

Assessment of Tourism Associated Activities For Rural Livelihood Transformation

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Abstract

Tourism associated activities can be the best option for the transformation of rural people's livelihood, that is a shift from dependence on traditional livelihood activities such as farming, fishing, livestock keeping and others, to tourism associated ones such as direct and indirect employment in tourism enterprises. This article discusses the extent of operation of the tourism associated livelihood activities for the communities living adjacent to national parks and constraints underpinning performance of the tourism associated activities. The findings of the study show the activities are constrained by government policies, lack of capabilities, skills and financial capital and education to mention but a few. The article ends up with recommendations for different stakeholders.

1.0 Introduction

When we talk about tourism associated livelihood activities we mean those activities that local people engage in, which stem from the visit of tourists and their activities in the area. Such tourists then create demand for goods such as food; recreational activities such as cultural events and traditional dances; and souvenirs such as wood carvings, beads, cloth, and other locally supplied products. They also participate in local social as well as economic activities.

According to Ashley, Boy and Goodwin (2000), tourism is generally an additional diversification option for the poor, not a substitute for their core activities. Tourism can generate funds for investment in health, education and other assets. It can provide infrastructure, stimulate development of social capital, strengthen sustainable management of natural resources and create a demand for improved assets (especially education). Ashley and Eliot (2003) categorise the gains from tourism as 'financial', 'social', and 'empowerment'.

Financially, the poor may earn cash from waged jobs, sales of goods and services, shares of collective community incomes, while on social livelihood the community might have improved access to infrastructure, communication, water supply, health,

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and security services. Empowerment gains would include opportunities for institutional development and participation in local economic decision making (Ashley & Eliot, 2003).

2.0 Conceptual issues

2.1 *The concept of tourism*

For the purposes of this article, tourism refers to those industries that provide accommodation, transportation and other services (for example sale of souvenirs and other goods, restaurants, guided tours and tourists camps) for visitors who come from outside the destination for a period of more than 24 hours and less than one year (WTO, 2000). The visitors are commonly known as tourists. WTO elaborates that the motivation for domestic tourist travel might include:

- leisure, recreation and holidays;
- visiting friends and relatives;
- business and professional engagements;
- health treatment;
- religion/pilgrimages; and others (Ghimire, 1997).

2.2 *The concept of livelihood*

A livelihood in this article is defined as human capabilities comprising the capabilities, assets (including both material and social resources) and activities as required for a means of living (DFID, 1999). Tourism can complement other livelihood activities in a number of ways. Development of transport, markets and other infrastructure can boost other productive activities and achieve economies of scale. Skills earned through tourism can be transferred to other industries. If tourism supports local conservation, this in turn can help sustain other aspects of livelihood that depend on the natural resources base (Brandon, 1993).

2.3 *Rural livelihood diversification*

Ellis (1997) defined livelihood diversification as “the process by which rural families construct a diverse portfolio of activities and social support capabilities in their struggle for survival and in order to improve their standards of living”. Such diversification can have many advantages and tourism can become a means to enable accumulation (e.g. income) for consumption and investment; a means to help spread risk; an adaptive response to longer-term declines in income entitlements, due to serious economic or environmental changes beyond local control; and/or a means to take pressure off fragile lands and increase household incomes for purchase of additional food or payment of school fees. The last advantage features a non-farm livelihood pattern using human (i.e. labour) and economic (i.e. employment related to tourism) assets as a means to improve further the financial/economic asset base (i.e. income, savings, investment) as well as other dimensions of the existing stock of human assets (i.e. health, education) (Hussein & Nelson, 1998; UNDP & Wanmali, 1999). Rural livelihood diversification can be defined as the process by which rural households construct an increasingly diverse portfolio of activities and assets in order to survive and to improve their standard of living (Ellis, 2000).

In order to diversify risk and exploit available opportunities rural people combine on-farm income sources such as crop cultivation and livestock keeping on the one hand and off-farm income sources such as jobs in which local people are employed in cleaning and cooking in hotels and lodges, and self-employment such as tourism guiding, supplying goods such as building materials, food, and tourism enterprises both community and privately owned, on the other.

2.4 Tourism associated livelihood activities

The creation of employment opportunities in remote areas is one of the key indicators of how successful tourism can be in promoting rural livelihood. For example, eco-tourism has increased employment figures in various villages in different parts of Botswana. According to Schuster (2007), in 2006, 8000 local people were employed in a wide range of eco-tourism projects and activities in Botswana (Table 1).

Table 1: Employment in eco-tourism projects and livelihood activities in Botswana (2006)

Activity	Employment
Trophy hunting	560
Photographic and cultural tourism	420
Veld production (e.g. baskets selling)	3100+
Craft e.g. wood curving	4000+
Total	8800+

Source: Schuster (2007).

In Botswana, these eco-tourism projects are carried out in remote parts of the country where there are no industrial or manufacturing sectors to create employment for local people. Therefore, eco-tourism can be described as one of the tools to diversify rural people's livelihood.

Another study conducted by Spier Leisure in the Western Province of the Republic of South Africa shows that poor people earn income from direct participation in tourism as hotel workers, guides, craft sellers, or transport operators. They also earn indirectly through the supply chain by selling the goods and services that the tourism sector needs. The key supply chain sector deals with food, beverages, construction, furnishing and a range of services such as gardening, floristry and laundry.

Poor people may operate as micro-entrepreneurs selling directly to hotels, restaurants, and operators or they may have unskilled jobs in larger companies, in supply sectors. What is more, there may be scope to increase income of the poor (or pro-poor incomes) from supply chains. For example, women living in coastal communities in Kwa Zulu Natal in the Republic of South Africa have traditionally sold functional items for the household, such as baskets, plaited rope and sleeping mats woven from grass, to domestic and international tourists visiting the area. The money earned adds to their average daily income (Keyser, 2003).

Likewise, the White Paper published in 1996 to promote tourism in South Africa has had remarkable contribution to laying strategies for improving the livelihood of the poor marginalised and previously neglected groups in the tourism industry in South Africa. This was done through establishing partnership ventures with communities, outsourcing, and purchasing goods and services from communities (e.g. poultry, herbs, vegetables, and other agricultural supplies, entertainment, laundry services etc. To ensure greater empowerment, the White Paper continuously upgrades the skills of the work force in tourism by continuously providing training and retraining (DEAT, 1996).

2.5 Women empowerment

Stormsrivier Adventure (SRA) assisted local women to establish an independent catering company to supply all meals for guests. This involved intensive input from SRA at first, in terms of training, mentoring, purchasing equipment, acquiring premises and putting in place efficient administration. Examples such as these illustrate that a tourism company, large or small, can invest in stimulating small local suppliers, and this does not need up-front commitment and investment (DTI, 2007).

3.0 Constraints underpinning tourism livelihood activities

3.1 Inadequate education, skills and financial capabilities

Studies done in Northern Peru show that local communities are faced by numerous constraints as they pursue tourism livelihood activities. These constraints include lack of financial and/or physical assets, and shortage of entrepreneurial skills, which have made them unable to perceive themselves as having products to offer to tourists. Rural communities such as Kuelap are often lacking skills related to tourism such as access to tourism markets and capital for development of tourism-related enterprises (Chafe, 2004).

Likewise, studies done in rural communities in Botswana found that local people engaged in eco-tourism face problems in undertaking their livelihood activities because education among these indigenous population is low and the ability to communicate in English, French, German, Spanish or any other foreign language is low or non-existent. Similarly, limited skills in marketing means lack of the necessary negotiating business skills on eco-tourism development and joint-venture partnership (Mbaiwa, 2007).

In Madagascar, training and education in eco-tourism matters are non-existent, although the country aspires to become a leader in eco-tourism. Madagascar lacks a proper system for education and training; as a result, the country has a large number of unqualified people working in the tourism industry, which is preventing it from attaining international standards and professionalism (Spenceley, 2008). The major problem is that there has been no decentralisation of eco-tourism education and training to the different Malagasy districts; and currently, most of the activities and schools are located in the capital. For most of the students, the cost of education and living in the capital or abroad is too high (Spenceley, 2008).

3.2 Poor infrastructure

Studies also show that transport is a problem to tourists and local communities. The longer the time spent by tourists in the area, the greater the contact with local communities and the greater the opportunity for sales of services such as food and lodging; but also the increase in interest and knowledge of local culture, the greater the chance of sales of products which represent the local lifestyle. Current access to Machu Picchu – the only option for public transport – has greatly reduced the time spent by tourists in the area and hence reduced the pro-poor nature of local development.

According to Stiglitz (1998) the livelihood of the local people of Mozambique and economies like other parts of Africa are negatively affected by structural problems such as poor roads that make it difficult for tourists to access many local communities. Lack of transportation for communities and the poor state of the road system means that local economies are restricted in terms of mobility of tourists but also transfer of knowledge and skills between communities.

4.0 Tourism and associated activities

Most of the people of Mkange, Matipwili and Gongo villages are engaged in crop cultivation and some livestock keeping. However, they have very little access to tourist markets for their crops because there are no tourism facilities such as hotels or lodges in these villages. Matipwili on the other hand is close to Kisampa Bush Retreat Campsite, where local people sell their farm products such as vegetables and livestock including chicken and goats. Matipwili local people have also access to the Saadani Safari Lodge market which is located inside the park in Saadani village. Matipwili can access this market because Saadani villagers do not produce vegetables and other crops because the soil is too saline to support crops, the people do not have enough land for cultivation compared to other villages which are outside the park, and lastly, the village is infested by destructive wild animals such as warhogs, chimpanzees and others which destroy the crops as they roam freely in the village. Table 2 summarises the activities that are associated with tourism.

Table 2: Tourism associated livelihood activities (N=90)

Activities	Villages							
	Saadani		Matipwili		Mkange		Gongo	
	Number	%	Number	%	Number	%	Number	%
Crop cultivation	0	0	20	66	15	75	20	76.9
Art and Craft	0	0	0	0	0	0	0	0
Trading	15	38.5	8	27	5	25	6	23.1
Tour guiding	0	0	0	0	0	0	0	0
Tourism enterprises	5	12.8	0	0	0	0	0	0
Fishing	19	48.7	2	7	0	0	0	0
Total	39	100	30	100	20	100	26	100

Source: Survey data, 2011.

In the area, 91% of the income earned from the farming activities is used for buying clothes, food stuffs, and for meeting other social needs. Eight percent of the people's

income is spent on education for their children and for purchasing farm implements. Most of the farm products are sold in other parts of Tanzania such as Dar es Salaam, Arusha, Zanzibar and Bagamoyo. For example, the major cash crop in Gongo village is pineapples, which are sold in Arusha, Dar es Salaam and Bagamoyo. Matipwili has accessibility to both Saadani Safari Lodge and Kisampa hotel where they sell their farm products – vegetables and livestock products. The three villages of Gongo, Mkange and Matipwili are able to engage in farming because their villages lie outside the park and so there are boundaries set between the National Park and village land. This has helped the villages to have relatively enough farming land; however, the land for cultivation is continuously being squeezed by the National Park authority which resets boundaries without involving the villagers or village leaders.

Although crop cultivation is the dominant livelihood activity for Mkange, Matipwili and Gongo villages, villagers get poor yields from their farming because they cannot afford modern farm inputs, and the government programme of providing the farmers with subsidised farm inputs such as better seeds, fertiliser and insecticides has not reached their villages. They also fail to improve their farming activities because they do not get assistance from the village extension officers. This situation of uncertainty obviously threatens the livelihood of the villagers. The sections that follow elaborate on some of the activities that are associated with tourism.

4.1 Fishing

Fishing is the main occupation of Saadani villagers. About 48.7% of the male-headed households engage in fishing. Their major market includes local people, Zanzibar and neighbouring villages of Gongo, Matipwili and Mkange. Sometimes fish is transported by vendors as far as Bagamoyo and Dar es Salaam.

Very few fish is therefore sold to tourist hotels because there are too few tourist hotels or lodges in the park to absorb fish products. Inside the Saadani National Park there is only one lodge (Saadani Safari Lodge). There are also some fishing activities in Wami River by Matipwili residents and the fish is sold in the local market. Considering that fishing is the main livelihood activity for the local people in Saadani village, it is surprising however that only 47% (as pointed out earlier) of the people engage in fishing activities; and all of these are men. This number is so low probably because fishing gear has to be borrowed, as this equipment is usually very expensive. Women on the other hand do not engage in fishing because, as they claimed, the hassle associated with this activity does not match the benefits that accrue from it.

Expansion of fishing activities by the villagers of Saadani and Matipwili is difficult because they lack modern fishing skills. Once, Saadani villagers were given modern fishing equipment by MANTEP to enable them engage in deep water fishing; however, they failed to use the equipment. There are fewer fishermen in Matipwili than Saadani because most people in the former are engaged in crop cultivation and the two activities do not have trade-offs in the use of time.

4.2 Trading

In the four villages, trading activities which are undertaken include running shops and guest houses, and selling fried fish, food and vegetables. It was also found that they used their income on their children's education, expansion of business, and for other household requirements.

The level of trading practised in Matipwili, Mkange and Gongo villages is not significant (27%, 25% and 23.1%, respectively) compared to Saadani because most of the people in these villages spend most of their time in crop cultivation which is mostly for subsistence, while Saadani villagers do not have land for crop cultivation, as a result trading becomes important for them. Most of the people (75% of the villagers) fail to give their children enough money for school because the income they receive from trading is meagre and others do not have financial capital to establish businesses. As a result, they do not have the day-to-day income to spend on the education of their children and other requirements. Only nine (10%) of the villagers have access to the tourist market and sell their products to tourist lodges such as Saadani Safari Lodge which is inside the park and Kisampa Bush Retreat Camp which is near Matipwili Village.

4.3 Tour guiding

The local people in the area do not engage in tour guiding largely because they do not speak any foreign language except perhaps a few young men who speak a bit of English and French and guide tourists in the Amani Natural Reserve, in the Usambara Catchment Forest Project in Tanga and other attractions. The young men who are able to do this, get quite a bit of income. They also guide both domestic and international tourists around the attractions, including areas such as *Mto wa Mbu*, at Manyara National Park in Manyara, and Bagamoyo historical places. Although the National Park Authority (Tourism Department) has been willing to offer free English lessons, the people have not come forward to grab this rare opportunity.

4.4 Tourism enterprises

Tourism enterprises exist only in Saadani though not at a significant scale (38.8%). The tourism enterprises are guest houses, tourist campsites and food vending. However, the guest houses are of poor quality and security is not guaranteed. The only reason they get customers is perhaps because the rental charges are low. There are neither big tourism enterprises that are run by local people for example transportation of tourists, local car rental companies and modern entertainment facilities.

Moreover, Saadani is the origin of coastal slave trade, and tombs of the German soldiers who fought in World War II are also found in the village. TANAPA offices which house a tourist desk are also situated in the village; these attract both domestic and international tourists who pay a visit to get different information about the tombs, the war, slavery etc. There is only one lodge situated in the park – the Saadani Safari Lodge. Tourists spend their nights in this lodge and the village gets income from such visitors.

Local people in Mlola village are different from local people in Saadani National Park because the former are more active and use the reserve in transforming their livelihood through tourism activities such as direct employment, and establishment of both community and privately owned enterprises. They also engage in projects like bee-keeping, fishing and butterfly-keeping.

4.5 Art and craft

Local communities living in and around the Saadani National Park do not engage in art and craft. First, the local people do not know that these activities can bring a lot of income for them. Second, the local people do not have entrepreneurial skills to anticipate tourists' needs. Lastly, they do not have materials for making local handcraft items.

4.6 Direct employment

Only about 31(2.1%) people from the two villages of Saadani and Matipwili are directly employed in tourist lodges and most of them are employed temporarily for doing menial jobs such as digging trenches or/and construction work. The Saadani Safari Lodge employs a total of 41 workers including both permanent and temporary workers, some of whom come from outside this area. Saadani village has a population of about 1,832 people; so the 41 employees make only 2% of the total population. Matipwili village is closer to Kisampa Retreat campsite which employs 30 workers including permanent and temporary employees. Like in Saadani, most of the local people are employed in menial jobs, although this campsite provides some training to the local people. The number of young men who are employed by the campsite is modest.

There are many factors that prevent these people from transforming their livelihood activities. A few of them will be described here, and the rest will be explained in more detail later. There are four basic problems: First, local people in this area do not have adequate skills to grab the opportunities brought about by tourism; secondly, establishing tourism enterprises needs both skills (entrepreneurial) and financial accessibility, which people don't have; thirdly, there is a very strong influence of culture in which most of the coastal people naturally resist change; and lastly, the people are constrained by the government policies, particularly those on wildlife conservation, which have been very stringent to communities adjacent to Saadani National Park. Most villagers complain that they do not have raw materials for making handcraft items such as mats, baskets and others because if they are found collecting the raw materials in the bush, they are either beaten or have their tools confiscated.

A study conducted by Spier Leisure in Western Province of the Republic of South Africa showed that poor people earned incomes from direct participation in tourism as hotel workers, guides, craft sellers, or transport operators. They also earned money indirectly through the supply chain by selling goods such as food and beverages; and services such as construction, furnishing, gardening, floristry, and laundry (Mitchel & Ashley, 2007).

The Kisampa Bush Retreat Campsite is located in Kisampa village near the Matipwili village. This campsite is different from Saadani Safari Lodge in some ways because it offers training to local people and then employs them. With this programme available,

the camp has managed to employ 30 full time staff in various positions such as house keepers, waiters and gardeners. Mkange and Gongo villages are located outside the park and due to absence of tourist hotels there is no direct employment for the local people in those villages. The indirect employment available in the villages of Mkange and Gongo, as previously hinted, are crop cultivation, livestock keeping and trading which are being undertaken at small scale. The link of this indirect employment with Saadani Safari Lodge and Kisampa Retreat Campsite in terms of supply of goods to the hotels is not substantial due to the fact that the tourist hotels are unable to absorb all the goods; instead, adjacent villages grab the opportunity. There are numerous reasons why there is little linkage between what the local people produce, and demand from tourists and tourist hotels, as Lundgren (1974) explains:

Tourists prefer the type and taste of food consumed in their home countries, but hotel entrepreneurs are not fully aware of the type, quality and quantity of locally available food; and local farmers do not want to change their traditional crop production to suit the market (Lundgreen, 1974 cited in Spencley, 2008).

Gongo, which is a sub-village of Matipwili, has a population of about 1,700 people. In this village during this study, a hotel called Misenyi was under construction and employed about 20 young men in menial jobs. Table 3 shows the number of people employed from the four villages.

Table 3: Direct employment in Saadani National Park (N=90)

Name of village	Population	Directly employed	Percentages
Saadani	1832	21	1.1
Matipwili	2769	30	1
Gongo	1700	20(temporary)	1.2
Mkange	1500	0	0
Total	7801	71	3.3

Source: Survey data, 2011.

For Gongo and Mkange villages, tourism has very little or no contribution in offering direct employment to the villagers despite the fact that 64(71.1%) of the villagers are fully aware that tourism is important for them because they could get employment, sell different products, and have their social services improved. As in the other villages, they cannot get direct employment because they lack the required skills needed in the lodges, campsites and the National Park. They also lack entrepreneurial skills and financial capital necessary to establish tourism associated enterprises such as transport facilities, e.g. car rental companies, travel agencies, information centres, and tour guiding services.

5.0 Constraints hindering committees from benefiting from tourism

5.1 Ineffectiveness of tourism policies implementation

The Government of Tanzania explains through its tourism policy the importance of tourism for rural development and employment in the rural areas. Tourism in places where there are attractions such as the Saadani National Park and its inherent cultural and historical riches can often form an important option for local people to transform

their livelihood and indeed can offer more opportunities than traditional livelihood activities could do. However, there is a gap between the government tourism policy and the situation on the ground. The tourism policy on Saadani National Park has not been fully implemented and this is obvious from the few tourists arriving in the park, which in turn also has led to lower performance of tourism associated livelihood activities in the area. In particular the government has failed to implement its policies on promoting the image of Tanzania's quality resorts, diverse cultural and tourist attractions, and its position as a leading destination for wildlife viewing. Saadani in this case would be among the potential tourist resorts. The tourism policy has also failed to adequately address policy strategies in providing training, employment generation and poverty reduction in the rural areas.

The local authorities have also been deprived of power over land-use and planning though the tourism policy advocates for a participatory approach in the management of land use. The Tourism Policy (1999) requires local authorities to be responsible for land-use planning; urban and rural development; land-use control and allocation; and provision and maintenance of tourist services, sites and attractions.

5.2 Transformation of livelihoods for women

The tourism policy is gender biased because it has not taken into consideration the needs of women in terms of credit and required skills, considering that more than 80% of tourist souvenirs which include pottery, beadwork, weaving, cloth, art are made by women. Also women represent most of the local food vendors, contributing to household livelihood incomes and overall tourism development. The government has failed to conscientise and attract NGOs and other voluntary organisations to work with the local communities in the study area, as the study hardly found any NGO activities in the area.

5.3 Inadequate tourists in the area

The study shows that despite the increasing number of both domestic and international tourists in the area, this has not contributed to transformation of the livelihood of the local people. This is particularly because tourists are too few to absorb all the products of the local people and the hotels cannot employ many people.

5.4 Low level of capabilities development

According to Satge de (2002) capabilities are a combination of knowledge, skills, and state of health. Most of the villagers lack important skills such as language skills, marketing skills and entrepreneurial skills. Many people are infected with malaria and other diseases, particularly children and old men. This implies that despite the fact that they might have assets for diversifying their livelihood, they cannot not do so because of their poor health.

Skills are too elementary to produce quality products for the tourist market. Low level of education is another constraint, and therefore lack of these capabilities have made many villagers unable to access better paid jobs in the lodges and Saadani National Park. The local people have also been unable to engage in other tourism associated

activities such as art and craft, and tourism enterprises because entrepreneurial skills are needed for running such tourism oriented enterprises. For example, language skills are needed for communicating with clients who in most cases are foreigners. About 69 (76.7%) of the villagers completed primary education (standard seven) and only 16(17.8%) of the respondents were found to have completed Form Four. So, lack of adequate education and required skills have been obstacles to both direct and indirect employment, and the establishment of tourism enterprises.

5.5 Inadequacy of financial capital

According to Fouracre (2001), financial capital encompasses financial resources which are available to people (whether savings, supplies of credits, or regular remittances or pensions). The people are unable to mobilise enough savings because their incomes are not big enough for consumption and to be set aside as savings.

Moreover, there are no financial institutions to provide credit to the local people. For example, in the villages of Saadani, Mkange and Gongo there are no banks or other financial institutions such as *Vikoba*, Financial Saving Groups, SACCOS, Pride, Finca, or SEDA. The local people do not have either collateral to use as security to get loans or credit. They also do not have significant enterprises to use as security for credit. About 90% of the villagers have poor houses that cannot be accepted as collateral for securing credit from financial institutions. Likewise, NGOs and other voluntary organisations are non-existent in the area. This situation has exacerbated poverty and ignorance, and this has had impact on working facilities. About 89 (98.9%) of the people do not have adequate working tools and farm inputs. Although some of the villagers might have rudimentary skills they cannot purchase simple working tools, for example tools for carpentry and masonry.

5.6 Inadequate education and training

The area does not have enough primary schools and this result to children's deprivation of basic education. Only about 76% of all Saadanis have completed primary school. Moreover, the only secondary school found in Matipwili, discourage both parents and pupils because it is located very far, which requires parents to incur extra costs to cover transport and meals.

Lack of adequate education has also prevented the people from generating and using technology and innovations in their farming activities; and because they do not have the requisite education, they are unable to understand even basic instructions about farming and farm inputs. This has culminated to inefficient farming and fishing methods. A good example is Saadani village where people have failed to use modern facilities provided by MANTEP for modern deep sea fishing; instead, they have given the fishing facilities to Zanzibar fishermen who are better equipped with more advanced fishing techniques. Therefore, the Zanzibar fishermen benefit at the expense of the Saadani fishermen who are not even able to find out the actual catch of the day. This way, the Saadani people get swindled because of their 'ignorance'.

5.7 Poor infrastructure

Inadequate infrastructure is another big constraint for tourism growth in rural areas. Such infrastructure include transportation, water supply, energy, telecommunication, and tourist typical facilities like accommodation, restaurants, tourist offices, and tertiary tourist facilities, like health, financial and emergency services. After the government had announced in the government gazette, the establishment of Saadani National Park (SANAPA) in 2005, there were some relative changes in the quality of roads to Saadani National Park. However, during the rainy season, roads are impassable, particularly from Saadani to Matipwili and Gongo villages; and this has caused poor linkage between these villages bordering the park because it becomes difficult to transport different products to the market. In addition to poor roads, there are also poor social services such as water and health services. The Gongo villagers walk about 20 kilometres to get water and sometimes as far as Matipwili where they buy a bucket of water (20 litres) for TZS 1,500. Likewise, there is a health centre located 9 kilometres from the village, but because of the poor transport system, this facility cannot be accessed easily.

5.8 Tourism and land conflicts

Poor land use planning causes continuous conflicts between the Saadani National Park authority and local people because the local people are denied access to land and forest products such as fuel wood, tree barks and leaves for medicine, and fruits and wild animals for meat. There hasn't been any initiative to give them alternative ways of getting the products. The people, particularly women, hate the park altogether with its authority because the latter beat and arrest these poor women, and usually confiscate their tools such as machetes and axes.

The situation is worse in Saadani village which is located inside the Park, compared to other villages because in the other villages, clear boundaries have been set for conservation, permanent habitation, cultivation, etc. Many local people including village authorities blame Saadani National Park authority because they bypass them in decision making, particularly in the process of drawing boundaries. As a result, boundaries are set to push away farmers so that the park could be expanded. Worse still, animals cross over from the park to destroy farmers' crops. When interviewed, about 68.9% of people from Mkange, Matipwili and Gongo villages admitted that their crops were being destroyed by wild animals. This notwithstanding, they were not allowed to kill the animals without permission from the park authority, even when these animals were a threat to both human life and crops.

6.0 Conclusion and recommendations

It is crucial for different stakeholders such as the government, NGOs, private sector, voluntary organisations, Civil Societies and Civil Society Organisations and other players to play their role to improve tourism in the area, so that the livelihood of the local people could be transformed, for overall national economic development. The government has the task of making sure that the local people living adjacent to these wildlife resources are involved in making decisions concerning the use of the resources

that surround them; this will foster sustainability of the wildlife resources as people will be taking greater responsibility to ensure that the parks are preserved properly.

The civil society and Civil Society Organisations (CSOs) have their equal role of checking that the rights of citizens are not compromised by poor policies. They have to make sure that laws and regulations do not disenfranchise the local people from the land, wildlife and other resources. Government expansion of reserve areas or creation of new national parks might deprive local people of their land; so ways should be found to create opportunities for these people, through giving them training and credit, for establishing and running various enterprises, and giving them alternative land for building and for farming.

Some of the most influential policies, such as wildlife management, land tenure, land use- planning procedures, transport and credit schemes, are not under the mandate of the Ministry of Tourism; therefore, coordination between various ministries is needed to create a supportive policy framework for community involvement in tourism. While governments are critical for determining the planning framework, land use, financial environment and tourism regulations, they are often not best equipped to address other issues, such as social and institutional development at local level. Involvement of NGOs and other organisations should therefore be welcome. The most important policy principle might be to establish a flexible process with channels for local views to reach policy-makers and for policies to be adapted over time.

One of the ways to ensure that coastal tourism benefits local communities in Saadani National Park is for the government through the Ministry of Natural Resources and Tourism, and other stakeholders such as NGOs and Voluntary Organisations to identify and promote specific enterprises that local people can undertake. Once these enterprises are identified, it will be necessary to develop business training programmes for local people as well as ensure that local investors have information about potential sources of capital. The type of enterprises that local communities could engage in include handcraft production; processing food stuffs and other products using local materials, to sell to hotels; offering supporting services such as tour guiding and local transportation; operating restaurants; and organising cultural events for tourists.

The government with the support from other players such as NGOs Civil Society Organisations, Voluntary Organisations, and other players should identify areas which are appropriate for the local people to establish both individually and collectively owned enterprises such as tourist campsites, lodges, car rental companies, carving curio shops and then provide training on procedures to establish them and eventually provide financial support in terms of soft credit. The government should also ensure that the local people are involved in issues such as setting boundaries for their villages because these are the same people who will either protect or harm the wildlife from the adjacent park, depending on whether or not they get any benefit. The government should make sure that local people are integrated into the tourist industry so that they also, like tourists, buy different products from their fellow neighbours and not elsewhere like Dar es Salaam. The local people can also be allowed to kill harmful animals that roam in their surroundings.

Moreover, the government through the Tanzania Tourist Board should increase the marketing campaign to promote the attractions found in the area to both domestic and international tourists, so as to increase the number of tourists in the area. This is a good way of expanding the market for local people's products and hence improving their livelihood.

The government should ensure that villagers from Mkange, Gongo and Matipwili are provided with extension services and better farm inputs so as to increase yields from their farming activities. The farmers should also be advised to invest in crops or products which can also be sold to tourist hotels.

In addition, the government and other stakeholders such as NGOs and private sector should build secondary schools and vocational training colleges in the area so as to expand knowledge and skills of the local population. NGOs and Voluntary Organisations should help to train local people in entrepreneurial skills, foreign languages, marketing skills and other skills that can help them make the most of their resources to improve their livelihood.

Further, the government should create mechanisms for financial institutions to work in rural areas. Further improvement should be taken to make sure that the roads are passable throughout the year to ensure there is permanent link between the villages and other parts of the country.

Last but not least, the government should also work with investors such as hotels in improving social services in the area.

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