

**IMPACTS OF TOURISM ACTIVITIES ON THE LIVELIHOODS OF
COMMUNITIES LIVING ADJACENT TO TARANGIRE NATIONAL PARK,
TANZANIA**

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2023

CERTIFICATION

The undersigned certifies that, he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled, **“Impacts of tourism activities on the livelihoods communities living adjacent to Tarangire National Park, Tanzania”** 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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Date

DEDICATION

This work is dedicated to the Almighty God for protection, strength and good health throughout the period of my study. I also dedicated this work to my beloved mother Bahath Mshana who laid a foundation of my life.

ACKNOWLEDGEMENT

I first and foremost, thank the Almighty God, without him this dissertation would not be accomplished. Secondly, I am indebted to various individuals and institutions whose support, guidance, cooperation and advice made this work to be in the form it is now. It is difficult to list all of them. Nevertheless, the following deserve a special remark. I owe a special debt of gratefulness to my employer, Tanzania Wildlife Management Authority (TAWA) for allowing me to undertake this study. I am profoundly indebted to my supervisor, Prof. Emmanuel Patroba Mhache of the Open University of Tanzania for his guidance and encouragement during the whole period of this study. His invaluable comments made this work possible. I wish to express my sincere thanks to course lectures and other Open University staffs for their consistent advice extended during the whole program.

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ABSTRACT

This study assessed the impacts of tourism activities on the livelihoods of communities living adjacent to Tarangire National Park. The study was conducted to communities living adjacent to Tarangire National Park in Manyara Region. This study was guided by three specific objectives: to identify the impacts of tourism activities on the livelihoods of local communities, to determine challenges facing local communities participating in tourism activities and to identify measure deployed to address challenges facing local communities to participate in tourism activities in the study area. The sample size of this study was 211. Purposive and simple random sampling techniques were employed to select samples. Primary and secondary data were collected using questionnaires, interviews, observations and documentary literature review. SPSS software version 20.0 was used to analyze quantitative data while qualitative data were analysed using content analysis. The study findings revealed that, impacts of tourism activities on the community's livelihoods included competition for land with other economic uses, social stress and cultures clashes and improvement of the standard of life. Also the study findings revealed that, the challenges facing local people participating in tourism activities included unemployment problem, negative perception towards tourism activities and low level of education. Furthermore, this study recommended appropriate strategies to reduce the challenges among others which include increase employment opportunities through tourism, improve outreach program, empowerment of local people, increase awareness and education to local people, community involvement and participation of local people in tourism activities.

Keywords: *Livelihoods, Local communities, Tarangire National Park, Tourism activities.*

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LIST OF ABBREVIATIONS

| | |
|--------|---|
| MNRT | Ministry of Natural Resources and Tourism |
| NCA | Ngoro Ngoro Conservation Authority |
| SPSS | Statistic Package for the Social Sciences |
| TANAPA | Tanzania National Park |
| TTB | Tanzania Tourist Board |
| UNWTO | United Nation of World Tourism Organization |
| WTO | World Tourism Organization |

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Chapter one introduces the study providing background information to the study, statement of the problem, objectives of the study, research questions, and significance of the study and organization of the dissertation.

1.2 Background to the Problem

Tourism refers to activities of persons travelling to and staying in places outside their usual environments for not more than one consecutive year for leisure, business or other purpose (WTO, 1991). Tourism involves activities of people travelling and staying outside of their usual environment for not more than one year for holiday or other purpose (WTO, 1999). According to WTO (1999) some organization and institutions recognize the day visitors who make a massive contribution to tourism industries due to the fact that tourism stays at least overnight therefore, it suggested including day visitors in statistic.

According to Tao and Wall (2009), several tourism destinations have fuelled growth of other economic sectors in such a way that majority of the populations living in those areas have been stimulated to make choices that support conservation and / or protection of those destinations. So, it is expected that, if tourism within TANAPA will be well organized, then the livelihoods of communities living adjacent will improve their standard of living by participating in guiding tourism, walking safaris, hotelier and they will sell their hand crafts.

According to Luvanga and Shitundu (2005), Tanzania is among the few countries in the world endowed with a vast range of tourism attraction. The country possesses world famous natural attraction: Zanzibar Island; Serengeti plains; Ngorongoro crater; and Mountain Kilimanjaro. The tourism destinations have been created that are both growing and maintaining a high – quality product. Tourism plays dominate role in the country's economic development and is one of the major sources of foreign exchanges earnings. In Tanzania, tourism sector under the Ministry of Natural Resources and Tourism (MNRT) provides brilliant investment chances through construction and management lodges, hotels, ventures, restaurants, aviation projects and training instruction, tour operations, travel agencies and marketing operation especially in National Park areas that attract most of the foreigner's investors (Okello et al., 2009).

1.3 Statement of the Problem

Tourism has grown and become one of the world largest industries with much of the growing market based around undisturbed natural environments such as protected areas. Managed protected that tourism industry employs one in nine workers worldwide Nyore (2013). Tourism has been a main contributor to the national income through earning of for example money, employment creation and market for local goods. A part from the benefits gained from tourism, the negative impacts of tourism activities to the livelihoods of communities includes low wages for employed, controlled access to natural resources, frequent increase in price of commodities and change in culture.

Tanzania is well known for their hospitality, open and careful sense of humor, friendly approach and kindness to foreigners. The people are endowed with a wealth of culture, history and creative talent that has put Tanzania on the world map as one of the leading nations in that respect. Tourism have been recognized by government as an opportunity for economic growth hence an instrument for poverty eradication. Tanzania has the best tourism attractions in Africa (TTB, 2008). These settings suggest that, more impacts can be impacted to communities living close to the destinations through the tourism sector. Chok et al. (2007) claimed that expansion of tourism activities translates into beneficial gains to the poor communities surrounding the sites.

May studies about the impacts of tourism have been undertaken, like the one by Shitundu (2000) focusing on impacts of tourism on poverty alleviation, but again by Mungure (2017) placed on livelihood as a result of protected area a case study of Mikumi National Park. Furthermore, Nyore (2013) traced the tourism for sustainable local livelihood and nature conservation in Lake Manyara National Park. Despite. Despite of all these studies, these studies, there is no study has been conducted focusing in the impacts of tourism activities of the livelihoods of communities living adjacent to Tarangire National Park. Therefore, this study is designed to assess impacts of tourism activities to the livelihoods of communities living adjacent to Tarangire National Park.

1.4 Objectives of study

1.4.1 General objective of the study

The general objective of the study is to assess the impacts of tourism activities on the livelihoods of communities living adjacent to Tarangire National Park.

1.4.2 Specific objectives of the study

- i. To examine impact of tourism activities conducted adjacent Tarangire National Park to the livelihoods of community.
- ii. To explore challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park.
- iii. To evaluate measures used to curb challenges facing local people participating in tourism activities conducted adjacent Tarangire Park.

1.5 Research Questions

- i. What are the impacts of tourism activities conducted adjacent Tarangire National Park to the livelihoods of community?
- ii. What are the challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park?
- iii. What are the measures used to address challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park?

1.6 Significance of the Study

The results of this study will provide baseline information for future research related to this study. The knowledge that will be obtained from this dissertation will help

tourism stakeholders and other stakeholders to reduce the effect to tourism activities to the livelihoods of community adjacent to protected areas. The research dissertation is very important to the policy makers, especially tourism policy as it aid the government to review to policy to the issue of tourism activities and its impacts to livelihoods of community living adjacent to protected areas. For the academic purpose, this study is the requirement for the award of Master of Tourism Planning and Management of the Open University of Tanzania.

1.7 Organization of the Dissertation

This dissertation is organized into five chapter one includes the background information, statement of the problem, research objectives and questions, significance of the study and organization of the dissertation. Chapter two includes the conceptualization of key terms, theoretical literature review, empirical literature review, conceptual framework and research gaps. Chapter three it specifically covers the study area, research design, research approach, population of the study, sampling procedures and sample size, types of data collection method and data analysis techniques. It further presents validity and reliability of the research instruments and ethical considerations. Chapter for presents the findings and discussions. Finally, chapter five contains the summary of the study, conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviewed different literature with bearing to the study. It starts with definition of concepts and theoretical literature review. Theories presented in this chapter the Herzberg's two factor theory, Expectancy theory and equity theory. In the empirical literature review the study reviewed other studies related to the study basing on the specific objectives. Finally, conceptual framework and research gap are presented.

2.2 Definition of the concepts

2.2.1 Tourism

The World Tourism Organization (WTO, 2012) defines tourism as the activities of person travelling to and staying away from places of their usual residence for not more than one year for leisure, business and other purpose not related the exercise of an activity remunerated from within the place visited.

2.2.2 Tourism activities

Tourism activities are defined as the sum of phenomena and relationships arising from the interaction of tourists, business suppliers, host government and host communities in the process of attracting and hosting these tourists and other visitors (Bashagi at al, 2009).

2.2.3. Local communities

Local community is defined as a group of interacting people living in a common

location. Local community is the collection of households who live in close geographical proximity such as ward and commune with one another (UNWTO, 2004). According to Mpanda et al. (2011), a local community is a group of interacting people sharing an environment.

2.2.3 National Parks

According to the IUCN (2017), National Parks are “large natural or near natural areas set aside to protect large-scale ecological process, along with the complement of species and ecosystems characteristic of the area, which also provide a foundation for environmentally and culturally compatible spiritual, scientific, educational, recreational and visitor opportunities’. There are several kinds of protected areas, which vary by level of protection depending on the enabling laws of each country or the regulations of the international organizations involved (Naude and Saayman, 2004).

2.3 Theoretical Literature Review

2.3.1 Equity Theory

Equity theory was developed in 1969 by J. Stacy Adams. The theory focuses on determining whether the distribution of resources is fair to both relational partners. Equity is measured by comparing the ratios of contributions of each person within the relationship. Guerrero et al. (2005). Postulated that equity theory accepts that variable individual factors effect each person’s assessment and perception of their relationship with their related partners (Guerrero et al 2005). According to Aref (2009), anger is induced by underpayment inequity. Communities living adjacent to

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

According to Equity theory if these communities feel underpaid as compared to what they would have getting from accessing the National Park then it will result in hostile feeling towards management of National Park. Hence the differences in perceptions and attitude about the impacts of tourism development could results into conflict among stakeholders and local communities (Barbour, 2008).

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

Most developing countries including Tanzania have launched National Park management decentralization initiative (Wily, 1999; Larson et al.; 2007) making a major paradigm shift towards sustainable management (Wyllie, (2007). New protected areas policies and protected areas law as have been adopted in Africa and efforts are made to improve law enforcement and governance (Wyllie, (2007). Tanzania is one of the countries where most policies advocate popular participation in development projects (Lange, 2008). This was in line with the United Nations Conference on Environment and Development (UNCED) of 1992 (URT, 2001). As far there are no strong by laws guiding conservation of National Parks, communities living adjacent to National Parks depend on the protected resources by sneaking inside (poaching)- putting them in a high risks of being caught and brought to court. Tourism will not benefit the local if protection of these National Parks is not seriously put into account.

2.4 Empirical Literature Review

2.4.1 Impacts of tourism activities to the local community

To many developed and developing countries, tourism is credited with provision of much needed foreign exchanges, employment, incomes and public revenue. It has become an important sector and potentially constitutes one of the fastest growing countries. The contribution of tourism sector to total revenues in these countries is within the range of 8 to 20 percent (Honey, 2008). Several studies from different scholars in different part of the world including Tanzania have revealed that tourism contributed to livelihood improvement, (Honey, 2008). In many Asian countries economies such as Fiji, Jamaica, Bermuda, Maldivians and Seychelles, tourism is an

important foreign exchanges source (Sinclair, 1998). Further evidence on the important of tourism from some Africa countries showed that Kenya earned 37 percent of its total foreign exchange in 1988 from tourism (Sinclair et al., 1995).

Tourism creates market for local products and destinations when tourist returns point to their origin (Africa Tourism Report, 2013). According to Lai, (2003). Tourism offers an important chance for the least development countries to combat poverty, expand their economies and pursue pro-poor inclusive growth strategies. Poverty as one of the greatest challenges the world faces, tourism can provide effective tools in alleviating it, (UNWTO, 2013) through creating economic opportunities to individuals to create solution.

According to Tourism, (2006). The tourism industry contributes much in the global economy contributing 5 percent of gross domestic product (GDP), 30 percent of services exports and 235 million jobs. It is expected THAT BY 2030. Consumer spending on tourism. Hospitality and recreation in Africa is projected to reach about US\$261.77 BILLION U\$S 4137.87 billion more than in 2015. Given these trends. Tourism industry has significant potential in Africa, due to the continents richness in natural resources. According to the World Tourism Organization, in 2000 there were 698 million tourist arrivals worldwide that generated 478.0 US\$ BILLION. According to the statistic available also indicate that, Africa's market shares IN 1999 WAS 2. %. Given the size of our continent, the beauty of Africa, the diversity and uniqueness of tourism attractions in Africa, there is stillroom for a bigger growth in both tourist arrivals and receipts. Tanzania is therefore determined to have its fair share in this important industry.

In Tanzania specifically tourism is the main contributor of foreign exchange receipts in the year 2018 as reported by Bank of Tanzania (BOT et al2015). The earnings reached US\$2.44 billion from US\$ 2.25 billion in the same period in the year 2017. The world Tourism Organization (WTO) indicated that in Tanzania the number of tourists visiting the cultural tourism grew from 35,000 in 2007 to 70,000 in 2013. By 2014 an estimated number of 3000 local people generated direct income from cultural tourism, which donates community development purposes to the villages, such as improving schools, health centers and clean and safe water. From empirical literatures it is clear that tourism will contribute to improve livelihood if it creates job and other business opportunities, which generate income to various groups in the community. Tourism is regarded as a major growth sector which is labor intensive and offer important potential for suitable growth in developing countries which may have narrow growth options (Ashley and Maxwell 2001). The World Economic Forum (WEF) conducted studies on tourism and travel (T&T). According to their report tourism industry creates most jobs in developing new countries. The WTTC (2011) reported that tourism is an influential vehicle for economic growth and job creation all over the world.

2.4.2 Challenges facing local people participating in tourism activities

There are significant numbers of barriers that hinder effective usage of the tourism sector as a tool for poverty alleviation, Barriers among other comprises lack of government programs targeted to the tourism informal sector, which plays a crucial role in providing tourism services and has the significant potential of assisting to condense poverty particularly in urban areas. People engaged in tourism such as tour

guides, those employed in places such as hotels, restaurants, curio shops and cultural center majority of them fail to communicate effectively with tourist when they encounter. Also lack of capital and consistency market for local produce due to seasonality are among challenges local communities faces when conducting tourism activities (Johannesen and Skonhoft (2005).

2.4.3 Measures to address challenges facing local people participation on tourism activities

Yang (2006) states that, service organization organizations need to adopt critical quality practices and an outstanding quality-management system-not only to delight customers and increase customer loyalty, but also to pursue excellence in business performance. Sikoyo (20015) argue that, services are more labour intensive and employee behavior and performance are the key factors in the provision of good customer service. Training of the employees on customer satisfaction, and Rewarding and promotion program for the successful employees would motivate employees in delivering quality service. According to entrepreneur's views, challenges of marketing should be overcome by looking for market in outside Tanzania and by doing serious advertisement.

Promotion on their firm cooperation and networking in providing of training increasing of aggressive marketing ,embracing technology and upgrading will help to increasing marketing for entrepreneurs (Shoo and Songorwa, (2013).The contraction of infrastructure will solve the challenges of poor infrastructures. The government should construct infrastructures where farms, campsite, hotels,

restaurants are and the tourist's destinations in general. Even though the road condition is the stumbling block, the staff and the board of trustee believe that the government should assist to manage roads in good conditions (Lakheke, 2013).

2.5 Conceptual Framework

The conceptual framework is a figure typically presented as a concept map that summarizes all key information presented in the literature review of the study (Mi,(2014). The study was guided by a conceptual framework (figure 2.1 adopter from Nyore (2013) on contribution of tourism activities. The conceptual framework demonstrates that in order for tourism activities (independent variable) to impacts on livelihood of local people (dependent variables), environmental impacts. Economic impacts including employment, improving and diversifying the local and national economy. It is also a source of forex. Negative impacts including pricing discrimination whereby products and services are sold in high price to the point that local are not afforded to purchase. Another negative impact is low paying jobs.

Figure 2.1 shows that, tourism activities can lead to positive impacts to the local communities due to presence of good policy, advertisement, enough fund and good infrastructure. Impacts can be either positive or negative depending in moderating variables; Employment, Increasing the host economy, diversification of the economy, increase of foreign exchange, opportunity to grade up facilities, destruction of indigenous culture, increase traffic congestion and crowdedness in public areas, contributes to social ill such as drug trafficking, commoditization of culture, relocation of individual and families.

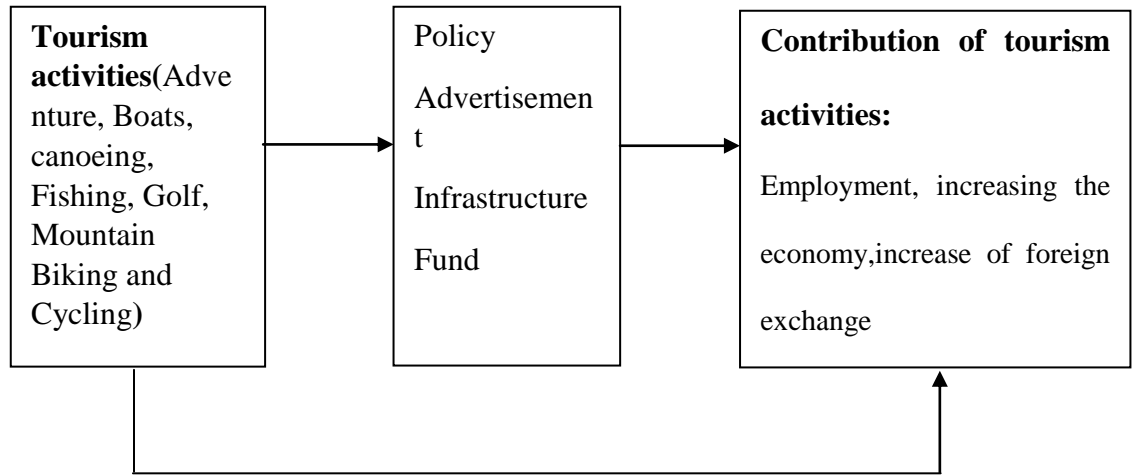


Figure 2.1: Impacts of tourism activities to local communities

Source: Adopted from Nyore, 2013

2.6 Research Gap

Many studies concerning the effect of tourism activities on the local communities living around the National Park were conducted by various researchers in the world. Shoo and Shogorwa (2013) explores positive and negative opinions of tourists from the perspective of host-communities in Cambodia. Sin found that local communities living around the National parks have mixed feelings about the presence of tourists in their localities. According to Skof (2008) the contribution of tourism activities to local people has a significant, immediate and visible effect on destination communities. The contribution of tourism activities on the social life of local communities can be positive, but there are also negative consequences which must be taken into account (Pizam 1978). Still, there has been some effort to inspect the views of local communities living adjacent the park toward tourists. For example, McGehee and Andereck (2009) explored resident attitudes to tourists in several small

communities within Tijuana, Mexico and West Virginia, USA, based on the socio exchange theory they found that the local communities are positive attitudes towards tourist were a function of benefits accrued from the tourist's projects within their communities. However, none of these studies conducted on the the impacts of tourism activities on the livelihoods of local communities living adjacent Tarangire National Park. This study tries to bridge the gap existing on the assessment of the impacts of tourism activities on local communities living adjacent to Tarangire National Park in Manyara Region.

CHAPER THREE

THE STUDY AREA AND RESEARCH METHODOLOGY

3.1 Introduction

This chapter covers the study area, research design, target population, sampling procedures and sample size. It further presents data sources, data collection methods, data analysis and presentations, validity and reliability of the research instruments and ethical issues.

3.2 The study area

The study was conducted at the area adjacent to Tarangire National Park. Tarangire National Park is located at Manyara Region and covers an area of 2850 Sq km. Tarangire National Park is surrounded by villages like Kakoi, Sangaiwe, vilimavitatu and Kibaoni. Villagers living adjacent the National Park has different occupation and they have different tribe. The reasons for selecting the area adjacent to Tarangire National Park for this study are; the area is rich with different tourism activities such as cultural tourism, nature walking safari, watching bird, cycling and community-based tourism.

3.3 Research Approach

A research approach refers to the general orientation to the conduct of the research. It is a useful means of organizing research methods and approaches to data analysis. Bryman (2004), identified two basic research approaches; quantitative and qualitative. This study adopted mixed research approach, which is both qualitative and quantitative approach.

3.4 Research Design

Research design is the conceptual structure which research is conducted (Kothari, 2009). This study used descriptive research design whereby both quantitative and qualitative data were collected. Helen, (2003) defines descriptive research design as a blue print or plan specifically created to answer the research questions and to control variance. Descriptive study can also answer the questions such as “what is” or “what was”. Experiments can typically answer “why” or “how” (Bickman and Rog 2008). A descriptive study is one that provides descriptions of phenomena or characteristics associated with the research population, giving an estimate of the population that have certain defined characteristics while also making discoveries on the associations among different variables (Cooper and Schnder, 2003).

3.5 Target Population

According to Mugenda and Mugenda (2003), population is defined as the entire group of individuals, events or objects having common observable characteristics. Target population of the study covered the households of three villages namely: Kakoi, Sangaiwe and Mdori villages. According to the information obtained from the Village executive officers (VEOs) from three selected villages, there is 1893 number of households. The sample frame also constituted three (3) Villages Chairmen and three (3) Village Executive Officers from three selected villages as well as five (5) tourism officers from Tarangire National Park.

3.6 Sampling procedure

Sampling is defined as the selection of some part of an aggregate or totality on basis of which a judgment or inference about the aggregate or totality is made (Kothari and

Garg, 2014). Sampling procedures therefore may be considered as all such processes, methods or techniques that are employed to obtain or draw sample items from the target population to facilitate a given research study. In this study simple random sampling and purposive sampling techniques were used.

3.6.1 Purposive sampling

According to Kothari and Garg, (2014), purposive sampling is a non-probability sampling in which items for a sample are selected deliberately by the researcher where his choice concerning the items remains supreme. The researcher used this sampling procedure to identify and pick two particular kinds of samples namely, local authority leaders (Villages Chairmen, and Village Executive Officers) from three selected villages and tourism officers from Tarangire National Park. The reason behind the choice of this sampling procedure to choose these categories of respondents is the fact that were considered to be knowledgeable on the subject-matter and hence a rich source of information. Moreover, Enon (1998) claims purposive sampling to be a type of sampling in which the researcher selects samples based on a certain purpose thereby helping to increase utility of findings.

3.6.2 Random sampling technique

Simple random sampling technique is a probability sampling technique whereby all members in the population have an equal chance of being selected to form a sample (Kothari, 2004). In this study, simple random sampling (SRS) technique used to obtain respondents from local community (household). This technique applied due to the fact that local people are many and every individual has an equal chance to give

views about the impacts of tourism activities. The number of Head of House hold (HHs) obtained from the Village executive officers (VEOs) from three selected villages is 1893. The researcher decided to use 10% to get the sample. Therefore 10% of 1893 gives 200. Thus, the sample is 200 and the researcher prepared a list of 200 of house hold. Then the researcher divided $1893/200 = 9$. However, in order to obtain an unbiased study sample, the one which ensure representativeness that all members within the population have an equal chance of being included in the study sample, the researcher prepared nine (9) pieces of paper written SELECTED. Nine (9) pieces of paper written SELECTED mixed together in a box, shaken well and then the researcher asked her colleague to pick one. Then, her colleague pick piece of paper number five (5). The first sample is 5 and the interval of sample is 9 .so the second sample was $5+9=14$, then third sample was $14+9=23$, fourth sample $23+9=32$, following the interval of nine, the next sample was 41,50,59,68,77,86,95,104,113,122,131,140,149,158,167,176,185 and 194. Those who picked were included in the sample size.

3.7 Sample Size and Sampling Frame

According to Gay and Diehl (1992) the number of respondents acceptable for a study depends upon the type of research involved, descriptive, correlational or experimental. For case study research the sample should be 10% of population. But if the population is small then 20% may be required. In correlational research at least 30 subjects are required to establish a relationship. For experimental research, 30 subjects per group are often cited as the minimum. This study sample represents approximately 10% of the population size. Referred to Moser and Kalton (1993), in

order to acquire the sample size which is required for homogenous population to provide enough and accurate data which is representative it should not be less than 5%. According to the information obtained from the Village executive officer (VEO) from three selected villages, there is 1893 number of households. Researcher used 10% to calculate sample size from targeted population whereby tourism officers, Villages chairmen and Village executive officer were purposively selected (Table 3.1).

Table 3.1 Sampling frame and sample size

| Respondents | Targeted population | Sample size |
|--|----------------------------|--------------------|
| Heads of house hold | 1893 | 200 |
| Tourism officer | 5 | 5 |
| Local authority leaders (Villages chairmen, and Village executive officer) | 6 | 6 |
| Total | 1904 | 211 |

Source: Researcher Computation, 2023

3.8 Sources of Data

3.8.1 Secondary data

Secondary data are the data existing in published reports, books and internet (Saunders *et al.*, 2003; Easwaran and Singh, 2010). Secondary data are obtained from documents such as books, theses, journals, magazines, articles, pamphlets, electronic sources and unpublished literature. These data helped the researcher to get clear information and understanding of a research problem, research gap, obtaining relevant information from other people who did the same or related studies.

3.8.2 Primary data

Primary data is the data collected afresh or for the first time, and thus happen to be original in character (Kothari 2009). The data was collected by using interviews, questionnaires and observation. The information collected through primary source of data enabled the researcher to obtain fresh information (data) about the impacts of tourism activities to the local community living adjacent the Tarangire National Park. The primary data were collected with the aim of obtaining more accurate information about the research topic aimed to answering specific objectives.

3.9 Data collection methods

3.9.1 Questionnaire

Rule and John (2011) defined questionnaires as printed sets of field questions to which participants respond on their own (self-administered) on the presence of the researcher. Structured and semi-structured questionnaires were used to gather data from the head of household (Appendix I). Questionnaires used to obtain information about the impacts of tourism activities to the livelihoods of community living adjacent the Tarangire National Park. In each household the head of house required to feel the questionnaire or any other respondent on behalf of the family. Any household in the study area have equal chance to be selected to feel the questionnaire.

3.9.2 Interviews

Interview defined as a two-way systematic conversation between the investigator and an informant, initiated for the purpose of obtaining information to a specific

study (Krishnaswami and Ranganatham 2003). The researcher prepared interview guide (Appendix ii and iii) to collect information from the local leaders (Villages Chairmen and Village Executive Officers) from three selected villages and tourism officers from Tarangire National Park about the impacts of tourism activities on the livelihoods of communities living adjacent to the Tarangire National Park. This method adopted by the researcher due to the fact that the researcher able to explore more information on the issue under the study as she could ask and adjust questions that gave rooms for respondents to give more explanations.

3.9.3 Direct observation

Direct observation is a data collection method involving looking at things on the ground and listening very carefully to field work. This method will help the researcher to capture the information that will not be covered by other methods like interview, questionnaire and documentary literature reviews (Munishi, 2013). According to Ciesielska *et al.* (2018) there are three types of observation which are indirect observation, participant observation and non-participant observation. In this study both indirect observation, participant observation and non-participant observation used by the researcher while observing the impacts of tourism activities to the livelihoods of community living adjacent the Tarangire National Park. This method allowed the researcher to visit directly in the study area for physical field observations and verifications by using observation check list (Appendix IV).

3.9.4 Documentary literature review

Documentary literature review refers to the process of reviewing the documents for the purpose of getting specific information. According to Luhanga (2014) secondary

data were collected by the use of documentary literature review from the written documents including dissertations, published and unpublished thesis, books and journals without ignoring digital sources. This study employed documentary literature reviews source of data because it helped the researcher to collect varieties of data about the impacts of tourism activities to the livelihoods of community. Polit and Beck (2003) states that secondary data collection is efficient and economical because data collection is typically the most time consuming and expensive part of a research project.

3.10 Data Analysis, Interpretation and Presentation

Data analysis has been defined by Rwegoshora (2006) as to organize, provide structure and elicit meaning. Qualitative data was analyzed by using content analysis. Content analysis means analyzing the information collected through interviews in order to identify the main themes that emerge from respondents (Kumar, 2005). Qualitative data from open ended questionnaires and interview was systematically coded, and classified into broad descriptive categories exploring themes, meanings and/or issues that emerged from the information gained from interviewing. The data presented in the form of text. Quantitative data are data which are in the form of numbers. Quantitative data was analyzed by using descriptive statistics where by simple statistical analysis such as comparisons and a percentage was used to analyze data. Statistical Package for Social Science (SPSS) was applied to analyze the coded information of the questionnaire in this study. The data collected from this study presented by using pie charts, tables and graphs.

3.11 Validity and Reliability of the Research Instruments

3.11.1 Validity of the research instruments

Validity refers to the success of a method in probing and/or assessing what it sets out to probe or assess (Taylor *et al.* 2011). To ensure validity of data in this study, the researcher was deliberately making use of triangulation method in sampling and data collection methods. This means that different methods of sampling and data collection will be employed. The use of triangulation helped to demonstrate validity and opened up new perspectives about the topic under investigation, which concerned local attitudes towards conservation of natural tourism resources. The researcher locates and made use of copyright and published documents that related to the data that assisted in validation. Also, the researcher conducted a pilot study to check the validity of the research instruments.

3.11.2 Reliability of the research instruments

Reliability is a criterion that refers to the consistence of data emanating from the use of a particular research method (Taylor *et al.*, 2011). It is the extent to which data collection technique(s) will yield consistent findings. In other words, as Saunders *et al.*, (2016) further share, similar observations were made or conclusion reached by other researchers or where there is transparence in how sense was made from raw data to ensure reliability. The use of multiple tools to collect data including questionnaires, interviews and direct observation let alone documentary reviews ensured that authority and reputation of data sources for this study were well assessed to this enhanced reliability.

3.12 Ethical Issues

Ethical issues is described by Smith *et al.*, (2015) that, for any research investigation involving human subjects, there must be careful consideration of ethical issues that may arise in the planning, conduct, and reporting of the study. Ethical aspects were 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 will be observed that confidentiality and anonymity on findings was adhered to. Consent was sought from respondents before interviewing them. Impartiality and objectivity while conducting research will be adhered to. Participants right to withdraw and to decline to take part in a particular aspect of research will be respected. The researcher ensured that there is no cause of harm or intrusion on participants' privacy. Also, the researcher obtained a letter from tourism department in Tarangire National Park to introduce herself to the three selected study villages.

CHAPTER FOUR

PRESENTATION OF THE FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents the results and discussion of the findings with the focus on the impacts of tourism activities on the livelihoods of community living adjacent to the Tarangire National Park. This chapter is composed of socio-demographic characteristics of the respondents, impacts of tourism activities conducted adjacent Tarangire National Park to the livelihoods of community, challenges facing local people participating in tourism and to evaluate measures used to curb challenges facing local people participating in tourism activities conducted adjacent to Tarangire National Park.

4.2 Socio-Demographic Characteristics of the Respondents

4.2.1 Age of the respondent

It was important to investigate the age of the respondent because of the diverse implications it has on social settings which subsequently have an impact on tourism activities. The age of the respondents was categorized into four groups ranging from the age of 18 years to 56 years and above. This grouping was based on the consideration of the economically active and productive group in Tanzania which is from the age of 15 years old to 64 years (URT, 2003). Results in Table 4.1 shows that, 57.7% of the respondent aged 31 to 43 years old, 27% were aged 44 to 56 years. 23.6% were aged 18 to 30 and last group 15.1 % were aged 56+ years old. The findings imply that majority of the respondents are in the middle age group (25 to 45 years) which fall within the economically active and productive group. According to

Basnayake and Gunaratne (2002), the age of a person usually is a factor that can explain the level of production and efficiency.

Table 4.1 Distribution of respondent by age

| Age category | Frequencies | Percentages |
|--------------|-------------|-------------|
| 18-30 | 50 | 23.6 |
| 31-43 | 72 | 34.1 |
| 44-56 | 57 | 27 |
| 56+ | 32 | 15.2 |
| Total | 211 | 100 |

Source: Field survey, 2023

4.2.2 Level of education of the respondents

Education is always regarded and valued as a means of liberation from ignorance (Basnayake and Gunaratne, 2002). It is perceived as among the factors that influence an individual's perception of an intervention before making decision. 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 information presented in Table 4.2 show that 15.2% of the respondents had primary education, 33.2% had secondary education, and 24.6% had collage certificates while 27% of the respondents had university education.

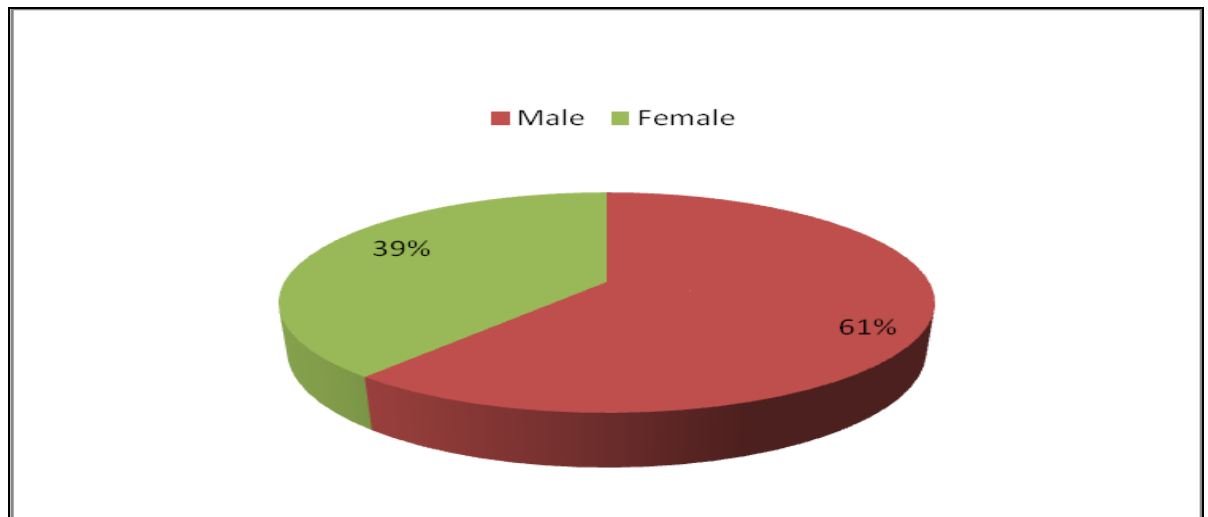
Table 4.2 Educational level of respondents

| Education level | Frequencies | Percentages |
|------------------------|--------------------|--------------------|
| Primary education | 32 | 15.2 |
| Secondary education | 70 | 33.2 |
| College education | 52 | 24.6 |
| University education | 57 | 27 |
| Total | 211 | 100 |

Source: Field data, 2023

4.2.2 Gender of the respondents

In order to have good representations of gender, sex of the respondents was taken into consideration. Majority of the respondents were males (61%) while the remaining 39% of the respondents were female (Figure 4.1). This shows that male and female were given an equal chance to participate in the study.

**Figure 4.1: Distribution of respondents by gender**

Source: Field survey, 2023

4.3 Impacts of Tourism Activities Conducted Adjacent to Tarangire National Park

4.3.1 Positive impacts of tourism activities

Positive impacts of tourism activities conducted adjacent to Tarangire National Park were many including competition for land with other economic uses (means it add values on land), tourism has boosted local culture and revitalized crafts, customs and cultural identities and improvement of the living standard of local people (Table 4.3). Tourism has also created employment opportunities, helps on protection of natural environment and it has contributed to the improvement of social services and infrastructures.

Table 4.3 Positive impacts of tourism activities

| Positive impacts of tourism | Responses | Percentages |
|---|------------------|--------------------|
| Competition for land with other economic uses (means it add values) | 37 | 17 |
| Tourism has boosted local culture and revitalized crafts, customs and cultural identities | 36 | 17 |
| Improvement of the life standard | 47 | 22 |
| Tourism has created employment opportunities in the community | 35 | 16 |
| Tourism has contributed to the improvement of social services and infrastructures | 29 | 14 |
| Tourism helps on protection of natural environment. | 27 | 13 |
| Total | 211 | 100 |

Source: Field Survey, 2023

4.3.1.1 Competition for land with other economic uses

The study revealed 17% of the respondents said that, competition for land with other economic activities is the effect of tourism activities conducted adjacent Tarangire

National Park. On other hand it adds values to the land surrounding National Park that people want to get piece of land for investment. Kiemi (2018) argued that, tourism activities can also cause competition for land on protected areas and adjacent livelihoods of communities. During interview session with tourism officers from Tarangire National Park he said this,

“..... if tourism activities in protected areas is not properly planned and managed, it can cause competition for land users because everyone needs a piece of land to invest”.

4.3.1.2 Tourism has boosted local culture and revitalized crafts, customs and cultural identities

About 11% of the respondent said that tourism activities conducted adjacent to Tarangire National Park has boosted local culture and revitalized crafts, customs and cultural identities (Table 4.3). The findings also comply with the study done by Kiemi (2018) who argued that, local people identified that their culture is unique and marketable to tourist visiting the area, they start to preserve it and use it as a source of income. During interview session with tourism officer from Tarangire National Park said that,

“..... livelihoods of communities have started to practice, preserve and market their culture to tourist visiting the area “.

The local people interviewed said this,

“..... tourism has significantly increased residents” pride in both their national and local culture and encourages the enactment of cultural activities”

4.3.1.3 Improvement of the standard of life

The findings showed that, 18% of the respondents said that, improvement of the standard of life is one of the impacts of tourism activities conducted adjacent

Tarangire National Park to the local community (Table 4.3). This means that, the income generated through tourism activities helps the society to fulfil their social needs such as food. Also during interview session one Village Executive Officers said this,

“..... tourism activities in developing countries nowadays are seen as a way to improve livelihoods of communities’ economy by producing new opportunities and improving standard of life, the income generated through tourism activities helps the society to fulfil their needs”,

The local people interviewed said this,

“.....tourism is contributing to changes in value system, individual behaviour, family relationship, collective life style, safety levels, moral conduct, creative expression, traditional ceremonies and community organizations.”

4.3.1.4 Tourism has created employment opportunities to the community

During the study, 12% of the respondents said that tourism activities conducted adjacent to Tarangire National Park has created employment opportunities like hand crafts industries and agriculture activities which also increase employment to the community. The findings of this study comply with the study done by Steiner (2015) who argued that, tourism activities generate employment opportunities for poor people and provides options for local and marginalized communities. This is because tourism activities go through with other activities like hand crafts industries and agriculture activities. Also the finding collaborates with Mungure (2017) that, multiplier impacts in tourism can be measured by output multiplier, employment multiplier, sales multiplier and income multiplier.

4.3.1.5 Tourism has contributed to the improvement of social services and infrastructures

This study showed that, 16% of the respondents said that tourism activities have contributed to the improvement of social services. Social services improved included education services and infrastructures like roads. The findings complied with the study done by Kiemi (2018) that tourism activities was seen as assistance in the development and improvement of social services such as health centers, schools, community roads and the provision of clean and safe water Mungure (2017) conclude that there are local projects supported/ conducted due to presence of tourism in the area such as construction of classes, water projects and roads.

4.3.1.6 Tourism helps on protection of natural environment

The findings show 15% of the respondents said that tourism activities conducted adjacent Tarangire National Park helps on the protection of natural environment. Mutabuzi(2019)comment that, direct environmental impacts were associated with tourism are preservation and restoration of ancient monuments, sites and historical buildings, the creation of National parks, protection of reefs and beaches and the maintenance of forests. Also during interview session with tourism officers from Tarangire National Park about the impacts of tourism activities the following was explained

“.....direct environmental impacts were associated with tourism are preservation and restoration of ancient monuments, sites and historical buildings, the creation of national parks, protection of reefs and beaches and the maintenance of forests”.

4.3.2 Negative impacts of tourism activities

Negative impacts of tourism activities conducted adjacent to Tarangire National Park included price inflation of food, caused economic leakage, profit exported, pollution of water and land (seaside resorts) and relocation of individuals and families (Table 4.4).

Table 4.4: Negative Impacts of tourism activities

| Negative Impacts | Responses | Percentages |
|--|-----------|-------------|
| Price inflation of goods | 35 | 16 |
| Caused economic leakage | 44 | 21 |
| Tourism has caused destruction of indigenous culture | 46 | 22 |
| pollution both water and land (seaside resorts) | 47 | 22 |
| relocation of individuals and families | 39 | 18 |
| Total | 211 | 100 |

Source: Field Survey, 2023

4.3.2.1 Price inflation of goods

The findings show that, 16% of the respondents said that tourism activities conducted adjacent to Tarangire National Park leads to price inflation of goods which also caused the income increase. When local community have good income generated from tourism activities, purchasing power of goods increases which led to price inflation. Also during interview session with tourism officers from Tarangire National Park about the impacts of tourism activities the following was said;

“.....due to high income generated from tourism activities ,the prices of goods like vegetables and other food products is very high due to increase of restaurants and other accommodation facilities”.

4.3.2.2 Caused economic leakage

The findings show 21% of the respondents said that tourism activities conducted

adjacent Tarangire National Park led to economic leakage. Economic leakage is the.... This is because some of tourist companies are operated outside the country and many payments of tourist are also done there and when they arrive in the country only small payments are made. The findings are in line with Mungure (2017) who found that, profit associated with tourism are exported by non-local owners, as far as most poor developing destinations, there are few indigenous people with the necessary capital to invest in the construction of tourism infrastructure and facilities. As a consequence of this, an export leakage arises when outside investors who finance this tourism infrastructure and facilities take their profits back to their area of origin.

4.3.2.3 Tourism has caused destruction of indigenous culture

The findings show that, 22% of the respondents said that tourism activities conducted adjacent Tarangire National Park has caused destruction of indigenous culture. Indigenous culture includes Chagga, Meru, Hehe and Pare culture. This is because when local people interact with tourist trying to learn their culture and led to destruction of their own. Also during interview session with tourism officers from Tarangire National Park about the impacts of tourism activities the following was explained.

“.....youth has started imitating the foreigners’ dressing such as piercing and dreadlocks, now we have a lot of raster men in our society due to tourism; unfortunately, it become a fashion nowadays, they imitate from tourist”.

4.3.2.4 Pollution of water and land along the seaside resorts

The findings show that, 22% of the respondents said that tourism activities conducted adjacent Tarangire National Park led to pollution of both water and land. This

pollution is caused the wasted from seaside resorts. This is caused by tourism activities done in camps sites and lodges which some of them are done before Environment Impact Assessments (EIA) is done. The findings are in line with Mungure (2017) who outlines water, noise, air and aesthetic pollutions as the negative environmental consequences of tourism to any destination.

4.3.2.5 Relocation of individuals and families

The findings show that, 18% of the respondents said that tourism activities conducted adjacent Tarangire National Park caused relocation of individuals and their families. This occurs when the government want to expand protected area or to open the protected areas; livelihoods of communities should move from their own land to another land and causerelocation of individuals and families. Also during interview session with tourism officers from Tarangire National Park about the impacts of tourism activities the following was explained;

“..... during the expansion of protected area livelihoods of communities are required to shift to another area leaving their mother land to be used for tourism activities. Example of this is the relocation of the maasai people from Ngorongoro, Arusha to Tanga Region”.

4.4 Challenges Facing Local People Participating in Tourism Activities

Challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park among others include unemployment, negative perceptions towards tourism activities and low knowledge of tourism activities (Table 4.5). Other challenges are seasonality of the tourism activities, lack of capital to engage in tourism activities and lack of proper knowledge on diversification of tourism product (Table 4.5).

Table 4.5: Challenges facing local people participating in tourism activities

| Challenges | Responses | Percentages |
|---|------------------|--------------------|
| Unemployment problem | 37 | 17 |
| Negative perception towards tourism activities | 36 | 11 |
| Low knowledge on tourism activities | 47 | 18 |
| Seasonality of tourism activities | 35 | 12 |
| Lack of capital to engage in tourism activities | 29 | 16 |
| Lack of proper knowledge to diversify tourism product | 27 | 15 |
| Total | 211 | 100 |

Source: Field Survey, 2023

4.4.1 Unemployment

The findings showed that, 17% of the respondents said that unemployment is the challenge facing local people participating in tourism activities conducted adjacent Tarangire National Park. This is because due to low level of tourism education for local people, there are some people who cannot be employed. The findings also comply with the study done by Kiemi (2018) who argued that, there are no enough jobs to support livelihoods of communities because large number of people their looking for the jobs. Small number of hotels and campsites have been developed and works associated with tourism that need casual laborer are very little and occurred occasionally hence tourism cannot support all livelihoods of communities.

4.4.2 Negative perception towards tourism activities

Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the presented

information or environment (Daniel, 2011). The study revealed that, 11% of the respondents said that negative perception towards tourism activities is also the challenge facing local people participating in tourism activities conducted adjacent to Tarangire National Park. During the interview session one Village Executive Officer said this,

“.....we as a Maasai we have our tradition and custom, and also we have a lot of responsibility, so it is very shame to see a person like me waiting money from tourist while I can keep cows and get money; tourism is for Swahili people and not for the Maasai. If our youth gets employment in the tourist sector; who will graze our livestock?”

4.4.3 Low knowledge on tourism activities

The result showed that, 18% of the respondents said that low knowledge on tourism activities is the challenge facing local people participating in tourism activities conducted adjacent Tarangire National Park. Also during the interview session with tourism officers from Tarangire National Park about the impacts of tourism activities the following was explained

“.....some of the local people are not aware about the opportunities associated with tourism in the study area, only few who invest and utilize the opportunities of Tourism.”

4.4.4 Seasonality of tourism activities

Tourism is a seasonal activity which comprise high and low seasons. High season is the season with high tourists while low seasons is the opposite to high season, is the season with low tourists. The findings showed that, 12% of the respondents said that, seasonality of tourism activities is the challenge facing local people participating in tourism activities conducted adjacent Tarangire National Park. This is because during

the low season period some of have activity to do hence they cannot produce. During interview session with Tarangire Tourism Officer narrate this,

“.....some of tourism activities are conducted when there is visitors (tourist), therefore this situation become the challenge to the local people because they have nothing to do.”

4.4.6 Lack of capital to engage in tourism activities

Lack of capital is also the challenges to people to engage in tourism activities. About 16% of the respondents said that lack of capital to engage in tourism activities is the challenge facing local people participating in tourism activities conducted adjacent Tarangire National Park. This is because some of the tourism activities like curio shops and local hand crafts industries needs heavy capital. During the session it was reported by the one of Village Executive Officer' that,

“.....communities are not financially stable. Most of the local people depend on agriculture for their survival which in-turn not producing much due to the effect of either by heavy rainfalls or scarce rainfall hence communities cannot generate excess fund to venture in tourism projects”

4.4.7 Lack of proper knowledge to diversify tourism product

The findings showed that 15% of the respondents said that lack of proper knowledge to diversify tourism product is the challenge facing local people participating in tourism activities conducted adjacent Tarangire National Park. Diversification of tourism product is the process whereby tourism products diversifying to be many products. Similar results were observed by Mi (2014) who argued lack of understanding by residents about tourism activities prevents them from becoming involved in tourism decision making and subsequently from the benefit of tourism.

4.5 Measures to Address Challenges Facing Peoples' Participation on Tourism Activities

Measures used to address challenges facing local people participation on tourism activities conducted adjacent to Tarangire National Park are presented on Table 4.6. The first measure is increase employment opportunities through tourism activities as stated by 17% of the respondents while 11% proposed improvement of the outreach programs (Table 4.6). Other measures with percent in brackets include empowerment of local people (18%), increase awareness and education to local people (12 %), community involvement and participation in tourism activities (16%) and to maintain sustainable tourism (15%).

Table 4.6 Measures used to address challenges facing local people

| Measures | Responses | Percentages |
|---|------------------|--------------------|
| Increase employment opportunities through tourism | 37 | 17 |
| Improve outreach program | 36 | 11 |
| Empowerment of local people | 47 | 18 |
| Increase awareness and education to local people | 35 | 12 |
| Community involvement and participation in tourism activities | 29 | 16 |
| To maintain sustainable tourism | 27 | 15 |
| Total | 211 | 100 |

Source: Field Survey, 2023

4.5.1 Increase of employment opportunities through tourism

About 17% of the respondents said that to increase employment opportunities through tourism activities by diversifying the tourism product is one of the measures

to address challenges of employment facing local people participating in tourism activities conducted adjacent to Tarangire National Park (Table 4.6). The researcher observes that, Park Wardens have formulated community's groups and provided the communities with funds generated from tourism to run conservation related businesses and helped communities to produce products that can compete in the market. During interview session with Tarangire Tourism Officer narrated this,

“.....Tarangire National Park provides fund to run bee keeping activity in which they further provides good quality of packaging material to pack honey and sell to the visitors. This situation creates employments to local people”

4.5.2 Improve outreach program

Outreach program is the program planned and conducted by the management of National Park or protected areas for the local people to feel that protected areas are there for them. The result showed that 11% of the respondents said that improvement of the outreach program is the measure to address challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park. Tarangire Tourism Officer said that:

“Outreach department has a plan of starting COCOBA (Community Conservation Bank) in the near future which will help communities to get small funds to start their own businesses and as a Park we have identified groups which will first be given educations on how to raise and manage funds for their livelihoods.”

4.5.3 Empowerment of local people

Empowerment of the local people is the situation where by local people are given help or fund or direct employment by the management of National Park in order to run their daily life. The findings revealed that 18% of the respondents commented

that empowerment of local people is the measure to address the challenge facing local people participating in tourism activities conducted adjacent Tarangire National Park. This can be done by providing fund or employing local people in different tourism activities. However, the study done by Steiner (2015) concludes that communities have to know how to reach these potential customers and to persuade the market to purchase their products or stay in their lodge.

4.5.4 Increase awareness and education to local people

The findings showed that 12% of the respondents said that management of Tarangire National Park should increase awareness and education to local people as the measure to address the challenge. This can be done by conducting seminars to the local on the importance of tourism activities to local people and for the whole society. During the session it was reported by the one of Village Executive Officer' that,

“.....that in order to address challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park, the local leaders should collaborate with management of Tarangire National Park to educate local people concerning tourism activities conducted at their area.”

4.5.5 Community involvement and participation in tourism activities

The findings showed that 16% of the respondents said that, involvement of local community in different tourism activities like nature walking and bird watching is another measure to address challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park. During the interview session with Tarangire tourism officer said that

“..... to involve local people in the planning and management processes of tourism resources, will help them to understand the importance of their

participation in tourist activities and make tourism to be sustainable in the villages located adjacent to Arusha National Park and promote tourism development in the country”.

4.5.6 Maintain sustainable tourism

Sustainable tourism is tourism which meets the needs of the present visitors and host regions while protecting and enhancing opportunity for the future” (World Tourism Organisation, 2008). The results showed that, 15% of the respondents said that to maintain sustainable tourism is also measures to address the challenge facing local people participating in tourism activities conducted adjacent Tarangire National Park. This can be done by protecting tourism products and making tourism activities to be done for the long period. The study comply with the study done by Vien (2016) that, there is a need of strengthening tourism management by improving legal framework, public and private cooperation, decentralization, effectively using tourism resources, human resource training, brand name building, improving tourism facilities to meet international standards and attracting foreign direct investment into tourism sector, improving international marketing, promotion and protecting destination resources for sustainable tourism.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary, conclusion and recommendations. The conclusions and recommendations are based on the findings whereby summary, summarize the whole work starting from the title, study problem, objectives, significance of the study, literature review, research methodology as well as findings of the study per specific objectives.

5.2 Summary

This study presents an assessment of the impacts of tourism activities on the livelihoods of livelihoods of communities living adjacent to Tarangire National Park. The study was guided by three specific objectives namely; to identify impacts of tourism activities on the livelihoods of local communities, to determine challenges facing local communities to participate in tourism activities and to identify measure deployed to address challenges facing local communities to participate in tourism activities to the area adjacent to Tarangire National Park. The study area is the area adjacent to Tarangire National Park at Manyara Region. The study adopted the case study research design. The target populations of this study were the heads of households from three villages namely Kakoi, Sangaiwe and Mdori villages, Villages Chairmen and Village Executive Officers, and tourism officers from Tarangire National Park. The sample size of the study was 211. Purposive and simple random

sampling techniques were employed to determine samples. Data were collected using questionnaires, interviews, direct observation and documentary literature review. Quantitative data was analyzed by using Statistical Package for Social Science (SPSS) version 20.0 while qualitative data was analyzed using content analysis. The study findings revealed that there are impacts of tourism activities on the community's livelihoods such as competition for land with other economic uses, tourism has caused social stress and cultures clashes and also led to improvement of the standard of life. Also the study revealed that; unemployment, negative perception towards tourism activities, low level of education, seasonality of tourism activities, lack of capital to engage in tourism activities and Lack of proper knowledge to diversify tourism product. Are the challenges facing local people participating in tourism activities. Furthermore, this study recommended some appropriate strategies to reduce the challenges. These are: increase employment opportunities through tourism, improve outreach program, Empowerment of local people, increase awareness and education to local people, Community involvement and Participation in tourism activities and to maintain sustainable tourism.

5.3 Conclusion

The study concludes that the impacts of tourism activities on the livelihoods of livelihoods of communities are; competition for land with other economic uses, tourism has caused social stress and cultures clashes and led to improvement of the life standard. Furthermore, the study concludes that the challenges facing local communities to participate in tourism activities including unemployment problem, negative perception towards tourism activities, low level of education, seasonality of

tourism activities, lack of capital to engage in tourism activities and lack of proper knowledge to diversify tourism product. Also the study concludes that measures deployed in addressing challenges facing local people participating in tourism activities including Increase employment opportunities through tourism activities, improve outreach program, empowerment of local people, increase awareness and education to local people, community involvement and participation in tourism activities and to maintain sustainable tourism.

5.4 Recommendations

5.4.1 Government

- i. There is a need for a government to enact comprehensive integrated rural development strategies which address the sustainability of tourism development and placing the area adjacent to Tarangire National Park a popular destination, turning tourism into an engine of economic growth and job creation for the nation.
- ii. Government should determine the sustainability point at which the community livelihoods would co-exist with tourism strategies. Active involvement and empowerment of the community in the tourism development is important pillar towards achieving the co-existence.

5.4.2 Communities and Private Sectors

- i. Since the results of the study showed that most people living near the tourism developed area have primary and secondary education becomes difficult for them to get employment because they lack knowledge with tourism. This

study recommends that, communities living adjacent to National Parks be empowered to upgrade their skills which will help them to be employed to the tourism sectors. Furthermore, this study suggests private tourism stakeholders to empower their staff (communities) so as be in a good position to accrue tourism benefits.

5.4.3 Park management and local authorities

- i. Park management should help communities to deliver best quality of culture products, intensively market community products and tourism activities. This can be done by conducting seminars with local people
- ii. Park should set aside an area for the communities to introduce and show case of their curio shops.
- iii. Park management through outreach program should support community to identify tourism income generating activities and improve local communities' capacity to run their businesses through provision of fund.

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APPENDICES

APPENDIX II: QUESTIONNAIRE FOR THE HEADS OF HOUSE HOLD

My name is **Rasmina KhatibuMshanaa** student from the Open University of Tanzania conducting a study on **ASSESSMENT OF THE IMPACTS OF TOURISM ACTIVITIES ON THE LIVELIHOODS OF COMMUNITIES LIVING ADJACENT TO THE TARANGIRE NATIONAL PARK**. The information is required for research leading to the award of Master's Degree of Tourism Management and Planning of the Open University of Tanzania. All the information is for research only and will be treated in confidential. You are kindly requested to fill the following questions in the best of your knowledge. Please tick the appropriate space in each of the following questions.

Please tick the appropriate item in each of the following.

1. Age

(a) 18 - 30..... ()

(b) 31 - 43..... ()

(c) 44 - 56..... ()

(d) Above 56 years..... ()

2. Level of education

Non formal education.....()

Primary education ()

Secondary education..... ()

College education ()

University education..... ()

Qn. 3. Gender Male ()

Female ()

4. Employment / Occupational status (Tick in the appropriate box provided)

A. Employed () B. Self-employed ()

C. Unemployed () D. Others e.g. retired ()

Qn. 5. What are the most tourism activities undertaken in the area of adjacent Tarangire National Park?

1. Nature walking ()

2. Cultural tourism activities ()

3. Cycling ()

4. Agro- tourism ()

5. Business

6. Others () , please specify _____

6 Please tick (✓) in the appropriate option level in the table below of the factors for tourism contributing in livelihood improvement

SA= Strongly Agree

A= Agree

N= Neutral

D= Disagree

SD= Strongly Disagree

| | Contribution of tourism on the livelihoods of people | SA | A | N | D | SD |
|---|--|----|---|---|---|----|
| 1 | Infrastructure | | | | | |
| 2 | Local participation and awareness | | | | | |
| 3 | Sell local products | | | | | |
| 4 | Local employments | | | | | |
| 5 | | | | | | |

7. Is there any member of your family engaged in any tourism activity?

Yes () No ()

If YES, in which sector?

8. How many members of your family are engaged in tourism activities as their main source of income?

9. How do you benefit from tourism?

.....,

10. What are the impacts of tourism activities conducted adjacent Tarangire National Park to the local community?

.....

.....

11. What are the challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park?

.....

.....

12. What are the measures used to curb challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park

.....

.....

13. In your opinion do you think, tourism activities have any, impacts in the communities' livelihoods? Briefly outline them

.....

.....

14. What are likely benefits on economic growth to local people that has been attributed by tourism activities?

.....
.....

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

.....

**APPENDIX III: INTERVIEW GUIDE FOR THE VILLAGES CHAIRMEN,
AND VILLAGE EXECUTIVE OFFICERS**

1. What are tourism activities undertaken in the area adjacent Tarangire National Park?
2. What are the various tourism attractions which are found in adjacent Tarangire National Park?
3. What are the impacts of tourism activities conducted adjacent Tarangire National Park to the local community?
4. What are the challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park?
5. What are the measures used to curb challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park?
6. In your opinion do you think, tourism activities have any, impacts in the communities' livelihoods? Briefly outline them
7. What are likely benefits on economic growth to local people that has been attributed by tourism activities?
8. What are the social benefits to the communities' livelihoods that are attributed by Tourism activities?

APPENDIX IV: INTERVIEW GUIDE FOR THE TOURISM OFFICERS

1. What are tourism activities undertaken in the area adjacent Tarangire National Park?
2. What are the various tourism attractions which are found in adjacent Tarangire National Park?
3. What are the impacts of tourism activities conducted adjacent Tarangire National Park to the local community?
4. What are the challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park?
5. What are the measures used to curb challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park?
6. In your opinion do you think tourism activities have any, impacts in the communities' livelihoods? Briefly outline them
7. What are likely benefits on economic growth to local people that has been attributed by tourism activities?
8. What are the social benefits to the communities' livelihoods that are attributed by Tourism activities?

APPENDIX V: OBSERVATION CHECK LIST

This guide is for helping the researcher to observe the impacts of tourism activities conducted adjacent Tarangire National Park to the local community

Important issues to be observed

1. Types of tourism activities undertaken in the area adjacent Tarangire National Park
2. Various tourism attractions which are found in adjacent Tarangire National Park.
3. The impacts of tourism activities conducted adjacent Tarangire National Park to the livelihoods of community
4. What are the challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park?
5. What are the measures used to curb challenges facing local people participating in tourism activities conducted adjacent Tarangire National Park
6. Contribution of tourism activities on the livelihoods of people
12. Benefits on economic growth to local a person that has been attributed by tourism activities?
13. Social benefits to the communities' livelihoods that are attributed by tourism activities?

APPENDIX VI: RESEARCH TIME PLAN

| S/N | Activity | 2022 | | | | | 2022 | |
|-----|------------------------------|------|------|--------|------|---------|------|-----|
| | | June | July | August | Sept | October | Nov | Nov |
| 1 | Dissertation writing | | | | | | | |
| 2 | Dissertation writing | | | | | | | |
| 3 | Data collection | | | | | | | |
| 4 | Data processing & analysis | | | | | | | |
| 5 | Study data presentation | | | | | | | |
| 6 | Submissions of study results | | | | | | | |

APPENDIX VII: RESEARCH BUDGET

| S/N | Items | Total amount(Tsh) |
|------------|--------------------------------|--------------------------|
| 1 | Stationary and Internet access | 80,000/- |
| 2 | Data collection | 390,000/- |
| 3 | Typing and printing | 100,000/- |
| 4 | Transport | 90,000/- |
| 5 | Meals and accommodations | 70,000/- |
| 6 | Final report writing | 110,000/- |
| | TOTAL | 850,000/- |

APPENDIX VIII: RESEARCH CLEARENCE LETTER

THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF POSTGRADUATE STUDIES

Kawawa Road, Kinondoni

Municipality,

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P.O. Box 23409 Ext.2101

Dar es Salaam, Tanzania Fax: 255-22-2668759,

E-mail: drps@out.ac.tz <http://www.out.ac.tz>



Date: 27Sept 2022

Regional Administrative Secretary,

Manyara Region,

P.O Box 255, MANYARA.

Dear Regional Administrative Secretary,

RE: RESEARCH CLEARANCEFOR MS.RASMINA KHATIB

MSHANA,REG NO:PG201902451

The Open University of Tanzania was established by an act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No. 55 in the official Gazette. The act was however replaced by the Open University of Tanzania charter of 2005, which became operational on 1st January 2007. In line with the later, the Open University mission is to generate and apply knowledge through research. To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf

of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you Ms. **Rasmina Khatib Mshana**, reg no:pg 201902451 pursuing Master's Degree of Tourism Management and Planning (MTMP)

We hereby grant this clearance to conduct a research titled “**assessment of the impacts of tourism activities on livelihoods of communities living adjacent to Tarangire National Park**”. She will collect her data at Babati District in Manyara Region from 28th September to 28th October, 2022.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O. Box 23409, Dar es Salaam. Tel: 022-2-2668820. We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours sincerely,

Prof Magreth S. Bushesha

For: VICE CHANCELLOR

THE OPEN UNIVERSITY OF TANZANIA