

**THE ROLE OF LOCAL COMMUNITY IN CULTURAL TOURISM
DEVELOPMENT IN TANZANIA; A CASE OF OLOLOSOKWAN WARD IN
NGORONGORO DISTRICT**

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled, "*The role of local community in cultural tourism development in Tanzania; a case of Ololosokwan Ward in Ngorongoro District*" in the partial fulfillment of the requirement for the Degree of Masters of Tourism Planning and Management at the Open University of Tanzania.

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.....

Date

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DECLARATION

I, **Makaroth Ole Kairrung'**, do hereby declare that this dissertation is my own original work and that it has not been presented to any other university for similar or any other degree award.

.....

Signature

.....

Date

DEDICATION

This dissertation is dedicated to my lovely wife Neema and my children Nanyori, Nosim and Seriani Ole Kairrung who encouraged and challenged me in my academic life.

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ABSTRACT

This dissertation is an outcome of the study conducted in Ololosokwan ward in Ngorongoro District in 2018. The aim of the study was to assess the role of local community in cultural tourism development in the Ololosokwan ward. The study focused on assessing local people participation by identifying cultural attractions available in Ololosokwan Ward, contributions of cultural tourism on the livelihoods of local communities and the challenges facing local community in participating and promoting cultural tourism in Ololosokwan. Participation of local people in cultural tourism activities in Ololosokwan ward is mainly based on benefit sharing of which is indirect involvement that does not create sense of ownership and its sustainability is doubtful, hence the study sought to find the real situation on the subject matter in the research site. A combination of methods and techniques were employed in data collection, which included documentary literature reviews, questionnaire survey, direct observation, and focus group discussion. Analysis was done manually using Microsoft words, Microsoft Excel and coded using SPSS. Tourism is affecting the lives of local people across the world; as for local community cultural tourism is a driving force for development, however is outright that the role where the local community play help to shape the benefits and costs they experience as a result. The findings revealed that, local communities participated in cultural tourism development through employment, selling of handcars and arts to tourists, establishment of cultural bomas and cultural practices, guiding and walking safaris. The roles that local people play in cultural tourism activities needs improvements as little was done in involving local community particularly in decision making and planning.

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ABBRAVIATIONS

EAC	East Africa Community
CTE	Cultural Tourism Enterprises
MNRT	Ministry of Natural resources and Tourism
NBS	National Bureau of Statistics
NGO	Non-Governmental Organization
PRC	People Republic of China
SNV	Netherland Development Organization
SPSS	Statistical Packages for Social Science
TTB	Tanzania Tourist Board
URT	United Republic of Tanzania
USD	United States Dollars
VETA	Vocation Education and Training Authority

CHAPTER ONE

1.0 INTRODUCTION

1.1 Overview

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

1.2 Background of the study

Tourism has become one of the world's largest and fastest growing industries in the World. (Prezeclawski, 1986) indicated that tourism is the set of ideas, theories, or ideologies for being a tourist, and that it's the behavior of people in tourism roles when these ideas put into practice. When tourists appreciate the culture of the host community, they are more likely to return and recommend the destination to others.

Tourism being one of the world's largest and fastest growing industries, it contributes to the economics of the country and plays significant roles to the community. Tourism provides employment hereby providing a source of income and at the end creates development. Mostly three East Africa Community (EAC) Partner States- Tanzania, Kenya and Uganda pride themselves of rich and varied tourist attractions which are very unique to these three countries. These attractions range from beaches, culture to unique wildlife sanctuaries. Each of these countries offers unique attractions of international standards to potential tourists. Tanzania is a nation possessing a rich storehouse of cultural and biological diversity. Since the mid- 1980, following major reforms in foreign tourism policies, Tanzania has experienced tremendous growth in nature based tourism (Wade, 2001). It is marked

as one of the fastest growing tourism destination in the world. It is enjoying a healthy growth of 30 percent per annum in tourism. From a foreign exchange earning point of view, tourism has the potentials of performing better than other industries. Tanzania Tourism sector has enormous growth potential despite some constraints on the part of its development (Onyango, 2014).

In Tanzania, tourism has become major sector in the economy during the 1990s. In the economic policies and government efforts to support tourism have been emphasized for several reasons. First Tanzania is endowed with natural resources that form a mainstay of tourist attraction; almost a third of the land area is allocated to natural parks. Second, tourism offers a diversified source of foreign exchange earnings for an economic traditionally depends on few agricultural exports. Third, tourism generates many other economic benefits, including incomes, employment and tax revenue, both within the sector and through linkages with other sectors. Fourth, Tanzania has realized now the potentials of its cultural diversity in which when promoted can provide benefits to local community and the national level (Josaphat, 2003).

Cultural tourism in Tanzania is developed since 1996, under the stewardship of Tanzania Tourist Board (TTB) in collaboration with the Ministry of Natural Resources and Tourism (MNRT) and The Netherland Development Organization (SNV), (URT.2008). Cultural Tourism was initiated by youth in local community in northern Tanzania. The cultural tourism comes as a result of Maasai youth that are used to dance alongside the Northern Safari road accessing Lake Manyara,

Ngorongoro and the Serengeti major tourist attraction in the area. Tanzania had to define its cultural tourism product to be more precise. In the Tanzania context however, cultural tourism adopts a community-based tourism approach in which the people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the area they live in.

Currently there are over 41 Cultural Tourism Enterprises (CTEs) that TTB has helped to establish. Basically CTEs operate as a total set of products that involve direct cultural and natural attractions, activities and provision of services in a given local community. There has been approximately 20% of increase in arrivals yearly. Over the past 15 years MtowaMbu Cultural Tourism Enterprise realized a tenfold increment in arrivals and revenue collected. Most CTEs focus on offering cultural experiences which including: experiencing people's way of life, traditional dances/ceremonies, sampling of local cuisines, home-stay, daily homestead chores, handicrafts, community development initiatives, indigenous knowledge, historical heritage, nature walks and local folklores (URT., 2008).

1.3 Statement of the problem

Despite the fact that local communities play a significance role in cultural tourism in Tanzania, yet the community has little sense of ownership and control of cultural resources as well as insufficient sustainable strategies in cultural tourism development. Cultural tourism development has been accelerated due to the fact that the local community has been doing so as to accrue income and meet tourist demands. By the mid-1990s number of tour companies were using Loliondo's high

quality wildernesses while helping to conserve the Serengeti and purchasing cultural resources and channel the revenue to local villages (Nelson, 1999).

As pointed out by (Chamley, 2005), there is no Maasai existing body of knowledge regarding their culture that both protect and sustain it regardless of having tourism companies and established cultural bomas that enable the community to accrue income out of it. However, there is no vivid evidence showing clearly the role of local community in cultural tourism development in Ololosokwan ward in Ngorongoro District. This study will assess the role of local community in cultural tourism activities in Ololosokwan ward. The study will further find out the role and how the community is involved in cultural tourism activities in Ololosokwan ward. The study therefore will be used by Government as well as other interested tourism institution to promote cultural tourism for community development.

1.4 Objectives of the Study

1.4.1 Main Objective of the Study

The main objective of this study is to assess the role of local community in cultural tourism development in Ololosokwan Ward in Ngorongoro District in Tanzania.

1.5 Specific Objectives of the Study

- i. To identify cultural tourism attractions available in Ololosokwan Ward.
- ii. To determine the contribution of cultural tourism on the livelihoods of the local community.
- iii. To identify challenges facing local community in promoting cultural tourism in Ololosokwan Ward.

1.6 Research Questions

- i. What are the cultural tourism attractions available in Ololosokwan Ward?
- ii. What is the contribution of cultural tourism on the livelihoods of local community in the area?
- iii. What are the challenges facing local community in participating and promoting cultural tourism in Ololosokwan ward?

1.7 Significance of the Study

The findings of this study will provide information to academicians and policy makers to broaden their knowledge and identify gaps in the research through which other studies can be undertaken. Understanding the obstacles of involving the local community in cultural tourism enable tourism stakeholders particularly tourism practitioners to improve participation of local people in tourism activities. Also the findings of this study will provide a reference for tourism managers and operators in understanding and developing effective strategies to improve local community's involvement in cultural tourism.

This study will be a fundamental tool for cultural tourism development and enhance local community engagement. The study is important because it will suggest ways in which cultural tourism activities can be used to reduce the level of poverty and transform it to have social and economic benefit and serve as a tool for sustainable development. Again, the information generated from the study is useful to the community developers, government, NGOs and other interested personnel in combating poverty using tourism ventures thus reducing dependency on the environment for making a living.

1.8 Scope of the Study

The study was conducted in Ololosokwan Ward in Loliondo Division in Ngorongoro District adjacent to Serengeti National Park which is also bordering the Kenyan Maasai Mara Game Reserve.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature with bearing to this study. The chapter presents definitions of key concept, theoretical literature review and empirical literature review particularly to the role of local community in cultural tourism. The chapter also presents conceptual framework and research gap.

2.2 Definition of Terms

2.2.1 Tourism

Tourism is the activities of a person travelling and staying in a place outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise remunerated from within the place visited (UNWTO., 1999). According to (McIntosh and Goeldner, 2002), tourism is defined as a science and business of attracting and transporting visitors, accommodating them and graciously catering for their needs and wants. It is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customers' satisfactions, safety and enjoyments are particularly the focus of tourism businesses.

2.2.2 Cultural Tourism

The World Tourism Organization (WTO) defines cultural tourism as a movement of persons for essential cultural motivation such as study tours, performing arts and cultural tours, travel to festival and other cultural events, visit sites and monuments

travel to study nature, folklore or art and pilgrimages (Pederson, 2002). Cultural tourism is also defined as the genre of special interest tourism based on the search for participation in new and deep cultural experience whether aesthetic, intellectual, motional or psychological (Pederson, 2002). It is based on mosaic of places, traditional art forms celebration and experiences that portrays a given nation and its people, reflecting the diversity of its people and character of the nation.

It has been stipulated that broadening participation in the art, increases opportunities for the artists, preserving and promoting cultural resources and investing in communities quality of life are among the reasons states arts agencies as key players in supporting and leading cultural tourism initiatives. It has also been pointed out that, successful cultural projects depend on collaboration, assessment, research, marketing and visitors services as well as the successful strategies of linking the arts and tourism in the communities (Pederson, 2002).

2.2.3 Local Communities

Local communities refers to the group of people living in a geographical territory with a particular cultural or political entity including a population under a particular religious, cultural or political administration and constitution, only a part of the nation (Alumuku, 2006). Local communities can be conceptualized as either in special sense neighborhood or village of an identity or shared interest (Downing, 2001).

2.2.4 Community Role

According to Oxford Advanced Learner's Dictionary, Community role refers to the degree to which the community is involved in a situation or an activity and the effect that they have on it (Hornsby 2007). Community role also refers to the involvement of the entire population of a village or community in planning and implementation of a project and thus not targeting a specific group (Hornsby 2007).

2.3 Brief history of Tourism in Tanzania

Until 1991 Tanzania did not have a defined policy of tourism up to 1999 (URT, National Tourism Policy 2003). Tourism in Tanzania especially in the mainland evolved through various stages and periods. During the first decade of independence, tourism was not viewed as a priority sector for development. The focus of the government was only on wildlife conservation, putting little emphasis on actual utilization and promotion. In 1971, the Tanzania Tourist Corporation (TTC) was established to market and promote tourism within and outside the country.

However, after the effect of the drought of 1974, the Uganda war of 1978-1979 and the economic crisis that emerged from the late 1970s to the mid-1980s, tourism industry did not perform impressively. In 1993 the second phase regime of Ali Hassan Mwinyi dissolved TTC and set up the Tanzania Tourism Board (TTB), who's narrowly defined as promoting tourism. The tourism policy of 1991 which was revised in 1999, places emphasis on the promotion of private sector investment, environmental conservation and consumer protection (Chachage, 1999). Tourist flows grew from 501,669 in 2000 to 867,994 tourists in 2011 as shown in the table

below and receipts grew from USD 738 Millions in 2002 to 1,353 Millions in 2011 (Table .1), objective of receiving one million tourists by 2010 was unlikely to happen; instead only 782,699 tourists were received in 2010 as shown on the table below. The reason to such failure was contributed by the global financial crisis or 'credit crunch' of 2007 to 2009, constant terrorist threats and the little tourism marketing and promotion budgets. Nevertheless, in 2012 the country managed to achieve the 1999 policy objective of receiving one million tourists (Table 2.1) (UNWTO, 2013).

Table 2.1: Tourist arrivals and receipts in Tanzania from 2000 to 2012

Year	Number of visitors	Receipts in USD Millions
2000	501,669	739.06
2001	525,000	725.00
2002	575,000	730.00
2003	576,000	731.00
2004	582,807	746.06
2005	612,754	823.05
2006	644,124	950.00
2007	719,031	1,198.76
2008	770,376	1,288.69
2009	714,367	1,159.82
2010	782,699	1,254.50
2011	867,994	1,353.29
2012	1,077,058	1,712.75

Source: WTO, 2013

Due to the improved policies and various efforts by stakeholders within the tourism industry there is a great improvement and growth of the industry leading to the realization of the increase of tourists count and revenue earned by the country in recent years. According to the current available International Visitors Exit Survey report of 2018 by the National Bureau of statistics of Tanzania (NBS), Tourist

earnings have showed an escalating growth. Revenue in 2018 have shown an increase by 7.13% compared to 2017, with a total tourist count of 1.49 million guests compared to the previous year of 1.33 million in 2017 and 1.2 million in 2016. The total revenue reached was USD 2.43 billion in 2018 showing an escalated gain compared to USD 2.19 billion in 2017 and USD 2.13 in 2016 (UNWTO 2018). These past three years have shown a rapid development of the industry compared to the information portrayed in 2000 to 2012.

2.4 Tourism in Tanzania

2.4.1 An Overview

Tourism in Tanzania mainly concentrated in Wildlife Tourism in which northern circuit was mainly developed in terms of infrastructure and superstructure. The most visited areas are found in northern tourism circuits which are Serengeti National Park, Ngorongoro Conservation Area, Kilimanjaro National Park which has Mt. Kilimanjaro, the highest peak in Africa with 5895 meters, Tarangire, Lake Manyara and Arusha National parks. Areas visited in Southern circuit include Udzungwa, Ruaha, Kitulo and Selous game reserve. This circuit is not so much visited and its less promoted and developed compared to northern circuit and therefore these attractions are termed as ~~of~~ forgotten sleeping giants~~o~~ (URT, 2002).

The tourism sector in Tanzania is characterized by a number of indicators which suggest that it does make significant contribution to the economy of the country; these include generation of hard currency for foreign exchange, creation of jobs, generate tax for government, fostering an enterprise economic and benefits to local

communities. The said benefits arise as a result of international expenditure of international tourists in Tanzania. For example in 1995 it was estimated that the tourism sector directly accounted for 7.5 percent of Gross Domestic Product (GDP), nearly 25 percent of total export earnings, also it is said to have supported an estimated 25,700 jobs (MNRT, 1999). ;

2.5 Cultural Tourism in Tanzania

Cultural Tourism in Tanzania does provide a rewarding cultural experience for a wide range of tourists as there is a varied and interesting culture that can form a central element in the country; however this potential is not yet realized by many people and therefore it has not been developed and practiced in many parts of the country (Nelson 1999). Cultural tourism in Tanzania developed since 1996, under the stewardship of Tanzania Tourist Board (TTB) in collaboration with the Ministry of Natural Resources and Tourism (MNRT) and The Netherland Development Organization (SNV).

Cultural Tourism was initiated by youth in local communities in northern Tanzania which came as a result of Maasai youth dancing alongside the Northern Safari road accessing Lake Manyara, Ngorongoro and the Serengeti which are major tourist attraction in the area. Within the northern circuit a number of cultural tourism programs have been established for visitors, some of these are Mlulala, Tengeru, Osotwa, Mtowambu and Mukuru cultural programmes in Arusha region (Nelson 1999). A visit to such cultural tourism programs enables visitors to get an insight of the fading African traditional life.

A number of authors have explored the idea of involving local communities in cultural tourism and concur that it is of a paramount importance as stipulates that tourism should offer incentives for local communities to preserve their cultural and natural surroundings for sustained monetary gains (Kuster 1991). It can be stated that the involvement and cooperation of local and/or state, indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations. (Ashley & Rose 1998), showed that tourism act as a vehicle by which tangible economic benefit of wildlife conservation can be realized by local communities and disincentive revised if local people can earn money from foreigners and appreciation of wildlife and habitat through tourism wildlife which becomes a net benefit for local residents and an asset to protect.

Kulindwa *et al.*, (2001) pointed out that, communities are not benefiting from the employment opportunities tourism can offer because of corruption and inadequate skills limiting the chances of local communities. They went on showing that lack of transparency and insufficient involvement of local community are the problem, they did indicate that since the communities are involved in tourism programs coupled with inadequate benefit sharing mechanisms in tourism attraction areas hereby result in marginalization of the local communities when it comes to deciding on what is taking place on their locality and denying any benefit of the resources which they are the de facto custodians.

2.6 Tourism Attractions in Tanzania

The strength of the appeal of a destination to tourists is more than any other factor, linked to the quality of attractions it can offer. It is the attraction at the destination that stimulates an interest in visiting that country; they provide element that go to develop an image of the destination, the image that is used to attract potential travelers. There are a number of natural attractions as stated in Tourism Master Plan (URT, Tourism Master Plan Strategy, 2002). Climate is one of the natural attraction, the climate in the country varies due to factors such as altitude, proximity to the ocean and the nature of physical environment e.g. highlands and low lands. Other natural attractions include 15 National Parks, some of which are Serengeti, Manyara, Mikumi, Tarangire among others, game reserves like Selous, Ikorongo, Maswa to mention but few, coastal areas, the islands: Zanzibar and Mafia, Mountains, lakes, waterfalls etc.

The cultural attractions in Tanzania vary and are scattered, these include archeological sites at Olduvai Gorge, Kalambo falls etc; historical sites at Bagamoyo, Kisiwani (Mafia) Kilwa etc; Rock Painting at Kondoa and around Lake Victoria; arts and crafts and the culture of different ethnic group in the country. There are several cultural attractions such as food making, traditional dances, bead artifacts, walking and hiking in cultural *bomas* vicinity (URT, Tourism Master Plan Strategy, 2002).

There is big range of stakeholders with varying interests and goals that acts as role players in tourism industry in Tanzania. Some play more prominent roles than others, however, almost all are representative in the management and development of

tourism activities. The following are stakeholders in the Tanzania tourism industry: protected area managers, local communities, government officials, non-governmental organizations, development agencies e.g. World Bank and IMF, Academicians, tour operators, travel agencies, travelers, hoteliers and lodges operators as well as local banks. Each stakeholder has interest in the tourism industry and involvement of these groups in tourism related matters is of paramount importance to the development and sustainability structures of the industry (URT, 2008).

2.7 The Role of Local Community in Tourism Development

For Tanzania, the Ministry of Natural Resources and Tourism has indicated clearly that local communities have a vital role to play in the management and development of tourist attractions located within their areas (MNRT, 1999). Local community in responding to this have tried to create ways through which they can introduce tourism related projects in areas adjacent to protected areas and other tourism attractions; in such places handcrafts, traditional dances, traditional foods are among the local products sold to tourists, this is mostly vivid in Northern tourist circuit (Moshi, Arusha, MtowaMbu, Karatu and Ngorongoro).

Looking at Ololosokwan ward which is the research site of the study, the Maasai are the majority of the inhabitants accompanied by a few Wairaq and Batemi (Wasonjo) ethnic groups residing in the small mushrooming centers in the area. The adjacent communities are related to other tourism stakeholders in a way that their homelands and work places are attracting nature travelers. Secondly, local residents are key players in conserving natural resources both within and outside those neighboring

protected areas. In addition, local community's knowledge is often a key component of visitors' experience and education. Local communities are local products providers to other tourism stakeholders. With this kind of relationship the local community still need to be involved in decision making as they have little to say on matters pertaining to tourism in Tanzania. The presence of various attraction such as protected areas, landscapes, sand, water near and within the research site are main contributors of the cultural activities that take place within the research site. The cultural tourism activities that are carried out in the research site are selling of handcrafts, guiding tourists during walking safaris, preparation of traditional meals and traditional dances in Maasai *bomas*. Tourism stakeholders in Ololosokwan ward includes &Beyond Tourism Company, Buffalo lodges and Safaris and Otterlo Business Cooperation (OBC) the hunting company in the area, others were Normad, Royal and Asilia Safari companies which ceased operation in the ward in recent years but played a vital role in tourism activities development in the area. Lodges operators who are providers of leisure and recreational facilities for tourists, cooperate with indigenous pastoralists who hosts tourists in their home land in daily visit; it's their culture that tourists come to experience. Other stakeholders are NGOs, government officials, Academicians and Travel agents.

2.8 Theoretical Literature Review

There are many theories with focus in tourism development. In this study two theories was reviewed which are citizen participation theory and community participation theory.

2.8.1 Citizen Participation Theory

The theory stipulates that local people should take part in planning, execution, utilization and assessment of social amenities or facilities designed to improve their welfare (Kreitlow, 1960). This theory is deeply rooted in the very concept of community development which enjoins that whatever is done to improve the welfare of a people must endeavor to elicit the enthusiasm and participation of such people. This theory is said to improve implementation process, rather than delaying implementation of completed plans while decision are reviewed through appeal and adjudication. According to (Tosun 2000), if the local communities want to benefit from tourism they must be integrated into the decision-making process. On a more practical level, Steward and (Taylor 1995) argue that determining which issues the communities are allowed to be involved in is central to an understanding of participation and empowerment. It is for this reason that community involvement and participation in the tourism industry serve to ensure the protection of these tourist products and services through effective collaborative management of the industry centered towards a more community-driven planning approach that guarantees strong community support for successful tourism development (Tanzania Tourism Policy, 1999; (Tosun, 2000). It is from this point that this study will apply this framework to understand the role of local community in participation and involvement in cultural tourism development.

2.8.2 Community Participation Theory

This theory is related to this study since it shows how community participate in cultural tourism activities and the impacts brought by their participation. This means

that without community participation it will be difficult to detect impacts created by tourism activities. However, the specific relations between participation, place and space have received little attention (Kindon and Pain, 2006).

According to (Tosun 2000) and (Zhao & Ritchie, 2007) participation by working in the industry ensures communities with a more sustainable and direct flow of tourism benefits. Arnstein, (1969) shows that, community participation in work is determined by the type and the quality of information available. He also said that more control is better than less control in all the processes of information dissemination and acceptance for the local communities. To the purpose of this study, this theory is related to this study since it helps to understand the importance of community participation and involvement in activities which may result to the desired impacts/ends brought by their participation. For the case of cultural tourism, this means that without community participation it will be difficult to detect impacts created by cultural tourism activities.

2.9 Empirical Literature Review

Numerous studies have examined the role of local community in the tourism development process (Timothy, 1999) The process of tourism development as pointed out in the works of Doxey (1976); Butler (1976); Keller (1984) as cited in (Simmons, 1994) and (Tosun, 2002) appears to suggest that there is a high degree of dependence of residence acceptance of the industry before it starts in a particular destination. This is to say; initial adequate involvement of the local communities is

fundamental to enable the initial stage of all tourism associated activities as cultural tourism is included in the process is highly required.

Implicitly, the above argument about the relationship between tourism development and community participation indicates that community position is indeed, crucial in order to avoid more likely uncertainty and misunderstanding about tourism development in the area (Simmons, 1994).

While community participation in the tourism development process is highly desirable as an element of development, it is important to note that active roles and participation of the local community in cultural tourism especially at the exploration stage is crucial because at this initial stage of tourism development there is little or no tourism infrastructure in the area and therefore local people, after accepting the idea of introduction of cultural tourism in the area, usually start, own and operate small scale guesthouse, economy class hotels or souvenir shops, and supply the workforce for the industry especially in many developing countries (Tosun, 2000).

More importantly providing the local communities with the opportunities to own and operate tourism facilities is thought to increase their tolerance in tourism activities and creates the sense of ownership and feeling of responsibility and practical involvement in tourism. Through such high acceptance in tourism activities by the local communities, understanding and recognition of the importance of cultural tourism activities will also pave the way. To avoid this situation Tosun (2000) suggests that there is a deliberate need to empower local communities at the initial stage of Cultural tourism development to enable them to keep control over tourism development in the area.

2.10 Conceptual Framework

(Figure 2.1) presents the conceptual framework that consists of independent, moderating and dependent variables. The conceptual framework defines the key related concepts under the study on the role of local community in cultural tourism development in Tanzania. Local community as the one creating cultural tourism products, practice, promote and preserve cultural tourism in this study are considered as independent variable. Cultural tourism development depends on support from various Stakeholders such as government, local NGO`s and tour companies which might assist to influence local communitiesø attitudes through good political will, regulation and policies, funding and awareness which will result to local economic development. These combinations of variables will establish effects to cultural tourism development (Figure 2.1).

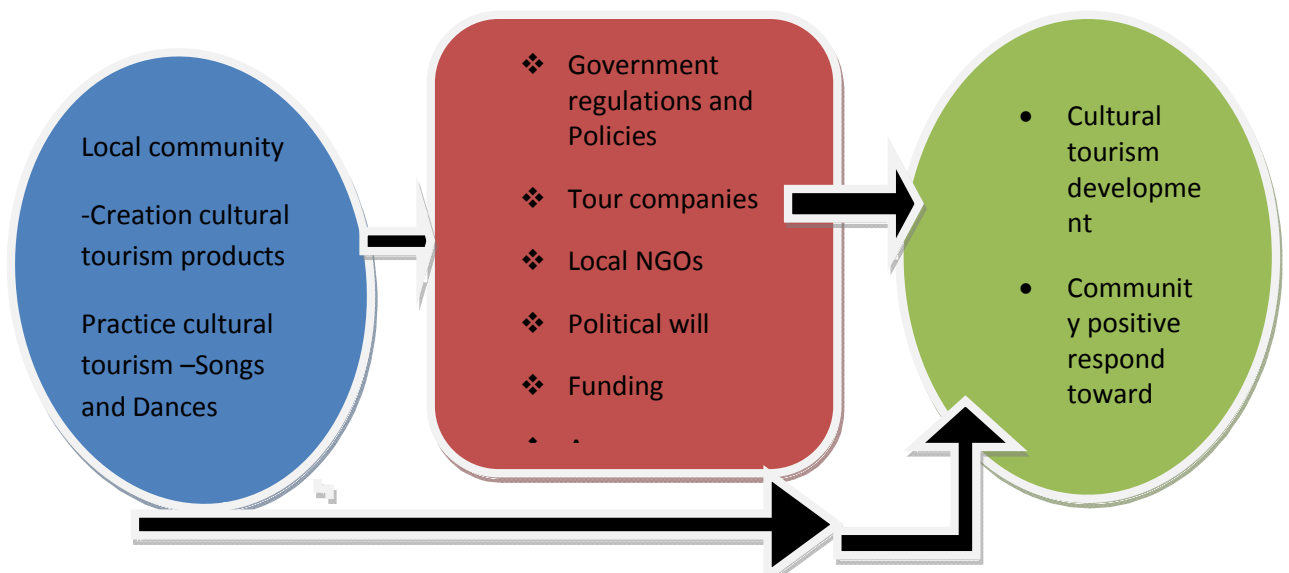


Figure 2:1: Role of local community and contribution of tourism stakeholders toward Cultural Tourism Development.

Source: Researcherø construct

2.11 Research Gap

Various researchers have examined the roles of local community in cultural tourism activities. The process of tourism development as pointed out in the works of Doxey (1976); Butler (1976); Keller (1984) as cited in Simmons (1994) and Tosun (2000), argued that, there is a high degree of dependency of residence on tourism activities related to culture. Zhao and Ritchie, (2007), indicated on their studies that, local communities lose control over tourism development since they often have limited financial resources and therefore gradually becomes difficult for them to be fully involved in tourism activities. The gap identified here, is the lack of awareness creation on the community's cultural resources and the importance of cultural tourism. The research gap is that, there is no literature showing a study undertaken in Ololosokwan Ward on the involvement of local communities in cultural tourism development. Therefore, this study intends to uncover the roles of local community in cultural tourism development in Ward.

CHAPTER THREE:

1.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the study area and research methodology. Specifically this chapter presents research design, the study area and study population. It also presents sampling procedures and sample size, data collection methods, data analysis interpretation and presentation. Finally, the chapter covers validity and reliability of research instruments, and research ethics.

3.2 Research Design

The research design encompasses the way data will be collected, measured and analyzed (Kothari 2004). A case study research design was used in this study. This research design concerns with describing the characteristics of a particular individual or a group (Kothari 2004). The case study research design helps the researcher to get relevant data to respond to the objectives of the study. This case study research design is selected on the basis that it provides an opportunity for a specific aspect to be studied in depth within a limited time.

Secondly, a case study gives a fair and accurate account of the case in such a way that readers are allowed to penetrate the superficial record and check the researcher's interpretations by examining evidence on which the case study is built (Kothari 2004). Thirdly a case study design provides suggestions for intelligent interpretation of other similar case (Kothari, 2004). Thus, a case study research design will enable the researcher to gain information about the role of local community in cultural tourism development in Ololosokwan Ward.

3.3 The Study Area

This study was conducted in Ololosokwan Ward in Ngorongoro District. Ololosokwan Ward comprises of two villages which are Ololosokwan and Njoroi. The ward is located in the north-western corner of Loliondo Division, Ngorongoro District, bordering the Serengeti National Park to the west and the Kenyan border to the north. The ward is the home to 6,557 pastoralists, majority being Maasai of Ipurko section (NBS, 2012). The reasons for selecting Ololosokwan Ward were that, the area is strategically located next to a prime tourist attraction since it lies between Serengeti National Park, Ngorongoro Conservation Area and the Maasai Mara Game Reserve. Ololosokwan ward has an ideal of cultural potentials with Maasai cultural resources hence the researcher got quality, quantity and reliable information.

3.4 Target Population

According to the 2012 census, the ward has a total population of 6,557 where by male were 3,263 and female were 3,294 (NBS, 2012). The target population of this study was heads of households of Ololosokwan Ward, village leaders, ward leaders and tourist stakeholders such as managers and tour guides in Ngorongoro District.

3.5 Sampling Procedures

3.5.1 Purposive Sampling

Purposive sampling refers to a judgment, selective or subjective sampling (Kothari, 2004). It is a non-probability sampling method characterized by a deliberate effort to gain representative samples by including groups or typical areas in a sample. The

researcher relied on this method to select respondents from local community. Judgmental/purposive being a non-probability sampling technique was used to obtain key informants who included; local community leaders, District tourism officer, lodges and camps officials. This was done by visiting them in their respective areas/offices.

3.5.2 Random sampling techniques

In this study simple random sampling technique was used to obtain respondents from the local community. This technique was applied due to the fact that the local people are many and every individual has an equal chance to give views about the impacts of tourism activities. For the purpose of reducing the study area into a manageable size, purposive sampling will be employed to select staff from three companies such as &Beyond Tanzania Limited, Buffalos Safaris and Maasai Honey, District Tourism Officer and Ward, Village and Sub-village leaders so as to know their degree of involvement of the local community in cultural tourism.

3.6 Sample Size

It is not possible to deal with all the targeted population, therefore it is advised to take proportion of the population as a sample. Cohen *et al.*, (2000) defined a sample as a strategic and purposive selection of respondents who will represent the target population and provide information to answer the research questions. According to (Brymann, 2004) the rationale for sampling is to measure these elements and draw conclusions concerning the population. The sample size of this study comprises the total number of 80 community respondents from the population of 1310 households.

The sample will also include 1 District tourism officers and 19 people from tour companies who will be the managers, tour guides and curios sellers (Table 3.2).

Table 3.2: Sampling Frame

S/N	Categories of population	Population	Sample size
1	Local community members and village officials	1,310	80
2	Companies officials- Camp Managers, Tour guides and curios shops sellers	97	19
3	Government official- District tourism Officers.	3	1
	Total	1,410	100

Source: NBS 2012 and Tourism companies data

3.7 Sources of Data

3.7.1 Primary Data

Primary data is the data collected for the first time, and thus, happen to be original in character (Kothari, 2009). Primary data was collected using interviews, questionnaires and various observations. The data collected enabled the researcher to get information from various stakeholders about the role of community in cultural tourism.

3.7.2 Secondary Data

Secondary data are the second hand information being exploited by other scholars and these were obtained from documents such as books, theses, papers, journals,

magazines, articles, pamphlets, electronic sources and unpublished literature. The documents were obtained from The Open University of Tanzania (OUT), Tanzania Tourism Board (TTB), Cultural Tourism Programø (CTP) and different websites. The aim of Secondary data is to get views and information from different authors about the involvement of local community in cultural tourism development.

3.8 Data Collection Methods

3.8.1 Questionnaires

Questionnaires will be used in obtaining information from different people or respondents in the study area. Both open-ended and closed-ended questionnaires were used to enable the researcher to get data and information about the participation and involvement of local community in tourism in Ololosokwan Ward. Questionnaires were used to collect information from local community members. The local community members provided the information of cultural tourism activities carried out in the area.

3.8.2 Interviews

Preece (2003), denotes that, interview is a purposeful interaction among two or more people, focused on one person trying to get information from the other person. This technique was used to collect information from cultural tourism projects, tourism stakeholders such as companiesø managers and staff, government officials and local leaders. The interview guide was used in collecting data which involved presentation of oral verbal responses. The Researcher chose this approach because it enables to get cultural tourism information from key informants.

3.8.3 Direct Observation

Direct observation method was used in this study in order to supplement information collected using other data collection methods. The researcher observed the participation and involvement of local communities in cultural tourism. The whole process of making and selling beads, skins artifacts, singing and dancing were among things observed. Through observations the researcher got an opportunity to take photos and make personal judgments regarding the situation in the study area.

3.8.4 Documentary Literature Review

In this study, documentary literature review was used where various literatures were reviewed including books, journals, government reports, and internet sources were reviewed. The review was conducted in order to get views and information from different authors about the involvement of local community in cultural tourism. The documents were obtained in Open University of Tanzania (OUT) Library, Tanzania Tourism Board (TTB), Cultural Tourism Programø (CTP) and different websites.

3.8.5 Data collection tools

Data were collected by using different tools such as pens, camera, question paper, computer and note books

3.9 Data Analysis, Interpretation and Presentation

The raw ldata collected was edited, coded and analyzed. Qualitative data will be analyzed using content analysis. Content analysis means analyzing the information collected through interviews in order to indentify the main themes that emerge from

respondents (Kumar, 2005). Content analysis is one of the classical procedures for analyzing textual material ranging from media products to interview (Flick, 2001). In this study content analysis was used to analyze data collected through interviews, observation and open ended questionnaires.

Quantitative data are data which are in the form of numbers. This data was analyzed using descriptive statistics where by simple statistical analysis such as comparisons and percentages were used in the analysis. Statistical Package for Social Science (SPSS) was applied to analyze the information obtained through questionnaire in this study. For analyzing the quantitative data, according to (Welman and Kruger 2001), identify the descriptive statistic analysis, which is concerned with the description and or summarization of the data obtained for a group or individual unity of analysis. The data collected from this study was presented by using pie charts, tables and graphs.

3.10 Validity and Reliability of the Research Instruments

3.10.1 Validity

Validity refer to the extent to which data collection method or methods accurately measure what they were intended to measure or the extent to which research findings are really about what they profess to be about (Saunders *et al.*, 2000). In order to ensure that there is validity of the study, the researcher conducted a pilot study on the role of local community in cultural tourism development in Ololosokwan Ward using questionnaires to the local community.

3.10.2 Reliability

Reliability refers to the extent to which data collection technique or techniques will yield consistent findings. In other words, similar observations would be made or conclusion reached by other researcher or where there is transparency made from the raw data to ensure reliability (Saunders *et al.*, 2007). The aspect of reliability was measured through the pilot study, while through questionnaire word sequential were checked in advance. Also feedback and field notes were taken in order to clear doubts on the data that will be collected.

3.11 Ethical Issues

As a member of the Open University of Tanzania-Arusha Compass academic collegiate, conducted the research ethically ensuring all aspects required in the process are followed. This gave assurance and attempt by checking compliance with the college regulations. The researcher sought the consent of people taking part in research and negotiated for approval to conduct the research in Ololosokwan Ward. Views were respected by not falsifying the data which were obtained with the utmost integrity and keeping all information with anonymity.

CHAPTER FOUR

4.0 DATA PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.1 Introduction

The chapter presents findings obtained from respondents through questionnaire, interviews, observation and documentary review. Chapter started with socio-demographic characteristics, presentation of the collected data, analysis and discussion.

4.2 Socio-Demographic Characteristics of Respondents

The parameters which were examined in this study were age, gender, education level and economic activities of respondents. These variables help to provide a profile of the sample surveyed.

4.2.1 Gender of Respondents

In order to have good representations of gender, sex of the respondents were taken into consideration. About 61% of respondent were male and the remaining 39% were female (Figure 4.2). More males were involved in this study because African cultures regarded male the heads of households. In this study both male and female were given equal chance to participate in this study.

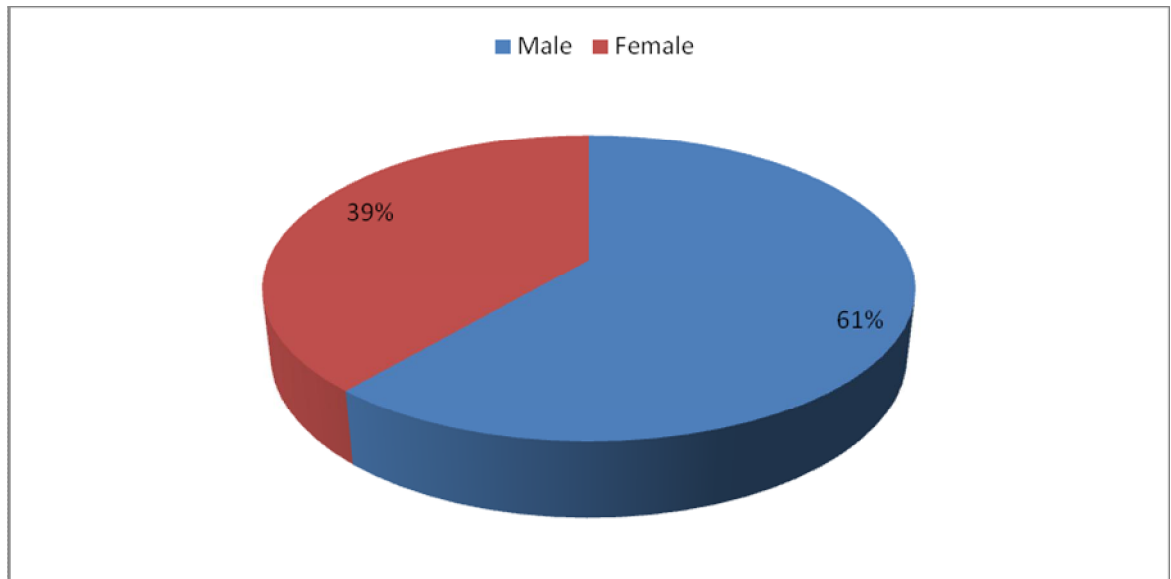


Figure 4.2: Distribution of Respondent by Gender

Source: Field survey, 2018

4.2.2 Age of Respondents

The age of respondents was categorized into five groups (Table 4.3). The grouping of respondents according to age based on economically active group in Tanzania which range from the age of 15 years to 64 years old (URT, 1991). The investigation of respondents' age was important due to diverse implications of each group, social setting which may subsequently have regarded the cultural tourism. The results in Table 3 show that, 42% of the respondents were aged 41 to 50 years of age, while minority 5% was above 60 years old. The findings imply that majority of the respondents are in the middle age group i.e. 41 to 50 years which fall within the economically active and productive group. According to Gunaratne (2002) the age of a person usually is a factor that can explain the level of production and efficiency. In the study area, this age group own farms and engaged in crop cultivation while others

engage in livestock keeping and are most suffered the consequences of human wildlife conflict.

Table 4.3: Distribution of Respondent by Age

Age category	Frequency	Percentage (%)
18-30	8	10
31-40	27	34
41-50	34	42
51-60	7	9
60+	4	5
Total	80	100

Source: Field survey, 2018

4.2.3 Education level of respondents

Education is perceived as among the factors that influence an individual's perception of an intervention before making decision to take part. According to Basnayake & Gunaratne, (2002) education is always regarded and valued as a means of liberation from ignorance. Thus, understanding the educational levels of the respondents under the study was an important factor in assessing their skills and knowledge for judging about different matters. The results in Table 4 revealed that, 56% of respondents had attained primary education, 22% of respondent had no formal education, 13% of total respondents attained secondary education, 6% had attained technical education from VETA and from other vocation training institutes and colleges while 3% of

respondents attained university education. Despite the fact that there are few respondents who cannot read or write especially elders but most of them engage in cultural tourism activities. Most respondents were able to provide correct answers about the role of local community in cultural tourism.

Table 4.4: Distribution of Respondents by Education Level

Education level	Frequency	Percentage (%)
No formal education	18	22
Primary education	45	56
Secondary education	10	13
College/Technical education	5	6
University	2	3
Total	80	100

Source: Field survey, 2018

4.3 Economic Activities

The main economic activity in the study area is agro pastoralism as the majority; where by 44% are livestock keepers and 29% are involved in crops cultivation (Figure 4.3). Business is another economic activity where people deals on both livestock selling and agricultural products and transport to the market. There are a few respondents employed in public and private sector such as in the tourism centers and in other investment areas available in the study area. Also there are some businesses conducted in Ololosokwan ward related to tourism including individual

who prepare cultural products and sell them to tourists while others are middle men who buy those already made cultural products from local people and sell to tourists. Since the area is found in Loliondo game-controlled area that borders the great Serengeti National Park and Masai Mara National Reserve in Kenya sometimes wildlife such as zebra, wildebeest and gazelles graze with livestock in the grazing land. This is due to the fact that Maasai people who are dominant in the area do not hunt wildlife and therefore their livestock lives in harmony and share pasture with wildlife. The system contributed a peaceful coexistence in a most prime area for tourism.

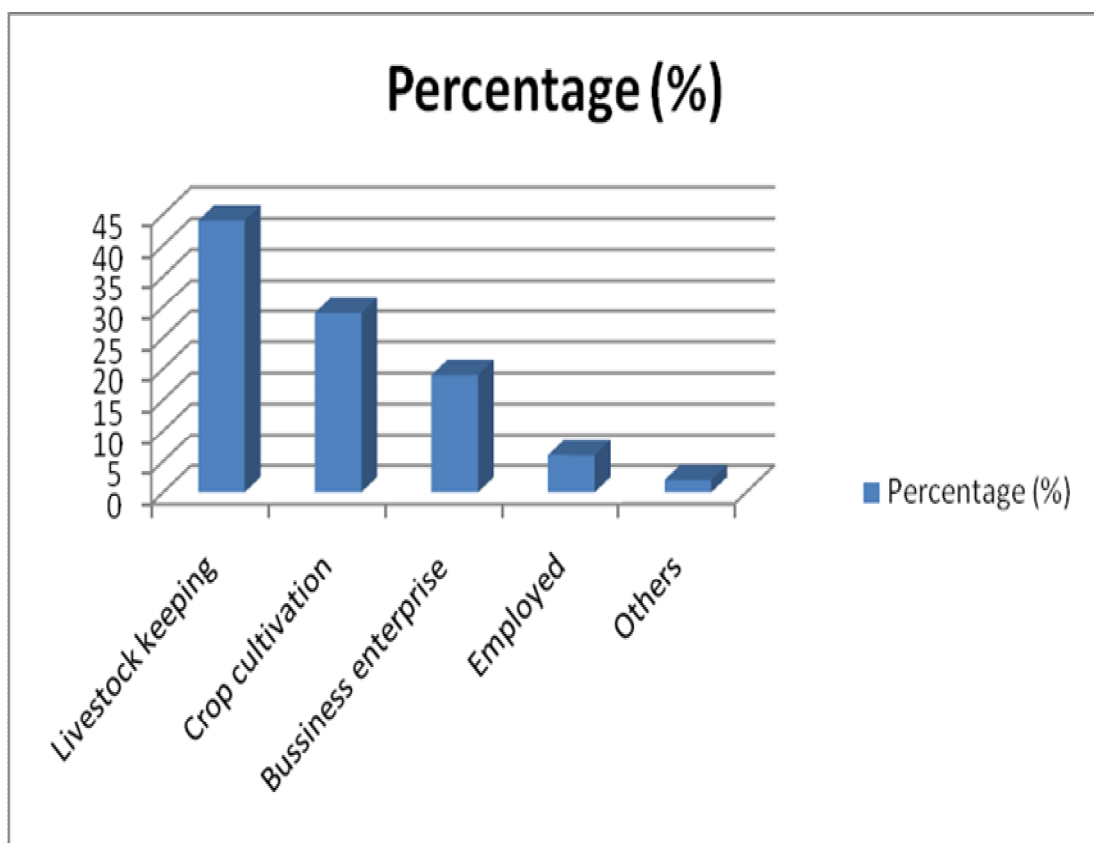


Figure 4.3: Main economic activities

Source: Field survey, 2018

Table 4.5: Cultural tourism attractions available in Ololosokwan Ward

	Attractions	Response	Percentages (%)
1	Curio shops	11	14
2	Local marketø	17	21
3	Ololosokwan cultural art space	29	36
4	Maasaibomas	7	9
5	Traditional foods	8	10
6	Traditional dances	6	7
7	Other attractions i.e. climate, location	2	3
	Total	80	100

Source: Field Data 2018

4.4 Cultural tourism attractions available in the Ololosokwan Ward

4.4.1 Cultural Art Space

Ololosokwan cultural art space is a community owned project funded by UNESCO and the European Union to be a center for smaller community group who are the primary beneficiaries of this cultural venture; the project entails to engage in processing of hides and skins in the making of leather, horn craft in the making of bracelets, necklaces and rings, beadwork brushing on the final touch of cultural products to enable them to trend and fetch good prices in the available tourist market. The central focus of the center is to enable community group to use readily available local materials to make and sell cultural handicrafts which is also visited by many tourists who purchase cultural products as shown in (Figure 4.4.). Most of the

respondents 36% highly appreciated existence of the project since they are the direct beneficiary of income accrued from it. The group members stated that òwe are the producers of these traditional clothes, belts, sticks, traditional beads, leather shoes and horn craft products all of which made for the purpose of selling to tourists to increase householdø incomeö

4.4.2 Local market

Ololosokwan ward has planned weekly market that brings thousands of business people from Loliondo, Sale Divisions and from the neighboring country of Kenya to sell and buy agricultural goods. Ololosokwan local market as revealed by 21% of the respondents people are selling agricultural goods, Tourists from the near-by camps of Kleinø camp, Taasa Private Reserve and Ortello Business Cooperation (OBC) are interested in visiting at Ololosokwan local market to enjoy the Maasai reddish wearing flocked in the market and take photos, purchase cultural tourism products.

4.4.3 Traditional meals and local brews

These are local food and alcohol prepared by the Maasai using their local knowledge and skills. This has been also an opportunity for the local men and women when tourists are interested to experience the local taste during the days visiting the local area. This is always possible when companiesø managers give information prior to the visit to be included as one of services to be provided whilst greater local revenue is generated as pointed by 10% of respondents.

4.4.4 Maasai bomas

The Maasai have fenced bomas which accommodate huts made by women, the cattle, goats and sheep are also within the boma which create the chance for tourists to feel experience and explore the Maasai cultural lifestyles. Maasai bomas was portrayed by 9% of respondents as cultural tourism attractions that provided a wider taste of touristic cultural experiences and have inspired few tourism properties based in Ololosokwan village to include Maasai village visits in their marketing edges.

4.4.5 Traditional dances

These are folk dances or practices performed by the local Maasai women and men during traditional rituals; a ceremonial occasion that encompasses age set retirement ceremonies, marriages, lion kill events, bush meat farewells, initiation ceremonies among others. All these cultural dances offer significant opportunity for tourists visiting Ololosokwan wards to immensely participate in cultural authentic staging and created a reliable tourism activity in the area as said by 7% of the respondents. Regular entertainments for youth are always conducted where tourists are mostly interested to see and joint as part of the events and take photographs for commemoration of the visit.

4.4.6 Curio shops

Curio shop is a souvenir shop filled with trinkets, jewelry, home goods and historical reproductions (Webster) www.merriam.webster.com. In the curio shops local handcrafts are displayed in each of the tourism company based in Ololosokwan ward. These entails to portray the literal expressions of items used by diverse tribesmen in

Tanzania. The ornaments significantly offer income for the localsø cultural products for instance Makonde carvings, Maasai clothes, beads spears, belts, sticks and calabashes when sold to tourists visiting the lodges as depicted in the figure below in one of the visited tourism property in Ololosokwan as revealed by 14% respondents who represent the group taking the ornaments to tourism camps.

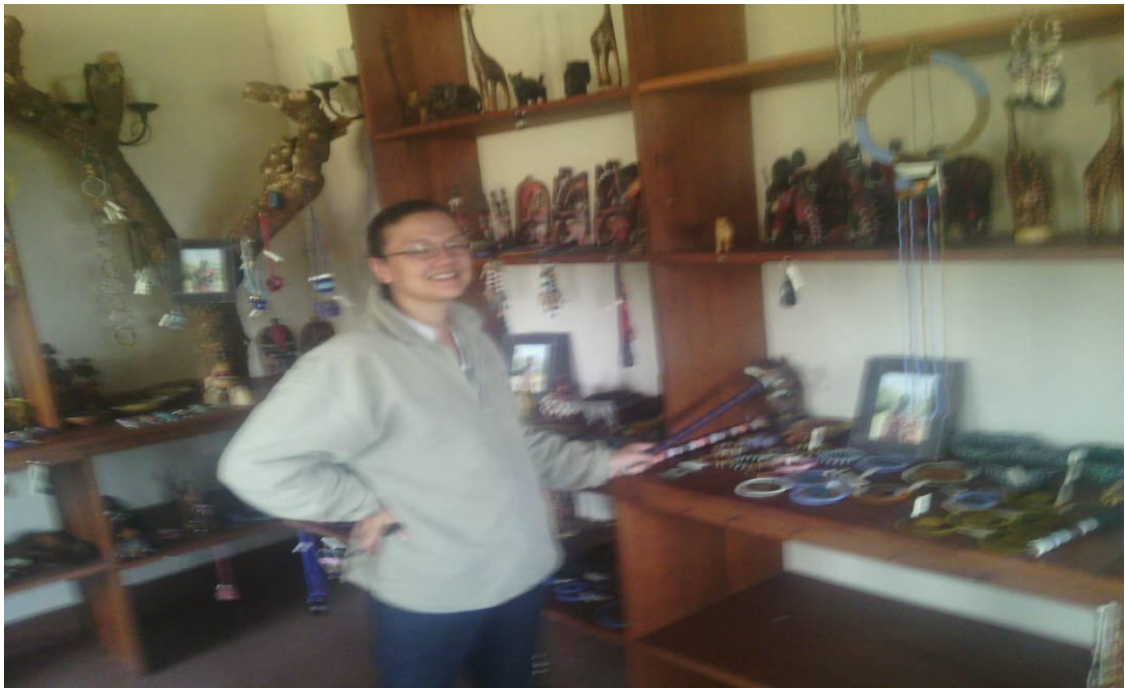


Figure 4.4: A tourist in a curio shop purchasing cultural products at Taasa lodge Ololosokwan ward.

Source: Field survey 2018

4.4.7 Maasai Manyata

This is an important segment in Maasai culture which involves establishment of a large Boma in a certain period of time to bring together the same age set with their mothers or wives in one place. In the Manyatta various age matesø practices are carried out and all meant to facilitate informal trainings for the young warriors or

junior men are expectedly grandaunts of the age set system to adulthood. Moreover, the gathering in one Boma is intended to mark the process of transforming one age set in one stage to the another. The research found these Maasai Manyatta when are set up; are also most visited by the tourists from the nearby companies to learn and experience about these Maasai cultural unique practices.

4.4.8 Other attractions available in Ololosokwan Ward

Ololosokwan ward is well located in tropical savannah of the Serengeti-Maasai Mara Ecosystem and the presence of various attractions such as protected areas, landscapes, sand, and water near and within the research site are main contributors of the cultural activities that take place in the research site. Most of tourists are game viewers, and since the ward has all the necessary attractions and located adjacent to the main protected areas like Serengeti, intermingling natural and cultural tourism is inevitable.

The main road from Arusha via MtowaMbu, Engaresero, Loiondo- Kleinø gate which is located in Ololosokwan ward, it is also an entrance to Serengeti national park propagated the development of cultural tourism in the ward since some tourists companies pass their clients to the center where they purchase cultural ornaments. Perennial water spring flowing over years in the ward propelled a great number of migrating animals to make permanent roots to the ward.

The presence of enough water in a ward overlay pleasant environment for Greater Wildebeest Migration and gave a no need for tourists in the camps around to take their visitors to Serengeti, hence enable a simple itinerary that merge game and

cultural tours in a day within the ward. The presence of hot spring in the ward as another natural tourism attraction increases the number of tourists there within.

4.5 Contribution of Cultural Tourism on the Livelihoods of the Local Community

The second objective of this study was to explore the contribution of cultural tourism to the livelihoods of local community in Ololosokwan Ward. Generally, the study findings show that 47% respondents said cultural tourism contributed a lot to sustain their livelihood, while 33% respondents said that contribution of cultural tourism to their livelihood are moderate, 14% respondents claimed that cultural tourism in Ololosokwan ward have low contribution to their livelihood compared to its uniqueness, and 6% respondents hold that cultural tourism in Ololosokwan ward do not have any contribution toward their livelihood (Figure 5).

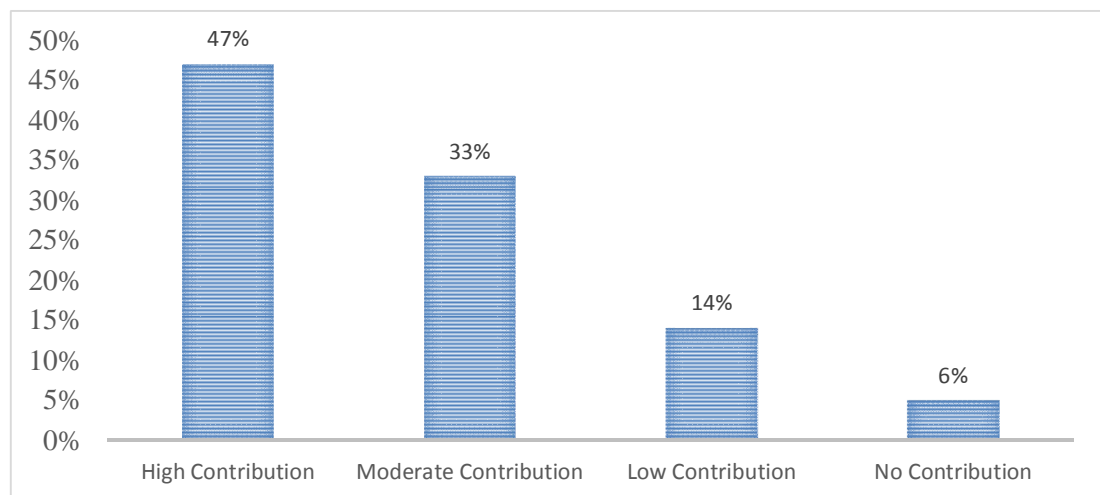


Figure 4.5: Contribution of cultural Tourism on the livelihood of the local community

Source: Field Data 2018

This study revealed that those respondents who participate and benefit in cultural tourism through handcraft making and selling as well as dancing had a positive perception towards cultural tourism contribution in their livelihood. Apart from that there are those who benefit from tourism indirectly through tourism multiplier effects, for instance care taker of livestock and farms of direct participants had a moderate perception as they said cultural tourism contribute to their livelihood moderately through salary paid by cultural tourism activities. Some who didn't participate or benefited directly in cultural tourism had a negative perception towards cultural tourism contribution in their livelihood.

During this study one of the village chairmen said that cultural tourism transformed the life of local people in the area, he said *“in the past the local people in this area engage in business related to crops and livestock, but nowadays engage in business related to cultural tourism.”* This is due to the fact that many indigenous people especially in Ololosokwan ward participate directly in tourism through handcraft making, dancing, storytelling, employment as chefs, security guards in tourism lodges and camps, waiters and waitress and tour guides who in most occasions brings interested cultural tourists to the Maasai bomas to purchase local handcrafts.

Table 4.6: Challenges facing local community in cultural tourism in**Ololosokwan Ward**

	Challenge	Respondents	Percentage (%)
1	Language problem	31	40
2	Lack of education and awareness	22	28
3	Negative perception towards tourism	11	14
4	Poor identification and documentation of cultural products	8	10
5	Financial constraints	6	7
6	Others; lack of hospitality skills	2	1
	Total	80	100

Source; Field data, 2018

4.6 Challenges facing local community in promoting cultural tourism

Most respondents (40%) mention language as a big challenge facing them to participate in cultural tourism activities where by most those who benefit from tourism are those who know international languages such as English, French, Germany, and Spanish just to mention few. International languages help local people to communicate, bargain and sell different local products and services to tourist since most of the tourists are from America, Europe and Asia. If they don't know international languages it is difficult even to mention the price of a products or services which cause the presence of middle men who buy products from local people with low price and sell it to tourist with high prices hence narrow the number of beneficiaries within the community.

Negative perception of the Maasai community towards cultural tourism is also a challenge whereby 14% of the respondents said they don't engage in cultural tourism because of other responsibilities and they don't have time to waste in cultural tourism. One respondent said *“we as elders of maasai, we have our traditions and customs, and also we have a lot of responsibilities, so it is very shameful to see a person like me waiting for money from a tourist while I can keep cows and get money”* also he said *“tourism is for Swahili people and not maasai”*. *Who will graze our livestock?*

This shows that some people have negative perception towards tourism in Ololosokwan since they think tourism is for certain people. They also believe that tourism has contributed to the grabbing of their land that has caused the long existing land conflict in the area. The tourism wildlife reserves in Ololosokwan experience conflicting interests between livestock and tourism demands, as livestock need a big land for pastures and tourists need photographing at the same land at the same season.

Apart from that 28% mentioned lack of education and awareness as another challenge facing the local community in Ololosokwan ward to participate in tourism activities. Some of the cultural tourism such as handcrafts, accommodation, home stay tourism, campsites, curio shops and other tourism supportive facilities need skilled personnel to facilitate, thus making education be in question intermingle the presence of the middle men to exploit the residents and the producers of the cultural handcrafts.

The local communities do cultural tourism in accordance to emerging circumstance and activities of tourist and not in a sustainable way. There is no documentation done for such products by either local community or cultural tourism stakeholders like government or other tourism stakeholders. For instance, song, dances, narratives need to be documented for future use and handcrafts also need to be identified and document their uses so as to enable any guest to read and understand without the need of someone to interpret as revealed by (10%) of respondents

Lack of capital, the local community in Ololosokwan ward is mostly livestock dependents and small scale farming. Crops cultivation is more seasonal in the area, as the rain is low in such savannah woodland that can only nourish food crops during some rainy seasons. In this regard, not all community members have enough capital accrued from agriculture to support most of their living necessities and at the same time save amount money as capital for tourism activities as portrayed by (7%) respondents.

Lack of hospitality skills; Hospitality is a friendly and generous behavior toward guests (Hornsby, 2007). Local community lacks a welcoming spirit, since cultural tourism in the first place was not regarded as a commercial activity just an accidental interaction between local community and tourists who wanted to know their ways of living. Tourists do visit the Mainsail bomas among other things for the purpose of studying the culture of the local community but some still perceive them differently. In connections to the local traditions and customs some elderly groups are reluctant to expose their ways of life to guests as they perceive as a taboo to their gods.

Location of Ololosokwan center; Some cultural groups members live far away from the center which is the meeting point for cultural artifacts making take place, hence found hard time of the regular movement of approximately 15km away every day. The distance has hardly challenge women who take the leading roles in the family where their delay to homes causes serious conflicts to their household members.

4.7 Discussion of the Finding

The main tourism attractions in Ololosokwan ward were identified as Ololosokwan cultural art space, local market, curio shops, traditional foods, traditional dances, Mainsail bomas and warriors manyata, which falls in cultural attractions. These results were supported by the work of (Mhache, *et al.*, 2017) about the contribution of tourism activities to the livelihood of local communities in villages around Mountain Kilimanjaro. Mhache *et al.*, (2017), found that mountain climbing, bird watching, camping, nature walk, cultural tour and local foods as the main tourism attraction in villages around Mount Kilimanjaro. These shows that Ololosokwan ward contain a huge cultural resources which can attract tourists. Despite the fact that there is diversity of cultural attraction which can improve the livelihood of local people in Ololosokwan such opportunities are not well utilized since the number of tourists visiting the area is low compare to its potentiality and uniqueness of the area.

The result on the contribution of cultural tourism to the livelihood of local community as indicated by respondents that tourism has brought big changes into their lives and highly transformed the area. Employment rate had been increased in the ward, for instance 15 young men and 10 women created a dancing group in the

ward where they are expert in dancing for every tour exhibition and get 5USD per individual per dance.

A part from 25 singers mentioned, there are 50 women who make handcrafts and sell individually to tourists when they visit their bomas and sometimes request special order to the camp. The women, who take their stuffs so as to be sold, have highly benefited, and valued cultural tourism as a viable business. Multiplier effect means there are livestock care taker employed by the singers and handcraft makers and there after they have been payed a certain amount of money hence benefited indirectly from cultural tourism.

The other contribution geared by cultural attractions to the life of the community were improvement of social services like schools, local dispensaries, support students educational development and raise the living standard of the community in reducing poverty level. For instance the respondents pointed out that two classrooms were built one in Mairowa primary school and the other in Ololosokwan primary school, and one dispensary in Ololosokwan through individual tourists family who visited the ward.

In extending contributions of tourism to the local community (Robinson, 1995), suggested that, one of the important economic features of the tourism industry is an income earned by the residents that contribute to their livelihood. Tourism is an instrument in transferring a vast sum of money from income generating countries to income receiving countries.

The money spent by tourist does tend to percolate through many levels. The most common method for estimating the income generated from tourism is to determine the multiplier effect to the area. Tourist makes initial expenditure into the society which is received as income by local tours guides, agriculturalists, livestock keepers, shopkeepers, hotels and dancers.

Cultural tourism, the multiplier effect of tourism in Oloosokwan can be measured by sales multiplier, output multiplier, income multiplier and employment multiplier. In Oloosokwan multiplier effect is very high since there are those who benefit direct such as accommodation operators, tour guides, caving makers, and those benefit indirect such as farmers, transport service providers, livestock keepers, all of which contribute to the livelihood of the larger community. The respondents in the area mentioned different project supported due to presence of cultural tourism in the area such as construction of classrooms, water projects, and construction of health infrastructure. This is in one line with the work of (Mhache *et al.* 2017), in this study; he found that tourism activities in villages around Mount Kilimanjaro helped construction of Bridges, schools and health centers.

Despite local people participating in cultural tourism there are challenges facing them as revealed by the research findings portrayed by the respondents includes; Language barrier, very few individuals know foreign languages spoken by tourists as their potential customers, and this situation made necessary for the presence of middlemen who claims the payment after translation. Lack of hospitality skills and poor government support, the respondents revealed that no training and monitoring

of cultural tourism activities undertaken in the ward thus result to slow development and expansion of cultural tourism in the ward. Financial constraints as lack of capital to purchase other ornaments which are not found in the area were the stumbling block to the community. Other challenges were poor documentation and identification of cultural products, there is no documentation done for such products by either local community, government or other tourism stakeholders. For instance song, dances narrations/story telling need to be documented for future use and handcrafts also need to be identified and document their uses.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENTATIONS

5.1 Chapter Overview

This chapter presents summary of the findings, conclusion and recommendations given to improve the role of local community in the development of cultural tourism in Ololosokwan ward.

5.2 Summary

The objectives of this study was to identify cultural tourism attractions available in Ololosokwan Ward, to determine the contribution of cultural tourism on the livelihoods of the local community and to identify challenges facing local community in promoting cultural tourism in Ololosokwan Ward. The findings shows that majority, 56% of respondents in the study area had attained primary education, while 22% of respondent had no formal education, and on the other 13% of total respondents attained secondary education, The small percentage as 6% had attained technical education from VETA and from other vocation training institutes and colleges while 3% of respondents attained university education. Therefore the respondents were able fill structured questionnaires and responded other finding discussions respectively.

In regard to the role of local community in the development of cultural tourism, the findings reveals identified cultural attractions such as Maasai cultural bomas, traditional foods and brews, groups of traditional dancers, Ololosokwan arts space,

curio shops and Maasai Manyatta, had highly contributed to the progress made in cultural tourism in Ololosokwan ward.

The research findings shows the contribution geared by such cultural attractions to the life of the community through, local employment opportunities to youth and women, local income, preservation of local culture. All these improved the local livelihoods; as such they are able to afford schools and health expenses, and accommodate their daily life. Furthermore, the factors constraining the local community in developing cultural tourism as revealed by the research findings portrayed by the responded includes language barrier, poor government support, lack of hospitality skills and financial constraints to the community. Other factors were lack of education and awareness, negative perception of tourists toward cultural destruction and poor documentation and identification of cultural products.

5.3 Conclusion

The study concluded that local community played a vital role in the development of cultural tourism as they have identified new products and activities with cultural significance which has never been there before, for instance establishment of Ololosokwan cultural art space and cultural bomas purposefully for cultural tourism. The findings shown that the local communities understood the value of the cultural tourism hence their participation has increased and their livelihoods improved through generated revenue. Additionally, awareness creation, commitment of all stakeholders operating in tourism opportunities should engage the local community and establish guidelines for their participation as the basis for improving livelihood via cultural tourism.

Findings have also shown that tourism has got a wider chance to help the local community to improve of their livelihood once it's conducted in a participatory and sustainable manner through conducting tourism that respects cultural integrity, environmentally friendly and economically viable.

In addition to the development of cultural tourism ventures in place, the findings concluded that the key role played by local community is well articulated in souvenirs selling and a wider range of cultural practices that are undertaken during tourists visits such as performing dances, in social ceremonies, storytelling and events hosting that helps to generate income.

Despite the fact that local community play a vital role in cultural tourism activities, a lot is still needed to be done to combat the revealed challenges such as lack of education and awareness, language barrier, inadequate hospitality and poor support from the government that constraint the ability of the local community to get fully involved in cultural tourism activities.

5.4 Recommendations

- Trained personnel are the key to the success of cultural tourism development, as they ensure sustainability of cultural tourism products and practices in the study area. The reason is to ensure that quality cultural tourism products and services are delivered and preserved. In view of this it is recommended that the government related agencies, tour companies and private NGOs should

invest in educating and training personnel involved in cultural tourism in the study area.

- The government through MNRT should assist the local community in documentation of cultural tourism products and services in the study area. Identification and documentation assist the preservation of cultural products for the betterment of the present and future generation. The documentation help clients to have the knowledge of the products while in the destination and in their countries.
- The government, local community and Tour Companies should set code of conduct to the tourists visiting the study area to ensure that the business of cultural tourism products and practices will not jeopardize the community's tradition and customs local culture. The respect and valuing of the host culture will help in preservation of the resident culture and ensure its existence for the benefit of the present and future generations.
- The local community should experience and feel the sense of ownership of their cultural resources; this will entails participation and benefits must reach out the wider individuals in Ololosokwan ward.
- Local community in Ololosokwan ward should participate and take control of cultural tourism by setting objectives and identifying the resources to be maintained and enhanced. In order to make these possible the villages and

ward government should put in place strategies which enable majority of the community members to benefit and develop such resources.

- Central and local Governments should consider undertaking surveys to assess workforce requirements and current and future training requirements in the cultural tourism sector, and develop a national tourism training plan.

5.5 Areas for further research

In the light of the findings from this study, the following areas are recommended for further research:

- i. The same study should be done in other places because Tanzania has diverse cultural tourism in different parts of the country. This is very important because the role and cultural practices differ from one ethnic group to another which would provide different outcomes. The findings should be compared from one ethnic group to another to determine the most successful community in cultural tourism activities. Lessons drawn from such studies would help to facilitate better planning of improving performance of cultural tourism.
- ii. This study also suggested other studies be undertaken to explore the challenges facing local community when participating in cultural tourism and come up with other solutions for more improvement.

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APPENDICES

QUESTIONNAIRES FOR LOCAL COMMUNITY

Introduction

The purpose of this questionnaire is to collect your views and opinions about the role of local community in cultural tourism development in Ololosokwan Ward. This is an academic research and shall only be used for academic purpose, and not otherwise. Thanks for using your valuable time to fill this questionnaire. Please be free to ask for more clarifications via email: nanyoritom@gmail.com or call [+255784011446](tel:+255784011446) (Open University of Tanzania)

Personal particulars

Please tick the appropriate option that best describe your response.

Gender : (i) Male ()

(ii) Female ()

Age: (i) 18-30 ()

(ii) 31-40 ()

(iii) 41-50 ()

(iv) 51-60 ()

(v) 61-70 ()

(vi) 70 and above ()

Marital status:

(i) Married ()

(ii) Single ()

(iii) Divorced ()

(iv) Widow ()

Level of education:

(i) Non formal ()

(ii) Primary ()

(iii) Secondary ()

(iv) College/University ()

1. How do you understand the term cultural tourism?

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2. What are the cultural tourism activities practiced in Ololosokwan Ward?

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3. How do you participate in cultural tourism in Ololosokwan Ward?

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4 To what extent cultural tourism contribute to livelihood of the local
community in ololosokwan

ward?. í .

8. In your opinion, what should be done so as to improve participation of the local community in cultural tourism activities?

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9. How do you utilize the opportunity of cultural tourism available in Ololosokwan?

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10. Any other comments in relation to participation of the local community in cultural tourism?

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THANK YOU FOR YOUR PARTICIPATION

9. What do you think will be the ways to overcome challenges facing local community in participating cultural tourism?.....

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11. Any other comments in relation to participation of the local community in cultural tourism?.....

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THANK YOU FOR YOUR COOPERATION AND PARTICIPATION