

The Role of Zanzibar Tourism Commission on The Development of Tourism Sector (Case Study Commission of Tourism of Zanzibar)

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Abstract: This study was conducted in Zanzibar Island as a part of the United Republic of Tanzania and focused on the Commission for Tourism as a Government institution (ZSTC). The objective of the study was to examine the contribution of Government through its institution ZCT to the development of tourism in Zanzibar Island. Primary and secondary data were collected using quantitative and qualitative methodology. Finally the study sought to explore the impact of existing, strategies and policies being employed by the Government through Commission of Tourism in the development of the tourist sector in Zanzibar. SPSS and Microsoft excel were used in data analysis and presentation. A total number of 65 respondents were involved in the study. The methods used in data collection were interview, questionnaires and a documentary review. The findings of the study revealed that the development of tourism in Zanzibar was still at an early stage unlike the surrounding lands in the Indian Ocean. The study revealed that the Zanzibar Commission of Tourism faced many challenges in the development of tourism such as lack of human resources and lack of fund to deal with the marketing of the island to tourists and lack of physical resources. Field results further indicated that despite these challenges the ZSTC has played an important role in the development of tourism and raising the income of the people and also in providing education and skills to the local peoples. The study recommends that the Government through its institution ZSTC should involve the local people in the tourism industry not in the low positions. Also in the high ranking positions also the Government should put more effort into the implementation of tourism policies and regulations so as to be able to compete with the other tourist destinations around the Indian Ocean.

Keywords Roles, Commission of Tourism, Tourism, Development and Zanzibar Island

1. GENERAL INTRODUCTION

The aim of this study was to investigate the effective Roles of Zanzibar Tourism Commission (ZTC) to the development of Tourism sector. That led to understand the techniques and ways of improving and how to reach the goals of sustainable development and high capacity of controlling and management for Tourism sector. Through the Etic and Etic approaches, this study has been innovate the alternative methods of minimizing and remove the different challenges and constrains that hinder up the development of ZTC and Tourism sector in general by full participating the local and experienced peoples and stakeholders around the coastal areas with the how the ZTC performed its potential roles in general.

Tourism has become a major contributor to Zanzibar economy and is the main sector which is strongly stimulates the new development after the income tax and commodities production like cloves and others. This study sought the general management and contribution of the ZTC in the development of tourism sector and to explore how the ZTC provide other mechanisms for the strong development and well management for the Tourism sector in Zanzibar, this study is under taken in Zanzibar Island as a part of the United Republic of Tanzania. It has been done by examining to what extent does it ZTC provide it roles to the

development of Tourism sector in Zanzibar, example, how they dealing with the infrastructures such as road and other environment, solving the problem of power example electricity as well as implementations of Government policies on tourism sector and others

1.1 OBJECTIVES OF THE STUDY

The objective of this study is to assess the Role of Zanzibar Tourism Commission for the development of Tourism sector.

2.0 LITERATURE REVIEW

In examining issues concerning with the Roles of Commission of Tourism in Zanzibar, there are many approaches which can be adopted to fix it, however this paper drown out the theoretical concept this include "ETIC" and "EMIC" approaches. The Etic and Emic are the two approaches in which the Researcher done and viewpoints obtained with its best reasonable answers. (1). ETIC approach This approach is a description of a behavior or sometime belief by a social analyst or scientific observer which can be applied across cultures (2). Through that approaches scientists can be determine the problem with its clear suggestion of the solutions. In this approach, it assumed that local people are not aware on the particular issues and thus need to be supported by scientists. (3)

EMIC approach

The emic approach investigates how local people think about" (1): How they perceive and categorize the world, their rules for behavior, what has meaning for them, and how they imagine and explain things or the local indigenous view on environmental problems. With these two kinds of approach it is assumed that local people are aware with the problems and are taking some measures to address the problems. (3). Based on this study the effective roles of ZTC under influenced by the several factors which contributed by policy makers and central Government strategies for development Apart from that, theoretically, decentralization policy is the key tool in making up the regional development, by using the government institutions as have been done to the Zanzibar central Government for the creation of the Commission as a institution which provide a potential Roles and effective controlling of all tourism activities in Zanzibar Island for bring and keep the conducive environment for the sustainable development to the tourism sector at the whole. (4):

2.1 THEORETICAL FRAMEWORK

Tourism has been advocated as a development strategy to generate foreign exchange, to increase balance of payment, increase GDP, attract development capital, increase the transfer of technology, increase employment (5) and promote modern western value of life (6). By putting consideration into development stages various stages have been proposed whereby Butler, (1980) subsequently proposes six stages of development which include involvement, exploration, development, consolidation, stagnation and decline or rejuvenation. Modernization in tourism development also stipulates for consumption of 'experience' as an end point. Tourists improved their social structural status when they manage to travel and consume these experiences (5) and hence fulfill their ego needs (7). For the purpose of our study the above suggestions on the stages of development apply also to the development of tourism in Zanzibar in order for the tourism sector to develop Zanzibar must be able to provide experiences which are sufficient to sustain the interest of the tourist through their whole experience while on the island. As Maslow says a tourist has an ego which must be satisfied by the experiences he or she receives while on holiday if this ego is not satisfied then the whole holiday for the tourist is ruined so the Commission must make sure that the tourist enjoys the experiences of Zanzibar as much as possible for they come to back again and again only then will the tourist industry develop.

Theories of Tourism are induced by the scientific project of rationalizing human behavior. Thus, they constitute an act of rational integration, of archiving tourist phenomena into our pool of rational knowledge. We suggest that tourism has to be regarded as an act of integration as well and that, quite generally, explanations for theories of tourism and tourism itself build on the same pillars, as both result from modern ambitions of control and exploitation. This hypothesis

accounts for tourism in so far as tourism takes control over and exploits certain realities in order to give flesh and bones to the dreamlike utopias of modern, consumerist societies, in which tourism is generated as a constant desire. Phases of tourist development and types of tourist interests only vary in the way, in which they reflect various changing constituents of modern societies such as mass media, individualization and so on. Applied to contemporary societies this hypothesis suggests, for example, that pictures chased by tourists with inevitable digital cameras are prefigured in a virtual space, which is designed along consumerist imperatives in these respective societies. Tourist experiences, then, have to be considered as acts of experiential integration, of archiving the Real into the Virtual. (8).

In relation to our study the tourists coming to Zanzibar have certain expectation which they imagine they with experience while on holiday on the spice island if these expectations are not met or are in any way disappointing to them their virtual has not come into reality and thus the whole holiday experience becomes a failure, so the Commission must investigate what tourist perceive to be a great holiday one they arrive on the island and then the Commission must make it happen that the tourist virtual reality becomes true and only they will Tourism real develop in Zanzibar.

2.3 THE ZANZIBAR COMMISSION FOR TOURISM

The Commission for Tourism Zanzibar was established in 1992 as a public institution and authorized to keep track of the development of Zanzibar's tourism industry. Under the Tourism Promotion Act No. 9, which was enacted in 1996, the responsibilities of the Commission for Tourism have explicitly been the general promotion of Zanzibar as a tourist destination world-wide, and to deal with the following issues in particular: which include Licensing of all tourist undertakings, Product development, grading and classification, Monitoring and supervising the industry, Public education program ,Assisting potential investors, Keeping records and data on tourism, Training of manpower, Production and distribution of promotion materials. The Commission of Tourism of Zanzibar (CTZ) is encompassed under the Ministry of Information, Culture, Tourism and Youth, and works closely with Zanzibar as a tourist destination, and in 1992 the Zanzibar investment promotion agency (ZIPA) in leading the investment process for hotels, transportation, marine sports and gastronomy.

2.4.2 ROLE

(9) Strongly defined the Role as "An abstraction of the behavior of an object that consists of a subset of the interactions of that object together with a set of constraints on when they may occur, each interaction of an object belongs to a unique interface. Thus the interface of an object form a partition of the interactions of that object or A Role is an abstraction of the behavior of an object that consists of a subset of the interactions of that object together with a set of

constraints on when they may occur. A role always belongs to a specific larger behavior that involves other roles, called a collaborative behavior”.

3.0 RESEARCH METHODOLOGY

The study of Research design has been used effectively into diverse range of the field and academic comparative studies. Research design is the conceptual structure within which study was conducted. It constitutes the blueprint for the collection, measurements and analysis of the study (10). A cross- section research designed was employed as a guide of this study because data was collected from respondents only once at a given period of time. A cross sectional research was used for the study employing descriptive survey approach. It is also use a mixed data collection and analysis approach in which both qualitative and quantitative methods was used for data collection and analysed. Furthermore, the uses of multiple sources of data collection include both primary and secondary data which is shown the different types of case study designs to be done. The study used Cross sectional design which has caused the better understanding the basic Roles of CTZ in Zanzibar.

Across sectional design provides description of the existing characteristics of a sample which represented a population at one point in time. Also it has the ability to enhance high degree of accuracy and precision in social science research (11). Cross sectional design was preferred for the reasons that enabled the researcher to collect data at a single point in time March- April 2018 from respondents on the variable also a case study design was used to get in-depth contextual analysis of the study. Flexibility in data collection methods and again to save time and money.(12). Accordingly, the case involved in the study is an area of great importance in the development of Zanzibar Tourism economy. Through this study the people of Zanzibar become aware with the role of Zanzibar Commission for Tourism in the development of the tourism industry in the Island. Consequently, the findings of the study may be generalized for their cases. (13) Argued that case studies are more exhaustive and reliable because they make a deep exploration of a case or unit so as to obtain information that is powerful, compressive and reliable for easy analysis of findings. Apart from that, a case study saves time and resources, it also provides suggestions for

intelligent interpretation of the cases and it is possible to identify patterns of factors that are uncommon to be a minable traditional analysis.

3.1 DATA COLLECTION METHOD AND INSTRUMENTS

Data collection for the study involved survey, interview and documentary review. The researcher employed a variety of techniques to triangulate information. According to (14), triangulation means that use of multiple methods to verify of the findings. This was done intentionally on the ground that no single research technique or instrument is adequate in itself to collect valid and reliable data on a particular problem. This is similar to what (15) observed that exclusive reliance on one method may bias or distort the researcher’s picture of a particular reality being investigated. What is certain is that research techniques or instruments have shortcoming that need to be complimented by the use of other variety of methods. What follows is a description of each method and techniques and how they were used in the data collection.

4.0 RESULT AND DISCUSSION

4.1 EFFECTIVE MEASURES TAKEN BY THE ZTC TO DEVELOP TOURISM

Respondents were asked to state in what ways they thought that the Commission had helped the development of the tourism in Zanzibar. The respondents were asked to choose some of the mechanisms used by the commission to develop tourism and the results were as follows figure 1.0 show that in providing education skills 56(86.6%) agreed that the commission was providing education to the tour guides so that they can better guide the tourist when they arrive, 45(69.2%) of the respondents said that the commission had improved the accommodation facilities used by the tourists visiting the spice island, 52(95.4%) respondent that the establishment of trade fairs and exhibitions like the karibu fair and the Sauti ya Busara exhibition were helpful in the promotion of the tourism sector in Zanzibar, while also 60(92.3%) said that advertising of the island on the internet , the radio, television and mass media in general was also very help full in the promotion of tourism.

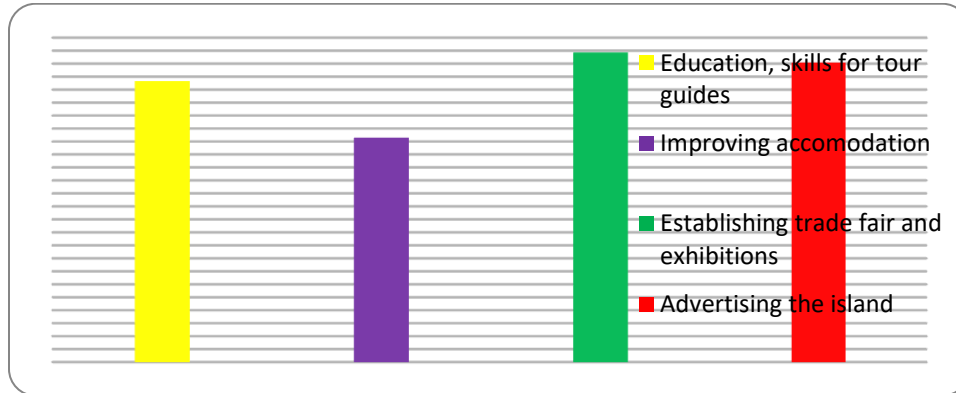


Figure 1.0 Effective Measure Taken by the TZC to Develop Tourism
 Source: field Survey, 2018

Other measures to be taken in order to improve the tourism sector in Zanzibar include:

4.2 PROTECTION OF NATURAL ATTRACTIONS

Nature and scenic beauty is probably Zanzibar’s richest resource. Zanzibar has wealth of scenery. Ngezi forest, Kiwengwa forest, Natural caves and Jozani Wilderness are some of the more popular scenic attractions in the area. There are other attractions such as Zanzibar Butterfly Centre that offer unique view of nature and its various inhabitants. Since Zanzibar has such wealth of natural and scenic resources, steps should be taken to ensure that these attractions are maintained for future tourism. In this area the Commission helps in the protecting of natural attractions by placing signs along the roadways showing these attractions to the public, protecting these areas so that they are not destroyed by the locals and tourist. Also special personal should be taught how to maintain these natural attractions for the future generation.

4.3 CONTROLLING OF MARINE BASED ATTRACTIONS

Zanzibar is endowed with variety of marine attractions such as corals, variety of fish species. Marine attractions offer a wide range of activities such as kite surfing; scuba diving, snorkeling and dolphin watch geared toward domestic as

well as international holiday seekers. Local businesses offer a variety of marine activities to tourists.

Zanzibar Commission for Tourism should provide more information about the various attractions so that tourists can easily identify those that best suit their needs on their websites. Although marine attractions are well advertised on the ZCT’s website, it does take some work on the potential tourist’s part to follow the various links and understand what different marine tourism activities are available to the individual. The commission should there for simplify the website and various links so that they are easily accesses by the viewer. Also the commission should provide better marketing and easier access to this information in order to quickly and easily gain the tourist’s interest in Zanzibar. (More advertisement could be directed toward prospective and potential tourists in order to ease them more likely to make return visits, thereby increasing the chances at collecting additional tourism revenue in Zanzibar).



Plate 1.0 Protecting and Controlling of Marine Attractions for Tourism
Source: Field Data, 2018

The Government protecting the marine attractions and well advertised on the ZCT's website, it does take some work on the potential tourist's part to follow the various links and understand what different marine tourism activities is available to the individual. The commission should there for simplify the website and various links so that they are easily accesses by the viewer.

4.4 PRESERVATION OF CULTURAL BASED TOURISM ACTIVITIES

Museum, Monument, Artisans and their handmade products are a large part of Zanzibar's culture and heritage. Several artisans in the Zanzibar regularly craft goods and exhibit them at various places, but the Zanzibar has yet to make a concerted effort to market its local arts and crafts, as well as its artisans. Some attempts have been made in the past but were unsuccessful. A major reason for this poor success was due to the fact that local groups rented a facility that they

could not afford instead of starting smaller and working up to a market that could generate enough income to pay for such a facility. Even though efforts have been lacking in the past, many craftspeople have continued in their individual efforts and made some gains personally.

The Commission has taken several steps in order to promote its cultural arts and crafts. By forming partnerships with various craft and arts organization, The Commission through this partnership has been able to show local artisans how the market their products while providing them with vital networks. Zanzibar Commission for Tourism has worked to market local craftspeople by posting their work and contact information on the national tourism website as well as working with the artisans to identify other means of marketing themselves.

4.5 GROWTH OF ACCOMMODATION AND RESTAURANTS FOR TOURISM

Zanzibar currently has a substantial number of tourism offering. The retail chain is built primarily around tourists in that many souvenir shops exist but few souvenirs that display a true picture of Zanzibar exist. Restaurant is limited to about four international restaurants in the island. The other restaurants are primarily for local eateries that would not be considered to accommodate first class tourists. Low class hotel are plentiful when compared to the number of international hotels in the island. There are 378 establishments with accommodation in 10 districts accounting for 8027 rooms. Nearly 60% of the rooms stock are located in North Region while just over 15% is located in South Region, 17 % are located in Stone Town and its vicinity, and the remaining are located in Pemba.

4.5.1 ESTABLISHMENT OF LAW ENFORCEMENT SYSTEM

The establishment and strengthening of law enforcement is a significant area of activity for the project. The team was told frequently by the local communities contacted about the improper law enforcement situation in the area with the increase of the illegal activities in the reserve and proposed community tourism. The increase in social evils pressure in the tourism has been accelerated by insufficient financial resources to support the level of law enforcement required. The other major deficiency of law enforcement as reported by the communities is the lack of proper networking which linking together the communities and other patrol bases. The Commission can work together with the local law enforcement agency and other security services which are especially trained in protecting tourist attractions and tourists in general.

4.5.2 THE GOVERNMENT IN COLLABORATION WITH OTHER ORGANIZATIONS AND INSTITUTIONS

the respondents were asked to mention if they knew whether the Government through commission worked closely with other departments, institutions and organization on the island they responded in the following manner 60(92.3%) said that they were aware of the commission (Government) working with other partners to improve the quality of tourism on the island while 5(7.7%) of the respondents said that they were not aware of the Commission working with other partners to develop tourism in Zanzibar.

Table 1.0: Organizations Need to Work together as a Partnership in the Study Areas

Entities	Roles and Responsibility
Department of Museum and Antiquity	Prepare and publish promotional pamphlets for museum and antiquity.
Marine Conservation Units	Prepare and publish promotional pamphlets for marine based attractions. And prepare code of ethics.

Jozani Forest Conservation Area	Prepare and publish promotional pamphlets for nature based attractions
Stone Town Conservation and Development Authority	Participate in joint marketing of Zanzibar destinations.
Zanzibar Investment of Tourism Investors (ZITI)	Participate in joint marketing of Zanzibar destinations.
Zanzibar Association of Tour Operators (ZATO)	Participate in joint marketing of Zanzibar destinations.
Zanzibar Airport Authority	To develop and promote Zanzibar International Airport
Zanzibar Port Authority	To develop and promote Zanzibar International Port

Source: Field Data, 2018

5.0 RECOMMENDATIONS AND CONCLUSION

5.1 RECOMMENDATIONS

The utility of any research lies mostly in the conception of the research findings and then putting it into use. If the research findings cannot be put into the desired use, the whole research exercise is meaningless and the research findings can be termed as mere waste of material. The research findings cannot be put into use unless the researcher recommends to and directs these recommendations to the desired audience. The following are the measures recommended to be taken to address the existing problems.

There is need for the Commission to have manpower training, involving the transfer of knowledge and technology which will ensure that the tourism industry can meet international standards of service and customer care. The combination of a trained workforce and the appropriate institutional mechanism will result in a competitive tourism private sector, attracting foreign investment and be attractive to holiday makers.

Also the study recommends that the Commission should create an enabling environment of the participation of local people, public and private stakeholders, and related sectors for Zanzibar tourism industry, through workshops seminars and short courses. The Commission for Tourism which is responsible for implementing the process should establish a facilitation committee which will be responsible for follow-up and coordinating efforts of all institutions with the tourism industry and between tourism and other sectors of the economy at all levels.

Moreover the researcher also recommends that the commission should put a lot of effort in understanding the challenges facing the tourism industry so as to achieve sustainable tourism development and this can only be achieved if the government, the hotel managers or any other persons in the tourism industry understand the challenges facing them and that they should choose not to neglect them.

There is need for the government to recognize the importance of the commission, and an area of great importance is monitoring and evaluation of the tourism policy. The government should put great emphasis on the accurate measurement of tourism impacts by developing better statistical approaches based on demand, getting use of the developed realistic indication for tourism costs and benefits to enable both public and private sectors to maximize tourism benefits and above all setting appropriate monitoring criteria.

For Zanzibar to be a competitive tourist destination, it is imperative to invent in creating the appropriate approaches of marketing its tourism potentialities. Thus, all marketing activities including promotional initiatives, sales drives, trade and fair attendance, advertising, familiarization visits, educational visits, collaterals production and distribution and media releases should be considered by the commission this is a recommendation also noted by the researcher.

The study recommends that there is need to the establishment of new, sustainable and viable model and structure of policies in relation to development of tourism so that can facilitate poverty reduction among the poor majority in Zanzibar by enhancing community involvement in the tourism sector.

5.2 CONCLUSION

Since the mid-1980s, when Zanzibar began strengthening its economy by encouraging private investment in various sectors in the country, tourism has demonstrated the most rapid growth. The vision of the government with regard to this sector is to promote an up-market development in both tourist arrivals and tourist facilities and adopt ecotourism as the strategy for further tourism development.

From the literature review and the study findings it has been shown that the tourism industry in Zanzibar is still at its infancy compared to the other places and islands around the Indian Ocean and other places around the world like china.

Zanzibar still lacks the skilled man power to develop the tourism industry, this is due to the lack of education of the majority of the local people in Zanzibar and this led to the sector being dominated by outsiders on the more important managerial positions however the Zanzibar commission for tourism has helped in the providing of education in relation to the tourism business but still it is not sufficient as most of the local get to the managerial positions through experience and not through their education.

The study specified on the state of tourism in Zanzibar.

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