies	Percentages
Employment	43	11
Income	47	12
Market for agriculture and livestock's products	81	21
Economic, social-cultural and environment	222	56
Total	393	100

Source: Field survey, 2019

4.3.1 Employment

Ten percent of the respondents identified employment as among the positive effects of tourism activities (Table 4.6). Some of the respondents were employees of hotels located in proximity to Mikumi 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 respondents have primary and secondary education.

4.3.2 Income

Tourism activities bring income to communities. Communities received income (12%) through wages as the exchange in market value as casual laborers in the tourism activities 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 tourist's facilities and performance of traditional dances to tourist.

4.3.3 Market for agriculture and livestock's products

About 21% of the respondents 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 agricultural products are milk, rice, vegetables, eggs, chicken and beef.

4.3.4 Social-cultural and economic development

Social development is the positive change that focuses on the well-being of people or communities. 56% of respondents recognized that tourism activities influence social development in their areas such as road network, communication and school's 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 benefit the communities living close to the tourism areas through provision of employment such as casual laborers.

4.4 Challenges facing tourism activities on the local communities

Several challenges identified by communities as hindrance to meeting community's livelihoods through tourism activities are presented in Table 4.7.

Table 4.7 Challenges facing tourism activities

Challenges facing tourism	Responses	Percentages
Low education level	90	22.9
Inadequate skills among communities	88	22.4
Scarcity of employment opportunities	100	25.4
Small number of tourists visiting Mikumi National Park	40	10.1
Poor road network and poor accommodation facilities	4	1
Capital	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, 2019

4.4.1 Low education level

Local Communities living around Mikumi National Park lack competitive advantage with regards to employment requirements. Study shows that 22.9% of respondents 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 Tanzania who applied had equal chance of being selected. So if communities of Maharaka and Ujirani mwema would apply with their low level of education they will not get chance of being employed. Tourism activities needs a high qualified individual, those communities living in close vicinity to Mikumi 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 (Perman and Mikinac, 2014).

4.4.2 Inadequate skills among communities

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 tourist's 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. Lacks 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% of 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 Mikumi National Park

During the focus group discussion, it was revealed that non-resident's tourists visiting Mikumi National Park ranges from 5000-8000. Among these tourists large percentage (55%) are day trippers and the rest are one night or two-night stay (UMNP report, 2016). Number of stay of tourist increases the economic impact to the communities. Therefore, Mikumi National Park, camp sites and hotels at close vicinity received seasonal small number of tourists hence little multiplying effects to communities.

4.4.5 Capital

It was reported by the key informants' that; communities are not financially. Most of them depend 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 fund to operate especially in the designing of the products and marketing issues. Majority 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 community's groups or individual business that are linked directly to tourism.

4.4.6 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 community's 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.

Table 4.8 Benefits accrued from the national park

Items	Frequencies	Percentages
Able to see and know different kinds of animals	45	23
Get game meat	55	28.3
Income from the sale of items to tourists	44	22.5
Income from tourists camping in the areas	21	10.8
Money from photos tourists take and foreign exchange as well	30	15.4

Source: Field data, 2019

The findings in Table 4.9 are in line with the study done by Lundberg (1990); on the social and cultural impacts appear in the residents' quality of life, labor division, individual value systems, behavior patterns, family relationships and the structure of social organizations, community life styles, safety, moral principles, creative expression and traditional ceremonies. Moreover, there is evidence that this short history of a Park working with the people is raising expectations and making people more interested in working with the Park. It was revealed that more people were willing to gather to talk about national resource issues and were most eager for the Park to address their problems as they had done in other villages. It cannot be ignored that relationships fostered between the national park and the local people are vulnerable to the personalities of the staff the Park recruits.

In the words of one village elder at along Mikumi National Park who was involved in the panel discussions said that, "Some Park staff become part of our village life; they understand our problems and want to help us. Some, however, just have the job but are not interested in the people" It was also noted that achievement within any particular village are subject to the initiative and interest of village leaders. Once again, the term *Beloya* is strongly embraced in the villages; long descriptions were provided about the historical enmity between the park and the people. Points of contention were the fines imposed on villagers and the beating of people by park staff. Villages also felt they were not consulted on Park boundaries and were then punished for transgressing boundaries they were not even aware of.

On the other end findings show that some of the respondents who were examined said that Mikumi National Park credit, villages felt they had a clearer understanding of the role of the Park since Mikumi National Park efforts to educate them were started. Likewise, the study has observed that there are a lots of initiative going on in the park, example here includes at Maharaka livestock keeping by Maasai it's a projected indicated by the park as Ujirani mwema and the Mkaka agricultural projects which is in partnership with local community around the park. These initiatives or project have been working in this area since 2002 and have initiated many interventions and enjoyed a fruitful collaboration with our District. Many initiatives have been carried out in water, renewable energy, wildlife, sustainable tourism, school infrastructures as well as agriculture and livestock. All these interventions have benefited of the local communities in the villages around Mikumi National Park. The respondents said that the impact of the community projects seems to be broad in the sense that there is awareness of benefits in the villages where TANAPA had not been focused and villagers were eager for dialogue and to attract TANAPA to their village. Given the projects or assistance requested from Mikumi National Park in 2012 of "provision of clean water", "health and education projects", and "problem animal control", the community leaders have to some extent met the needs of the villagers in the projects provided to each of the target villages. The study conducted interview with community heads, which was reported saying that Mikumi ward had received desks for a school in 2011; Mwenda had a classroom constructed in 2009 and a teacher's house constructed in 2010; Mbamba has a classroom constructed in 2011; and Maharaka had a classroom completed in 2009. The total value of these projects was approximately 16,000,000/= Tshs.

4.6 Measure used to address challenges facing tourism activities

Respondents acknowledged that there are no strategies in place that they can tap to tourism benefit. They further indicated that they need government intervention to introduce strategies that can lead to improved community's livelihoods through tourism development. About 2% of the respondent admits 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 4.10).

Table 4.9: 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
Total	393	100.0

Source: Field survey, 2019

4.6.1 Training

Several short training and study tours were given to employee of different hotels and 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.

4.6.2 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. District officer in charge commented that “*communities in collaboration with Mikumi 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.

4.6.3 Creativity and improved quality of services and products

Tourism and Community Conservation wardens of Mikumi National Park identified that the use creativity in addressing challenge that face tourism activities to impact livelihoods of communities. Wardens have formulated community's 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 Mikumi National Park provides fund to run bee keeping activity in which they further provide 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.

4.6.4 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 Mikumi National Park through outreach department. Some of the groups already have a project 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.

4.7 Measures to improve tourists' activities sector

The former TANAPA Director General, Mr. Lota Melamari when presenting a paper on Tanzania National parks policies in 1996, said, "TANAPA is a Parastatal which establishes, manages and regulates, the use of areas designated as National parks by such means and measures to preserve the country's heritage encompassing natural and cultural resources both tangible and intangible resources values, including fauna and flora, wildlife habitat, natural processes, wilderness quality and scenery there in and to provide for human benefit and enjoyment of the same in such manner and by such means as will leave them unimpaired for future generation".

Findings indicates suggestions from management on how to improve performance of Mikumi National Park, the results findings show that 23.3% said the management and boards members have to operate independently as laid down in relevant legal provisions of TANAPA, 14.5% said the boards must be free from political influence, 13.2% said the positions and duties of the different board members must be clearly stipulated to avoid conflict of interest between and among the board members and senior management, and lastly 47.8% indicated that the park has to determine suitable governance strategies to implement its long-term community projects and, or programs, this will aim to address issue of park performance improvement.

Table 4.10 Measures to improve Mikumi National Park performance

Particulars	Frequencies	Percentages
TANAPA has to consider strategies to implement its community project	188	47.8
The boards must be free from political influence and interference	96	24.4
The management has to operate independently as are laid down in the provisions	57	14.5
The positions and duties of the different board members must be clearly stipulated to avoid conflict of interest	52	13.2
Total	393	100.0

Source: Field data, 2019

On the other hand, it was observed that, 20% of the respondent indicated that reducing the level of bureaucracy through streamlining with available rules, 30% said by simplifying investment procedures and making them more transparent, 10% said by establishing a code of conduct for both the park and conservation area personnel, 16.7% of the respondent reported that by capacity enhancement, including training and employing qualified staffs while 23.3% of the respondent said by implementation of anti-corruption campaigns.

4.8 Discussion of the Findings

The findings of this study revealed that, residents of Maharaka and Ujirani mwema 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 factor that contributing to little participation of the communities to 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 finding of this study is 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 local communities living around the Park or livelihoods. It has been postulated that tourism diversify 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 of local community's livelihoods which were low level of education, inadequate skilled personnel, scarce employment opportunities, small number of tourists visiting Mikumi National Park, poor road network and mid standards of accommodation facilities, financial difficult, 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 create strong backward linkages with other economic sectors thus a very important means for diversifying economic activities in Morogoro Region. 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 around to Morogoro Region as commented in Arusha Manifesto by Mwalimu Julius Nyerere (1961) This fact supported by Nyerere (1961) "In accepting the trusteeships of wildlife solemnly, we will do everything in our power to make sure that our children will be able to enjoy this rich and precious inheritance".

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

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

5.2 Summary of the Study

Tourism sector in Tanzania is regarded as significant sector to the national economy. This study focussed on the effects of tourism activities on the local communities living around Mikumi National Park in Morogoro Region. In order to accomplish this study, primary and secondary data were collected. Secondary data was collected and helped in formulation of theoretical frame work through literature review. More information were gathered with regards to tourism activities in Morogoro Region and the effects of tourism from books, professional journal articles and online sources. Nevertheless, additional facts were collected with regards to tourism activities conducted in Morogoro Region and insight on the effects of tourism activities on the local communities. In responding to research questions, primary data was collected. Data collected provided insights from the village residents' perspectives hence answered specific objectives. In this study effects of tourism activities to local communities living around Mikumi National Park was studied

The main objective of this study is assessing the effect of tourism activities on the local communities living around Mikumi National Park in Morogoro Region.

Specific objectives were to determine tourism activities conducted in Mikumi National Park, to examine the effects of tourism activities to the local communities living around Mikumi National Park, to evaluate measure to improve tourism activities conducted in Mikumi National Park, to determine challenges facing tourism activities conducted in Mikumi National Park. Literature review covered the theoretical and Empirical findings related to the study. The study design was a descriptive research design. The sample size included 393 park warden of Mikumi National Park, district executive officer, village leader and heads of household. Purposive and simple randomly sampling methods were used. The collection instruments /tools were questionnaires, interview, direct observation and focus group discussion. Quantitative data were analyzed by Statistics Packages for Social Science (SPSS version 16.0) whereby content analysis was used to analysis qualitative data.

The findings show that majority of respondents in the study area fall the age between 18 to 25years old and few of over 40 years of age, most of respondents attained primary education and secondary education level where higher education level were few. The study revel that effects of tourism activities on the local communities living around Mikumi National Park were employment, income, market for agriculture and livestock's product, social development, conservation government tax and other development project. The following were mention as measured to overcome the challenges facing tourism activities in meeting of local communities living around Mikumi National Park in Morogoro Region. Low education level, inadequate skilled personnel, scarcity of employment opportunities, small number of tourism visiting Mikumi National Park, poor road network and mid standards of accommodation

facilities, financial difficult, poor capacity to develop tourism activities and poor quality of services offered to tourists.

5.3 Conclusion

The study explores effects of tourism activities on local communities living around Mikumi National Park in Morogoro Region. Activities undertaken by majority of the villagers do not have a strong link to tourism. Consequently, the benefits generated from tourism are not sufficient enough to sustain the Community livelihoods. The study revealed that there were no developed community's strategies in place to mitigate challenges facing tourism activities. The main activities (economic) in the study areas are mostly based on agriculture and little pastoralists.

5.4 Recommendations

5.4.1 5.4.1 Government

- There is a need for a government to enact comprehensive integrated rural development strategies which address the sustainability of tourism activities and placing Morogoro Region such as Mikumi 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 activities 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 activities 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 activities 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 local communities living around to National Park 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 activities area such as Mikumi 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 should set aside an area for the communities to establish 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.

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APPENDICES

APPENDIX I: QUESTIONNAIRE FOR PARK WARDEN

1. Name of the organization/Institution:

.....

2. Gender: a. Male () b. Female ()

3. Marital status: a. Single () b. Married () c. Widow () d. Divorced () e.

Separate ()

4. Your level of education:

.....

5. Which department are you working?

.....

6. What is your position in the department?

.....

7. What is the role of your department in tourism activities?

.....

.....

.....

8. What is the tourism activities conducted in Mikumi National Park?

.....

9. What are the benefits accrued from tourism activities?

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

10. Do you think tourism activities have had any impacts in the livelihoods of local communities living around the Mikumi National Park? i. Yes () ii. No ()

11. If the answer to question number 10 is **YES**, what are the effects of tourism activities on the livelihoods of local communities living around the Mikumi National Park?

.....

12. On your own opinion what are the effects of tourism on the economic growth of Tanzania? Explain here:

.....
.....

13. What are the social benefits to the local communities' livelihoods that are attributed by tourism activities?

.....
.....

14. What are the challenges facing tourism activities conducted in the Mikumi National Park?

.....
.....

15. What are the measures used to address challenges facing tourism activities in the Mikumi National Park?

.....
.....

16. What are the measures used to improve tourism activities conducted in/ around Mikumi National Park?

.....

17. What are the effects of tourism activities to the local communities living around Mikumi National Park?

.....

18. Any other comments, advice or suggestion.....

THANK YOU VERY MUCH FOR YOUR PARTICIPATION

APPENDIX II: QUESTIONNAIRE FOR THE HEADS OF HOUSEHOLD

1. Gender: i. Male () ii. Female ()

2. Education level: i. Informal Education () ii. Primary Education () iii. Secondary Education () iv. College education () (v) University education ()

3. Marital status: a. Single () b. Married () c. Widow () d. Divorced () e. Separate ()

4. Your occupation.....
.....

5. How long have you been living here or close to the Mikumi National Park?

i. Less than one year

ii. One to three years

iii. Three to six years

iv. More than six years

6. What are your major economic activities?
.....

7. What problems have you faced by living or staying in or close to tourism destination or areas?
.....
.....

8 What do you think are the common benefits of tourism sector in Tanzania?.....

9. What are hallenges facing tourism activities in meeting livelihoods of local communities

.....
.....

10. What are the measures used to address challenges facing tourism activities in Mikumi National Park?

.....
.....

11. What are the measures used to improve tourism activities conducted in/ around Mikumi National Park?

.....

12. What are the effects of tourism activities to the local communities living around Mikumi National Park?

.....

13. Any other comments, advice or suggestion.....

THANK YOU VERY MUCH FOR YOUR PARTICIPATION

APPENDIX III: QUESTIONNAIRE FOR VILLAGE LEADERS

1. Name of the village.....
.....

2. What is your name? Not must.....
.....

3. What is your position in this village?
.....

4. What is the total population of your village?
.....

5. How many are men? and how many are women?
.....

6. How many heads of households in this village?
.....

7. How many heads of households are men? and how many are women?

8. What are the major economic activities in this village?
.....

9. What are the social activities found in this village?
.....

10. Is tourism one of the economic activities in this village? Yes () No ().

11. If the answer to question number 10 is yes how?

..... If No why?
.....
.....

12. When did tourism started in this village?

.....
...

13. What are the challenges facing communities nearby the tourism industry i.e. Mikumi National Park?

.....
.....

14. In your opinions what should be done to address challenges caused by tourism activities in your villages?

.....
.....

15. In your opinion, what measures need to be done to improve tourism industry?.....

16. What are the effects of tourism activities to the local communities living around Mikumi National Park?

.....

17. Any other comments, advice or
suggestion.....

THANK YOU VERY MUCH FOR YOUR PARTICIPATION

APPENDIX IV: INTERVIEW GUIDE FOR DISTRICT EXECUTIVE OFFICER

1. Name of the

District.....
.....

2. Location of the District:

.....
.....

3. Size of the District:

.....
.....

4. Boundaries of your district:

.....
.....

5. What is the total population of this District?

.....

6. How many are men and how many are women

7. What are the major economic activities in this District?

.....

8. What is the state of tourism in this District?

.....

9. Has the development of tourism in this district affected the population structure?

Yes.... No...

10. If Yes, how has the development of tourism affected the districts population structure and characteristic?

.....

.....

11. What are the social activities in this District?

.....

12. Is tourism one of the economic activities in this District? Yes /No.

How?.....

13. When did tourism started in this District?

.....

.

14. What are the major challenges facing communities nearby the tourism industry?

.....

15. In your opinion what should be done to address the challenges caused by tourism activities in your District?

16. In your opinion, what are the measures need to improve tourism industry in

Tanzania?

17. Any other comments, advice or
suggestion.....

18. What are your general recommendations?
.....

THANK YOU VERY MUCH FOR YOUR PARTICIPATION