

**CONTRIBUTION OF ECONOMIC DIPLOMACY TO THE GROWTH OF  
THE TOURISM SECTOR IN ZANZIBAR**

**SHAABAN ALI OTHMAN**

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**2024**

**CERTIFICATION**

The undersigned certifies that they have read and hereby recommends for acceptance by the Open University a dissertation titled: “*Contribution of Economic Diplomacy to the Growth of the Tourism Sector in Zanzibar*” in partial fulfillment of the requirements for the degree of Master of international cooperation and development (MAICD).

.....

Dr. Felician Mutasa

(1<sup>st</sup> Supervisor)

.....

Date

.....

Dr. Jacob Lisakafu

(2<sup>nd</sup> Supervisor)

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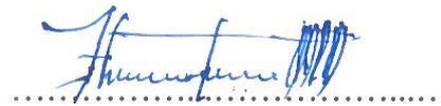
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## **ACKNOWLEDGEMENTS**

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## ABSTRACT

This study investigates the impact of economic diplomacy on tourism development in Zanzibar. The objectives were to identify government and institutional mechanisms that promote tourism through economic diplomacy, assess the impact of these policies on tourism sector growth, and identify obstacles and opportunities within this framework. Employing a mixed-methods approach, data were collected from 54 respondents through questionnaires and interviews. The analysis was framed by the Complex Interdependence Theory, which highlights the intricate connections between diplomacy, economics, and tourism. The findings indicate that key strategies for promoting tourism include infrastructure improvement, enhanced security measures, and robust international marketing campaigns. Government-private partnerships and bilateral agreements are identified as critical mechanisms driving tourism growth. The study reveals that effective implementation of economic diplomacy policies has a significant positive impact on the tourism sector, with respondents noting both material benefits—such as increased foreign direct investment and improved infrastructure—and non-material benefits, including enhanced international relations and cultural exchange. Despite these positive outcomes, challenges such as bureaucratic inefficiencies and inadequate infrastructure impede the full realization of economic diplomacy's potential. The study concludes with recommendations to address these challenges and leverage opportunities to further enhance tourism growth in Zanzibar through effective economic diplomacy policies. This research contributes to the existing literature by providing insights into the role of economic diplomacy in tourism development and offering practical implications for policymakers and stakeholders aiming to strengthen Zanzibar's tourism sector.

**Keywords:** *Diplomacy, Economic Diplomacy, Foreign Policy, Tourism*

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## **LIST OF ABBREVIATIONS**

ATA	Africa Travel Association
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
IR	International Relations
RETOSA	Regional Tourism Organization of Southern Africa
URT	United Republic of Tanzania
VECM	Vector Error Correlation Model
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

This Study is intended to examine the extent to which economic diplomacy practices contribute to the growth of the tourism sector specifically in Zanzibar, from 2010 to 2022. In this chapter, the background of the study, the problem statement, the study's objective, the research questions, the study's significance and the study's organization are explained.

#### **1.1 Background of the Study**

Economic diplomacy is one of the key instruments through which governments serve their national interests. It allows countries to engage with the global community to maximize national gains across various sectors, including trade, investment, tourism, and other economically beneficial exchanges where they hold a comparative advantage. In recent years, economic diplomacy has gained prominence, particularly in developing countries, as a tool for maximizing national interests (Bayne & Woolcock, 2017).

Globally, economic diplomacy is characterized by decision-making, policy-making, and advocating for a country's economic interests. For instance, Bangladesh, transitioning from a least developed country (LDC) to a middle-income nation, aims to become developed by 2041. The government has prioritized stabilizing the economy and alleviating poverty through enhanced external trade and increased foreign remittances (Hafsa, 2020). Economic diplomacy has played a pivotal role in

Bangladesh's tourism growth by facilitating easier travel through bilateral and regional agreements, leading to a 10% annual increase in international tourist arrivals. In 2022, tourism revenues reached approximately \$1.2 billion, boosted by promotional campaigns showcasing the country's cultural heritage and investments in infrastructure like airports, roads, and hospitality services (Nowreen & Moran, 2023).

Similarly, over the past two decades, tourism has expanded into one of the fastest-growing global economic sectors. It has contributed to the socio-economic progress of many nations by generating export revenues, creating jobs and enterprises, and fostering infrastructure development (Wamboye, 2020; Costa, 2017; Mason, 2015). China's experience further highlights the role of economic diplomacy in tourism growth. By fostering bilateral and multilateral agreements, China attracted 145 million international tourists in 2019, generating \$131 billion in revenue. Strategic partnerships, marketing campaigns, and investments in infrastructure, such as the development of the world's largest high-speed rail network, transformed China into a global tourism hub (Su et al., 2021; Ferrari et al., 2022).

Tourism has emerged as a cornerstone of sustainable development for both developed and emerging economies, offering cultural, social, and natural products for leisure and business. According to the World Travel and Tourism Council (WTTC, 2021), the travel and tourism sector accounted for approximately 334 million jobs worldwide (10.6% of all jobs) and contributed USD 9.2 trillion to global

GDP. International visitor spending represented 6.8% of total exports and 27.4% of global services exports, generating USD 1.7 trillion in 2019.

Locally, after gaining independence and uniting Tanganyika and Zanzibar in 1964, Tanzania adopted several strategies to address poverty and promote economic development. Between the 1960s and 1980s, Tanzania inspired many African and global South countries with its liberation diplomacy. However, in the 1990s, the government shifted toward economic diplomacy. Over three decades later, Tanzania's adoption of economic diplomacy continues to play a vital role in its economic policies (Ngowi, 2009; Kamata, 2012).

Tanzania's Tourism Policy of 1999 highlights the country's commitment to practicing economic diplomacy by joining various international organizations, including the World Tourism Organization (WTO), the Regional Tourism Organization of Southern Africa (RETOSA), and the Africa Travel Association (ATA) (Lwoga, 2013). Economic diplomacy, as described by Berridge and Allan (2003), is a tool for pursuing national economic interests in a globalized and economically interdependent world. This form of diplomacy uses government resources to promote economic growth by increasing trade, promoting investment, and forging bilateral and multilateral trade agreements (Okano-Heijmans, 2011).

In Zanzibar, the tourism sector has become the most successful industry on the island, contributing significantly to its economy. Unlike other countries where tourism success may be less visible, in Zanzibar, the benefits of tourism extend widely across sectors. Small business owners, fishmongers, banks, forex bureaus,

restaurants, and transport service providers all benefit directly or indirectly from tourism. The sector contributes about 25% of Zanzibar's GDP and 80% of its foreign exchange earnings (Lange, 2015). Development in Zanzibar is closely tied to tourism, which employs around 40,000 people, with half of these jobs directly related to the industry (Hafidh & Rashid, 2021).

Recent reports indicate rapid growth in Zanzibar's tourism sector, with international visitor numbers increasing by an average of 13% annually over the past four years (WB, 2019; Hafidh & Rashid, 2021). The Zanzibar Commission for Tourism's April 2023 report showed that Zanzibar recorded 68,813 international visitors in January 2023, a 62.1% increase from January 2022 (ZCT, 2022, 2023).

This study investigates the significant contribution of Tanzania's economic diplomacy policy to the promotion and growth of the tourism sector in Zanzibar. It aims to describe and analyse the major actors and players in economic diplomacy and assess how its implementation has contributed to the economic prosperity of Zanzibar's tourism industry. The core objective is to evaluate the role of economic diplomacy in the continued growth of Zanzibar's tourism sector.

## **1.2 Statement of the Problem**

Tourism is one of the pillars of Zanzibar's economy, contributing significantly to the island's GDP, job creation and foreign exchange earnings. Over the past decades, Zanzibar has become an attractive destination for international visitors due to its unique cultural heritage, natural beauty and strategic location. Despite this success,

the full potential of the tourism sector remains untapped, particularly in the context of leveraging economic diplomacy to boost sustainable development.

Economic diplomacy, defined as the use of diplomatic tools to promote economic interests such as trade, investment and tourism, plays a key role in shaping the global perception of Zanzibar as a tourist destination. However, the effectiveness of Zanzibar's economic diplomacy policies in driving tourism sector growth has not been systematically evaluated. There is a pressing need to assess how well these policies are being implemented and whether they are contributing to measurable increases in international tourist arrivals, revenue generation and overall sector growth. Understanding the government's strategic use of economic diplomacy—such as international partnerships, trade missions and foreign investment incentives—is crucial to determining its role in enhancing tourism development.

Furthermore, while economic diplomacy holds great promise, there are potential challenges that may hinder its impact on the tourism sector. These obstacles may include limited institutional capacity, inadequate coordination among government agencies or external factors such as global economic conditions and international competition. Moreover, opportunities such as expanding new markets, promoting sustainable tourism and strengthening diplomatic ties with emerging economies could further accelerate growth if properly harnessed. Identifying these opportunities and barriers is essential for devising informed strategies that will allow Zanzibar to capitalize on its economic diplomacy efforts.

Despite the growing attention on tourism as a driver of economic development, previous studies have not thoroughly investigated the specific contribution of economic diplomacy to tourism sector growth in Zanzibar. This gap in the literature leaves unanswered questions regarding the extent to which diplomatic efforts have translated into tangible outcomes for the tourism industry. Additionally, a deeper understanding of the policies' impact on critical indicators, such as tourist arrivals, investment in tourism infrastructure and revenue generation, is necessary for policymakers and stakeholders to improve future strategies. This study, therefore, seeks to address these critical gaps by evaluating the contribution of economic diplomacy to the growth of the tourism sector in Zanzibar. It examines the strategies employed by the government, assesses their effectiveness and identifies both the opportunities and obstacles that influence the implementation and success of economic diplomacy policies. The findings provided valuable insights into how economic diplomacy could be further optimized to sustain and enhance the development of tourism in Zanzibar, thus supporting the broader economic growth of the island.

### **1.3 Objective of the study**

#### **1.3.1 General Objective**

The general objective of this study is to assess the contribution of economic diplomacy to the growth of the tourism sector in Zanzibar.

### **1.3.2 Specific Objectives**

- i. To examine the strategies employed by the government to promote tourism development in Zanzibar through economic diplomacy.
- ii. To evaluate the impact of implementing economic diplomacy policies on the growth of the tourism sector in Zanzibar.
- iii. To identify opportunities and obstacles that may affect the progress and implementation of economic diplomacy policies in promoting tourism growth in Zanzibar.

### **1.4 Research Questions**

- i. What are the strategies used by government to promote tourism development in Zanzibar through economic diplomacy?
- ii. What is the impact of the effective execution of economic diplomacy policy on the growth of tourism sector in Zanzibar?
- iii. What are the challenges and prospects of using economic diplomacy policy in tourism growth in Zanzibar?

### **1.5 Significance of the Study**

In an increasingly globalized world, economic diplomacy has become a crucial tool for governments to pursue national prosperity by promoting trade, investment, and tourism. This study is significant as it assesses the contribution of economic diplomacy to the growth of Zanzibar's tourism sector. Zanzibar, a Tanzanian archipelago, has recently adopted economic diplomacy and experienced notable growth in tourist arrivals, which has become a key driver of foreign exchange

earnings and a major contributor to the island's GDP. By focusing on the role of economic diplomacy in tourism promotion, this study fills an important gap in understanding how diplomatic strategies can directly impact economic growth in small, tourism-dependent economies like Zanzibar. The research also highlights the challenges and opportunities associated with implementing economic diplomacy, providing a comprehensive understanding of the factors that influence its effectiveness.

The findings of this study are expected to inform policymakers, government agencies (such as embassies, consulates, and ministries), and tourism stakeholders on how to enhance the application of economic diplomacy to support sustained tourism growth. It will also provide practical insights for improving policy implementation, fostering international cooperation, and addressing barriers to growth within the tourism sector.

Ultimately, this study can contribute to improving the overall quality and competitiveness of the tourism sector in Zanzibar and offer strategic guidance for Tanzania as a whole in utilizing economic diplomacy for broader economic development.

### **1.6 Organization of the Study**

This study is composed of three chapters, chapter one of the study contains an introduction, giving a background of the study while putting the topic of study in perspective. It presents the statement of the problem and the purpose of the study.

This chapter outlines the objectives and research questions of the study. Chapter two gives scholars' work underpinning the case study. It also provided conceptual definitions of economic diplomacy and its location within the canon of diplomacy studies. It also outlines conceptual framework variables. Chapter three consists of the research methodology which was used in the study. It covers the research design, target population, sample design, data collection, validity and reliability of data collection instruments, data analysis techniques, and ethical considerations. References and appendices were at the end of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter presents various views presented by different scholars on economic diplomacy. It reviews various theories and empirical studies which were conducted on economic diplomacy. The chapter is divided into seven sections, following this instruction section. The second section discusses the concept of Economic diplomacy and tourism; It does so by highlighting the genesis of diplomacy in a historical context while the second part examines the link between globalisation and Economic diplomacy. The third section reveals some experiences and successes of countries which have practised and benefited from economic diplomacy. The fourth section highlights the theories related to international economic relations. It was followed by the fifth section which discusses the conceptual framework underpinning this study. The research gap identified in the course of the review literature was presented in section six.

#### **2.1 Conceptual Definitions**

##### **2.1.1 Diplomacy**

Diplomacy, broadly defined, involves managing relationships between states using dialogue, negotiations, and other strategies to achieve national interests. According to Mkhabela (2013), diplomacy is a tool of foreign policy for managing state relations and involves agreements in line with international laws. White (2005) and Morgenthau (2006) described diplomacy in terms of forming and implementing foreign policy, with diplomats negotiating, compromising, or even threatening to

secure their state's interests. Sorphorn (2013) summarized diplomacy as the process of forming and executing foreign policy by leveraging a state's resources to pursue national interests. Thus, diplomacy can be seen as the strategic use of a state's resources to shape and enact foreign policy aimed at achieving national goals.

### **2.1.2 Economic Diplomacy**

According to Mushelenga (2015), economic diplomacy is a technique or strategy used by states for the aim of building economic relationships between one state and another to achieve economic benefits through economic cooperation in various aspects such as trade, tourism and increasing investment opportunities among the partner states.

Moreover, (Okoth, 2012) maintained that economic diplomacy is the tactic used by the states to achieve their national interest, particularly economic interests, by cooperation with other states through well-informed negotiations and dialogue. In conclusion, all literature above describes economic diplomacy in the context of existing relationships between diplomacy and economic development. This definition will be used in this study.

### **2.1.3 Foreign Policy**

Foreign policy serves as a crucial guideline for diplomacy, aimed at advancing a country's national interests on the global stage. According to Modelski (1962), foreign policy entails activities designed to influence the actions of other states to align with the global environment and achieve the originating state's objectives. This

perspective underscores the integral role of foreign policy in shaping international interactions to serve national interests. Scholars agree that diplomacy is the execution of foreign policy, emphasizing the inseparable link between a nation's interests and its diplomatic endeavours.

#### **2.1.4 Tourism**

It is true that tourism has become one of the world's major economic sectors whose development has come to occupy the development agendas of most governments worldwide (Cornelissen 2005:1). The term refers to a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (that can be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure (UNWTO, 2018).

#### **2.2 Theoretical Framework**

The research was directed by the desire towards the pursuit of national economic interest by the states which can be described within two broad theoretical perspectives in the field of international relations: realism and liberalism. This is because one of the basic roles and responsibilities of any state is to do its best to pursue and achieve its national interests for the better welfare of its people. The pursuit of economic prosperity, national security, stability of the nation, cultural and political liberalization and any other aspect of the development of the nation is the number one priority of any country in the world (Kyengo, 2006). This makes the

world becoming increasingly interdependent, characterised by a complex set of interconnectivity and interdependencies with an increasing number of actors vying to influence issues areas. From this perspective, therefore the utilisation of complex interdependence theory was fit for this study, which aims to establish a strong basis for the successful completion of this study.

### **2.2.1 Complex Interdependence Theory**

Complex interdependence is the concept given by Robert Keohane and Joseph Nye in late 1970 to describe the emerging nature of the global political economy. They explain how international politics is transformed by interdependence, pointing to the fact that the states and their fortunes are inextricably tied together. The concept entails that relations between states are becoming increasingly deep and complex. These increasingly complex webs of economic interdependence undermine state power and elevate the influence of transnational non-state actors. These complex relationships can be explored through both the liberal and realism lenses and can later explain the debate of power from complex interdependence.

Complex Interdependence is defined as an economic transnationalism concept that assumes that states are not the only important actors, social welfare issues share centre stage with security issues on the global agenda, and cooperation is as dominant a characteristic of international politics as conflict. (Genest, 1996: 140). Unlike realism; neoliberals contend that international politics can no longer be divided simply into 'high' and 'low politics.

Robert O Keohane and Joseph S. Nye in their book 'Power and Interdependence: World Politics in Transition (1977)', argue that post-war 'complex interdependence' is qualitatively different from earlier and simpler kinds of interdependence (Keohane&Nye, 1977). Previously, international relations were directed by state leaders dealing with other state leaders. First, relations between states nowadays are not only or even primarily relations between state leaders; there are relations on many different levels via many different actors and branches of government (Multiple channels). Second, there is a host of transnational relations between individuals and groups outside of the state (absence of hierarchy among issues in the World of Complex interdependence). Third, military force is a less useful instrument of policy under conditions of complex interdependence (Minor Role of Military Force). According to them, among other things, "military security does not consistently dominate the agenda." (Keohane& Nye, 1977:25). Thus, the significance of military force as a key policy tool for resolving disputes has declined in the globalised world. The changing role of force has made the situation more complex. Moreover, economic diplomacy has shifted the diplomatic focus from 'high politics of security and survival to the 'low politics of economics and social affairs.

In brief main argument of the theory is that a decrease in the use of military force as a policy tool and an increase in economic and other forms of interdependence should increase the probability of cooperation among states. The work of the theorists surfaced in the 1970s to become a significant challenge to political realist theory and became foundational to current theories of liberalism (international relations), neoliberalism and liberal institutionalism. Since the study aimed to assess how

economic diplomacy contributes to the growth of the tourism sector in Zanzibar, highlighting the interconnectedness of economic, political, and social factors in shaping international relations. Complex interdependence theory provided a framework for understanding the multifaceted nature of diplomatic relations and the importance of economic cooperation in achieving mutual benefits.

Strengths of complex interdependence theory include its recognition of the evolving nature of international relations and the influence of non-state actors, as well as its emphasis on cooperation and economic interdependence. However, weaknesses include oversimplification of state behaviour and power dynamics, as well as challenges in operationalizing the theory in empirical research (Rana, 2015).

In order to address these shortcomings, the study utilized a mixed research approach, specifically concentrating on qualitative and quantitative examination of diplomatic methods. Furthermore, the integration of viewpoints from other theoretical frameworks, such as realism and liberalism, might offer a more thorough comprehension of the dynamics involved in Zanzibar's tourism sector and its connection to economic diplomacy. By using triangulation to analyse data and viewpoints, the study may provide a detailed analysis of the positive and negative aspects of economic diplomacy in encouraging tourist growth in Zanzibar.

### **2.3 Empirical Literature Review**

The empirical literature review provides a comprehensive examination of previous research, articles, theses and dissertations that focus on the relationship between

economic diplomacy and tourism growth. This section is organized into three key areas: strategies employed by governments to promote tourism development, the impact of effective economic diplomacy policies on tourism sector growth, and the opportunities and obstacles encountered in the implementation of these policies.

### **2.3.1 Strategies Employed by Governments to Promote Tourism Development**

A notable study by Liu and Wu (2020) investigated the role of the Chinese government in promoting rural tourism development. Utilizing a mixed-method approach that combined surveys and interviews with government officials and local stakeholders in Daye County, Hubei Province, the study framed its findings within Institutional Theory. The results highlighted those strategic investments in infrastructure—such as road improvements and hospitality facilities—were pivotal in enhancing the attractiveness of rural areas for tourists. Additionally, initiatives that promoted local culture through festivals and events, alongside subsidies for rural tourism enterprises, were found to play a significant role in driving tourism growth. The authors concluded that coordinated efforts between central and local governments, as well as public-private partnerships, were essential for sustaining rural tourism and achieving long-term socio-economic benefits for these communities.

Rogerson (2014) conducted a comprehensive analysis of tourism-led local economic development (LED) in the Western Cape, South Africa. This qualitative study involved in-depth interviews and policy analyses with a diverse group of participants, including government officials, tourism operators, and community

leaders. Using Sustainable Tourism Development Theory, the study identified several key government strategies—such as robust destination marketing, infrastructure development (including roads, airports, and tourist facilities), and community-based tourism projects—as crucial for distributing tourism benefits more equitably among local communities. The findings emphasized the need for inclusive policies that actively engage local communities in tourism planning, thereby ensuring that growth translates into tangible economic gains for all stakeholders involved.

In Tunisia, Belloumi (2010) employed a time-series analysis to investigate the relationship between government strategies and tourism development. The research utilized annual data from 1970 to 2007, focusing on tourism receipts and economic indicators. By applying Johansen's cointegration methodology, the study revealed that government policies aimed at enhancing tourism infrastructure—such as constructing modern hotels, launching extensive marketing campaigns, and providing investment incentives for private sector participation—were critical in promoting tourism. Additionally, measures to streamline visa processes and improve tourist safety contributed significantly to sector growth. Belloumi concluded that a strategic government approach was essential for sustaining tourism development and enhancing economic growth in Tunisia, illustrating how well-planned and executed tourism policies can positively impact national economic performance.

Muhsin (2018) examined the strategies employed by the Zanzibar government to promote tourism development. This descriptive study utilized surveys and secondary data analysis, drawing from a sample of 100 respondents, including government

officials, tourism operators, and tourists. Guided by Complex Interdependence Theory, the findings indicated that key strategies such as upgrading transportation infrastructure (ports and airports), enhancing security measures, and promoting cultural heritage were instrumental in attracting international tourists. The government's policies to protect and promote Zanzibar's unique cultural and historical sites were also highlighted as vital for increasing tourist interest. The study concluded that the government's proactive and comprehensive measures effectively drew tourists and stimulated the local economy, while strategic international marketing campaigns further enhanced Zanzibar's visibility as a premier tourist destination.

### **2.3.2 Impact of Effective Implementing Economic Diplomacy Policies on the Growth of Tourism Sector**

Numerous studies have investigated the contribution of economic diplomacy in facilitating economic growth in Tanzania. For example, Salehe (2015) analysed economic diplomacy in promoting investments: the case of Tanzania, Oman and the United Arab Emirates. He found that Economic diplomacy policy is a vital instrument for economic development in all sectors. Lohmann (2020) examined Tourism in Brazil:

A lack of a coordinated approach between the various levels of government, a shortage of tourism data, and a long-term supra-government marketing campaign, among other factors, has meant Brazil has missed several critical opportunities in the 2010s to establish itself as a leading tourism destination in the global market.

Shrestha (2021) did a study on the Economic Diplomacy for Development Partnerships in Nepal. The findings revealed that Economic Diplomacy is an indispensable instrument to secure Nepal's foreign policy objectives and economic advancement. The country's ability to engage in economic diplomacy for national prosperity can be facilitated by leveraging on its abundant natural resource base, rich biodiversity and cultural heritage. Besides, a booming service sector and rising private business enterprises equally contribute to creating a distinct possibility for Nepal to boost trade and investment opportunities through international relations.

Like in a study by Mushelenga (2015) on the Economic Diplomacy of a small state in Namibia for the period 1990 – 2015, the study adopted a population of 8 million as the benchmark for small states. The study points out the issue of duplicate diplomacy in the practice of Namibia's economic diplomacy. For foreign policy-makers to remain effective; there is a need to improve the coordination of economic diplomacy among government Ministries. Finally, the study recommends that Namibia should, however, create a base of expertise both for conventional and specialized diplomats. This should be done by exposing as many officials as possible to specialized diplomacy.

Hafidh and Rashid (2021) did a study on the impact of tourism development on the economic development of Zanzibar. The study used annual time series data from the period 1989–2019 and also employed the Vector Error Correlation Model (VECM) for data analysis. The results revealed a long-run stable relationship between tourism development and the economic development of Zanzibar, there is a positive and

significant impact that exists between GDP and international tourism arrivals, inflation and government expenditure respectively while only inflation results show a positive but insignificant impact. The authors went further by saying the growth of tourism activities in Zanzibar has resulted in the growth of other businesses like hotels and hospitality services. Other studies investigate the link between the tourism sector and economic diplomacy as we discuss below.

Vella and Becherel (1995) see Tourism as a sector of much local and international economic significance and thus of relevance to economic diplomacy as it “provides foreign currency and distributes purchasing power throughout the visited country. For example, Britain’s former Foreign Secretary, Douglas Hurd (1997: 5),). According to Cornelissen (2005: 1), tourism is an important sector of the “global system of trade, production, exchange and governance”. In this regard, trading international tourism offers another scope to diversify commercial ties between Zanzibar and other countries. This clearly illustrates the nexus between international tourism and economic diplomacy. However, the role of tourism as an instrument of economic diplomacy is under-valued and remains a largely unexplored subject of enquiry, as correctly observed by Richter (1983a: 313): “It is also almost totally ignored by political science.” Some literature regards tourism promotion as an important pillar of economic diplomacy (or commercial diplomacy as its subset), for example, Muller (2000), Rana (2007), and Makokera (2015).

### **2.3.3 Opportunities and Obstacles Impacting the Implementation of Economic Diplomacy Policies to Foster Tourism Growth**

Sharma and Kaur (2021) examined the opportunities and challenges impacting the implementation of economic diplomacy policies to foster tourism growth in India. Their research utilized a mixed-method approach, combining quantitative tourism statistics with qualitative interviews from officials in the Ministry of Tourism and the Ministry of External Affairs. The findings revealed that India's rich cultural heritage and diverse landscapes, along with the promotional "Incredible India" campaign, were pivotal in attracting tourists. However, they also identified significant obstacles, including bureaucratic red tape, inadequate infrastructure, and security concerns. The study concluded that while economic diplomacy has considerable potential to enhance tourism, addressing these structural and administrative challenges is crucial for realizing its full benefits.

Similarly, Silva and Pereira (2020) explored the impact of economic diplomacy on tourism growth in Brazil. This study utilized a mixed-method approach, integrating quantitative analysis of tourism data with qualitative interviews of stakeholders in tourism and foreign affairs ministries. The findings highlighted opportunities such as Brazil's diverse natural attractions, cultural festivals, and the successful hosting of international events like the Olympics and World Cup, which significantly boosted tourism. However, obstacles, including safety concerns and bureaucratic inefficiencies, were noted as significant barriers to growth. The authors concluded that addressing these challenges is essential to maximizing tourism growth through economic diplomacy.

Mwangi and Wanjohi (2019) conducted a qualitative study on the impact of economic diplomacy on tourism growth in Kenya. The research involved interviews with government officials, diplomats, and tourism stakeholders, revealing opportunities such as Kenya's strategic location and rich wildlife tourism. However, major obstacles identified included political instability, corruption, and inadequate funding for tourism promotion. The study emphasized that leveraging economic diplomacy requires a comprehensive approach that addresses internal governance issues while capitalizing on international partnerships to enhance tourism growth.

Focusing on Zanzibar, Ali and Mohammed (2017) investigated the opportunities and obstacles in implementing economic diplomacy policies to foster tourism growth. Utilizing a descriptive research design with surveys and interviews from government officials, tourism operators, and international diplomats, the study found that opportunities included Zanzibar's unique cultural and historical attractions, its strategic location in the Indian Ocean, and supportive government policies. However, significant challenges included limited infrastructure, bureaucratic inefficiencies, and competition from other regional destinations. The authors concluded that for Zanzibar to fully harness the benefits of economic diplomacy, it needs to enhance its infrastructure, streamline bureaucratic processes, and innovate its tourism offerings to improve competitiveness.

## **2.4 Research Gap**

The existing empirical literature provides valuable insights into the contribution of economic diplomacy to tourism growth; however, several critical gaps remain that warrant further exploration. These gaps pertain to methodological integration, contextual specificity, theoretical grounding, and a comprehensive analysis of the opportunities and obstacles faced in the implementation of economic diplomacy policies in the tourism sector. While some studies employ mixed-method approaches—such as surveys combined with qualitative interviews (Liu & Wu, 2020; Sharma & Kaur, 2021)—others rely solely on qualitative or quantitative methods (Muhsin, 2018; Belloumi, 2010). This variation in research methodologies limits the depth of analysis and may overlook important nuances that affect the relationship between economic diplomacy and tourism development. A more integrated methodological approach could yield richer insights and foster a more holistic understanding of these dynamics.

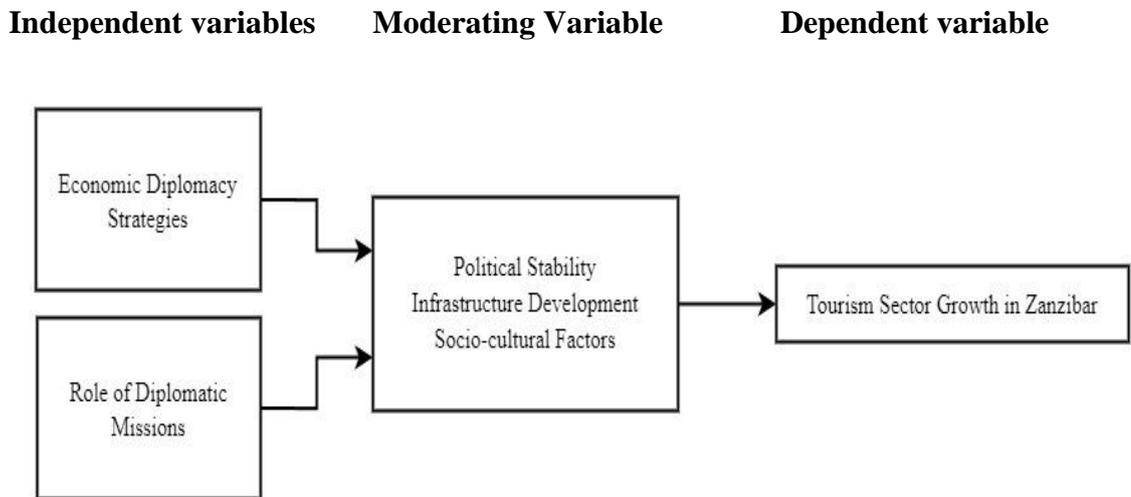
The majority of existing studies predominantly focus on specific regions or countries, such as China, South Africa, and Tunisia (Rogerson, 2014; Belloumi, 2010; Liu & Wu, 2020). This focus leaves a significant gap in understanding the unique context of Zanzibar. Given its distinct cultural heritage, geopolitical position, and specific tourism dynamics, Zanzibar presents unique opportunities and challenges for tourism development through economic diplomacy. Therefore, there is a pressing need for research that specifically examines the role of economic diplomacy in tourism growth within the context of Zanzibar, taking into account its local circumstances and characteristics.

While some studies draw upon established theories, such as Institutional Theory (Liu & Wu, 2020) and Sustainable Tourism Development Theory (Rogerson, 2014), others lack a clear theoretical framework (Ali & Mohammed, 2017). A solid theoretical foundation is essential not only for guiding research design and analysis but also for providing a deeper understanding of the mechanisms driving the relationship between economic diplomacy and tourism growth. The absence of a unified theoretical approach in the literature diminishes the potential for building a coherent body of knowledge in this field.

Furthermore, there is a notable gap in the literature regarding the identification and analysis of specific opportunities and obstacles that impact the implementation of economic diplomacy policies for tourism growth in Zanzibar. While some studies briefly touch on these factors (Muhsin, 2018; Sharma & Kaur, 2021), there is a lack of comprehensive analysis that systematically examines the unique opportunities and challenges within the Zanzibar context. Addressing this gap is critical for developing targeted strategies that leverage economic diplomacy effectively to promote tourism growth. In summary, addressing these research gaps will contribute to a more nuanced understanding of the dynamics between economic diplomacy and tourism development, particularly within the unique context of Zanzibar. This study aims to fill these gaps by providing a detailed examination of the role of economic diplomacy in the growth of Zanzibar's tourism sector, offering insights that could inform policy and practice.

## 2.5 Conceptual Frameworks

The conceptual framework describes how several factor's ideas make sense on the relationship between variables (Sekaran, 2003). The conceptual framework (CF) is informed by the theory of Economic Diplomacy, which posits that diplomatic efforts aimed at advancing economic interests play a crucial role in promoting economic growth and development. Figure 2.1 show that the conceptual framework is dynamic, acknowledging the multifaceted nature of economic diplomacy and its influence on the tourism sector in Zanzibar. It considers the interplay between various independent, dependent, and moderating variables to provide a comprehensive understanding of the relationship.



**Figure 2.1: The Conceptual Framework**

**Source:** Researcher (2024)

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter discusses in detail the methodological choice and the research design process of the study. It has mainly relied on the philosophical stance and the research problem to guide the methodological choice. It describes the study area, design of the study, target population, sample and sample procedures.

#### **3.1 Research Design**

A research design is the 'procedure for collecting, analysing, interpreting and reporting data in research (Creswell & Clark 2007). Since this study is intended to investigate the contribution of economic diplomacy to the growth of the tourism sector in Zanzibar. The descriptive research design answers questions related to why or how a certain phenomenon may occur, rather than how often it occurs (Kombo and Tromp, 2006).

#### **3.2 Research Philosophy**

Research philosophy is a belief in how a phenomenon should be gathered, analysed and used. Research philosophy has many branches related to a wide range of disciplines. As per the nature and scope of this study, this study was guided by an interpretivism approach. This paradigm generally considers the dynamic nature of the society and interprets that there could be multiple interpretations of an event, shaped by the individuals' historical or social perspective. Such observations need to be assessed through the eyes of participants rather than the researcher (Cohen,

Manion and Morrison 2011). The interpretive approach was appropriate for this research as it allowed for an in-depth understanding of there any role Economic diplomacy policy contribute to tourism sector development in Tanzania specifically in the Zanzibar archipelago. The research was conducted using both qualitative and quantitative research design.

### **3.3 Research Approach**

The study utilized a mixed research approach constructed from both, qualitative and quantitative researches. In this mixed approach, however, the quantitative research features dominantly and qualitative data features at a very low level. Quantitative technique was used in this study to indicate frequencies and number of respondents with certain characteristics who was involved in this study. Since this study aimed at soliciting opinions, perceptions and different views about impact of the economic diplomacy policy in promoting tourism sector in Zanzibar. In this study, quantitative data were combined with qualitative data during data collection and data analysis process and interpretation. Although each approach has its own methodology which stem from different philosophical assumptions that shape the ways researchers approach problems, collect and analyse data, the two approaches are complementary, and their combined application optimizes both the reliability and validity of a research undertaking (Kothari, 2019).

### **3.4 Study Area**

This study was conducted in Zanzibar using the case of the Ministry of Tourism and Antiquities. Zanzibar a semi-autonomous part of the United Republic of Tanzania, is

an island state in the Indian Ocean and lies about 30 miles off the coast of East Africa. Zanzibar consists of two main islands, Unguja (also called Zanzibar Island) and Pemba, and several smaller ones.

### **3.5 Target Population**

Banerjee (2008) defines a population as any group that is the subject of research interest. The target population of the study was 63 that included the employed officers from the Ministry of Tourism and Antiquities, members of the diplomatic core from the Ministry of Foreign Affairs, and tourism stakeholders from the private sector.

### **3.6 Sampling Technique**

The sampling technique is the process of studying the population by gathering information and analysing that data. It is the basis of the data where the sample space is enormous. For the qualitative data, it is not easy to determine how many respondents are needed in qualitative research. As Sarantakos (1998) puts it, “In qualitative studies, theoretical sampling does not resort to numerical boundaries to determine the size of the sample; instead, subject selection ceased after saturation has been reached. Similarly, when purposive sampling procedures are used.

### **3.7 Sample Size**

A sample is a finite part of statistical population whose properties are studied to gain information about the entire population. Due to the nature of this study, it was difficult to use the whole population; therefore, the researcher selected a small

portion from the study population to represent others. In this study the sample size was obtained by using the mathematical model formulae developed by Taro Yamane (1967).

$$n = \frac{N}{1 + N(e^2)}$$

Where; n = sample size, N = study population and e = level of significance or error term which is equal to 0.05.

$$n = \frac{63}{1 + 63(0.05^2)}$$

$$n = \frac{63}{1.1575}$$

$$n = 54.4$$

Therefore, the sample size comprised 54 respondents as shown in Table 3.1. Also, the researcher used Krejcie and Morgan's table to determine the sample size shown on the sampling frame below in table 3.1.

**Table 3.1: Sample Size Distribution**

Name of organizations	Category of respondent	Gender		Total
		M	F	
Government organizations	ZIPA (Director of ZIPA and registers	1	2	3
	Ministry of foreign affairs in Zanzibar office (Director of foreign affairs, officers).	2	2	4
	Zanzibar Airports Authority (Director, Officers).	1	3	4
	Zanzibar tourism commission (Director, Officers).	3	1	4
	Ministry of tourism and natural resources (Directors and officers)	3	5	8
	Chamber of Commerce ((Director, Officers).	1	3	4
	Other organisations and Ministry	Ministry of blue economy and investment Zanzibar ((Director, Officers).	2	2
	Tourism police and diplomacy	3	2	5
	Investors and business community	4	4	8
	Tourism travel agents	5	5	10
<b>Grand total</b>		<b>25</b>	<b>29</b>	<b>54</b>

**Source:** compiled by Researcher (2023)

### 3.8 Data Collection Methods and Instruments=

The data collection methods to be used in this research included interview data for primary data as well as secondary sources through literature review and analysis. The literature review was used to gather information on the research subject. Document analysis was used to gather information from academic and policy literature on the subject, as well as an analysis of data from reports and case studies on past and on going humanitarian responses in the region. The data collected was analysed using thematic analysis, which is a common method used in qualitative research.

#### 3.8.1 Interview

The purpose of carrying out interviews was to obtain valid and reliable information.

Interviews form the backbone of primary data collection in qualitative research designs. Given the nature of this study, structured and unstructured interviews for data collection was used to interview mentioned stakeholders and officials from the Government Ministries, Tanzania Tourist Corporation, officials from the Zanzibar National Business Council, and other tourism stakeholders. With the interview, the researcher aims to gather detailed information for an in-depth understanding of the phenomenon from the respondents (Boyce and Neale, 2006).

### **3.8.2 Questionnaires**

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent (Creswell, 2014). The questionnaire allows the researcher to generate data specific to their research and offers insights that might otherwise be unavailable (Bryman, 2012). In this study, a list of closed and open-ended questions was administered to 53 respondents. This instrument was utilized because it typically provides respondents freedom and the time to consider the questions and provide detailed answers (Kothari, 2019).

### **3.8.3 Key informant Interviews**

Key informant interviews are qualitative, full interviews that involve people who are selected based on their familiarity with the topic under study (USAID, 1996). This study employed face-to-face interviews with 10 respondents for interviews from the members of the diplomatic core as the key informants. Key informants were used to

gather first-hand information about the contribution of Tanzania's economic diplomacy towards the growth of the tourism sector in Zanzibar.

#### **3.8.4 Documentary Review**

These are the type of data that has been collected earlier by other researchers (Kombo and Tromp, 2006). In reflection of the study, reviewed literature/documentary study, particularly primary sources available in the public domain such as policies, strategic plans and annual reports of relevant government department and agencies and policy statements arising out of speeches by political leaders and senior government officials, and other accounts kept routinely by the organization regarding economic diplomacy and growth of tourism sector in Zanzibar and beyond.

#### **3.9 Data Analysis and Presentation**

Data analysis refers to the step-by-step organisation of details about the case categorisation of data (Kothari, 2019). According to Creswell (2003). In this study data analysis was grouped into two categories namely qualitative and quantitative analysis. Qualitative data analysis involved the examination of data which are in the form of text, written words, phrases, or symbols describing or representing people, actions and social life. Quantitative analysis involves analysing information in the form of numbers. Creswell (2003) outlines the steps for qualitative data analysis which are coding, description of themes and interpretation of the meaning of the data. SPSS latest version of software and Ms excel was used as the data analysis tools.

### **3.10 Data Validity and Reliability**

For information to be useful, it has to be consistent, dependable and accurate. In research, these criteria are represented by the concepts of credibility and validity. Testing is a research procedure which aims at measuring the validity and Credibility of the instruments selected for data collection. Williamson (2002) notes that validity is concerned with accuracy i.e. the extent to which a research instrument measures what it is designed to measure. In line with this study, the testing of research instruments was considered important because is expected to assist the researcher in measuring their clarity, consistency and validity.

### **3.11 Ethical Consideration**

The Open University of Tanzania and Zanzibar Administrative offices were consulted prior to data collection to obtain permission. In this study, respondents were asked if they would be comfortable to participate before the interview. The researcher ensured that participants' information would only be used for the purposes that were disclosed to them when consent was requested. Participants who preferred to remain anonymous were informed that they could do so. All of the literature and sources of empirical data that were used in this study were expressly acknowledged by the researcher. The researcher received assurances that the data were professionally collected using the right techniques.

## **CHAPTER FOUR**

### **PRESENTATION OF THE FINDINGS**

#### **4.0 Chapter Overview**

This chapter presents the data findings. The findings were analysed in relation to the objectives of the study. The objectives of this study are presented below so as to take a closer look at the findings in line with the objectives: To examine the strategies employed by government to promote tourism development in Zanzibar through economic diplomacy To evaluate the impact of effective implementing economic diplomacy policies on the growth of tourism sector in Zanzibar, To identify opportunities and obstacles impacting the implementation of economic diplomacy policies to foster tourism growth in Zanzibar.

#### **4.1 Demographic characteristics**

The demographic characteristics of the sample population are presented in Table 4.1. The table shows the distribution of gender, age groups, and education levels among the respondents. In terms of gender, the sample consisted of 54 respondents, with 46.3% being male and 53.7% female, indicating a relatively balanced gender representation.

Regarding age groups, the majority of respondents fell into the 36-45 age bracket, accounting for 40.74% of the sample. The next largest group was the 46-55 age bracket, comprising 35.2% of the respondents. The age groups below 25 and 55 and above each constituted 5.55% of the sample, while the 26-35 age group represented 12.96% of the respondents.

In terms of education level, the highest proportion of respondents held a bachelor's degree, accounting for 38.9% of the sample. This was followed by those with a master's degree, constituting 24% of the respondents. The diploma holders comprised 16.7% of the sample, while those with a certificate accounted for 11.1%. The smallest proportion of respondents held a PhD, representing 9.3% of the sample. Overall, the demographic characteristics of the sample indicate a diverse group in terms of gender, age, and education level, which provided a comprehensive perspective on the research study or survey under consideration.

**Table 4. 1: Demographic Characteristics of Respondents**

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	25	46.3
Female	29	53.7
<b>Total</b>	<b>54</b>	<b>100</b>
<b>Ages</b>		
Below 25	3	5.55
26-35	7	12.96
36-45	22	40.74
46-55	19	35.2
55 and above	3	5.55
<b>Total</b>	<b>54</b>	<b>100</b>
<b>Education level</b>		
Certificate	6	11.1
Diploma	9	16.7
Bachelor	21	38.9
Masters	13	24
PhD	5	9.3
<b>Total</b>	<b>54</b>	<b>100</b>

**Source:** Compiled by Researcher (2023)

Table 4.2 presents the years of experience of the respondents in the study. The table shows that the majority of respondents had 11-15 years of working experience,

accounting for 40% of the total. Following this, 24.8% of respondents had 20 or more years of experience, while 22.2% had 16-20 years of experience. The smallest proportion of respondents, 13%, had 0-10 years of working experience. These findings indicate a relatively experienced group of respondents, which provided valuable insights into the research study or survey.

**Table 4.2: Years of Experience of the Respondents**

<b>Years of Experience</b>	<b>Respondents</b>	<b>Percentages (%)</b>
0-10	7	13
11-15	22	40
16-20	12	22.2
20 and above	13	24.8
<b>Total</b>	<b>54</b>	<b>100</b>

**Source:** Compiled by Researcher (2023)

## **4.2 Strategies Employed by Government to Promote Tourism Development in Zanzibar through Economic Diplomacy**

### **4.2.1 Most Effective Strategies in Promoting Tourism Development in Zanzibar through Economic Diplomacy?**

As shown in Table 4.3, the responses regarding the strategies employed by the government to promote tourism development in Zanzibar through economic diplomacy reveals that improving infrastructure is the most frequently mentioned strategy, with 37.7% of respondents citing it as crucial. Enhancing security is the next most significant strategy, identified by 22.6% of respondents, indicating the importance of safety measures in attracting tourists. International marketing campaigns are also vital, as noted by 28.3% of respondents, reflecting the need for

global promotion of Zanzibar as a tourist destination. Finally, promoting cultural heritage, although essential, is the least frequently mentioned strategy, with 11.3% of respondents acknowledging its importance. This data underscores the emphasis on infrastructure, security, and marketing over cultural heritage in the current strategic approach to tourism development in Zanzibar. During the interview with one respondent who is Tourism travel agents, he said that; The diplomatic missions abroad, especially in Europe and Asia, are very active in promoting Zanzibar as a tourist destination. Public-private partnerships are crucial, with significant input from the Ministry of Infrastructure and international NGOs.

**Table 4.3: Strategies in Promoting Tourism Development**

<b>Strategy</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Improving Infrastructure	20	37.7
Enhancing Security	12	22.6
International Marketing Campaigns	15	28.3
Promoting Cultural Heritage	6	11.3
<b>Total</b>	<b>53</b>	<b>100</b>

**Source:** Compiled by Researcher (2024)

#### **4.2.2 Most Effective Mechanisms in Promoting Tourism Growth Through Economic Diplomacy?**

Table 4.4 shows the responses regarding the mechanisms used to promote tourism growth through economic diplomacy in Zanzibar shows that government-private partnerships are the most frequently utilized mechanism, accounting for 39.6% of responses. Bilateral agreements follow, with 28.3% of respondents recognizing their role in tourism development. Multilateral organizations, such as the UN and WTO, are mentioned by 17.0% of respondents, highlighting their involvement in fostering

international cooperation. Lastly, cultural exchange programs are cited by 15.1% of respondents, indicating their contribution to enhancing Zanzibar's cultural appeal to tourists. These findings highlight the significant role of partnerships, agreements, and international organizations in driving tourism growth in Zanzibar. During the interview with one respondent at Ministry of foreign affairs in Zanzibar office, said that; The Ministry of Foreign Affairs and Tourism plays a significant role, alongside partnerships with international organizations like the UN, WTO and bilateral agreements with other countries. Key institutions include the Zanzibar Commission for Tourism and the Ministry of Trade. Mechanisms involve international trade fairs and tourism expos and cultural organizations are heavily involved, promoting cultural festivals and heritage sites.

**Table 4.4: Mechanisms in Promoting Tourism Growth**

<b>Mechanism</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Government-Private Partnerships	21	39.6
Bilateral Agreements	15	28.3
Multilateral Organizations (e.g., UN, WTO)	9	17.0
Cultural Exchange Programs	8	15.1
<b>Total</b>	<b>53</b>	<b>100</b>

**Source:** Compiled by Researcher (2024)

### **4.3 Impact of Effective Implementing Economic Diplomacy Policies on the Growth of Tourism Sector in Zanzibar**

#### **4.3.1 Impact of Economic Diplomacy Policies on the Growth of the Tourism Sector in Zanzibar?**

Table 4.5 shows the responses regarding the impact of economic diplomacy policies

on the growth of the tourism sector in Zanzibar indicate that a majority perceive the impact as positive. Specifically, 34.0% of respondents consider the impact to be "Very Significant," while 41.5% rate it as "Significant." A smaller portion, 18.9%, view the impact as "Moderately Significant," and only 5.6% believe it to be "Insignificant." These findings suggest that economic diplomacy policies are generally viewed as having a substantial positive influence on tourism growth in Zanzibar. During the interview with one respondent at Zanzibar Airports Authority, said that; There's been a noticeable increase in tourist arrivals, particularly from Europe and the Middle East, due to targeted marketing campaigns. Economic diplomacy has facilitated the entry of several international hotel chains and airlines, boosting our tourism numbers.

**Table 4.5: Economic Diplomacy Policies on the Growth of the Tourism Sector**

<b>Impact Level</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Very Significant	18	34.0
Significant	22	41.5
Moderately Significant	10	18.9
Insignificant	3	5.6
<b>Total</b>	<b>53</b>	<b>100</b>

**Source:** Compiled by Researcher (2024)

#### **4.4 Opportunities and Obstacles That Hinder Developmental Progress and Implementation of Economic Diplomacy Policy during the Promotion of Tourism Sector Growth**

##### **4.4.1 Material Benefits of Using Economic Diplomacy for Tourism Growth in Zanzibar?**

As shown in Table 4.6, the responses concerning the material benefits accruing to

Zanzibar from using economic diplomacy for tourism growth show diverse positive outcomes. Increased Foreign Direct Investment is the most frequently cited benefit, reported by 32.1% of respondents. Improved Infrastructure is identified by 26.4% of respondents, followed by Job Creation at 22.6%. Revenue Generation is noted by 18.9% of respondents. These results underscore the multifaceted advantages of economic diplomacy in promoting tourism in Zanzibar, highlighting its significant impact on investment, infrastructure, employment, and revenue. During the interview with one respondent at Ministry of tourism and natural resources, said that; Material benefits include increased investment in infrastructure and more job opportunities for locals. Non-material benefits are better international relationships and cultural exchange. We've seen a boost in foreign direct investment and revenues from tourism. Additionally, there's been an improvement in our international image and cultural ties.

**Table 4.6: Material Benefits of Using Economic Diplomacy for Tourism Growth**

<b>Material Benefit</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Increased Foreign Direct Investment	17	32.1
Improved Infrastructure	14	26.4
Job Creation	12	22.6
Revenue Generation	10	18.9
Total	53	100

**Source:** Compiled by Researcher (2024)

#### **4.4.2 What are the Non-Material Benefits of Using Economic Diplomacy for Tourism Growth in Zanzibar?**

Table 4.7 shows the responses regarding non-material benefits accruing to Zanzibar from the use of economic diplomacy for tourism growth indicates several key

advantages. Enhanced International Relations is the most frequently cited non-material benefit, reported by 35.8% of respondents. Cultural Exchange and Understanding is identified by 24.5% of respondents, followed by Improved National Image at 20.8%. Capacity Building is noted by 18.9% of respondents. These results illustrate the broad spectrum of intangible benefits, such as strengthened international ties, cultural enrichment, a better national image, and enhanced skills and capacities, all contributing to the overall growth and development of Zanzibar through economic diplomacy in the tourism sector. During the interview with one respondent at Zanzibar tourism commission, said that; materially, we've gained better roads and airports. Non-materially, there's increased global awareness of Zanzibar's heritage. Job creation and infrastructure development are major material benefits. On the non-material side, diplomatic efforts have improved our international standing and cultural visibility.

**Table 4.7: Non-Material Benefits of Using Economic Diplomacy for Tourism**

**Growth**

<b>Non-Material Benefit</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Enhanced International Relations	19	35.8
Cultural Exchange and Understanding	13	24.5
Improved National Image	11	20.8
Capacity Building	10	18.9
<b>Total</b>	<b>53</b>	<b>100</b>

**Source:** Compiled by Researcher (2024)

**4.4.3 Challenges in Implementing Economic Diplomacy Policies for Tourism**

**Growth in Zanzibar?**

As shown in Table 4.8, the responses regarding challenges faced in the

implementation of economic diplomacy policies to foster tourism growth in Zanzibar highlight various obstacles. Bureaucratic Inefficiencies emerge as the most prevalent challenge, with 34.0% of respondents citing it. Inadequate Infrastructure is identified by 22.6% of respondents, emphasizing the importance of infrastructure development to support tourism activities. Security Concerns are noted by 18.9% of respondents, underscoring the significance of ensuring safety and stability for tourists. Competition from Other Destinations is recognized by 15.1% of respondents, reflecting the competitive nature of the global tourism market. Lack of Funding is identified as a challenge by 9.4% of respondents, highlighting the need for adequate financial resources to support tourism development initiatives. These findings underscore the complex array of challenges facing the promotion of tourism through economic diplomacy in Zanzibar, necessitating strategic interventions to address bureaucratic, infrastructural, security, competitive, and financial constraints. During the interview with two respondents at Ministry of blue economy and investment Zanzibar, they said;

*Respondent 1 said: Funding and infrastructural deficits are significant challenges, but there's potential for growth with better international collaborations. Competition from other destinations is a challenge, but with unique cultural offerings, we can still attract more tourists.*

*Respondent 2 said: Corruption and lack of skilled personnel are hurdles. The prospects lie in training programs and anti-corruption measures. Limited marketing budget and infrastructural gaps are challenges, but the future looks promising with increased investment and better strategic planning.*

**Table 4.8: Challenges in Implementing Economic Diplomacy Policies**

<b>Challenge</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Bureaucratic Inefficiencies	18	34.0
Inadequate Infrastructure	12	22.6
Security Concerns	10	18.9
Competition from Other Destinations	8	15.1
Lack of Funding	5	9.4
<b>Total</b>	<b>53</b>	<b>100</b>

**Source:** compiled by Researcher (2024)

## **CHAPTER FIVE**

### **DISCUSSION OF THE FINDINGS**

#### **5.0 Chapter overview**

This chapter highlights the discussion on the findings obtained in chapter four above.

Give me reference and citation studies from 2018 to date to support this discussion of the findings.

#### **5.1 Strategies Employed by Government to Promote Tourism Development in Zanzibar through Economic Diplomacy**

The study identified various mechanisms used by the Zanzibar government and institutions to promote tourism development through economic diplomacy. These included the role of diplomatic missions and embassies in showcasing Zanzibar as a tourist destination and attracting visitors and investors. Collaborative efforts between government ministries and agencies, such as the Ministry of Tourism and Heritage and the Zanzibar Commission for Tourism, have been instrumental in advancing the tourism industry's agenda. Public-private partnerships have also played a crucial role, with joint marketing efforts and infrastructure development projects enhancing Zanzibar's attractiveness as a tourist hub. Cultural and educational exchanges have further contributed to showcasing Zanzibar's rich heritage and attracting tourists interested in exploring the island's history and traditions.

The study concluded that these efforts have not only enhanced Zanzibar's appeal as a tourist destination but have also significantly contributed to the island's economic development. Continued collaboration and strategic initiatives will be essential in

sustaining this growth trajectory and further enhancing Zanzibar's position as a leading tourism destination in the region.

The findings of this study are similar with those of Chirisa and Fourie (2018) that explored the connection between cultural exchange programs and sustainable tourism development in Africa. Their research highlighted the positive impact of these programs on destinations like Zanzibar. Their findings indicated that cultural exchange programs showcase the rich heritage of a place, making it more attractive to tourists seeking authentic experiences beyond typical tourist attractions. This can lead to increased tourism revenue. Secondly, these programs foster understanding between visitors and local communities. Tourists gain appreciation for diverse cultures, while locals can share their traditions and perspectives. This fosters responsible tourism behavior that benefits both parties and safeguards cultural heritage. Finally, cultural exchange programs can empower local communities by creating income opportunities. Activities like showcasing traditional crafts, offering homestay experiences, or involving locals in cultural events can generate income for communities.

In their research, Fesen et al., (2023) investigated the efficacy of embassy-driven marketing campaigns in promoting tourism destinations. Their stakeholder-informed study provides valuable insights applicable to Zanzibar's economic diplomacy efforts. A key takeaway is the effectiveness of targeted marketing. By understanding the specific interests of distinct tourist segments, embassies can tailor messages and promotional materials for maximum resonance. This targeted approach demonstrably

outperforms generic campaigns in attracting visitors. Furthermore, the study underscores the importance of collaboration with local tourism stakeholders. Partnering with tourism boards, travel agencies, and local businesses equips embassies with on-the-ground expertise and a deeper understanding of the local tourism landscape. This collaborative approach fosters more effective and coordinated marketing initiatives. Finally, Fesen et al., (2023) emphasize the value of utilizing a diverse range of marketing channels. Social media campaigns, participation in travel trade shows, and media familiarization trips for journalists and influencers all serve as effective tools for embassies to reach target audiences. A strategic mix of these channels allows embassies to maximize their impact and attract a broader spectrum of tourists to destinations like Zanzibar.

## **5.2 Impact of Effective Implementing Economic Diplomacy Policies on the Growth of Tourism Sector in Zanzibar**

The study investigated the impact of economic diplomacy on tourism growth in Zanzibar. Key findings revealed that economic diplomacy significantly benefits Zanzibar's tourism sector. It helps negotiate tourism cooperation agreements, boosting international standing and attracting more tourists. These agreements also stimulate other sectors like agriculture and education, reducing poverty rates. Additionally, economic diplomacy enhances Zanzibar's global image, attracting recommendations and support for heritage conservation. Furthermore, the study noted tangible impacts of economic diplomacy, such as increased tourist arrivals and foreign investments. Efforts like the royal tour and promotional activities led by Tanzanian embassies have bolstered tourism and improved infrastructure. Overall,

the study suggests that continued economic diplomacy efforts can further enhance Zanzibar's tourism sector and economic development.

Additionally, Magoma (2019) investigated the significant role of Tanzanian diplomacy in economic development. The study found that both state and non-state actors, including the Presidency, Ministry of Foreign Affairs, various government departments and agencies (MDAs), the diaspora, non-governmental organizations (NGOs), civil society organizations (CSOs), media, individuals, and citizens, played crucial roles in executing foreign policy. Tanzania's membership and commitment to international organizations and regional economic communities (RECs) such as the East African Community (EAC), Southern African Development Community (SADC), Indian Ocean Rim Association for Regional Cooperation (IOR-ARC), World Trade Organization (WTO), United Nations (UN), and African Union (AU), as well as its signing of various international agreements and treaties on economic cooperation arrangements such as the "Everything But Arms (EBA) agreement between the European Union and Least Developed Countries (LDCs)" and the African Growth Opportunity Act (AGOA) between some African countries and the USA, have resulted in economic benefits for Tanzania.

These benefits include expanded markets for domestic products, increased flow of foreign goods and services into the country, development of the tourism sector, growth of external assistance, and an increase in foreign direct investment (FDI). These outcomes have contributed to the creation of employment opportunities, improvement of infrastructure, and development of social services including

education and health sectors. Therefore, this study concludes that Tanzania's diplomacy, particularly its emphasis on economic diplomacy in the implementation of foreign policy, has brought economic benefits through the promotion of trade activities, increased FDI, growth of external aid and assistance, and development of the tourism sector, thereby contributing to overall economic growth.

The findings of this study are consistent with those of Ali and Ngude (2014), who investigated the effects of Foreign Direct Investment (FDI) inflows on employment creation in Zanzibar's tourism sector. Their study found that a significant portion, 62%, of individuals benefited from employment in the tourism sector, leading to a substantial 60% increase in their income compared to their earnings before employment, which were lower by 80%. These results indicate that FDI inflows, particularly in the tourism sector, have had a notably positive impact on creating employment opportunities for the people of Zanzibar. The study underscores the importance of FDI in stimulating economic activity and improving livelihoods in the region.

Furthermore, the findings of this study are consistent with those of Said (2022), whose research investigated the impact of economic diplomacy on Tanzania's economic growth. Said's study revealed that economic diplomacy plays a crucial role in promoting Foreign Direct Investment (FDI) by actively promoting the available transport and infrastructure, ensuring exchange rate stability, facilitating global market access, and maintaining a stable political environment. Moreover, the economic diplomacy department contributes to economic integration by advocating

for the development of common physical and institutional infrastructures, ensuring the harmonization of safety regulations, and promoting market expansion, technology sharing, and cross-border investment. In the context of the tourism sector, economic diplomacy plays a significant role in various aspects. It involves creating destination videos that appeal to the target tourists, sharing information on new ventures in the tourism sector, preparing destination catalogues, and influencing airlines to introduce direct flights to Tanzania. These efforts are aimed at attracting more tourists and boosting tourism-related activities in the country. The study's conclusion highlighted the pivotal role played by economic diplomacy in driving Tanzania's economic growth and contributing to the achievement of sustainable development goals. By fostering FDI, promoting economic integration, and supporting the tourism sector, economic diplomacy contributes significantly to the overall development and prosperity of Tanzania.

### **5.3 Opportunities and Obstacles Impacting the Implementation of Economic Diplomacy Policies to Foster Tourism Growth in Zanzibar**

The study explored the challenges and prospects of using economic diplomacy to promote tourism growth in Zanzibar. Environmental sustainability emerged as a primary concern, with tourism's rapid expansion threatening natural resources and biodiversity. Addressing this requires careful planning and regulation, emphasizing sustainable tourism practices. Another challenge is the shortage of skilled labour in the tourism industry, affecting service quality and growth capacity. Economic diplomacy can help by supporting training and education initiatives. Infrastructure development is also crucial, as inadequate infrastructure limits tourism's growth

potential. Economic diplomacy can attract foreign investment for infrastructure projects.

Despite these challenges, there are opportunities for economic diplomacy to promote tourism growth in Zanzibar. Access to finance is a key opportunity, driving growth and development in the sector. Exchange programs and collaboration between countries can facilitate knowledge sharing and expertise exchange in the tourism sector. Leveraging technology and social media can enhance tourism promotion efforts, contributing to the development of smart cities and sustainable tourism practices. Overall, while challenges exist, economic diplomacy has the potential to play a vital role in promoting sustainable tourism development in Zanzibar.

The findings of this study are consistent with those of Magoma (2019), revealing that despite the economic achievements resulting from the implementation of Tanzania's Foreign Policy of 2001, several challenges hinder its effective execution. These challenges include the lack of a coherent and consistent multi-institutional framework for implementation, insufficient human resources, and a shortage of funds. Additionally, a significant challenge is the government's failure to consider other development plans and strategies during the formulation of the Foreign Policy of 2001. Key national development plans and strategies such as Tanzania Development Vision 2025, MKUKUTA – II, and the "Tanzania Long-term Perspective Plan (LTPP) 2011/12-2025/26," as well as issues such as the dramatic increase in human trafficking, generation of security threats and dynamic conflicts, the discovery of oil and gas, and the contribution of the Tanzanian Diaspora and

private sector, were not taken into account. This limitation hampers the effective execution of the Foreign Policy of 2001 for the economic interest of the country.

Additionally, Kazuzuru (2014) conducted a study focusing on the history of inbound tourism in Tanzania, the performance of the tourism sector post-independence, and the key challenges facing the industry. The research reveals that modern inbound tourism, including activities like mountaineering, has roots in the pre-colonial era, initiated by explorers and missionaries. The European market emerges as the second largest for Tanzanian tourism after the African market, likely due to the historical colonial ties between Tanzania and Europe. In terms of performance, the sector has shown positive trends, particularly before the Arusha declaration (prior to socialist policies) and after trade liberalization. However, despite these achievements, the sector lags behind neighbouring countries like Kenya. Challenges confronting the sector include revenue leakage, environmental degradation, inadequate infrastructure, limited research, lack of accurate statistics, and cultural erosion. To enhance the sector's growth, the government and other stakeholders must address these challenges effectively.

Jape and Suleiman (2023) conducted a study that aligns with the findings of this current study, their study objective was to examine the development of cultural tourism in Zanzibar, focusing on its potential advantages and obstacles. The research highlights Zanzibar's unique Swahili culture and heritage, which has been influenced by its historical role in the Indian Ocean trade networks, as a key attraction for tourists. Cultural tourism offers significant economic prospects, allowing Zanzibar to

adopt a strategic approach in leveraging its cultural assets for sustainable tourism development. This approach includes economic advantages such as job creation, revenue generation, and the conservation of historical sites and local arts. Nonetheless, there are sustainability challenges related to environmental impacts, infrastructure development, digital technology integration, community involvement, and the balance between meeting tourist expectations and addressing local community needs. Effectively managing these challenges and promoting authentic cultural experiences are crucial for ensuring long-term benefits. Collaborative efforts among the government, businesses, and local communities are essential for fostering genuine and sustainable tourism growth in Zanzibar.

Lastly, Magigi and Ramadhani (2013) conducted a study focusing on the involvement of local communities in the tourism industry in Bwejuu Village, Zanzibar, and the benefits they receive for poverty reduction. The results identified various tourist activities in the area, including tourist hotels, beaches, seaweed farming, historical buildings, diving, snorkelling, sailing, coral reefs, lagoons, and mangrove swamps, in which both men and women participate. These activities were found to contribute to local livelihoods through employment, leisure, income generation, increased government revenues, access to education and healthcare, housing, and household consumption. However, challenges such as language barriers, lack of experience among operators, limited education and training, cultural factors, commitment of stakeholders, and poverty levels were noted. To address these challenges, the study recommended capacity building for local communities and operators, policy and legislative reviews, and stakeholder engagement in tourism

development. In conclusion, the study emphasizes the importance of involving local communities at every stage of tourism planning and development to ensure that they benefit from tourism activities and products. This approach is crucial for sustainable livelihood improvement and contributes to national economic growth and poverty reduction efforts in Tanzania and similar contexts.

## **CHAPTER SIX**

### **CONCLUSION AND RECOMMENDATIONS**

#### **6.0 Chapter Overview**

This chapter summarizes the study's findings, draws conclusions based on these insights and offers recommendations for enhancing tourism development in Zanzibar through economic diplomacy.

#### **6.1 Summary of the Study**

The study aimed to identify strategies employed by the Zanzibar government and institutions to promote tourism development through economic diplomacy, assess the impact of current policy execution on the tourism sector's growth, and identify obstacles and opportunities influencing this process. The qualitative data analysis provided valuable insights into these objectives.

The findings reveal a multifaceted approach by the Zanzibar government and its institutions. Diplomatic missions and embassies play a crucial role in positioning Zanzibar as a premier tourist destination, utilizing their international networks to attract visitors and investors. Collaborative efforts between the Ministry of Tourism and Heritage, the Zanzibar Commission for Tourism, and the Ministry of Foreign Affairs have been instrumental in advancing the tourism agenda. Public-private partnerships have emerged as vital strategies, enhancing Zanzibar's appeal through joint marketing and infrastructure development initiatives. Additionally, cultural and educational exchanges have significantly contributed to showcasing the island's rich heritage and cultural diversity. The effective execution of economic diplomacy

policies has led to increased tourist arrivals, investments in tourism real estate, and the promotion of sustainable tourism practices. Tanzanian embassies abroad have been active in promoting Zanzibar's tourism sector, influencing airlines to introduce direct flights and organizing promotional initiatives. However, challenges remain, including environmental sustainability, a shortage of skilled labour, and inadequate infrastructure. Opportunities such as access to finance, international expert exchanges, and technological innovations can help overcome these challenges, emphasizing the need for strategic planning and coordinated efforts to foster sustainable tourism development.

## **6.2 Conclusion**

The study provides valuable insights into the role of economic diplomacy in promoting tourism growth in Zanzibar, highlighting the diverse mechanisms and institutions involved in advancing the tourism industry. Through a comprehensive analysis of data collected from interviews, the study reveals the multifaceted approach taken by the Zanzibar government and institutions to promote tourism development through economic diplomacy. One of the key findings is the pivotal role played by diplomatic missions and embassies in showcasing Zanzibar as a premier tourist destination. Leveraging their international networks, these missions have been instrumental in attracting visitors and investors, thereby contributing significantly to the growth of the tourism sector. Additionally, the collaborative efforts between the Ministry of Tourism and Heritage, Zanzibar Commission for Tourism, and the Ministry of Foreign Affairs have been crucial in advancing the tourism agenda and fostering sustainable tourism practices.

The study also highlights the importance of public-private partnerships in driving tourism growth. Joint marketing efforts and infrastructure development projects have enhanced the attractiveness of Zanzibar as a tourist hub, leading to increased investments and high-profile events in the region. Cultural and educational exchanges have further contributed to showcasing Zanzibar's rich heritage and cultural diversity, attracting tourists interested in exploring the island's history and traditions.

Furthermore, the study reveals the significant impact of economic diplomacy on tourism growth in Zanzibar. Increased tourist arrivals, foreign investments in real estate, and infrastructure development have been notable outcomes of effective economic diplomacy policies. Tanzanian embassies abroad have played a crucial role in promoting Zanzibar's tourism sector, influencing airlines to introduce direct flights and organizing promotional activities to attract international tourists.

Despite these successes, the study identifies several challenges that hinder the implementation of economic diplomacy policies in promoting tourism growth. These include environmental sustainability, shortage of skilled labour, and infrastructure development. However, the study also highlights prospects for overcoming these challenges, including access to finance, experts exchange, and technology adoption.

In conclusion, the study emphasizes the need for continued collaboration and strategic initiatives to sustain the growth momentum of the tourism sector in Zanzibar. By addressing challenges and capitalizing on opportunities, Zanzibar can

further enhance its position as a leading tourism destination in the region, contributing to the island's economic development and cultural preservation.

### **6.3 Recommendations**

Based on the study's findings, the study made several recommendations to enhance the promotion of tourism development through economic diplomacy in Zanzibar. Based on the study results, several recommendations can be proposed to enhance the contribution of economic diplomacy to the growth of the tourism sector in Zanzibar. Firstly, given the significant role of infrastructure improvement in promoting tourism development, authorities should prioritize infrastructure projects such as road upgrades and airport expansions to facilitate easier access for tourists. Secondly, efforts to enhance security measures should be intensified to ensure the safety of tourists, thereby fostering a conducive environment for tourism growth.

Additionally, there should be a continued emphasis on international marketing campaigns to promote Zanzibar as a premier tourist destination, leveraging diplomatic missions abroad and public-private partnerships for effective outreach. Furthermore, cultural heritage promotion should not be overlooked, and strategies for preserving and showcasing Zanzibar's rich cultural heritage should be integrated into tourism development initiatives.

Moreover, government-private partnerships, bilateral agreements, and engagement with multilateral organizations should be strengthened to maximize the benefits of economic diplomacy in driving tourism growth. To address challenges such as

bureaucratic inefficiencies, inadequate infrastructure, security concerns, competition from other destinations, and lack of funding, concerted efforts involving government agencies, private sector stakeholders, and international partners are needed. This may include reforms to streamline bureaucratic processes, investment in infrastructure development, implementation of security measures, differentiation of tourism offerings to stand out in a competitive market, and mobilization of financial resources through innovative financing mechanisms. Overall, a collaborative and strategic approach that addresses both opportunities and obstacles identified in the study is essential for leveraging economic diplomacy to realize the full potential of tourism growth in Zanzibar.

#### **6.4 Area for Further Study**

There are several areas for further study that could enhance the understanding of the role of economic diplomacy in promoting tourism development in Zanzibar. One area could be to conduct a comparative study with other countries or regions that have successfully utilized economic diplomacy to promote their tourism sectors. This could provide valuable insights into best practices and strategies that could be adapted to suit Zanzibar's context. Another area for further study could be to explore the impact of digital diplomacy on tourism promotion in Zanzibar. With the increasing use of digital platforms and social media, understanding how digital diplomacy can be leveraged to reach a wider audience and attract more tourists could be beneficial.

Furthermore, a longitudinal study could be conducted to track the long-term effects of economic diplomacy policies on tourism growth in Zanzibar. This could provide

valuable insights into the sustainability of tourism development efforts and the effectiveness of various diplomatic initiatives over time.

Lastly, a study could be conducted to assess the role of cultural diplomacy in tourism promotion in Zanzibar. Given the rich cultural heritage of the region, understanding how cultural diplomacy can be used to attract tourists interested in cultural experiences could be valuable for tourism development efforts.

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## **APPENDICES**

### **APPENDIX 1: Guideline Questions**

The study is guided by the question below:

1. What are the mechanisms used and institutions involved in promoting tourism growth through economic diplomacy policy In Zanzibar?
2. What material and non-material benefits accrue to Zanzibar from using economic diplomacy for tourism growth?
3. What a impact economic diplomacy policy has had on the promotion of tourism sector Zanzibar?
4. what are the challenges and prospects using economic diplomacy policy in tourism growth in Zanzibar?
5. What are the contributions of diplomacy towards the promotion of economic development in Tanzania?



## Appendix III

**Research Budget**

The budget for this study will be 4.5 million Tshs as detailed below.

The study will be self-funded.

S/N	Item	Unit Name	No of Unit	Type of unit	Units (Days)	Cost of the unit (TZS)	Total cost (TZS)
1	Stationary	Lump sum	1			300,000	300,000/=
2	Training of enumerators	Researcher	2	Day	2	15,000	60,000/=
3	Pre-testing	Researcher	1	Day	4	20,000	80,000/=
4	Traveling	Researcher	2	Trip	30	5,000	300,000/=
5	Data collection	Researcher	2	Day	20	80,000	3,200,000/=
6	Data entry	Researcher	1	Day	5	16,000	80,000/=
7	Data analysis	Researcher	1	Day	5	16,000	80,000/=
8	Report writing	Researcher	1	Day	20	20,000	400,000/=
	<b>Total</b>						<b>4,500,000/=</b>

## Research Clearance Form

# THE UNITED REPUBLIC OF TANZANIA



MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY

THE OPEN UNIVERSITY OF TANZANIA



Ref. No OUT/PG202001585

30<sup>th</sup> January, 2024

Director

ZIPA,

P.O.Box 2286,

ZANZIBAR.

Dear Director,

**RE: RESEARCH CLEARANCE FOR MR. SHABAN ALI OTHMAN REG NO: PG202001585**

2. The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1<sup>st</sup> March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1<sup>st</sup> January 2007. In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

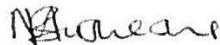
3. To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Mr. Shaaban Ali Othman, Reg. No: PG202001585**), pursuing **Master of International Cooperation and Development (MAICD)**. We here by grant this clearance to conduct a research titled

**“Contribution of Economic Diplomacy to the Growth of the Tourism Sector in Zanzibar”**. He will collect his data at your office from 1<sup>st</sup> February 2024 to 29<sup>th</sup> February 2024.

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

Yours sincerely,

**THE OPEN UNIVERSITY OF TANZANIA**



Prof. Magreth S. Bushesha

For: **VICE CHANCELLOR**

# THE UNITED REPUBLIC OF TANZANIA



MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY

THE OPEN UNIVERSITY OF TANZANIA



Ref. No OUT/PG202001585

30<sup>th</sup> January, 2024

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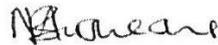
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**“Contribution of Economic Diplomacy to the Growth of the Tourism Sector in Zanzibar”**. He will collect his data at your office from 1<sup>st</sup> February 2024 to 29<sup>th</sup> February 2024.

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

Yours sincerely,

**THE OPEN UNIVERSITY OF TANZANIA**



Prof. Magreth S. Bushesha

For: **VICE CHANCELLOR**

# THE UNITED REPUBLIC OF TANZANIA



MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY

THE OPEN UNIVERSITY OF TANZANIA



Ref. No OUT/PG202001585

30<sup>th</sup> January, 2024

General Secretary,  
Ministry of Tourism,  
P.O.Box,  
**ZANZIBAR.**

Dear General Secretary,

**RE: RESEARCH CLEARANCE FOR MR. SHABAN ALI OTHMAN REG NO:  
PG202001585**

2. The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1<sup>st</sup> March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1<sup>st</sup> January 2007. In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

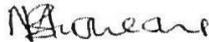
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MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY

THE OPEN UNIVERSITY OF TANZANIA



Ref. No OUT/PG202001585

30<sup>th</sup> January, 2024

Director,  
Foreign Affairs Zanzibar Office,  
P.O.Box,  
**ZANZIBAR.**

Dear Director,

**RE: RESEARCH CLEARANCE FOR MR. SHABAN ALI OTHMAN REG NO:  
PG202001585**

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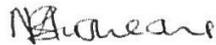
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Prof. Magreth S. Bushesha

For: **VICE CHANCELLOR**



**SERIKALI YA MAPINDUZI YA ZANZIBAR  
AFISI YA MAKAMU WA PILI WA RAIS,**

22279 Barabara ya Vuga,  
Vuga, S.L.P. 239,  
70460 Mjini Magharibi, Zanzibar

Tovuti : [www.ompr.go.tz](http://www.ompr.go.tz)  
Barua pepe : [Info@ompr.go.tz](mailto:Info@ompr.go.tz)  
Faksi : 0242231826

CA.33/411/01-I/

29/02/2024.

**MKURUGENZI MTENDAJI,  
MAMLAKA YA KUKUZA UCHUMI NA UWEKEZAJI (ZIPA),  
ZANZIBAR.**

**KUH: RUHUSA YA KUFANYA UTAFITI**

Kwa heshima, naomba uhusike na mada ya hapo juu.

Serikali ya Mapinduzi ya Zanzibar imemruhusu **Ndg. Shaabani Ali Othman** mwanafunzi kutoka **Chuo Kikuu Huria cha Tanzania** anaesomea **Shahada ya Uzamili** katika fani ya **Uhusiano wa Kimataifa na Maendeleo** kufanya utafiti katika mada inayohusiana na **“Contribution of Economic Diplomacy to the Growth of Tourism Sector in Zanzibar”**. Utafiti huo utafanyika katika Ofisi za ZIPA kuanzia tarehe **29/02/2024** mpaka **28/05/2024**. Tunaomba asaidiwe ili aweze kukamilisha utafiti huo.

Kwa nakala ya barua hii mara baada ya kumaliza utafiti, mtafiti anatakiwa kuwasilisha nakala (copy) 3 za ripoti ya utafiti huo, Afisi ya Makamu wa Pili wa Rais - Zanzibar.

Naambatanisha na kivuli cha kibali cha kufanyia utafiti.

Wako mtiifu,

**AMEIR M. USSI,  
/KATIBU MKUU,  
AFISI YA MAKAMU WA PILI WA RAIS,  
ZANZIBAR.**

**NAKALA: Ndg. Shaabani Ali Othman (0773 397979).**

*Kwa mawasiliano ya moja kwa moja: Waziri 024 22 33100; Katibu Mkuu: 024 22 31826. Naibu Katibu Mkuu 024 22 31826, Tovuti ya Serikali: [www.zanzibar.go.tz](http://www.zanzibar.go.tz)*



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CA.33/411/01-I/

29/02/2024.

**KATIBU MTENDAJI,  
KAMISHENI YA UTALII,  
ZANZIBAR.**

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ZANZIBAR.**

**KATIBU MTENDAJI,  
KAMISHENI YA UTALII,  
ZANZIBAR.**

**MKURUGENZI,  
WIZARA YA MAMBO YA NJE NA USHIRIKIANO WA AFRIKA MASHARIKI,  
ZANZIBAR.**

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Serikali ya Mapinduzi ya Zanzibar imemruhusu **Ndg. Shaabani Ali Othman** mwanafunzi kutoka **Chuo Kikuu Huria cha Tanzania** anaesomea **Shahada ya Uzamili** katika fani ya **Uhusiano wa Kimataifa na Maendeleo** kufanya utafiti katika mada inayohusiana na **“Contribution of Economic Diplomacy to the Growth of Tourism Sector in Zanzibar”**. Utafiti huo utafanyika katika Ofisi za ZIPA, Kamisheni ya Utalii na Wizara ya Mambo ya Nje na Ushirikiano wa Afrika Mashariki Zanzibar kuanzia tarehe **29/02/2024** mpaka **28/05/2024**. Tunaomba asaidiwe ili aweze kukamilisha utafiti huo.

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