

**THE ROLE OF AGRO–SPICE FARMING IN PROMOTING SUSTAINABLE
TOURISM IN KIZIMBANI SHEHIA, ZANZIBAR, TANZANIA**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
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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 entitled: *“The role of Agro-Spice Farming in Promoting sustainable Tourism in Kizimbani Shehia in Zanzibar, 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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(Supervisor)

.....
Date

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DECLARATION

I, **Mussa Abdalla Haji**, declare that the work presented in this dissertation is original. It has never been presented to any other University or Institution, where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented 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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Signature

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Date

DEDICATION

This dissertation is dedicated to my lovely wife, my best friend Mr. Khamis Sheha Haji, Ms. K. Mangara, Ms. Timea and my children for giving me hope, always they have been praying for my success in academic. Indeed, their continued patience and support was a pillar of inspiration during this study as they were there for me physically, psychologically, and financially throughout the duration of this study.

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ABSTRACT

The purpose of this study was to assess the role of agro-spice farming in promoting sustainable tourism in Kizimbani Shehia in Zanzibar Tanzania. The study was guided by the Ecological Footprint Theory (EFT) and Eco-Tourism Theory (ETT). The study adopted a case study research design where simple random sampling and purposive sampling techniques were used in selecting the sample. The sample for this study involved 130 residents from Kizimbani Shehia, 25 tour guides, 15 ZARI officers and 10 ZCT officers. Data was collected using questionnaires, interviews, observations and documentary literature review. Data collected were analyzed through content analysis and SPSS. The findings revealed that the role of agro-spice farming in Kizimbani Shehia contributed to the improvement and acquisition of foreign languages among local spice tour guides due to influx of tourists from multilingual countries and exposure of other specializations such as cookery of spicy foods and other consumers' goods. The study also determines the opportunities that ASF offer towards sustainable tourism such as reliable market and promotion of spice products, introduction of local home-based factories for manufacturing goods made with spice ingredients like vanilla soaps, lemongrass repellents and jasmine aroma.. Lastly, the study explored some challenges facing ASF which include ill-treatment committed by assistant spice tour guides commonly referred as 'inzi' and scarcity tourists who visit Zanzibar attractions including Kizimbani spice farms. To conclude, agro-spice farming in promote sustainable tourism at Kizimbani Shehia and contribute to employment, forex and improvement of infrastructures like roads.

Keywords: *Agro-spice farming, Kizimbani shehia, Tourism, Spice, Sustainable tourism*

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LIST OF ABBREVIATIONS

ASF	Agro-Spice Farming
EFT	Ecological Footprint Theory
ETT	Eco – Tourism Theory
FAO	Food and Agriculture Organization
GNP	Gross National Product
IEU	International Ecology University
ST	Sustainable Tourism
UK	United Kingdom
UNWTO	United Nations World Trade Organization
USA	United States of America
ZCT	Zanzibar Commission for Tourism
ZARI	Zanzibar Agricultural Research Institute

CHAPTER ONE

INTRODUCTION

1.1 Overview

This study assessed the role of Agro-Spice Farming (ASF) in promoting sustainable tourism in Kizimbani Shehia in Zanzibar, Tanzania. The chapter presents the overview, background to the research problem, statement of the problem, objectives of the study, research questions, significance of the study and organization of the dissertation.

1.2 Background to the Research Problem

The development of tourism sector experienced by different countries in the world has been triggered by a number of impetuses; both internal and external factors are concerned (Barbuddhe and Singh, 2014). The impetuses towards the growth of tourism sector include favourable weather and climate, landscape, seascape, historical and cultural, ethnic and family as well as spiritual and religious factors (UNWTO, 2012 and Barbuddhe and Singh, 2014).

According to Borah (2020), Yogesh and Mokshapathy (2014), and Matthews and Jack (2011), Agro-Spice farming (ASF) is a type of agriculture whose production is based on spices such as chilly, ginger, turmeric, cardamom, black pepper, cinnamon, and clove just to mention few for the purpose of domestic consumption or external market. The development of tourism is a result of internal and external factors (Barbuddhe and Singh, 2014) namely weather and climate, landscape, seascape, historical and cultural, ethnic, family, and spiritual and religious factors (UNWTO,

2012 and Barbuddhe and Singh, 2014). The tourism sector has generated more than \$5 trillion of output equivalent to 8% of the whole world Growth National Product - GNP (Barbuddhe and Singh, 2014). ASF is one among the forerunner activities that contributes to economic development and tourism sustainability in particular. For instance, Malaysia received about 24.7 million tourists visiting different attractions including spice farms in 2011 and earned RM 58.3 billion from this sector (Barbuddhe and Singh, 2014). Agro-spice plays a paramount role towards tourism sustainability. Tourism sustainability is the type of tourism that allows tourism activities while observing the conservation of nature without damaging its ability (Wearing and Neil, 1999).

Yogesh and Mokshapathy (2014), and Hassan (2015) documented that ASF has long been practiced and shows that India is the largest producer of spices making 86% of world production, then follows China which makes 4% where Bangladesh produces only 3%, while Pakistan is having just 2% of the world production. Turkey comes into the fourth position with 2%, whereas Nepal produces just 1% of world spice and the rest 3% are produced by those countries including East Africa.

Chami (2018) inculcates that spices yield multiple functions from which the communities can benefit; people, for example, who are engaged in agro-spice farming through tourism can get extra cash to support their household and women to engage in petty business so as to economically empower themselves. Agro-tourism is similar to eco-tourism, while variance that exists is that, the primary objective of agro-tourism is cultural landscape and primary function of eco-tourism is natural

landscape (Gawa, 2020). Agro-tourism can promote regional development and helps conserving diversity. Therefore, the agro-tourism can generate additional income for farmers and contribute to the preservation and development of whole region (Gawa, 2020).

Within the context of Zanzibar, ASF is one of the traditional practices undertaken since the time immemorial. The historical accounts suggest that the coming of the Portuguese to the East African Coast around the 16th century had impacted the islands and coastal line with the introduction of some spices brought from Portuguese colonies – South America and India. While in the later years the Sultanate of Oman permanently settled in Zanzibar in 1828 and established the spice plantations whereby the seedlings were imported from Mauritius and Bourbon (Zanzibar National Archives – BA 109/5; Sheriff, 1987).

From this clue, Zanzibar is worldly referred to as the ‘Spice Islands’ or ‘the Islands of clove sprinkles’ (Mahmoud, 2013). Thus, ASF has made itself as one of paramount segments of tourism in Zanzibar apart from heritage tourism, seascape tourism, and cultural tourism as well. This has become a remarkable factor that the tourists come to Zanzibar to make the proof over the existence these attractions including spice farms. Initially, the agricultural sector was, in Zanzibar, very essential to the economy and livelihoods of people (Chami, 2018), and it was considered as a mode of production. But it gradually started becoming as the tourist attraction. The sector contributes 27% to Zanzibar’s GDP and accounts for over 50% of foreign exchange earnings and employs 60% of the labour force in Zanzibar

(Hassan, 2018). Spice is one of the most important crops in the agricultural sector in Zanzibar that it now contributes the growth of tourism industry whereby it attracts tourists to visit Zanzibar Island for their holidays and resultantly tourism industry has been developing in Zanzibar Islands. However, the matter of ASF regarding its roles towards the sustainable tourism with the specific focus on Kizimbani Shehia is still academically unknown and therefore there was a need to conduct such study which can bring about awareness to sustain spice plantations and as a result this can also support the growth of the tourism industry and Zanzibar economy at large.

1.3 Statement of the Research Problem

According to Hassan (2015), about 56,000 to 100,000 tourists who annually arrive in Zanzibar visit spice farms. Spices under the agricultural sector and its related products are among priority sectors as stipulated in Zanzibar Export Development Strategies document (Hassan, 2015). It is clear from past research that ASF plays a vital role towards the development of tourism in Zanzibar. However, the extent of role played by ASF in Zanzibar has remained unexplored.

The past studies by Amira (2009); Hassan (2015); Malkanthi, *et al.* (2015); Mgungus (2018) and Chami (2018) considered ASF in relation to other aspects such as factors affecting spice market, factors affecting the growth of cultural tourism, rapid spread of settlement endangering the future historical touristic spice farming in Zanzibar, and tourism and willingness to initiate spice tourism. From the review of the literature, it clearly seems that no study has intensively studied the role of ASF towards the tourism sustainability in Kizimbani Shehia in Zanzibar. This study was

designed to assess the role of Agro-Spice Farming towards tourism sustainability in Kizimbani Shehia, Zanzibar.

1.4 Objectives of the Study

1.4.1 General Objective of the Study

The main objective of this study was to assess the role of Agro-Spice Farming in promoting sustainable tourism in Kizimbani Shehia in Zanzibar.

1.4.2 Specific Objectives of the Study

The specific objectives of this study were threefold, namely:

- i To determine the impetuses attributed to ASF towards promoting sustainable tourism in Kizimbani Shehia in Zanzibar.
- ii To examine opportunities of ASF to enhance sustainable tourism in Kizimbani Shehia in Zanzibar.
- iii To explore challenges facing ASF towards sustainable tourism in Kizimbani Shehia in Zanzibar.

1.5 Research Questions

- i. What are the impetuses attributed to ASF towards promoting sustainable tourism in Kizimbani Shehia in Zanzibar?
- ii. What are the opportunities that ASF can enhance sustainable tourism in Kizimbani Shehia in Zanzibar Tanzania?
- iii. What are the challenges facing ASF in promoting sustainable tourism in Kizimbani Shehia in Zanzibar?

1.6 Significance of the Study

The study theoretically enlarges the body of knowledge regarding the roles of Agro-Spice Farming towards promoting sustainable tourism in Kizimbani Shehia, Zanzibar Tanzania.

Therefore, this study holds significant importance as it explores the intersection of sustainable agriculture based on spice production and tourism development. Zanzibar is renowned for its rich cultural heritage and biodiversity, making it a prime destination for eco-tourism. By focusing on agro-spice farming, this research highlights how local agricultural practices can contribute to sustainable tourism initiatives.

Agro-spice farming not only preserves traditional farming methods but also enhances the ecological and economic sustainability of the region. Spices such as cloves, nutmeg, and cinnamon, which are integral to Zanzibar's identity, can attract tourists seeking authentic cultural experiences. This study underscores the potential of agro-spice farms to serve as educational and experiential tourism sites, where visitors can engage in farming activities, learn about sustainable practices, and appreciate the cultural significance of spices.

Furthermore, this research addresses the socio-economic benefits for local communities. By integrating agro-spice farming into the tourism sector, it fosters job creation, supports local economies, and promotes food security. The study also emphasizes the importance of preserving biodiversity and mitigating the impacts of

climate change, aligning with global sustainability goals. Findings of this study provide inputs to agricultural officers, tour operators, tourism officers, economists, investors, and both national planners and policy makers, particularly from the ground of economy, relating to interdependence of both tourism and spice agricultural production. Ultimately, this investigation into agro-spice farming in Kizimbani Shehia aims to provide a framework for sustainable tourism that respects local traditions and empowers communities, ensuring that both the environment and local culture thrive. The findings could serve as a model for similar initiatives in other regions, promoting a holistic approach to tourism and agriculture worldwide.

1.7 Organization of the Dissertation

This dissertation is organized into five chapters. Chapter one introduces the study whereby overview, background of the study, statement of the problem, objectives of the study, research questions, significance of the study and organization of the dissertations are presented. Chapter two presents the literature review beginning with the overview, definition of concepts, theoretical literature review, empirical literature review, conceptual framework research gap and ends up with the summary. Chapter three presents research methodology and the study area. It specifically presents an overview of the chapter, study area, research design, sampling procedure, sampling frame and sample size. It further presents data source, data collection methods, data analysis, interpretation and presentation, validity and reliability of the research instrument, ethical consideration, and chapter summary. Chapter four presents the findings and discussion whereby it presents the overview of the chapter, socio – demographic characteristics of the respondents, analysis of data and summary of

chapter. Finally, chapter five presents summary, conclusion, recommendation, and areas for future studies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter reviews literature with bearing to the role of Agro-Spice Farming in promoting sustainable tourism. Specifically, this chapter presents overview, definition of concepts, theoretical literature review, empirical literature review, policy review, conceptual framework and research gap.

2.2 Definition of Concepts

2.2.1 Agro-Spice Farming

Agro-Spice Farming is a type of agriculture which is basically engaged in the cultivation and production of spices such as chilly, ginger, turmeric, cardamom, black pepper, cinnamon, clove just to mention few for the purpose of domestic consumption or external market (Matthews and Jack, 2011; Yogesh and Mokshapathy, 2014; Borah, 2020). Firmino (2010) clarifies that, spice plantations are developed to make the optimum use of available natural resources including water, land, solar energy, and organic manures like the cow dung which were both cost effective and environmentally friendly.

2.2.2 Tourism

According to Mathieson and Wall (1982) cited in Thirumoorthi and Kee Mun (2015), tourism is defined as the temporary movement to destination outside the normal home and workplace, the activities undertaken during the stay, and the facilities created to cater for the needs of the tourists. However, Fakana and Mengist (2019)

states that tourism is a phenomenon of human traveling with various purposes such as trade, religion, education and enjoys leisure time.

2.2.3 Sustainable Tourism

Florek (2012) considers the term sustainable tourism as a new form of tourism that pinpoints economic, environmental, and socio-cultural aspects by planning and management of tourism. In addition, sustainable tourism development requires the informed participation of all relevant stakeholders, strong political leadership that insures wide participation, consensus building, a continuous process and constant monitoring of impacts, introduction of the necessary preventive and/or corrective measures (Meuser and Von Peinen, 2013).

2.2.4 Eco-Tourism

Ecotourism is a responsible travel approach that focuses on exploring natural areas while promoting conservation, sustainability, and community well-being (Mckinney, 2016). It indeed emphasizes low-impact experiences that respect local ecosystems and cultures. Travelers engage with nature through activities like wildlife observation, hiking, and cultural exchanges, all designed to minimize environmental footprints (Patil and Pattanshetti, 2024; and Mckinney, 2016). Patil and Pattanshetti (2024) highlight that key principles of ecotourism include the preservation of biodiversity, support for local economies, and education about ecological and cultural heritage. By prioritizing environmentally friendly practices, ecotourism seeks to foster a deeper understanding of the interconnectedness of humans and nature. It aims to create economic opportunities for local communities, ensuring that

they benefit from tourism while actively participating in conservation efforts. Ultimately, ecotourism is about enjoying and appreciating natural beauty in a way that safeguards it for future generations, encouraging travelers to become advocates for environmental stewardship and cultural respect (Cheia, 2013).

2.2.5 Spice

A spice is a seed, fruit, root, bark, berry, bud or other vegetable substance primarily used for flavoring, coloring or preserving food (Chami, 2018; Matthews and Jack, 2011; Yogesh and Mokshapathy, 2014). A spice may have other uses, including medicinal, cosmetics or perfume production, or as a vegetable (Matthews and Jack, 2011). For example, turmeric roots are consumed as a vegetable and garlic as an antibiotic (Yogesh and Mokshapathy, 2014). Spices are distinguished from herbs, which are parts of leafy green plants used for flavoring or as garnish. Many spices have antimicrobial properties (Matthews and Jack, 2011). Similarly, Food and Agriculture Organization - FAO (2005) perceives the term 'spice' as vegetable products used for flavouring, seasoning and imparting aroma in foods. Examples of spices are cardamom, cinnamon, vanilla, cloves, and cumin. In this study, spices refer to cardamom, cinnamon, vanilla, turmeric, and black pepper.

2.3 Theoretical Literature Review

2.3.1 Ecological Footprint Theory

The Ecological Footprint Theory (EFT) was developed in 1990s by Canadian ecologist William Rees and his student Mathis Wackernagel, with the aim to quantify the demand placed on Earth's ecosystems in terms of the resources consumed and

waste produced by individuals, communities, or nations. This is a concept used to measure the environmental impact of human activities.

According to Rees (1992), the ecological footprint is expressed in global hectares, representing the area of biologically productive land and water needed to sustain a given population's consumption patterns and absorb its waste. This measurement includes factors such as food consumption, energy use, transportation, and material goods, all of which contribute to resource depletion and environmental degradation.

One of the key insights of ecological footprint theory is the comparison between human demand and the Earth's ecological capacity, or bio-capacity. When humanity's collective ecological footprint exceeds the planet's bio-capacity, it leads to unsustainable practices, resource depletion, and environmental crises. For instance, if a country has a high ecological footprint relative to its bio-capacity, it may rely heavily on imports, which can strain global resources and ecosystems (Moffatt, 2000). The theory also highlights the importance of sustainable development and encourages individuals and policymakers to adopt practices that reduce their ecological footprint. This can involve promoting renewable energy, reducing waste, conserving water, and fostering sustainable agriculture (Moffatt, 2000).

Overall, Costanza (2000) highlights that EFT serves as a valuable tool for understanding the environmental implications of consumption and lifestyle choices. By measuring and analyzing our footprints, it becomes easier to identify areas for improvement and develop strategies to live within the planet's ecological limits, ultimately contributing to a more sustainable future. In this regard, the EFT is

potential for this study in assessing the impetuses role attributed to ASF; exploring the opportunities of ASF and determining the challenges facing the ASF towards sustainable tourism in Kizimbani Shehia, Zanzibar.

2.3.2 Eco-Tourism Theory

Eco-Tourism Theory (ETT) was founded in 1965 by Dr. Nicolas Hetzer; the President of the International Ecology University (IEU), Berkeley, California. This theory was the result of Hetzer's argument based on the re-thinking over culture, education and tourism following a new form of alternative tourism, he further suggested that this form of tourism should include minimum environmental impact; minimum impact on and maximum respect for host culture; maximum economic benefits that host community; and maximum satisfaction to tourists.

According to Fennell (1999) cited in Chiutsi *et al.* (2011) contends that by 1980s ecotourism focused to have the common ground as a result of the global tourism expansion and the growing interest in the natural areas. The theory stresses that the goals for both economic development and the conservation of natural resources should look compatible. This implies that ecotourism lies around the central themes of conservation, education, ethics, sustainability, positive impacts, and social benefits.

Regarding sustainable tourism, Chiutsi *et al.* (2011) denote that ETT fundamentally sticks on the type of tourism that supports sustainable conservation and management of the resources so as to achieve social, environmental, cultural and economic

sustainability for the community's benefits. Generally, the ETT was perfectly opted for this study and utilized as a counterpart theory in assessing the role of ASF towards promoting sustainable tourism in Kizimbani Shehia, Zanzibar.

2.4 Empirical Literature Review

2.4.1 Impetuses attributed to Agricultural Products (e.g. spices) towards enhancing Sustainable Tourism

Ching *et al.* (2019) denotes that natural resources are defined as the main assets of tourism destination so as to gain the attention of tourists to a destination. Indeed, these natural resources which consist of flora and fauna, water, plants, forest, animals, soil, and stone, could be well used by people for sustainable tourism. Natural resources like spices can certainly attract tourists for amusement or agricultural knowledge and are therefore these natural resources to be conserved in order to sustain tourism industry (Ching *et al.*, 2019). Furthermore, Ching *et al.* (2019) reveal that the availability of quality natural resources plays a vital role in tourism industry which can influence tourists to make a choice of one destination over another. Those important resources help to enhance and maintain the competitiveness in market, and in fact the natural resources have a positive relationship with tourism destination competitiveness (Ching *et al.* 2019).

The spice plantations are designed to provide the visiting guests with the information, which is a perfect blend of the different facts about organic farming and the local culture and traditions. The spice farm is a unique place where the visiting guests can experience and get related information about all the three aspects viz.

cultivation, culinary and medicinal applications of spices (Firmino, 2010). Fennel (2001) cited in Chiutsi *et al.* (2011) declares that ecotourism is a form of tourism which minimizes negative impacts, contributes to conservation, directs economic benefits to local people; and it further provides opportunities for local people enjoying natural areas. In addition, Chiutsi *et al.* (2011) asserts that nature tourism which contributes to the maintenance of species and habitats either directly through a contribution to conservation or indirectly by providing revenue to the local community sufficient for local people to value and therefore protect their wildlife heritage as source of income.

According to World Bank Group Report (2017), the existence of sustainable tourism depends on proper planning and management; resultantly it can contribute to improved local people's livelihoods, inclusion, cultural heritage, and natural resource protection, and promote international understanding. Furthermore, the report adds that cultural tourism plays an important role in cultural heritage management, funding, and protection. Furthermore, agriculture based on spice farming is one of the segments in tourism industry that can be used to sustain intangible cultural heritage through music (e.g., coconut climbers singing while climbing the coconut palm in a spice farm], performing work of arts (like basketry by using fresh or dried palm leaves and cookery with essences from the spice herbs) (World Bank Group, 2007).

Moreover, Weaver (2006) declares that tourism through its attractions is responsible for promoting cross cultural understanding and ultimately, world peace, through

direct contact between hosts and guests. Weaver (2006) declares that tourism through its attractions is responsible to promote cross cultural understanding and ultimately, world peace, through direct contact between host and guest. Additionally, tourism activities provide an incentive to preserve a destination's unique environmental, cultural, and historical assets, from which a portion of the revenue can be allocated for ongoing restoration and maintenance purposes (Weaver, 2006). By dint of this, world iconic heritage sites such as the Great Wall of China, the Egyptian pyramids and the Civil War battlefields of the United Kingdom and United States would be seriously compromised in the absence of tourist-related interest and revenue (Weaver, 2006).

Seemingly, Torres and Momsen (2004) optimize that agriculture as one of the potential tourism attractions to be used for local production investment so that high quality standards demanded by the tourism industry can be attained. Indeed, it can possibly facilitate entry into other high end urban and nontraditional export markets. Similarly, linkage between local agriculture and tourism can make destinations retain a great share of tourism benefits and minimize leakages of foreign imports (Torres and Momsen, 2004).

More importantly, agricultural sector attracts intensive investment, training, organization, and private sector leading to joint ventures, henceforth there is a great import that support tourism industry (Torres and Momsen, 2004). Besides, Torres and Momsen (2014) insist that the sustainable tourism can be integrated to agricultural production for tourism into the resort development from its inception, for

example the Mexican government using its powerful FONATUR chameleon for a pivotal role in planning, designing, financing, and implementing the tourist resort so that it can link tourism to local agriculture.

Also, it is agricultural sector based on spice farming can play a number of role: to increase the community income whose activities are directly or indirectly related to services of tourism; to increase the job opportunity, either through direct-linkage sectors such as hotel, restaurant, and travel agent, or indirect linkage sectors such as handicraft industry, supply of agricultural produce, cultural attraction, retail business, and the other service activities; as a source of region's indirect taxes; and to stimulate the artists' creativity, such as those in small-scale industry or in traditional performing arts (Antara and Pitana, 2009). In the context of Zanzibar, it is obvious that the spice industry is making major contribution to the national economy in terms of foreign exchange earnings, employment opportunities, rural development and food and nutritional security (Hassan, 2015). Likewise, Chami (2018) adds that the spices farming activity tend to serve a very significant role to the livelihoods of majority; hence making spices farming become high value economic component in Zanzibar agriculture which contributes to 27% of the GDP.

2.4.2 Opportunities resulting from Agricultural Products (e.g. Spices) towards enhancing Sustainable Tourism

According to Chiutsi *et al.* (2011), an Agro-tourism which is much related to ecotourism is optimized to sustain tourism due to the fact it acts as panacea for the destructive impacts of conventional mass tourism and therefore this segment of

tourism industry has been retaining its prominence since the mid of 1980s. Meanwhile, Ching *et al.* (2019) asserts that a tourist destination that is rich with natural resources could eventually increase the competitiveness advantage of that particular destination.

Weaver (2006) inculcates that agricultural sector which is linked to tourism can resultantly accelerate to the generation of direct revenues, but also substantial indirect revenues realized through the subsequent dynamic of the multiplier effect as other local economic sectors, such as agriculture, respond to tourism's demand for an extensive array of affiliated products and services. A parallel effect is argued with respect to employment, wherein the labor-intensive tourism industry would provide a large number of direct and indirect jobs suitable in particular for largely unskilled labour forces (Weaver, 2006).

Firmino (2010) explains that the Sahakari spice farm, which is in India, has two other attractions apart from the crops cultivated in the plantation. The guests can see the traditional way of preparing local liquor 'Feni' from the juice of cashew apple at the distillery present in the plantation, and importantly the plantation also has a Bio-gas unit which is used to generate gas for cooking and lighting purpose. This is unique non-conventional energy source which generates the gas from animal waste. The farm also arranges for local folk dances and other local cultural programs for entertaining the tourists and for displaying the rich and diverse cultural heritage of the locality in which the farm is situated. These cultural programs also help the tourists to understand more about the lifestyle of the local community, and their

sources of entertainment (Firmino, 2010). Additionally, Firmino exposes that Sahakari spice farm is being thickly vegetated due to the different trees grown in the farm; hence the temperature in the farm remains very low as compared to the surrounding areas. Resultantly, this thick vegetation also attracts different types of birds to the plantation. One can spot around 80 different types of birds in their natural habitat during a visit to the plantation. Therefore, the farm provides enough opportunities for serious bird watchers to watch birds and take photographs. The guests can also enjoy Elephant feeding, Elephant washing and ride during or after the round (Firmino, 2010).

On the other hand, Torres and Momsen (2004) state that majority of potential pro-poor tourism beneficiaries subsist from agricultural production for tourism has an opportunity to build on the existing skills of the poor without requiring a major shift in economic livelihood strategy, lifestyle, and tradition. Consequently, farmers can supply fresh produce and regional crops to the tourism industry due to improved accessibility to credit, markets, training, and private-sector joint ventures (Torres and Momsen, 2004).

Again, Torres and Momsen (2014) reveal that there are numerous competitive advantages unique to Quintana Roo where there are favourable location and appropriate environmental conditions for producing several varieties of fruits and vegetables giving it access to three potentially lucrative markets: a) the tourism industry; b) the rapidly growing domestic urban market in tourist poles and c) the nontraditional export market. Therefore, Quintana Roo producers can provide

superior quality products and specialized services such as vine-ripening, same-day harvesting and just-in-time delivery.

Apart from the geographical advantages, Quintana Roo farmers possess other strengths for supplying the tourism industry. Thus, the farmers have communal ownership of 87.5% of the state's land which gives them a significant asset to invest in joint ventures (Torres and Momsen, 2004). This therefore provides an opportunity for the establishment of the so – called 'Strategic Alliance' between the various tourism and agriculture stakeholders including FONATUR, SAGAR, NGOs, local hotels and restaurants, local suppliers, regional farmers and private entrepreneurs (Torres and Momsen, 2004).

In reference to Zanzibar setting, the agricultural sector has a significant potential to the economy and livelihoods of people. The sector contributes 27% to Zanzibar's GDP and accounts for over 50% of foreign exchange earnings, at the same time employs 60% of the labour force in Zanzibar (Chami, 2018). Moreover, Chami (2018) admits that spice farming is one of the most important crops in the agricultural sector in Zanzibar that contributing to the development of the tourism sector which is the leading economic sector in the Zanzibar economy through spice tours. Similarly, Hassan (2015) confesses that the spice farming has an immense potential for economic development in Zanzibar and poverty reduction through creation and expansion of employment opportunities and distribution of income and foreign exchange earnings.

2.4.3 Challenges Limiting ASF in promoting Sustainable Tourism

Philips (2017) cited in Beckenn (2018); and Fakana and Mengist (2019) proclaim that the primary factors which affect the tourism sustainability could be internal and external; the external factors which include weather, safety, and access to amenities, peace and security may all affect the sustainability of tourism industry. On other hand, Fakana and Mengist (2019) contend that the internal factors [challenges] that affect tourism sustainability consist of inadequate infrastructures, weak human resources, low marketing and promotion strategies and weak linkage with both national and international organizations. Indirect construction and waste, often on a much greater scale, are also associated with the need to provide housing and services for workers in the tourism industry and their dependents (Weaver, 2006). Perhaps, the cultural and environmental modifications ultimately give rise to a homogeneous 'international' tourism landscape that destroys the destination's unique sense of place (Weaver, 2006).

On the other hand, most productive farmers are geographically isolated from tourism centres and have little negotiation power, largely because of ethnic and class differences with purchasers in the tourism industry (Torres and Momsen, 2004). Also, inconsistent supplies and the poor quality of local supplies are additional constraints. This production problem can be attributed to a variety of factors, including a shortage of capital, credit and investment in the agrarian sector; inappropriate technology and a shortage of effective technical assistance; failure to establish regional agro-industry processing; and no point of tourism market entry for local farmers (Torres and Momsen, 2004). In accordance with Torres and Momsen

(2004), this problem is mainly due to a lack of communication and the deep mistrust that exists between farmers, who are generally Maya, and the local non-Maya entrepreneurial elites and tourism industry suppliers and hotel buyers. Additionally, Torres and Momsen (2004) highlight that the major marketing obstacle is that tourism markets are currently dominated by a few deeply entrenched suppliers. Indeed, despite the communal nature of land tenure, Quintana Roo producers remain primarily individual, small-scale, informal and unorganized as a group. Thus, not only are economies of scale very limited, leading to higher production costs, but also poor coordination among these producers leads to frequent gluts and vulnerability to the market control (Torres and Momsen, 2004).

In Zanzibar, ASF faces a number of challenges such as poor grade and standard of the spice products (Hassan, 2015). Consumers demand high quality for the goods they want to buy the goods only a safety guarantee is set (Hassan, 2015), consumers make purchasing decisions depending on packaging, consistency, uniformity of goods. Smallholder farmers do not meet certain market grades and standards as the farmers lack the knowledge and resources to ascertain such requirements (Hassan, 2015).

2.5 Policy Review

Policy is defined as a course of action which formulated, adopted and pursued by the government of a country to enable it to achieve certain prescribed goals (Youdeowei *et al.*, 1986). In this study, two policies were applied to incorporate the core ideas (i.e., tourism and agriculture) of this study. These policies consist of Zanzibar Tourism Development Policy and Zanzibar Agriculture Sector Policy.

2.5.1 Zanzibar Tourism Development Policy

The Zanzibar Tourism Development Policy (ZTDP) statement was introduced in 2003 providing the broad scale policy for future tourism development in Zanzibar. The prime objective of ZTDP has been set to develop, plan, manage and promote tourism industry that emphasizes sustainability, quality and diversification, and which is culturally responsible, socially desirable, ecologically friendly, environmentally sustainable and economically viable. Additionally, ZTDP prescribes that the achievement of strong tourism development in Zanzibar relies on the presence of strong national development (URT, 2003). With the regard to other sectors, ZTDP puts an emphasis on the sustainable utilization of Zanzibar resources which should be completed first proceedings to establish viable criteria for the development of agriculture and fishing activities, open quarrying and garbage disposal, territorial infrastructure, and new alternative forms of tourism comparable with fragility of the environment.

2.5.2 Zanzibar Agriculture Sector Policy

The Zanzibar Agriculture Sector Policy (ZASP) has existed since 2009. The overall goal of the ZASP is to promote sustainable development of the agricultural sector for economic, social and environmental benefits for the people of Zanzibar (RGoZ, 2009). In addition, ZASP also focuses on modernizing and commercializing the agricultural sector to increase productivity and rural incomes while ensuring an ecologically sustainable environment (RGoZ, 2011). In relation to other sectors in the country, ZASP is meant to enhance national capacity to manage and develop the agricultural sector in collaboration with other stakeholders. Also, the policy is

considered to promote the production and export of fruits, spices and essential oil crops and reduce the dependency on cloves as the main source of foreign exchange as well as to satisfy the domestic demand of raw materials for Agro-processing industries.

2.6 Conceptual Framework

This study investigates the role of agro-spice farming in promoting sustainable tourism in Kizimbani Shehia, Zanzibar Tanzania , an area renowned for its rich agricultural heritage and spice production. The framework posits that agro-spice farming can serve as a catalyst for sustainable tourism development, fostering economic, environmental, and social benefits. ASF generates income for local farmers and contributes to the overall economy of the area and Zanzibar at large. By attracting tourists to spice farms, this sector can enhance economic resilience through diversification. Sustainable tourism activities such as spice tours, cooking classes, and local markets can create jobs and stimulate local businesses, ensuring that economic benefits are retained within the community.

Indeed, ASF promotes biodiversity and sustainable land management practices. The cultivation of spices often involves traditional farming methods that maintain soil health and reduce reliance on chemical inputs. This environmental stewardship aligns with sustainable tourism principles, emphasizing conservation and responsible resource use. The study will explore how integrating tourism with spice farming can foster awareness of environmental issues among visitors. The rich cultural heritage of Kizimbani is intertwined with its spice farming practices. By promoting agro-

spice tourism, the community can share its unique traditions and knowledge with visitors, enhancing cultural exchange and fostering appreciation for local customs. This framework emphasizes the role of education and community engagement in ensuring that tourism benefits the local population and preserves cultural identity.

Successful integration of ASF and tourism requires collaboration among farmers, local authorities, and tourism operators. The framework will examine existing partnerships and propose strategies to strengthen these connections, ensuring that all stakeholders benefit from sustainable tourism initiatives. In summary, this conceptual framework highlights the multifaceted relationship between agro-spice farming and sustainable tourism in Kizimbani, suggesting a holistic approach to promoting both economic viability and environmental conservation.

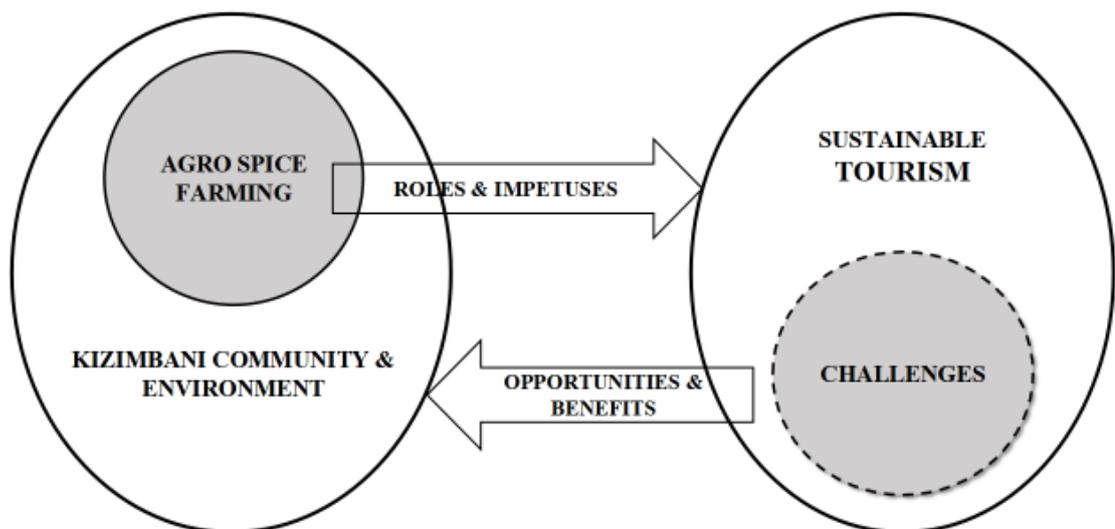


Figure 2.1: A conceptual model depicting the role of ASF and ST in Kizimbani Shehia, Zanzibar Tanzania.

2.7 Research Gap

The literature reviewed showed that studies which were conducted in Zanzibar at Kizimbani Shehia focused on Agro-Spice Farming in one hand and tourism on the other hand. Literature reviews largely have sufficient and constructive information concerning spices plantation at Kizimbani Shehia but most of them concentrate on different ideas. The study by Hassan (2015) deals with factors which affect market access among spice farmers, while the study by Chami (2018) deals with rapid spread of settlement which endangers the future historical touristic spices farming. Moreover, Moh'd (2015) study based on the economic potential of black pepper in Kizimbani Shehia. With all these studies, none of the studies have concentrated on the role of Agro spice farming toward tourist sustainability at Kizimbani Shehia. There is no study on the role of Agro-spice farming towards tourism at Kizimbani Shehia in Zanzibar; this study was designed to fill this gap.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

Chapter three presents different methods employed to achieve the research objectives of this study. This chapter presents overview, the study area, research philosophy, research design, sampling procedures, sample and sample size, data collection methods, data analysis, interpretation and presentation, validity, and reliability of the research instruments and ethical issues.

3.2 Study Area

Zanzibar is a semi-autonomous country in the United Republic of Tanzania. The big two islands are Unguja and Pemba located on the south of the Equator in the Indian Ocean alongside the coast of Tanzania mainland in the East. The largest island, Unguja, has an area of 1,657.6 square kilometers while Pemba Island has 984.2 square kilometers of its all area (Siravo and Bianca, 1996; Issa, 2009). Zanzibar is administratively divided into five regions namely Urban West; North Unguja; South Unguja; North Pemba; and South Pemba.

Thus, this study will be conducted in Kizimbani Shehia located in Urban West Region in Unguja Island (Figure 3.1). Kizimbani Shehia, which is the vicinity of other Shehias such as Kidichi and Chem-chem in Dole ward, is close to an eponymous forest and spice farms. Kizimbani Shehia is mostly used as a tourist attraction. The spice vegetation which are mostly displayed for the visitors include cinnamon, pepper, ginger, lemon grass, nutmeg, clove, vanilla and other species. The

choice of Kizimbani Shehia for this study is based on the availability and accessibility of spice farms which are used as one the most crucial tourist attractions in Zanzibar.

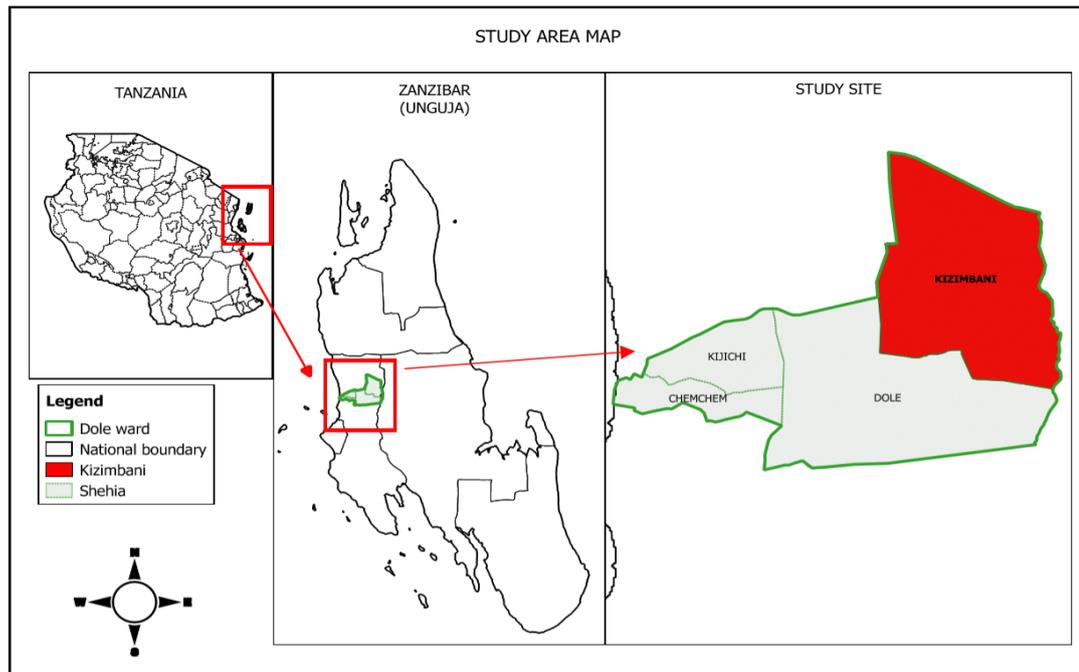


Figure 3.1: Study Area: A map of Tanzania (Left), Zanzibar (Unguja) (middle), and Kizimbani Shehia (right labeled in red).

Source: Zanzibar Commission for Land, 2021.

3.3 Research Philosophy

This study adopted interpretivism research philosophy. The term interpretivism refers to the approaches emphasizing the meaningful nature of people's character and participation in both social and cultural life (Chowdhury, 2014). This study based on naturalistic approach of data collection such as interviews, observations, questionnaires, and documentary reviews/ secondary data.

3.4 Research Design

According to Pandey and Pandey (2015), a research design is the framework or plan for a study that is used as a guide in collecting and analyzing data. This implies that, a research design is the conceptual structure within which research is done (Kothari and Garg, 2019). In this study, a case study research design was adopted. A case study research design is the research design the researcher uses as a strategy of inquiry by exploring in-depth a program, event, activity, process, or one or more individuals (Creswell, 2009).

With the use of the case study design, the researcher was able to describe the ASF and tourism and get accurate data according to the current situation in the study area. However, the study also used both qualitative and quantitative approaches. Qualitative approach is an approach used to find out how people feel or what they think about a particular subject or institution, whereas quantitative approach is based on the measurement of quantity or amount (Kothari 2004). Hence, quantitative approach in this study was used to calculate simple percentage and number of respondents.

3.5 Target Population

According to Asiamah *et al.* (2017), target population is the group of individuals or participants with the specific attributes of interest and relevance which meet the designated set of criteria for certain research. Also, Murphy (2016) insists that there should be a clear understanding of the target population beforehand of commencing the research. The target population of this study consisted of staff of Zanzibar

Commission for Tourism (ZCT), Zanzibar Agriculture Research Institute (ZARI), and local tour guides, spice growers and caretakers and community members living in Kizimbani Shehia.

3.6 Sampling Procedure

According to Emmel (2013), sampling refers to the action of defining a population from which a sample is recruited and ensuring every unit/item from that predefined population is included for measurement. This study employed both probability and non-probability sampling procedures, from which both purposive and simple random sampling techniques were used to select the respondents.

3.6.1 Simple Random Sampling

According to Taylor *et al.* (2006), simple random sampling is the subset of statistical population in which each member of the population has an equal probability of being chosen. In this study, simple random sampling technique was employed to select only 12 tourist attraction officers from a total of 73 ZCT staff, and 15 specialists in spice farming out of 283 ZARI staff and 124 Kizimbani local residents out of 3,298 people living in Kizimbani Shehia. The selection of these samples is based on the criteria that they belong to important sections and categories within the institutions and community running day-to-day activities in relation to either spice production or management of tourism attractions. Therefore, 12 tourism attractions officers from ZCT and 15 spice production specialists from ZARI officers, 124 local residents were randomly simply selected for this study.

3.6.2 Purposive Sampling

Purposive sampling is a process of selecting key respondents based on particular and non-statistical purposes (Twumasi, 1986; Silverman, 2000; Kothari, 2004; Payne and Payne, 2004). In this study, the purposive sampling technique was used to obtain 5 respondents who are the leaders of Agro – spice farmers and one Sheha who is the only Kizimbani Shehia local government leader. The probability sampling technique was applied to select sample and every individual had an equal chance of being selected based on range of factors including one's willingness to respond and time.

3.7 Sampling Frame and Sample Size

A sampling frame is a list of sampling units from which selection of sample is made (Turner, 2003; Taherdoost, 2016). Alvi (2016) defines a sample as a group of a relative number of people selected from a population for investigation purposes. Therefore, the samples of this study were taken from true representatives of the targeted population and avoid bias. The key informants were interviewed from three clusters which are ZCT and ZARI staff and tours operators and guides; and the rest cluster included the community living in and/or in the vicinity of Kizimbani (Table 3.1). The respondents were first informed about the aim of this study before being interviewed.

Table 3.1: Sampling Frame and Sample Size

Particulars	Respondents	Population	Sample size	Sample selection
ZCT staff	Tourist attraction officers	73	12	
ZARI staff	Spice farming specialists	283	15	
Local residents	People working in spice farms, selling spices, or living near spice farms in Kizimbani Shehia	3,298	124	Simple random sampling
Tour guides	Personals taking tourists to spice farms in Kizimbani Shehia for the spice tours	50	23	
Sheha	Head of Local Government Authority in Kizimbani Shehia	1	1	
Farmers' leaders	Leaders of Agro-Spice Farmers	5	5	Purposive sampling
Total		3710	180	

Source: Field survey, 2023

3.8 Sources of Data

3.8.1 Secondary Data

Secondary data are second-hand information which were once being collected and already taken into statistics as well as manipulated (Kothari, 2004; Kara, 2012).

Secondary data are of two types: quantitative secondary data which includes government statistics and census data whereas qualitative secondary data consists of criminological data, health data, web archive data, and oral history data (Kara, 2012).

In this study, secondary data was used to explore the research questions and find background information to give context, evidence, and justification for this research.

3.8.2 Primary Data

Kothari (2004) and Kumar (1999) denoted that primary data are baseline data which is characteristically original and is the first-hand information through primary

sources. In primary data collection, the researcher employed some methods namely, case study surveys, direct and indirect verbal surveys, observations, questionnaire, and local reports (Rwegoshora, 2014). The primary data was collected through interviews, focused group discussion, questionnaires, and direct observation. The study relied on primary data source because the primary data will provide the researcher with reliable, intact, and direct information from respondents who were the first-hand informants for this study. Indeed, the information given by the respondents was more useful and helpful to attain the specific objectives goals of this study based on the role, opportunities, and challenges towards tourism sustainability in Kizimbani Shehia.

3.9 Data Collection Methods

3.9.1 Questionnaires

Rwegoshora (2014) defines a questionnaire as a tool used by a researcher to collect the information concerning a particular subject. This is a typical form of questions which is supplied to the selected sample units in order to fill in the responses within a specified period (Rwegoshora, 2014). For this study, a type of mixed questionnaire (Appendix III) was employed to enable the research to meet the expectations and attain the specific objectives of this study. In this study, the questionnaire method was employed to extract responses from the local residents of Kizimbani Shehia.

3.9.2 Interviews

According to Twumasi (2001), interview refers to the method of field investigation whereby a researcher meets respondents and through interaction, specific questions are asked to find answers to the research problem. Semi-structured interviews

(Appendix I) based on standardized and open type questions were used in this study. Using this method, data was collected from informants based on two clusters. There were government officials from ZCT, ZARI on one cluster while the other cluster included local tour guides.

3.9.3 Direct Observation

According to Taylor *et al.* (2006), Rwegoshora (2014) and Teddlie and Tashakkori (2009) observation is a way of noting and recording information about people and their behavior without asking specific questions. Thus, non-participant observation method (Appendix II) was applied directly to observe the spice farms grown for tourism, spice tours, other touristic activities attached to spice farms, and visible opportunities and challenges if any around the spice farms.

3.9.4 Documentary Literature Review

Document refers to written, printed or electronic materials that contain information of some sort (Taylor, 2011). Additionally, Taylor (2011) and Punch (2005) ascertain that documents are of various types; letters and memorandum, diaries, reports and professional publications, government pronouncements just to mention few. In this study, the researcher also utilized documentary literature review as one method of collecting data to enrich it and to ensure the reliability of this study as well as broadening more understanding about the role of ASF towards tourism sustainability in Kizimbani Shehia compared to what is currently known, and therefore this will add to the body of knowledge.

3.10 Data Analysis, Interpretation and Presentation

Rwegoshora (2014) argues that analysis is the ordering of data into constituent parts in order to obtain answers to research questions. In this study, data was sorted and organized in thematic areas, and then was subjected to thematic analysis technique. According to Boyatzis (1998) cited in Alhojailan (2012), a thematic analysis technique is a type of qualitative analysis used to analyze classifications and present data in themes. This enabled the researcher to generate significant interpretations and make conclusions based on the role of ASF towards tourism sustainability.

3.11 Validity and Reliability of the Research Instruments

3.11.1 Validity of the Research Instruments

Smith (1996) cited in Kumar (1999) defines validity as the degree to which the researcher has measured what should be set out to be measured. Validity seeks to measure what is exactly intended to be measured. To ensure the validity of this study, the researcher used multiple data collection methods namely, interview, questionnaire, observation, focus group discussion documentary review and triangulation as well as choosing the right sample for this study.

3.11.2 Reliability of the Research Instruments

Reliability refers to the extent of accuracy or precision in which the researcher's instrument has measured (Kumar, 1999). Given that, the reliability of this research study was assessed through several factors. First, the study's methodology played a crucial role; it employed a robust design, including a clear sampling strategy, well-defined data collection methods, and appropriate analytical techniques. As a result,

the findings were more reliable. Additionally, the use of triangulation integrating multiple data sources such as interviews, questionnaires, and observations enhanced reliability by confirming findings across different perspectives. Also, a pilot study to test the instruments was conducted together with the use of the test-retest method so as to ensure reliability of this study and research instruments. Indeed, the study's duration and frequency of data collection were also important to check the reliability of this study. Another aspect is the researcher's bias. A transparent approach, including reflexivity and the acknowledgment of potential biases maintained the credibility of the research findings.

Finally, the relevance and recency of the data used reflected to the study's reliability, particularly in a dynamic context like tourism. Overall, the research demonstrated rigour in these areas so that a reliable contribution to understanding the interplay between agro-spice farming and sustainable tourism in Kizimbani Shehia, Zanzibar was attained.

3.12 Ethical Issues

Ethics refers to doing what is morally and legally right in research (Parveen and Showkat, 2017). Arifin (2018) and Akaranga and Makau (2016) analyze the major ethical issues to be adhered to while conducting research as; informed consent and voluntary participation, confidentiality and anonymity and the beneficence which imply the exposure of the study purpose and benefits to the participants as well as respect for privacy. The issue of research ethics in this study was highly considered during the research work.

CHAPTER FOUR

PRESENTATION OF THE FINDINGS AND DISCUSSION

4.1 Overview

This chapter presents the findings obtained through interviews, questionnaires, observations, and documentary literature review from different categories of respondents. The chapter begins with overview, socio-demographic characteristics of respondents based on age, sex, and education level. The chapter also presents the role played by Agro-spice farming towards sustainable tourism in Kizimbani Shehia.

4.2 Socio-Demographic Characteristics of the Respondents

4.2.1 Age of the Respondents

It was important to collect data based on the age of the respondents because of the diverse implications age category has on social settings which subsequently have an impact on agro-spice farming. The age of the respondents was categorized into five groups ranging from the age of 18 years to 56 years and above. Results in Table 4.1 shows that 30% of the respondents were aged between 18 to 25 years, whereby 27% of the respondents were in the age ranging from 26 to the 35 years, and 29% of the respondents were in the age interval of 36 to 45years of the age group. Furthermore 9% of the respondents were in group age between 46 to 55years and 5% of the respondents were 56 years and above.

Table 4.1: Age of the Respondents

Age category	Responses	Percentages
18 – 25	54	30
26 – 35	48	27
36 – 45	53	29
46 – 55	16	9
56 and above	9	5
Total	180	100

Source: Field survey, 2023

4.2.2 Gender of the Respondents

In order to have good representations of gender, sex of the respondents was taken into consideration. Among the 180 respondents, 89% of the respondents were males while 11% of the respondents were females (Table 4.2). However, males and females were given an equal chance to participate in both tourism activities and agricultural production. The number of male respondents was higher than that of females due to the nature of the works as well as their easy availability.

Table 4.2: Gender of the Respondents

Gender	Responses	Percentages
Male	160	89
Female	20	11
Total	180	100

Source: Field survey, 2023

4.2.3 Education Level of the Respondents

Understanding the education levels of the respondents was an important factor in assessing respondents' skills and knowledge. Thus, education criteria were considered in the study in order to reduce the researcher's bias by including different people with different educational levels. The results revealed that 17% of the

respondents had primary education, 44% of the respondents had ordinary level of education, 18% of the respondents had advanced level of education. However, 11% of the respondents had college/university education; the rest group of 10% of the respondents had not attended school at all.

Table 4.3: Education Level of the Respondents

Education levels	Responses	Percentages
Primary education	30	17
Ordinary secondary education	80	44
Advanced secondary education	32	18
College/ University	20	11
Had no formal education	18	10
Total	180	100

Source: Field survey, 2023

4.3 Impetuses attributed to Agro-Spice Farming Towards Promoting the Sustainable Tourism at Kizimbani Shehia

A total of 180 respondents were provided with questionnaire and interview tools. About 72% were provided with the questionnaires while the rest 28% of the respondents were interviewed. Here the respondents were asked about the impetuses attributed to the agro-spice farming towards the sustainable tourism in the Shehia of Kizimbani.

The 74% of the respondents agreed that Agro-spice farming is a great causing factor towards making up the sustainable tourism in Kizimbani Shehia. About 6% of the respondents agreed that ASF is influential on self-employment to the people living in Kizimbani Shehia and employment opportunities for spice vendors, cookery for the tourists visiting the spice farms, and spice soap and aroma production. On the other

hand, 13% of the respondents revealed that the importance of ASF toward making up sustainable tourism is seen where it contributes to the conservation of environment. Many farms are now well taken care to conserve the nature through planting trees and plants which contributes to the conservation of Kizimbani environment.

Furthermore, the national income is said to increase through the tourism activities conducted in Kizimbani spice farm. The argument was supported by 4% of the respondents who admitted that the tourism has become a leading sector in Zanzibar whereby spice tourism undertaken in Kizimbani Shehia makes up the number of this growth. Most importantly, 12% of the respondents mentioned that ASF has become most economically important since it increases production and selling of spices like cinnamon, vanilla, cardamom, ginger, cloves, black pepper, turmeric, and nutmeg spice are greatly produced so that they meet the trend of tourist influx in the areas in terms of showcase and market. One respondent made a note that

“Many tourists prefer viewing the spice plants and after the two - hour walk then they normally ask for shops to purchase those spices”.

Moreover, about 8% of the respondents addressed that ASF accelerates to the promotion of tourism through spice attraction; apart from cultural attractions found in Zanzibar, the spice farms also make up an increase of more attractions particularly natural ones and therefore it necessitates the tourists to stay long in the islands. Besides, 10% of the respondents commented that the ASF makes an important contribution toward the sustainable tourism in Kizimbani Shehia as it improves the social development in the area. Agro – spice farming contributes to the development

of social infrastructures like roads and other facilities. Moreover, 9% of the respondents argued that Agro – spice farming leads to the rehabilitation of spice farms in Kizimbani Shehia the farms are now well planted, daily cleaned and perpendicularly lined up to meet the need of the tourists visiting the site.

Significantly, 12% of the respondents disclosed that Agro – spice farming provides the tourism industry in Zanzibar with the reliable natural destination. One respondent commented that “*the tourists we receive in Kizimbani spice farms prefer the natural vegetation grown here, they enjoy looking at the green plants and relaxing in spicy breeze*”. Likewise, 10% of the respondents clarified that Agro – spice farming created a socio – economic networking spice farms owners and other people like spice vendors, tour guides have managed to enhance an intimate and mutual friendship with tourists. Indeed, ASF has made tourism as a bridge to link the host and the visitors socially and economically.

Table 4.4: Impetuses attributed to Agro-Spice Farming towards Sustainable Tourism

Impetuses of ASF	Responses	Percentages
Self-employment	12	7
Conservation of Environment for tourism	24	14
National income	10	6
Increase of spice production and selling	22	12
Promotion of tourism through spice attraction	20	11
Increase of tourism activities in Zanzibar	15	8
Improvement of social development	20	11
Rehabilitation of spice farms	17	9
Reliable natural tourist destination	22	12
Socio – economic networking	18	10
Total	180	100

Source: Field survey, 2023

4.4 Development of Tourism Industry in Kizimbani Shehia resulting from Agro-Spice Farming

The results from the questionnaires revealed that about 66% of respondents addressed the issues of improvement and acquisition of foreign languages (i.e., English, Spanish, French, German and Portugal) among the spice tour guides. The respondents altered that there is an improvisation of spice products and materials into tourism products, and exposure of other specializations such as cookery of spicy foods and other consumers' goods. One of the respondents commented that,

Spice production in Kizimbani Shehia has enabled people mainly youth to get skills on foreign languages which include Spanish, Italian and German, and therefore these languages provided us with the opportunities to employ ourselves or being hired as spice tour guides in Kizimbani and elsewhere.

Likewise, 34% of the respondents responded that tourism development in Kizimbani Shehia accelerated by Agro-Spice Farming resulted into improvement of physical infrastructures like road and theme – parks around the spice farms, improvement of spice product package for tourist products like spicy soaps, and spicy essence, and spicy models for gift giving to the tourists after the spice tour. Figure 4.1 presented a photo of tourist buying spices at Kizimbani Shehia.



Figure 4.1: The tourists are Buying Spice Goods at one of Kizimbani spice

Shops after the Tour

Source: Field survey, 2023

In the meantime, about 54% of the respondents who were interviewed about the development features brought by the ASF in Kizimbani Shehia replied that there are some development features that were the results of ASF in Kizimbani Shehia. These features include good methods of farming among farm owners; increase of employment opportunities among the people of Kizimbani Shehia particularly youths and its environs and abundance of spice farms to accommodate more tourists to visit the site. Besides, about 46% of the respondents replied to the same question that ASF has greatly accelerated the development of tourism in Kizimbani Shehia. Such development includes the establishment of local spice – related restaurants, local spicy spa services, enhancement cross cultural communication between the tourists and local residents around Kizimbani Shehia. One of the respondents declared that

“Through tourism sector there has been a symbiotic relationship between the people of Kizimbani Shehia, particularly the spice farm owners and the tourists”.

Based on the above findings, majority of respondents agreed that ASF plays a huge role toward making up tourism industry in the country and specifically in Kizimbani Shehia. This is due to the fact that tourism products are being developed at destinations such as spice gardens, spice-themed routes, spices-related restaurants as well as providing culinary, spa experiences pertaining to local spices, and their usage in cuisines. Tourism is on the rise and has influenced the nature of spice production demonstrated embodied by the abundance of spice farms as attractions. In Kizimbani Shehia where spices are grown, tourism has the potential impact to socio-economic development, as it generates employment for the local community and enhance cross-cultural communication between the tourists and the hosts. In this regard, it is obviously seen that there is relationship between spices and tourism related to its history, production, consumption, tourist experience of spices attractions and destinations, and through cuisine, i.e., food-related tourism.

4.5 Opportunities of Agro – Spice Farming to enhance Sustainable Tourism

When the researcher interviewed the respondents about what opportunities that are offered by ASF toward the sustainable tourism in Kizimbani Shehia, in the first place the questionnaire results yielded that about 91 respondents (70%) were able to identify some opportunities that ASF offers to enhance sustainable tourism in Kizimbani Shehia. These opportunities include reliable market and promotion for spice products, introduction of local home-based factories for manufacturing goods made with spice ingredients (like vanilla soaps, lemongrass repellents, jasmine

aroma etc.), and development of physical infrastructures like roads and other facility buildings around Kizimbani Shehia. This is proven with the statement made by one respondent that:

“Tourism activities will improve our farms and as a result they will be well cultivated and preserved since we will generate money through them”.

While the same question asked to the rest of the respondents, the responses of 39 participants (30%) were the constant availability of employment (i.e., spice tour guides, spice, and fruit vendors etc.) and exposure of traditional cuisines (such as pilau, mesto etc.). And this will provide the tourists with the opportunity to acquire expertise and knowledge of various spices while exploring practices surrounding their cultivation and enjoying their fragrances.



Figure 4.2: The Tourists are receiving Information about Products made of Spice during their Spice Tour Kizimbani Spice Farm.

Source: Field survey, 2023

Similarly, the interviews conducted with 50 respondents uncovered that ASF can have some opportunities toward promoting sustainable tourism in Kizimbani Shehia. One respondent asserted that the presence of tourism activities lead to conservation of environment and spice farms improvement as these activities generate income and in return this income is used to conserve environment as well improves the spice farms. In addition, ASF through its environment offers beautiful scenery, tranquil experiences, and fresh air and water, as well as insights into exciting traditional ways of life and cultures, another respondent added.

Table 4.5: Opportunities offered by ASF towards Sustainable Tourism in Kizimbani Shehia

Opportunities of ASF towards sustainable tourism	Responses	Percentages
Reliable market and promotion of spice products	33	18
Constant availability of employment	24	13
Introduction of home-based factory manufacturing spice goods (e.g., spice soaps, aroma etc.)	62	34
Development of physical infrastructures (e.g., roads & farm theme parks)	35	20
Conservation of environment & farms improvement	26	15
Total	180	100

Source: Field survey, 2023

From the above point of view, the majority of respondents admitted that ASF offers several opportunities toward enhancing sustainable tourism in Kizimbani Shehia. As ASF and tourism lead to agricultural conservation, preservation, and protection. Indeed, Spice tourism offers a wide array of products and attractions to areas hosting spice tourism; the possibilities range from the study and production of spices, tourist accommodation in farmhouses, picnic areas at spice farms, spice vendor stalls, to restaurants that offer cuisine made from local spices.

4.6 Challenges limiting Agro–Spice Farming towards promoting Sustainable Tourism in Kizimbani Shehia

The data collected from interviews revealed that 42 respondents (32%), who were asked to determine the challenges facing ASF toward making up sustainable tourism in Kizimbani Shehia, disclosed these challenges include ill-treatment committed by assistant spice tour guides commonly referred to '*inzi*'. These *inzi* cut and crush spice leaves, roots and fruits for the tourist. This is unhealthy for the survival of the spice plants and the farms, in general (Figure 10). Additionally, there is much exploitation of coconut leaves by the *inzi* while making some spice farm gifts (i.e., hats, crown, tie, necklace, baskets, and wrist-let) which are offered to the tourists after farm walk and cutting cinnamon backs and roots for sale as well.



Figure 4.3: Assistant Tour Guide – *inzi* cutting Cinnamon Barks shown to the Tourist (left); and a Tourist wearing crown and wrist-let made of Coconut Leaves as the gift after the Tour (right).

Source: Field survey, 2023.

Meanwhile, about 88 respondents (68%) pinpointed the issue of seasonal tourism whereby a period from March to June is considered as a low season in Zanzibar tourism industry and therefore there is normally a small number of tourists who visit Zanzibar attractions including Kizimbani spice farms. This tendency makes the business and other spice farm activities become ceased. In addition to this, the same respondents mentioned about the unfriendly infrastructures (i.e., roads and other facilities) around the spice farms. Here one respondent admitted that:

There are no good roads going to the spice farms and even some facilities are not friendly for the tourists especially the toilets and waiting lounges where the tourists can use for seating or relaxing in case of rainy day or after a long walk around the farms.

Moreover, the same respondents identified some challenges such as poor grade and standard of the spice products which the tourists want to buy. The spice products with the high quality; and the tourists demand to be assured with a guarantee of safety of the products that they test. Under this circumstance, one respondent hinted that:

“Sometimes tourists make purchasing decisions based on packaging, consistency, uniformity of goods even though the smallholder farmers do not meet certain market grades and standards because the farmers lack the knowledge and resources to ascertain such requirements”.

Table 4.6: Challenges facing ASF towards limiting Sustainable Tourism in Kizimbani Shehia

Challenges facing ASF against sustainable tourism	Responses	Percentages
Ill-treatment over spice plants and other farm trees	40	22
Over-exploitation of spice plants and trees	43	24
Seasonal tourism leading to ceased tourism business from March to June annually	37	21
Poor infrastructures (e.g., roads and other facilities) around the spice farms	35	19
Poor spice product processing and packaging for market need	25	14
Total	180	100

Source: Field survey, 2023

Seemingly, the findings from this segment justify that there are some challenges facing ASF toward making up sustainable tourism in Kizimbani Shehia and also some ill-treatments on spice plants may jeopardize the healthy growth and nourishment of these plants, and thus in the long run the tourism industry through spice tourism will be in a short fall. Again, the seasonal tourism poses some hindrance toward the sustainability of tourism Kizimbani Shehia.

A long period from March to June marks the slowness and cease of the tourism industry in Zanzibar. Thus, spice tourism and its associated activities become dormant up to July which is referred to the resume of the season. In addition to this, it has been discovered that there are unfriendly infrastructures (i.e., roads) and poor tourism facilities (e.g., waiting lounges) around the spice farms as well as poor spice product processing and packaging for market need.

4.7 Discussion of the Findings

4.7.1 Impetuses Attributed by ASFA towards promoting Sustainable Tourism in Kizimbani Shehia

This study disclosed that Agro-spice farming has a number of contributing factors toward making up the sustainable tourism in Kizimbani Shehia; such impetuses include availability of self-employment, Conservation of Environment for tourism, an increase of national income, an increase of spice production and selling, earning individual basic needs. Indeed, the issues of ecosystem improvement, promotion of tourism through spice attraction, an increase of tourism activities in Zanzibar, and an existence social development as importance of Agro-spice farming attributed to sustainable tourism were also mentioned as importance of ASF attributed to sustainable tourism in Kizimbani Shehia. These findings corroborate with the study conducted by Antara and Pitana (2009) whose results denote that agricultural sector based on spice farming can play a number of roles such as to increase the community income whose activities are directly or indirectly related to services of tourism and to increase the job opportunity to community members.

Likewise, both studies undertaken by Hassan (2015) and Chami (2018) support this finding that the spice industry is making a major contribution to the national economy in terms of foreign exchange earnings, employment opportunities, rural development and food and nutritional security as well as spice farming become high value economic component in Zanzibar agriculture which contributes to 27% of the GDP in Zanzibar.

4.7.2 Development of Tourism resulting from ASF in Kizimbani Shehia

The study also discovered that the issues of improvement and acquisition of foreign languages (i.e., English, Spanish, French, German and Portugal) among the spice tour guides, improvisation of spice products and materials into tourism products, and exposure of other specializations such as cookery of spicy foods and other consumers' goods have been developing as result of the interplay of agro-spice farming and sustainable tourism. Furthermore, this study revealed that ASF has led to tourism products being developed at destinations such as spice gardens, spice-themed routes, spices-related restaurants as well as providing culinary, spa experiences pertaining to local spices, and their usage in cuisines and perfumery industry.

These findings are in line with the study carried out by Firmino (2010) and Chiutsi *et al.* (2011) whereby their results showed that the spice plantations are designed to provide the visiting guests with the information, which is a perfect blend of the different facts about organic farming and the local culture and traditions. The spice farm is a unique place where the visiting guests can experience and get related information about all the three aspects viz. cultivation, culinary and medicinal applications of spices. In addition, nature tourism which contributes to the maintenance of species and habitats either directly through a contribution to conservation or indirectly by providing revenue to the local community sufficient for local people to value and therefore protect their wildlife heritage as source of income Chiutsi *et al.* (2011).

4.7.3 Opportunities of Agro – Spice Farming to enhance Sustainable Tourism in Kizimbani Shehia

The study mentioned that ASF and tourism are the perfect blend whose impact leading to preservation of ecosystem. Indeed, Spice tourism offers a wide array of products and attractions to areas hosting spice tourism; the possibilities range from the study and production of spices, tourist accommodation in farmhouses, picnic areas at spice farms, spice vendor stalls, to restaurants that offer cuisine made from local spices. Therefore, this finding obviously concomitants with the study by Chiutsi *et al.* (2011) whose data showed that an Agro-tourism which is related to ecotourism is optimized to sustain tourism since it acts as panacea for the destructive impacts of conventional mass tourism. Furthermore, Ching *et al.* (2019) asserts that a tourism destination that is rich with natural resources could eventually increase the competitiveness advantage of that destination.

4.7.4 Challenges facing Agro-Spice Farming towards promoting Sustainable Tourism.

The study documented that there are some challenges facing ASF toward making sustainable tourism in Kizimbani Shehia. These challenges include ill-treatments on spice plants which jeopardizing the healthy growth and nourishment of these plants, and thus in the long run the tourism industry through spice tourism will be in a short fall. Again, the seasonal tourism poses some hindrance toward the sustainability of tourism Kizimbani Shehia. A long period from March to June marks the slowness and cease of the tourism industry in Zanzibar, thus spice tourism and its associated activities become dormant up to July which is referred to the resume of the season. In

addition to this, it has been discovered that there are unfriendly infrastructures (i.e., roads) and poor tourism facilities (e.g., waiting lounges) around the spice farms. These findings accord to the study by Fakana and Mengist (2019) who contend that the challenges attributed to ASF toward promoting sustainable tourism are inadequate infrastructures, weak human resources, low marketing and promotion strategies and weak linkage with both national and international organizations.

Moreover, the study disclosed other challenges facing ASF toward promoting sustainable tourism in Kizimbani Shehia. Such challenges are poor grade and standard of the spice products. The tourists want to buy the spice products with the high quality. The tourists demand is to be assured of a guarantee in terms of safety of the products that they test. This finding reconciles with the study done by Hassan (2015) revealing that ASF is facing a number of challenges such as poor grade and standard of the spice products. Mostly, consumers demand high quality for the goods they want to buy otherwise they do not buy the products unless there is a guarantee that they are safe to eat; indeed, consumers make purchasing decisions depending on packaging, consistency, uniformity of goods and smallholder farmers do not meet certain market grades and standards because the farmers lack the knowledge and resources to ascertain such requirements.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Overview

This chapter presents the summary, conclusions, and recommendations. The conclusions and recommendations based on the objectives of the study have been carefully analyzed to guide policy makers, tour operators and other tourism stakeholders on how to ensure that Agro–Spice Farming plays its role effectively for the development of tourism industry in Kizimbani Shehia and Zanzibar in general.

5.2 Summary of the Study

The summary of the research findings has been presented based on the research objectives. The aim of the study was to assess the role of Agro – spice farming in promoting sustainable tourism in Kizimbani Shehia, Zanzibar. The study was guided by three specific objectives. The specific objectives were to evaluate importance of ASF in promoting sustainable tourism in Kizimbani Shehia, Zanzibar; to examine opportunities of ASF to enhance sustainable tourism in Zanzibar; and to explore the challenges facing ASF toward the sustainable tourism in Kizimbani Shehia.

The findings have shown that there is great contribution of ASF towards the sustainable tourism in Kizimbani Shehia. The contributions include improvement and acquisition of foreign languages (i.e., English, Spanish, French, German and Portugal) among the spice tour guides, improvisation of spice products and materials into tourism products, and exposure of other specializations such as cookery of spicy foods and other consumers' goods. Also, the study determines the opportunities that

ASF offers toward making up the sustainable tourism; such opportunities are reliable market and promotion for spice products, introduction of local home-based factories for manufacturing goods made with spice ingredients (like vanilla soaps, lemongrass repellents, jasmine aroma etc.), and development of physical infrastructures like roads and other facility buildings around Kizimbani Shehia.

Lastly, the study explored some challenges that ASF faces and might hinder the sustainable tourism in Kizimbani Shehia; these challenges include ill-treatment committed by assistant spice tour guides commonly referred to '*inzi*' and seasonal tourism which have a small number of tourists who visit Zanzibar attractions including Kizimbani spice farms. In addition to this, it has been discovered that there are unfriendly infrastructures (i.e., roads) and poor tourism facilities (e.g., waiting lounges) around the spice farms.

5.3 Conclusion

The study concludes that the Agro – spice farming has a paramount role toward promoting sustainable tourism in Kizimbani Shehia. Thus, ASF can acts as a catalyst to the conservation of environment which in the long run attracts the tourists visit the spice farms and as a result, they can prolong their stay in the Islands with more days doing some excursion including spice tours. Not only it is environmental conservation fact, but the ASF is seen as another tourism attraction in the Island and therefore the Agro-spice makes up the Zanzibar a unique destination comprising multiple attractions ranging from cultural to natural heritage. Indeed, Tourism is on the rise and has influenced the nature of spice production demonstrated embodied by

the abundance of spice farms as attractions. In Kizimbani Shehia where spices are grown, tourism has the potential impact to socio-economic development, generates employment for the local community and enhances cross-cultural communication between the tourists and the hosts. However, the study observed some challenges that ASF face and might hinder the sustainability of tourism in Kizimbani Shehia and these include ill-treatments on spice plants may jeopardize the healthy growth and nourishment of these plants, and thus in the long run the tourism industry through spice tourism will be in a short fall. Additionally, there are also unfriendly infrastructures (i.e., roads) and poor tourism facilities (e.g., waiting lounges) around the spice farms as well as poor spice product processing and packaging for market need. Therefore, some earnest and urgent actions and measures need to be taken so that these challenges can forever be averted.

5.4 Recommendations

The recommendations of this study are made in line with the three research objectives. These objectives along with the recommendations are as follows:

5.4.1 Impetuses attributed to ASF in promoting Sustainable Tourism in Kizimbani Shehia

For promoting sustainable tourism in Kizimbani Shehia, Zanzibar, several recommendations can be made regarding the role of agro-spice farming.

First, fostering partnerships among local farmers, tourism operators, and government entities can create a unified approach to integrating agro-spice farming into tourism

offerings. This collaboration can lead to the development of joint marketing campaigns that highlight Kizimbani's rich spice heritage.

Second, creating immersive educational tours that allow visitors to engage with spice farming practices can enhance their experience. Such tours can include hands-on activities like spice picking and cooking classes, deepening tourists' appreciation for local culture and agriculture.

Third, establishing certification programs for spice products will improve quality and marketability, attracting tourists interested in authentic local goods while encouraging sustainable practices. Additionally, leveraging digital marketing strategies can help promote Kizimbani as an agro-tourism destination, showcasing unique experiences that appeal to eco-conscious travelers.

Finally, implementing a framework for monitoring the environmental impacts of agro-spice farming will ensure that tourism development aligns with sustainability goals, benefiting both the ecosystem and local communities. This holistic approach can effectively position Kizimbani as a model for sustainable tourism through agro-spice farming.

5.4.2 Opportunities of ASF enhancing the Sustainable Tourism in Kizimbani Shehia

Enhancing sustainable tourism in Kizimbani, Zanzibar, leveraging the opportunities presented by agro-spice farming is crucial.

First, developing agro-tourism initiatives can provide visitors with authentic experiences. Guided tours of spice farms that include interactive activities, such as harvesting and cooking demonstrations, can deepen tourists' understanding of the local culture and agriculture.

Second, establishing farm-to-table restaurants that showcase local spices can attract food enthusiasts. These establishments can offer dishes made from fresh, locally sourced ingredients, promoting both the culinary heritage and agro-spice farming.

Third, integrating community involvement in tourism activities can empower locals and ensure economic benefits. Training programs for local residents in hospitality and guiding can enhance service quality and provide them with new skills. Moreover, creating a sustainable branding strategy around Kizimbani's spice heritage can attract niche markets, such as eco-tourists and culinary travelers. Promoting the environmental benefits of spice farming can appeal to those interested in sustainable practices. Finally, utilizing digital platforms for marketing can increase visibility, showcasing Kizimbani unique offerings to a global audience. By capitalizing on these opportunities, Kizimbani can position itself as a prime destination for sustainable agro-tourism, benefiting both the community and the environment.

5.4.3 Challenges facing the agro-spice Farming towards limiting the Sustainable Tourism in Kizimbani

To address the challenges facing agro-spice farming is essential for enhancing sustainable tourism in Kizimbani, Zanzibar. First, improving access to resources and

training for local farmers can help overcome knowledge gaps and outdated farming techniques. Providing workshops on sustainable farming practices and modern agricultural methods will increase productivity and ensure high-quality spice production.

Second, enhancing infrastructure is critical. Poor roads and limited transportation options can hinder access to spice farms for tourists. Investing in local infrastructure, such as better roads and signage, will facilitate easier access and improve the overall tourist experience.

Third, fostering a stronger connection between farmers and the tourism sector is vital. Establishing partnerships between farmers and local tourism operators can create a more integrated experience, allowing tourists to engage directly with the farming process. Additionally, addressing market fluctuations is crucial for stability. Implementing cooperative models for farmers can help stabilize income and provide better bargaining power in local and international markets.

Finally, raising awareness about the importance of agro-spice farming for sustainable tourism among stakeholders can help garner support for initiatives that promote both agriculture and tourism. By tackling these challenges, Kizimbani can enhance its appeal as a sustainable tourism destination. Shehia in Zanzibar.

5.5 Area for Future Studies

The observed challenges which face ASF in Kizimbani Shehia and as they are revealed in this study provide evidence that empirical research should be conducted

to ascertain the reasons why ASF is still facing challenges in its daily operations. A study should be undertaken in other areas which receive tourists where ASF is operated and the findings to be compared with the finding of this study. The study provided evidence what can be done in Kizimbani Shehia to improve the farming system and its related activities so as to attain the sustainable tourism in the country.

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APPENDICES

APPENDIX I: INTERVIEW GUIDE FOR ZCT OFFICERS, ZARI OFFICERS AND TOUR GUIDES

This interview guide consists of four parts (i.e., A, B, C and D); whereby Part ‘A’ is made up by the questions with bearing to personal information. The rest parts (i.e., B, C, and D) have been arranged in accordance with the specific objectives of this study.

Part A: Interviewee’s Personal Profile

1. Name:
2. Age:
3. Gender:
4. Educational level:
5. Occupation:
6. Institution’s name/Residence:

PART B: Impetuses attributed to ASF towards sustainable tourism in Kizimbani ward, Zanzibar

7. What kinds of spice plants/trees grown in Kizimbani purposely for tourism?
8. Do spices grown in Kizimbani adequately meet the needs for both local consumption and tourism attractions? If yes, to what extent this is possible? And if no, what should be done to meet these needs?
9. Are there any spices that are mostly attract the tourists while visiting Kizimbani spice farms? If yes, please mention them and reason out?

10. Does the community of Kizimbani benefit from spices plantations? If yes, how? And if no, what should be done?
11. What are major activities that tourists do during spice tours with their guides in Kizimbani?
12. To what extent tourists are attracted at Kizimbani spice plantations?
13. What are positive reactions from the local community of Kizimbani spice farms towards the tourist interaction with the local people? And how these reactions enhance tourism sustainability in Kizimbani?

PART C: The opportunities of ASF to enhance tourism sustainability in Kizimbani, Zanzibar

14. What type of spice plantations have been used to create more profit and jobs for spice planters?
15. How people of Kizimbani can employ themselves from spice plantations?
16. What are the marketing opportunities for spice products and services in Kizimbani Shehia?
17. What are major comments from tourists on how our spices planted?
18. What are the knowledge and skills does spice planter have on using weather climate while growing spices in Kizimbani Shehia?
19. How organic farming can sustain tourists visiting in Kizimbani spices farms?

PART D: The challenges limiting ASF in promoting tourism sustainability in Kizimbani ward, Zanzibar.

20. What is the treatment on spice plants from the assistant guides who are locally known as 'inzi' can affect the spice growing and tourism sustainability in Kizimbani Shehia?
21. What are comments of the tourists on spice prices?
22. Do the tourists satisfy with the service provided by assistant guide, spice farmers, spice sellers in Kizimbani spice plantations?
23. What are the negative reactions from the local community at Kizimbani towards tourist interaction with the local people?
24. How do adverse people's reactions affect the sustainability of tourist visiting spice farms in Kizimbani?

APPENDIX II: OBSERVATION GUIDE

In case the informants mention a case/issue pertaining to the role, opportunities, and challenges in relation to tourism and spice farms, then I will do some physical observation to determine the extent of the proclaimed parameters and get further evidence of the tangible impact based on the role of ASF, opportunities attributed to ASF and challenges facing ASF towards tourism sustainability in Kizimbani ward, Zanzibar.

The following parameters will be observed during the fieldwork: -

- Physical condition/appearance of the spice plants and trees around Kizimbani ward
- Tour guiding operations.
- Tangible development features (like structures, initiatives, and community project) around Kizimbani ward in relation to spice farm and tourism.
- Any other related activities attached to spice farm tours if any.
- Any opportunities which can possibly be mentioned
- Visible challenges experienced in spice farm/during spice tour or surrounding environment etc.

APPENDIX III

QUESTIONNAIRE FOR LOCAL RESIDENTS OF KIZIMBANI SHEHIA

The purpose of this questionnaire is to collect views and opinions on role of Agro-spice farming towards tourism sustainability in Kizimbani Shehia. This is academic research and the information you provide shall only be used for academic purpose.

PART A: Respondent's background Information (Please, tick or fill the appropriate answer or option that best describes your response).

1. Full name:
2. What is your age? (Please tick the appropriate category)
 - a) 18 - 25 years [] b) 26 - 35years [] c) 36 - 45 years [] d) 46 - 55years []
 - d) 56 and above []
4. Sex: Male [] Female []
6. Level of education:
 - (a) Primary school [.] (b) O-Level Secondary School [.]
 - (c) A-Level Secondary School [.] (d) University or college education [.]
 - (e) None [.]

PART B: Study information (Please, tick or fill the appropriate answer or option that best describes your response).

7. What is your occupation?
.....
8. From question 7, how long have you been working in the tourism sector or spice production? (Tick one)

- a) 0- 1 year [.] b) 2 - 5 years [.] c) 6 - 10 years [.] d) 10 years and above [.]

9. What are the major functions of your work?

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10. How do you observe your working environment? (Please Tick one)

- a) Excellent [.] b) Very good [.]
c) Good [.] d) Fair [.] f) Poor [.]

11. Regarding the answer you have provided for question 10, please explain why is it so?

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12. Is spice production important for enhancing tourism sector in Kizimbani Shehia?

- a) Yes [.] b) No [.]

13. If your answer is yes or no from question 12, please explain it why?

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14. What are the major activities done to link the spice production to tourism operations in Shehia of Kizimbani?

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15. Are there any positive results that can be observed since spice production being utilized as one the touristic attraction and products in Kizimbani Shehia?

Yes [.] No [.]

16. If your answer is yes, please mention them

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17. Do you think that there are some potential things that can enhance the tourism activities sustaining more and more if they are seriously undertaken from the contemporary situation in Kizimbani Shehia?

Yes [.] No []

18. If your answer is 'yes' from question 17, please identify them and recommend what to be done to improve the situation so as to sustain tourism in Kizimbani Shehia

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19. Are there any adverse activities attributed to spice production which might hinder smooth tourism sustainability in Kizimbani Shehia?

Yes [.] No [.]

20. If the answer question 19 is yes, please outline them, and recommend what should be done to overcome them for better growth of tourism in Kizimbani Shehia?

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