ASSESSMENT OF TOURISM COMPETITIVE ADVANTAGE OF UNESCO WORLD HERITAGE SITES IN TANZANIA: A CASE STUDY OF SERENGETI NATIONAL PARK FROM 2000-2018

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

2020

CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled: ***"Assessment of Tourism Competitive Advantage of UNESCO World Heritage Sites in Tanzania: A case study of Serengeti National Park from 2000-2018",*** in partial fulfillment of the requirements for the Degree of Master of Tourism Planning and Management of the Open University of Tanzania.

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DECLARATION

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

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Signature

………………………………

Date

DEDICATIONS

This dissertation is dedicated first and foremost to my late sister Gift Samsoni Sanga you are so special to me, I will always cherish your love for me. Rest In Peace till we meet again.

ACKNOWLEDGEMENT

ABSTRACT

The main objective of this study was to assess tourism competitive advantage of UNESCO world natural heritage sites in Tanzania. Tourism is a vital source of both public as well as private income, source of foreign exchange earnings. It is one of the most important sectors in generating employment opportunities to unskilled, semi-skilled and skilled human resources. Despite of all threat the natural environment where the natural heritage resources exist faces due to natural and or human activity, UNESCO world heritage sites have been in maintaining the consistence of being conserved and protected due to their potentiality to human history, economic and life in general. In order to fulfil the objectives of this study, secondary data were used whereby various relating study were used, reports on the same topic and magazine. The study found that UNESCO world heritage sites has brought about many contribution not only to Tourism but also to the community and the surrounded environment economically and environmentally. According to the findings, the study concluded that, heritage attractions sites present many opportunities and strategies to overcome challenges for sustainable tourism development. Many of the attractions, however, need a great deal of work in terms of rehabilitation, management and promotion. Since different attractions are under the supervision of many different agencies, it is important to take a comprehensive approach that creates and sustains management program. The study recommends that tourism management plans have to be developed and implemented on a pilot basis, which can develop into a sustainable financing mechanism for the management and protection of these important resources.

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LIST OF ABBREVIATIONS

AKTC	Aga Khan Trust for Culture
COMPACT	The Community Management of Protected Areas Initiative
CTSA	Coastal Tourism Situational Analysis
CVB	Convention and Visitor Bureau
ELM	Elaboration Likelihood Model
GDP	Gross Domestic Product
IUCN	International Union for Conservation of Nature
LEAD	Local Enterprise and Development
MNRT	Ministry of Natural Resources and Toursim
NBT	Nature Based Tourism
OUV	Outstanding Universal Value
TANAPA	Tanzania National Parks Authority
TCMP	Tanzania Coastal Managed Partnership
TTB	Tanzania Tourism Board
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organisation
URT	United Republic of Tanzania
USA	United States of America
WTTC	World Travel Tourism Council
WWF	World Wildlife Fund
SENAPA	Serengeti National Park

TCT   Tourism Confederation of Tanzania

TATO   Tanzania Association of Tour Operators

TAWIRI   Tanzania Wildlife Research Institute

CHAPTER ONE

BACKGROUND TO THE STUDY

1.1   Introduction

Chapter one presents an overview of the problem by focusing on the Tourism competitiveness of world heritage sites globally, regionally and nationally in particular the Serengeti National Park. The chapter also states the problem of the study, objectives, and research questions, scope, significance of the study and limitations and delimitations.

1.2   An Overview of World Heritage Sites

A World Heritage Site is a landmark or area which is chosen by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as having cultural, historical, scientific or other form of significance, and is legally protected by international treaties. The sites are judged important to the collective interests of humanity (UNESCO, 2008).

To be selected, a World Heritage Site must be an already-classified landmark, unique in some respect as a geographically and historically identifiable place having special cultural or physical significance such as an ancient ruin or historical structure, building, city, complex, desert, forest, island, lake, monument, mountain, or wilderness area. It may signify a remarkable accomplishment of humanity, and serve as evidence of our intellectual history on the planet (Telfer, 2008).

The sites are intended for practical conservation for posterity, which otherwise would be subject to risk from human or animal trespassing, unmonitored/ uncontrolled

unrestricted access, or threat from local administrative negligence. Sites are demarcated by UNESCO as protected zones. The list is maintained by the international World Heritage Program administered by the UNESCO World Heritage Committee, composed of 21 "states parties" that are elected by their General Assembly.

The programme catalogues, names, and conserves sites of outstanding cultural or natural importance to the common culture and heritage of humanity. Under certain conditions, listed sites can obtain funds from the World Heritage Fund. The program began with the Convention Concerning the Protection of the World's Cultural and Natural Heritage, which was adopted by the General Conference of UNESCO on 16 November 1972. Since then, 193 state parties have ratified the convention, making it one of the most widely recognized international agreements and the world's most popular cultural program (UNESCO, 1975)

According to UNESCO (2019), a total of 1,121 World Heritage Sites (869 cultural, 213 natural, and 39 mixed properties) exist across 167 countries. China and Italy, both with 55 sites, have the most of any country, followed by Spain (48), Germany (46), France (45), India (38), and Mexico (35).

The United States initiated the idea of cultural conservation with nature conservation. The White House conference in 1965 called for a "World Heritage Trust" to preserve "the world's superb natural and scenic areas and historic sites for the present and the future of the entire world citizenry". The International Union for Conservation of Nature developed similar proposals in 1968, and they were presented in 1972 to the

United Nations Conference on the Human Environment in Stockholm. Under the World Heritage Committee, signatory countries are required to produce and submit periodic data reporting providing the World Heritage Committee with an overview of each participating nation's implementation of the World Heritage Convention and a "snapshot" of current conditions at World Heritage properties.

Based on the draft convention that UNESCO had initiated, a single text was eventually agreed on by all parties, and the "Convention Concerning the Protection of the World Cultural and Natural Heritage" was adopted by the General Conference of UNESCO on 16 November 1972. The Convention came into force on 17 December 1975. As of May 2017, it has been ratified by 193 states parties including 189 UN member states plus the Cook Islands, the Holy See, Niue, and the State of Palestine. Only four UN member states have not ratified the Convention: Liechtenstein, Nauru, Somalia and Tuvalu (UNESCO, 1992).

Heritage tourism is a branch of tourism oriented towards the cultural heritage resources of the location where tourism is occurring. In fact, heritage sites provide the tangible links between past, present and future (Bushell, 2011). According to Whelan (1991) heritage tourism helps to make historic preservation economically viable by using historic structures and landscapes to attract and serve travelers. However, these sites are in the centre of the struggle between potentially conflicting aspirations of conservational and tourism (Kamamba, 2003).

1.3   Link between World Heritage Sites and Tourism

According to World Tourism Organization (1991), the term Tourism refers to human activities involving one in travel from one area to another and stay there for the time

of not less than 24 hours and not more than one consecutive year. Whereby the term heritage resource refers to any place or object of cultural significance. They include old construction such as roads, grave yard, buildings, archaeological sites, rock paintings, old settlements and museums (Kamamba, 2003). However, in broad terms, it refers to both tangible and intangible form of heritage resources seemed to be of cultural significance (Borges, 2011).

Tourism has grown at an accelerated pace over the last few decades, with more than a billion tourists now travelling to an international destination each year. One of the main motivations of tourism is mankind's inherent curiosity and desire to explore cultural identities across the world. Natural and cultural heritage sites, including scenic landscapes and revitalized historic towns, are prized tourism assets that distinguish one destination from another.

The inclusion in the UNESCO World Heritage list has proved to be a powerful factor of tourist attraction, and tourism also plays a key role in the protection and enhancement of the sites (Kamamba, 2003). In order to safeguard heritage and achieve sustainable economic development, the UNESCO Heritage Convention has created the UNESCO World Heritage and Sustainable Tourism Programme (Borges, 2011). These 'how to' guides for World Heritage Site managers and other key stakeholders arel enable a growing number of World Heritage Site communities to make positive changes to the way they pro-actively manage tourism.

1.4   World Heritage Sites in Africa

Africa is well endowed with having a lot of many world heritage sites both natural and cultural (Florian, 2014). South Africa leads with ten sites, followed by Ethiopia and

Morocco with nine sites each, then Tunisia with eight sites, while Algeria, Egypt, Senegal and Tanzania have seven sites each and Kenya with six sites. Ten countries have only a single site each, four sites are shared between two countries that is Maloti-Drakensberg Park Lesotho and South Africa, the Mount Nimba Strict Nature Reserve Côte d'Ivoire and Guinea, the Stone Circles of Senegambia, and the Mosi-oa-Tunya, Victoria Falls Zambia and Zimbabwe. Two sites are shared among three countries, Sangha Trinational Central African Republic, Cameroon, and Congo and W-Arly-Penjari Complex Benin, Burkina Faso, and Niger (.Telfer, 2008).

The first sites from the continent were inscribed in 1978, when the Island of Gorée of Senegal and the Rock-Hewn Churches of Ethiopia were chosen during the list's conception. As of September 2017, Somalia had no official World Heritage Sites since the Somali government is not part to the 1972 World Heritage Convention. However, there are around a dozen archaeological sites in the country that are believed to be potential future candidates for World Heritage status (Molson, 1978).

Each year, UNESCO's World Heritage Committee may inscribe new sites on the list, or delist sites that no longer meet the criteria. Selection is based on ten criteria, six for cultural heritage, and four for natural heritage, Some sites, designated mixed sites, represent both cultural and natural heritage. In Africa, there are 55 cultural, 44 natural, and 5 mixed sites.

Several efforts have been devoted to increasing the number of sites and preserving the heritage of existing sites on the continent; for example, on 5 May 2006, the African World Heritage Fund was launched by UNESCO to target the region of Sub-Saharan

Africa. It planned to protect the sites by hiring personnel for state parties to maintain national inventories of existing sites, as well as to "prepare nomination dossiers for inscription onto the World Heritage List." Grants were also destined to help the conservation and management of heritage properties in general and to rehabilitate properties in danger.

The drive was initially funded by South Africa with US$3.5 million, and, as of March 2011, has amassed $4.7 million from various countries, with an additional $4.1 million in pending pledges UNESCO has also attempted to increase awareness of African human origin sites in Ethiopia, with a goal of conserving and protecting the areas from further deterioration.

The World Heritage Committee may also specify that a site is endangered, citing conditions which threaten the very characteristics for which a property was inscribed on the World Heritage List. Along with other World Heritage Sites, sites in danger are subject to re-evaluation by the committee every year at their "ordinary sessions Africa has 17 sites on the danger list, accounting for 13% of all African sites and 35% of the 48 endangered sites worldwide. The Democratic Republic of Congo and Libya both have 5 sites on the danger list, the second highest of any country in the world and two of the three countries to have more than three sites inscribed.

Sites in Africa have been marked as such for a variety of reasons, such as deforestation and hunting, civil war, threats to and hostage taking of reserve staff, oil and gas projects and mining, declines in biodiversity, and structural damage to buildings. Three sites were formerly declared as being in danger, but have since lost the status. The Ngorongoro Conservation Area (1984–1989), the Rwenzori Mountains

National Park (1999–2004), and Tipasa (2002–2006). The Garamba National Park and Timbuktu have also lost their statuses in 1992 and 2005, respectively, but later regained it in 1996 and 2012. Despite its large number of endangered sites and the circumstances surrounding them, African World Heritage Sites have never been stripped of their title, something that has only occurred twice.

1.5   World Heritage Sites in Tanzania

There are about 1052 world heritage sites in the world, among them 814 are cultural, 203 are natural and 35 are mixed (Natural and Cultural). The UNESCO (United Nations Educational, Scientific and Cultural Organization) World Heritage Sites are places of importance to cultural or natural heritage as described in the UNESCO World Heritage Convention, established in 1972. Tanzania ratified the convention on 2 August 1977, making its historical sites eligible for inclusion on the list. Tanzania has seven UNESCO World Heritage Sites, whereby three are cultural, three are natural and one is mixed (Figure 1.1). Five more have been proposed and submitted on the tentative list for consideration and nomination.

Figure 1.1: Location of World Heritage Sites in Tanzania
Source: UNESCO, 2015

1.5.1 Ngorongoro Conservation Area-Mixed

The Ngorongoro Conservation Area is a protected area and a World Heritage Site located 180 km west of Arusha in the Crater Highlands area of Tanzania. The area is named after Ngorongoro Crater, a large volcanic caldera within the area UNESCO (2006). The conservation area is administered by the Ngorongoro Conservation Area Authority, an arm of the Tanzanian government, and its boundaries follow the boundary of the Ngorongoro Division of the Arusha Region (ICOMOS, (1992).

1.5.2 Serengeti National Park-Natural

Is a vast treeless plain with millions of animals living here or passing through in search of fresh grasslands. It's most famous for the annual wildebeest migration but you can also see the Big Five here, and nearly 500 species of birds have been recorded on the Serengeti.

As the second largest national park in Tanzania, the Serengeti attracts tens of thousands of tourists each year. The best months for wildlife viewing in Serengeti National Park are between December and June. The wet season is from March to May, with the coldest period from June to October.

The annual migration of over 1.5 million wildebeest and hundreds of thousands of zebra and gazelle takes place in May or early June. This migration is one of the most impressive natural events and the primary draw for many tourists.

Figure 1.2: The Serengeti National Park

Source: Researcher, 2019

1.5.3   Ruins of Kilwa Kisiwani and Ruins of Songo Mnara-Cultural

The ruins are of ancient port cities built by the Arab rulers of the East African coast during the 13th century. The ruins are labeled in danger due to the continued deterioration of the property due to natural and human actions. Kilwa Kisiwani is a community on an Indian Ocean island off the southern coast of present-day Tanzania in eastern Africa. Historically, it was the center of the Kilwa Sultanate, a medieval sultanate whose authority at its height in the 13th-15th centuries CE stretched the entire length of the Swahili Coast. Kilwa Kisiwani has been designated by UNESCO as a World Heritage Site along with the nearby stonetown Songo Mnara.

1.5.4   Selous Game Reserve -Natural

The Selous Game Reserve is a protected area in southern Tanzania. It formerly covered a total area of 50,000 Km^2 (19,000 sq mi) and has additional buffer zones, but

with recent development of the establishment of Nyerere National Park, the area will for Serous Game Reserve has been reduced to nearly 20,000Km^2. It was designated a UNESCO World Heritage Site in 1982 due to its wildlife diversity and undisturbed nature. Some of the typical wildlife of the miombo inhabits the reserve, such as African bush elephant, black rhino, hippopotamus, lion, East African wild dog, Cape buffaloes, Masai giraffe, Plains zebra, and Nile crocodile. Permanent human habitation is not permitted within the reserve. All human entry and exit is controlled by the Wildlife Division of the Tanzanian Ministry of Natural Resources and Tourism.

The area was first designated a protected area in 1896 by the German Governor of Tanganyika Hermann von Wissmann, and became a hunting reserve in 1905. The reserve was named after Frederick Selous, a famous big game hunter and early conservationist, who died at Beho Beho in this territory in 1917 while fighting against the Germans during World War I. Scottish explorer and cartographer Keith Johnston had died at Beho Beho in 1879 while leading a Royal Geographical Society expedition to the Great Lakes of Africa with Joseph Thomson. Since 2005, the protected area is considered a Lion Conservation Unit.

1.5.5 Kilimanjaro National Park-Natural

Kilimanjaro National Park is a Tanzanian national park, located 300 kilometres (190 mi) south of the equator and in Kilimanjaro Region, Tanzania. The park is located near the city of Moshi. The park includes the whole of Mount Kilimanjaro above the tree line and the surrounding montane forest belt above 1,820 metres (5,970 ft). It covers an area of 1,688 square kilometres (652 sq mi), 2°50'–3°10'S latitude, 37°10'–

37°40'E longitude. The park is administered by the Tanzania National Parks Authority (TANAPA).

The park generated US $51 million in revenue in 2013, 285 the second-most of any Tanzanian national park, 258 and was one of only two Tanzanian national parks to generate a surplus during the 2012-13 budget year. (The Ngorongoro Conservation Area, which includes the heavily visited Ngorongoro Crater, is not a national park.) The fees for park usage and for climbing Mount Kilimanjaro during the 2015-16 budget year are published on the Internet. TNPA has reported that the park recorded 58,460 tourists during the 2012-13 budget year, of whom 54,584 were foreigners. Of the park's 57,456 tourists during the 2011-12 budget year, 16,425 hiked the mountain, which was well below the capacity of 28,470 as specified in the park's General Management Plan.

1.5.6 Stone Town of Zanzibar-Cultural

Stone Town of Zanzibar also known as Mji Mkongwe (Swahili for "old town"), is the old part of Zanzibar City, the main city of Zanzibar, in Tanzania. The newer portion of the city is known as Ng'ambo, Swahili for 'the other side'. Stone Town is located on the western coast of Unguja, the main island of the Zanzibar Archipelago. Former capital of the Zanzibar Sultanate, and flourishing centre of the spice trade as well as the slave trade in the 19th century, it retained its importance as the main city of Zanzibar during the period of the British protectorate. When Tanganyika and Zanzibar joined each other to form the United Republic of Tanzania, Zanzibar kept a semi-autonomous status, with Stone Town as its local government seat.

Stone Town is a city of prominent historical and artistic importance in East Africa. Its architecture, mostly dating back to the 19th century, reflects the diverse influences underlying the Swahili culture, giving a unique mixture of Arab, Persian, Indian and European elements. For this reason, the town was designated as a UNESCO World Heritage Site in 2000.

1.5.7   Kondoa Irangi Rock Paintings-Cultural

The Kondoa Irangi Rock Paintings are a series of ancient paintings on rock shelter walls in central Tanzania. They are located approximately nine kilometres east of the main highway from Dodoma to Babati, about 20 km north of Kondoa town, in Kondoa District of Dodoma Region, Tanzania. Some of the paintings are believed by the Tanzania Antiquities Department to date back more than 50,000 years. The exact number of rock art sites in the Kondoa area is currently uncertain.

However, estimates for the number of decorated rock shelters in the region range between 150 and 450. The paintings depict elongated people, animals, and hunting scenes. Tourists are asked to report to the Antiquities Department office on the highway at the village of Kolo and ask for the cave paintings, (MNRT, 2002).

1.6   Tourism Competitive Advantage of Tanzania

In Tanzania studies have ascertained that, tourism is one of the leading sectors and has unlimited potential to contribute more to the development of the country (Mdachi 2014). For example, as the country is endowed with unique natural and cultural attraction is well placed to become a leader of tourism in the East and Central Africa region. For many years, the country has been relying primarily on wildlife resources

as the major attraction; recently the need to diversify away from wildlife tourism has been recognized by the public and private sectors (op cit). The coastal zone is one of the areas that have vast untapped potential to attract tourism investment, which in turn could alleviate poverty.

According to Shah (2000) tourism has become an engine of economic growth for both poor and rich economies because of its impacts on economic, livelihoods of social-cultural development. Both on Tanzania mainland and the island of Zanzibar tourism sector is identified as one of the main engine of economic development. According to the available statistics from Tanzania Tourism Board, (2014) affirms that Tanzania Tourism Board (2014), the tourism industry in Tanzania for the past year, earned 1.81 billion U.S dollar as a result of joint market campaign by the Government. Tanzania Tourism board (TTB) reported that Tourism is a commercial industry and increasingly becoming a major foreign exchange earner. While the study by Mdachi (2014) has ascertained that, tourism in Tanzania is one of the few economic sectors that are growing strongly. Between 2018 and 2019 the number of tourism arrival grew from 1.3million to 1.5million while the revenue accrued jumped from 1.198 USD million to 2.4 billion respectively. Tourism contributed to 25 percent of foreign currency and contribute 17.6 percent to the GDP (UNWTO, 2008).

In Tanzania, tourism has become the most important socio-economic phenomenon of our modern times (UNWTO, 2008). It is among the largest economic sectors providing income, employment and foreign exchange through its multiplier effect stimulating range of other related sectors. The country is endowed with various natural resources that form a mainstay of tourist attraction and almost a third of the

land area (about30%) is allocated to national parks. Tourism is one of the key forces for development and poverty alleviation (bid). Trends in the performance and growth of tourism in Tanzania show that for the last decade, tourism has grown to be an important sector. The tourism sector currently generates about 17.5 per cent of the country's gross domestic product (GDP) and nearly 25 per cent of total export earnings, the second foreign exchange earner after agriculture and other sector (MNRT, 2018).

However, it should also be acknowledged with concern that tourism can also lead to the exploitation and degradation of the environment especially when there are no mechanisms to control and manage it. In fact, Tourism is among economic sectors within greatest growth potential in Tanzania. Tanzania's tourism potential range from both natural and cultural heritage such as wildlife resources a spectacular and landscape and scenery, water bodies and beaches a diversity of culture and numerous archaeological site (URT, 1999).

Along the coast of Dar es Salaam there are various tourism activities, which take place along the beaches such as diving sites along the coastal offering under water cliffs, caves and spectacular coral reefs. The presence and overcrowding by tourist and boats can physically damage the coral reef (Schorla Visser 1991). Also many tourists collect shells and corals, boats anchors and destroy the coral reef. Further, some of the tourist hotels are clustered on the beaches without being connected to municipal sewage system therefore, some hotels drain raw sewage into the ocean as a result they contribute to water pollution which threaten marine life (Schorla and Visser op.cite).

Heritage is parts and parcel of tourism industry because of their superlative values relating to scenery and other superb natural phenomena, geology, ecosystems and/or biodiversity. Natural heritage worldwide are experiencing a number of interdependent change that often include rapidly growing populations, increasing regulation, degradation of local ecosystems and in some cases a complete collapse of important marine resources. Any one of these particular changes has the capability of initiating further change. Together they may represent a severe threat to the natural heritage.

Economically, heritage tourism can be used as a source of income to boost the economic development of the country. It promotes employment and government revenue; it earns much needed foreign exchange and can also contribute to the conservation of natural and cultural resources for their respective local goods and states accessed. Economic benefits and local jobs are simplified by the economic activity and contributions associated with heritage areas (Zepplean, 1992). The author further asserts that, majority of employment supported by heritage resources concentrated on the local tourism business.

Tourism is often praised for its ability to reconcile conservation and development goals in or near protected areas (Ashworth & Van der Aa, 2000), (Figgis & Bushell 2007). From a conservation perspective, tourism can raise funds for protecting natural areas, enhance local and tourist awareness of biodiversity and conservation issues as well as discourage local people from unsustainable livelihoods. From a development perspective, tourism revenue may reduce poverty by stimulating business development and job creation that is in principle compatible with biodiversity conservation as well as enhancing local services.

Through improved education empower local people to advocate for the protection of the natural environment which tourism depends on. However, if tourism is badly planned and managed responsibly especially for tangible cultural resources , it can lead to biodiversity loss, ecosystem degradation and negative impacts to local communities. Sandholm (2011) asserts that "for a long time, tourism was generally perceived as environmentally friendly.

However, it has been recognized that no tourism has ''zero impact'' and when tourism in area expands, the environmental impact increase''. This is based on the fact that it is none renewable resources and once lost there is no wealth that can bring it back. (Kamamba op.cite). It is therefore essential for tourism that takes place in protected areas to be managed correctly and uphold the principles of sustainable development. It is through understanding; this study was carried out to assess tourism competitive advantage of UNESCO world heritage sites in Tanzania with special focus on the serengeti national park from 2000-2018.

1.7   Challenges facing the World Heritage Sites in Tanzania

For World Heritage Sites to be sustainable, they need regular care and established Management Plans. Such care depends, however, upon the availability of resources both technical and financial and the readiness and commitment of government, together with the involvement of other stakeholders such as local communities. The application of this care results in the continued survival of WHS despite the anthropogenic and natural threats that they face (Florian, 2014).

Kisusi (2014), carried out research at the cultural WHS of the Ruins of Kilwa Kisiwani and Ruins of Songo Mnara, Tanzania, indicates that, although significant

financial resources have been given to address various conservation and management challenges, the Tanzanian government has not fully committed itself to resolving these challenges and has not fully involved local communities in sustainably managing the sites.

Moreover, in the process of implementing conservation projects, archaeological deposits, which, like architectural structures, form part of the site's Outstanding Universal Values (OUV), have been destroyed. Despite these shortcomings, UNESCO has removed the Ruins of Kilwa Kisiwani and Ruins of Songo Mnara WHS from the World Heritage List (WHL) of sites in danger.

1.8 Statement of the Problem

According to UNWTO (2013), tourism to sites of natural and cultural heritage should be encouraged and supported as it contributes much to the competitive ability and growth of many nations across the world. For instance, in 2012 seven out of the ten most-visited countries in the world are situated in Europe, and the heritage of Europe, in particular its cultural heritage, is one of the oldest and most important generators of tourism in the region. There can be no doubt that places of natural and cultural heritage, scenic landscapes, archaeological sites, monuments, revitalised historic towns and cities and traditional places of worship, including those inscribed on the World Heritage List, make up a significant proportion of world's tourism assets, representing a large and increasing source of business for the tourism sector.

It has been argued that tourism is a resource industry whereby cultural and natural environmental assets are the very foundation upon which all tourism rests and are usually the most successful in attracting tourist (Liu, 2003). However, the importance

attached to heritage tourism in the economy development as well as improving live hood of the people, has not been addressed well to the world communities, especially in the developing countries such as Tanzania (Larsen (1998). Therefore, this research is geared towards assessing of tourism competitive advantages of UNESCO world heritage sites in Tanzania with main focus on the Serengeti National Park from 2000-2018.

There are many studies on the impact of tourism on the economy of Tanzania. For example (Luvanga and Shitundu, 2003) conducted a study on the role of tourism in poverty alleviation in Tanzania. The result of the study shows that apart from economic impact, tourism affect live hood of the poor and that, if properly harnessed the positive impacts can contribute toward poverty alleviation. In their study the impact on heritage resources is mentioned but not exhaustively discussed.

Mosha P, (2011) conducted a study on the impact of Nature Based Tourism (NBT) activities on the livelihood of local communities in Ngorongoro conservation area Tanzania. Findings of the study revealed that nature –based tourism activities in the area had been helping in contributing enormously to the livelihood of the indigenous Maasai community, the study report also showed that indigenous people were involved in a number of nature-based tourism activities compared with the past years whereby the people within study area used to rely only on a pastoralism. In this study only positive impact on tourism were recorded.

Methew M, (2013) conducted a study on exploring the potential threats of tourism activities on wildlife habitat at Tarangire National Park. The report highlighted that tourism investment and activities was found to have potential threats on wildlife

habitats in the area of study. The major source of threats in the study area was from camping sites, lodges, picnics sites, infrastructures and outdoor activities like use of firewood for boiling, use generator, poor sanitation waste management, establishment of football ground adjacent the camp sites, and feeding of wild animals around the camps and lodges in the study area.

This study concentrated on negative impact of heritages, while the current study was intended to assess the tourism competitive advantage of UNESCO world heritage sites in Tanzania. Based on the review of available related literature, the researcher has established that, there is little information on the tourism competitive advanage of UNESCO world heritage sites in Tanzania from 2000-2018.

In addition, with emerging destinations set to surpass advanced ones in terms of the number of tourists they receive in the near future, it becomes even more important for countries such as Tanzania to focus on its key competitive strengths, the foremost of which is surely its rich history, natural and cultural heritage, as exemplified by its collection of world heritage sites. The mentioned facts were the main thrust for this study.

1.9   Objectives of the Study

1.9.1   General Objective

To assess the tourism competitive advantage of the UNESCO world heritage sites with special focus on the Serengeti National Park in Tanzania from 2000-2018.

1.9.2   Specific Objectives of the Study

This study specifically aimed to;

(i)   Identify criteria for categorizing a tourist attraction as UNESCO world heritage site;

(ii)   Identify factors which make Serengeti National Park to be a UNESCO World Heritage Site

(iii)   Identify consevation challenges facing Serengeti National Park.

1.10   Research Questions

Based on the above objectives, the study addressed the following questions:

(i)   What criteria is used to categorize a tourist attraction as UNESCO world heritage site?

(ii)   What factors made Serengeti national park to be a UNESCO World Heritage Site

(iii)   What consevation challenges face Serengeti National Park?

1.11   Significance of the Study

Tourism has unlimited potential in improving the economics of the nations. However, if poorly planned and managed its potentiality could not be seen due to the negative impact to the tangible intangible cultural heritage resources. The findings of the study therefore, can help and bost more efforts on protecting and proper decision on the management of tourism tangible heritage resources.Also, the study is having the potential of raising awareness among the public and decision makers on the advantage UNESCO world heritage resources.

Heritage tourism as an emerging field, thus an academic research work enrich the existing stock of knowledge on the subject such knowledge is intended to serve as a guide to policy making bodies especially when it comes to policies on protecting tangible heritage resources. Also, the findings would act as a springboard for further research in this field in Tanzania and other developing countries.

This research came up with the strategies to be applied in combating the impact of tourism activities on the cultural heritage resources which help to increase the beauty of these areas as well as resource.

1.12   Scope of the Study

The study focused on the competitive advantage of UNESCO world heritage sites in Tanzania.The study on UNESCO world heritage is very wide. The researcher chosen Serengeti National Park as the case study because of the richest of tourist attraction to both domestic and inbound tourism.

1.13   Limitations and Delimitations of the Study

In carrying this study, the researcher faced the challenge of combining time for studies and time for work. However, the researcher decided to devote weekends and public holidays for completion of the study. In addition, data collection for this study concided with the Local Government Elections in November, 2019. Nonetheless, the research remained focused to ensure the data collected were clean.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents definitions of the key terminologies used in the study, categorization of the UNESCO world heritage sites, importance of the UNESCO world heritage sites and conservation threats facing the UNESCO world heritage sites. The chapter as well provides theoretical review of the tourism competitive advantage of UNESCO world heritage sites in Tanzania. The chapter also gives a conceptual framework, which was adopted in this study. It as well presents an empirical review ends with research gap.

2.2 Definition of the Key Terminologies

2.2.1 Tourism

UNWTO (2014) defines tourism as an act of travelling to another destination for the purposes of recreation, leisure, or business. A person who travels to a destination and stays outside of where he or she usually lives for more than 24 hours but less than one year is recognized as a tourist. Tourism can be categorized into different types depending on the reasons for travel. The main categorization is between domestic or international tourism. Domestic tourism involves residents travelling only within their country, while international tourism is described by inbound and outbound tourism. Inbound tourism involves non-residents travelling within a country, whereas outbound tourism, involves residents travelling within another country.

2.2.2 Natural Attractions

A natural attraction is an attraction that has been created by nature. Many of these areas have been given a status to protect their environment and provide facilities so that the public are able to enjoy the sights. There are attractions such as caves, waterfalls, seashores and any other scenic view interest that haven't been created by mankind. Mt. Kilimanjaro, Ngorongoro Crater, and the Serengeti National Park are examples of the popular natural attractions in the Tanzania.

2.2.3 Heritage Attraction

Heritage attractions are the attractions that are old and have been in place for many years and are now historical. In the Tanzania, alot of the attractions are heritage attractions. These are attractions such as Stone Town in Zanzibar, Slave Trade Route, and so on. These attractions are in place so that people can gain an appreciation of the past. The Stone Town in Zanzibar is a popular hertiage attraction in Zanzibar.

Also, heritage attraction is an official location where pieces of political, military, cultural, or social history have been preserved due to their cultural heritage value. Historic sites are usually protected by law, and many have been recognized with the official national historic site status. A historic site may be any building, landscape, site or structure that is of local, regional, or national significance.

2.2.3 A Tangible Cultural Heritage

This refers to physical artefacts produced, maintained and transmitted intergenerationally in a society. It includes artistic creations, built heritage such as

buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in a society.

2.2.4 AIntangible Cultural Heritage

Indicates the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their Cultural Heritage' (UNESCO, 2003). Examples of intangible heritage are oral traditions, performing arts, local knowledge, and traditional skills.

2.2.5 Cultural Tourism

Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion, and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities, and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions. Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'.

2.3   The UNESCO World Heritage Sites

UNESCO World Heritage Site is a landmark or area, selected by the United Nations Educational, Scientific and Cultural Organization (UNESCO) for having cultural, historical, scientific or other form of significance, which is legally protected by international treaties. The sites are judged to be important for the collective and preservative interests of humanity.

2.3.1   Categorization of World Heritage Sites

To be selected, a World Heritage Site must be an already-classified landmark, unique in some respect as a geographically and historically identifiable place having special cultural or physical significance such as an ancient ruin or historical structure, building, city, complex, desert, forest, island, lake, monument, mountain, or wilderness are. It may signify a remarkable accomplishment of humanity, and serve as evidence of our intellectual history on the planet (.Telfer, 2008).

The sites are intended for practical conservation for posterity, which otherwise would be subject to risk from human or animal trespassing, unmonitored, uncontrolled, unrestricted access, or threat from local administrative negligence. Sites are demarcated by UNESCO as protected zones. The list is maintained by the international World Heritage Program administered by the UNESCO World Heritage Committee, composed of 21 states parties that are elected by their General Assembly. The program catalogues, names, and conserves sites of outstanding cultural or natural importance to the common culture and heritage of humanity. Under certain conditions, listed sites can obtain funds from the World Heritage Fund. The program began with

the Convention Concerning the Protection of the World's Cultural and Natural Heritage, which was adopted by the General Conference of UNESCO on 16 November 1972. Since then, 193 state parties have ratified the convention, making it one of the most widely recognized international agreements and the world's most popular cultural program (UNESCO, 2011).

In 1978 the city of Quito earned the distinction of being the first city in the world to be declared a UNESCO World Heritage Site. In the same year, Kraków in Poland was also named a UNESCO World Heritage Site. As of July 2019, a total of 1,121 World Heritage Sites (869 cultural, 213 natural, and 39 mixed properties) exist across 167 countries. China and Italy, both with 55 sites, have the most of any country, followed by Spain (48), Germany (46), France (45), India (38), and Mexico (35).

2.3.2 Tourism Competitive Advantage of World Heritage Sites

The interaction between world heritage sites and tourism has been both dynamic and closely related since the commencement of the World Heritage Convention in the early 1970s. The reason is simply that these places are recognized by the international community as among the world's most valued and iconic destinations. People have visited places of natural and cultural heritage since the dawn of history. They encapsulate the people and their stories; they are a window into their souls, helping visitors to understand other places and other times (UNWTO, 2013).

Tourism to sites of natural and cultural heritage should be encouraged and supported as it contributes much to the competitive ability and growth of many nations across the world.

Effective tourism management of world heritage sites must sustain the conservation and presentation objectives of the Convention, while contributing to and supporting socio-economic development. Tourism development and visitor activity should enhance the visitor's understanding and appreciation of the heritage values through proper interpretation, presentation and visitor services. Sustainable tourism relies on the development and long term delivery of quality visitor experiences that do not degrade or damage any of the property's natural or cultural values and visitor attraction.

According to UNWTO (2013), there is a two-way relationship between world heritage and tourism: (i) World heritage properties are often major attractions for the tourism sector; and (ii) Tourism offers world heritage stakeholders the ability to meet the requirements of the Convention to "present" (or communicate) world heritage properties to the public and to generate funds for conservation, while also realising community and economic benefits through sustainable use.

2.3.3 Importance of the World Heritage Sites

Well-managed tourism associated with world heritage sites can contribute to the socio-economic development of host communities and improve their well being, by promoting respect for, and commitment to the core cultural and ethical values of host communities. It can also contribute to the enrichment and safeguarding of the cultural identity of the destination promoting cross-cultural exchanges between visitors and the host community. Therefore the management and presentation of these sites should creatively encompass various opportunities including architectural design, music,

visual and performing arts, popular culture, museum studies, communication technologies and brand management (UNWTO, 2013).

The management of tourism at world heritage sites has an importance, which extends far beyond remaining competitive in the international tourism market. Such sites have an immeasurable inherent value in the expression and sense of identity of a host community. They play an important role in public education, and when managed properly, help to protect natural and cultural values and improve the quality of life for residents and visitors alike. As such, their integrity and authenticity must be conserved, so that the values they represent are available to current and future generations.

Tourism of course can play, and does play, an important role in this process. Firstly, the appreciation of heritage sites can help positively reaffirm the cultural identities of local populations as they take pride in themselves and their homes. Secondly, tourism often provides the vital financial resources, which allow these sites to be managed and conserved.

A great deal of tourism promotion, visitor activity, cultural exchange and economic development associated with world heritage properties takes place in the surrounding community, in the nearby tourism destination, or elsewhere in the country, even internationally. As a result, sustainable and responsible tourism development and visitor management requires effective, cooperative commitment and coordination between site management and all relevant public agencies and private enterprises.

In light of the need to approach tourism at world heritage sites in such a comprehensive and integrated manner, UNWTO is proud to have been involved in the consultation process leading up to the adoption of the UNESCO World Heritage and Sustainable Tourism Programme, which represents a new paradigm where natural and cultural assets are valued and protected, and where tourism and heritage management is integrated at a destination level.

For its part, UNESCO is firmly committed to strengthening the links between world heritage and tourism. While its starting point and main priority are without doubt the protection of this exceptional heritage, UNESCO is determined to show that the implementation of the World Heritage Convention is an accelerator for sustainable development, both at the local and national levels.

In order to accomplish a sustainable future for tourism at world heritage sites, it is essential that tourism and heritage stakeholders work together. In a world where people are increasingly connected, culture and heritage have a growing importance for the 'soft power' of a country, for its influence and outreach. For all these reasons UNESCO is committed to leveraging the power of world heritage and changing the paradigm of how to approach tourism development in conjunction with world heritage sites.

2.3.4   Challenges Facing the World Heritage Sites

The dramatic current and projected growth of international and domestic travel represents both challenges and opportunities for world heritage sites and their surrounding populations. World heritage sites can be among the most popular and

heavily promoted visitor and tourist attractions in many countries, generating a risk of unacceptable impacts from ill-planned and mismanaged tourism. Other sites, which are less well visited, may not be able to generate or sustain either an economic contribution to the local community or sufficient management resources to manage issues such as tourism. Poorly planned and managed tourism, or excessive visitor numbers at a site, can pose major threats to the heritage significance of the place and degrade the quality of the visitor experience.

Therefore, the tourism and heritage sectors must combine to build a positive, dynamic and responsive relationship between each other. Top priority must be attached to best practice tourism management during the formulation of strategies and plans concerning world heritage sites (UNWTO, 2013).

Heritage is not a luxury – it is a most precious asset that we have inherited from our forebears and which we must pass-on unimpaired to future generations. This basic principle is the foundation for all UNWTO and UNESCO's work on world heritage and sustainable tourism.

Perhaps the most important challenge for tourism management at world heritage sites is how to respond to the demand for access in a rapidly changing and globalised world, while protecting the Outstanding Universal Values for which they were inscribed on the World Heritage List. If the Tourism and Heritage sectors work closely together, then both will benefit from shared outcomes. If they do not, then neither Tourism nor Heritage has a sustainable future (UNWTO, 2013).

2.3.5 Sustainable Management of Heritage Sites

Tourism resources belong to the common heritage of mankind. According to UNWTO (2013), one of the consequences of the growth in world tourism has been that most of the great heritage sites have attracted huge numbers of visitors and will continue to do so, often at the expense of less well-known sites in the region. Visitors often arrive at random times, causing at times delays and crowding at destinations and sites during peak periods that spoil their overall experiences. This may discourage people from making a return journey or recommending the trip to their friends, families and colleagues. The UNWTO Handbook on Tourism Congestion Management at Natural and Cultural Sites (2005), encouraged the spread of tourism activities outwards from famous destinations and sites to other related sites, as well as developing off-season programmes to extend the benefits of tourism more evenly across the year.

Congestion management arising from excessively high levels of tourism activity has major implications for the tourism sector, host destinations and site managers. It is an important issue in the successful and sustainable management of tourism at heritage places: – For the tourism sector: congestion results in operational inefficiencies, unhelpful competition for scarce resources, increased business costs and loss of profits; – For the responsible authorities in the host destination: congestion results in disruption to the local community, excessive pressure on infrastructure, reducing the welcome extended to visitors and adversely affecting local political support for tourism; and For the managers of natural and cultural sites: congestion can adversely impact the longterm conservation of a site, negatively altering the biodiversity of a natural site or physical fabric and significance of a cultural site.

UNWTO (2013) observed that tourism congestion is a complex issue, and is not always related simply to the numbers present on a site at any given time. Each stakeholder in the tourism process has different perceptions about it. Each has a different motivation about the need to manage high levels of tourism activity, and each has a different role to play in the management of that congestion. The dynamic nature of visitor movement is a key factor in the management of congestion at natural and cultural sites. Many sites have been upgraded to improve their capacity to respond to their popularity and to provide visitors improved access to their most interesting or attractive aspects.

By gaining an understanding of the objectives and motivations of the various stakeholders in the process, all participants can more readily appreciate the need for more rigorous management and coordination to minimise the adverse effects arising from congestion and capture the benefits of sustainable management. Achieving more consistent visitor flows will help host communities and tourism-related businesses to better utilize and manage local resources and infrastructure across the seasons and throughout their region. It will also provide more stable business and employment opportunities for the local people and help to minimise negative impacts on heritage values.

The majority of visitors move through a destination and its associated natural and cultural sites along relatively well-defined or pre-determined routes. Congestion occurs when physical obstructions block the natural flow of visitor movement or narrow passages cause the flow to slow down. Congestion can also occur when the flow, or the number of visitors, is excessive in relation to the capacity of the

destination or site to accommodate that flow. Blockages need to be cleared quickly, diversions prepared in advance or extra capacity found to relieve the pressure of excessive volumes of people. A sustainable tourism industry depends on an effective management of tourism flows at and through destinations and sites, giving the visitor time and opportunity to appreciate and enjoy the local culture and the values of the places being visited, and to acquire local goods and services (UNWTO, 2013).

2.3.6   Communicating our World Heritage

Well-informed tourists are at the very centre of all sustainable tourism activity. UNWTO (2011) adds value to the tourism product with helpful suggestions for building an understanding and emotional attachment in the mind of the visitor.

One of the pillars of the tourism industry has been people's inherent desire to see and learn about the cultural identity of different parts of the world. Travel experiences that were once limited to a relatively small number of people are now within the reach of millions. Many tourism promotion agencies, tour operators and destination managers are increasingly aware of the growing interest among prospective travellers in the distinctive natural and cultural heritage of destinations and sites.

Visiting heritage attractions can be an intrinsic part of a trip and a major motivator for selecting a destination. The tourist's personal compulsion to visit a heritage site is highly influenced by their specific knowledge or previous experience of similar places, as much by the messages they have absorbed from friends and relatives, from the media, or through travel promotions. Therefore, effective communication of heritage sites is absolutely crucial for winning the hearts and minds of visitors.

Tourism development and visitor activity should enhance the visitor's understanding and appreciation of the heritage values through proper interpretation, presentation and visitor services. Sustainable tourism relies on the development and delivery of quality visitor experiences that do not degrade or damage any of the property's natural or cultural values and visitor attraction (UNWTO, 2011).

Article 4 of the World Heritage Convention states that one of the main obligations in conserving world heritage places is to present their significance to the public. Informing the visitor and managing their expectations is a vital role for all tourism promotion agencies and the travel sector.

Importantly, the handbook stresses that the communication about the culture and cultural heritage of destinations must be commenced long before the visitor arrives. Unlike traditional forms of site interpretation and presentation, messages received even before the visitor leaves home have the power to build expectations and a sense of enquiry that can ultimately improve the visitor's enjoyment and appreciation of the experience in site.

2.3.7   Serengeti National Park

The **Serengeti National Park** is a Tanzanian national park in the Serengeti ecosystem in the Mara and Simiyu regions. It is famous for its annual migration of over 1.5 million white-bearded (or brindled) wildebeest and 250,000 zebra and for its numerous Nile crocodile and honey badger.

2.3.7.1 History of SENAPA

The Maasai people had been grazing their livestock in the open plains of eastern Mara Region, which they named endless plains, for around 200 years when the first European explorer, Austrian Oscar Baumann, visited the area in 1892. The name "Serengeti" is an approximation of the word used by the Maasai to describe the area, siringet, which means the place where the land runs on forever. The first American to enter the Serengeti, Stewart Edward White, recorded his explorations in the northern Serengeti in 1913. He returned to the Serengeti in the 1920s and camped in the area around Seronera for three months. During this time, he and his companions shot 50 lions. Because the hunting of lions made them scarce, the British colonial administration made a partial game reserve of 800 acres (3.2 km^2) in the area in 1921 and a full one in 1929. These actions were the basis for Serengeti National Park,[5] which was established in 1951.

The Serengeti gained more fame after the initial work of Bernhard Grzimek and his son Michael in the 1950s. Together, they produced the book and film Serengeti Shall Not Die, widely recognized as one of the most important early pieces of nature conservation documentary.

To preserve wildlife, the British evicted the resident Maasai from the park in 1959 and moved them to the Ngorongoro Conservation Area. There is still considerable controversy surrounding this move, with claims made of coercion and deceit on the part of the colonial authorities. The park is Tanzania's oldest national park and remains the flagship of the country's tourism industry, providing a major draw to the Northern Safari Circuit encompassing Lake Manyara National Park, Tarangire

National Park, Arusha National Park and the Ngorongoro Conservation Area. It has over 2,500 lions and more than 1 million wildebeest.

2.3.7.2 International Status

The Serengeti National Park comprising 14,750 km2 is the centrepiece of the Serengeti ecosystem twice as large which also incorporates the Ngorongoro Conservation Area, several smaller Tanzanian wildlife reserves and the Maasai Mara National Reserve in neighbouring Kenya. This world-renowned natural landscape harbours the largest remaining unaltered animal migration in the world, where over six million sets of hooves pound the open plains, as hundreds of thousands of zebras and gazelles join the wildebeest in a 1,000 km long annual circular trek for fresh grazing. This spectacular phenomenon takes place in a unique scenic setting of 'endless plains': 25,000km2 of treeless expanses, spectacularly flat short grasslands dotted with rocky outcrops named kopjes interspersed with rivers and woodlands.

The park also hosts one of the largest and most diverse large predator-prey interactions worldwide, providing a particularly impressive aesthetic experience. Not to mention, the biological diversity of the park is very high with at least four globally threatened or endangered animal species: black rhinoceros, elephant, wild dog and cheetah. No wonder the Serengeti National Park is listed as a UNESCO World Heritage Site and recently proclaimed one of the 7 Natural Wonders of Africa by Africa Geographic.

2.3.7.3 Tourist attractions at SENAPA

Serengeti is the Great Migration and the great wildlife viewing opportunities, but there are other things a tourist might want to consider adding to your itinerary. Also there

are alternative ways to see wildlife other than from the back of a Land Cruiser. Below is tourist attraction in the Serengeti, in no particular order;

Game Drives: Obviously, one of the highlights of most visits to the Serengeti is the wildlife drives and the Serengeti is particularly renown for its migrating wildebeest, its dense lion population, and its good birding opportunities. What might not be as obvious to many potential visitors is that given the large size of the Serengeti, you can't explore all the areas in a few days and you shouldn't try. The distances are long and the roads can be rough so expect plenty of African massage along the way.

Not all areas of the Serengeti are created equal and you should think about what you are most interested in seeing here and plan accordingly based on your sightseeing priorities and the timing and length of your visit (a good safari company should be able to give great recommendations here. Serengeti is the stuff that African safari fantasies are made of and was hands down.

Maasai Village: The Serengeti ecosystem has long been home to the Maasai, a semi-nomadic people who live in southern Kenya and northern Tanzania along the Great Rift Valley. They are the most well-known local tribe in East Africa to visitors due to their residence near and within many of the popular game parks, their continued engagement in their traditional ways of life, and their distinctive traditional clothing. Some Maasai villages, also called Maasai bomas, welcome visitors to visit and learn about their customs, traditions, and lifestyle. Most visits last an hour or less and include a brief dancing ceremony, a visit to a traditional boma made of sticks, mud, and cow manure, a visit to the village school, and the opportunity to purchase

handicrafts produced by members of the village. Along the way, an elder will explain some of the customs related to raising and herding livestock, marriage, construction of the homes, education of the children, and traditional dress.

The worst part was that the adorable school children at the school were clearly reciting a script (alphabet and numbers in English) while we visited and it did not appear that they were actually being educated as there were no books, few supplies, and the chalkboard contained only the recited alphabet and numbers. How could they possibly learn anything if they have to perform for tourists all day?

While not all villages are the same, we heard that many other visitors to other villages had similar experiences and we hope that these visits change to offer a more enriching cultural experience for visitors (that doesn't feel so choreographed and commercial) without disrupting the daily life of the villagers, particularly the school-aged children. Most Maasai villages charge an entry fee and then many also suggest a donation for the village school or "hospital" as well as a strong sell of their handicrafts.

Night Game Drive: A night game drive allows you the unique opportunity to spot a number of nocturnal animals, such as civets, bush babies, nightjars, and aardvarks, and possibly even predators on the hunt. Seeing new animals is definitely a highlight of these evening game drives, but these drives also give you the unique chance to see your surroundings from a very different perspective.

While night game drives are not allowed in most parks in Tanzania and anyone has permission to take guests on night game drives within the Serengeti National Park,

certain lodges and camps have permission to do night drives on land located just outside the Serengeti. There are no fences around the park so there is still great wildlife viewing along the borders of the Serengeti.

So if the tourists are interested in a night drive in this area, look for lodges and camps located just outside the national park and let safari operator know you are interested in this experience. For instance, some camps and lodges within the Ikoma Wildlife Area, such as Ikoma Safari Camp, have permission to do night game drives. Klein's Camp sits on private wildlife concession land leased from the Maasai and has permission to do night drives as does TAASA Lodge which sits on privately owned land located just outside Klein's Gate.

Moru Kopj: Kopjes are interesting weathered gigantic rock formations that rise out of the central Serengeti plains like little mountains. Islands in a sea of grass. Trees, vines, and bushes sprout out of many of the formations and you can see them scattered around the Serengeti Visitors Center. These rock formations provide shade, small water pools, and a great vantage point for many animals, including lions, leopards, and cheetahs.

The Moru Kopjes are the most frequently visited kopjes and some kopjes contain African rock paintings done by Maasai cattle herders and at least one of the rocks, nicknamed the "Gong Rock" is believed to be an ancient musical instrument. The Moru Kopjes area is also the one of the best places to spot a black rhino in the Serengeti National Park.

Great Migration: The Serengeti is the setting for one of the world's great natural spectacles: the Great Migration of herds of over a million wildebeest as well as hundreds of thousands of other hoofed animals, including zebras, eland, and gazelle. Who has not seen at least one of the amazing videos or photos of hundreds of thousands of these animals crossing the Mara River in a line and hundreds being dramatically pulled down by crocodiles. Now this event could also be termed the Great Misconception as people seem to think the migration consists of just a single event (river crossing) or happens over a short time frame, but in fact it is a cyclical event that essentially never ends.

January-March: the wildebeest are concentrated in the northern Ngorongoro Conservation Area and southern Serengeti area grazing and calving (February is prime calving month typically). April and May see the herds beginning to head in a northwest direction in search of green grass and May is generally the beginning of the mating season or "the rut" for the animals, June often finds the herds beginning to concentrate on the western side of the crocodile-infested Grumeti River (river crossings), July and August the herds continue to move in a northeast direction towards the Mara River and the Kenyan border (time of dramatic Mara River crossings), September-December the herds graze in the Maasai Mara in Kenya and then begin to slowly migrate in a southwestern direction back into Tanzania to begin the process again.

Oldupai Gorge: Although it is found in Ngorongoro Conservation Area, Oldupai Gorge is only a few miles south of Serengeti National Park, the Oldupai Gorge (also called Olduvai Gorge) makes a convenient stop for those traveling between the

Ngorongoro Crater and the Serengeti. The actual gorge is a steep-sided ravine that is about 30 miles long. The site is famous because it is here where the Leakey's discovered human fossils and tools dating back to over 2 million years ago. Fossils remains of over 60 hominids (human ancestors) have been found in this area, making it one of the most important pale anthropological sites in the world. The discoveries here have been instrumental in furthering the understanding of human evolution. The small Oldupai Museum (small entrance fee) was founded by Mary Leakey and contains information and artifacts related to the Leakey family, the fossil discoveries, the gorge, and the Laetoli footprints.

Nearby is also the Laetoli archaeological site, which is famous for its 27m-long trail of hominid footprints that are believed to be 3.6 million years old! While this small museum might not be a must-see for some, it is a good way to add in a bit of non-wildlife education.

Aerial View of the Serengeti: Want a bird's eye view of the Serengeti Perhaps the ultimate way to see this magnificent space is to spend an hour or so floating in a hot air balloon over the plains at dawn. Witness the sunrise over the "endless plains" and then come down to treetop level to view the animals before they seek cover to escape the heat of the day. After you touch down again, you'll be treated to a glass of champagne and a full English-style breakfast with your fellow ballon riders.

Sounds wonderful but this lofty experience comes with the price tag of $499 per person from the well-known Serengeti Ballon Safaris. If you are looking for an aerial view for a cheaper price, consider booking one of the small shared regional plane flights to or from one of the seven Serengeti airstrips. Several airlines have daily

flights within the Serengeti (as well as to Manyara, Nairobi, Arusha, Dar-es-Salaam, Zanzibar, etc.), including Air Excel, Coastal Aviation, Regional Air, and Safari Plus. Private charter flights are also possible through these companies if you want to set the itinerary but expect to pay a lot for this privilege.

2.4   Theories Governing World Heritage Sites

Because of its biodiversity and ecological significance, the park has been listed by the United Nations Educational, Scientific and Cultural Organization as a World Heritage Site. As a national park, it is designated as a Category II protected area under the system developed by the International Union for Conservation of Nature, which means that it should be managed, through either a legal instrument or another effective means, to protect the ecosystem or ecological processes as a whole.

The administrative body for all parks in Tanzania is the Tanzania National Parks Authority. Myles Turner was one of the park's first game wardens and is credited with bringing its rampant poaching under control His autobiography, My Serengeti Years: The Memoirs of an African Game Warden provides a detailed history of the park's early years.

"Snapshot Serengeti" is a science project by the University of Minnesota Lion Project, which seeks to classify over 30 species of animals within the park using 225 camera traps to better understand how they interact with each other and lions

2.4.1   Concept of Tourism

Literature reviews are secondary sources, and do not report new or original experimental work. Most often associated with academic-oriented literature, such

reviews are found in academic journals, and are not to be confused with book reviews that may also appear in the same publication.

Tourism is an industry that is widely considered as an effective contributor to socio-economic development particularly in less developed countries (Sharpley and Telfer (2008). According to World Travel Tourism Council (WTTC), as quoted by Sharpley and Telfer (2008), if domestic tourism is added, tourism as a whole constitutes ten percent of the global Gross Domestic Product and employment.

Sharpley and Telfer (2008) also pointed out that most developing countries" foreign exchange earnings come from international tourism and that most economies view tourism as a driving force for development. Other authors have categorically identified social, cultural, and international political relationships as influencing and being influenced by tourism (Jack and Phipps, 2005).

The UNESCO (United Nations Educational, Scientific and Cultural Organization) World Heritage Sites are places of importance to cultural or natural heritage as described in the UNESCO World Heritage Convention, established in 1972. Tanzania ratified the convention on 2 August 1977, making its historical sites eligible for inclusion on the list. Tanzania has seven UNESCO World Heritage Sites and two of them are placed on the World Heritage Sites in danger (UNESCO, 1977).

2.4.2 Elaboration Likelihood Model

Elaboration Likelihood Model (ELM) is a concept developed by R. E and J. T. Cacioppoin early 1980s for understanding how attitudes are formed and changed. As

explained by Hansen and Riss (2007), the model distinguishes between two routes of persuasion namely the central route and the peripheral route, each route being determined by motivation and level of elaboration employed when making choices.

Witte *et al*., (2001) showed that ELM focuses on how information is processed and the relationship between information processing and behavior change, where, according to Larson (2009), elaboration in ELM refers to the conscience scrutiny of available information in making an evaluative judgment and required both the motivation and ability to process information.

When a person has sufficient information regarding available choices and is highly motivated to evaluate the information, this person opted for the central route (Larson, 2009) whereas little interest, ability, and/or motivation to think about a message, the person tended to make choices peripherally (Witte *et al.,* 2001). Central route has been shown to be associated with permanent changes in consumer behavior because the final decision is based on informed choices. However, peripheral route has been widely used in advertising campaigns given a person's tendency to utilize mental shortcuts when making most of person buying decisions.

To attract citizens to domestic tourism, both central and peripheral routes to information processing and ultimate decision making must be utilized to both persuade the citizens to participate in domestic tourism activities and ensure permanency of this participation. ELM thus offered an important philosophy for modelling domestic tourism promotional Strategies in this study.

2.4.3 Growth Pole Theory

Growth pole is a concept of economic growth that was conceived by a French economist, Francois Perroux whose work was concerned with identifying the characteristics of propulsive units and their growth inducement mechanisms (Gove, 1984). Growth pole theory proposes a unit of economic growth; for instance an industry that has the capacity to induce the growth of another unit. As Wen and Tisdell (2001) explain, growth pole is a set that has the capacity to induce the growth of another set. That is, as Par roux stated in his work as cited by Gove (1984), growth pole is "a propulsive unit in a given environment".

In industrial terms, growth pole is the industry that propels the growth of other industries. The key industry that propels the growth of other industries has been identified as the lead industry, the propulsive industry, leading industry, or master industry. This industry creates poles of growth and centers of innovative change, which are called regions and a periphery, may be defined by its relationship of dependency to the core (Wen and Tisdell, 2001). House (1978) pointed out that economic growth does not appear everywhere at the same time, rather, it is manifest in points of growth poles and expands in different channels with variable intensity throughout the economy.

The concept of growth pole simply recognizes the contribution of propulsive units of economic growth to other units of growth. In this regards, tourism as an industry has been considered an appropriate growth pole industry as an effective pole for economic growth given its multiplier effect (Wen and Tisdell, 2001; Gove, 1984). Strategies for

funding particular products or areas can also be developed on the foundation of growth pole concept.

Murphy (2004), when talking about place based organizations" in her book "Strategic management for tourism communities: bridging the gap", singled out the Convention and Visitor Bureau (CVB) as an organization that has identified the benefits of combining resources at key locations, particularly expertise and skills from a cross-section of industries and sectors. The resource allocation at key areas of development for Local Enterprise and Development (LEAD) concept was based on the fundamental principle of growth pole, in that LEAD provides government grants and a supporting tourism framework for the development of lead" businesses in „growth pole" areas, so that those areas attract additional investments and generate sustainable tourism growth.

2.4.4   Conceptual Framework

This study adopted the '*Egg of Sustainability Concept'* developed by IUCN in 1994 to explain the scenarios under which SENAPA can or cannot be viable for both conservation and tourism interests. The model illustrates the relationship between conservation and tourism as one circle inside another, like the yolk of an egg. This implies that both conservation and tourism are within the ecosystem, and that ultimately one is entirely dependent upon the other. Just as an egg is good only if both the white and yolk are good, so a conservation is well and sustainable only if both, tourism activities and the eco-system, are well. According to this concept, sustainability of SENAPA will be realized when conservation and tourism are

achieved (Figure 1). Deterioration in the ecosystem or one of the two components (ecosystem and/or tourism) will lead to unsustainable development as illustrated in the Figures 2.1.
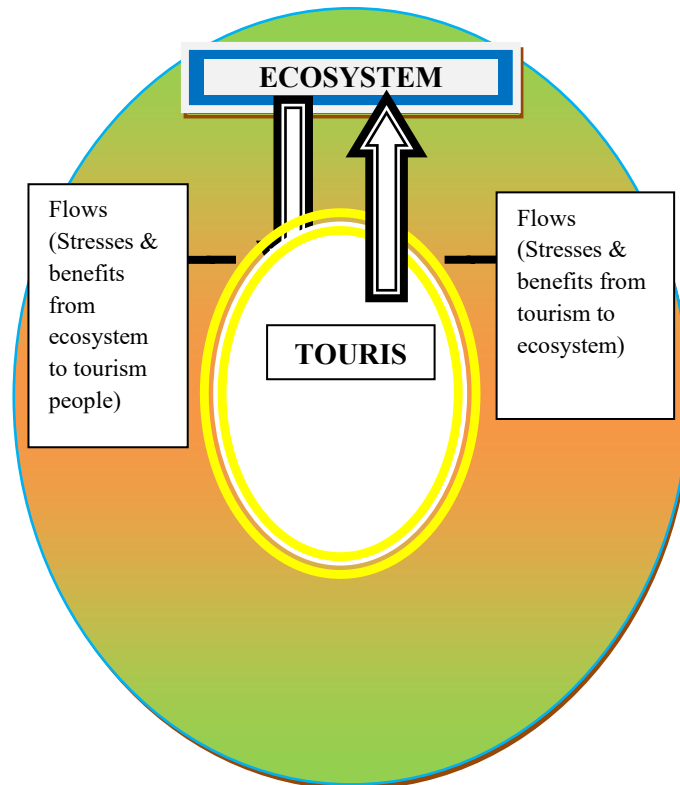
Figure 2.1: Egg of Sustainability Concept
Source: IUCN, 1994

The egg of sustainability model explains the really situation at SENAPA. At the beginning, in 1959 when the SENAPA was established, the assumption was that the both tourism and conservation would exist harmoniously. However, the trends and condition of SENAPA suggest that some important conservation variables need to be considered. Some of these variables are overcrowding of vehicles in one of SENAPA, mushrooming of uncontrolled buildings, poaching and encroachment. Initially, these variables were very minimal, therefore, impact on ecological system was minimal.

Uncontrolled buildings, overcrowding of the vehicles, poaching and encroachment cause deterioration of the ecological system as a result of overutilization of ecosystem services and resources. Furthermore, the expansion of trading centres such as Seronela within SENAPA have resulted into culture and life style, which were considered to be compatible with conservation objective of the area, have been changing over time. The trading centres, lodges, campsites so modern such that are not compartible with SENAPA's ecosystem. On the other hand, insufficient and poor-quality ecosystem services caused by ecosystem deterioration increases disappearance of some wildlife species and introcution of invassive plant species.

2.5 Empirical Review

2.5.1 Tourism in the Heritage Sites

Heritage tourism (or just heritage tourism or diaspora tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past" and "heritage tourism can include cultural, historic and natural resources Culture has always been a major part of travel, as the development of the Grand Tour from the 16th century onwards attests.

In the 20th century, some people have claimed, culture ceased to be the objective of tourism; tourism is now culture. Cultural attractions play an important role in tourism at all levels, from the global highlights of world culture to attractions that underpin local identities (Richards, 1996).

According to the Richard (1996), culture, heritage and the arts have long contributed to appeal of tourist destination. However, in recent years 'culture' has been rediscovered as an important marketing tool to attract those travellers with special interests in heritage and arts.

According to the Hollinshead (1997), cultural heritage tourism defines, as cultural heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increase specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people.

Cultural heritage tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism (Richards, 1996). As Benjamin Porter and Noel B. Salazar have ethnographically documented, however, cultural heritage tourism can also create tensions and even conflict between the different stakeholders involved (Porter and Salazar, 2005).

Cultural heritage tourism has a number of objectives that must be met within the context of sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors experience, and the stimulation of the earned revenues of cultural resources. We can see, therefore, that cultural heritage tourism is not only concerned with identification, management and protection of the heritage values but it must also be involved in understanding the impact of

tourism on communities and regions, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion, (Fladmark, 1994).

Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past. It also refers to the marketing of a location to members of a diaspora who have distant family roots there (Rogerson and Visser, 2007).

2.5.2 Experience from other Countries

According to UNESCO (2014), stated that Italy is a destination of primary importance in the worldwide tourism market due to the fact that it is the leading country in Europe with the largest number of UNESCO sites. For instance in the 2011 international ranking, Italy was fifth in place in both arrivals (46 million) and receipts (US$ 43 billion). In the ranking of the first twenty European regions, Italy was with the highest overnight stays, there are six Italian regions, as compared to five Spanish and French regions.

2.6 Research Gap

Therefore, this research is geared towards assessing of tourism competitive advantages of UNESCO world heritage sites in Tanzania with main focus on the Serengeti National Park.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents methods used in conducting the study, how the study was designed and executed. It discusses how the respondents were selected, how data was collected, processed, analyzed and finally it takes a look at the various problems that are likely to be encountered during the research. It also includes the study population; procedure used in data collection and method in the analysis and presentation of data.

3.2 Study Area

The study area is Serengeti National Park in Tanzania. The area was chosen because of its richness and potential in tourist attraction, yet it is one among UNESCO world heritage sites found in Tanzania. In fact it attracts both domestic and inbound tourist and is a new emerging tourism destination. The area also is endowed with rich of tourism amenities both natura and cultural tourism. However, it has not yet established whether tourism activities within serengeti national parks as one among UNESCO world natural heritage in Tanzania has brought about the competitive advantage. Therefore this study is undertaken to assess of Tourism competitive advantage UNESCO natural world heritage sites in Tanzania.

3.3 Methodology

D'Cruz and Jones (2004), describe research methodology as an analysis of how research should or does proceed. Such research undertakings include discussion of how theories are generated and tested, the kind of logic is used, the criteria they have

to satisfy, the theories employed and how a particular theoretical perspective can be related to particular research problems. Research methods, in particular, constitute actual techniques and procedures used to gather and analyze data related to some research question or hypothesis (D'Cruz and Jones, 2004). In addition, D'Cruz and Jones (2004) describe research methodology as an analysis of how research should or does proceed. Such research undertakings include discussion of how theories are generated and tested, the kind of logic is used, the criteria they have to satisfy, the theories employed and how a particular theoretical perspective can be related to particular research problems. Research methods, in particular, constitute actual techniques and procedures used to gather and analyse data related to some research question or hypothesis (D'Cruz and Jones, 2004).

3.4 Research Design

Kumar (2011) defined research design as a plan, structure and strategy of investigation so conceived as to obtain answers to research question or problem. This study used a mixed methods research, which include both quantitative and qualitative method. The mixed methods technique enabled a res earcher to answer research questions and to allow for better evaluation of the extent to which research findings can be trusted and inferences made from them. The other advantage of using mixed methods was that it allowed triangulation to take place. For example, a focus group interview used as a valuable way of triangulating data collected by other means (Saunders *et al.*, 2007).

Quantitative method involved administration of semi structured interviews, the methods also helped to understand the logic in which research questions. Quantitative

method is predominantly used as a synonym for data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data.

Qualitative method involved data collection technique (such as an interview) or data analysis procedure (such as categorizing data) that generates or use non-numerical data. Qualitative mainly refers to data other than words, such as pictures and video clips (Saunders *et al* 2007). This method enable the researcher to interact with different groups of respondents. The mixed method techniques were chosen in order that the researcher may have a broader choice of answering research questions.

3.5   Data Collection Methods

Data collection refers to systematic focused and orderly collection of data for the purpose of obtaining information to solve research problems (Kumar, 2011). Data collection for this study was done for 12 weeks. The methodology chosen to collect data was survey and Focused Group Discussion (FGD). This is because of its ability to collect a broad structure of information, at a reasonable cost and in a short period of time. In the related study, Rwegoshora (2014) noted that the use of questionnaire in conducting research facilitates collection of large amount of data at a reasonable cost. Other studies by Mosha (2011), Mathew (2013) have successfully conducted using similar methods.

3.5.1   Primary Data

According to Mugenda (1999:12), primary sources of data constitute the "information a researcher obtains from the field that is data collected from the subjects in the sample". Primary data for this research was collected by interviewing key informants.

These included tourism officers, tourism business owners such as hotel managers, tour guides and Serengeti government officials. This was done by using questionnaires, focus group discussion and interviews. The use of a combination of different methods justified because it allows for cross-checking and verification of data obtained through different methods that is through triangulation. Most of the information collected through a prepared questionnaire, interviews and focus group discussion. A different set of questions used to collect primary data from the respondents chosen. This method proved useful in generating figures and insights, which, otherwise, could not be obtained through the use of other sources.

(i)   Study Population

Population refers to people or things with similar characteristics with the researcher intend to study within the context of a particular research problem (Rwegoshora 2014). A sample, on the other hand, is a small group of respondents drawn from a population from whom the researcher is interested in gaining information. The study population constituted 120 respondents who were randomly selected from the tour operators, tourism investors, government officials (TTB, TANAPA and MNRT), research institutions, tourists and local people.

(ii) Sampling

The sampling frame for this study included 4 levels (clusters) covered by the survey. The sample was randomly selected from the clusters as indicated in Table 1. Each cluster had proportional respondents making a total of 120 respondents covered by the study. Therefore, the sampling methodology is "Probability Proportional to Size" (PPS). A sample is a small number of respondents who are chosen to be true

representatives of the population from a selected study area (Kothari, 2004). Rwegoshora (2014) in his guide on social science research asserts that a minimum of 100 subjects is required to allow for statistical inferences. This method is used to ensure a statistically significant sample at population level while accounting for the heterogeneity in the size of the clusters.

(iii)   Sample Size Calculation

The proportion (p) of respondents who participated in the study, it is estimated p = 0.19 (19%) which is the proportion in the calculation of sample size for a single sample cross sectional survey. This is estimated from the total number of respondents reached by the study per cluster in the study area. The absolute error (ε) is estimated to be 5% at the level of 95% confidence interval and the design effect (DEFF) of 0.5 (Kaiser *et al.,* 2006). DEFF is the ratio that shows loss of effectiveness by the use of cluster sampling (due to intra-cluster similarities between respondents), instead of simple random sampling and other human errors. The design effect accounts for the loss in randomness that occurs when cluster sampling is used (as is the case here).

The size of the design effect is the ratio of variance under cluster sampling to the variance under random sampling. A design effect of 0.5 means that it is believed that the variance was going to be as high as it would be if one did random sampling. Given the number of clusters, large population size and that the main stratification in the sample, it is thought that a DEFF of 0.5 was realistic and it would give precise estimates. The sample size formula adopted in this study was as shown below:

Therefore the minimum sample size will be

$$n = \frac{Z_{\alpha/2}{}^2\, p(1-p)(DEFF)}{d^2}$$

Kaiser, R.*et al.,* (2006)

Sample size therefore is

$$n = \frac{1.96^2 \times 0.19 \times (1 - 0.19)(0.5)}{0.05^2} = 118$$

Hence, appropriate sample size should be 118 respondents. The sample was randomly drawn from the clusters as shown in the table below. The respondents were randomly selected using the list of beneficiaries in each ward using a random number generator in Microsoft Excel.

Table 3.1: Number of Respondents Selected from each Cluster

SN	Cluster	Respondents
1.	Tour operators (TATO)	20
2.	Tourism Investors (TCT)	20
3.	Government (TTB, TANAPA and MNRT)	20
4.	Research institutions (TAWIRI)	20
5.	Tourists	20
6.	Local people	18
Total Respondents		**118**

Source: Field Data (2019)

A sample, on the other hand is a smaller group of respondents drawn from a population from whom the researcher is interested to gain information. According to Rwegoshora (2006, 2014), a sample is part of the population which is being studied to make inference on the whole population. In this study, the targeted population

comprise respondents who provided the needed information. The criteria used in formulating categories of respondents were information rich and knowledgably people in Serengeti.

(iv)   Questionnaires

The study used three data collection tools for the Survey: (i) Tour operators and tourism investors' Questionnaire; (ii) Government and research Institutions' Questionnaire; and (iii) Local people and tourists' questionnaire. These data collection tools (DCTs) were conducted with a sample of respondents to minimize resources and time requirements of data collection.

Questionnaire and semi-structured interview protocol methods used in the study. The use of the two methods is important for the collection for the type of information required in order to supplement each other.

(v)   Focus Group Discussion

Rwegoshora, (2014) defined (FGD) focusing group discussion is one of the qualitative methods used in data collection where by its purpose is to obtain in-depth information on the concepts, perception and ideas of a group.

Focus Group Discussions is a good way to gather together people from similar backgrounds or experiences to discuss a specific topic of interest. The groups of participants were guided by a moderator or (a researcher) who introduced topics for discussion and helped the group to participate in a lively and natural discussion amongst them.

(vi)   Observation

Observation is one of the methods deployed in this study to collect primary data. According to Kumar (2005), an observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomenon as it takes place. In this study, the researcher used non-participant observation, which allowed him to follow and record the activities related to tourism on the natural heritage. Participant observation entails the organised description of events, behaviours and artefacts in the social setting selected for the study. These observations gave the researcher an opportunity to look at what was taking place. The method is also used to cross-check some of the information provided through the use of other instruments such as the questionnaire, the interviews and the focus group discussion. The researcher got an opportunity to observe the kind of tourism activities, which are taking place Serengeti National park area.

Morison (1995) argues that observations enable the researcher to gather data on physical and human setting. Such a method also helped to eliminate issues of subjectivity in this study. The information obtained through observations is usually related to what is currently happening, and tends to be free of the respondents' bias. The observation processes was done in potential areas where tourism activities are taking place.

3.5.2   Secondary Data

According to Kothari (2010), Ghauri (2002), a secondary source of data refers to already available data, which was collected and analysed by someone else. In this study, secondary sources of data involved the use of published and unpublished

documents obtained from libraries, offices and the Internet. Such documentary materials include published books, journal articles, research reports, theses and dissertations. The secondary data provided the researcher with more insights on the problem being studied by cross-validating and augmenting evidence obtained from interviews, questionnaires and focus group discussion.

Secondary data were used because published and unpublished materials provided significant documented information. The usefulness of documents, as pointed out by Mambo (1999), can be found in their implicit accuracy or lack of bias as well as their stability, and thus can be reviewed repeatedly. Secondary data also helps to broaden the base from which scientific conclusions can be drawn (Ghauri, 2002). In fact, the documentary information consulted was useful not only in enriching the understanding of the problem but also in providing the experiences of others in dealing with the problem under investigation. Consideration of some documents before the interview helped the researcher to refine interview guides as well as the list of questions in the questionnaires.

The documentary analysis was done in three stages. The initial stage focused on the preparation of the background and significance of the study and covers the contribution of the study to the existing knowledge. The initial literature review in this study was carried out during the writing of the proposal and identified a gap in research on the Tourism competitive advantage of UNESCO world heritage sites in Tanzania. However, literature on the substantive area was not reviewed at this stage to avoid influencing the analysis. Glaser (1998:67) asserts that the researcher needs to be "as free and as open as possible to discovery and emergence of concepts, problems

and interpretations from the data so that the use of any preconceived ideas gleaned from the literature that did not fit or was irrelevant to the data was avoided". The third literature review will be conducted at the time when the analyses are nearly complete and it focused on the substantive area of the study. This part of the literature review is woven into the findings (Glaser, 1998).

3.6   Reliability and Validity

3.6.1   Reliability

This refers to the extent to which data collection technique or techniques are yield consistent findings. In other words, similar observations made or conclusion reached by other researcher or where there is transparency in how sense made from the raw data ensures reliability (Saunders *et al.*, 2007).

Secondary data collected through a survey, from other researchers, with a high response rate are more reliable to utilize than the one with a low response rate. Data collection instruments the researcher ensured that the authority or reputation of the source of data is well assessed. Survey data from large and well-known organizations deemed reliable and trustworthy. Data from government organizations were also likely to be reliable although they may not always be perceived as such (Saunders *et al,* 2007). The method by which the data were collected and to ascertain the precision needed by the primary user. Data from printed publications is usually reasonably straightforward and therefore deemed reliable. The researcher also looked for copyright statements and the existence of published documents relating to the data to help validation.

3.6.2   Validity

This refers to the extent to which data collection method or methods accurately measured what they were intended to measure or the extent to which research findings were really about what they profess to be about (Saunders *et al,* 2007). The data collection methods for survey data is easier to assess where clear explanation of techniques used and response rate as well as the questionnaire used indicated a degree of validity. The process by which the data is selected, collected, or recorded also be deemed valid.

3.7   Data Processing, Analysis and Presentation

Content analysis was part of a technique used for analyzing data collected in this study. Content analysis used on qualitative data with attributes, which had to be related to some fixed categorizations. In this case, content analysis were used to consider the responses as reflecting either altruistic or egoistic interests only to the extent that they contain attributes associated with either of the two categories of interest. However, in case of quantitative procedure, data whose values can be measured numerically as quantities analyzed quantitatively. This involved creating simple tables or diagrams that show the frequency of occurrence and used statistics such as indices to enable comparisons, through establishing statistical relationships between variables to complex statistical modeling (Saunders*, et al*., 2007).

3.8   Ethical Research Consideration

Ethical aspects strictly observed in order to achieve the research objectives. Respondents were informed of the purpose of the research as being for academic purposes only. It observed that confidentiality and anonymity on findings adhered to.

Consent sought from respondents before interviewing them. Impartiality and objectivity while conducting research adhered to. Participant's right to withdraw and to decline to take part in a particular aspect of research was respected. The researcher also ensured that no cause of harm or intrusion on participants' privacy. It ensured that no personal assumptions or opinions of the researcher will be recorded.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1   Introduction

This chapter presents key research findings with focus on the Tourism competitive advantage of UNESCO world natural heritage sites in Tanzania and proposed measures for improving heritage sites as one of key world tourist attractions.

In order to accomplish the objectives of the study the following research question were used:

Based on the above objectives, the study addressed the following questions:

(i)   What is the uniqueness of SENAPA?

(ii)   What are the criteria which used to make Serengeti national park to be a UNESCO World Heritage Site

(iii)   What are the consevation challenges facing SENAPA?

(iv)   What are the advantages of SENAPA as one of UNESCO world heritage sites in Tanzania?

The research questions formed a basis for construction of the questionnaire, interview and FGD. The questionnaire used was supplemented by documentary evidence.

4.2   Demographic Characteristic of Respondents

The demographic feature of respondents was important because the knowledge and understanding the tourism competitive advantage of UNESCO world heritage sites in

Tanzania goes well with age. The key respondents who were involved in the study provided different status and lives background of participants of this study found on study area. The demographic feature of respondents were categorized depending on age, sex/ gender, level of education and occupation in order to meet the intended objectives of the study.

Out of 118 respondents 87 were males and 31 were females. Whereas age profile 18-24 were six, 25-34 were thirty eight, 35-44 were fifty two, 45-54 were twenty two. There was no respondent aged 55 to 64 in this study. The sample of respondents is representative enough as it comprised people of different age and sex. For details see Table 4.1.

4.2.1 Distribution of Respondents by Gender

Finding shows that 87 of the respondents were male whereas 31 were female. In this case the study shows that there more males 87 than females 31. Males took a lead in responding to the research questions compared to females. This shows that men dominate in the participation in most Tourism activities.

For example tour guild activities, it shows that only 20 men are responsible in this activity. This may be attribute by the fact that, in many African traditions, males are bread earners, However, the situation has started to change as females now are engaged in various economic activities. This is a very positive move on the part of females. For details refer to Table 4.1.

Table 4.1: Demographic Characteristic of Respondents

Characteristics Area	Frequency	Percentage Response
Age		
18-24	6	13.5
25-34	38	28.8
35-44	52	40.4
45-54	22	17.3
Total	**118**	**100.0**
Gender		
Male	87	71.2
Female	31	28.8
Total	**118**	**100.0**
Education Level		
Primary	8	6.8
Secondary	39	33
College	63	53.3
Total	**118**	**100.0**
Occupation		
Tour operator	20	16.9
Tourism Investors	20	16.9
Hotel managers	20	16.9
Government	20	16.9
Research institutions	20	16.9
Tourists	20	16.9
Local people	18	15.2
Total	**118**	**100.0**

Source: Field Research, 2019

4.2.3 Distribution of Respondents by Level of Education

Understanding the tourism competitive advantage of UNESCO world heritage sites in Tanzania goes well with the level of education one has. The assumption is that through education, people become aware of the impact of tourism and UNESCO world heritage sites in Tanzania. The results are very encouraging as most of the respondents have education. As discussed elsewhere, education plays vital role in understanding the importance of preserving the environment and natural heritage resources.

Respondents according to the sample of the study had different levels of education. About 8 (6.8%) of the respondents had completed primary school education, 39 (33%) reached secondary education, and 63 (53.3%) had acquired college education ranging from certificate, diploma, degree, master's degree and 8 (6.8%) PhD's as it indicated in Table 4.1. The results revealed that, most of the official members who are working in the tourism sector have acquired secondary and college education. Only five tour guilds and nine local people have only acquired primary education.

4.2.4 Distribution of Respondents by Occupation

Serengeti National Park is a suburb area in Mara region. Residents of this area are performing various activities to improve their livelihoods. Some of the economic activities performed have had the negative impact on the environment.

A total of 118 (100) respondents participated in the research. Out of 118, 18 (15.3%) of the respondents were local people, residing in Serengeti area, 10 (19.2%) were Masaai community who spends most of their time in pastoralist along the bush for their economic activity and 20(16.9%) respondents were international tourists involved in tourism activities. 20 (16.9%) were government officers such as tourism officers from Ministry of Natural resources and Tourism who are responsible in enforcing regulations.

Furthermore about 20 (16.9%) of the respondents were tourism investors such as Hotel owners and managers who deals with the accommodation of tourists and also offering some tourism activities, whereas. 20 (16.9%) were Government such as Tanzania Tourism Board officer who are also involved in Tourism marketing and promoting and 20 (16.9) of responds were research institution TAWIRI, (Table 4.1).

4.3 Awareness UNESCO World Heritage Site in Serengeti

In marketing the term awareness refers to measure of how well known a brand, or firm, or product is, (Yakobo, 2011). This also applied to tourism industry. The researcher was interested to establish whether the respondents of Serengeti are aware of the existing of heritage resources available in their area that is also under UNESCO.

Out of the 118 respondents, all responded were aware of UNESCO world heritage sites not only Serengeti National Park but also they gone beyond mentioned others cultural and natural heritage sites that found in Tanzania. Table 4.2 summarized the responses on awareness. This is positive because if people are aware of the existing opportunities offered by heritage tourism they are likely to use it to improve their livelihood, which is very crucial. On the other hand people are likely to protect the environment in order to make it sustainable.

Table 4.2: Awareness of UNESCO World Heritage Site in Serengeti

	Frequency	Percent (%)
Valid a	118	100.0

Source: Field Research 2019

4.4 Uniqueness of Serengeti National Park

Serengeti National Park is endowed with a lot of natural heritage resources which are used as tourist attraction that cannot be found anywhere in world. A total of 118 respondents were asked to mention as why SENAPA is Unique. Out of 118, 96 (81.3%) respondents reported the animal migration and availability of lions that climbs the trees as the most wonder that can't be seen anywhere, 22 (18.6%)

respondents mentioned massai culture of interacting with wild animal in day in day out living. Table 4.3 provides the uniqueness of SENAPA.

Conservational officer provided the professional evidence on how Serengeti National Park is Unique, Serengeti National Park is the oldest and most famous national park in Tanzania, and possibly the best-known wildlife sanctuary in the world. Its vast plains are home to predator and prey, vying for grasslands and the last watering holes as the dry season progresses. Between December and May, millions of mammals migrate across the plains, and the interaction between species is awesomely entertaining.

Over three million large mammals of 35 different species undertake the great migration, however, Serengeti National Park is best known for the wildebeest migration, during which over a million wildebeest make the annual trip across the plains, trekking up to 1,000km across harsh terrains and environments to experience a brief population explosion that produces more than 8,000 calves a day.

The black rhino is also a leading feature of the Serengeti, but visitors should be aware of Tanzania's unfortunate experience with poaching. Other animals frequently seen in the Serengeti include baboons, caracal, civet, bat-eared fox, genet, giraffe, hippo, honey badger, hyrax, mongoose, ostrich, serval, both Grant's and Thomson's gazelle, vervet monkeys and some 20 types of antelope including eland, hartebeest or kongoni, impala, kudu, reedbuck, roan, topi, waterbuck and the much smaller dik dik, duiker, klipspringer and oribi.

There is, of course, also a profusion of birdlife. Over 500 species of birds can be found including, bustards, cranes, eagles, herons, owls, storks, vultures and the bizarre, long-legged secretary birds.

The annual wildebeest migration in Tanzania's Serengeti National Park and Kenya's Masai Mara National Reserve is one of the most impressive natural events in the world. The Great Wildebeest Migration is a movement of approximately 1.5 million wildebeest throughout the Serengeti and Masai Mara ecosystems. 400,000 zebra and 200,000 gazelles accompany them along the way, making a total of over 2 million migrating animals.

Table 4.3: The Uniqueness of SENAPA

	Frequency	Percent
Valid Animal migration,	96	81.3
Masai culture	22	18.6
Total	**118**	**100.0**

Source: Field Research, 2019

4.5   Value of Serengeti Natural Heritage Resources

The question on the value of natural heritage resources was intended to establish whether the residents of Serengeti are aware of the values of existing natural heritage resources. 118 (100%) respondents responded to this question. The results revealed that 52 (44%) reported that, the available natural heritage resources are in danger of existinction since they are not valued and protected by both investors, tourist, government and local people 66 (50.9%) reported that these natural heritage are valued and protected.

Through interviews which was conducted to 38 (32.2%) respondents it were reported that, they were aware of the value of existing natural heritage resources. However, they were of the opinion that the government should adhere to the existing law and regulations in protecting these valuable natural heritage resources for the benefits of human kind.

4.6   Criteria for SENAPA to become among of UNESCO World Heritage Sites

The vast plains of the Serengeti comprise 1.5 million ha of savannah. The annual migration to permanent water holes of vast herds of herbivores such as wildebeest, gazelles and zebras, followed by their predators, is one of the most impressive natural events in the world.

In the vast plains of Serengeti National Park, comprising 1.5 million hectares of savannah, the annual migration of two million wildebeests plus hundreds of thousands of gazelles and zebras followed by their predators in their annual migration in search of pasture and water is one of the most impressive nature spectacles in the world. According to the Serengeti National park conservational officer, the biological diversity of the park is very high with at least four globally threatened or endangered animal species black rhinoceros, elephant, wild dog, and cheetah.

According to the Serengeti National park conservational officer, the Serengeti plains harbor the largest remaining unaltered animal migration in the world where over one million wildebeest plus hundreds of thousands of other ungulates engage in a 1,000 km long annual circular trek spanning the two adjacent countries of Kenya and Tanzania. This spectacular phenomenon takes place in a unique scenic setting of

endless plains 25,000km2 of treeless expanses of spectacularly flat short grasslands dotted with rocky outcrops interspersed with rivers and woodlands. The Park also hosts one of the largest and most diverse large predator-prey interactions worldwide, providing a particularly impressive aesthetic experience.

The remarkable spatial temporal gradient in abiotic factors such as rainfall, temperature, topography and geology, soils and drainage systems in Serengeti National Park manifests in a wide variety of aquatic and terrestrial habitats. The combination of volcanic soils combined with the ecological impact of the migration results in one of the most productive ecosystems on earth, sustaining the largest number of ungulates and the highest concentration of large predators in the world. The ecosystem supports 2 million wildebeests, 900,000 Thomson's gazelles and 300,000 zebras as the dominant herds. Other herbivores include 7,000 elands, 27,000 topis, 18,000 hartebeests, 70,000 buffalos, 4,000 giraffes, 15,000 warthogs, 3,000 waterbucks, 2,700 elephants, 500 hippopotamuses, 200 black rhinoceroses, 10 species of antelope and 10 species of primate. Major predators include 4,000 lions, 1000 leopards, 225 cheetahs, 3,500 spotted hyenas and 300 wild dogs.

Of these, the black rhino Diceros bicornis, leopard Panthera pardus, African elephant Loxodonta africana and cheetah Acynonix jubatus are listed in the IUCN Red List. There are over 500 species of birds that are perennially or seasonally present in the Park, of which five species are endemic to Tanzania. The Park has the highest ostrich population in Tanzania and probably Africa, making the population globally important (FGD 2019).

4.7   Conservation challenges facing Serengeti National Park

Serengeti National Park is very rich with natural heritage resources which are unique and are of great importance both nationally and grobally. However, despite of its importance the resources are faced by a number of problems which threatens their existence.

The findings obtained from interviews and focus group discussion revealed that Serengeti national park is facing many conservational challenges.   (84%) of respondents reported that the World heritage resources are facing problems. (8%) of respondents said that natural heritage resources in Serengeti are not facing any problems whereas (8%) of respondents were not aware if these resources are facing problems. The results suggest that although the majority of 84% respondents admitted that the heritage resources in Serengeti national park are facing with many conservational challenges, which were mentioned as following:

Serengeti is facing unprecedented pressures threatening its ecological integrity. Illegal hunting of wild animals and unsustainable activities leading to habitat destruction are major challenges confronting the ecosystem. The underlying factors behind these challenges are rapid human population growth, poverty, and failure of conservation authorities to offer compensation for losses that local people suffer as a result of conservation. Another challenge is the emerging of large-scale development projects with potential negative impacts on wildlife species and habitats. These challenges and underlying factors are discussed below.

4.7.1   Illegal Hunting

Illegal hunting is one of the important off farm activities for rural communities living around the Serengeti ecosystem. The activity, more prominent in the western part of the ecosystem, has long been a major management challenge for conservation authorities. Both economic and cultural reasons motivate this activity. According to Holmern, (1990) people of the Ikoma tribe contribute the highest number of poachers accounting for about 40% of all poachers. Illegal hunting has historically served as a major coping and adaptive strategy against poverty and the increased demand for resources caused by rapid human population growth. The activity is essentially done for household consumption and commercial purposes. Holmern(1990) estimated that about 61% of illegal hunters hunt for their own consumption, 8.5% for cash, and 31% for both purposes. The activity earns the hunters an annual income of US$ 200, a value close to or equivalent to average on-farm income.

The research through FGD discovered that there was an operation involved the wildlife staff, army, and police forces known as illegal hunting trophy. The emergence of illegal hunting for trophies was mainly attributed to government failure in funding the law enforcement operations due to the economic recession that affected many African countries. The natural resources sector was one of the least funded. For example, between 2000 and 2011 the entire sector of wildlife, land, and forestry received only 1.2% from the national development budget. The individual protected areas thus were being allocated very minimal funds.

The problem of trophy hunting is now virtually eliminated in the Serengeti. However, hunting for meat has remained a major challenge. According to the SENAPA

conservation officer, aerial survey showed that 75,000 resident and 135,000 migratory herbivores were being hunted illegally per annum within the 45 km wildlife demand zone west of the protected areas. Of these, two-thirds of the number of hunted individuals came from a single species, wildebeest. Heavy hunting pressure also affected the following seven herbivores annual reduction off-takes in parentheses waterbuck (94.3%), eland (30.9%), giraffe (29.6%), impala (28.7%), warthog (24.4%), topi (20.5%), and buffalo (19.5%). Although populations for these species are still viable, poaching along with other pressures such as habitat destruction and diseases may considerably change this scenario and make these species vulnerable to extirpation.

4.7.2   Poverty

The majority of the people around Serengeti National Park and adjacent protected areas are poverty-stricken, a situation which is widespread in rural Tanzania. The performance of the agriculture and livestock sectors, on which they rely, is not impressive due to land scarcity, drought, diseases and pests, poor soil fertility, and lack of agricultural inputs. The gross annual income from these sectors has remained extremely low. For instance, in 2002 an average household income for the Bunda and Serengeti districts was estimated at US$ 150 per annum. This puts an average expenditure per individual below US$1 per day. The mean number of persons per household in both districts was six.

Correlation between poverty and ecological problems in the Serengeti is widely cited in the peer-reviewed literature. For instance, limited means of sustenance among the local people has made poaching of wildlife species and encroachment on their habitats

(including foraging grounds, breeding sites, migratory corridors, and dispersal areas) important coping strategies. Poaching is primarily motivated by the need for food and for improving the household budget along with paying government levies and other contributions. Research has indicated that over three-quarters of illegal hunters in Serengeti have limited sources of income and virtually no livestock. Modern technology and agricultural inputs are economically unaffordable to local people. Because of this, crop outputs are increased through opening of new lands for agriculture in critical and sensitive wildlife areas.

Deforestation is also driven by the reality that alternative sources of energy, other than wood fuel, are exorbitantly expensive and lacking in most of the areas of Serengeti.

4.7.3   Human-Wildlife Conflicts

Human-wildlife conflicts in the Serengeti are a historical phenomenon. There is a common agreement that most of these conflicts emerge as a result of wild animals being accorded a higher priority than human beings. For example, one of the former Serengeti park managers was once quoted as saying openly: "The interests of fauna and flora must come first, those of man and belongings being of secondary importance". The late Professor Benhard Grzimek made it clear that he was ready to forge a friendship with Adolf Hitler and Joseph Stalin, if that could serve his wildlife. Hitler and Stalin are regarded as the worst dictators in the history of the world. This mind-set among conservationists, in which wild animals were more valued than people, fomented the conflicts between conservation agencies and local communities. The higher priority accorded to wild animals has often inflicted costs on humans.

Conservation efforts, including establishment of wildlife protected areas, have therefore been blamed for causing poverty among the local people through land alienation, crop damage, livestock depredation, and diseases transmission to livestock. This, to a large extent, has contributed to a negative attitude and, therefore, minimal support to conservation efforts. Emerton and Mfunda estimated an annual loss from wildlife crop damage in Western Serengeti at US$ 155 per household. The great migration of wildebeest from Serengeti to Maasai-Mara in Kenya was said to worsen the situation.

Inadequate concern over local people's livelihoods, such as unfair compensation for damage caused by wild animals, reduces the willingness to support conservation efforts. Deprived people can, therefore, barely refrain from economic activities, which are illegal and ecologically damaging, since these activities remain an important strategy for survival. Sometimes these activities are pursued as a revenge and self-compensation for losses caused by wildlife.

Another potential conservation threat that was mentioned in FGD is the plan to build a transport infrastructure through the Serengeti. This would essentially cut the ecosystem into two halves, with predictably negative consequences on the Serengeti. Adding Maswa Game Reserve and Maasai Mara National Reserve to the World Heritage List, or giving then the status of a buffer zone would further safeguard the Outstanding Universal Values of this property.

Another major potential threat to the integrity of the Park is the scarcity of surface water for the animals during dry years, as only one river (Mara) flows perennially

through the Park. An extension of the Park boundary to reach Lake Victoria providing a corridor for animals to access water in times of drought is planned for the future to address this issue

4.7.4 Physical Threats

Erosion, abrasion and scoring, dams and other infrastructural constructions may change the course of currents and produce erosion of the seabed, exposing underwater cultural heritage that was previously buried. Abnormal waves produced by underwater earthquakes can also disrupt the equilibrium of a site, removing the sediment over it and exposing it to water or bacteria. Many sites are also exposed to air due to sea level changes and may in consequence be destroyed (ICOMOS, 1978).

4.7.5 Pollution

Isack (1991) argued by looking at any ecosystem and there could be multiple forms of contamination streams full of toxic chemicals from industrial processes, rivers overloaded with nutrients from farms, trash blowing away from landfills, city skies covered in smog. Even landscapes that appear pristine can experience the effects of pollution sources located hundreds or thousands of miles away.

Pollution may muddy landscapes, poison soils and waterways, or kill plants and animals Richards (1996), and Vanhove (2012). Humans are also regularly harmed by pollution. Long-term exposure to air pollution, for example, can lead to chronic respiratory disease, lung cancer and other diseases to animal whom considered to be the tourist attraction in tourism natural heritage. Toxic chemicals that accumulate in top predators can make some species unsafe to eat. More than one billion people lack

access to clean water and 2.4 billion don't have adequate sanitation, putting them at risk of contracting deadly diseases. (WWF, 2008) report also argued on Air pollution that brings to mind visions of smokestacks billowing black clouds into the sky, but this pollution comes in many forms. The burning of fossil fuels, in both energy plants and vehicles, releases massive amounts of carbon dioxide into the atmosphere, causing climate change. Industrial processes also emit particulate matter, such as sulfur dioxide, carbon monoxide and other noxious gases. Indoor areas can become polluted by emissions from smoking and cooking. Some of these chemicals, when released into the air, contribute to smog and acid rain. Short term exposure to air pollution can irritate the eyes, nose and throat and cause upper respiratory infections, headaches, nausea and allergic reactions. Long-term exposures can lead to chronic respiratory disease, lung cancer, and heart disease. Long-term exposures also can lead to significant climatic changes that can have far reaching negative impacts on food, water and ecosystems.

Richards (1996) reported that Human activities contaminate ecosystems around the world from pole to pole, from the highest mountains to the ocean deep. Toxic chemicals can be found in pristine forests and the blood of Arctic animals. Litter floats beneath the surface of oceans miles away from land. Even excess noise and light are interrupting natural patterns and disrupting the lives of animals and people (WWF, 2019).

4.8   Tourism Competitive Advantages

As discussed elsewhere, tourism activities have both positive and negative impacts. Out of 118 respondents, ninety one 91 (77.1%) indicated that tourism has positive

impacts, twelve 12 (10.1) indicated that tourism has negative impacts on the heritage resources. Whereas 5 respondents 5 (4 %) didn't know. The results suggest that the majority 91 (77.1%) respondents view tourism activities positively. In reality what emerged out of the findings contradicts the finding of (Mosha 2011) who noted that tourism if well managed can improve wellbeing of the people. May be, the researcher was interested on the economic benefits accrued from tourism.

Table 4.4: Tourism Competitive Advantages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive impact	91	77.1	77.1	77.1
	Negative impact	12	10.1	10.1	14.3
	Neutral	5	4.2	4.2	100.0
	Total	**118**	**100.0**	**100.0**	

Source: Field Research 2019

4.8.1   Scientific Research

Serengeti National Park with Ngorongoro is one of the least disturbed and best studied areas in Africa and has been a centre for major research for years (FGD 2019). The Park in the 1950s was well publicised by Dr Bernhard Grzimek who made extensive aerial wildlife surveys and an influential film, Serengeti Shall Not Die. The Serengeti Wildlife Research Institute (SWRI) has a research centre at Seronera which has well-equipped laboratories, a library, herbarium and accommodation for visiting scientists. Projects during the 1990s included continuing long-term research on ecosystem processes, the behavioural ecology of lion, leopard and ungulates, mongoose population dynamics and reproduction and the ecology of dung beetles and termites.

A program on the behaviour and ecology of the African wild dog used radio-collaring techniques to monitor 22 dogs (SWRC, 1993). But when the wild dog population disappeared from the Park in 1991, controversy erupted over whether the stress of fitting the dogs with radio-collars had caused their disappearance (Morell, 1995; Dye, 1996; East & Hofer, 1996).

A number of externally funded scientists conduct research at the SWRI. The Tanzania Wildlife Conservation Monitoring (TWCM) has taken over the long-term ecological monitoring program, and carries out regular aerial surveys and wildlife censuses (SRCS, 2002). In 2006 the Tanzanian National Parks Authority with the Frankfort Zoological Society established a veterinary department for the Park.

4.8.2 Management

The annual migration of the ungulate herds between their feeding areas extends in a circular movement from the Serengeti via the Grumeti-Ikorongo, Maasai Mara, Amboseli, Loliondo and Ngorongoro Reserves back to the Maswa Serengeti plains following rain-fed pastures, making each an important part of the whole ecosystem. In 1951, the original boundary of the National Park included land to the south and east of the present Park and the Ngorongoro Highlands. Pastoralism and cultivation by the Maasai were allowed to continue until 1954 when it was felt that this was incompatible with resource conservation, and the Park was divided into the present day Serengeti National Park, and the Ngorongoro Conservation Area. The National Park was set aside strictly for wildlife conservation and tourism, and human access was restricted (Williams, 1996).

The preservationist approach to protected areas management slowly changed through the 1980s and 1990s. The IUCN in collaboration with the Norwegian Development Agency (NORAD) developed the Serengeti Regional Conservation Strategy (SRCS) for the Park. Phase II started in 1989 with the drafting of a Conservation and Development Plan, planned and executed with the local people. The overall goal was to change the approach of the management and use of the Serengeti from the traditional exclusion of local communities to one reconciling the needs of human development in the region with conservation (SRCS, 1992). Where local communities have legal rights to manage the wildlife around their villages it was hoped that the present unsustainable levels of poaching would decline. Buffer zones were selected where wildlife can be managed by the local people, and village wildlife committees are supervising conservation activities. The SRCS also includes programs to stabilise land use, and plans to channel more of the money earned from tourism in the park back into the communities (Leader-Williams *et al*., 1996). The Park administration works with the village authorities to resettle encroachers and re-mark the boundary.

The Ikorongo and Grumeti Game Reserves were incorporated in the Park for greater control of the area than is possible with Game Controlled Reserves. An example of communal wildlife management is a village bordering the Serengeti and Maasai Mara Reserves, Ololosokwan, which has dedicated a portion of its land to shared use by wildlife and cattle and helps to support four village game scouts, who protect and monitor the use of the area. Tourism companies, which camp and sell photographic tourism on the land make financial and infrastructural contributions to the village in return (Singleton, 2004).

The scarcity of water necessitates environmental impact assessments before new drilling is permitted for tourist lodges, and technical and financial assistance for further water resource studies. The Mara River flow has diminished owing to deforestation in Kenya, a consequent high sediment load and over-extraction. Trans boundary water management policies, based on a Flow Assessment funded by the WWF, are being formulated for extraction limits; a Strategic Environmental Assessment for the river basin has been made and a Biodiversity Action Plan for the area drawn up. The three plans should permit the great migration to continue unhindered in the future. A 9,600 ha extension of the site to the Speke Gulf for its water resources could also lessen the effect of water shortages (UNESCO, 2010).

4.8.3 Climate Regulation

The literature provides sufficient evidence of the importance of UNESCO world heritage sites to tourism in Tanzania as part of the world on the capacity of submerged aquatic vegetation to physically and chemically engineer their environment and to supply coastal protection services, a term applied to describe the benefits that human populations obtain from ecosystem functions (Millenium Ecosystem Assessment, 2005). Seagrasses are one such ecosystem and are known as ecological engineer species (Wright and Jones 2006). They provide important ecological services (Costanza et al.1997) such as organic carbon production and export, nutrient cycling, sediment stabilization, enhanced biodiversity, and trophic transfers to adjacent habitats in tropical and temperate regions (Orth et al, 2006).

It plays an important role in the dynamic and evolution of the coastal zone of the islands and the interaction between the marine and coastal ecosystems. The plant

material produced in the meadows, supplies significant quantities of sediment and nutrients to the beach and associated dune system, particularly in regions where sediment production is of biogenic origin, as in the Balearic Islands (Marbà, 2009).

4.8.4 Responsible Tourism

Responsible Tourism was defined in Cape Town in 2002 alongside the World Summit on Sustainable Development. This definition, the Cape Town Declaration is now widely accepted and was been adopted by the World Travel Market in 2007 for World Responsible Tourism Day. Florian (2014) acknowledged that Responsible Tourism is making better places for people to live in and better places for people to visit therefore Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.

According to (WTM, 2013). The World Travel Market has adopted the Cape Town Declaration definition of Responsible Tourism for its World Responsible Tourism Day, which encourages the industry to take responsibility for making tourism more sustainable and demonstrate their responsibility. According to Cape Town Declaration (2018) recognizes that Responsible Tourism takes a variety of forms that helps in minimizing negative economic, environmental and social impacts to the society surrounded by heritage resources or tourism attraction.

The study of Florian (2014) which focused on the impact of tourism activities on the natural heritage resource analyzed well the contribution UNESCO world heritage to tourism which shows that among many it generates greater economic benefits for local people and enhances the well-being of host communities, improves working

conditions and access to the industry, it has also led to the involvement of local people in decisions that affect their lives and life changes, makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity hence provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues.

4.8.5   Funding for Protection and Development of Tourism Attraction

According to the study of Florian (2014), Assistance to site managers and other stakeholders seen as an essential to ensure that the guides are used as effectively as possible and adapted accordingly to the sites. To achieve this, the World Heritage Centre and the African World Heritage Fund are carrying out a project of Sustainable tourism capacity building in World Heritage destinations. The project consists of organizing a series of practical training and workshops in World Heritage sites. The study has proven that this helps each site develop a sustainable tourism strategy using the guidance tools in order to enhance broad stakeholder engagement in planning, development and management of sustainable tourism.

4.8.6   Sustainable Tourism Programme

The UNESCO World Heritage Centre has developed the World Heritage and Sustainable Tourism Programme (WH+ST Programme) to catalyze positive change to protect and conserve the sites while enriching the lives of local communities and at the same time enhancing the experience of travelers. The aim is to develop heritage-based tourism that is based on the Outstanding Universal Values of the properties, (UNESCO, 2016).

4.8.7 Identifying and Assessing the Diversity of Ecosystem Services

The Benefits of Natural World Heritage is a project identifying and assessing the diversity of ecosystem services, and in turn the benefits that World Heritage sites can deliver to society and the economy (Methew, 2013). D'Cruz and Jones (2004) on their related studies argued that the main purpose of UNESCO world heritage to tourism is to increase awareness and understanding of the full range of direct and indirect benefits that local, national and global communities can receive from natural World Heritage sites. Examples of benefits, in addition to biodiversity conservation, include the prevention of floods, opportunities for tourism, cultural and spiritual values and the provision of food and water. Sandholm (2011) study identifies and assesses the diversity of ecosystem services, and in turn the benefits that World Heritage sites deliver to society and the economy through direct and indirect use or through inherent 'non-use' values.

4.8.8 Increase of Awareness

The study of Ghauri, (2002) reported the importance of UNESCO world heritage resources by arguing on its aims to increase awareness and understanding of the multiple services and benefits that ecosystems can provide as well as their contribution to the well-being of local, national and global communities. This report targets a wide range of audiences, including World Heritage site managers, decision makers and civil society in particular, it has help to inform management decisions which result in strategies to conserve healthy, functioning ecosystems within World Heritage sites that support the delivery of multiple benefits to our societies and economies (Mambo, 1999).

Each World Heritage site is unique and so too is the range of ecosystem services and benefits it delivers to people at different scales Kumar (2011). The study of (UNESCO 1999) presents the first global assessment of ecosystem services and benefits from all natural World Heritage sites based on the analysis of the data collected via the IUCN World Heritage Outlook the first global assessment of all natural World Heritage sites.

The analysis highlights that, collectively, the network supplies a wide range of benefits to tourism and communities in general most likely to the studies of Luvanga & Shitundu, (2003) which also indicated the same benefits that most frequently identified at site level were 'recreation and tourism' (93% of all sites), 'aesthetic values related to beauty and scenery' (93%),'resources for building knowledge' (92%), 'provision of jobs' (91%), 'contribution to education' (84%) and 'wilderness and iconic values' (84%). From the environmental services, water provision has the highest score with 66% of sites having been assessed as important for water quantity and or quality, carbon sequestration, soil stabilization.

4.8.9   Conservation and Promotion

The World Heritage Convention and Outstanding Universal Value, The UNESCO World Heritage Convention celebrated its 40th anniversary in 2012 and continues to play a key role in the identification, conservation and promotion of the world's most outstanding cultural and natural sites. To date 190 countries have ratified the Convention and inscribed 962 sites in 157 countries Tanzania being one among them on the UNESCO World Heritage List. As of May 2014, the 222 natural and mixed (UNESCO, 2018).

On the later study of Monile (2018), which quoted the UNESCO world statistic reported that World Heritage sites cover 11% and 25% of terrestrial and marine protected areas, respectively. Among these are 159 sites that have been recognized for their outstanding biodiversity values, including many of the most iconic natural areas in the world. 'Outstanding Universal Value' (OUV) is the key requirement for inscription of a site on the World Heritage List and means "cultural and/or natural significance which is as exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity" (UNESCO 2013). To be deemed of OUV, a site must meet one or more of the ten World Heritage criteria, the corresponding conditions of integrity and or authenticity (only cultural sites) and protection and management requirements (Natural World Heritage, 2015).

4.8.10 Knowledge Building and Education

The indigenous people have lived for a long time within the ecosystems of the serengeti landscape (Brown & Edie, 2013), with discoveries of human remains, ceramic pieces, and other artifacts having been dated up to 2,300 years old (Kulindwa, 2014). Living alongside the biodiversity of the region has allowed these communities to develop ways of using the natural resources for food, medicine, clothing and shelter.

This traditional ecological knowledge enables these populations to utilize the natural resources, and often also promotes sustainable use of these resources and conservation of the ecosystem to allow future use of the resource. This knowledge when combined with scientific knowledge is potentially extremely valuable, as it can help develop

management strategies that protect the ecosystem, while simultaneously helping the indigenous populations to meet their needs.

The Community Management of Protected Areas initiative (COMPACT) is a project being undertaken in the World Heritage Site combining such knowledge under UNESCO world heritage program. COMPACT advocates principles of empowerment and self-supported development in its aims to establish sustainable management strategies for heritage sites (Brown & Hay-Edie, 2013). It relies heavily on participatory approaches with local stakeholders, to create management strategies, based on a combination of traditional ecological knowledge and scientific knowledge.

An example of such a strategy is the development of apiculture (bee keeping), which has helped maintain forest cover and improve the quality of life. Through financial support from COMPACT (Brown & Hay-Edie, 2013), a group of women have developed over handcrafts products by combining honey with other products such as medicinal plants or depending on their economic activities needs. COMPACT further supported this by assisting them in obtaining an organic certification, allowing them to sell their products for a higher price. These are sold from a retail store and marketed at hotels and trade fairs nationally and internationally (Brown & Hay-Edie, 2013).

As a biologically diverse site of outstanding natural beauty, sustainable tourism in heritage sites is being backed by a number of organizations, including the UNESCO, as a route to sustainably develop the region. Using local guides and their knowledge of the region (Kulindwa, 2014) a number of tours venturing into the buffer regions of the World Heritage site have been organized. These ventures have increased average

income, allowed the community to diversify its income sources and has promoted the inclusion of women in new enterprises (UNESCO, 2014b).

As local communities have benefitted directly from activities related to careful management of natural and cultural resources an additional positive impact has been an increasing awareness of the connections between these activities and protection of the biosphere, including its status as a World Heritage site. The World Heritage Site also houses an education centre, which aims to provide tourists with an understanding of the ecosystem, the traditional and culture, and sustainability projects taking place. Additionally through partnerships with Universities students get involved with the ongoing projects taking place (Florian, 2014).

4.9   Managing the challenges facing Serengeti National Park

The management of tourism at SENAPA holds an importance which extends far beyond remaining competitive in the international tourism market. SENAPA has an immeasurable inherent value. It plays an important role in public education and, when managed properly, it help to protect natural and cultural treasures and improve the quality of life for residents and visitors alike. As such, its integrity and authenticity must be conserved, so that the values it represents are available to current and future generations.

Tourism, of course, can play, and does play, an important role in this process. For one, the appreciation of SENAPA can help positively reaffirm the cultural identities of local populations as they take pride in themselves and their environment. Second, tourism often provides the vital financial resources which allow SENAPA to be managed and conserved.

Yet, despite the obvious benefits of tourism, the dynamic growth in both international and domestic tourism to SENAPA is generating important challenges: How to respond to the demand for access while protecting the Outstanding Universal Values for which it was inscribed on the World Heritage List.

The need to both protect and present SENAPA generates major challenges in the complex and challenging balance of competing or overlapping goals and responsibilities. Careful planning and decision-making are required, combined with close coordination and cooperation between conservation and tourism managers. Clear objectives for both conservation and tourism must be formulated and supported by both sides throughout the all process. SENAPA like any other World heritage sites cannot be managed in isolation. It is essential for all those involved in site management, including tourism authorities, to consider and respond to issues and opportunities outside the boundaries of the site, to cooperate with local and regional agencies to develop policies and programmes that are integrated with a broader policy context. There needs to be full vertical integration with local, regional and international policy frameworks and industry activity.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1   Introduction

This chapter gives a review of the prospects of the study focusing on the findings, experience, observations and empirical findings of the research. The objective of this study was to assess the Tourism competitive advantage of the UNESCO world heritage sitesin Tanzania. To accomplish this task, three objectives and three research questions were formulated as presented in sections 1.3 and 1.4 of Chapter One to address the scope of the research.

The study revealed to Identify UNESCO world heritage sites in Tanzania, also to identify and addressing problems facing the heritage sites in general and Tanzania as part of it and proposed mitigation measures and finally addressed the competitive advantages of UNESCO world heritage to tourism.

5.2   Conclusion

When measured against its objectives on which the investigation was based, the research has managed to capture all the key information it looked for. From the findings in literatures review, there are many environmental and social economic advantages that come with it but also some challenges.

The findings highlights the economics, environmental and social benefits and cost effectiveness of preserving the exceptional World Heritage values of UNESCO listed areas. It also shows that the benefits provided by World Heritage sites can decrease

due to changes in landscape, as well as overexploitation of resources. The findings of this study has also show that World Heritage is much more than a list of iconic sites with outstanding biodiversity and natural beauty and since their crucial role in supporting well-being reinforces the need to boost of efforts to conserve these resource.

The study has also proves how UNESCO World Heritage List are crucial sources of water and about half help prevent natural disasters such as floods or landslides, according to the report. Over 90% of listed natural sites provide income from tourism and recreation, and create jobs. The total value of jobs, tourism-related income and food provided by heritage sites.

The findings has also shows how UNESCO World Heritage network delivers a wide variety of benefits and is most frequently associated with providing health and recreation values, knowledge, contributing to the local economy, and cultural and spiritual values. From the environmental services, water provision has the highest score with 66% of sites having been assessed as important for water quantity and or quality. Carbon sequestration, soil stabilization and flood prevention were also identified as important ecosystem services provided by about half of all natural sites (52%, 48% and 45% respectively).

However, these ecosystem services also had high numbers of 'data deficient' responses (about 20%) meaning that the figures could potentially be higher. This also indicates that for many sites our understanding of ecosystem services and benefits they provide is far from complete and this information can be used to identify future

research needs. The analysis also indicates that some benefits, such as provision of medicinal resources or the presence of sacred plants and animal species, are much harder to determine due to a lack of data or knowledge. World Heritage sites are globally recognized as the world's most important protected areas, inscribed on the UNESCO World Heritage List for their unique natural values, such as the scale of natural habitats, intactness of ecological processes, viability of populations of rare species, as well as exceptional natural beauty.

5.3   Recommendations

Based on the findings and results of the analysis, the following are presented as recommendations of the study:

5.3.1   Knowledge and Planning Tools

In order the UNESCO world heritage sites to more meaningful to tourism in Tanzania it should help protect the integrity and authenticity of the attributes of heritage. They should also allow for the recognition of cultural significance and diversity, and provide for the monitoring and management of change to improve the quality of life and of local people or host. These tools would include documentation and mapping of cultural and natural characteristics. Heritage, social and environmental impact assessments should be used to support and facilitate decision-making processes within a framework of sustainable development.

5.3.2   Regulatory systems

It should again reflect at the local conditions, and may include legislative and regulatory measures aimed at the conservation and management of the tangible and

intangible attributes of the heritage, including their social, environmental and cultural values. Traditional and customary systems should be recognized and reinforced as necessary.

5.3.3   Financial Tools

Also it should be aimed at building capacities and supporting innovative income-generating development, rooted in tradition. In addition to government and global funds from international agencies, financial tools should be effectively employed to foster private investment at the local level. Micro-credit and other flexible financing to support local enterprise, as well as a variety of models of partnerships, are also central to making the historic heritage landscape approach financially sustainable.

5.3.4   Civic Engagement Tools

It should also go a little bit far by involving a diverse cross-section of stakeholders, and empower them to identify key values in the heritage resources areas, develop visions that reflect their diversity and agree on actions to safeguard the heritage and promote sustainable development. These tools, which constitute an integral part of governance dynamics, should facilitate intercultural dialogue by learning from communities about their histories, traditions, values, needs and aspirations, and by facilitating mediation and negotiation between groups with conflicting interests.

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APPENDICES

Appendix 1: Qestionaires

Dear Respondent,

My name is **Rebecca Nsemwa**, pursuing **Masters of Tourism Management and Planning** at The Open University of Tanzania   I supposed to submit a research report as part of my course. My research topic is **Assessment of Tourism competitive advantage of UNESCO World heritage sites in Tanzania**

The researcher intends to conduct a study on tourism activities and how it can support and discourage the natural heritages that lie on the environment. A Case study of Serengeti National Park, Your participation is of great importance, the researchers kindly requests you to answer the questions below as to the extent of your knowledge as you can so as facilitate their collection of relevant data in the a field.

Thanks you for your co-operation

Questionaire for Officials

1. Gender :   Male (   )   Female (   )

2. Age   18-24 (   ),

                 25-34 (   ),

                 35-44 (   ),

                 45-54 (   ),

                 55-64   ).

3. Level of education Primary (   ), Secondary (   ), College;

        a. Certificate (   )

        b. Diploma (   )

        c. Degree (   )

        d. Masters (   )

e. PHDs (   )

4. Occupation...

5. How long your experience is with this place................................

6. What do know about tourism?

……………………………………………………………………………

……………………………………………………………………………

7. What do you know about tourism UNESCO world heritage sites?

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8. What criteria is used to categorize a tourist attraction as UNESCO world heritage site?

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……………………………………………………………………………

9. What factors made Serengeti national park to be a UNESCO World Heritage

Site…………………………………………………………………………

……………………………………………………………………………

……………………………………………………………………………

10. Are these World heritage sites valued, recognized and protected? If Yes, How?

(a) Yes (   ), (b) No (   )

……………………………………………………………………………

……………………………………………………………………………

11. Who is taking responsibilities of protecting these natural heritages?

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……………………………………………………………………………

12. Are these heritages facing any problem?

(a) Yes ( ), (b) No ( )

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……………………………………………………………………………
……………………………………………………………………………

13. What consevation challenges face Serengeti National Park?

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……………………………………………………………………………
……………………………………………………………………………

14. What are the Tourism Competitive Advantage of World Heritage Sites?

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appendix II: Wanajamii

Jinsia: Kike (   )   Kiume   (   )

Umri

      i. 18-24 (   ),

      ii. 25-34 (   ),

      iii. 35-44 (   ),

      iv. 45-54 (   ),

      v. 55-64 (   ).

Kiwango cha elimu: Msingi (   ), Secondary (   ), Chuo;

      a) Certificate (   )

      b) Diploma (   )

      c) Degree (   )

      d) Masters (   )

      e) PHDs (   )

1. Unajishughurisha na nini...

2. Umehishi eneo hili kwa mda gani sasa...

3. Ni nini ufahamu wako kuhusu utalii?...

…………………………………………………………………………….

4. Ni nini ufahamu wako kuhusu vivutio asilia vya kitalii ambavyo viko chini

ya UNESCO?

....

....

5. Ni aina gani ya vivutio vya asili upatikana maeneo haya?

…………………………………………………………………………

…………………………………………………………………………

6. Ni vivutio vipi vya asili kati ya ulivyovitaja uwavutia watalii haswa?

…………………………………………………………………………………

…………………………………………………………………………………

7. Je, vivutio hivi vya asili vinathaminiwa kwa kutunzwa na kuendelezwa?

Ndiyo   (   )   Hapana (   )

8. Je, vivutio hivi vya asili huathiliwa na shughuri zozote?

Ndiyo   (   )   Hapana (   )

9. Je, kuna shughuli zozote za kitalii zinazoendele katika eneo hili?

Ndiyo   (   )   Hapana (   )

10. Je, shughuli hizi za kitalii ni rafiki/ zina tija kwa vivutio hivi na mazingira kwa ujumla?

Ndiyo (   )   Hapana (   ) kama hapana uliza

11. Je, unafikiri kuna matatizo yanayotokana na shughuli za kitalii katika vivutio asili vya kitalii?

Ndiyo (   ) Hapana (   ). Kama ndio yataje

…………………………………………………………………………………

………………………………………………………………………………

12. Je,   kuna faida zozote ambazo jamii na vivutio vya asili unufaika nazo kutokana na shughuri za kitalii?

Ndiyo   (   )   Hapana   (   ). Kama ndio zitaje

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Appendix III: FGD Guide

1. What do you understand about Tourism? (Probe)

2. Are there any Tourism activities taking place in this area?

3. Are you familiar with UNESCO world heritage sites? (probe)

4. What criteria is used to categorize a tourist attraction as UNESCO world heritage site?

5. What are the types of heritage resources found in this place?

6. Are these heritage valued, recognized and protected? (probe on the responsibility)

7. What criteria is used to categorize a tourist attraction as UNESCO world heritage site?

8. Are UNESCO world heritages facing any kind of problem? (If yes, moderator probes on those problems and source. If tourism activities have been mentioned go to question 9 if not ask 8)

9. Is Tourism one of the problems to UNESCO world heritage resources?

10. What are the Tourism Competitive Advantage of World Heritage Sites? (mod, make sure that respondents understand this question and everyone has to give the opinions)

Thank you for your time and cooperation

END