



Assessment of the **Impact of Tourism** **on Communities and** **Children in Zanzibar**



COMMISSIONED BY
UNICEF TANZANIA
IN PARTNERSHIP
WITH ZCT, ZATI
AND SUZA

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Acronyms

BW	Bureau Wyser
CRBP	Children's Rights and Business Principles
CRC	Convention on the Rights of the Child
CSO	Civil Society Organizations
CSR	Corporate Social Responsibility
DMO	Destination Management Organization
DR	Dominican Republic
DSW	Department of Social Welfare
ECPAT	End Child Prostitution and Trafficking
FEZ	Free Economic Zone
GCCPC	Gambia Competition and Consumer Protection Commission
GDP	Gross Domestic Product
GM	General Manager
HR	Human Resource
ICS	International Citizen Service
IDD	Inclusive Destination Development
ILFS	Integrated Labour Force Survey
ILO	International Labour Organization
ISAP	Integrated Strategic Action Plan
IT	Information Technology

JTTI	Jambiani Tourism Training Institute
KDO	Kiwengwa Development Organization
M&E	Monitoring & Evaluation
MICE	Meetings, Incentives, Conventions and Exhibitions
MSME	Micro, Small and Medium Enterprises
NGO	Non-Governmental Organization
OCGS	Office of the Chief Government Statistician
ODI	Overseas Development Institute
RGoZ	Revolutionary Government of Zanzibar
RTTZ	Responsible Tourism Tanzania
SA	
SDG	Sustainable Development Goals
SECTT	Sexual Exploitation of Children in Travel and Tourism
SLA	Sustainable Livelihoods Analysis
SME	Small and Medium Enterprises
ST-EP	Sustainable Tourism Eliminating Poverty
SUZA	State University of Zanzibar
SWOT	Strengths, weaknesses, opportunities and threats
ToT	Trainer of Trainers
UNESCO	United Nations Educational, Scientific and Cultural Organization

Section: Acronyms

UNICEF	United Nations International Children's Emergency Fund	ZATO	Zanzibar Association of Tourism Operators
UNIDO	United Nations Industrial Development Organization	ZATO	Zanzibar Association of Tourism Operators
UNWTO	United Nations World Tourism Organization	ZATOGA	Zanzibar Association of Tourism Guides
VCA	Value Chain Analysis	ZCT	Zanzibar Commission for Tourism
VET	Vocational education and training	ZIP	Zanzibar Industrial Policy
VETA	Vocational Educational and Training Authority	ZIPA	Zanzibar Investment Promotion Authority
VSO	Volunteer Services Overseas	ZNCCIA	Zanzibar National Chamber of Commerce, Industry and Agriculture
VTA	Vocational Training Authority	ZSGRP	Zanzibar Strategy for Growth and Reduction of Poverty
ZANEMA	Zanzibar Employees' Association		
ZATI	Zanzibar Association of Tourism Investors		

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Ken Wood – tourism and livelihood expert

Alessia Lombardo – field researcher and field coordinator

Adriaan Kauffmann – tourism researcher and advisor

We sincerely hope it will serve as a reference and a starting point for everyone who wishes to work on making Zanzibar's tourism industry more sustainable and beneficial to communities and children.

Mahmoud Kombo
Minister of Information Tourism & Heritage
Stone Town, Zanzibar

August 2018

Foreword

This study has been commissioned by UNICEF together with the Ministry of Information, Tourism and Heritage, the Zanzibar Commission for Tourism, and the Zanzibar Association for Tourism Investors (ZATI), and executed by Bureau Wyser and the State University of Zanzibar (SUZA).

It was conducted in recognition of the unique role that tourism plays in the economy of Zanzibar, and that it has the potential to bring great benefits to children and their communities. However as evidenced around the world, tourism can also introduce negative aspects that, if left unchecked, bear harm to children and, in the longer term can negatively impact the image of Zanzibar as a tourist destination.

We need to ensure that our children are better protected from all potential risks involved with tourism activities, particularly child labour, exposure to drugs, sexual exploitation and violence. Yet protection is not the only concern for children, as the tourism sector also has a role to play to guarantee that the economic benefits of tourism, which so many families depend on for their livelihoods, are equitably distributed to local tourism workers and communities; to put in place quality education opportunities so that the current generation of Zanzibari children can partake in – and even lead – the tourism sector as it continues to grow; to mitigate the environmental impact of tourism – particularly on local water supply, environmental pollution and fish stocks.

In other words, we wish to see tourism work in the interests of Zanzibari children, and for this to happen, the private sector, government and communities must work hand in hand. The findings of the study will allow us to plan actions based on a deeper understanding of the positive and negative impacts of the Tourism Industry on Zanzibar children and their communities. These findings will help each of us to rethink our role according to our position in the sector... because everyone has a part to play.

The experience of other countries around the world offers key lessons which would be opportune for us to consider today. The key lessons are that prevention is critical, hence the importance of looking at matters such as child protection and environmental protection, and that the solutions to addressing the negative impacts of tourism require the concerted involvement of all stakeholders. Furthermore, it is of utmost importance to ensure the distribution of economic benefits to the local tourism workers and communities.

Accordingly, we call on the Government to strengthen its child protection measures; support education programmes to increase the number of highly skilled Zanzibaris in the tourism sector; engage in a collaborative dialogue on these issues with the private sector and communities; monitor adherence to the Children's Act (2011) and the Employment Act (2005); and simplify the complexity of the current tax system as it pertains to the tourist sector.

Similarly, we urge the private sector to ensure compliance with labour laws, including paid maternity leave, time for breastfeeding and paid leave; implement children's and human rights policies within their companies; play a role in preparing young Zanzibaris to grow professionally within the sector; deepen their linkages with communities and local suppliers; and promote adherence to the Tourist Code of Conduct.

As UNICEF, we wish to support the active engagement of all stakeholders, namely the government, communities, and the private sector, and we stand ready to serve as conveners, to facilitate discussions and **build bridges** between different camps and viewpoints in order to capitalize on the positive wins, and mitigate the negatives identified in this study. We stand ready to support the thinking to develop a common approach to the tourism industry that would serve the betterment of children's lives.

Maha Damaj, PhD
Chief of Field Office
UNICEF Zanzibar

Executive Summary

The overall objective of this assessment report is to identify the impact of tourism on children and communities and provide recommendations on how the Revolutionary Government of Zanzibar, UNICEF and key tourism stakeholders could engage to leverage opportunities and mediate risks.

The main research question is: To what extent, and in which ways, does the tourism industry in Zanzibar, directly and/or indirectly affect the lives of children, families and communities?

The sub questions included:

1. What factors determine the extent to which children, families and communities are able to benefit from the opportunities provided by tourism?
2. What are the economic opportunities for individuals, households and communities?
3. What are the mechanisms of social accountability within the tourism industry with specific respect to child welfare?
4. How do children, families and communities perceive the tourism industry from a socioeconomic impact perspective?
5. To what extent do tourism stakeholders reflect on the interactions between the tourism industry and local communities and children?

The research methodology in this assessment consisted of several complimentary

approaches, designed to explore economic, sociocultural and environmental effects of tourism on communities, families and children. A full analysis of the policy context was carried out as well as a review of the many research projects that have taken place in Zanzibar. It was also informed by international case studies of children's rights in tourism. The impact assessment used an inclusive destination development approach, focusing the analysis not only on tourism-related businesses, but also on communities, families and children within the destination. Other methodologies used included Sustainable Livelihoods Analysis, value chain analysis and rights based approaches.

The field research was carried out during four missions, and in four distinct tourism locations on Unguja (the main island of the Zanzibar archipelago): Nungwi, Jambiani, Kiwengwa and Stone Town. These sites were selected for their distinct nature in terms of tourism product, the types of tourist experience on offer and type and extent of interaction with communities and children.

During these missions, a number of activities were conducted, including:

Kick-off workshop – A high-level stakeholder workshop with stakeholders from around 40 different organizations, served as a platform to introduce the project and ascertain an overview of the main issues.

National level stakeholder interviews – The interviews focused on probing and validating key issues raised in the multi-stakeholder workshop, in order to obtain contextual backgrounds, specify key issues and to identify new perspectives.



Group interviews at four study sites – In each of the four study sites, several workshops were organized with a total 261 community members. The interviews with community members permitted the research team to devise broad profiles of community households, relative importance of tourism within their livelihoods and their opinions towards the industry.

Focus group interviews with children – In total 84 children – in the 8 to 17 age group – participated in focus group discussion in the four study sites. Children were consulted about their specific relation, interaction, thoughts and opinions with regard to the local tourism industry.

Participatory observations – Special attention was given to the interaction between tourists and locals, at the four study sites, and more specifically interactions between tourists and children. Observations generated input for data collection in communities and served as validation for the initial outcomes of the assessment.

Exit survey – An exit survey was administered to tourists leaving the island. The objective was to analyse the profile of tourists visiting Zanzibar, their social and economic influence and their experience in interacting with communities and children. In total 396 completed survey forms were completed.

Tourism accommodation staff survey – The survey completed by 473 tourism accommodation staff generated data about the labour situation of accommodation employees, job position, salaries, working hours, types of contracts, and the impact on children's livelihoods for those surveyed staff members with children under their care.

Tourism entrepreneurs' interviews – Interviews with 38 tourism accommodation owners and managers, suppliers and tourism-related entrepreneurs were conducted. They were interviewed about their enterprises, their supply chains, and linkages to the communities in their vicinities, including children.

General Managers' survey – The GM survey focused on local business linkages. It mapped the sourcing of products and services; 17 managers of accommodations participated.

Triangulating data from all these data sources and comparing the results of the different data sources generated the outcomes of the study – both of the four selected sites and the overall study. These triangulations contributed to the main findings of the assessment.

Zanzibar's economy – Zanzibar's economy (GDP) is growing steadily with 7.5 per cent growth in 2017. The growth is attributed mainly to tourism and clove production. Although annual economic growth has contributed to a reduction in the overall basic needs poverty in Zanzibar, from 34.9 per cent in 2010 to 30.4 per cent in 2015, reduction of poverty has not been equitably distributed. The rapidly growing population and high dependency ratio together with unprecedented levels of urbanization is placing a significant strain on already under-resourced social services.

The current tourism industry is the result of three decades of development. In the late 1980s, tourism was identified as a sector with strong potential for driving economic development in Zanzibar. The number of tourists has grown from 42,141 international tourist arrivals in 1990 to 433,474 in 2017, almost achieving the aim of 500,000 arrivals set for 2020.



During these years of tourism development, local communities expected to benefit from tourism, but also remained reluctant to participate, particularly for women. In earlier decades, mainland Tanzanians occupied most of the jobs, especially those with higher remuneration. This has been changing in recent years. Many Zanzibaris have found a job or opened a business in tourism. However, opportunities through secondary linkages, the informal sector and supplies have been hindered by structural and institutional weaknesses and the overall perception of tourism by host communities has declined since the early days. Tourism planning has been unstructured, and exacerbated these tensions. The price of 30 years of tourism development is relatively high for local communities and their families and children. While communities see economic opportunities with a growing tourism industry, they also realize that there are considerable cultural and environmental costs of tourism development.

Tourism impacts children directly and also indirectly through the impact on their families or on the wider community destination. Direct impacts on communities include:

Economic Impacts – Communities in the four study sites were found to be largely dependent on income from tourism, despite access to employment and the return from employment not being perceived as fair or ethical. Successive programmes that have been launched to link local agriculture production to tourism have floundered due to structural challenges. Income from tourism remains a significant contributor to household economies and the impact that this has on the livelihoods of children is valued by research respondents.

Social Impacts – The biggest perceived negative impacts were social and cultural, specifically relating to concerns that local people called ‘cultural degradation’ and exposure to western habits. Loud music, alcohol consumption, prostitution, drug use as well as more passive issues of inappropriate dress and behaviour were raised. Adults were specifically concerned that children would emulate such behaviour.

Environmental Impacts – The main issues raised included water contamination, due to the increased number of accommodations and the resulting volume of waste that is mostly disposed of into the sea, the increased salinity of natural water resources caused by lowering the water table, and waste management. Other issues such as overfishing emerged from secondary data and conversations with key stakeholders.

Indirect and direct impacts on children are as follows:

Impact on children are mainly indirect – The main negative effects are mostly related to the poor income and working conditions of their parents in tourism, as well as the increasing cost of food due to demand caused by growing tourist numbers. With family members, issues related to working in tourism include the distance that workers, particularly mothers, have to travel and its impact on their ability to care for children and infants, including breastfeeding practice. Salaries were often not perceived to be sufficient for supporting families such as paying for children’s schooling and children are often looked after by other community members.

Low incidence of child labour in the formal sector

Formal employment sectors are strictly controlled, making child labour in the formal tourism sector a rare phenomenon. There are no specific actions reported with regard to combating child labour in relation to tourism. Formal administrative requirements, for example having a bank account and ID, and law enforcement in general seems to result in low number of child labourers in the formal tourism industry. However, the situation is different in the informal tourism sector in which a greater number of children were found in the supplying sectors, in agriculture and fisheries.

Sporadic cases of sexual exploitation

Researchers depended on reports which seemed at best anecdotal, second-hand information received during workshops with community members and interviews with key stakeholders. Nevertheless, there are a few official reports about tourists engaging in child sexual exploitation during their stay in Zanzibar.

Access to Drugs – Drugs are prohibited by law, but have found their way to the beaches and bars of Zanzibar and also seem to negatively impact the lives and health of local youth. This was a concern for participating communities, with ‘beach boys’ playing a key role in making drugs available locally.

Culture of giving, rather than a culture of begging

Begging on beaches or within the community is not perceived to be a significant issue among tourists themselves. Although local people welcome donations, they perceive the manner in which donations are made as bothersome and disrespectful. Arguably, the culture of giving among tourists is more prevalent than a culture of begging or donation seeking.

The main positive effects for children are related to their direct contact with tourists, namely the donations of tourists, the exchange of culture with tourists and learning languages from them. Children themselves expressed the view that Zanzibar hospitality and culture should become more prominent in the tourism industry.

In general communities and tourism businesses constituted two different worlds, hardly interacting or understanding each other. However, there are some local businesses that exhibit good practices in building links with communities and supporting local development. These include increasing local employment opportunities, developing enterprise requested skills, building economic backward linkages, ensuring sustainable use and reuse of natural resources, and enhancing social and cultural consciousness, etc. These efforts were often initiated by enthusiastic individuals within the management of accommodations, but sometimes as part of a corporate commitment. Some accommodations indicated that they would like to collaborate even more with NGOs and donor agencies to support a more sustainable tourism sector in Zanzibar.

The **recommendations** specifically address current vulnerabilities of children, families and communities caused by a fast-growing tourism industry in Zanzibar, and the potential for the tourism industry to benefit communities economically, environmentally and socially. The recommendations focus on child protection, children’s and human rights in tourism, sustainable livelihoods of children, families and communities and the sociocultural and environmental context.

To support the protection of children in tourism, the Government of Zanzibar should strive for the adoption and ratification of the UNWTO Code of Ethics and further develop, extend and implement the Children's Act, 2011 as a legal framework against child labour in tourism and the sexual exploitation of children in travel and tourism. The National Action Plan to End Violence Against Women and Children should be adjusted to include action to address child labour in tourism and the sexual exploitation of children in travel and tourism.

UNICEF and partners could reduce the vulnerability of children in tourism by developing and implementing an educational programme for children covering how to protect themselves from everyday risks in relation to tourism. UNICEF and other children's rights organizations could support the equipping and training of national and community police, in identifying and combating child labour in tourism, the sexual exploitation of children in travel and tourism and drug abuse in tourism. UNICEF could conduct an assessment that specifically focuses on child labour in tourism, focusing on the informal sector and supply sectors, and the sexual exploitation of children in travel and tourism in order to provide all stakeholders with clear evidence and specific information, with a view to counteracting sexual exploitation.

To support children's and human rights, actions need to be taken by tourism stakeholders, in relation to labour conditions that affect family-life and children's rights in general.

To improve family-life and the care for children, the Government of Zanzibar could further develop and implement the Employment Act (No 11 of) 2005 in relation to labour conditions

in tourism. Areas that require attention include wages, maximum working hours, payment of hours worked in overtime, and the rights and support for mothers to breastfeed as well as the extent of maternity leave.

ZATI and UNICEF could develop an awareness programme for the tourism industry in Zanzibar, by adapting, and disseminating, Children's Rights and Business Principles (CRBP) to the specificity of the tourism sector, documenting good practices on children's rights in business by tourism companies in Zanzibar, and conduct regular assessments regarding children's rights in the tourism business.

In order to increase the awareness and knowledge of future tourism workers regarding children's and human rights in tourism, UNICEF and other children's rights organizations could cooperate with training institutions to develop a 'children's and human rights in tourism' component to be included in the curriculum. UNICEF and other children's rights organizations could engage with national and international labour related organizations, such as ILO and labour unions, to make them aware of this tourism impact assessment and encourage them to use their power and means to address labour conditions that negatively influence family-life and the care of children. They could champion tourism businesses that have implemented children's rights in their business practice and/or contributed to children's rights related programmes in communities.

Tourism businesses could develop and implement children's and human rights policies in their own company. They could:

- Commit to respect all human rights, including children's, in all company policies.

- Prioritize labour and non-labour children's rights issues in policies, and in employee, supplier and other codes of conducts.
- Train, empower and incentivize staff to deliver on children's rights goals.
- Assign a focal point to champion children's rights within the business.
- Ensure sensitivity of grievance mechanisms for children's and human rights issues.
- Conduct internal company assessments at regular intervals, especially prior to new activities or business relationships, major decisions or changes in operations.

To support sustainable livelihoods of children, families and communities, a fair distribution of economic benefits is one of the key challenges. The following suggestions are put forward to improve the benefit of the tourism industry, in the fields of job opportunities, inclusive and sustainable businesses and taxation, towards local people.

UNICEF and partners could:

- Support the Government of Zanzibar to develop a Zanzibar tourism specific HR strategy.
- Revise the vocational training curricula (especially with regard to English and basic hospitality knowledge and skills), matching content to market requirements and improving the practical component.
- Support the development of education and training opportunities and facilities, developed together with – and with an active role by – the private sector, that fit local communities and are at the same time based on the needs of the tourism industry.

This could include on-the-job training programmes, internships, exchange visits, mentoring programmes, etc., in line with the existing ILO programme.

- ZATI, SUZA and tourism businesses could increase local job opportunities through training and mentoring, especially by hiring community members (in particular women).
- ZATI, UNICEF and other partners can adapt checklists for socially responsible and sustainable tourism to become a more culturally conscious, responsible and sustainable while remaining economically viable businesses.
- The impact assessment partners could support the development and implementation of a Zanzibar socially and culturally conscious inclusive and sustainable business development pilot project, based on responsible tourism guidelines for tourism accommodations.
- ZATI, UNICEF and partners could support product development and diversification with backward linkages from the tourism industry to other sectors, such as agriculture, fisheries and seaweed (This would also enhance benefits reaching the local community from tours, such as visits to farms, fish markets, seaweed farms, etc.), and develop a 'made in Zanzibar' brand or label that would support local producers while being attractive for buyers.

As the pressure on local culture is already felt heavily by local people and the effects on the environment are worrisome and to support a sociocultural and environmental context, the following recommendations might be considered:

Section: Executive Summary

- The Government of Zanzibar to amend the Tourism Act to include community members, and CSO as stakeholders to ensure that future tourism developments are more culturally conscious, inclusive and sustainable.
- Tourism regulations to be updated (and enforced) on environment protection, especially in relation to waste disposal and water supply systems.
- Zanzibar Commission for Tourism (ZCT) to update and monitor the implementation of the Code of Conduct for tourists by all tourism operators.
- The tourism industry to actively connect between their businesses and local communities to increase local values in their products and services.



01

Background

UNICEF's request for proposals indicated the aim of this assessment was:

"To build evidence and a deeper understanding of the impact of tourism on the economic and social life of local communities in Zanzibar and their children, of how this impact might evolve over time, and of how local communities, the Government and the private sector can redress potential negative impacts and leverage positive impacts. Intended target audiences include the Government, the tourism sector, local communities and their children."

The assessment requested by UNICEF directly contributes to the design of a programmatic approach on sustainable tourism development in Zanzibar. The objective is:

"To identify the impacts of tourism on children and communities and provide a set of recommendations on how the government and UNICEF should engage to leverage opportunities and mediate risks"

The impact study does not only assess socioeconomic impacts of tourism on communities, families and their children,¹ but

also identifies business practices that exemplify how the tourism industry can help strengthen local development, including the protection and development of children, and identifies possible risks to be mitigated was intended to "primarily focus on the social and economic impact of the tourism industry, and make reference, where relevant, to the wider environmental impact that affects the lives and rights of children in Zanzibar". It is an assessment in one specific destination, Zanzibar and emphasizes the inclusiveness of local development in that destination. This report is not only a tourism impact assessment, highlighting tourism development for children and communities, but is also an instrument to raise awareness among stakeholders in Zanzibar and catalyse multi-stakeholder policy dialogue.

The initial research questions of the assignment were rearranged and reworded to one overall research question and five sub questions.

Overall research questions

To what extent and in which ways does the tourism industry in Zanzibar, directly and/or indirectly affect the lives of children, families and communities?

- How has this evolved over time and how is this projected to change in the future?
- What are the main positive and negative effects of tourism development on children?
- What are the risks for children associated with the tourism industry and how can these be mitigated?
- How do the relevant stakeholders interact to address these issues in tourism development?

¹ The focus of this study is on children, which means all people below the age of 18 years, as per UN CRC. In some clearly indicated instances, youth (up to 24 years) will be included if there are specific impacts on this age category.



The sub questions included:

1. What factors **determine the extent to which children, families and communities are able to benefit** from the opportunities provided by tourism?
 - a. What are the perceived opportunities of tourism?
 - b. Which groups do benefit and which groups are excluded from or negatively affected by the benefits of tourism?
 - c. What factors determine their ability to mitigate risk and cope with potential negative effects? How do government organizations and development partners intervene?
2. What are the **economic opportunities for individuals, households and communities**?
 - a. Does the tourism sector contribute to developing the capacity of the population to develop enterprises, take on gradually more advanced jobs, or benefit from economic linkages?
 - b. What are the vocational and business training opportunities associated with the tourism industry?
 - c. What, if any, are the impacts on household/child livelihoods, child labour and schooling?
 - d. Are there any situations in which economic development can help to mitigate negative social impacts?
3. What are the **mechanisms of social accountability within the tourism industry** with specific respect to child welfare?
 - a. To what extent do the relevant actors – government, private sector, communities and children themselves have an awareness of the potential children's rights risks of tourism, as well as existing prevention mechanisms?
- b. How do these stakeholders address the social issues of tourism development, both individually and through interactions between them?
- c. How does the tourism industry enter into contact with and establish relations with communities? How do these relations evolve over time? What is the role of the government and civil society in this regard?
- d. Are there examples of positive and dynamic collaborations between tourism industry and communities already developed in Zanzibar that can be taken as best practices, and if so, what factors contribute to the positive interactions between stakeholders?
4. How do **children, families and communities perceive the tourism industry from a socioeconomic impact perspective**?
 - a. How do households with differing livelihood profiles perceive the industry?
 - b. How do children perceive it and what are the children's experiences with the tourism industry?
5. To what extent do tourism stakeholders **reflect on the interactions between the tourism industry and local communities and children**?
 - a. What form of interaction takes place and to what extent, within the industry in the destination?
 - b. Is there evidence of awareness programmes and which actors instigate them?

02

Assessment, awareness/ advocacy and action planning

This report presents the findings of the desk study and field research assessing the impacts of the tourism industry on children and communities in Zanzibar. It also lays out how different stakeholders can help strengthen local development – including children's development – through tourism, while at the same time mitigating risks for these children. It is therefore, both a tourism assessment and a catalyst for awareness-raising, as well as providing a way to influence multi-stakeholder policy.

The assessment served to gather information and involve stakeholders in the process who took part in every step of the research process, from the kick-off workshops and first stakeholder meetings, the interviews with key informants, focus group discussions and participatory observations during the field visits. Next to these stakeholder consultations and interviews, partner meetings with ZCT, ZATI, SUZA and

UNICEF, were organized regularly and the Bureau Wyser research team worked closely together with SUZA during the fieldwork of the impact assessment itself.

As an overall approach the market systems approach, more commonly known as Market System Development, was adapted. It has been used widely in aid and development since the end of the 1990s. The approach seeks to change the way markets work, so that poor – and young – people are included in the benefits of growth and economic development. The aim is to tackle market failures and strengthen the private sector so as to create large-scale, lasting benefits for wider groups of beneficiaries.

In this impact assessment, the research team used the approach mainly as a way to organize multi-stakeholder mapping and planning (interviewing stakeholders separately and putting together a value chain map). It also involved highlighting barriers in the system and potential solutions through a process of iterative stakeholder workshops, leading to the outcome that all stakeholders agree on the way forward – in order to ease seamlessly into implementation.

Tourism planners and developers call it destination management. In this assessment it is referred to as inclusive destination development (IDD) facilitation. This process is an effective way of identifying the issues for the communities (with emphasis on children) and then using it in wider market mapping (IDD). In the case of Zanzibar, a fair amount of market system mapping and stakeholder processes had already been carried out in recent years, and were used as the main basic data in this assessment.

Destination management is critical. It becomes a responsible tourism issue, in that creating an

attractive destination will facilitate the growth of the sector, and this is done by social inclusion of all members of society. It also addresses the elimination of risks to children, thus reducing conflict. In short, striving for Zanzibar to become a better place to live and a better place to visit.

The research team adapted the market systems approach to work for destination management. As opposed to focusing only on economic inclusion (although that is one component). Tourism market systems are different in that the destination is the commodity and so has intrinsic social and cultural components as part of its value. In this assessment, the stakeholder process is also about the social mechanisms,

social accountability (government, private sector and civil society) and social inclusion.

2.1. Main stakeholders

Initially, six main stakeholder groups were identified. These groups included the larger tourism accommodation providers, small and medium tourism enterprises, tourism industry workers, wider tourism-related stakeholders, local communities and children. These stakeholders were regrouped, to emphasize the issues around social accountability and interest in shaping the tourism industry based on a child livelihood/child protection standpoint. The stakeholders' groups are:

Inclusive destination development using a multi-stakeholder approach

To identify the impact – especially the social and economic – of tourism on children and communities, and to provide recommendations on how stakeholders engage to leverage opportunities and mediate risks, a multi-stakeholder tourism sub sector analysis – based on the market system development approach – was proposed. In the analysis, tourism impacts of tourism-related businesses, and also communities, families and children within the main tourism sub sectors, were studied (not exclusively social and economic impacts). The sub sector analysis emphasized social objectives, like 'poverty reduction' or 'decent employment', but has also been adapted to include for instance 'increased child protection'.

The main stakeholders studied in the assessment included the main types of tourism accommodation providers in Zanzibar (all-inclusive beach resorts, eco-lodges, locally run accommodations in cities, etc.), other tourism businesses (tour operators, food and beverage operators, clubs, transport, souvenir and retail shops, other tourism services, etc.), tourism employees, wider tourism-related stakeholders (governments, law enforcement, civil society organizations, etc.), communities, children and tourists. These different stakeholders were analysed in the four tourism sites.

With regard to children, the assessment is specific to children in communities, at attractions (e.g. schools or projects that are visited by tourists) and in public. Emphasis was placed on children (up to 18 years – to which the Convention on the Rights of the Child applies), but in some cases it also included youth (up to 24 years).

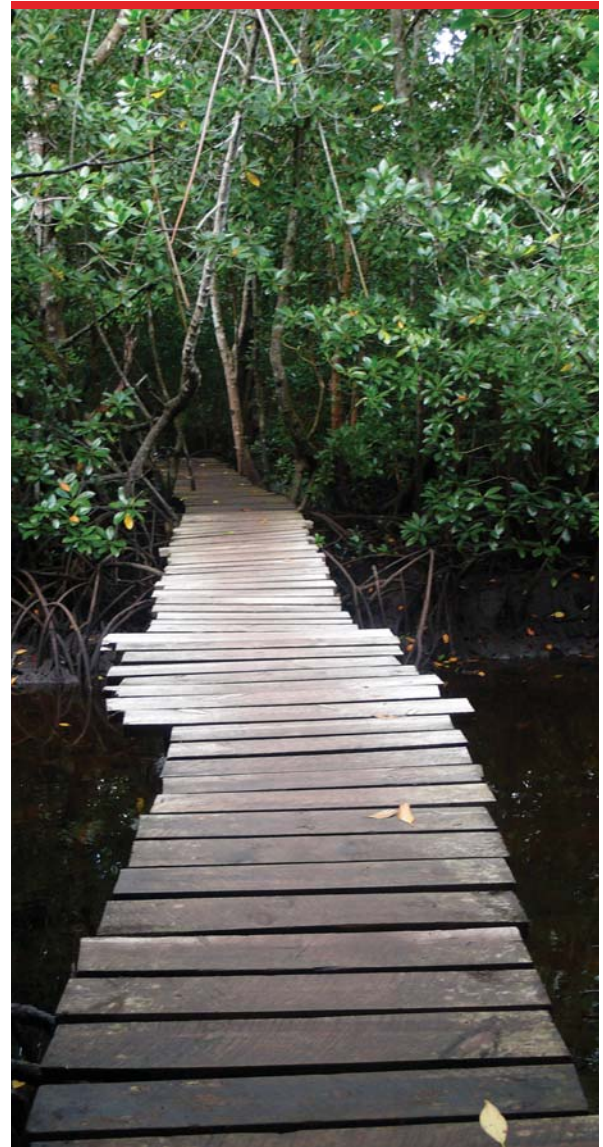
Section: Assessment, awareness/advocacy and action planning

- **Government** – At two levels, central and local and dependent on the department interest (tourism, labour, education, etc.)
- **Tourism accommodation providers** – All types of accommodation providers in the four tourism study sites
- **Supplying sectors** – Food and fisheries (produced and fresh, imported and locally grown), electricity, waste disposal, transport, related SMEs (tours, handicrafts, clothing, etc.), furniture and more
- **Tourism industry workers** – Staff of tourism businesses such as accommodation providers and tour operators
- **Civil society** – Interest groups, community development organizations, NGOs and non-profit tourism initiatives
- **Community members and households** – Communities and households in the four tourism study sites
- **Children** – Children who live in tourism study sites and interact with the tourism industry and with tourists directly

Closely related to these stakeholders is also the level of analysis. For policies, the national level is most relevant and therefore was reviewed. The levels of analysis of the assessment are:

1. Children: child protection and child empowerment
2. Households: child livelihoods, adult livelihoods and tourism staff livelihoods
3. Communities: social norms around tourism, community engagement in shaping tourism and social and political bodies such as Shehias

4. Destination: stakeholder engagement, level of local control over value chain, DMO and governance structures
5. National policy and regulatory framework: national information availability on effects of tourism on children and how policies are formed and implemented



03

Methodology

In this assessment, market system development was used as an overall assessment approach, but it focuses on socioeconomic relations rather than only on market actors. This study emphasizes an IDD model, which is more concerned with the social mechanisms, accountability and governance than with the economic and inclusive growth that is associated with markets systems. In this assessment the emphasis is not so much on growth but rather on the impacts of tourism within a community and specifically as it relates to children.

A mixed method approach with various research tools was used in this impact assessment. The trustworthiness of this research approach is situated in systematic data analysis. Data was triangulated to enable validation of data through cross verification both through triangulation of data within the same data source and through analysing data from different data sources (interviews, documents, observation notes, focus group discussions and workshop notes, surveys) jointly in the same procedure. Triangulation was also

useful for capturing different dimensions of the phenomenon under study thus transcending the limits of specific methods and allowing a more in-depth and comprehensive account. The draft text was then shared with the assessment partners for their comments, thus also giving these stakeholders an opportunity to provide their feedback.

Several steps and instruments were included in this methodology, starting with a review of tourism and children related policies and regulations as well as tourism data. Together with a tourism profile of Zanzibar, this information served as a background to the industry. Using the multi-stakeholder IDD tool, the main stakeholders were engaged in the whole assessment.

In the field research the participatory destination mapping and planning was reiterated at the level of communities. In the assignment four study sites were included in the field research, namely Stone Town, Nungwi, Kiwengwa and Jambiani. These four host communities were selected based on two main criteria. The first criterion was related to the most visited destinations on Unguja, the most visited island of Zanzibar.² The second criterion was linked to the existing host-guest interactions, ranging from limited tourist interactions with local communities to more open and interactive relations between tourists and communities, also involving children.

Stone Town: The airport or the port (ferry) in Stone Town is the entry point for tourists. Most tourists visit Stone Town for one or more days. The majority of restaurants and gift shops are situated here. Many all-inclusive packages include a city tour in Stone Town, which involves visiting the historical sites as well as souvenir

² Although data collection took place only on Unguja, this report refers to Zanzibar in general. The name Unguja will be used when outcomes are expected to be only relevant for this island.



shopping. Tourists share the streets, shops and other facilities with inhabitants, including children and are often in close contact with each other. Accommodation provision is varied, from large multi-nationals to locally owned.

Nungwi: Characterized by the presence of some larger accommodation providers interspersed with many smaller, locally owned businesses. Nungwi has the longest history in tourism development in Zanzibar. It has a number of all-inclusive resorts, but tourism is diverse with varied types of accommodations, restaurants and curio shops. Tourism development took place over a longer period of time and directly next to and/or with local communities. However, the Nungwi tourism industry is also considered as being rather separated from the reality of local communities. The village is at the centre of tourism activity and there is significant interaction between the community and tourists.

Kiwengwa: On the east coast of Unguja is known for its large accommodation providers offering all-inclusive packages: mainly to Italians. The interaction between local communities and tourists is limited to the beach area because the all-inclusive resorts offer their guests all they need on their premises.

Jambiani: Located on the southeast coast between Paje and Makunduchi is a place, with more open form of tourism development, with examples of sustainable tourism run in collaboration with the communities as well as typical tourist accommodations. Most of the accommodation providers are medium-sized. This results in more direct and open contact between tourists and community members. Jambiani attracts different types of tourists to those that visit Nungwi and Kiwengwa. Interaction between tourists and local communities takes

place on a regular basis, as tourists in Jambiani visit villages and communities around their accommodations.

3.1. Analysing policies, regulations and secondary data

Before starting field work, a desk research was conducted on policies and sensitization materials, relevant studies and project documents that focused on the social and economic impact of tourism on communities and children, especially in relation to Zanzibar. Recent tourism industry data was reviewed and analysed as well.

In considering the importance of children's rights and child protection the desk research also included a comparative analysis of countries with similar characteristics to Zanzibar. These were: The Gambia, Kenya and The Dominican Republic. UNICEF has worked in these countries together with the tourism industry and local governments, to minimize risks for children and promote children's rights within the tourism industry. Lessons learned from these cases were employed to inform part of the framework that was used for the analysis of the main actors in the tourism sector (tourism industry, unions, local governments, tourists) on their potential role to protect children in the tourism industry. This desk research is reflected in chapter 4.

3.2. The participatory field research

The field work started with a kick-off event in Stone Town, to introduce the assessment

process and the subsequent workshops, validate the research questions and identify the main tourism and development issues, in relation to communities and children. Smaller stakeholder workshops were organized to understand the perceptions of three different stakeholder groups, namely: tourism businesses, national and local governments and NGOs and CSOs.

Social and economic tourism sector information related to Zanzibar was gathered from the tourism private sector, governments and non-governmental organizations at national level, through interviews, surveys, and other data-collection tools.³ Exit surveys⁴ were distributed to outgoing tourists at the airport to get a general insight into tourism expenditure, social and economic impacts and understanding of the interaction between tourists and communities and children.

At the four study sites, the social, economic and political impact of tourism on host communities and in particular on children were studied using a Sustainable Livelihoods Analysis (SLA) approach. This approach takes households as the unit of measurement as children's livelihoods normally depend on income and different forms of capital held by the household unit. This approach goes beyond studying economic activity to measure the social and political environment, livelihood vulnerability and forms of capital held by households which shape decisions towards engaging in tourism and perceptions of the industry.

The SLA approach offers a deeper understanding of the necessary circumstances within

households and the potential of the industry to meet livelihoods needs of host communities and children within these communities. The main value chains/subsectors were analysed. All local stakeholders were followed back through the value chains. This included the main tourism providers, mentioned in Steck, Wood and Bishop's value chain study of 2010: accommodation providers, food and beverage operators, retailers, tour operators and services, but also the backward linkages to employees, farmers and local communities.

In the four selected study sites, the flows of social and economic impacts were described for the main stakeholders in the chain. The direct, indirect, induced and dynamic effects were studied, to explore the contribution to local development, protection and development of children.

Data collection and analysis, the study emphasized the role of children. Children from all ages and at different locations were consulted.⁵ A distinction was made between direct and indirect influence of tourism on children. Indirect influence refers to the positive and negative impacts of tourism developments on households and communities that indirectly affect children's lives. Direct influence refers to their personal contact with tourists in the public or at attractions, in cases where schools and communities were visited by tourists. Consultations with children mostly focused on their experience and perceptions regarding the direct influence of the tourism industry on their lives. Specific consultation methods on these topics were developed. These adopted a playful

³ See Annex I for a detailed interview guide

⁴ See Annex II for a detailed survey plan

⁵ The methodology in engaging children in 'participatory field research' is based on workshops with children, in which children's views and perceptions are collected. Of course the UNICEF procedure for ethical standards in research in TORs will be followed.



Involvement of children in the impact assessment

Children were involved in primary data collection which required the highest possible standards in ethics. With respect to this, each individual consultant signed the NEDWORC Code of Conduct for International Consultants. The research activities are directed by the following 7 rules of the Ethical Research Involving Children (ERIC) charter:

1. Ethics in research involving children is everyone's responsibility
2. Respecting the dignity of children is core to ethical research
3. Research involving children must be just and equitable
4. Ethical research benefits children
5. Children should never be harmed by their participation in research
6. Research must always obtain children's informed and ongoing consent
7. Ethical research requires ongoing reflection

When children were invited to interviews, workshops or meetings, these seven rules, further explained in the ERIC compendium, were applied.

approach for children and were interactive for adolescents.

3.3. Main data sources in the research

The main data sources in the impact assessment included:

Kick-off workshop – High-level stakeholder workshop that introduced the project, ascertained an overview of the main issues and actors, and identified the range of stakeholders. 74 people attended from around 40 different organizations (national and local governments, private sector companies, international and local NGOs and different media).

National level stakeholder interviews – At national level 15 representatives of government

bodies and 18 representatives of CSOs and international NGOs were interviewed, either individually or in a small group, to probe and validate key issues that were raised in the kick-off workshop and during the field research, to obtain contextual backgrounds to specific key issues and to identify new perspectives. Overall tourism and children related policies were discussed with these stakeholders.

Group interviews within communities

– In each of the four selected study sites, group interviews were conducted. In total 12 workshops were organized with in 261 community members. The interviews with community members permitted the research team to devise broad profiles of community households. The relative importance of tourism within their livelihood choices and their opinions towards the industry was also a shaping factor

of these profiles as it highlighted issues of power and potentially cultural relevance of the industry.⁶

Group interviews with children – Focus group discussions were conducted in each of the four selected tourism areas. Each focus group discussion had around 12 to 16 children in the age group of 8 to 17 years old. However, the vast majority were between 13 and 15 years old. In total, 84 school going children participated. The specific topic lists for these focus group discussions revolved around the position and experience of children with tourism in their vicinities. Children were consulted about their specific relation, interaction, thoughts and opinions with regard to the local tourism industry.

Stakeholder meetings – As well as community members and children, relevant stakeholders in the four selected tourism areas were interviewed. Semi-structured interviews (based on a topic list) were conducted to get a deeper understanding of key issues emerging from the participatory group workshops and validate recurring themes. Based on the first kick-off mission and during the assessment phase, relevant stakeholders were selected. Around 20 stakeholders were interviewed.

Participatory observations – The selected study sites were observed by the research team. Special attention was given to the interaction between tourist and locals, and more specifically to the presence of children. Observations served as validation for the initial outcomes of the assessment. The observations took place

continuously, while the researchers were at the four study sites.

The tourist exit survey – The exit survey generated data that the research team used to develop a profile of tourists visiting Zanzibar, their social and economic influence and more specifically their experience in interacting with communities and children.⁷ The survey was digitalized in SurveyMonkey to make digital data-collection and computer analysis possible. The research team interviewed 396 tourists prior to their departure. This sample provided valuable insights into tourists' background, experiences and viewpoints regarding Zanzibar and its people.

Tourism accommodation staff survey – The staff survey gathered data about the labour situation of employees in tourism accommodation providers, job positions, salaries, working hours, types of contracts and the impact on livelihoods of children in the surveyed staff member's care. The survey form was distributed among a wide range of staff from up-market, mid-range and low-end accommodation providers in all four study sites. The form was completed by 473 employees and uploaded by the research team. They represented around 2.8 per cent of the 16,270 employees who officially work in tourism accommodations in 2017.⁸

Tourism entrepreneurs' interviews – Interviews were conducted with 38 tourism accommodation owners and managers, suppliers and tourism-related entrepreneurs.

⁶ Community interviews were pro-actively covering topics such as community relations and impact areas such as water and sanitation/including on local WASH systems. The indirect impacts – such as misuse of tourism related facilities on sexual exploitation and abuse, risks with promoting tourist interactions with schools, in-direct child labour due to hours and wages of working parents or fair prices for food purveyors.

⁷ See Annex II for the survey plan

⁸ Ministry of Information, Tourism and Heritage (2017) Zanzibar Tourism Policy, Final Draft, December 2017

Section: Methodology

These enquired about their enterprises, supply chains, and linkages to communities, including children, in their vicinities.

General Managers' survey – The GM survey focused on local business linkages. It mapped the sourcing of products and services. The GM survey was completed by 17 managers of small (8 rooms) to large (140 rooms) accommodation providers. Together these accommodation providers had 800 rooms (9 per cent of all rooms in Zanzibar), with 1,908 employees in the high season (estimated as 11 per cent of

all employees working in the accommodation sector).

Triangulating data from all these data sources (key-informant interviews, surveys, participatory observations and the stakeholder and children consultations) and comparing the results, generated findings of this assessment. These triangulations contributed to the reliability and validity of the main assessment. The findings of the assessment are presented in chapter 5. See Annex V for an overview of all people participating in this tourism impact assessment.



04

Analysing policies, regulations, studies and data

This desk research presents an overview of policies and sensitization materials, relevant studies and project documents that focus on the social and economic impact of tourism on communities and children, especially in relation to Zanzibar. Recent tourism industry data, and studies and work conducted on tourism and development in Zanzibar were also reviewed and analysed.

A brief tourism profile and an economic overview of the tourism industry in Zanzibar are presented in section 4.1.



The economic overview is provided in relation to local development and challenges and opportunities for communities, households and children. In section 4.3., an overview is presented the main policy documents, which influence the challenges and opportunities for children to benefit from tourism development in Zanzibar. A review of approaches to child welfare is presented in section 4.4, and the chapter closes with lessons learned from three destinations with some similarities to the situation in Zanzibar: Mombassa (Kenya), The Gambia and the Republic.

4.1. Tourism profile of Zanzibar

Key data regarding the tourism industry in Zanzibar are presented in this section.

4.1.1. Tourism attractions and general experiences

Zanzibar has the largest, oldest Swahili stone town in the world. The site of over 50 mosques, four Hindu temples and two cathedrals, the archipelago is home to diverse cultures. In 2000, Zanzibar Town was declared a UNESCO World Heritage Site,⁹ due to its unique mixture of Arab, Persian, Indian and European influence in its architecture and heritage. A multitude of tourists visit Zanzibar annually, enticed by various vacation activities and attractions.

⁹ See also UNESCO World Heritage List on Stone Town, Zanzibar

Figure 4.1: Map of Zanzibar¹⁰



The main tourist attractions include beaches, traditional sailing dhows, carved wooden door chests and the scent of clove. Zanzibar is also considered as a world class centre for promoting nature sports including diving as well as fishing tourism.¹¹

The majority of the visitors to Zanzibar visit the archipelago for their holidays. The 2017 International Visitors' Exit Survey¹² indicates that almost 90 per cent (88.7 per cent) of the respondents visit Zanzibar for leisure and holidaying, followed by small percentages for attending conferences (2.9 per cent), visiting friends and relatives (2.6 per cent) and honeymooning (2.2. per cent). Only 0.4 per cent of the respondents indicated that they visited

Zanzibar to volunteer. The respondents visiting Zanzibar to volunteer were mainly from Italy and Germany.

The tourists visiting Zanzibar do engage in various activities, but most of the activities focus on the sun, beach and sea. In an exit survey among tourists leaving Zanzibar, especially conducted for this impact assessment, respondents listed their top three activities in Zanzibar. The vast majority said they had visited beaches and sandbanks and went sunbathing. Sightseeing of historical sites also appears to be popular. To a lesser extent, but also popular are shopping, visiting natural attractions and water sports. See Figure 4.2 (on page 14) for an analysis of tourists' activities in Zanzibar.

The outcome of the exit survey conducted for this assessment is in line with the exit survey that the Office of the Chief Government Statistician (OCGS) conducted for ZCT in 2017¹³ in which 5,293 outgoing tourists took part.¹⁴ The top five of attractions in this survey were found to be: 1) Scenic beauty 45 per cent; 2) Marine activity 14 per cent; 3) Stone Town 8 per cent; 4) Arts and culture 8 per cent and 5) Friendly people 7 per cent.

Most responding visitors (93 per cent) of ZCT/OCGS exit survey indicated that they were satisfied with their visit to Zanzibar, about half (48 per cent) of the respondents indicated they would return to Zanzibar, and only 8 per cent have no intention to return. About 21 per cent of the visitors expressed concerns about the airport facility as one the most critical issues needing

¹⁰ See also Wikipedia Zanzibar

¹¹ Anderson, W. (2013) Leakages in the Tourism Systems: Case of Zanzibar. *Tourism Review*, 68(1), 62–76; Zanzibar Commission for Tourism [ZCT]. (1985–2012, 2014, 2015, 2017) International Tourist Arrivals 1985–2012, 2014, 2015, 2016. Zanzibar: Zanzibar Commission for Tourism

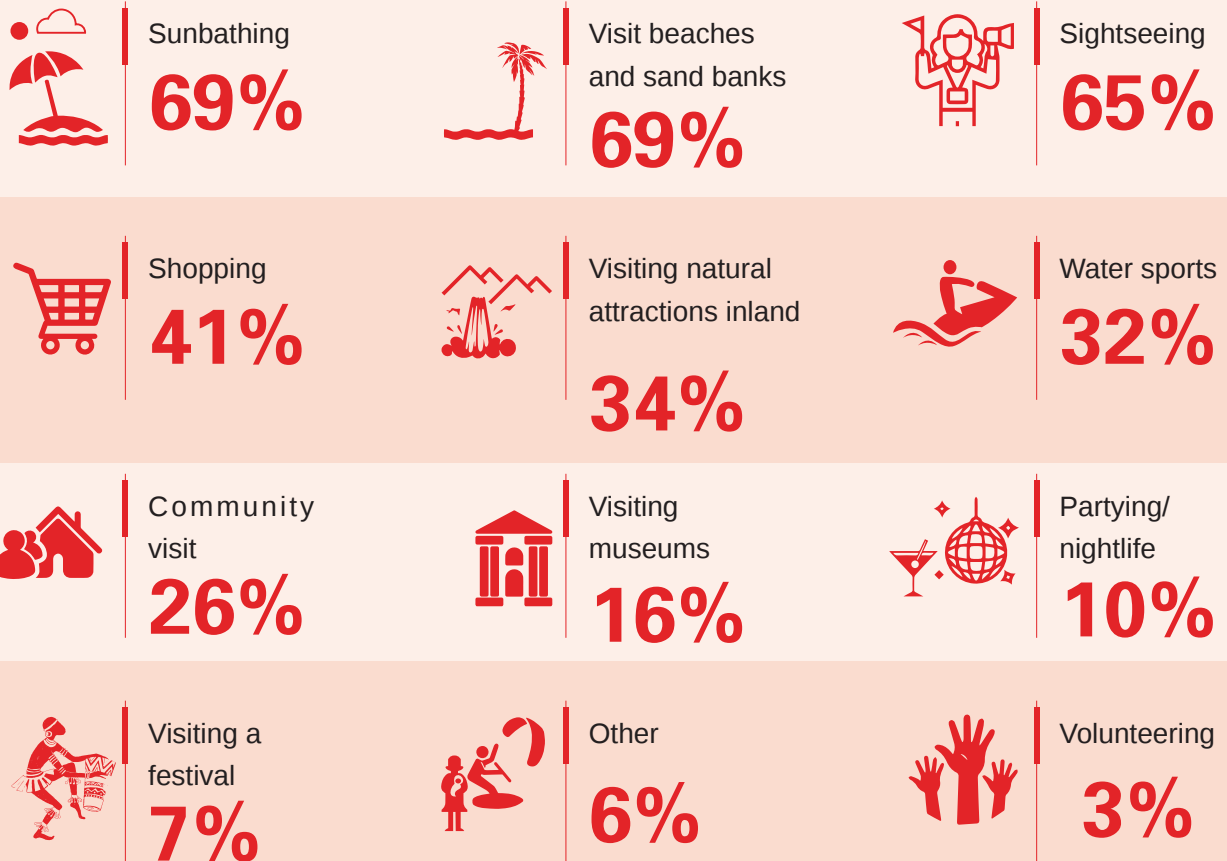
¹² ZCT/OCGS (2017) International Visitors' Exit Survey

¹³ ZCT/OCGS (2017) International Visitors' Exit Survey

¹⁴ Revolutionary Government of Zanzibar (2017) The 2017 International Visitors Exit Survey, ZCT & OCGS, Stone Town, Zanzibar



Figure 4.2: Tourist activities in Zanzibar between December 2017 and April 2018 (N=388)



improvement. Improvement of road and road signs (18.1 per cent), waste management (12.8 per cent), customer care in accommodations (7.2 per cent) were also considered important issues for improvement. The respondents also expressed their concerns about maintenance of historical buildings and other infrastructure in Stone Town area (6.2 per cent) and the need for more ATM and banking facilities in tourism areas (2.9 per cent). Although mentioned with less frequency, the respondents indicated their concern about beach boys harassing visitors (4.2 per cent), environmental protection (3.9 per cent), water supply and electricity (2.8 per cent) and local poverty (2.7 per cent).

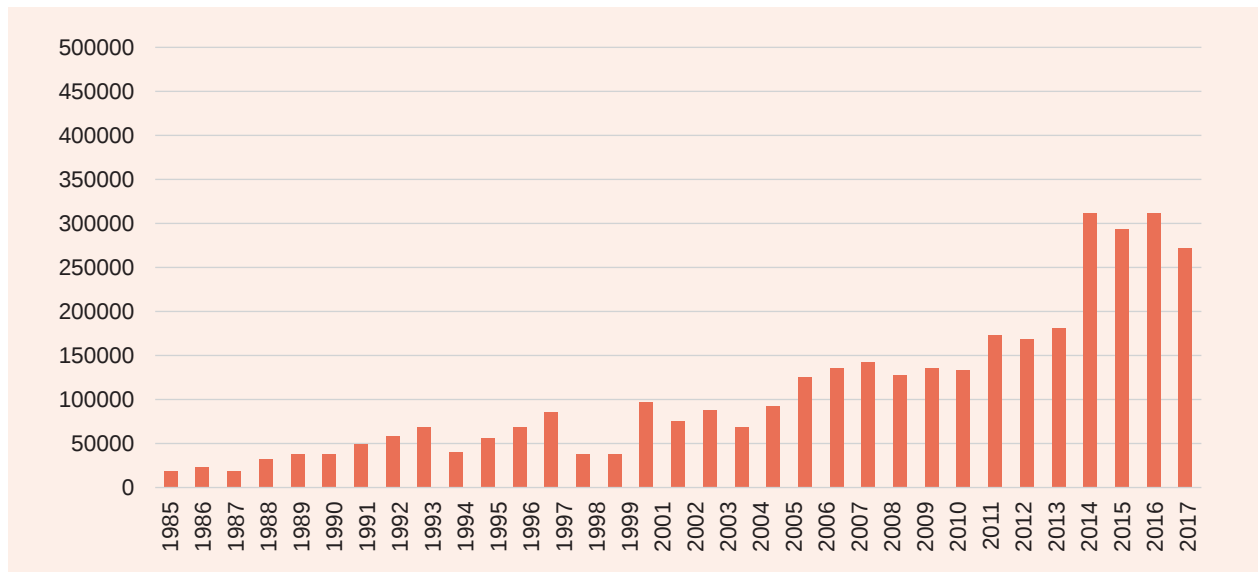
4.1.2. Number and types of tourists

In 1985, 19,368 tourists visited Zanzibar. By 1990 the number had grown to 42,141 tourists. As can be seen in Figure 4.3 (on page 15), in 2005 the international tourist arrival numbers had more than doubled to 125,443 tripling in a decade to 376,242 tourist arrivals in 2016. In 2017, Zanzibar received 433,474 arrivals.¹⁵ It is clear that in the span of 30 years, the increase in the number of annual visitors has been dramatic.

Tourists coming from European countries are the largest source markets of tourist arrivals to Zanzibar, mainly from Italy, Germany and UK. Tourists from Scandinavian countries, France,

¹⁵ ZCT (2018) Document Centre

Figure 4.3: International tourist arrivals to Zanzibar from 1985 to 2017



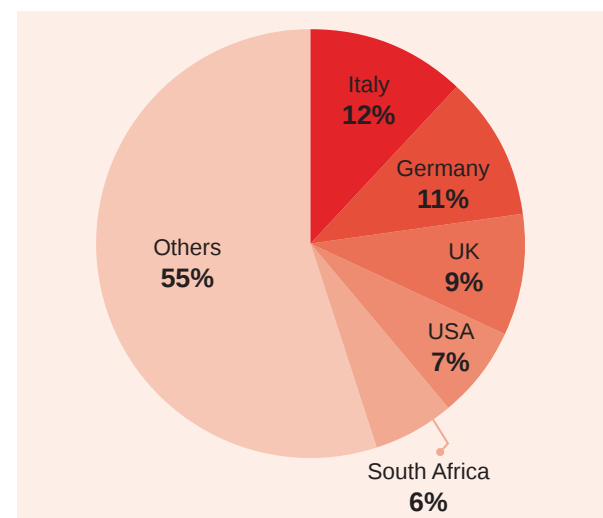
Netherlands, Spain and Belgium also form a large contingent. South Africa and Kenya are the main source of tourists within Africa.¹⁶

Overall, the nationalities of visitors to Zanzibar are becoming more diverse as Asians, Africans and also Israelis have discovered Zanzibar as a tourist destination, see also Figure 4.4 and Figure 4.5 (on page 16). In the past decades, the share of the European source markets has changed from 73 per cent in 2006 (100,199 European arrivals) to 62 per cent in 2016 (233,157 European arrivals).¹⁷

The tourism density and intensity rates provide a statistical insight to the impact of tourism on Zanzibar. The tourism density rate in Unguja, the main tourist destination, grew from an estimated 13 tourists per km² in 1985, to 57 tourists per km² in 2002 and 281 tourists per km² in 2017. This would be considerably higher if it were calculated just for tourism sites. Tourism intensity grew from around 0.14 in 2002 to 0.42

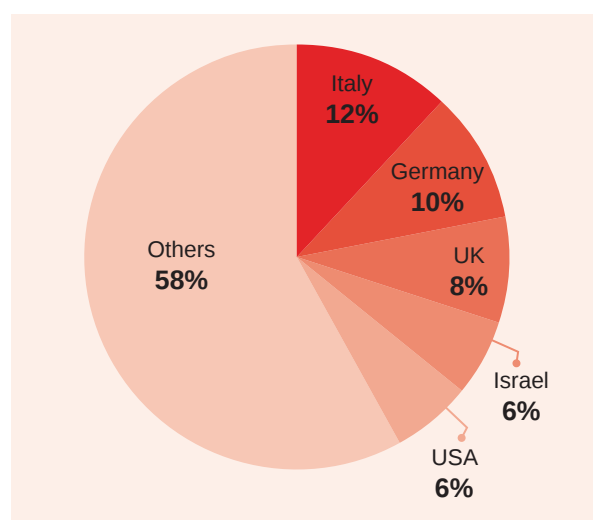
tourists per resident – again only for Unguja – in 2017, also taking into account the fact that the number of residents on Unguja grew by 66 per cent in the same period. Consequently, tourism is causing an increase in pressure on land and resources. Nevertheless, the current density and intensity rates are relatively low compared to other similar tourist destinations worldwide.

Figure 4.4: Source markets 2016



¹⁶ See also ZATI on Taxation & Anderson, W. (2015) Human Resource Needs and Skill Gaps in the Tourism and Hospitality Sector in Tanzania. Consultancy Report submitted to The Ministry of Education and Vocational Training, Tanzania under World Bank – STHEP AF Project

¹⁷ ZCT (2018) Document Centre

Figure 4.5: Source markets 2017

4.2. Economic growth, tourism and poverty reduction

Zanzibar's economy (GDP) is growing steadily at a rate of 7.5 per cent in 2017 compared to 6.8 per cent in 2016. The growth is attributed to tourism and clove production.¹⁸ Annual economic growth has contributed to a reduction in the overall basic needs poverty in Zanzibar from 34.9 per cent in 2010 to 30.4 per cent in 2015. This reduction of poverty has neither been equitably distributed across society, nor across the islands. The rapidly growing population and high dependency ratio together with

unprecedented levels of urbanization is placing a significant strain on already under resourced social services. Zanzibar is experiencing significant urbanization with almost half of the population now living in urban areas, with a marked difference in poverty levels between urban and rural districts. Pemba island which is primarily rural, has suffered an increase in basic poverty between 2010 and 2015.

Zanzibar is experiencing a period of rapid population growth, with the current estimated population of 1.5 million in 2017 projected to double in the next 20 years, and with almost half of the population (49 per cent) under 18 years of age. While the Government of Zanzibar has been increasing its budget allocations to key social sectors such as health and education, according to UNICEF research two out of every 10 children in Zanzibar suffer from two or more deprivations.¹⁹

4.2.1. Economic importance of tourism in Zanzibar

An overview of the contributions to the GDP of the main industrial sectors in Zanzibar between 2012 and 2017, reveals that only the services sector share, which includes tourism, grew – from 41.5 per cent in 2012 to 45.1 per cent in 2016. All other sectors saw a decline or remained the same (see Table 4.1).

Table 4.1: GDP by selected activities, 2012–2016²⁰

Sector/year	2012	2013	2014	2015	2016	2017
Agriculture, forestry and fishing	29.3%	30.8%	27.8%	25.8%	25.5%	27.9%
Services	41.5%	41.1%	44.7%	46.1%	45.1%	44.4%
Industry	18.6%	17.9%	16.8%	18.1%	18.7%	17.0%
Manufacturing	7.1%	6.9%	6.3%	6.7%	7.0%	6.3%

¹⁸ OCGS (2018) Zanzibar Statistical Abstract

¹⁹ UNICEF (2009) Childhood Poverty in Tanzania: Deprivations and Disparities in Child Well-Being

²⁰ OCGS (2018) Zanzibar Statistical Abstract

Within the services sector, tourism is a significant source of income in the Zanzibar economy and is the largest source of foreign exchange, contributing a provisionally estimated 27 per cent to Zanzibar's gross domestic product and around 80 per cent of its foreign exchange earnings.^{21/22}

According to Zanzibar Statistical Abstract of OCGS, published in May 2018, the estimated GDP for accommodation and food and beverage services was 11.5 per cent (8.7 per cent for accommodation and 2.8 per cent for food services) of the total GDP in 2017, up from 9.7 per cent (7 per cent for accommodation and 2.7 per cent for food services) in 2016. This is without the backward linkages to the agriculture, fisheries and trade systems.

4.2.2. Breakdown of economic activity within the tourism industry

Table 4.2 provides a breakdown of the tourism industry, showing the number and types of accommodation, an overview of the direct and indirect formal and informal employment and the linkages and leakages in the tourism sector.

4.2.2.1. Number and types of accommodations

Data provided by ZCT for 2017, (see Table 4.2 and Figure 4.6), shows that the number of accommodation providers is 473 with 8,721 rooms.

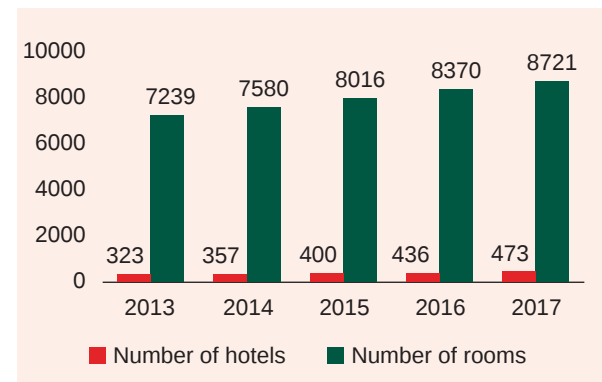
Table 4.2: Accommodation Capacity per district in Zanzibar in 2017²³

Location	Establishments	Rooms	Beds
Urban	93	1,403	2,538
West (A)	16	421	833
West (B)	15	210	424
North (A)	112	2916	5,673
North (B)	24	802	1,739
Central	33	903	1,786
South	154	1863	3,561
Pemba	26	203	376
Grand Total	473	8,721	16,930

As can be seen in Figure 4.6, the total number of accommodation providers grew drastically with 46 per cent between 2013 and 2017, resulting in a 20 per cent increase of bed availability.

Over the years, the average number of rooms per accommodation has dropped from around 22 in 2013 to 18 in 2017, which means that

Figure 4.6: Number of rooms and accommodations in Zanzibar²⁴



²¹ Revolutionary Government of Zanzibar (2017) Tourism Policy, Final Draft, December 2017, Ministry of Information, Tourism and Heritage.

²² Mahangila, D. & Anderson, W. (2017) Tax Administrative Burdens in the Tourism Sector in Zanzibar: Stakeholders' Perspectives, *SAGE Open*, No. 4

²³ ZCT (2017) Database of Accommodation in Zanzibar

²⁴ ZCT (2017) Database of Accommodation in Zanzibar

relatively smaller accommodation providers have entered the market recently.

4.2.2.2. Direct and indirect employment in tourism in Zanzibar

The tourism industry has the potential to be a significant employer in Zanzibar, creating around 22,000 direct and 48,400 indirect jobs.²⁵ Of the 22,000 direct jobs, approximately 16,720 persons (76 per cent) are employed in the accommodation subsector; the remainder are employed in tourist restaurants, tourist shops, ground tour operators, airlines, and other tourism-related businesses or as tour guides.²⁶

One of the most often heard positive impacts of tourism development in emerging markets, is the promise of more jobs for local people. However, this appears to be partly true. In Zanzibar there was some dissatisfaction expressed by residents regarding job opportunities.

According to the socioeconomic survey of 2016²⁷ there were officially 9,109 people working in accommodations and food services. Of these, 6,069 were male workers and 3,040 were female. Carboni (2016) highlights that Zanzibaris hold the minority of managerial positions in tourism accommodations (46 per cent) and restaurants (11 per cent), but the majority of unskilled positions in accommodations (83 per cent) and restaurants (70 per cent). Three-quarters (3/4) of the total workforce in the informal tourism sector are non-Zanzibari.²⁸

4.2.2.3. Linkages and leakages in tourism in Zanzibar

In two studies by Anderson²⁹ he concluded that over 80 per cent of the requirements in the tourism sector are sourced from outside Zanzibar. See Table 4.3 for an overview of the linkages and leakages in the Zanzibar tourism industry.

Table 4.3: Linkages and leakages of Zanzibar's tourism industry

Items	Local (%)	Imports (%)	Total (%)
Foods	14.8	85.2	100
Beverages	5.7	94.3	100
Rooms/ accommodation	17.3	82.7	100
Compensation of employees	24.7	75.3	100
Average	16.9	83.1	100

This can be explained by the qualitative and quantitative mismatch between the sector's requirement and locally supplied goods and services.³⁰

The tourism value chains in Zanzibar consist of several providers or industries: (i) accommodation (hotels, motels, guest houses, lodges, etc.); (ii) food and beverage (restaurants, fast food sales, cafes, coffee / tea specialty shops), pubs, and nightclubs; (iii) transport (airline, vehicles, bus/coach operator,

²⁵ ZCT (2018) License Unit

²⁶ Ministry of Information, Tourism and Heritage (2017) Zanzibar Tourism Policy, Final Draft, December 2017

²⁷ OCGS (2017) Zanzibar Socio-economic Survey

²⁸ Carboni, M. (2016) Employment traits within the Zanzibar tourism industry

²⁹ Anderson, W. And Juma, S. (2011) Linkages at tourism destinations: Challenges in Zanzibar. *Journal of Tourism Research*, 3 (1), 27–41 & Anderson, W. (2013) Leakages in the tourism systems: case of Zanzibar. *Tourism review*, 68(1), 62–76

³⁰ Anderson, W. (2015) Human Resource Needs and Skill Gaps in the Tourism and Hospitality Sector in Tanzania. Consultancy Report submitted to The Ministry of Education and Vocational Training, Tanzania under World Bank – STHEP AF Project

cruise ships, and taxicabs); (iv) travel services and attractions (travel agencies, tour operators, airline/airport workers, nature, beaches, water sports, museums and historical sites, gallery, associations etc.); (v) business tourism (conference/event organizers, destination management, incentives company); (vi) direct retailers to tourists (of curios artefacts tourist clothing, gear and equipment) and (vii) others in tourism concerns (marketing, facilitation, advocacy).³¹

The main stakeholders that were studied in this impact assessment included different types of accommodation providers in Unguja, backward linkages from the accommodations to other tourism businesses (tour operators, food and beverage operators, clubs, transport, souvenir and retail shops, other tourism services, etc.), tourism employees, wider tourism-related stakeholders (governments, law enforcement, CSO, etc.), communities, children and tourists. These different stakeholders were studied in the four study sites.

Successive attempts to link the Zanzibar fruit and vegetable markets to tourism accommodation providers and restaurants have encountered challenges. As Anderson and Juma³² put it: "...poor quality of the locally supplied products, business informalities, high transaction costs and violation of agreements by local suppliers. Low production levels, low prices offered by hotels and restaurants coupled with late

payments for the products delivered were the most serious problems cited by local suppliers. There is also a certain degree of mistrust between the local suppliers and the operators". In 2015, VSO ICS³³ found that farmers lacked the scale to reliably grow and supply all of the amount and types of food required to fulfil contracts with accommodation providers and restaurants, the range of prices which farmers received for individual crops changed unpredictably, and farmers often did not receive payment for their produce on time. The main concern of the interviewed accommodation providers was reliability, followed by low price, convenience and quality.

Other projects suggested a lack of coordination and marketing capacity, and existence of strong cartels, low productivity, seasonality and inconsistent quality.³⁴ Initiatives such as the International Fund for Agricultural Development supported Market Infrastructure, Value Addition and Rural Finance of the Ministry of Agriculture, Natural Resources, Livestock and Fisheries, the Practical Permaculture Institute Zanzibar,³⁵ as well as the activities of the Tanzania Horticulture Association³⁶ and Uwamwima³⁷ provide a range of existing and possible linkages between farmers associations, training institutions and tourism accommodations.

In the Zanzibar Tourism Integrated Strategic Action Plan 2018³⁸ Uwamwima, Zanzibar's main horticultural organization, promoting organic

³¹ Idem

³² Anderson, W. And Juma, S. (2011) Linkages at tourism destinations: Challenges in Zanzibar. *Journal of Tourism Research*, 3 (1), 27–41

³³ VSO & ICS (2015) Value Chain Analysis of the Fruit and Vegetables Market for Smallholder Farmers in Zanzibar

³⁴ World Bank (2018) Draft Tanzania Tourism Integrated Strategic Action Plan

³⁵ The Practical Permaculture Institute of Zanzibar is an educational/demonstration site, occupying 5 acres of land where permaculture features have been designed and created

³⁶ TAHA is an apex private sector member based organization that advocates for the growth and competitiveness of the horticultural industry in Tanzania.

³⁷ UWAMWIMA is an association of fruit and vegetable farmers in Zanzibar. It is a farmers' association working to promote the sustainable production and marketing of organic horticultural products in the Zanzibar

³⁸ World Bank (2018) Draft Tanzania Tourism Integrated Strategic Action Plan

production techniques, is given as an example. According to the draft document, Uwamwima has been unable to exploit the growing niche demand from tourists for organic agricultural produce. The horticulture organization has been supported by five different NGOs but attempts to supply the hospitality industry with organic products have not been very successful, till date.

Although, the challenges in forging sustainable linkages between tourism accommodations and local producers stubbornly remain today, more collaboration between the private sector and the agricultural system seems to be in place. This will be explored further in Chapter 5 through findings in the impact assessment.

4.2.3. Inclusion and poverty reduction potential of tourism

Tourism was recognized in the late 1980s as a sector with major potential for driving economic development. With these fast growing tourist arrival numbers, it is assumed that also lives of children, families and communities are affected more.

Between 2007 and 2013 a few elaborate socio-economic tourism studies were conducted in Zanzibar, resulting in several analysis reports and articles.

Although the papers all have a slightly different focus, from poverty reduction, and linkages/leakages to coastal conservation, they are

very similar in their findings, conclusions and recommendations.

These studies indicate that before 2010, the macroeconomic importance of tourism and the income it generated already surpassed other economic sectors in Zanzibar, but that most of the local communities hardly benefited from tourism development. However, it was also seen by Lange³⁹ as having the potential: “to employ large numbers of people and generate large amounts of revenue”. After studying tourism along the coast in Zanzibar in 2007 and 2008, Lange concludes that the biggest challenge for the main stakeholders in Zanzibar is how to increase participation and benefits for the domestic economy. She indicates that several steps are needed to achieve this: better education of the labour-force, greater investment in basic infrastructure, promoting activities in the tourism value chain, and better information for managing the tourism sector. Some steps have already been taken in the last decade. Current perceptions of communities within tourism development areas of Zanzibar as to their potential inclusion are explored in Chapter 5.

4.3. Zanzibar policies

In the section below the main policies related to tourism development and impacts on communities and children are briefly discussed.

³⁹ Lange, G-M. (2015) Tourism in Zanzibar, Incentives for sustainable management of the coastal environment, in: Ecosystem Services, Volume 11, February 2015, p. 5–11.

An overview of perceived policies, legal and institutional frameworks and involved ministries is given in Annex VII. The responsibility for tourism policy lies with the Ministry of Information, Tourism and Heritage. However, there are several other ministries responsible for policies that are relevant to this assessment.

The main policy linkages of tourism and development relate to the Zanzibar Vision 2020 and the third National Strategy for Growth and Reduction of Poverty⁴⁰ (ZSGRP/MKUZA III, see also Annex VI). The Zanzibar Vision 2020 envisioned the development and efficient utilization of Zanzibar's tourism resources to maximize revenue, minimize environmental impact and reduce cultural impacts to society. In the ZSGRP/MKUZA III, tourism is identified as one of the two pillars of Zanzibar's economy. The ZSGRP/MKUZA III plan aims "to develop exciting and iconic tourism initiatives, to proper management of the destination and a focus on promotional activities".⁴¹ According to the plan this can be achieved by improving and diversifying tourism products, strengthening linkages with other sectors, promoting up-market tourism and increasing marketing activities abroad.

The Zanzibar SGRP/MKUZA III strategy offers a large array of entrances for cross-sectoral linkages. However, in this document these cross linkages between tourism and the social services system and good governance, appear to be absent.

4.3.1. Tourism development policies

In December 2017, the Ministry of Information, Tourism and Heritage published the final draft of the Zanzibar Tourism Policy,⁴² replacing the Zanzibar Tourism Development Policy, which was officially adopted in 2004. The key areas that justified a review of the previous policy are: "(i) Policy mission, issues and statements were not adequately stated; (ii) Mechanism for mainstreaming tourism development issues in different sector was not clearly stipulated; (iii) Changes in micro and macro socioeconomic policies that occurred with and outside the country; and (iv) Emerging of new opportunities and the need for increasing socioeconomic value from the sector". The policy was formulated to "create a stronger competitive edge, higher value added, higher quality and excellence in tourism; to support the livelihood of communities through increased incomes and to maximize the contribution of the sector to the country economic development in terms of national output, foreign exchange earnings; job creation, investment attraction and facilitation of infrastructure development".

The main objective of the Zanzibar Tourism Policy is to scale-up development and promotion of the tourism sector to optimize its contribution to national income, employment and foreign exchange earnings.

In the Zanzibar Tourism Policy only one reference is made to children, which is related to the following policy statement: "The

⁴⁰ Revolutionary Government of Zanzibar (2017) ZSGRP/MKUZA III

⁴¹ ZSGRP/MKUZA III in: Ministry of Information, Tourism and Heritage (2017) Zanzibar Tourism Policy, Final Draft, December 2017

⁴² Ministry of Information, Tourism and Heritage (2017) Zanzibar Tourism Policy, Final Draft, December 2017

Government shall design and implement a nationwide, tourism education and awareness programme aimed at changing negative attitudes towards tourists and increasing the understanding and appreciation of tourism, potential opportunities and benefits that can be derived". In response to this, school children and local communities have been targeted to visit tourism sites, to increase awareness and educate these children and communities. The policy is on the one hand very comprehensive and covers tourism development from different angles, but on the other hand does not provide support to child protection, children's rights or children's livelihoods in relation to tourism. It only focuses on the context in which children and communities view and appreciate tourism.

The Zanzibar Tourism Act (No. 6 of) 2009⁴³ also supports a wide range of tourism development issues. It has a general provision (article 27) to include social responsibility as an element in the overall business plan of tourism companies. The article relates social responsibility of tourism operators to an HIV/AIDS response, preservation of cultural heritage, waste management and "social development activities". The Zanzibar tourism regulations that have been developed according to this act, in relation to article 7 of the regulations, emphasizes that local people need to be respectful and hospitable to tourists and that local people should "share equitably in the economic, social and cultural benefits".⁴⁴

In early 2014, as part of the *Results for Prosperity Initiative*,⁴⁵ 60 leading representatives from the Government of Zanzibar, NGOs and the

private sector joined forces in a tourism lab, which contributed to a detailed Multisectoral Tourism Development Programme. The tourism lab provided a broad framework for strategic direction and guidance to grow and develop tourism in Zanzibar, to maximize the tourism sector's contribution to the growth and development of the Zanzibar economy. The Tourism Lab Programme Report⁴⁶ also mentioned that tourism in Zanzibar should benefit local communities through employment in the sector as well as linkages with farmers and other producers. However, the framework was hardly implemented.

In 2018, the World Bank supported the development of a Zanzibar Integrated Strategic Action Plan for Tourism (ISAP), focusing on product development revolving around cultural heritage, equal distribution of economic benefits and intends to deliver a "world class visitor experience". As such, the plan is comprehensive and holistic in including relevant topics and sectors, the majority of which are related to the areas of study of this assessment.⁴⁷ The ISAP goes further than the Tourism Policy 2017 in identifying areas of intervention, such as in the field of education and backward linkages. So, as with the tourism lab in 2014, the extent to which the outcomes will be taken on-board and implemented by the tourism industry remains to be seen.

Other policies, plans and programmes that are important for tourism development include the Zanzibar Agricultural Transformation for Sustainable Development (2009), the Cultural

⁴³ Revolutionary Government of Zanzibar (2009) Tourism Act, No 6. of 2009

⁴⁴ ZCT (2009) Zanzibar Tourism Regulations

⁴⁵ Under this initiative authorities in Zanzibar launched several labs (Tourism Lab, Business Environment Lab and Resource Mobilization Lab) to develop development programmes. See also AllAfrica.com on 26 February 2014.

⁴⁶ UNDP (2014) Tourism Lab Programme Report, for Zanzibar Development Vision 2020, Results4Prosperity

⁴⁷ World Bank (2018) Zanzibar Tourism Integrated Strategic Action Plan

Policy (2002), the Small and Medium Enterprise Policy (2006), the Zanzibar Investment Policy (2005 and 2017) and the Zanzibar Environmental Policy (2013) (see also Annex VII).

In 2013, the Government of Zanzibar published a revised Zanzibar Environmental Policy.⁴⁸ Tourism is mentioned prominently in the document. According to the policy: “the tourism sector increasingly presents environmental and social challenges that need strong national attention to restore the ecological balance and integrity of the coastal and marine ecosystems. Key environmental concerns associated with tourism industry in the islands are destruction of the coastal habitats through negative land-use change dynamics, land reclamation, construction of jetties and sea walls, increased use of water resources, and a significant increase of solid waste generated and wastewater discharged”. The policy continues to state that “the principal challenge in sustainable tourism in Zanzibar is the inadequate coordination among relevant sectors in incorporating environmental protection as an integral part of tourism development planning” and therefore proposes “to improve tourism practices, which are environmentally sound and socially acceptable”.

The policy is very clear, Zanzibar needs sustainable and responsible tourism development, based on multiple stakeholder collaboration, but effective implementation seems to be lacking.

4.3.2. Child protection policies

In 2017 the Government of Zanzibar, led by the Ministry of Labour, Empowerment, Elders, Women and Children, launched a National Plan

of Action to End Violence Against Women and Children 2017–2022. The five-year national plans of action set out the costed actions to be implemented by a range of ministries, departments and agencies and represent a nationally consolidated system strengthening the approach in protecting children from violence, abuse, neglect and exploitation.

The Zanzibar National Plan of Action places a specific focus on violence prevention and seeks to address root causes in stopping violence. It also recognizes that families and communities are often the first and most effective structures in preventing and responding to violence and outlines steps for increased engagement with community and traditional structures in empowering and protecting women and children.

Supporting the tourism industry to prevent and respond to violence against women and children is included as a priority action under the output related to creating safe environments for women and children. The plan specifically seeks to “Support the tourism sector to adopt specific guidelines on the prevention and response to violence against women and children”. The Ministry of Information, Tourism and Heritage is identified as the lead agency for this priority action and a specific budget is allocated to support the implementation of planned activities.⁴⁹

In 2011 the Government of Zanzibar enacted the Zanzibar Children’s Act, 2011. The act transformed the existing legislation for the protection of children. It is grounded in a rights

⁴⁸ Revolutionary Government of Zanzibar (2013) Revised Zanzibar Environmental Policy

⁴⁹ Revolutionary Government of Zanzibar (2017) National Plan of Action to End Violence Against Women and Children 2017–2022, Ministry of Labour, Empowerment, Elders, Women and Children

based approach and provides a comprehensive legal framework for the care and development of children, and for the protection of children who are vulnerable or in need of protection. The act does not specifically target children impacted by tourism but takes a holistic approach to children's rights and child protection outlining the specific standards and procedures that apply in identifying and providing services to children in need of care and protection. The Children's Act, 2011 also includes provisions related to child employment and a prohibition of exploitative labour. The act provides that children above the age of 15 years may do light work but employers are prohibited from engaging children in any form of exploitative labour.⁵⁰

In summary, many policies relating to tourism and children are in place. However, it seems that implementation of policies remains a topic of concern. There are only a few connections and relations identified about tourism and children in the policies. In the tourism development policies, children – and communities – are hardly mentioned. In the National Plan of Action to End Violence Against Women and Children tourism is mentioned only once as an output.

4.4. Global approaches to tourism impacts on children

In this section four different perspectives and approaches on the interrelation between the tourism industry and children's lives, are presented: Child protection, children's rights in business, poverty reduction and Inclusive Destination Development (IDD).

4.4.1. Child protection

As defined by UNICEF and others, child protection is the prevention and response to violence, abuse, neglect and exploitation. Children in tourism destinations are vulnerable to physical, emotional and sexual abuse, which appears in three forms: (1) Sexual exploitation of children in travel and tourism (SECTT), (2) child labour, and (3) begging. All these forms of abuse require immediate child protection measures.

Sexual exploitation of children in travel and tourism

In 2016, a global comprehensive study about SECTT was published, which concluded that children are increasingly at risk due to the growth of tourism worldwide.⁵¹ The study also concluded that having legislation in place is not enough. Enforcement of laws is important while people, from citizens to staff in tourism accommodations, also need to better understand the problem of SECTT. The study advises "local prevention, local reporting and local responses". In other words, a local context-driven approach.

Child labour

Another negative impact of tourism is child labour. Although SECTT is also a form of child labour, hazardous work, such as children working in the informal economy, should also be emphasized. In 1995, the International Labour Organization (ILO) concluded that up to 2.8 million children were working in the tourism industry, globally, not including the informal

⁵⁰ Revolutionary Government of Zanzibar (2011) Children's Act, no 6 of 2011.

⁵¹ ECPAT International (2016) Offenders on the Move, Global Study on Sexual Exploitation of Children in Travel and Tourism 2016.

sector.⁵² More recent figures do not seem to be available. ILO conventions 138⁵³ and 182⁵⁴ provide the framework for national laws. Based on the ILO conventions, the United Nations Global Compact that strives for responsible businesses practices included child labour in one of its principles.⁵⁵ However, as with SECTT, international treaties, codes of conduct, regional projects and national legislation are either in place or organized. However, these seem to be insufficient or inadequate due to lack of sufficient law enforcement, lack of capacity and (public) awareness. Poverty can also be considered as one of the driving forces behind this and other forms of child abuse.

Begging

Begging is an old phenomenon in tourism areas. Children may beg for money or goods from tourists, especially in developing countries. In some cases, beggars are organized and children are exploited. Counteraction is particularly challenging. In itself begging places children at risk of coming into conflict with the law, arrest and detention. Begging is often part of general child protection programmes of NGOs and revolves around raising awareness among tourists, as for example Child Safe Tourism⁵⁶ and Child Safe Movement.⁵⁷ Tourism enterprises or local authorities rigorously ban local children from tourism areas, for example in Angkor Wat, Cambodia. This consequently moves beggars to the borders of tourist attractions. Any response needs to be linked

to social protection programmes that seek to address economic vulnerability.

4.4.2. Children's rights in businesses

The need for child protection and poverty alleviation directly refers to the rights of the Convention on the Rights of the Child (CRC).⁵⁸ The CRC is even broader than the issues discussed above. So, arguably, if children's rights could be applied to the tourism industry the livelihoods of children in and near tourist areas would be more secure. However, children's rights are often perceived as a public sector matter. Therefore, UNICEF, Global Compact and Save the Children developed the Children's Rights and Business Principles (CRBP).⁵⁹ It focuses on the responsibility of businesses and brings children's rights from the public sector to the private sector making it a shared responsibility.

4.4.3. Reducing poverty

Poverty can be seen as an underlying factor that makes children vulnerable to abuse in tourism. If poverty can be tackled children will benefit and become less vulnerable. In countries or destinations that depend on international tourism, its influence on the general welfare of the population is immense. Tourism can be a driving force in alleviating poverty. Pro-poor tourism, defined as tourism that generates

⁵² Black, M (1995) In the Twilight Zone, Child Workers in the Hotel, Tourism and Catering Industry, ILO

⁵³ ILO (1973) Minimum Age Convention, No. 138

⁵⁴ ILO (1999) Worst Forms of Child Labour Convention, No. 182

⁵⁵ See the 10 principles of the UN Global Compact

⁵⁶ See the 8 activities of Child Safe Tourism.

⁵⁷ See the 7 tips for travellers of Child Safe Movement.

⁵⁸ UN (1990) Convention on the Rights of the Child, No. 27531

⁵⁹ UNICEF, The Global Compact & Save the Children (2012) The Children's Rights and Business Principles

net benefits for the poor, is an approach that focuses on multi-stakeholder processes that seeks to create linkages between the tourism industry and the poor.⁶⁰ A similar approach, but possibly more action oriented, is the Sustainable Tourism Eliminating Poverty (ST-EP) initiative of the UNWTO.⁶¹ The ST-EP initiative developed seven mechanisms from which poor, and children consequently, could profit from tourism.

1. Employment
2. Supply of goods and services
3. Direct sales of goods and services
4. Running small enterprises
5. Redistribution of taxes or premiums
6. Charity from tourists, tourism enterprises or tourists donating to NGOs or poor people
7. Investment in infrastructure, such as electricity, roads and water

Measures can be taken within each of the seven mechanisms to make sure that tourism developments benefit the poor. UNWTO runs destination specific projects and provides support to organizations within the framework of ST-EP. This initiative does not explicitly emphasize children.

4.4.4. Inclusive destination development

As explained in the previous section, there is no single approach that will maximize all possible benefits of tourism for children. Every destination is unique and needs a different approach, which can apply to various specific

interventions and activities. All sustainable tourism approaches acknowledge the fact that development depends on multi-stakeholder processes. Within these processes, sufficient attention to inclusiveness and capacity-building is necessary. These elements form part of the IDD approach in which all players in one destination look for specific intervention and activities that maximize improvements to local livelihoods.⁶²

The IDD approach aims for pro-poor sustainable development, with an emphasis on process and context within each destination, paying attention to the enabling environment, market development and capacity-building. This approach was applied in a wide range of tourism destinations in Asia. Within this inclusive and sustainable development approach, there was no specific focus on child protection, children's rights or child livelihoods. These could be integrated into the approach.

General challenge

Tourism is a rather small component of international resource flows available to developing countries, despite the highly recognized potential of tourism for development. The UNWTO calculated that in 2011 only 0.07 per cent of Official Development Assistance and 0.13 per cent of total aid worldwide is spent on tourism, of which the majority was donated to middle income countries.⁶³ In recent years CSR programmes of major tourism enterprises entered a stage which resulted in further attention and investment in sustainable tourism.

⁶⁰ Ashley, C., Roe, D., & Goodwin, H. (2001) Pro-Poor Tourism Strategies: Making Tourism Work for the Poor, ODI.

⁶¹ See the UNWTO Sustainable Tourism – Eliminating Poverty Initiative.

⁶² SNV Asia (2010) Product brief, 2010

⁶³ UNWTO (2013) Sustainable Tourism for Development Guidebook, First Edition, for European Commission Directorate-General Development and Cooperation.

4.5. Lessons from Mombasa (Kenya), The Gambia and Dominican Republic

The tourism industry encompasses a diverse variety of destinations worldwide. Despite the differences, it can be useful to look at other destinations and learn from developments elsewhere. This subchapter looks into tourism destinations that are somehow similar to Zanzibar and provide valuable insights in potential challenges, opportunities and ways forward for the Zanzibar tourism industry, especially with respect to the relation between local children and the tourism industry. The Gambia, Mombasa (Kenya) and the Dominican Republic were selected for this comparison. These destinations though long established, are still developing and the local economy depends significantly on the tourism sector. They attract similar types of tourists, centred around beach and resort tourism, have experience with challenging host-guest relations and also experience challenges with child protection, children's rights and distribution of benefits. The case descriptions can be found in Annex VIII and are short overviews of the main challenges and opportunities for IDD, with a particular focus on children's rights.

Three main lessons can be derived from these three cases and are described below:

4.5.1. Prevention is better than cure

In all three destinations governments, civil society and the local people have experienced negative impacts of tourism, such as the sexual exploitation of children or unfair distribution of economic benefits. This has taken several

decades to come to light. This can consequently have a negative influence on the image of the destination, as in the case of The Gambia and to a lesser extent Mombasa (Kenya) and the Dominican Republic, especially when cases of child sex tourism are reported in the media. Tourism planning should therefore not only focus on or emphasize economic development, but also include and implement social, socioeconomic and environmental policies, measures and interventions. The experience of these three destinations is that prevention is better than cure.

4.5.2. Multi-stakeholder involvement is invaluable

The development and implementation of sustainable tourism interventions and measures require the involvement of multiple stakeholders from the public sector, private sector and civil society are necessary. For example, in the field of child protection governments can enact child protection laws, but training of police, the awareness of the public and monitoring of online activities is also necessary to counteract sexual exploitation of children in tourism effectively. Waste management issues, for which the municipalities are responsible, could be tackled far more efficiently with the cooperation of tourism accommodation providers.

4.5.3. Distribution of economic benefits

Securing economic benefits from tourism appears to be one of the key challenges for local tourism workers and local people. The extent to which tourism impacts children's lives is linked to the income that their parents derive from the industry. The dominant role of international investors and tourism business, as in the case of

Mombasa (Kenya) and the Dominican Republic, necessitates entrance to the international tourism market to be competitive. As a consequence of this local people – and especially the most needy – are left with a relatively small share of the pie. Hospitality education of local people to increase their employment and earning

potential is often seen as the lowest hanging fruit. However, improving labour conditions and wages as well as improving backward economic linkages should also be worked on to distribute economic benefit more fairly. The latter requires the effort of many stakeholders.



05

Impact assessment findings

The findings in this impact assessment are based on an extensive process using a wide range of tools and activities. The findings have been summarized in relation to economic opportunities, relating to tourism employment and linkages, cultural and lastly environmental impacts and how these relate to children, their families and communities. The final section relates to stakeholder interactions and how they act to address the positive and negative impacts of tourism.

5.1. Socioeconomic impact of tourism on children, families and communities

This section explores the socioeconomic effects of tourism in Unguja.

5.1.1. Perceptions of the tourism industry over time

From the start of tourism development in Zanzibar during the 1980s community members

were envisioning economic benefits from tourism. While the Government of Zanzibar and investors were promising economic and job opportunities, local people remained cautious, driven by cultural and religious beliefs, about their involvement in tourism. When access to suitable and appropriate jobs and income was not created, local people became disappointed. Community members perceive that tourism is not adding value to their area. The exit survey shows that 59 per cent (N=375) of the tourists think that they have spent 25 per cent or less of their total expenditure (door to door), within the local economy outside of their accommodation, of which only 28 per cent (N=11) is Zanzibari owned. This relatively low return from tourism exacerbates this perception.

Moreover, some community members interviewed indicated that 80 per cent of their income is from tourism in confirming a dependency. In Stone Town there is less dependency due to the presence of a greater number of economic sectors. Overall, tourism plays an enormous role in the local economy and their livelihoods.

5.1.2. Economic opportunities and risks

Perceptions towards the economic opportunities from tourism were explored with respect to direct employment, self-employment and economic linkages.

Although local people and children do depend on the tourism industry, they perceive that they could benefit more from it. There are various economic opportunities for the people of Zanzibar. The most important sectors are employment, supply of fish, fruits and vegetables. Local people engage in small jobs and in small-scale businesses, or are directly

employed in the tourism industry. Businesses, shops and restaurants depend on the out of pocket expenses made by tourists when they leave their accommodation and spend locally. Most of the formal jobs for local people are lower paying. Strong backward linkages are lacking, although quite a number of accommodations do try to source locally. Businesses, shops and restaurants depend on the out of pocket expenses made by tourists when they leave their accommodation and spend locally.

5.1.3. Tourism employment

5.1.3.1. Formal and informal work

Community members participating in the group interviews relating to livelihoods, in all four study sites, indicated that they have various jobs in tourism or jobs that are related to or depend on tourism. Due to the complex nature of some jobs it is impossible to draw clear lines between what is formal or informal, or between employed and self-employed or those who own a business. For example, someone who claimed to be a taxi driver might own a taxi, might be employed by the taxi owner or be self-employed as a taxi driver and have a personal deal with a taxi owner on the exploitation of the vehicle. Other jobs in tourism or jobs related or depending on tourism that are mentioned by community members include working as fisherman, beach boys as well as guiding and formal employment by accommodation providers and restaurants. Beach vendors were also mentioned, such as women offering massages, selling kangas or local people selling coconut and fruit on the beach. In general, there seems to be a somewhat equal division between people that are employed, own a business or that are working in the informal sector in relation to tourism.

5.1.3.2. Formal employment opportunities for local people

In the 1980s, local people were not particularly interested in applying for jobs in the accommodation and restaurant sectors, largely due to the incompatibility with the culture of the predominantly Muslim population which led to hiring people from mainland Tanzania. Managers claim that mainland people have a higher level of (hospitality) education, better language skills and fewer cultural constraints to interacting with the lifestyle of tourists. As a result, over the past decades, mainland Tanzanians (and more recently, with the opening of the East Africa Economic Zone, Kenyans) have occupied most of the best paid jobs in the tourism industry.

Zanzibaris in the vicinity of tourism developments voiced unhappiness about the job opportunities in tourism. They experience the competition with mainland Tanzanians and Kenyans, or people from Stone Town who are considered to be better skilled and educated. Local people from the rural tourism areas say that they are often underrated in terms of capabilities and salary. A community member explained, during one of the community interviews, that if someone local is an IT professional and applies for a job in a tourism accommodation he or she is frequently offered a low skill job, such as a being a waiter. He continued by saying that foreigners and mainland people do get the jobs they have studied for while local community members do not get jobs for which they have studied. Local people seem to have a strong feeling of being discriminated against, because of prejudices about their capabilities, motivation and also reliability, which is caused by an idea that local people are more likely to be absent from work, switch jobs more easily and do not like to work. This results in only lower job positions being

Section: Impact assessment findings

offered to local people. Community members explained that being offered lower paid jobs contributed to a higher turnover rate, making them more likely to switch jobs or pursue other activities. Local people do not generally bring up the issue of education as being an obstacle for them to be hired, but say this is due to other socioeconomic and cultural reasons. Other community members explained that the reliability of local people is influenced by the fact that many pray five times per day and observe Ramadan.

Community members considered their costs of living higher compared to mainland Tanzanians, who usually get staff housing. Local people have their extended family around them which tends to bring cultural responsibilities, attending family meetings and contributing to family expenses. Mainland Tanzanians often live alone in Zanzibar so are less likely to have these expenses. When mainland Tanzanians move to Zanzibar for the tourist season, their whole existence in Zanzibar tends to revolve around their jobs. They are able to accept lower remuneration and share accommodations.

In Nungwi, dissatisfaction has been expressed that outsiders dominate the running of community visit tours.

There is considerable competition between mainland Tanzanians and locals. In some instances, Zanzibaris are employed and hold responsible positions, however in the GM survey, in a sample of 17 accommodations, the ratio of outsiders to Zanzibaris employed as a general manager was found to be 9 to 8.⁶⁴

Actual numbers of locally employed, from the villages where tourism businesses are located, was found to be low. One hotel in Nungwi, which had a staff force of 409 people in October 2017, had only 15 people from Nungwi. Another accommodation provider in Nungwi had 160 staff members in January 2018 of which only 17 were from Nungwi. A larger number of the staff were from other parts of Zanzibar, though a significant part also originated from mainland Tanzania.

Local people seem to be in competition with people from other areas of the island and mainland Tanzanians.

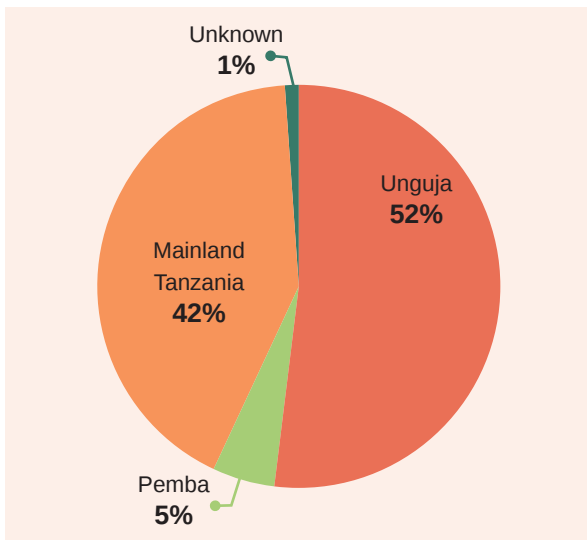
General working conditions, such as type of contract, salary and compensation of overtime, are all essential and important for employees and their families in securing their livelihood.

The staff survey, which was conducted among 473 employees, represented mid-range (59 per cent), up-market (30 per cent) and low-end (9 per cent) accommodations. Of the staff who responded to the survey, 42 per cent (N=466) were working in all-inclusive resorts while the majority, 58 per cent, were not. The accommodations where the respondents work were equally divided over Stone Town, Jambiani, Kiwengwa and Nungwi with a slight overrepresentation of staff in Nungwi and underrepresentation of staff from accommodations in Stone Town.

A profile of staff surveyed is as follows: 59 per cent (N=451) were male and 41 per cent female. A majority of 57 per cent (N=452) were born on Unguja and Pemba together, while 42 per

⁶⁴ There is probably a bias with the owners and managers who filled out the GM survey. Although it was only a small number of owners and managers of the accommodations that filled out the questionnaire, they represent about 10 per cent of the rooms and 20 per cent of the hired staff. Also, the ownership of the accommodations might not represent the overall accommodation sector, as six (6) of the owners were foreigners, five (5) Zanzibari, and three (3) were each owned as Joint Ventures or by a person from mainland.

Figure 5.1: Staff about their origin (N=452)



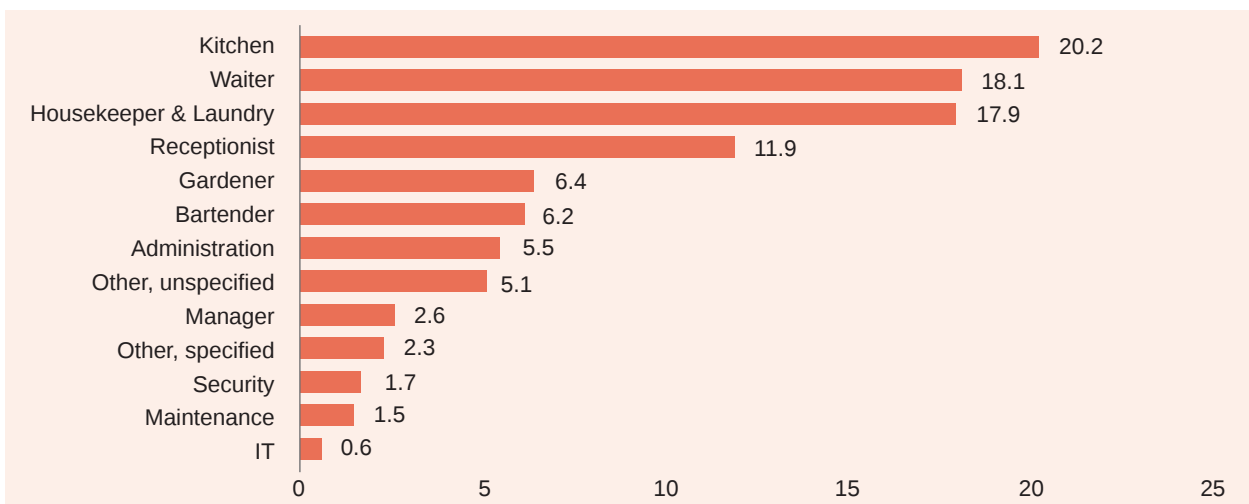
cent came from mainland Tanzania (see Figure 5.1). Of those respondents who were born in Zanzibar, a majority of 52 per cent (N=248) came from rural areas against 38 per cent that came from the urban area of Stone Town, 10 per cent were of unknown origin.

Almost all were employed at lower management levels and worked full-time at the accommodation. In fact, the majority worked on average 54 hours per week, which is above the maximum of 48 hours per week (actually 42, but 48 is possible

with a collective agreement) according to the Employment Act (No. 11 of) 2005.⁶⁵ For a majority of the responding Zanzibari staff (57 per cent; N=458), form 4 is the highest level of education, followed by form 2 as the next highest level (20 per cent). Mainland Tanzanians were a bit better educated, with 62 per cent of the Zanzibaris having had form 4 or a higher level of education, while 85 per cent of mainland Tanzanians had been educated to form 4. Among Zanzibari born staff, those from the urban area of Stone Town were also better educated than those from rural areas. The majority in both groups had been educated to form 4 as the highest level of education – 59 per cent (N=90) for urban areas and for 48 per cent (N=115) for people in rural areas. Rural people also had much larger proportion that had been educated to primary school or form 2 as highest level, while some urban people had reached form 6, diploma or university degree as the highest level.

Respondents of the staff survey worked in both front-office and back office positions, while the majority worked in the kitchen or restaurant as waiters, receptionists and housekeepers, as can be seen in Figure 5.2.

Figure 5.2: Type of jobs (N=470):



⁶⁵ Revolutionary Government of Zanzibar (2005) Employment Act, No. 11 of 2005

Claims of community members that mainland Tanzanians hold better positions than Zanzibaris, is only partly true. See Table 5.1 for an analysis of the origin of staff in relation to their job position.

Table 5.1: Top six jobs for Zanzibaris and mainland Tanzanians; representing 84 per cent and 88 per cent of all jobs in that group (N=451)

Zanzibari	Mainland Tanzanians
Kitchen	Waiter
Housekeeper & Laundry	Kitchen
Waiter	Housekeeper & Laundry
Receptionist	Bartender
Gardener	Receptionist
Other, unspecified	Administration

The three most common jobs were similar for Zanzibaris and mainland Tanzanians, though mainland Tanzanians were more often involved in administrative and managerial positions. No Zanzibari managers participated in this staff survey, while four mainland Tanzanians managers took part. These positions tend to be better paid and require certain levels of education which were often lacking among Zanzibaris, according to community members and tourism stakeholders. Zanzibaris seemed to be less involved in front-office jobs in contrast to mainland Tanzanians. This is because English language skills, as well as other languages, are of great importance in front-office jobs. Managers of tourism accommodations as well as training institutes, such as Jambiani Tourism Training Institute (JTTI) and Kawa Training Centre (Kawa), voiced the opinion that English

skills of mainland Tanzanians are superior to those of Zanzibaris. Community members understood that the competition for jobs was based on the level of education and language skills, although they also reported discrimination and prejudices towards local people from tourism accommodation managers.

Most of the staff were working full-time. However, 13 per cent (N=462) said that they do have other jobs or have other forms of income. They either explained that they had a business (unspecified) or were involved in farming, fishing, tailoring or in a taxi business.

Of all staff surveyed, 72 per cent (N=461) had a contract, while 23 per cent said they did not have a contract, the rest said they did not know. Of those who have a contract, 76 per cent (N=395) said it was a temporary contract – which should be between 6 months and 3 years following the Employment Act (No. 11) 2005⁶⁶ – and only 11 per cent said they had a permanent contract, which is considerably less than the conclusions of the Zanzibar Economic Survey of 2016,⁶⁷ stating that 25 per cent had a permanent contract in accommodations and restaurants. As the tourism industry is vulnerable to fluctuations in the international economy, is seasonal and is subject to internal staff issues which make labour to some extent unreliable, tourism accommodations preferred to hire staff on a temporary contract rather than a permanent contract which enables them to respond quickly to demands in human resourcing.

As a full-time monthly salary, 71 per cent (N=450) earned TZS 300,000 or below. This is equivalent to around €106 or US\$ 130 per

⁶⁶ Revolutionary Government of Zanzibar (2005) Employment Act, no. 11 of 2005

⁶⁷ OCGS (2016) Zanzibar Economic Survey

month, or €3.50 or US\$ 4.30 per day. Around 17 per cent (N=450) earned TZS 200,000 or less per month, which is €71 or US\$ 88 per month or €2.35 or US\$ 2.90 per day. The latter group were just US\$ 1 above the international poverty line of US\$ 1.90. Compared to the Zanzibar basic needs poverty line of TZS 53,377, calculated in 2015, the majority of the tourism staff earned 5.6 times the amount or less.⁶⁸ In April 2017, the Government of Zanzibar increased the minimum wage by 107 per cent from TZS 145,000 to TZS 300,000 to better serve the needs of workers and their families, in accord with the basic needs standard and the poverty line. Accommodation managers also pointed out that tips, staff housing, staff meals and support in transport and health care costs were provided to staff and should be considered as additional income and compensation.

An often-heard claim is that mainland Tanzanians were being offered better jobs that were better paid. Differences in payment are summarized in Table 5.2. These differences are not in accord with local people's claims about financial discrimination. The differences in payment may also relate to the level of education and type of jobs that mainland Tanzanians had.

Whether or not these differences are significant, staff complained about late payments and not being paid for working overtime. Only 47 per cent (N=432) were compensated for working overtime. Of this group, 52 per cent were financially compensated and 28 per cent were compensated with time. Not being compensated for working overtime represented a key challenge for workers and their families as will become clearer in the following subchapters.

5.1.3.3. Men and women working in tourism

For younger adults the tourism industry is still considered incompatible with cultural norms, but they engage in it when income is needed. Women working in tourism seems to continue to be problematic because of the culturally improper environment of the industry. Although hospitality in Islamic culture requires woman to attend, the tourism industry in Zanzibar has too many negative connotations for local woman to participate, as Maliva, Bulkens, Peters and Van der Duim (2018)⁶⁹ concluded in their study of female entrepreneurs in Zanzibar, stating that the pervasive influence of Islam within Zanzibari culture made women prone to a discourse of

Table 5.2: Differences in payment of full-time staff (and cumulative amounts) per origin (N=455)

Payment category	Zanzibar	<	Mainland Tanzania	<
Less than 100,000 shilling	1.1%		1.2%	
Between 100,000 and 200,000 shilling	19.0%	20.1%	11.8%	13.0%
Between 200,000 and 300,000 shilling	53.2%	73.3%	56.2%	69.2%
Between 300,000 and 400,000 shilling	19.8%	93.1%	23.7%	92.9%

⁶⁸ World Bank (2017) Zanzibar Poverty Assessment

⁶⁹ Maliva, N., Bulkens, M., Peters, K. and Van der Duim, R. (2018) Female tourism entrepreneurs in Zanzibar: an enactment perspective. *Tourism, Culture & Communication*, Vol. 18 (1) 9–20

‘respect’ and ‘shame’, often disallowing them from participating in the tourism industry. However, despite the negative connotations, female community members stated that they could do back office jobs, such as housekeeping, in order to avoid feeling uncomfortable near tourists.

The staff survey found that 71 per cent of the Zanzibari-born staff were men and 29 per cent were women. Men seem to be more involved in back office jobs than women. Analysis of the type of jobs women were involved in showed that they worked in the kitchen or as waiters. The latter is typically a job in which a person would be close to tourists, so it would appear that women participating in the tourism industry could already have changed their personal attitude to allow them to work in tourism. This is particularly noteworthy as the majority were from rural areas, which tend to be more traditional than urban areas.

5.1.4. Economic linkages and leakages

Although conditions on the archipelago are not in general favourable for the production of agricultural, dairy and meat products, tomatoes are now supplied locally in much larger quantities than previously. In the survey distributed to general managers and owners of tourism accommodation, 16 out of 17 accommodation providers bought some products directly from Zanzibar-based producers.

5.1.4.1. Supply chains

In the GM survey, one general manager’s comment on the supply chain was “We prefer where possible to use local suppliers and producers”. Another manager stated, “What’s available in good quality on the local market we

purchase in Zanzibar. But many things of decent quality come from abroad”. However, one manager also remarked that, “There are problems with consistency of supply and consistency of product quality”. A CSR manager of a resort in Nungwi explained that accommodations and restaurants are required to purchase from registered suppliers and producers, mainly for fiscal reasons. Smallholders are not registered – with a Taxpayer Identification Number for example – and therefore lack access to the formal tourism market.

Due to the structural difficulties of developing a sustainable market system for local supplies to the tourism industry, most of the accommodation providers in Unguja source their supplies locally via an self-appointed staff member or via suppliers at one of the Stone Town or local markets. In the GM survey, all participants indicated that they either always (10 out of 17) or regularly (7 out of 17) used a local supplier.

However, based on interviews with owners and managers of accommodation, the results of the GM survey. However, although a lot of the supplies might be bought in Unguja, most products do not originate from the island. Most of the vegetables were still shipped in from the mainland (most said up to 60 per cent but one person stated that it was up to 90 per cent), but most fruit was now sourced from the islands. Several interviewees indicated that compared to a few years ago, more vegetables and fruit were sourced locally. It became clear that only three accommodations bought 91–100 per cent of their vegetables from the islands, and six purchased 91–100 per cent of their fruit locally. Others answered that they purchased locally produced food also answered that their purchase on the island was below 60 per cent.

All managers who filled out the survey did not buy much from outside Tanzania, except for alcoholic beverages, furniture, tableware, etc.

Most respondents to the GM survey indicated that they would be very willing to purchase more but there was a need for “better consistency in general, especially meat”.

5.1.4.2. Fruit and vegetables

The main links to communities and the agricultural system was found to be in the production of fruit and vegetables. This is the area where the greatest change is taking place.

Despite the stated willingness to buy more locally produced agriculture products, the structural challenges to creating a sustainable market system are overwhelming, as described in Chapter 4. One general manager said that he had participated in five initiatives to source local agricultural products, but that none of them had been successful, and he would not make further efforts.

Despite these problems, there was increased interest among managers and owners of accommodations in sourcing agricultural products locally. Currently 8 out of 16 respondents indicated that they source more than 70 per cent of their vegetables on the Zanzibar islands, and 11 out of 15 indicated that they source more than 70 per cent of their fruit from Zanzibar. Examples were given of accommodation providers working closely with local farmer groups, some starting their own kitchen gardens and farms. Another interesting example is that the earlier mentioned Practical Permaculture Institute of Zanzibar, which provides organic permaculture training courses,

received around 40 per cent of their trainees from the accommodation sector.

Within the agricultural supply system, child labour exists on farms. Although this is often perceived merely as helping out the family, little is known about working conditions on the farms.

5.1.4.3. Fish and fisheries

Fish constitute a major product sourced from the archipelago by the tourism industry. In the GM survey 12 out of 16 respondents stated that 91–100 per cent of their fish were sourced from Zanzibar. Despite tourism sites mainly being in the proximity of Zanzibar’s shoreline, fish is not always available as a food source. Kiwengwa and Jambiani, for example, have small fisheries due to a large and shallow shoreline and cannot supply the local tourism industry reliably. Most of the fish comes from the west side of Unguja and Pemba.

In some interviews with national level key informants, and also mentioned in the ISAP,⁷⁰ it was mentioned that frozen fish products are sometimes imported in order to guarantee a sufficient supply. The draft ISAP, suggests that this is likely to be a growing trend and that the resource is exploited by large-scale international operations, most notably from countries in Asia and Europe, which have been issued fishing licences.

Little is known about the involvement of children in the fishing industry. The working conditions in the fishing industry remain unclear. Seaweed farming was identified as one of the fisheries subsectors in Zanzibar which uses child labour.

According to a few accommodation manager interviewees, tourists may also need to be made

⁷⁰ World Bank (2018) Draft Zanzibar Tourism Integrated Strategic Action Plan

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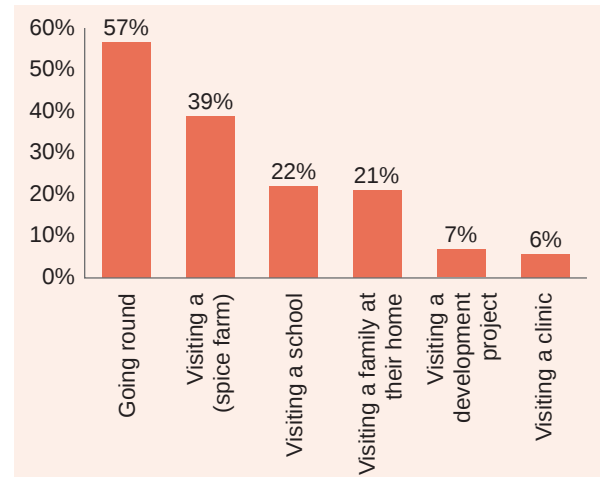
aware that some fish might be 'out of season' and not continuously available. (see the box below).⁷¹

5.1.4.4. Community tours

Another important linkage is the organization of tours to communities. In the exit survey conducted for this assessment, 51 per cent (N=390) answered that they had visited a community and/or village during their stay in Zanzibar. Most of these respondents just walked around in the village (57 per cent). Other activities included visiting a school (22 per cent), paying a visit to a family at their home (21 per cent), visiting a development project (7 per cent)

or a clinic (6 per cent). See Figure 5.3 for an overview of the activities.

Figure 5.3: Tourist activities during a village tour (N=199)



Eating octopus – Three months no-take zones to promote regeneration of the octopus population

In several interviews with tourism entrepreneurs and NGO representatives the three months 'No octopus fishing and eating season' was mentioned.

Since 2016, Mwambao has been assisting villages' shehia, or fishery committee, with closing 436 hectares of fishing grounds in intervals of three months per year, to allow the octopus population to regenerate. Some closures coincide with Ramadan, when fishermen will feel discouraged from entering the water, "because when water gets into your ears and nose it means that you're breaking your fast," said Ali Thani, the country coordinator at Mwambao. When the area re-opens toward the end of Ramadan, when celebrations require villagers to splurge, "they can sell the [bigger] octopus, get money for Eid, and buy clothes for their kids," he added.

This solution addresses sustainable marine management in Zanzibar in the face of increased fishing pressure. It illustrates that the implementation of a successful octopus management regime can improve yields in a very short period of time through 3-month voluntary no-take zones (NTZ). The participatory approach in training, learning and data analysis can provide an entry point for the wider introduction of collaborative management, to the benefit of all stakeholders.

Tourists as well as owners and managers of tourism accommodations need to be made aware. Managers were interested to be part of the management regime and take octopus off the menu during the no-take months.

⁷¹ See also Mwambao Coastal Community Network on Panorama and The Atlantic on 3 March 2018

A quarter of the respondents indicated that their community visit was not intentional, but that they were simply exploring and ended up in the village, while 50 per cent booked the tour with a local tour guide, through their accommodation, or by other means. Only 13 per cent stated that the village visit was part of their travel package. Another 4 per cent mentioned that their community visit was organized by a development organization. It is noteworthy that all these activities would be likely to lead to interaction with local children. Of those who did a village tour, 54 per cent (N=208) of the respondents donated goods or money directly to people during the community visit, and 27 per cent said that they bought something. Most tourists donated rather than bought something during a village tour.

Tours, and particularly community tours, were mostly carried out very informally. In relation to tourists booking a community tour with a local tour guide, local people engage in guiding in different ways. This can be as an officially registered guide

(as required by the ZCT) or as an informal guide, such as beach boys. The main characteristic of beach boys is their engagement with individual tourists on and around the beach to provide any service or product the tourist might be interested in. From beach boy to registered tour guide, the Zanzibar tourism industry has a wide variety of tourism workers – better described as tourism service providers – who are willing to work directly with tourists.

One of Zanzibar's most famous rural tours is the Spice Tour, which according to the Zanzibar Tourism ISAP⁷² is an example of "weak local linkages and poor product development". The ISAP concludes that, "The Zanzibar 'spice farms' are often small patches of land planted with a selection of spice plants by opportunistic entrepreneurs. The spice products sold to visitors at these locations, by mobile hawkers and in shops throughout the islands are poorly presented and packaged. Until a Spice Sector Strategy, with provision for some kind of growers' association, has been produced it will be

The Seaweed Centre is a social responsibility initiative that provides over 40 female seaweed farmers located in Paje, Zanzibar, with an opportunity to better their lives and benefit their community. The project comprises seaweed farms on Paje beach, a gathering site for seaweed processing, and a factory manufacturing seaweed products that is located approximately one hour's drive from Stone Town. The factory produces soaps, creams and other treatment scrubs from seaweed, flavoured with other organic ingredients such as ylang ylang. These products are currently sold in local villages, to neighbouring tourism accommodations and in Stone Town, and are slowly beginning to be distributed around East Africa.

Tourists can visit a seaweed farm as part of a tour offered at the Seaweed Centre in Paje. Visitors are welcomed at the Seaweed Centre and given an introduction to the center itself, a tour to the beach farm, where the farming system is shown, and a visit to the production center, where the entire soap making process is demonstrated. In the shop organic bodycare products can be bought.

⁷² World Bank (2018) Draft Zanzibar Tourism Integrated Strategic Action Plan

challenging to make meaningful improvements to the spice tour products that maximize local benefits.”

There are several other possibilities to link rural production, such as agriculture and fisheries, to community visits. For instance, seaweed (see box on the previous page) is Zanzibar’s third highest-value export, but lacks a sector strategy and according to the Zanzibar Tourism ISAP⁷³ “as a result, no formal steps have been taken to develop tourism to production areas, despite the obvious potential”.

5.1.5. Impediments to economic development opportunities

5.1.5.1. Taxation

Mahangila and Anderson⁷⁴ investigated the tax administration burden in the tourism sector in the Zanzibar islands. They examined the structure of tourism taxes and the fiscal regime, the laws, and assessed the role played by business associations towards reforming the business environment of the tourism sector. The study involved a survey of 135 stakeholders including tourism investors, business associations and relevant government departments. The authors found that stakeholders were faced with too many complex and unpredictable taxes. The Zanzibar tax regime was found to be complex and uncertain, and to impose a heavy burden on the tourism sector, both in terms of the amount of tax paid and the administrative burden. The report stated that, “Tourism providers (such as tour operators and accommodation providers) complain about spending much more time complying with the regulatory changes than concentrating on the business itself.”

Tourism businesses complained that the relationship between the industry and the Government of Zanzibar is just about taxation and rules, and that this serves the Government of Zanzibar rather than the public good or sustainable tourism development. Tourism companies, including ZATI, explained that there were about 15 to 30 different taxes, daily visits by auditors from various ministries, and various compliance struggles. In the GM survey respondents (N=9) stated that they pay between 18 per cent and 30 per cent taxes, or nothing at all. The rules, regulations and taxation regime were viewed as a huge burden for each tourism business, making it more difficult to invest in staff, community and the environment. Tourism businesses were less willing to invest in the environment, roads and a social policy for their staff, as they expected the Government of Zanzibar to reinvest the huge tax earnings from the tourism industry.

The findings also showed that uncertainty concerning the value added tax laws centred on calculation of the input tax, the input tax refund from mainland Tanzania, and the registration procedure. The confusion was even more pronounced regarding the specific laws affecting tour operators, restaurants and the accommodation levy. There was also uncertainty concerning the infrastructure tax and the imposition of a tax of US\$ 1 per guest per night in tourism accommodations. In addition, uncertainty and complexity regarding the income tax laws was centred around calculating the income tax liability of businesses, investments and employment.

⁷³ World Bank (2018) Draft Zanzibar Tourism Integrated Strategic Action Plan

⁷⁴ Mahangila, D. and Anderson, W. (2017) Tax administration burdens in the tourism sector in Zanzibar: Stakeholders’ perspectives. Sage Open, October–December 2017, 1–17

5.1.5.2. Seasonality

The seasonality of tourism impacts upon the livelihoods of local communities. The Zanzibar tourism industry has a high and low season. During the high season tourism businesses hire more staff, mainly on temporary contracts, although differences between staffing levels during high and low season were less than expected. In the GM survey, general managers indicated that in their accommodations the number of staff only dropped by 7 per cent during the low season as compared to the high season, as hiring begins during the low season so as to be prepared for the high season. As a community member in Jambiani explained, before the development of tourism people engaged in fishing and farming; now they work in tourism during the high season and revert back to fishing, farming, charcoal production and chopping firewood during the low season. Harvest and tourism seasons follow on from each other and form a threat to school attendance, as children work in tourism, farming and/or fishing when the seasons are at their peak rather than attend school.⁷⁵

Farming and fishing were also cited as examples of side jobs in the staff survey, but not many accommodation staff indicated that they have side jobs. However, the survey was conducted during the high season, and their activities during the low season were not surveyed. The temporary contracts, relatively low remuneration and the need to find another job during the low season makes tourism a rather insecure industry in which to work.

Another aspect of seasonality is the effect on the cost of living for local people. Prices of fish, vegetable, fruit and other food increase significantly during the high season, making

these items unattainable for the majority of local people, who can only afford to buy them either in limited quantity, or of inferior quality. It influences the diet and health of local people, and consequently of children.

5.1.6. Aspirations of local people in tourism employment

A significant number of the community members interviewed aspired to a future outside the tourism industry. Although the tourism industry is seen as an option, and some would certainly like to keep their job in tourism, people also seemed to aspire to a career in fishing or farming, to supply food to both Zanzibari residents and tourists. Those who were employed outside tourism did not wish to pursue a job in tourism unless it was economically necessary, or very attractive in terms of position and payment. The same accounts for children, none of whom had any ambition to work in tourism, unless necessary to earn some money, or unless the industry changed from this western bubble into an industry that showed interest in local hospitality, food and services.

The lack of opportunity and the many challenges in the tourism sector (explained in the following sections) meant that community members were generally more interested in other industries, while viewing the tourism industry as a promising sector that could benefit them in the future. They wished to keep the door open for themselves and their children to eventually make a living in the tourism industry if conditions become more favourable.

Once working conditions, cultural barriers, the skills gap and challenges are improved or tackled more effectively, local people might be more interested in participating in the tourism sector.

⁷⁵ Oxford Policy Management (2018) Mapping of school capacity to absorb out-of-school children in Zanzibar

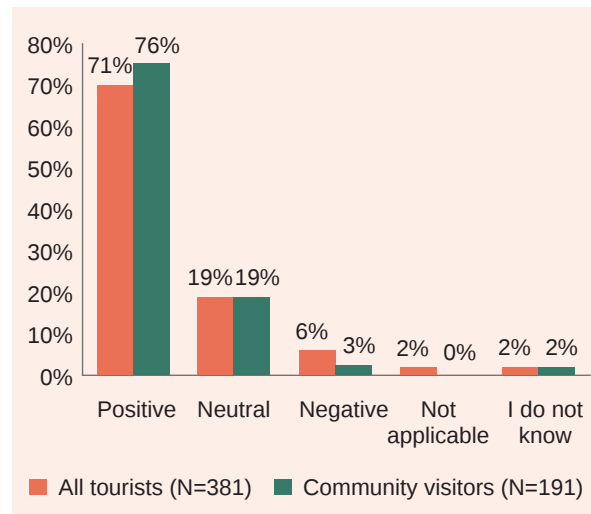
5.2. Culture and tourism

This section explores the impact of tourism resulting from direct interactions with tourism and the more indirect presence of tourism within Zanzibar (Unguja).

5.2.1. Interactions between tourists and locals

Seeing and experiencing local life and culture is an increasingly popular add-on to itineraries of tourists worldwide. The search for authentic cultures and circumstances local people live in is an interesting and valuable experience for many tourists. The exit survey also gives the same picture, as can be seen in Figure 5.4.

Figure 5.4: Tourists response – interaction with local people

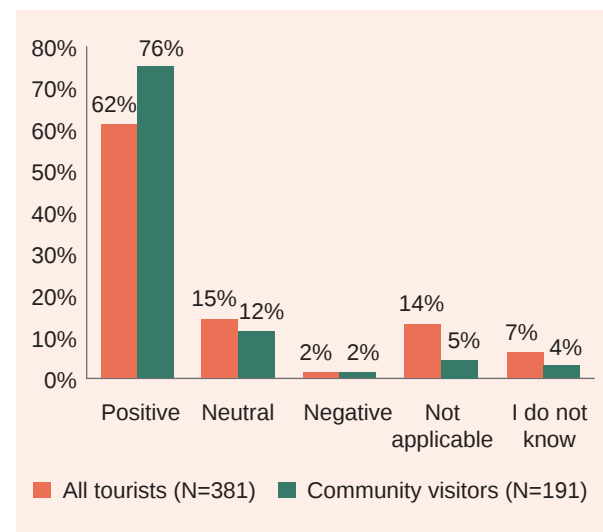


71 per cent (N=381) of all tourists reported positive feelings regarding their interaction with local people while 19 per cent were neutral. The term 'friendly' was frequently expressed in tourist feedback. 48 per cent (N=373) said they consider community visits as mainly positive

for the people living in those communities. This increased to 57 per cent (N=189) among those who had actually been on a community visit. Tourists were also positive regarding their interaction with children, as can be seen in Figure 5.5.

As shown in Figure 5.5, 62 per cent (N=378) of all tourists reported they felt positive regarding their interaction with local children. This means that the vast majority of tourists are actually interacting with children, and enjoying the experience.

Figure 5.5: Tourists response – interaction with local children



As well as donations to children, tourists also donated to local community members, schools, clinics or other local organizations. Social media posts and observation clearly show tourists' interest in donations to local communities and its organizations. For example, according to the Italian doctor and manager of the maternity clinic in Nungwi, the clinic depended on 30 per cent of its income from visiting tourists. She spent

10 minutes per group in providing an introduction. These visits generate US\$ 30 to US\$ 50 per group. These donations benefited local children. Community visits both introduced visitors to the local life and culture of Zanzibar communities, and provided a source of donations. As a result of this contact some visitors have been inspired to develop charity projects and even set up their own development organizations, making their support more structural.

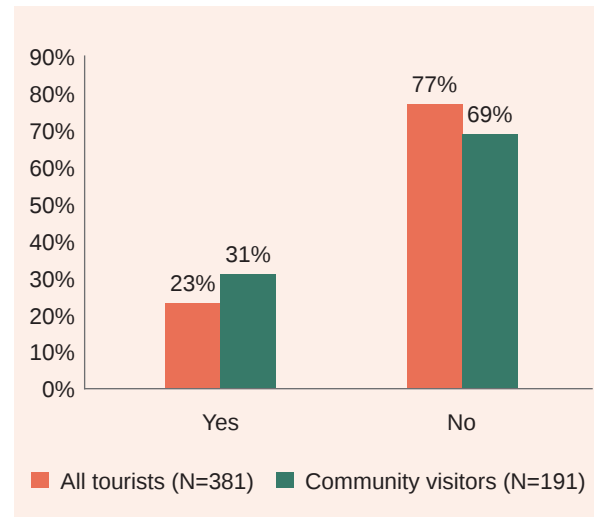
Interaction between tourists and children

Children reported that tourism was very prominent in their experience and many have family members that are involved with and depend on tourism. They tended to be aware of the fact that the tourism business is not particularly profitable and that tourism businesses struggle to make a profit. Donations to children both at school and on the street were not considered as income by themselves or their parents.

There were numerous interactions reported between tourists and children. Based on the exit survey, most of these interactions took place on the beach, the streets of Stone Town or during community visits or tours. The majority of tourists come to Zanzibar to spend time at the beaches, where local children happen to gather, and they also spend time in Stone Town, for sightseeing and shopping, where they share the public areas with local community members and their children.

Based on observations and a social media analysis, the interaction with local people and children is often enjoyed, photographed

Figure 5.6: Analysis – Tourists directly donating money and/or goods to local children



and shared with positive reviews online by tourists. Tourists post pictures on Facebook and Instagram regarding their interaction with children, and hand out money, sweets or goods. While it is not possible to assess the amount or share of these pictures with respect to other tourist pictures of Zanzibar, they demonstrate that the interaction with local people and especially children are an ingredient in the tourist experience. For many western tourists local children are seen as poor and helpless individuals that need some attention and good care (see also chapter 5.4.4. Culture of begging or culture of giving). As a consequence, tourists take pens, sweets or other goods with them on their holiday to Zanzibar. Donations of food and sweets are being discouraged by the ZCT Code of Conduct of tourists,⁷⁶ but tourism operators and accommodations do not distribute the code. As can be seen in Figure 5.6, the exit survey shows that 23 per cent (N=382) of all tourists and 31 per cent (N=191) of the community visitors have directly donated money and/or goods to children.

⁷⁶ ZCT (2009) Zanzibar Tourism Regulations



All schools in the tourism areas received tourists on a regular basis, so school children had the experience of meeting tourists during school. Almost all interviewed school children were positive about these school visits, mostly because tourists donated something to their school or the children directly. In some cases, children were also sponsored, or received scholarships from individual tourists after they had paid a visit to their school. Some children – as well as parents – were worried about tourists taking pictures of them without asking for permission, as they did not know what tourists would be doing with these pictures. For example, some children in Nungwi thought that there was a possibility that a photo editing application could be used to create images of them undressed. Those who were afraid of this hid behind their desk or arms when tourists took pictures without asking or explaining. This concern has also reached the Child Protection Unit of the Ministry of Labour, Empowerment, Elders, Women and Children. An officer explained that they were very concerned about tourists taking pictures of children, without the consent of their parents.

For local children, the beach is a playground and a hangout, an important place to relax and build relationships with friends. During group interviews all school children responded that they went to the beach. It was also observed, that children as well as youths were both often present at the beach, walking around, playing football, hanging out with friends or swimming. In some areas the beach was also used to walk to school. During their presence on the beach, children saw and interacted with tourists.

Local people mentioned two main positive effects, which were in agreement with the reports of school children: Children learned other languages when they interacted with tourists. Tourists and children communicated in English, Italian or other European languages. Children received money or goods from tourists. These were often accepted gladly by local children, who regularly approached tourists to make sure that they would be the first one to get something when tourists had something to hand out. According to community members, there were more negative than positive effects for children from interacting with tourists. During the kick-off workshop, which was well attended by national stakeholders and the private sector, cultural exchange was mentioned as a positive impact on the lives of children in Zanzibar. Local people had a different view. In general, local people experienced more negative than positive effects, for children and community members, which is further explained in the following section.

5.2.2. Cultural degradation arising from tourism

One of the biggest concerns of many Zanzibari nationals, from government officials to community members as well as school children, was the cultural impact of tourism. This was often mentioned before the socioeconomic and environmental impact (in group) interviews. As stated in previous chapters, Zanzibaris from all backgrounds and especially local people and children described witnessing a tourism industry that explicitly portrays and exploits a modern and western lifestyle which conflicts with their values and negatively influences local culture.

⁷⁷ Keshodkar, Akbar (2013) *Tourism and Social Change in Post-Socialist Zanzibar – Struggles for Identity, Movement, and Civilization*, Lexington Books.

As Keshodkar⁷⁷ (2013, p. 198) notes in his book *Tourism and Social Change in Post-Socialist Zanzibar*: “a neo-liberal capitalist consumption economy, values of consumption, westernization, secularization and modern life bring forth new challenges for Zanzibaris to preserve the centrality of *ustaarabu-civilization*.”⁷⁸ The cultural challenge posed by tourists occurs mostly in the public areas among local people, outside their accommodation premises. Examples of this were the dress style of tourists, the sunbathing of women on beaches frequented by locals, the alcohol consumption in bars and restaurants, the nightlife and effects on the attitudes and behaviour of children and youth.

The dress style of tourists in villages and on the beach was criticized by almost all Zanzibaris and especially local people and school children during the group interviews as being inappropriate for the Muslim⁷⁹ dress code that the majority of Zanzibaris adhere to. The level of nudity on beaches, and within communities as well as the visibility of tattoos, piercings and the haircuts of some tourists left many respondents, including school children feeling uncomfortable, despite feeling more accustomed to the situation. However, adults were mostly worried about the demonstration effect⁸⁰ as they saw children and youth copying the behaviour of tourists and adopting the western dress style, copying their haircuts and becoming interested in tattoos and piercings, themselves. As mentioned in the Tourism Act (No. 6 of) 2009,⁸¹ ZCT requires tourism operators to distribute a 15-rule Code

of Conduct for tourists, which requests that tourists “*dress and behave properly in order to show respect to local community*.”⁸² However, the distribution of the Code of Conduct did not seem to take place and consequently tourists were not aware of its existence. In response to the lack of tourist awareness, the residents of Nungwi offered shawls (*kanga*) to tourists to cover themselves when entering the village. As the tourist numbers increased, a sign was erected in Kiwengwa and Nungwi, as shown in the picture, although this has had limited effect according to local people.



⁷⁸ *Ustaarabu* is Swahili for civilization. It also refers to how Zanzibar has developed its unique culture.

⁷⁹ See also Wikipedia about Islam in Zanzibar

⁸⁰ McClary R. (2008) Demonstration Effect, UNBC, Outdoor Recreation & Tourism Management.

⁸¹ Revolutionary Government of Zanzibar (2009) Tourism Act, No 6. of 2009

⁸² ZCT (2009) Zanzibar Tourism Regulations

⁸³ Steck, B., Wood, K. and Bishop, J. (2010) Tourism, more value for Zanzibar: value chain analysis: Final Report. Zanzibar, VSO, SNV and ZATI



At the national level, over the past years, some internationally renowned DJs have visited Zanzibar and Ibiza-like parties were organized. A small but significant section of the tourists, 10 per cent (N=281), said that partying/nightlife was one of the activities they had undertaken during their stay in Zanzibar. This was both outside and inside their accommodations. Partying and nightlife was not among the most popular activities in 2010,⁸³ but has been on the increase in recent years. The exit survey conducted by ZCT in 2017 did not refer to nightlife as being one of the attractions for visitors, though this would have been the case for a proportion. In Nungwi, action had been taken by the Sheha to reduce the volume of music in response to local demand. Community police control this and other locally unwanted tourism-related behaviour, but had been accused of violence by some local youth. The loud music, drinking and use of drugs associated with nightlife was also raised as a concern by the majority of respondents. Drinking alcohol is considered sinful in Islam, and there is supposed to be zero-tolerance for drugs. However, observations showed that in all tourism areas bars were in operation, alcohol was widely available both in bars and local shops and a number of beach boys were keen to offer drugs. Whereas a minority of children responded neutrally or even positively, it being 'normal' tourist behaviour, adults were more unanimous in their concern that children might emulate such activity. In Jambiani, a minority of local people were known to drink alcohol prior to tourism development, whereas today a lot of people are reported to have financial and social problems due to alcohol.

The availability of drugs in the tourism areas was a concern expressed strongly in the interviews

and observations. Also, at the kick-off workshop (Stone Town, October 2017), national tourism stakeholders and members of the private sector pointed out that drugs abuse and trafficking is among one of the most negative effects of tourism developments in Zanzibar, which has also involved children. School children did not seem to be particularly aware of drug abuse being a problem, but local people and tourism stakeholders reported drugs were available. Observations showed that in and around bars in tourism areas, beach boys and locally born youngsters, proactively and openly offering drugs to tourists.

Less visible and probably less prominent, was the presence of prostitution in the tourism areas. According to community members, prostitution had been introduced to the village as a result of tourism development and is recognized by the Government of Zanzibar in 2007, in a study called Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar.⁸⁴ However, it is currently unclear to what extent tourists were interested or if male tourism workers from mainland Tanzania who temporarily stay in Zanzibar alone were the most regular clients of prostitutes. Local people, civil society and Shehas reported a growing number of prostitutes in their community, in Kiwengwa and Nungwi they specifically linked this to male tourism workers rather than tourists.

Weakened social networks

Jambiani, Nungwi and Kiwengwa were all small villages with subsistence farming and fishing before tourism started to develop. Nowadays these villages have expanded with new neighbourhoods and have to an extent urbanized with concrete housing along the

⁸⁴ Revolutionary Government of Zanzibar (2007) Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar

beach side resorts. Now that these villages have grown, the number of social problems and cultural misunderstandings have also grown over time according to community members. The influx of people from outside Nungwi settling in villages puts a lot of pressure on land, electricity, roads, waste, but also on the community. Increased numbers of people with varying backgrounds have led to a new dynamic in these villages. Mainland people, as well as tourists, have brought different customs which has resulted in community of people who are less connected to each other. Numerous 'city problems' were introduced or have increased.

When asked whether community ties were still strong enough to deal with these problems and challenges, all community members indicated that these problems had grown out of their hands. Representatives of UNICEF, Save the Children as well as government officials added that public awareness of many issues was relatively low. Community ties and safety networks are crucial in developing countries, also in Zanzibar. Although the Government of Zanzibar is present via the district officials and Shehas within the village, problem solving or preventing problems arising is often done by community members together. Now, community members have indicated that communities are falling apart and that correction mechanism have either decreased or are not present anymore. For example, as community members of Nungwi said, a long time ago local children that were walking around during school time would be asked by random community members why they were not at school. Now people do not

care anymore. This seems to be happening with many other undesirable situations that continue to occur because they are ignored. Tourism development seems to have contributed to a growing pressure on community ties and a loss of protection and prevention mechanisms.

5.3. Environmental impacts

The environmental impact of tourism that directly influences communities and the lives of children in Zanzibar (Unguja) is mainly related to water supply and waste management. Being an island archipelago, the environment is especially vulnerable, and with population growth from around 800,000 in 2000 to 1,303,569 in 2016,⁸⁵ and an increase from 86,918 visitors in 1999 to 433,474 visitors in 2017,⁸⁶ the pressure on the environment of Zanzibar is significant, and causes a number of challenges that also impact the livelihoods of communities and children.

5.3.1. Water availability and quality

The impact of tourism on water resources is significant, and all local people interviewed were very concerned. As long ago as 2001, Gossling⁸⁷ concluded, "... that water is abstracted in substantial quantities and possibly beyond sustainable levels by the tourist industry", and recommended that, "tourist numbers should be stabilized on present levels or even reduced to establish a sustainable small-scale, high-value tourism". In 2010 Hansson conducted research on the east coast of Zanzibar (Unguja) and came to similar conclusions.⁸⁸ Hansson also

⁸⁵ OCGS (2017) Zanzibar in Figures

⁸⁶ ZCT (2018) Document Centre

⁸⁷ Gossling, S. (2001) The Consequences of Tourism for Sustainable Water Use on a Tropical Island: Zanzibar, Tanzania in *Journal of Environmental Management*, Volume 61, Issue 2, p. 179–191

⁸⁸ Hansson, E. (2010) Groundwater on Zanzibar, Use and Pollutants, Goteborg University, Department of Environmental Sciences



calculated that local community members in Zanzibar used 32.5 litres of water per day, while consumption rates for tourists were in the range of 84 to 2000 litres per day (water use includes: kitchens, laundry, toilets, showers, swimming pools, cooling and irrigation, as well as water used in various activities such as golf, diving, saunas, or spas).⁸⁹

As Zanzibar has more mid-range and high-end accommodation than, for example, hostels, the consumption rates are more likely to be at the higher end of the spectrum than if it were a backpackers' destination. The growing pressure on local water resources is consequently easy to understand, as Tourism Concern, who advocate for ethical tourism development, stress,⁹⁰ stating that in Zanzibar, "luxury hotels consume up to 3,195 litres of water per room per day". In comparison, Tourism Concern stated that the average household consumption is 93.2 litres of water per day. Due to the scarcity of water in Zanzibar, Tourism Concern also reported that guards patrolled accommodation pipelines to prevent vandalism.⁹¹

Community members clearly related the poor availability and quality of potable water in their community to the growing tourism industry. In all four study sites, community members reported that wells provided less water than before, and that the available water is more brackish and of poorer quality. Fresh water from inland wells is expensive because of transport costs. Demand from the tourism industry is high, and transport via pipelines is lacking. The cost of desalinating

water from local wells could not be covered by local community members. As a result, communities in rural tourism areas depend on local wells, and Tourism Concern reported that these could potentially be contaminated with sewage from accommodations.⁹² Hansson (2010) also reported on the effect of sewage on the quality of water, which caused serious health problems for community members if used untreated.

On the whole, tourism development in Zanzibar have negatively impacted groundwater levels, which will decrease further. Fresh water from inland wells remain unaffordable for local people, and the effect of sewage together with the intrusion of seawater (because of rising seawater levels) negatively influenced the quality of the water in coastal areas. This is common knowledge among local people, the authorities and the Government of Zanzibar. With United Nations Resolution 64/692 the United Nations General Assembly explicitly recognized the human right to water and sanitation, and acknowledged that clean drinking water and sanitation are essential to the realization of all human rights.⁹³ Relevant stakeholders need to act, more swiftly than they are at present.^{94/95}

5.3.2. Waste management

The tourism industry generates waste that is collected and processed. However, it can also end up as litter, especially when tourists themselves leave rubbish in public areas. Uncontrolled waste management results

⁸⁹ Gossling, S. in: Global Water Forum on 16 July 2013

⁹⁰ Tourism Concern (2014) How Does Tourism Affect the Demand for Water, Water for Everyone, Unit, Resource A1

⁹¹ Tourism Concern (2012) Water Equity in Tourism – A Human Right, A Global Responsibility

⁹² Tourism Concern (2012) Water Equity in Tourism – A Human Right, A Global Responsibility

⁹³ UN (2010) Resolution 64/292. The Human Right to Water and Sanitation

⁹⁴ See also GIZ Mediacenter on 20 March 2017

⁹⁵ See also AllAfrica.com on 18 March 2015

in piles of litter that can contaminate water resources in the area and provide a breeding ground for mosquitoes, which can increase the prevalence of malaria. Furthermore, the local environment becomes polluted making it a dangerous playground for children. In Zanzibar, tourism sites themselves are clean or relatively clean, even though tourists produce much more waste than locals because waste is collected and transported outside tourism sites, often to landfills. This causes health and environmental problems for local communities and children.

Studies^{96/97} report that 80 to 86 per cent of the total waste from both local people and tourists, is organic. The second largest component of the total waste is plastic, which is around 4 per cent. A SUZA study⁹⁸ calculated that tourists in Zanzibar generated two bottles of 1.5 litres per day each, a total of 5 million plastic bottles per year. This number will increase with more tourism arrivals, and is also dependent on the length of stay. It is noteworthy that without treatment or proper waste management, each bottle takes 450 years on average to biodegrade. The growth of tourism has contributed significantly to the plastic waste in Zanzibar.

Despite these statistics and the negative impact on public health and the environment, local community members and children were more concerned with the availability and quality of water. Local CSOs were much more concerned, but local people did not seem to be aware of the effects of uncontrolled waste management systems, which is in line with the conclusion of

other studies as well.⁹⁹ Public awareness is low, despite the alarming increase of waste due to population and tourism growth.

5.4. Main negative effects and risks of tourism development on children

This section explores the negative effects and risks of tourism on children in Zanzibar (Unguja), based on what is known through desk research and empirical evidence.

5.4.1. Child labour in tourism and supplying sectors

Looking at existing data on child labour in the Zanzibar tourism industry, the National Action Plan for the Elimination of Child Labour 2009–2015 referred to the 2001 ILO rapid assessment report on the worst forms of child labour in Zanzibar, which stated that, “agriculture (mainly in clove plantations), seaweed farming, fishing, working in the hotel and tourism sector and child prostitution as the dominant areas or kinds of activities that children engage in.” In 2012 the United States Department of Labor¹⁰⁰ concluded, “In Zanzibar, children work long hours in the tourism industry as guides, street vendors and hotel cleaners. Girls employed as cleaners have been used for commercial sexual exploitation.” The Integrated Labour-Force Survey 2014 also presented some data, stating that of the 5.6 per cent of all child labourers between the age of 5 to 17 in

⁹⁶ Biubwa, A. (2014) Municipal solid waste management of Zanzibar: Current practice, the challenges and the future, in: International Journal of Current Research and Academic Review, Special Issue 1, p. 5–19

⁹⁷ Mzee K. Juma (2012) Zanzibar Town Snapshots on Solid Waste Management, Coastal East Africa Solid Waste Management and Go to Energy Best Practices Workshop, September 10–13, 2012 in Mauritius from Division of Sewerage, Drainage & Solid Waste, Zanzibar Municipal Council

⁹⁸ SUZA in: Konradsen, F. (2018) Online Course Sustainable Tourism – Promoting Environmental Public Health, lecture: Solid Waste Management Zanzibar

⁹⁹ Kalin, K. S., Skoog, J. (2012) Assessment of the Waste Management System on Zanzibar, Master Thesis for Lunds University, Department of Technology and Society, Environmental and Energy Systems Studies, Lund Institute of Technology

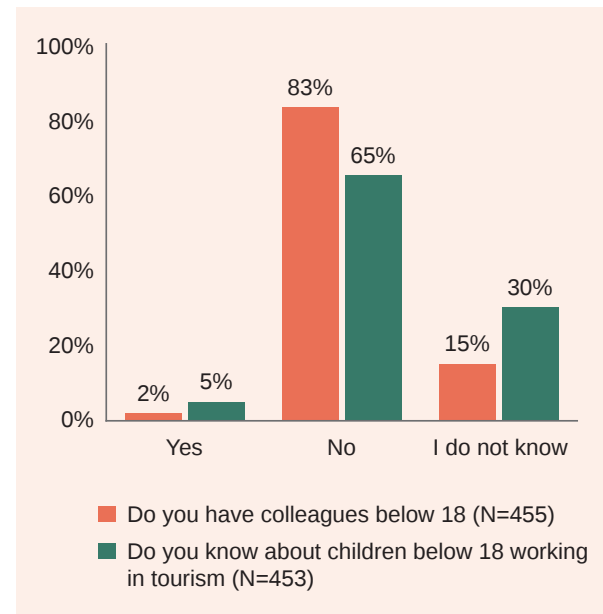
¹⁰⁰ US Department of Labor (2012) Findings on the Worst Forms of Child Labour in Tanzania

Section: Impact assessment findings

Zanzibar, 5.4 per cent work in accommodations and restaurants.¹⁰¹ A recent study by Oxford Policy Management¹⁰² investigating the reasons for children not attending school concluded that children were indeed involved in tourism, stating, “The situation of out-of-school children is most pronounced in areas with high tourism activity and this is no coincidence. These areas present opportunities for children to make money by performing a wide range of roles, such as giving tours and fishing. In a context where children and their families face difficulties making a living, these opportunities are attractive to them at the expense of schooling opportunities”.

Consultations with tourism stakeholders in this study painted a similar picture. In the kick-off workshop with tourism stakeholders, child labour came out as the most negative impact of tourism on children in Zanzibar. ZATI and government officials from the Ministry of Education and Vocational Training, and the Tourism Unit (Operation Department) within the police, explained that children are engaged in various economic activities in the tourism industry, encouraged by their parents. Most tourism stakeholders added that child labour mostly happened in the informal sector, as contracts were monitored by the Ministry of Labour, Empowerment, Elders, Women and Children, and official registration with a bank account and ID showed if someone is above or below the age of 18. This resonated with the outcomes of the staff survey that was conducted in tourism accommodations in the formal tourism sector, which showed that only 2 per cent (N=455) of staff said that they have colleagues younger than 18 (see Figure 5.7). Law enforcement of the Children’s Act (No 6

Figure 5.7: Staff responses about child labour in tourism



of 2011) and Employment Act (No. 11 of 2005) appeared to be effective in preventing the employment of children.

As can be seen in Figure 5.7, the actual number of children in the labour-force could be higher, as 15 per cent said that they did not know if they had colleagues below the age of 18. 83 per cent were sure that they did not have minors as colleagues. When staff were asked if they knew of children working in tourism in general, 5 per cent (N=453) said that they did and 30 per cent said that they did not know. It can therefore be concluded that child labour does occur in the formal tourism sector, but appears to be limited.

What also matters is the age of the child labourers and the type of work they are engaged in. The age at which children start to work in tourism remains unknown, although community members reported that children from the age of

¹⁰¹ OCGS (2016) Integrated Labour Force Survey 2014

¹⁰² Oxford Policy Management (2018) Mapping of school capacity to absorb out-of-school children in Zanzibar

7 were engaged in the informal tourism sector (see below). The line between acceptable and unacceptable forms of child labour is drawn in the Zanzibar's Children Act, 2011,¹⁰³ with the age of 15 being acceptable for light work and 18 for hazardous work. Although the act states that minors should go to school as much as possible, it does not differentiate between children making some pocket money and those who are making a living. It also remains unclear whether working in tourism is considered hazardous in Zanzibar or not.

The involvement of children in tourism seems to be an everyday reality in the informal sector as community members, children and tourism stakeholders described the type of jobs children do. This could be helping out a friend who owns a kite school, singing in a choir in tourism accommodations for tourists during Christmas, selling green coconuts or shells on the beach, helping out a family member or friend in a shop, being involved in some housekeeping in an accommodation, or being active in the supply industries of fishing and farming. More specifically, community members in Kiwengwa claimed that children as young as the age of 7 from Kiwengwa and surrounding villages sold sambusa, fruit, shells, maize or green coconuts on the beach, not only to tourists, but also to locals and tourism workers in the area. Children also mentioned that they knew of friends of their age who earned some pocket money in tourism. However, in all cases, little is known about the conditions and circumstances in which children were engaged in the tourism sector.

Community members stated that they encouraged their children to go to school, and that they disapproved of working in tourism.

The majority of community members preferred the children to continue with school, with only a minority believing that it was acceptable for children to engage in tourism after form 4.

As the Oxford Policy Management study concludes, "Tourism, fishing and farming provide opportunities for these children to make a living for themselves and support their families, which can prove too attractive to pass up". Only a general picture of child labour in fishing and farming in Zanzibar can be drawn.

Fishing and agriculture are the two most important suppliers of the Zanzibar tourism industry. Indirectly, tourism contributes to or at least benefits from, child labour in these sectors.

Another sector that also indirectly relates to tourism is domestic labour. Children from mainland Tanzania are also involved in this sector, and tourism is contributing to this, with tourism in Zanzibar making it a destination for domestic labour for mainland Tanzanian girls. With tourism, the idea of economic opportunities and wealth makes it easy for recruiters to attract girls to drop out of school and start working for families in Zanzibar.

The tourism industry contributes to the involvement of children in tourism and supplying sectors by creating demands and opportunities that generate income. The question remains as to what extent this is beyond the capacity and power to control of individual tourism businesses and whose responsibility this is. This study showed that the private sector seemed aware of children working in tourism and the supplying sectors.

¹⁰³ Revolutionary Government of Zanzibar (2011) Children's Act, No. 6 of 2011, provisions 97–106.

5.4.2. Sexual exploitation of children in travel and tourism

A comprehensive international study was conducted in 2016, which clearly showed the sexual exploitation of children in travel and tourism at various tourism destinations worldwide.¹⁰⁴ The study concluded that sexual exploitation of children in travel and tourism is on the rise in Africa, following the increasing number of international arrivals at African tourism destinations. Experts from ECPAT¹⁰⁵ pointed to Zanzibar as a major destination for child sex offenders, unfortunately without providing details or a rationale behind this conclusion. The claim appears to be based on a Tanzanian ECPAT report from 2013,¹⁰⁶ as set out in a regional ECPAT overview in 2014,¹⁰⁷ which refers to observations by a number of Tanzanian NGOs, a news article by Tomric news agency in 2001 and interviews with a taxi driver and the Zanzibar Ministry of Labour, Empowerment, Elders, Women and Children in 2008.¹⁰⁸

A number of other studies have been conducted in the past decades, but almost all have the same difficulty in finding clear evidence. The most telling evidence is from a rapid assessment report on the worst forms of child labour in Zanzibar which was conducted in 2001¹⁰⁹ and which states, "... through the process of 'physical counting', researchers revealed there were some 50 child prostitutes (aged between

14 and 18) in Stone Town, the main urban centre on Unguja. None of these children were reported to be attending school, but, of the child prostitutes, only three per cent were said to have originated in Zanzibar." However, clear links with the tourism industry have not been found.

Since 2001, most reports have been more anecdotal. In 2008, the United States Department of State¹¹⁰ in its Tanzania profile talked of the commercial sexual exploitation of girls near tourist attractions, adding, "On Zanzibar some hotels sponsored girls for hotel work who then become bar maids or prostitutes; hotels were used by traffickers for prostitution activities." Again, these claims were not backed by evidence. In 2011, the Government of Zanzibar published the results of the Violence Against Children study, the first ever national household survey conducted in Zanzibar. The 2011 study reported that 6 per cent of females and 9 per cent of males in Zanzibar experienced sexual violence before the age of 18 years. However, the Violence Against Children study did not specifically include an analysis of sexual exploitation relating to the tourism industry.¹¹¹ This had been tried and explored in 2007 in a study called 'Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar'.¹¹² Although sex tourism was recognized in this study as being a problematic development, there was no concrete evidence in this study either.

¹⁰⁴ ECPAT International (2016) *Offenders on the Move, Global Study on Sexual Exploitation of Children in Travel and Tourism 2016*.

¹⁰⁵ ECPAT is an international NGO Network that is dedicated to the fight against the sexual exploitation of children worldwide

¹⁰⁶ ECPAT International (2013) *Global Monitoring, Status of Action Against Commercial Sexual Exploitation in Tanzania, 2nd Edition*

¹⁰⁷ ECPAT International (2014) *The Commercial Sexual Exploitation of Children in Africa, Development, Progress, Challenges and Recommended Strategies*.

¹⁰⁸ Terres Des Hommes Netherlands (2009) *Money Makes the World Go Down, Child Sexual Abuse and Child Sexual Exploitation in Tanzania*

¹⁰⁹ ILO (2001) *Assessment on the Worst Forms of Child Labour in Zanzibar*

¹¹⁰ US Department of State (2008) *Country Report on Human Rights Practices Tanzania (March 11, 2008)*

¹¹¹ UNICEF (2011) *Violence Against Children in Tanzania; Findings from a National Survey 2009*

¹¹² Revolutionary Government of Zanzibar (2007) *Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar*

Field notes of one of the field researchers (Nungwi, January 2018)

A beach boy came up to me on the beach of Nungwi. Being approached by beach boys is very common, and often results in a short chat about business. This time, being prepared and looking like a tourist, I asked for 'a girl' straight away after Mohammed asked, "do you need something?". I told him that I want a girl. A young girl. He immediately understood that I was looking for paid sex and proposed to bring me to a guesthouse where I would find young girls for sex. I agreed with his proposal and started walking. It took 15 minutes walking uphill, around 1 kilometre from the beach, to reach the guesthouse. It looked from the outside like a normal guesthouse, a compound with several detached small buildings, of which one was the reception and others were rooms for guests. A couple of guys were sitting outside playing a card game. He spoke to a few of these guys. A couple of ladies come out of the rooms, not paying any attention to me. They looked to be in their twenties and from the mainland. He explained that this place normally would attract only local/African clients. He called one of the girls and explained to her that I wanted a young girl. She immediately started calling someone in the village to invite a girl to come to the guesthouse. At this point I cancelled my request and together we started walking back.

The five-year National Plan of Action to End Violence Against Women and Children (2017–2022) was launched recently, and includes a section on tourism (see 5.6), again without any problem statement or evidence, but asks for a clear assessment about sexual exploitation of children in travel and tourism.¹¹³ Government officials from the Tourism Unit (Operation Department) within the police, the Ministry of Education and Vocational Training, and the Child Protection Unit of the Ministry of Labour, Empowerment, Elders, Women and Children also stated that they never received cases of sexual exploitation of children by tourists, but that they suspect that it happens in Zanzibar.

Based on desk research it is impossible to measure, or even to estimate, the extent to which sexual exploitation of children in travel and tourism takes place in Zanzibar. Nevertheless,

there are a few reports of tourists engaging in child sexual exploitation. In workshops with community members and when interviewing relevant stakeholders, several anecdotal reports were shared; although lacking in detail, several characteristics about the sexual exploitation of children in travel and tourism in Zanzibar can be derived from these reports:

- Young trainees from mainland Tanzania who were not hired after their application or training, but who remained in Zanzibar to try their luck elsewhere, were vulnerable and likely to engage in paid sex in bars or brothels.
- The role of beach boys is alarming in the context of Zanzibar's tourism industry. They have a strong local network, and do not hesitate to approach and assist tourists in their needs, including being willing to link

¹¹³ Revolutionary Government of Zanzibar (2017) National Action Plan to End Violence Against Women and Children, 2017–2022

Group interview about 'children in tourism' (Nungwi, January 2018)

During the Children in Tourism workshop in Nungwi, community, private sector, local government representatives and CSOs were present. Many issues concerning children's rights and protection were raised. A receptionist at one of the bigger accommodations of the area told the research team the following story:

Her colleague, from Kenya or the mainland, working for the same company, was approached one day by a South African guest. The man asked her where he could find a woman to spend time with; she offered herself to him, but the man said that she was too old. He said that he was looking for a younger lady. She offered one of her three daughters to him. He chose the middle one, under 18. The amount agreed for the night was US\$ 300. The next day the man went at the reception of the accommodation to pay his bill, but gave the mother only US\$ 150, complaining that the service was not that good.

up tourists with a child. An anecdote from a researcher in Nungwi illustrates this point.

There are factors that make children more vulnerable to sexual exploitation in the future. Zanzibar is a developing country with relatively weak child protection structures, local community networks are loosening, the entertainment industry is growing and the number and type of tourists is growing and diversifying. As representatives of UNICEF and Save the Children pointed out, the lack of awareness of risks to children and knowledge of how to mitigate these risks add to these factors and represent a key challenge for the tourism industry and other stakeholders. This has been recognized in interviews with government officials from the Child Protection Unit of the Ministry of Labour, Empowerment, Elders, Women and Children, and the Tourism Unit (Operation Department) within the police, who stated that both the Government of Zanzibar and civil society have a role to play in this. All these factors could lead to a similar situation to

Kenya and The Gambia, which are comparable destinations (see also 4.4) that have more experience in identifying and combating the sexual exploitation of children in travel and tourism. Community members claimed that because of the strong traditional culture of Zanzibar and the relatively high enrolment of children in schools, the children of Zanzibar were actually less vulnerable.

5.4.3. Use of and access to drugs

Drugs are prohibited by law, but have found their way to the beaches and bars of Zanzibar, and also seem to negatively impact the lives and health of local youth. Community members and tourism stakeholders expressed concern about the availability of drugs in tourism areas. Drugs, especially party drugs, have been introduced in tourism areas because of tourism development. This was already concluded in 2007 by a study called 'Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar',¹¹⁴ which stated that, "Rising tourism,

¹¹⁴ Revolutionary Government of Zanzibar (2007) Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar



which is associated with increased business and social interactions, is believed to fuel up both commercial sex industry and drug use among youth.” Just from observations of the nightlife in Nungwi it can be concluded that a variety and abundance of drugs is available, openly sold by young beach boys, taxi drivers and bartenders, both during the day and at night. An officer of the Tourism Unit (Operation Department) within the police stated that Nungwi is one of the areas where drugs are causing problems in the community and for children. This is not unique to Nungwi, although the nightlife is supposed to be the best in the area, which could attract drug user and drug dealers.

In informal interviews with beach boys, they stated that drugs are imported by air and sea from mainland Africa, especially from southern African countries. Some beach boys even claimed that they ran drugs themselves, stating that customs officials were not an obstacle as long as they could also profit from the trade. In interviews with community members and tourism stakeholders, drugs were also often mentioned as one of the destabilizing factors for local communities. Now that drugs are present in communities on offer to tourists, it also triggers beach boys to start using them.

Community members spoke of various social problems that occur as a result of drug abuse.

5.4.4. Culture of begging or a culture of giving?

Observation and the kick-off workshop with tourism stakeholders would lead to the conclusion that children begging is common in tourism areas. However, in interviews with community members, children and in the exit survey among tourists, children begging did not seem to be a major problem. It would appear therefore that it is mainly tourism stakeholders who are concerned. Some linked absenteeism and dropouts from school to begging, explaining that children prefer to beg in tourism areas rather than attend school. When observing the behaviour of children towards tourists, and interactions involves the exchange of money or goods, the intention of children is playful rather than focused on begging. However, this is not appreciated by some tourists. For example, 7 out of 111 tourists who commented in the exit survey about their interaction with children complained about them asking for money. It would appear, however, that children have developed the habit of asking for money or goods as a result of tourists proactively offering them sweets, money, pens and other goods.



At the same time, tourists are generous, with 23 per cent (n=382) saying that they had donated money and/or goods directly to children. Of those who did a village tour, 54 per cent (N=208) donated goods or money directly to people during the community visit, which will benefit children as well. As some community members put it, tourists seemed to have a perception that African children were in constant need of something, either money, sweets, notebooks or something else. Tourists also collected goods beforehand or raised money and approached children in public or in schools to donate. As Mirjam Vossen also concluded in her study, 'Framing Global Poverty', published in 2017, this perception was quite strong. People in Europe tend to believe that people in developing countries are victims of tragic circumstances and that poverty is the consequence of a lack of progress, all strongly fuelled by the media.¹¹⁵ It can be argued that these perceptions also trigger tourists to collect goods and/or raise money to donate to communities and children.

What seems to be most harmful is the way tourists deliver their donations to children. They sometimes hung bananas for children jump for, or they throw sweets around and let the children crawl, both of which were disapproved of by community members and children, who perceived this as humiliating. On the other hand, they nonetheless accepted and appreciated the gifts, as their culture tells them to be grateful; these goods and money could also be useful. The sweets and sweet drinks that tourists tend to give children are not approved of by parents, as they negatively influence the eating habits and quality of the children's teeth. However, community members and children themselves are not doing anything about the situation, both

because local culture tells them not to correct a visitor or stranger and because they are profiting from it, as some community members and children indicated in interviews. Though tourism stakeholders are concerned, there is a lack of tourist education though some accommodation managers claimed that they inform their guests how to go about giving donations.

In short, tourists do donate goods and money to children, which seem to come more from a culture of giving than a culture of begging. On the other hand, children do beg for money and goods among tourists, although this seems to be a game or a habit rather than something they depend on or will drop out-of-school for.

5.4.5. Level of vulnerability

Two aspects are important when discussing the level of vulnerability of children with respect to possible negative impacts of tourism on their well-being. Firstly, the moments of contacts and interaction between tourists and local children that are potentially harmful from a children's rights perspective; secondly, the attitude of children towards these interactions in general. Naturally there are other aspects that define the vulnerability of children in Zanzibar, such as the level of education, parental care, food consumption, living conditions, health care, etc. However, in this study the focus is mainly on how children relate to tourists and the tourism industry, and about identifying potential harmful effects of tourism.

Interaction between tourists and children is commonplace in Zanzibar. In most cases tourists meet children in public, in a school or within a community. In interviews, school children explained that they met tourists,

¹¹⁵ Vossen, M. (2018) Framing Global Poverty

ranging from seeing them to interacting with them. Their position and wealth give tourists a degree of power over local people, including children; the question is to what extent tourists with bad intentions can take advantage of this.

The strong feeling among local people is that tourism destroys their culture, leads to tourism being rejected rather than embraced, and affords children some protection to keep them from potentially harmful situations involving tourists. However, in Zanzibar there is a grey area between engaging with the tourist industry and staying away from tourism. For example, social media pictures of a tourist carrying a local child met with negative connotations from only a few children, the majority being either neutral or positive and not perceiving any harm in a tourist carrying a local child and posting a picture online.

5.4.6. Impacts on children of households working in tourism

The jobs and income that people generate in the tourism industry directly impacts the lives of children, who form half of the population in Zanzibar.¹¹⁶ In the staff survey developed and conducted for this assessment, staff were questioned about job conditions in relation to children's livelihoods.

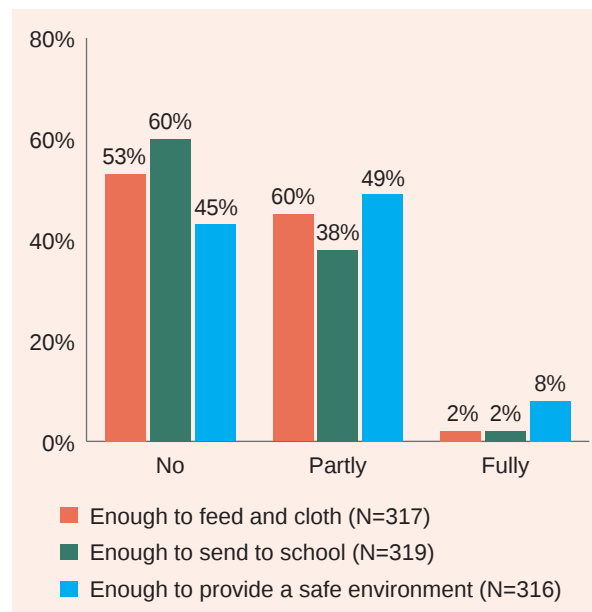
Of the staff participating in the survey, 78 per cent (N=430) had children to take care of. They are parents of 876 children in total, which is an average of 2.7 children per parent. Approximately 760 of those children were under 18 years old. 66 per cent (N=310) of staff with children under 18 said that they depended on the income from their work in the accommodation sector; this raises to 78 per cent (N=366) of all staff with

both minor and adult children. In other words, the income from tourism is very important, if not invaluable, for the wealth and health of the majority of children.

5.4.6.1. Is the earned salary sufficient?

When looking in more detail at the question of whether the salary earned by their parents is sufficient to secure the livelihoods of children a gloomy picture emerges (see Figure 5.8).

Figure 5.8: Parents' responses as to whether their salary is sufficient to take care of their children



Of those who indicated that they had children to take care of, 53 per cent (N=317) said that their salary was not enough to feed and clothe their children, while 45 per cent said it was partly sufficient. Those who claimed it is insufficient were taking care of a total of 324 children under the age of 18. In other words, the livelihoods of about half of the children under 18 of tourism workers would lack food and clothing if they depended only on the income from the tourism

¹¹⁶ UNICEF (2016) Global Initiative on Out-of-School Children, Tanzania Country Support

accommodation where parent worked. This picture strongly resonates with the income calculations presented earlier. Most staff had an income that was just above the international poverty line or close to the Zanzibar basic needs poverty line, which, as global evidence shows, would certainly negatively impact early childhood development.¹¹⁷ In interviews local people as well as government officials, including from the Ministry of Labour, Empowerment, Elders, Women and Children, were aware of the low-level payments and the challenges they brought about in properly taking care of the family. Managers of tourism businesses stressed that as well as their salaries staff also enjoyed tips from guests, compensation of transport costs and in some cases support in health care costs.

A staff member was more direct, stating that, “Government have to make follow-up, we are not getting the salary as recommended, what I get does not afford my life, no health care, no allowances during holiday. The employer don’t respect their employees, they give us lots of works I can’t afford to do it. Low salary, I have 6 years of experiences still they pay me 120,000 how I can live with this amount? I have kids depend on me, my family depend on me.”

When looking at other children’s rights, such as the right to education and shelter,¹¹⁸ the picture becomes even gloomier (Figure 5.8). 60 per cent (N=317) of the staff interviewed said that their income was insufficient to send their children to school, 45 per cent stated that it covered partial school expenses. In addition, 43 per cent (N=316) stated that their income was insufficient to provide a safe environment¹¹⁹

for their children, with 49 per cent stating that it was partly sufficient. This means that other forms of income are necessary to cover those needs, but working full-time in tourism, where the working hours are extremely long, makes it very challenging to generate other forms of income. The majority of the children did also depend on the (financial) support from another parent, family member, extended family member or someone else. Mainland Tanzanians who live temporarily in Zanzibar tend to leave their children on the mainland with the other parent or a family member, sending money via cash or bank transfers for the children.

With regard to providing a safe environment and support from others for their children while themselves at work, 73 per cent (N=355) of the interviewees said that their children were in a safe environment, while 16 per cent said that this was not always the case, and 8 per cent said their children were not in a safe environment. Most children seem to be in safe environments under the guidance of a parent or family member, but a small number of children might be without care at home or elsewhere.

Of the staff questioned about childcare arrangements in their absence on work, 38 per cent (N=346) left their children in the care of a partner, while another 38 per cent said that a family member took care of the children. 10 per cent relied on a neighbour, while 6 per cent said that their ‘help’ took care of the children. 2 per cent, representing three staff members, (two men and one woman) indicated that sometimes there is nobody to take care of their children when they are at work. The tourism

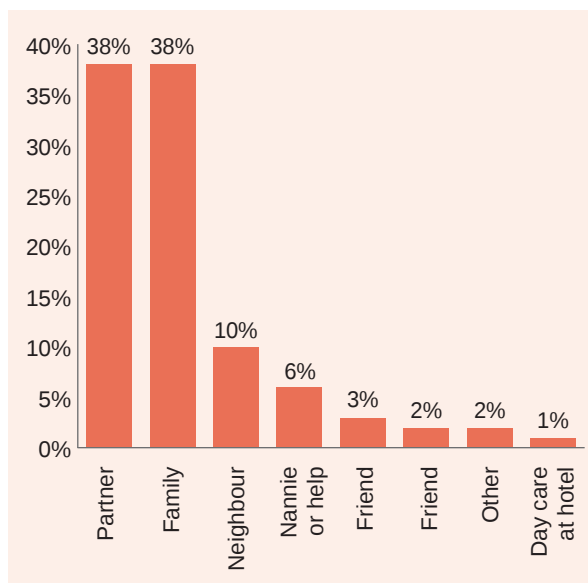
¹¹⁷ See also UNICEF on: Why Early Childhood Development?

¹¹⁸ UN (1990) Convention on the Rights of the Child, No. 27531

¹¹⁹ The survey emphasized that staff supposed to assess their own situation. A safe environment is safe when he or she is considering it as safe and in which their children feel safe.

accommodations did not play a significant role in the day care of children, because 88 per cent (N=339) said that their employer did not provide day care for children, 7 per cent did not know if day care was provided, and (Figure 5.9) only 1 per cent said that their child was at day care provided by their employer.

Figure 5.9: Staff responses to who takes care of their child(ren) when at work (N=346)

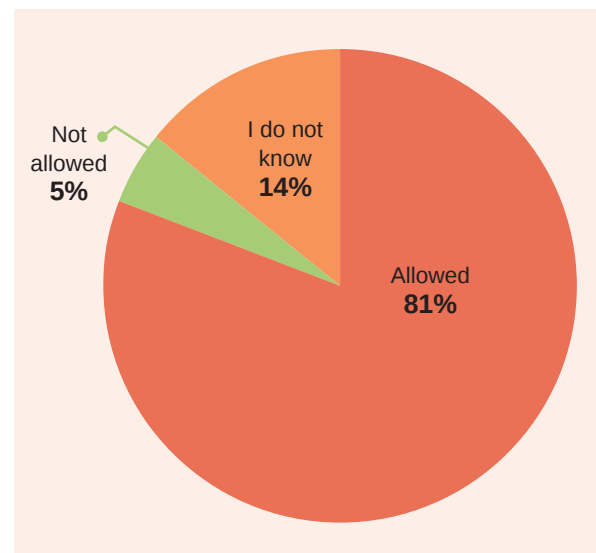


These figures show that income from working in tourism accommodations is very often insufficient or only partly sufficient to properly take care of children, and that support from a partner and family is needed in providing a safe environment. This might only be the situation for employees in the accommodation sector; being a businessperson in tourism could lead to a higher income. One example of this is the case of Goodluck, who leaves his family in Arusha during the high season to run a souvenir shop in the middle of Stone Town. Although, just as many other shop owners claim, his business is slowing down, it has provided him with enough income to secure the higher education of his son in mainland Tanzania.

5.4.6.2. Neonatal care

Getting leave from work to give birth and take care of your newborn is invaluable for any mother. The Zanzibar Employment Act of 2005 stipulates that pregnant women are entitled to three months' paid maternity leave every three years.¹²⁰ In Figure 5.10, staff explained what the reality is in the tourism accommodations at which they worked.

Figure 5.10: Staff responses to women being allowed to take maternity leave (N=370)



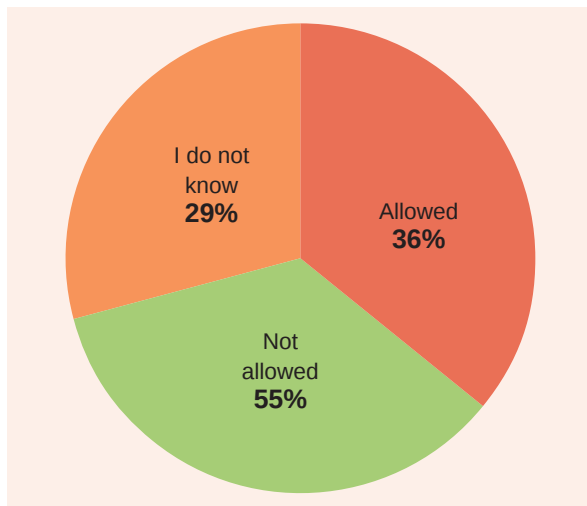
Of the respondents, 81 per cent (N=370) said that their employer allowed women to take maternity leave, 5 per cent said that pregnant women were not allowed to take maternity leave or will lose their jobs, and 14 per cent were unaware of the position. Although national legislation is clear about workers' right to maternity leave once every three years, a significant number of staff in tourism accommodations were not allowed or not aware of this rule. It is noteworthy that the staff surveyed also represented the experience of mainland Tanzanians, who might be expected to know more about the Tanzanian law allowing women to get three months paid

¹²⁰ Revolutionary Government of Zanzibar (2005) Employment Act, No. 11 of 2005

maternity leave, but without the restriction of this being only once in every three years.¹²¹

Zanzibar does not have clear labour laws regarding mothers breastfeeding during work time. The Employment Act, 2005 only mentions breastfeeding insofar as stating that it is not a reason to sack an employee, similar to pregnancy and sickness.¹²² Legislation in Tanzania allows women to take breaks of a total of 60 minutes to breastfeed their child.¹²³ Figure 5.11 shows the everyday practice in tourism accommodation.

Figure 5.11: Staff about mothers being allowed to breastfeed during work (N=361)



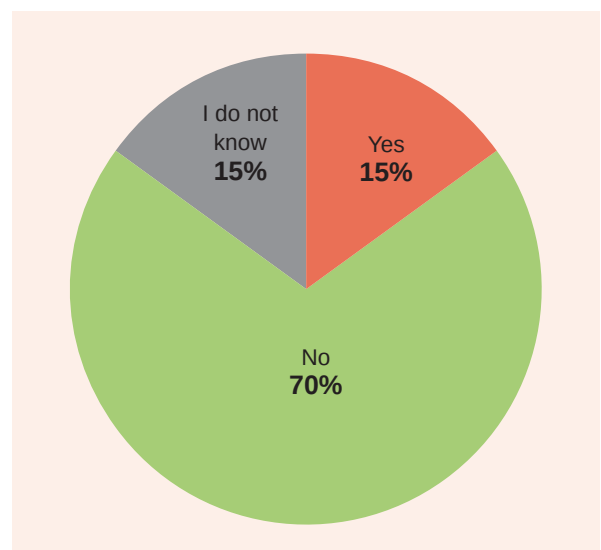
Of the interviewees surveyed, 35 per cent (N=361) said that their employer did not allow breastfeeding, 36 per cent said that it was allowed, and 29 per cent did not know what the policy of their company was. This indicates that over a third of employers did not allow mothers to take a break for breastfeeding, while a significant number of staff seemed to be unaware of the rule about breastfeeding. Needless to say, breastfeeding has a

particularly strong effect in the first six months of a child's life, on the growth and development of babies and for mother–child relation. UNICEF stresses the importance of breastfeeding in early childhood development in several of its programmes both in Zanzibar and worldwide, and says that employers have a positive duty to support breastfeeding of children.¹²⁴ This also seems to be recognized in the Zanzibar Child Policy 2017 of the Zanzibar Ministry of Labour, Empowerment, Elders, Women and Children.¹²⁵ However, this recognition has not yet led to a clearer Employment Act that would give mothers the right to breastfeed their child.

5.4.6.3. Taking care of children

Naturally the care of children goes beyond giving birth and providing basic needs such as food, clothes, shelter and education. Health care, day care, parental attention and safety are other crucial ingredients for early childhood development. Figure 5.12 shows that tourism

Figure 5.12: Parents' responses to support in costs of health care (N=322)



¹²¹ ILO (2014) Maternity and Paternity at Work; Law and Practice Across the World

¹²² Revolutionary Government of Zanzibar (2005) Employment Act, No. 11 of 2005

¹²³ Idem

¹²⁴ See also UNICEF on: Nutrition

¹²⁵ Revolutionary Government of Zanzibar (2017) Child Policy 2017, Ministry of Labour, Economic Empowerment and Cooperatives.

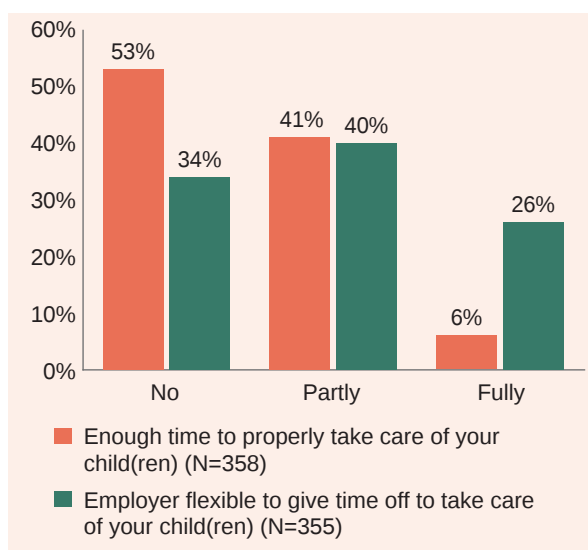
accommodations often do not support their staff in health care costs.

Of all staff who are responsible for children, 15 per cent (N=322) stated that their employer offers support in the health care costs of their child, while 70 per cent stated that they received no support from their employer. Clearly, a vast majority would need to make use of their own income to cover health care costs if necessary. Given the relatively low wages, health care costs are a serious economic challenge for many parents.

As Figure 5.13 shows, childcare is a challenge for parents who work in tourism accommodations.

Of the respondents in the survey, 53 per cent (N=358) stated that their working schedule provides them with enough time to properly take care of their child(ren) while 34 per cent (N=355) stated that their employer was flexible if they needed time off for childcare. This means that

Figure 5.13: Staff responses to time off for childcare (N=358)



almost half the parents working in the tourism sector cannot spend enough time with their child(ren) because of their working schedule and/or the inflexibility of their employer. As previously stated, it is estimated that the majority of staff work an average 54 hours per week, which is six hours more than the legal limit according to the Employment Act, 2005.

5.5. Relevant stakeholders' interaction to address negative and positive effects of tourism development

This section explores what stakeholders in Zanzibar are doing and/or plan to do in relation to the negative and positive effects of tourism.

5.5.1. National level stakeholder interaction

ZCT implements the Tourism Policy and has 18 different roles that are defined in the Tourism Act (No. 6 of) 2009.¹²⁶ Besides tourism promotion, licensing tourism businesses and enforcing regulations, the Commission is also responsible for tourism developments and specifically for cultural and ecotourism.

It was intended that the Board of the Commission include private sector representatives. It has seven different 'functions' that are all related to tourism development. Together with a multi-stakeholder board, the responsible minister can appoint up to eight commissioners from different parts of the tourism industry. The amended Tourism Act (No. 7), 2012¹²⁷ states that the Commissioners should come from:

¹²⁶ Revolutionary Government of Zanzibar (2009) Tourism Act, No 6. of 2009

¹²⁷ Revolutionary Government of Zanzibar (2012) Tourism Act, No 7. of 2012



the hospitality industry, associations, Zanzibar Planning Commission, Minister of Information, Culture, Tourism and Sports, ZIPA, any other member who shall be a woman, ZATI and religious institutions. The Commissioners have four roles that revolve around advising, developing, implementing and steering the Commission and tourism in Zanzibar for all. The Board and Commission are the highest levels on which different stakeholders can discuss tourism development in Zanzibar.

Despite the Tourism Policy and Tourism Act that clearly describe the role of various stakeholders in tourism development, including multi-stakeholder consultations, the relationship between the public and private sector seems to revolve around licensing, regulations and taxation.

The industry itself has a number of associations, of which Zanzibar Association of Tourism Investors (ZATI), Zanzibar Association of Tourism Operators (ZATO) and Zanzibar Association of Tour Guides (ZATOGA) are the best known and most visible. These organizations have run and still run a number of programmes that deal with tourism development.

5.5.2. District level

At the district level, the amended Tourism Act (No. 7 of) 2012¹²⁸ mandates that District Tourism Committees are to be established with members from the public and private sector as well as a representative from a religious institution. Their role is to spearhead tourism development in their district in collaboration with ZCT. It remains unclear whether these committees are installed and operational.

5.5.3. Community level

On a community level there is interaction between relevant stakeholders, but this is more ad hoc. Community activism is almost non-existent, although some beach clean ups and a number of local development organizations have tried to influence tourism developments. The box (given on the next page), gives an account of the rise and uncertain future of Kiwengwa Development Organization and is an interesting example of community activism. 'Shehas', local government representatives, potentially have a strong influence in the local tourism industry. For example, in Nungwi, the 'Sheha' instated a curfew for bars. This seems to have influenced the nightlife and consequently the image of Nungwi as a party destination.

On an individual level, community members, staff, children and tourism professionals realize that future tourism development needs careful planning to mitigate the negative impacts and foster a more sustainable future of tourism in Zanzibar. In group interviews, community members and especially young people showed a strong opinion that the distribution of benefits is unfair and needs to change. While young people are more concerned about the economic benefits, older community members worry about the cultural impact. These concerns do not seem to find their way to relevant stakeholders as will also be explained in the subchapter about social accountability below.

5.5.4. Reflections on the interactions between the tourism industry and communities

The interaction between the tourists, tourism industry and local communities is not very strong.

¹²⁸ Revolutionary Government of Zanzibar (2012) Tourism Act, No 7. of 2012

In the study sites, the tourism industry and local communities occupy two separate worlds, physically divided by walls, but also divided by economy and culture. The various stakeholders in tourism do interact, but mostly act in isolation from each other and/or on specific issues.

The majority of tourism businesses have community links, which vary from hiring of local staff to support, to community projects. Regarding the latter, 44 per cent (N=394) of the staff that participated in the survey indicated that their tourism accommodation is involved in

The community itself can also take action. The **Kiwengwa Development Organisation (KDO)** is an interesting practice as it is a unique case that demonstrates that community activism can result in recognition and structural support from the tourism industry. At an early stage of tourism development in Kiwengwa, around the year 2001, the Kiwengwa Development Organisation was founded. The general objective was to realize the development of water supply, education, health, madrassa and other relevant and basic needs of the local population. Over the years, the KDO was also recognized by the Shehia and District as a player that was supposed to endorse various developments in Kiwengwa. As such, it became a strong organization politically with a certain position and role in the community. When tourism accommodation providers in the area started to build and extend their premises, the discussion about the use of the beach road started. The beach road is an often used road by locals and the accommodations were planned landwards, blocking the road. In the beginning the authorities pushed to close the road without any agreement with the community members and they realized that the government could close the road without compensation.

KDO used its political influence and kickstarted the negotiations about the road and managed to get a ten year compensation agreement with two accommodations, Kiwi and Bravo, in 2003. The agreement has been renewed for another ten years in 2013. The agreement is only with KDO and was signed by the High Court, District North B, ZIPA, ZCT and the Sheha of Kiwengwa. The two accommodations pay US\$6,000 per year to KDO which they use for development projects. The cashier and secretary say that they are paying for the costs of 3 teachers for the nursery, 3 teachers for the madrassa and one guard for the hospital. They also give micro credit to Kiwengwa villagers, based on Islamic banking rules. The KDO was supposed to also play a role in brokering between local staff and the accommodation providers, but the KDO has not been successful in that role. The KDO depends completely on the income from Kiwi and Bravo, but has been in disputes with Kiwi about the payments. Although other accommodation providers, Vera Club, BlueBay and Sultan San have also blocked the beach road, they are not interested in compensating the community via KDO.

The success of KDO seems to only be celebrated by the founders as the two accommodations have not publicly acknowledged their support for the KDO. The 'Sheha' seems to prefer a stronger role of the government in realizing community support from the tourism industry. With the accommodations not being interested in the KDO and the Sheha not being supportive, the KDO seems to have lost its political power over the years. Although the agreement continues up to 2023, the future of the KDO and its community support is uncertain.

supporting surrounding communities, families, schools and/or clinics/hospitals, either in-kind or financially. However, 25 per cent said their accommodation did not do this and 31 per cent said they did not know. All this is in line with what local people, local organizations and accommodation managers have explained. Most of the tourism businesses have limited or irregular interaction with communities, except for the linkages with their staff. In section 5.6.3., some interesting practices of partnerships between the tourism industry and communities are described.

There is no clear platform or modality in tourism areas or on Zanzibar level of community members interacting with the tourism industry about issues that matter to both of them. The only institutional and more logical link is the Sheha, who is a government representative. The Shehas are in contact with tourism businesses. This contact is, however, ad hoc and might only happen in the area where the Sheha lives, might revolve around the personal interests of the Sheha and/or does not take place at all. In short, there is little evidence that Shehas are able to bridge the gap between the tourism businesses and communities. Only in Nungwi and Kiwengwa do the Shehas seem to be relatively close to the tourism industry. In the northern region political preferences of the local community as well as seemingly strong personal interest of the Shehas in the tourism industry, do not result in support and strong connections between the community and the tourism industry.

5.5.5. Mitigation of risks and other mechanisms of social accountability

5.5.5.1. Social accountability

The World Bank¹²⁹ defines social accountability (SA) as follows: *“Social accountability is an approach to governance that involves citizens and CSO in public decision-making. SA interventions can enable citizens and civil society actors to articulate their needs to governments and service providers. SA also brings the perspective of citizens and CSOs to government activities, such as policymaking, the management of public finances and resources, and service delivery. Finally, SA allows civil society to participate in monitoring the public sector and giving feedback on government performance.”*

This study has not found social accountability mechanisms in place specifically in relation to the tourism industry in Zanzibar. Citizens' communication with the Government of Zanzibar is based on the interaction between community members and their Sheha. The Tourism Acts does not recognize community members or CSO as stakeholders in tourism development. Although community members are mentioned as primary beneficiaries of the social responsibility of tourism, operators in the Zanzibar Tourism Regulations and the ZCT Code of Conduct ask tourists to be respectful to local norms and values,¹³⁰ they are not invited to committees and other meetings at which tourism development is discussed. It seems that

¹²⁹ See also The World Bank Social Accountability E-Guide

¹³⁰ ZCT (2009) Zanzibar Tourism Regulations

inhabitants of Zanzibar do not officially or legally play a role in tourism developments,

5.5.5.2. Children's rights and protection in tourism

In this section, the counteraction of sexual exploitation of children in travel and tourism and child labour are discussed. As Zanzibar will continue to grow and becomes more mature as a tourism destination, children's rights issues in relation to tourism are prevalent and require attention and counteraction.

Sexual exploitation of children in travel and tourism

The Government of Zanzibar has no specific programme on sexual exploitation of children in travel and tourism yet, although the Children Act, 2011 is very clear on what is considered a sexual offence, abuse and exploitation in general.¹³¹ Recently a five-year National Action Plan to End Violence Against Women and Children (2017–2022) was adopted, defining several outcomes and outputs of which one was: *“Support the tourism sector to adopt specific guidelines on the prevention and response to violence against women and children”*.¹³² The Ministry of Labour, Empowerment, Elders, Women and Children is a lead agency in the implementation of this plan.

The National Action Plan also calls upon other stakeholders, saying *“this plan of action sets out a national framework for everyone committed to*

preventing and responding to violence against women and children, – from Government to communities, from civil society to the private sector”. However, civil society in Zanzibar seems to be focusing on other related topics instead of the sexual exploitation of children in travel and tourism.¹³³ Zanzibar does not have a member of the respected international network of ECPAT or another organization that focuses on the sexual exploitation of children in travel and tourism. Mainland Tanzania has an ECPAT member, called Kiwohede,¹³⁴ but they do not work in Zanzibar nor do they have a specific programme on the sexual exploitation of children in travel and tourism, as can be read from their website. Tourism business do not seem to be active on this subject either, although Blue Oyster has implemented a policy against the sexual exploitation of children in travel and tourism as result of their certification programme with Responsible Tourism Tanzania. Colours of Zanzibar did the same as part of their Travelife certification. A number of other tourism accommodation providers have started to develop such policies under these certification programmes.^{135/136}

In an international context, the recent adoption of the UNWTO's Code of Ethics as a Convention¹³⁷ could potentially lead to an adoption of its principles in Zanzibar's tourism policy and as such can be another framework and incentive for the Government of Zanzibar to further develop its plans to work on sexual exploitation of children in travel and tourism.

¹³¹ Revolutionary Government of Zanzibar (2011) Children's Act, No. 6 of 2011

¹³² Revolutionary Government of Zanzibar (2017) National Action Plan to End Violence Against Women and Children, 2017–2022

¹³³ See also ActionAid Blog on 9 January 2017

¹³⁴ Kiota Women's Health and Development (KIWOHEDE) is a non-government organization in Tanzania with focus to promote reproductive health, children's rights, development and advocacy.

¹³⁵ Responsible Tourism Tanzania is an association of voluntary members who believe in a sustainable approach to tourism in Tanzania

¹³⁶ Travelife is a training, management and certification initiative for tourism companies committed to reach sustainability

¹³⁷ UNWTO (2017) 22nd Session of the General Assembly, Agenda Item 16, Document A/22/16 rev.

Child Labour

There are a number of initiatives, programmes and organizations active against child labour in Zanzibar, but child labour in tourism does not receive much attention. The National Action Plan for the Elimination of Child Labour 2009–2015 of the Ministry of Labour, Empowerment, Elders, Women and Children has been the most recent concerted action of the Government of Zanzibar and relevant stakeholders. However, while the action plan provides a problem statement based on dated resources with regard to child labour in tourism, actions in tourism are taken in the field of gender equality and not with regard to child labour. The Ministry of Information, Culture, Tourism and Heritage, Ministry of Infrastructure, Communications and Transportation were identified as partners to work on gender equality. The National Action Plan ended in 2015 and as far as this study has found, it has not been followed up with another programme. What is still in place is the Children Act of 2011, enacted as a result of Tanzania ratifying the United Nations Convention on the Rights of the Child in 1991¹³⁸ and the African Charter on the Rights and Welfare of the Child in 2006.¹³⁹ The line between accepted and unaccepted forms of child labour is drawn in Zanzibar's Children Act, 2011, at the age of 15 for light work and 18 for hazardous work.¹⁴⁰ Although the act specifies minors should go to school as much as possible, it does not clarify a difference between children making some pocket money or those who are making a living.

It also remains unclear whether working in tourism is considered hazardous in Zanzibar.^{141/142} The value of the Children's Act has to be seen in everyday reality. As tourism businesses report about the strict controls of labour regulations, and given the assumed low numbers of children working in formal tourism businesses, it seems that law enforcement by the Ministry of Labour, Empowerment, Elders, Women and Children in general and specifically the registration of staff with bank account and ID information, is successful in combating child labour in the formal tourism sector (see also 5.4.1.). So, despite child labour in tourism being recognized as a problem in the informal side of its value chain, there are no specific actions reported with regard to child labour in, or relation to, tourism.¹⁴³ Law enforcement seems to result in low number of child labourers in the formal tourism industry.

5.5.5.3. Access to hospitality education in Zanzibar

Zanzibar has a number of hospitality training institutes, namely: SUZA on a university level (diploma and degree) and on a vocational training level (form 2 and 4) Machuwi Community College, East Africa Utalii College Zanzibar and Zanzibar Trans World Training Centre. The vocational training institutes provide either full tourism programmes or separate training courses in relation to the hospitality industry, such as in food and beverages.

¹³⁸ See also UN Treaty Collection on list of ratification of the CRC

¹³⁹ See also African Commission on Human and People's Rights Ratification Table

¹⁴⁰ Revolutionary Government of Zanzibar (2011) Children's Act, No. 6 of 2011

¹⁴¹ US Department of Labour (2014) Findings on the Worst Forms of Child Labour in Tanzania

¹⁴² Kokuteta Mutembei Baregu (2011) Situation Analysis on Child Labor in Tanzania Mainland and Zanzibar, Federal Publications, Key Workplace Documents, Cornell University ILR School, ICF International

¹⁴³ See also Future Policy on Zanzibar's Children's Act

Managers of tourism businesses are not impressed by the level of knowledge and expertise of the public training institutes in Zanzibar. Most of the managers of accommodation stated that both trainees and graduates from Zanzibar training institutes often need additional on-the-job training because their skills levels do not always meet the job requirements. As well as skills, the high-end tourism accommodations in particular also want to make sure that new staff meet the accommodations' standard. Some state that the training curricula needs to be improved and some are involved in supporting these improvements. Depending on the type of accommodation and the skills required, the level of English language skills appears to be problematic and practical knowledge about hospitality is frequently low.

In 2016, ILO started an apprenticeship programme in Zanzibar for youth, which is geared at supporting and promoting youth to secure skills required to generate decent jobs in the labour-market through apprenticeship programme in the hotel industry". The programme is run by ILO, ZATI, Zanzibar Employers Association (ZANEMA) and Zanzibar Trade Union Congress. SUZA is the educational institute that trains youth and ZATI ensures that they are placed in tourism businesses in Zanzibar to learn on the job. ZATI also runs a programme which will run from 2018–2022, to improve local businesses serving the accommodation sector and help young people to start businesses. Development Alternative Incorporated is also starting a project with ZATI, and is focusing on the level of capability of the youth of Zanzibar

to engage in entrepreneurship. ZATI also cooperates with Potsdam Germany and Zanzibar. They want to initiate a project to link the VETA schools with the aim of improving the practical and pedagogical training by creating a centre of excellence.

Zanzibar has three private education institutes in Unguja that work with and for Zanzibaris. These are Kawa Training Centre,¹⁴⁴ The Makunduchi Project¹⁴⁵ and JTTI.¹⁴⁶ Kawa has been active since 2011 and is fully operational, while the Makunduchi Project is in its early stage. JTTI was shut down in 2016 – after 10 years of being in operation – due to financial restraints.

The cases of Kawa and JTTI show that it is possible to train local people, especially youth, from all backgrounds up to competitive standard. Kawa has had around 90 graduates since 2011 of which 79 per cent have found a job (60 per cent) in tourism. The training institute has worked hard, especially on language skills of their students, and on general knowledge about hospitality and technical skills such as guiding, reception, restaurant and kitchen work.

Financial support and effective partnerships with tourism businesses is essential in ensuring that people from especially poor backgrounds get a chance in tourism. For JTTI the challenge was securing the financial support to fund its operation, while JTTI has been praised by various accommodation managers for their well-trained graduates. Kawa receives financial support from the TUI Care Foundation,¹⁴⁷ but says that the licensing of their graduates as guides is both

¹⁴⁴ Kawa Training Center is an NGO that trains and educates young Zanzibari residents to become professional tour guides

¹⁴⁵ Makunduchi Project is provides training in agriculture, gastronomy and tourism. Training on the job takes place in the integrated youth hostel.

¹⁴⁶ The Jambiani Tourism Training Institute provided a 2-year Diploma course in Tourism and Hospitality – a vocational training curriculum which offered participants the opportunity to develop their skills needed to enter the tourism and hospitality industry and thereby improving their socio-economic conditions.

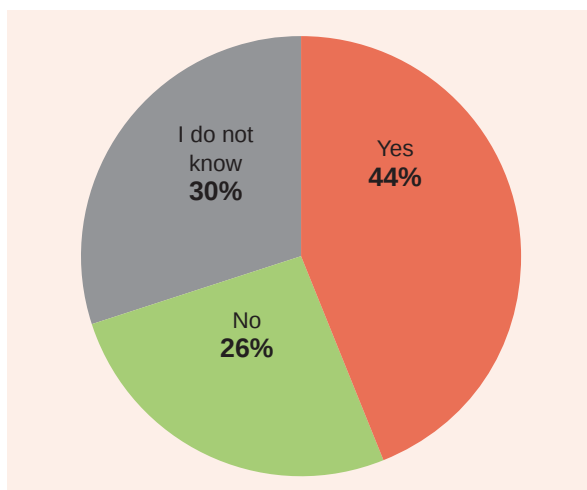
¹⁴⁷ See also TUI Group Media on 10 January 2018

costly and can be a burden. The Makunduchi Project has its own hostel where they can provide on-the-job training, which means they do not need to depend as much on partnerships with accommodation providers. Although the private tourism institutes are initiated and run by foreigners, they are embedded within the Zanzibar tourism industry and fit within the Education Policy according to the Ministry of Education and Vocational Training. Their success depends on structural support from donors, collaborative authorities and effective partnerships with the tourism industry. These factors appear to be a real challenge.

5.5.6. Good practices in the Zanzibar tourism industry

There are several examples of collaborations between the tourism industry and communities, NGOs working with communities and donor programmes. As shown in Figure 5.14, 44 per cent (N=446) of the staff surveyed indicated that the accommodation provider they work for runs a support programme, although also 26 per cent says they do not and 30 per cent said they did not know. Some accommodations indicated that

Figure 5.14: Response of staff to a questionnaire on community support of the tourism accommodation they work for (N=446)



they would like to collaborate even more with NGOs and donor agencies. These efforts were often initiated by enthusiastic individuals within the management of the accommodations, but was sometimes also part of a corporate policy. Projects are often built on the relationships between staff and community members.

The main focus of study or review of the different private sector cases, was based on the elements – or determining factors – contributing to a more integrated and inclusive tourism destination, increasing benefits for local communities, avoiding negative impacts on communities and children. These elements included:

- 'Tourism for All' – increased participation of local communities through private sector engagement and multi-stakeholder collaboration
- A culturally conscious approach to local economic and social development, especially in relation to employment and linkages to economic activities of communities, in the destination
- Sustainable use of natural and cultural resources
- Development of education and training opportunities, and facilities, that fit local communities and are based on the needs of the tourism industry, and developed with the private sector, such as on-the-job training programmes, internships, exchange visits and mentoring programmes
- Better – more conscious and decent – employment conditions in the tourism industry
- Stronger linkages within the value chain, which are market-oriented and maximize local economic and social benefits

The hotel has a foreign owner and a foreign management, but most of the staff is from neighbouring villages and Zanzibar. According to Meliá *“there are very few employment opportunities in rural villages in developing countries, including Tanzania and Zanzibar. Most families are reliant on fishing and selling curios, which are unreliable and do not provide enough opportunities for economic success. Meliá ZNZ hire locally wherever possible. Offering a short training course for hospitality would also be extremely beneficial”*. The hotel has a large kitchen garden and a waste management system in place. 75

Since 2010, Meliá Hotels International has generated 2.7 million euros to support projects for children around the world. This collaboration is even more ambitious and challenging than the previous ones and will contribute to raise funds for the Regular Funds that UNICEF manages to improve the living conditions of vulnerable children in developing countries and conflict areas. They also support different organizations in Zanzibar itself, from orphanages to Mosques and Barefoot College to Dada Zanzibar. For instance, Barefoot, together with Zanzibar Beekeeping Association (ZABA) provide training on the Top-Bar Beekeeping method to women from Kairo village and installed in the property 5 Top-Bar Beekeeping and the requested equipment (beehives, protective clothing, smokers, tools), supported by the hotel.

In **Kairo village**, the hotel **supports the school** (140 children) with access to water, electricity, computers and a computer lab. Teachers are using the staff bus of Meliá to reach the school. The community has very limited **access to water** and therefore Meliá dug a well behind the school. This allows the community to collect water daily that they can then use within their homes (for cooking, showering, washing dishes etc.). Meliá also provided **new roofs**, made of durable iron sheets, for 30 houses in the village. Further, the hotel supports access **to health care and medical staff** and initiated a **waste management** project in the village.

The examples show some elements of a more integrated and inclusive tourism destination might be developed.

Meliá Zanzibar in Kiwengwa is working closely with the community of Kairo (Kiwengwa village, Zanzibar) located close to the hotel. The example touches upon most of the elements of good practices to achieve a more integrated and inclusive destination, introduced, earlier. As their PowerPoint presentation mentions: “One of the key objectives for Meliá Hotels International is to advance the integration of sustainability into the business, therefore Meliá Zanzibar develops projects that both empower the community and create long-lasting sustainable change [...]”.

Through its project **Meliá Zanzibar: a better life for Kairo Village**, the hotel engaged with its neighbouring community. It has a conscious approach to local economic and social development around the hotel. It supports education and training opportunities – and facilities – that fit local communities, and fit the needs of the hotel, and supports decent employment conditions in the hotel.

Zuri Zanzibar Hotel & Resort is currently being constructed in the Kendwa area of Nungwi. The hotel has a clearly spelled out corporate social and environmental responsibility action plan, which describes the hotel’s sustainable and responsible strategy, in constructing

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and operating the hotel, and in its linkages to the communities around the property. The strategic action plan supports the hotel to choose projects and actors according to its strategy and for keeping new sustainable and responsible initiatives focused. Zuri states: *“We want to deliver a unique stay to our guests, find education opportunities and improved livelihood to local community but also in the same time combat against ecosystem degradation”*.

Zuri is also actively engaging with the community in the vicinity of the hotel, especially in relation to employment and linkages to economic activities of local people. They actively support education for young adults of Kendwa, training these young people even before the hotel opens. Even in the construction phase the hotel emphasizes sustainable use of natural and cultural resources. One of the interesting components of the CSR strategy of Zuri, is the interest to join forces with other tourism hotels and implement community development programmes together.

Like Zuri and Meliá, other accommodations in Zanzibar are also involved in hiring and training local staff, developing economic backward linkages, saving drinking water, and organizing waste management, initiating biodiversity protection and nature conservation, as well as implementing community projects. An example of an accommodation that covers almost all aspects of sustainable tourism is Blue Oyster in Jambiani. Blue Oyster is Responsible Tourism Tanzania (RTTZ)¹⁴⁸ certified. Emerson on Hurumzi in Stone Town also follows responsible tourism guidelines as much as possible as does Stone Town Cafe, also in Stone Town. Outside the four areas studied, Chumbe Island Coral Park and Beyond's Mnemba island are also worth mentioning as both are strongly involved in sustainable tourism, mostly engaging in protecting biodiversity and nature conservation projects, use of sustainable building materials and methods, sourcing local agricultural products and more. Together, all these examples showcase all elements of a sustainable and inclusive business development framework on the islands.

Zuri Zanzibar Hotel & Resort is conscious of economic and social challenges that local communities face. Zuri wants to promote **environmentally friendly** practices in its hotel and surrounding communities. To them, beautiful and unspoilt beaches and a clean marine environment are essential parts of tourism in Zanzibar. Zuri focuses on a 'cleaner, safer land and marine surroundings in Zanzibar'. Strategies to achieve results include **education among different community groups**, to **clean Kendwa village**, beach and **organize waste management** in the hotel's vicinity.

Zuri Zanzibar Hotel & Resort wants better livelihood and more sustainable development in Zanzibar communities. It is supporting **local employment by training entrepreneurship and language skills** in the community, **hiring hotel staff from Kendwa**, **purchasing products from local Zanzibar suppliers**, helping to create community development jobs in the CSR projects. The hotel provides free education in hotel and hospitality for young adults, which might end up delivering them a job at the hotel or somewhere else in the tourism industry. With support of JTTI the hotel already started these training courses.

In addition, Zuri is looking for **cooperation with neighbour hotels** to work together to implement their CSR objectives for the sustainable development of Zanzibar.

¹⁴⁸ Responsible Tourism Tanzania is an association of members (on a voluntary basis) who believe in a sustainable approach to tourism in Tanzania.

06

Conclusions

In this chapter the nine research questions that were formulated in the Request for Proposal of April 6, 2017 are answered.

6.1. Thirty years of tourism affecting the lives of children, families and communities

The section below answers the following questions: To what extent and in what ways does the tourism industry in Zanzibar affect the lives of children, families and communities? How has it evolved over time?

Although the Zanzibar tourism industry is relatively small in terms of its density and intensity rates compared to other popular beach destinations, it does affect the lives of children, families and communities in several ways. In a gradually growing tourism industry, local people do experience negative and positive effects. This study focused on the socioeconomic impact, cultural and environmental impacts.

The current tourism industry is the result of 30 years of development.

As tourism continued to develop, local communities expected to benefit, but also remained hesitant to participate. Mainland Tanzanians occupied most of the jobs, especially those with better remuneration. However, this seems to have slowly changed in recent years. Many Zanzibaris have found a job or business in tourism. In the staff survey, 57 per cent (N=452) of the staff originate from Unguja or Pemba. However, whether employed or self-employed, it seems that the tourism industry does not provide enough for staff to take care of their children. Owning a small business in tourism in Zanzibar is an insecure form of earning a living and most of the parents who are working in the tourism industry are struggling to take proper care – with regard to feeding, clothing, school and shelter – of their children. Around 71 per cent (N=450) of the accommodation providers' employees, in the staff survey, both Zanzibari as well as mainland Tanzanians, earn TZS 300,000 or less per month, which they claim is not sufficient for parents to take proper care of their children.

Local people of all backgrounds reject many aspects of the tourism industry, perceiving it as degrading their culture. They find the tourist lifestyle a matter of concern, in particular the way tourists dress. Local people are also afraid of the effects on children and youth because drugs and alcohol entered the communities around the studied tourism sites.

There is pressure on the precious and sometimes fragile environment of Zanzibar, because of the growing population and number of tourists. This has resulted in water scarcity, problems with water quality and pollution because of poor waste management. People are also concerned about overfishing because of tourism demand. However, tourism development has also led to

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local Zanzibaris discovering their own beaches for leisure activities and has encouraged them to participate in beach clean-up initiatives.

In summary, the price of 30 years of tourism development is considerably high for local communities, families and children. Expectations are dualistic in nature. People continue to see economic opportunities within the growing tourism industry, but also realize that direct income and the cultural and environmental costs caused by tourism development can be disappointing and sometimes frustrating.

Rapid tourism growth is expected to continue as more direct flights into Zanzibar are offered and new tourism accommodation providers are being built. Tourism continues to have potential for local economic benefits. Compared to older Zanzibaris, young people are less hesitant to become engaged in tourism. However, younger Zanzibaris do make a more economic cost-benefit assessment about working in tourism and are critical about the opportunities provided. There seems to be a growing awareness among accommodation owners and managers, particularly those that are Zanzibari, that their



accommodation and the tourism destination has to become more socially and environmentally responsible.

6.2. Developing the capacity of the population for more advanced jobs

The section below responds to the questions: Does the sector contribute to developing the capacity of the population to take on gradually more advanced jobs? What are the vocational training opportunities associated with the tourism industry?

At present, several government run and private initiatives exist. SUZA is active at a university level (diploma and degree), and also provides certificate and short courses. At a vocational training level (form 2 and 4) Machuwi Community College, East Africa Utalii College Zanzibar and Zanzibar Trans World Training Centre, are involved. The vocational training institutes provide either a full tourism programme or separate training courses in relation to the hospitality industry, such as cooking and restaurant skills. The private education institutes, Kawa Training Centre and the JTTI, show that it is possible to train local people, especially youth, from all backgrounds up to competitive standard. Because of their dependency on (foreign) donors or students who can afford the training, these institutes may not be able to grow to the size of the public institutes and be able to lead hospitality education in Zanzibar, but their curricula can serve as an example.

The private sector is not a big contributor to educational programmes in Zanzibar, as they prefer to hire people and train them on the job.

However, several, initiatives from the private sector and education institutes are either being implemented or are being planned, to develop the capacity of the population to develop enterprises, take more advanced jobs or benefit from economic linkages. In some cases corporate policy, or personal belief, has resulted in tourism accommodations purposely hiring more local staff and providing training and mentoring to them.

6.3. Positive and negative effects of tourism on children

This section answers the following questions: What are the main positive and negative effects? What are the risks for children associated with the tourism industry and how can these be mitigated?

The main positive effects for children are related to their direct contact with tourists, namely the donations of tourists, the exchange of culture with tourists and learning languages from them. Indirectly, children also benefit from the income of their parents if they work in tourism or tourism-related businesses. Children themselves are less aware of economic benefits, and stress the importance of Zanzibar hospitality and culture that should become more prominent in tourism.

The cultural impact of tourism is considered as being the main negative effect by a considerable section of community members, children and authorities. The cultural impact leads to changing morals and lifestyles which do not belong to traditional local cultures. As far as basic needs and the general well-being of children are concerned, the main negative effects are mostly related to the poor income and

working conditions of their parents in tourism and the increasing costs of food due to tourism demand, especially during peak seasons. Income from working in accommodations can be insufficient to feed and clothe children or provide them with proper education and shelter. Working conditions in accommodation providers primarily affect early childhood development as parents lack time to take care of their children and may not breastfeed for the recommended period of 6 months or take maternity leave. Environmental effects have not been estimated as being particularly negative for children, but the full impact of the current pressure of tourism and local population (waste, water, overfishing, coral, etc.) on the fragile environment of the island is likely to show its effects sooner rather than later.

In the field of child protection there are concerns about child labour (mostly in the supply chain, but also children doing piecemeal jobs in tourism accommodations, restaurants and shops or selling items on the beach), sexual exploitation (sporadic) and drug abuse. The private sector emphasizes the child protection issues over the negative cultural and economic effects. Although children may not be as exploited as much as in other tourism destinations, a trend is present and with a growing tourism industry these child protection issues need to be addressed.

The mitigation of risks for children needs attention from various stakeholders. In the case of Zanzibar, multi-stakeholder processes are yet to be developed. The current environment, from local community networks to child protection mechanisms on a national level, appear insufficiently equipped for dealing with serious issues of child protection in tourism. In chapter 7 specific recommendations are presented which might increase child protection in tourism in Zanzibar.

6.4. Factors influencing how communities, families and children benefit from tourism

The section below provides answers to several questions: What factors determine the extent to which communities, families and their children are able to benefit from the opportunities provided by tourism? What factors determine their ability to mitigate risk and cope with potential negative effects? How do government organizations and development partners intervene? Which groups benefit and which groups are excluded from or negatively affected by the benefits of tourism?

Several factors strongly influence how communities, families and children economically benefit from opportunities provided by tourism.

- Tourism education – according to both the private sector and community members, the level of education determines an individual's future in tourism. Hospitality knowledge, specific capacities and language skills are invaluable for someone who wants to make a career in tourism.
- Backward linkages – the extent to which the tourism industry buys local produce influences the benefit by local people. This has certainly been the case in the fishery and agriculture supply chains, but less in produced food and drinks, for example.
- Seasonality – Zanzibar has a number of seasons that determines the months in which there is work and business for local people. During low seasons business is

down for suppliers as well as tour operators and souvenir shops, as well as some accommodation providers.

- Interest from the tourism industry to share benefits and to invest in local communities (see also 6.9) – almost all tourism businesses claim that they support local communities, families and/or children in Zanzibar. The extent to which this takes place determines whether or not local people benefit.

Although tourism income is often insufficient and cultural and environmental costs are considered to be high, local communities do depend very much on the tourism industry. Any disruption in the tourism market in Zanzibar can be felt locally. Local people deal with the risks and potential negative effects by diversifying their income across different sectors. Some cease working in tourism during low seasons and some try to find work or a business in another place in the value chain, like fishing or agriculture.

Mainland Tanzanians profit more from tourism than local people, as on average they earn slightly more than local people.

6.5. Stakeholder awareness of potential children's rights risks of tourism

This section covers the extent to which the Government of Zanzibar, private sector, the communities and children themselves have an awareness of the potential children's rights risks of tourism, as well as the existence of prevention mechanisms.

In all interviews, stakeholders, from the private sector, civil society and representatives from the public sector, have demonstrated an awareness of the potential children's rights risks in tourism. However, the majority would not name or relate it to children's rights but often describe child protection related issues instead.

This study mainly looked at the response to SECTT and child labour. Previous studies show, and government officials recognize the existence of, and suspect SECTT, to be happening in Zanzibar. Recently a response to SECTT has been developed, as the National Action Plan to End Violence Against Women and Children (2017–2022) states: "Support the tourism sector to adopt specific guidelines on the prevention and response to violence against women and children". However, under this mandate, no project has yet been implemented. Neither the private sector, nor the civil society, has developed a clear response to SECTT in Zanzibar, although some individual tourism businesses have it on their agenda as part of their membership of Responsible Tourism Tanzania and Travelife.

Despite child labour in tourism being recognized as a problem in each part of its value chain, there are no specific actions reported with regard to combating child labour in, or in relation to, tourism. Administrative requirements, such as the formal registration of staff with their bank account and ID, and law enforcement of the Children Act, 2011 and Employment Act, 2005 appears to have resulted in low number of child labourers in the formal tourism industry. However, clearer evidence is needed and a clearer response to what is considered hazardous and informal work in tourism needs to be formulated.

6.6. Perception of children and communities about the tourism industry

How do community members perceive the tourism industry? How do children perceive it? What are children's experiences within the tourism industry? These questions are answered in the section below.

Community members are quite opinionated about the tourism industry. Even before discussing the limited and disappointing economic benefits and the environmental impacts, community members and children mention the 'cultural degradation' as a result of tourism development in their community. Local people do not feel part of the tourism industry from a cultural point of view, as well not fully benefiting from economic and job opportunities.

On a positive note, local people appreciate the business and jobs they have and continue to look for new opportunities. Community members seem to have a dualistic point of view. On the one hand they disapprove of the tourism industry because of its negative impact on culture and environment. On the other hand, they are interested in jobs and business opportunities and though they may put forward strong views, do not hold it against any tourism planner or investor.

Children meet with tourists at various locations. Interviewed school children, mainly from the age of 13 to 15, are regularly in contact with tourists in schools, at the beach and within the communities. They do also have a strong cultural view towards the tourism industry and often object to the lifestyle of tourists, for example how tourists are dressed, the alcohol



they consume, their interest in taking pictures and the way they donate goods. Children can be suspicious towards tourists who take pictures as they do not know what the tourists plan to do with them.

Children receive money and goods directly from tourists or via their school or community members, as tourists often donate generously. This seems to be mostly the result of a culture of giving among tourists, although some children also beg for money and goods. The ZCT Code of Conduct for tourists disapproves the donation of food and sweets to children, but the code appears to be an ineffective instrument as tourists are not made aware of it.

Children are not very interested in working in tourism in the future, but show pride if local food and culture are portrayed in restaurants and accommodations. Both community members and school children envision a different type of tourism industry in which local staff, local food and a local way of hospitality lead. People believe in their own capacity to host tourists and to show them their hospitality, food and culture, as long as it is Zanzibar based and run.

6.7. Reflections of tourists on interactions between tourism and communities

To what extent do tourists reflect on the interactions between the tourism industry and local communities and children, is the question answered in this section.

Tourists hardly reflect on what the tourism industry is doing in communities or towards children. They might be aware of what their accommodation provider or tour operator is

doing in a community, like supporting a school or clinic, etc., but it barely plays a role in why they choose to use their services. In the exit survey, most tourists reflect on their personal experience and are positive of what the Zanzibar tourism industry has provided them during their stay. Some individual tourists share their concern about the distribution of benefits and the poverty and poor roads that they have witnessed.

Tourists also reflect on their personal interaction with communities and children. 51 per cent (N=390) of the tourists do visit a local community as part of their holiday package or have it self-arranged with a guide or tour operator. 54 per cent (N=208) of tourists who visit a community donate goods and/or money to community members, and more than 27 per cent bought something in the village.

Of all tourists, 23 per cent (N=382) and of the community visitors, 31 per cent (N=191), donated directly to children. 71 per cent (N=381) of all tourists are positive about their interaction with local people, and this raises to 76 per cent (N=191) for those who did a community visit. The experience with children is also experienced similarly by tourists. Interestingly, 48 per cent (N=373) of all tourists consider community visits as something mainly positive for the people living in those communities. This increases to 57 per cent (N=189) among those who have actually done a community visit.

6.8. Interaction between the tourism industry and communities

This section responds to the following questions: How does the business industry enter into contact with and establish relations with

communities? How do these relations evolve over time? What is the role of the government in this regard?

Despite some good practices of tourism businesses (see also 6.9.), over time tourism development has led to communities and tourism businesses to occupy two different worlds, with sometimes limited interaction. The interaction between the private sector and the communities is either based on individual efforts of staff and management, or stems from corporate policy. Although almost all tourism businesses have local links, most of the interaction is transactional rather than relational, although some tourism businesses do have strong programmes in the field of community development and capacity-building that are both transactional and relational.

Despite the Tourism Policy and Tourism Act that describes the role of various stakeholders in tourism development, the actual interaction between tourism stakeholders on a national and district level seems to be absent. The existing policies, acts and regulations show a tendency to make the private sector and tourists responsible for ensuring economic benefits for local people and respect local norms and values. The relationship between the public and private sector revolves around licensing, regulations and taxation. Administrative requirements and enforcement of labour regulations also seems to result in no or almost no child labour in the formal tourism sector. The focus of the Government of Zanzibar on licences, regulations and taxes is experienced as a burden by the private sector, which reduces the financial capacity and organizational capacity to invest in social programmes.

6.9. Collaboration between the tourism industry and communities

This section is a response to the following question: Are there examples of positive and dynamic collaborations between the tourism industry and communities already developed in Zanzibar that can be taken as best practices?

There are several examples of positive and dynamic collaborations between the tourism industry and communities, see section 5.5.6, NGOs and donor programmes, working with communities in all tourism study sites. Some of these are small initiatives, with specific economic or social linkages to communities around them, others are almost totally integrated development projects between the tourism businesses and communities around them. The impact assessment has identified several good and interesting practices that increase local employment opportunities, develop of enterprise requested skills, economic linkages, sustainability use and reuse of natural resources, and enhancement of social and cultural consciousness, etc. These efforts were often initiated by enthusiastic individuals within the management of the accommodation providers, but sometimes are part of a corporate commitment.

Most efforts described above are based on mainly practical interventions that focus on an individual's business operation or vicinity instead of interventions or initiatives that have a national scope or deal with the legal framework which is more in the hands of associations like ZATI and ZATO. The existing enthusiasm with the tourism businesses involved in these good practices, provide ample possibility to develop a tourism industry which will be more inclusive and sustainable in future.

07

Recommendations

The recommendations below address the current vulnerability of children, families and communities caused by a fast-growing tourism industry in Zanzibar, and how it may be possible to support the tourism industry to benefit communities economically, environmentally and socially from tourism development. As such, they are in line with the Sustainable Development Goals that are relevant to the tourism industry, specifically goals 8, 12 and 14 that focus on a fairer distribution of economic benefits, respect for local culture and heritage and environmental protection.¹⁴⁹ The recommendations, combining long-term investments and immediate actions, focus on child protection (7.1.), children's and human rights in tourism (7.2.), sustainable livelihoods of children, families and communities (7.3.), and the social-cultural and environmental context (7.4.).

7.1. Child protection

Tourism is in Zanzibar to stay, and will probably continue to grow rapidly, with greater impact on

children, families and communities. All tourism stakeholders in Zanzibar should collaborate to prevent any negative impact from tourism on children. The following recommendations provide directions in the field of child protection.

Government of Zanzibar

- On an international level, the Government of Zanzibar (together with Tanzania) should strive for the adoption of the UNWTO Code of Ethics as a convention and for it to be ratified accordingly¹⁵⁰
- Further develop, or extend, and implement the Children's Act, 2011 as a legal framework against child labour in tourism and the sexual exploitation of children in travel and tourism
 - ▶ Formulate clear rules on what is considered illegal and hazardous child labour in relation to tourism
 - ▶ Clearly include rules in relation to the sexual exploitation of children across all sectors, including travel and tourism
- The National Action Plan to End Violence Against Women and Children should be extended with a clear focus on child labour in tourism and the sexual exploitation of children in travel and tourism
- ZCT should improve (the use of) the Code of Conduct for tourists in two ways:
 - ▶ Review and update the Code of Conduct for tourists to specifically include behaviour that protects and respects children
 - ▶ Monitor the implementation of the Code of Conduct by all tourism operators

¹⁴⁹ See also UNWTO on Tourism and Sustainable Development Goals

¹⁵⁰ See also UNWTO on the Convention on Tourism Ethics

Multi-stakeholder action

- UNICEF and partners could in close consultation with the private sector and relevant authorities develop guidelines for school visits – and visits to other child-oriented places – in order to limit the negative impacts as much as possible.
- UNICEF and partners could reduce the vulnerability of children in tourism by developing and implementing an educational programme for children covering self-protection from everyday risks in relation to tourism associated with drugs, alcohol, sex, donations and the environment.
- UNICEF and other children's rights organizations could support the equipping and training of national and community police, in identifying and combating child labour in tourism, the sexual exploitation of children in travel and tourism and drug abuse in tourism.
- UNICEF and partners could conduct an assessment that specifically focuses on child labour in tourism, focusing on the informal sector and supply sectors, and the sexual exploitation of children in travel and tourism, in order to provide all stakeholders with clear evidence and specific information to further develop its counteraction.

7.2. Children's and human rights in tourism

Various issues in relation to children's and human rights need to be taken up by tourism stakeholders, especially in relation to labour conditions that affect family-life and children's rights in general. The following recommendations

provide directions for a tourism industry that increasingly takes into account the rights of children.

Government of Zanzibar

- To improve family-life and care for children, the Employment Act (No 11) of 2005 could be further developed and implemented in relation to labour conditions in tourism, especially in relation to wages, maximum working hours, payment of hours worked as overtime, rights of mothers to breastfeed at work and maternity leave rights

Multi-stakeholders

- ZATI and UNICEF could develop an awareness programme for the tourism industry in Zanzibar, by:
 - ▶ Adapting the 10 CRBP to make them more specific for tourism enterprises in Zanzibar (using examples from the islands)
 - ▶ Continuing documenting good practices from tourism companies in Zanzibar
 - ▶ Organizing workshops in all tourism sites in relation to the CRBP
 - ▶ Identifying and selecting a group of motivated tourism accommodation providers to develop and implement a programme on children's and human rights in tourism, with a specific focus on decent work and labour issues related to parent or caregivers
 - ▶ Conduct regular assessments of children's rights in tourism businesses
- In order to increase awareness and knowledge of future tourism workers regarding children's and human rights in tourism, UNICEF and other children's rights

organizations could cooperate with training institutions to develop a component in the curriculum about children's and human rights in tourism

► SUZA is already developing such a component and could be a leading example for other training institutes

- UNICEF and other child rights organizations could engage with national and international labour related organizations, such as ILO and labour unions, to make them aware of this tourism impact assessment and encourage them to use their power and means to address labour conditions that negatively influence family-life and the care of children
- UNICEF and other child rights organizations could champion tourism businesses that have implemented children's rights in their business practice and/or contributed to children's rights related programmes in communities.

Tourism businesses

Businesses in tourism industry can develop and implement children's and human rights policies in their own company. They could take the following steps:

- Commit to respect all human rights including children's in all company policies, and prioritize labour and non-labour children's rights issues in policies, and in employee, supplier and other codes of conducts
- Train, empower and incentivize staff to deliver on child right goals, assign a focal point to champion children's rights within the business, and ensure sensitivity of grievance mechanisms for children's and human rights issues

- Conduct internal company assessments at regular intervals, especially prior to new activities, business relationships, major decisions or changes in operations

7.3. Sustainable livelihoods of children, families and communities

A fair distribution of economic benefits is one of the key challenges for all stakeholders, and especially local communities, families and, indirectly, children. To make the tourism industry more beneficial for local people, recommendations are related to job opportunities, inclusive and sustainable business and taxation.

7.3.1. Local job opportunities

Multi-stakeholders

- Support the draft Zanzibar Tourism Integrated Strategic Action Plan (ISAP) to develop a Zanzibar tourism specific HR strategy, and revise the vocational training curricula (especially with regard to English and basic hospitality knowledge and skills), matching content to market requirements and improving the practical component.
- Support the development of education and training opportunities and facilities that fit local communities and are at the same time based on the needs of the tourism industry, such as on-the-job training programmes, internships, exchange visits, mentoring programmes, etc. These should be developed together with the private sector, who should take an active role.
 - Secure funds and create opportunities to include private training institutes in

the field of tourism education that has proven to be successful in sustainability education, and include children's and human rights in their curriculum as in the case of Kawa Training Centre and JTTI

- In line with the existing ILO programme, ZATI, SUZA and tourism businesses can increase local job opportunities through training, mentoring and especially hire community members (in particular women)

ZATI, SUZA and ZCT could explore the possibility of establishing a job centre that brings together qualified staff from Zanzibar and tourism business that have vacancies. This could be started online in cooperation with a selected group of tourism businesses

7.3.2. Inclusive and sustainable businesses

Multi-stakeholders

Doing good can be good for business. Tourism businesses can become more inclusive and sustainable while remaining competitive. Economically, environmentally, socially and culturally sustainable practices could be integrated into profitable private sector operations.

- ZATI, UNICEF and other partners could adapt checklists for socially responsible and sustainable tourism enterprises (the Travelife guidelines could provide a reference point for inspiration) to become more culturally conscious, responsible and sustainable businesses and remain economically viable. The impact assessment partners could support the development and implementation of a

Zanzibar social and culturally conscious inclusive and sustainable business development pilot project, based on responsible tourism guidelines

- ▶ Identify and select a group of motivated tourism accommodation providers (champions) to further develop and implement a pilot project
 - » Support selected accommodations with planning and improving their sustainability and corporate social responsibility policies (at the same time supporting the provision about CSR in the Tourism Act No. 6 of 2009, section 27)
 - » Support selected accommodations with stronger market linkages to agriculture and fishery systems
 - » Provide guidance to selected accommodations to develop and implement community development activities

Community members are concerned about limited economic benefits. It is recommended that the impact assessment partners support the draft Zanzibar Tourism ISAP to:

- Support product development and diversification with linkages to other sectors, such as agriculture, fisheries and seaweed (facilitating backward linkages from the tourism industry to these sectors, but also improving local benefits of specific tours, such as visits to farms, fish markets, seaweed farms, etc.).
 - ▶ Develop a 'Made in Zanzibar' brand or label (an official registration that provides access to the market while ensuring that products are child labour

free) that supports local producers of all kinds and is attractive for tourism businesses and tourists.

7.3.3. Taxation

As the complex taxation schemes, and the administrative requirements, is considered a burden by tourism enterprises and influences the position of these enterprises in relation to local development, the following recommendations potentially benefit the livelihoods of all Zanzibaris.

Government of Zanzibar

It is recommended that the Tanzania Revenue Authority of Zanzibar and the Zanzibar Revenue Board should:

- Simplify the areas of complexity and uncertainty identified, either by redrafting the tax laws or their sections, not only because a certain tax system enables the Government of Zanzibar to make realistic tax estimations but also because it makes it easier to comply with tax laws
- Enhance a stable and predictable tax system so taxpayers know what is expected of them

7.4. Social-cultural and environmental context

As the pressure on local culture is already felt heavily by local people and the effects on the environment are worrisome, the following recommendations should be considered.

Government of Zanzibar

- Amend the Tourism Act, (No. 6 of) 2009 and (No. 7 of) 2012, to include community

members and/or representatives as well as CSO as stakeholders that should be consulted in future tourism developments

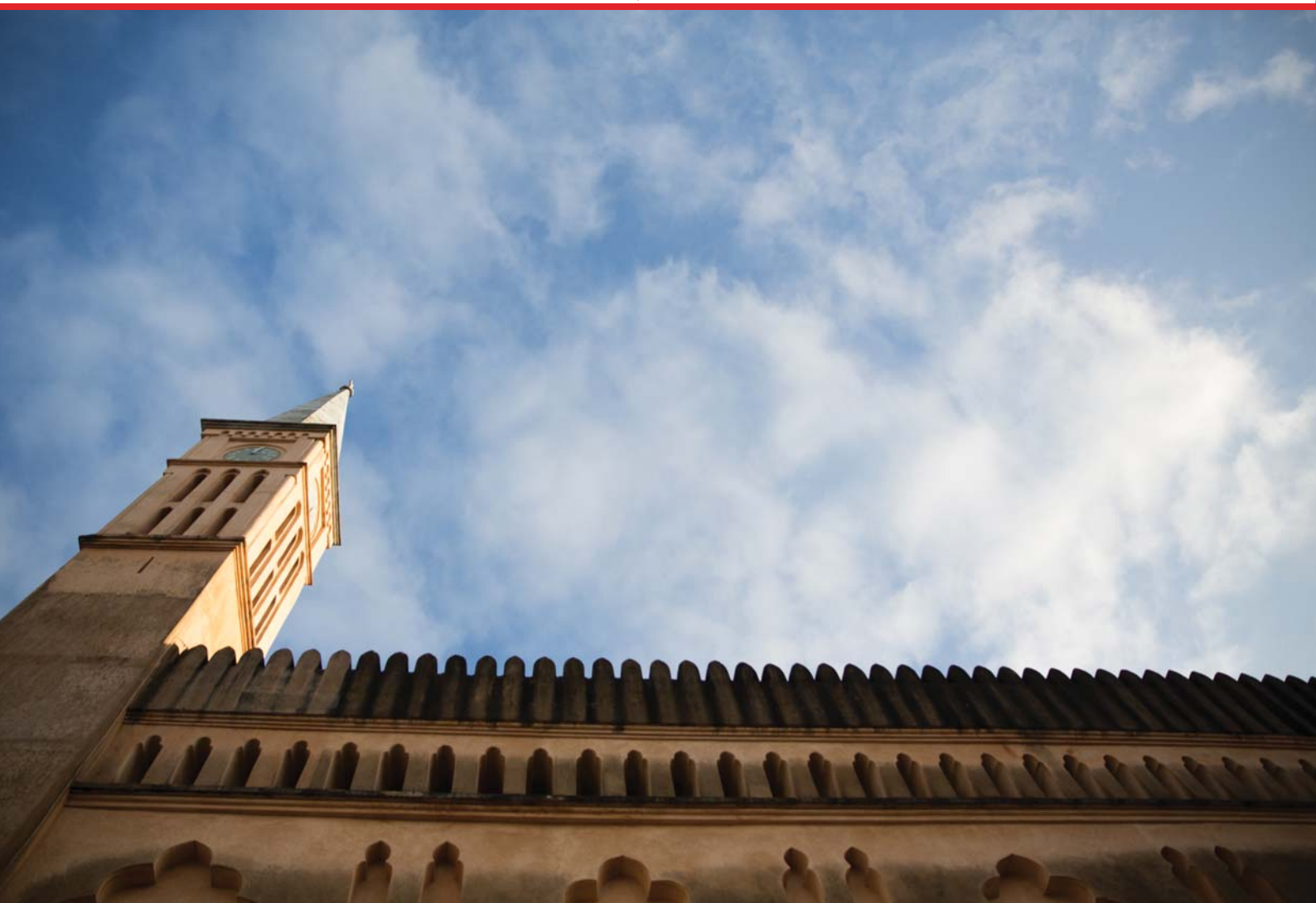
- ZCT should improve (the use of) the Code of Conduct for tourists in two ways:
 - ▶ Review and update the Code of Conduct for tourists in relation to cultural awareness and respect of tourists for local culture. This should be carried out in close consultation with relevant stakeholders, including community representatives
 - ▶ Monitor the implementation of the Code of Conduct by all tourism operators
- Tourism regulations (as part of the Tourism Act, No. 6 of 2009, section 31) on environmental protection, especially in relation to waste disposal require updating and enforcement
 - ▶ Environmental protection guidelines need to be clearly included in the tourism regulations
- Current water supply systems should serve local people as much as tourists
 - ▶ Environmental impact assessments of existing and new tourism investments should include calculations on what is a sustainable level of water use

Tourism businesses

- To bridge the gap between the tourism industry and local communities and children and in order to make sure that they can recognize themselves again in the tourism industry, tourism businesses need to be provided with education and support as to how to respect and present local values in their products and services

Assessment of the Impact of Tourism on Communities and Children in Zanzibar

- Tourism business should be provided with training in cost-efficient and cost-effective water saving and environmental protection (waste management) measures
- Tourism businesses should look into options of water desalination systems, especially those that run on solar energy



Annex I – National stakeholders' interview template

■ Ask permission to record the interview

■ Short introduction of yourself, the impact assessment (questions and objective) and the partners

1. Could you please introduce your organization? What is your mandate?

▶ What is your position within the organization?

2. In general, how does your organization work in, relate to or look at the tourism industry in Zanzibar?

3. What do you consider the main challenges and opportunities for tourism on Zanzibar?

▶ Have you seen this changing over time and what do you think about the future?

▶ On a community level, do you see groups of people being excluded or affected negatively by tourism? If so, why and how? What has been the response from those involved?

▶ Which economic opportunities do you see for communities, households and/or individuals? Which stakeholders (should) take the lead in this?

▶ Are there any situations in which economic development can help to mitigate negative social impacts?

▶ Is your organization active in tourism education/capacity-building in tourism? If not, are you aware of such projects?

▶ Are you aware of tourism projects with/within communities? What can be learned from that? Any best practices?

4. What do you consider to be the main challenges and opportunities (or positive effects) of the effect of tourism on local children?

▶ Have you seen this changing over time and what do you think about the future?

▶ Do you consider child labour, sexual exploitation of children, voluntourism with children or children begging to be a problem in the Zanzibar tourism industry? Does it happen? Do you know of cases? What has been the response?

▶ What do you think of the direct interaction between tourists and children in general?

▶ Are you aware of land issues affecting children's livelihoods?

▶ What is the level of awareness in communities, households and children regarding all these issues?

▶ What role does the family or the community play with regard to child protection?

▶ What would be the best way for children to benefit from tourism?

» Learning languages?

» Cultural exchange?

Assessment of the Impact of Tourism on Communities and Children in Zanzibar

- » Are there any situations in which economic development can help to mitigate negative social impacts?
 - Which stakeholders are already working on this, or should be working on this?
 - » What is or could be the role of your organization?
 - » What is the role of the government and/or the civil society?
 - » What is the role of the private sector?
5. Imagine that the number of tourist arrivals will double in the coming 5 or 10 years. What

do you think the immediate consequence for communities and children will be?

- Please assess the level of vulnerability of children
6. Are you aware of studies in the field of sustainable tourism in Zanzibar or about local children in tourism?
7. Which contact would you recommend us to follow up on?

Thank you!



Annex II – Survey plan (October 2017)

Overall objective of the tourist exit survey

This quantitative part of the impact assessment consists of a survey of tourists leaving Zanzibar. The survey will generate data that will enable us to further analyse the profile of tourists visiting Zanzibar, their social and economic influence and more specifically their experience in interacting with communities and children.

Method of research

We will develop a survey with closed questions and a relatively small number of open questions. The survey questions will be developed by the team of consultants based on desk research and the first mission to Zanzibar. The survey will be digitalized in SurveyMonkey or a similar online survey tool to make digital data-collection, online distribution and computer analysis possible.

Respondents

The target group for this survey are tourists leaving the island. The departure hall within the international airport of Zanzibar Kisauni has been selected as the place to approach tourists. The surveys will be conducted personally by Alessia Lombardo, Adriaan Kauffmann and SUZA teachers.

To avoid any bias and to also include significant numbers of the various types of tourists in the sample, including domestic tourists, all travellers are targeted and asked a few questions to find

out whether they visited Zanzibar for tourism. If so, this person will be invited to participate in the survey research. To reach a diverse group of tourists, from group travellers to independent travellers, the airport will be visited several times to coincide with the departure times of flights of different airlines.

If necessary, for example to save time and/or increase the number of respondents, e-mail addresses of departing tourists will be selected to send them an invitation to fill in the survey online within one week of departure.

Sampling

We aim to collect a representative sample to provide us with reliable answers. Based on sample calculators of regular market research the goal is to have completed questionnaires from least 380 tourists from a total number of approximately 400,000 tourists (2017). The objective is to strive for more respondents to increase the confidence level and reliability. A sample of 380 respondents will lead to outcomes with a confidence level of 95 per cent and margin of error of 5 per cent.

Planning

The survey will take place between week 45 of 2017 and week 1 of 2018. Surveys will be conducted and/or distributed within this period.

Survey questions

The survey will include questions about the following topics:

- Profile of the tourist, such as: age, gender, country of origin
- Reason for the visit
- Number of days/nights spent

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- Type of accommodation
- Activities undertaken and attractions visited
- Expenditure
 - ▶ per cent spent locally
- Interaction with communities
- Interaction with local children
- Contributions made to local communities or economy

- Level of satisfaction
- Possible future tourism products within communities and/or with children
- Main positive effects experienced
- Main negative effects experienced

These topics and other topics that will come up later will be checked during desk research as well as discussed during the initial mission.



Annex III – Impact assessment research schematic

Research method	Information provided	Schedule (projected)
Initial background information gathering		
Initiation workshop	<i>High-level stakeholder workshop to introduce the project and ascertain an overview of the main issues and actors:</i> - Gain consensus on the range of issues affecting children and communities through tourism - Identify the range of actors engaging in the issues highlighted by the stakeholders	First mission: 25 October 2017
Initial stakeholder interviews	<i>Meetings with key actors and stakeholders within the scope of the subject:</i> - Validation of key issues raised in the multi-stakeholder workshop - Concentrated contextual background to specific key issues - Identification of new perspectives from relevant area specialists	First mission: 23 October 2017 – 1 November 2017
Field research (in four tourism locations)		
Sustainable Livelihoods Analysis:	<i>Conducted through community focus groups, separated into four subgroups of households: those not engaged in tourism, with parents engaged in tourism, with adult sons and daughters engaged in tourism and with under 18-year olds engaged in tourism.</i> - Household livelihood profiles - Current livelihood strategies and portfolios by household profile - Livelihood aspirations – whether individuals and households want to work in tourism or have their area developed as a tourist destination - Opinions about tourism as a livelihood strategy - Perceived socioeconomic potential and livelihood opportunities	December 2017 (first two weeks) Day 2 of each field visit

Assessment of the Impact of Tourism on Communities and Children in Zanzibar



	- Barriers to benefits from tourism (individual, household and community), resilience and political barriers - Impact on the destination, with specific reference to child protection and livelihoods - Specific cases of positive and negative interactions between tourists and children	
Value chain analysis:	<i>Community workshop with community members, leaders, children, hotels, SMEs and the informal sector</i> - Participatory subsector identification: potential economic generating activities - Fine-tuning through applying a screening of child protection issues and those which are not feasible for other reasons as identified by the community - Participatory market mapping activities: identifying how products and services reach or could reach a tourism market - Identification of market enablers and constraints for development - Recommendations for programme development	January 2018 (first two weeks) Day 4 in each site
Children and communities in tourism workshop	<i>Following analysis of data from the SLA and VCA workshops, community and tourism groups will be re-convened to discuss the implications for child protection, rights and livelihood:</i> - Validation and further exploration of data from SLA and VCA workshops - Range of opinions surrounding the impacts of tourism on the local area - The hotels/restaurants that are regarded as good employers - Cases where tourism has helped specific families or individuals in improving their livelihood - Cases where tourism has directly had a damaging or limiting effect on livelihood - Cases of neglect, exploitation, violence and abuse - How all the above have changed over time, with key milestones / time frames - What needs to be done, whose responsibility this is and the assistance and mechanisms required	January 2018 (first two weeks) Day 5 of each field visit

Section: Annex II – Survey plan (October 2017)



Stakeholder interviews:	<i>Identified key informants and stakeholders within the four focus areas.</i> - Deeper understanding of key issues emerging from the participatory group workshops - Validation of recurring themes and specific cases - Continual identification of new key stakeholders, existing programmes, past research and new sources of information	Throughout the field research period
Focus group discussions:	<i>Children:</i> Perspectives and opinions of living in a tourism destination Examples of specific cases of positive or negative interactions with tourists Tourists in focus sites: In-depth discussion surrounding the issues raised during the tourist exit survey Specific perceptions of the destination / focus site with respect to interactions with children and communities	Throughout the field research period
Field observation	<i>The field research team will spend four nights in each of the four research locations. This time will be spent observing the characteristics of the areas.</i> - Perspectives of the research team about the destination and the manner of interaction between tourists and communities (specifically children)	December 2017 (first three weeks)
Tourist exit survey:	<i>Questionnaires completed at the airport prior to boarding:</i> - Reason for travel - Perceptions of the destination and the impact of tourism on it (positive and negative) - Overview of tourist spending patterns by profile - Identification of potential additional services or products which would have added to the visit - Any specific interactions with children or cases witnessed of others interacting (positive or negative)	Throughout the field research period



Validation processes		
Validation workshop:	<i>Re-convening of participants of the initial workshop and key individuals and groups identified during field research:</i> - Presentation of findings from field research in the form of recurring themes and initial suggestions - Group formation of recommendations for development based on these findings - Identification of the key actors responsible and those best placed to promote change and agreement from these actors - Mechanisms of monitoring progress and accountability towards key milestones	February 2018
Further stakeholder interviews:	<i>Following the field research and validation processes:</i> - Agreement of the processes involved in using the research to achieve social change - Identification of the mechanisms for achieving change at all levels; national, district and community - Achieving commitment of key actors towards recommendations and to working with others towards agreed aims	March – April 2018
Children's rights workshop and dissemination and planning workshops	<i>Bringing the information together and planning:</i> - Developing consensus on the findings of the mission - Developing agreement on responsibility for further action and working with other stakeholders	April 2018

Annex IV – First in-country mission plan

Tourism industry impact assessment on children and communities in Zanzibar – First in-country mission

Dates: 22 October 2017 – 1 November 2017

Location: Zanzibar

Introduction, objectives and tasks

As part of the 'Tourism industry impact assessment on children and communities in Zanzibar', a first in-country mission will be organized between 22 October 2017 and 1 November 2017.

The overall objectives of this mission include:

1. Introduction to the main stakeholders
2. Organize and conduct initial workshops (one general and six stakeholder meetings)
3. Develop and agree on field research methodology, tools and worksheets
4. Discussions with the team and UNICEF about expectations and the implementation of the assignment

Several specific objectives have also been formulated:

1. Introduction to main stakeholders

- In the weeks before the mission Alessia Lombardo, with support from UNICEF and the Bureau Wyser (BW) team, developed a list of the main organizations to visit. This will enable the BW team to get an overview of the main players and their inputs
- Meeting with the team and UNICEF Zanzibar
- Visit main organizations before and after the workshops. These meetings will be about creating awareness and commitment, to get a general overview and perhaps invite individuals to be on the advisory board
- Meeting with SUZA about their partnership and role in the assessment

2. Initial workshops

Specific objectives and target groups of the initial workshops:

- To explore, create insight and get an overview of the challenges and opportunities in the Zanzibar tourism industry with regard to its interaction with society and government, with a particular focus on children
- To inform participants about the upcoming impact assessment and get commitment from them
- To inform the public about the impact assessment through media attention/outlets

Participants

Six different groups will be invited by UNICEF to take part. A minimum of 10 and maximum of 15 people from each group will be invited.

1. Management of larger tourism accommodations
2. Managers and/or owners of small and medium tourism enterprises
3. Tourism industry workers
4. Wider tourism-related stakeholders, such as interest groups and training institutes
5. Representatives of local communities
6. Youth/adolescents (youth clubs) and/or key informants

3. Field research methodology

Specific objectives are:

- To get input to further develop and finalize the inception report

Planning of visit

- Fine-tune methodology for field research with the team and UNICEF
- Finalize tools and worksheets

4. Debriefing

The debriefing will be mainly about internal processes.

- Debriefing with the team of consultants: getting to know each other better, contract issues and discussion/review of division of tasks, roles and responsibilities
- Debriefing with UNICEF: inception report, policy document, initial workshops, methodology field research, roles and responsibilities

Date	Activities
22/23 October 2018	Arrival of all team members, meetings with Alessia Lombardo, meetings with relevant stakeholders
24 October 2018	Final preparation for the workshop, meeting with SUZA and other stakeholders
25 October 2018	Major kick-off workshop with all six groups of stakeholders and media. Afternoon workshops with three groups of stakeholders
26 October 2018	Workshops with the other three groups of stakeholders
27 October 2018	Individual meetings with relevant stakeholders (to interview, get commitment and perhaps invite them to be on the advisory board)
28/29 October 2018	Visits to field research sites, initial meetings, etc.
30 October 2018	Meeting with UNICEF about the approach and planning and any pressing issues. Meeting with the team of consultants
31 October 2018	Individual meetings with relevant stakeholders
1/2 November 2018	Team members leave

Annex V – Lists of respondents and participants

Overview

Research methods	Total participants/respondents
Kick-off workshop	74
Sustainable Livelihood Analysis workshop	147
Value chain analysis workshop	22
Children in tourism workshop	78
Children's focus group discussion	84
People interviewed, individually and in a group	75
Exit survey	396
Staff survey	473
GM survey	17
Total	1,363

Kick-Off

Workshop Stone Town

25 October 2017

74 PARTICIPANTS

1	Chris Engler	World Unite NGO
2	Justin Madho	ZANREC
3	Simai Haji	KV tour & academy
4	Dr. Ahmada H. Khatib	SUZA
5	Adila Khamis Aboud	SUZA
6	Salma Abbas Mahumba	SUZA
7	Amina Ali Suleiman	ZBC TV
8	Issa Mohmd	ZBC TV
9	Francesca Massa	WHY NGO
10	Gualtiero Re	WHY NGO
11	Zivanai Takunyai	La Gemma dell'Est Hotel
12	Kombo Dhikiri Kombo	SUZA
13	Suleiman M. Aly	YRN
14	Omar Shajale	ZEMA
15	Cecilia Ruhaga	ZANTOUR
16	Nahya Khamis Nassor	BEST OF ZANZIBAR (CSR)

Assessment of the Impact of Tourism on Communities and Children in Zanzibar



17	Patricia Elias	JTTI
18	Warangkana Mutund	Save the Children
19	Safia Ujudi	SUZA
20	Abu Kh Mshenga	SUZA
21	Amsi Nyambuhe	Park Hyatt Hotel
22	Farid Hamad Juma	SUZA
23	Laura Bassini	ACRA
24	Saleh Rajab	SUZA
25	Miraji U. Ussi	ZCT
26	Ashura M.	ZCT
27	Vuai I. Lila	ZCT
28	Helen Peeks	ZATI
29	Aminata Keita	Pennyroyal Zanzibar
30	Mali Nilsson	Save the Children
31	Seif Miskry	ZATI
32	Hassan H. Vuai	ZCT
33	Khalfan A. Mohd	ZCT
34	Abdull Aziz M. Khatib	SUZA
35	Suhela Mwarimwana	YRN
36	Sabbah Saleh	ZCT
37	Shane Keenan	UNICEF
38	Maabad J Muhiddin	ZCT
39	Francesca Morandini	UNICEF
40	Vuai Ussi Juma	SUZA
41	Omar Ameir	UNICEF
42	Ally Mwaita	ZAPHA +
43	Kassim Daud	ZATI
45	Maryam Mansab	ZATI
46	Fatma A. Khamis	Mwambao
47	Ali Mwombwa	ZBC Radio
48	Ramadhan Khamis	ZBC
49	Lulu A. Omar	CHODAWU
50	Cheherazade Cheikh	ZNCCIA (Chamber of Commerce)
51	Thabit A. Abdurahman	ZATO
52	Suluhu R. Wakil	ZAPHA +
53	Hassan Ali Mzee	
54	Abdallah A. Suleiman	TAYI
55	Farhat Mbarouk	DoE
56	Ali Said Salim	Heritage Tours & Travel
57	Bakari Khamis Kondo	OCGS
58	Juma Abdalla	ZEMI Editor

Section: Annex V – Lists of respondents and participants



59	Ali Makame Juma	North A District
60	Mohamed Bhalu	ZSTHS
61	Natasjha Davids	And Beyond / ZATI
62	Khamis N. Makame	ANGOZA
63	Aboud S. Jumbe	DoE
64	Aziz Ramadhan Bonzo	ZATOGA
65	Ali Vuai Pandu	ZEMA
66	Nasra Rashid	Young Reporter
67	Othman M. Suleiman	ZIPA
68	Abdul-Malik Bakar Ali	OCGS
69	Rahma Suleiman	NIPASHE news paper
70	Talib Ussi Hamad	ABC Z
71	Mustafa I. Abeid	MFP
72	Salma Said	DW
73	Mwajina P. Juma	HR District North B
74	Dosa O. Machano	Coordinator

Sustainable Livelihood Analysis workshops

Jambiani

29 November 2017

24 PARTICIPANTS

	Name	Shehia (village)	Job
1	Maulid Simai Amei	Kibigija	Farmer
2	Mwanaisha S. Mtungo	Kibigija	Mama
3	Hapendi Jecha Issa	Kikadini	Farmer
4	Aly Suleimani	Mchangani	Hotel worker
5	Hassan Vaa Haji	Kikadini	Hotel security
6	Suleiman Daudi	Kikadini	Driver
7	Subira Mtumwa	Kikadini	Mama
8	Mwatima Abdall	Kikadini	Mama
9	Mwatima Makame Vuai	Kibigija	Mama
10	Suleiman Ali Ukasha	Kibigija	Farmer
11	Juma Ussi Juma	Kibigija	Fisherman
12	Pandu Juma Khatibu	Kikadini	Fisherman
13	Ameir Mtindo Ameri	Kikadini	Farmer
14	Hassan Abdalla	Kibigija	Hotel worker
15	Ali Haji Vuaa	Kikadini	Tour guide
16	Mzee Suleiman Mzee	Kikadini	Fundi Kujenga (mason)
17	Ramadhani Haji Vuaa	Kikadini	Driver

Assessment of the Impact of Tourism on Communities and Children in Zanzibar



18	Mzee Jecha Vuaa	Kibigija	Farmer
19	Abdulla Saleh Ali	Kibigija	Tour guide
20	Mahmuodi Ali Simai	Kibigija	Fisherman and tour guide
21	Moh'd Rashid Makame	Kikadini	Farmer
22	Hassan H. Maringo	Kikadini	Sheha
23	Pandu N. Pandu	Kikadini	Shop owner
24	Ali Mtumwa Hassan	Kibidika	Sheha

Jambiani

30 November 2017

26 PARTICIPANTS

	Jina	Shehia/Mkazi	Kazi
1	Abdalla Saleh Ali	Kibigija	Beach boy
2	Ahmada Rashid	Kibigija	Tour guide
3	Mharami Kessi Alij	Kibigija	Fisherman
4	Mwanaisha Suleiman	Kibigija	Mama
5	Mwanaid Malik	Kibigija	SME
6	Meja Haji Nyonje	Kikadini	Mama
7	Aisha Mkao Shauri	Kikadini	Mama
8	Salma Mohd Choum	Kikadini	Mama
9	Mwatima Abdalla	Kikadini	SME
10	Juma Ussi Juma	Kibigija	Fisherman
11	Maulid Simai	Kibigija	Farmer
12	Ali Mwalimu Daima	Kibigija	Farmer
13	Suleiman Ali Ukasha	Kibigija	Farmer
14	Mrisho Mtumwa	Kibigija	Farmer
15	Muhamed Seif Ali	Kibigija	Farmer
16	Hassa Vuaa Haji	Kikadini	Security guard
17	Kassimu Imamu Rama	Kikadini	Tourism
18	Kesi Ali Pandu	Kibigija	SME owner (poultry)
19	Farhat Ali Ameir	Kikadini	Small business owner (SME)
20	Rehema Haji Msheba	Kikadini	Small business owner (SME)
21	Sharifa Mohammed	Kikadini	Small business owner (SME)
22	Riziki Hana Ali	Kikadini	Small business owner (SME)
23	Halima Haji Marago	Kikadini	Business owner
24	Mariam Mtumwa	Kibigija	
25	Mwatima Makame	Kibigija	
26	Ali M Hassan	Kibigija	Sheha

Section: Annex V – Lists of respondents and participants

Stone Town

5 November 2017

21 PARTICIPANTS

	Name	Shehia	Job
1	Khatib Mwinyi	Shangani	Sheha
2	Faud Mohammed Hussein	Mkunazini	Sheha
3	Salma Abdi Ibada	Shangani	Tour
4	Arkam Ibrahim Mussa	Mkunazini	Tour guide
5	Nassor Suleiman	Mkunazini	Tourism
6	Sayda J Saadat	Mkunazini	Housewife
7	Khadija Rajab Khamis	Mkunazini	Housewife
8	Asha Machano	Kiponda	Private
9	Ashura Ahmed Moh'd	Shangani	Housewife
10	Zainab Fadhil	Shangani	Housewife
11	Martin Kabemba	Shangani	Private
12	Abdulinahid S Mohd	Mkunazini	Private
13	Tuwadudi Mbarouk J	Mkunazini	Private
14	Riziki Hamed Said	Kiponda	Housewife
15	Said Hamad Juma	Kiponda	Tour guide
16	Abdalla Kassim Mohd	Kiponda	
17	Mohemed Awadh	Shangani	Tours
18	Chudu Ugola	Kiponda	Private
19	Hamza Mohd Khamis	Kiponda	Sheha
20	Asha A Akida	Kiponda	Private
21	Salum Issa Mussa		Private

Nungwi

11 January 2018

55 PARTICIPANTS

	Name	Shehia	Job
1	Machano Ali Machu	Nungwi K/Ungani	Tour guide
2	Suleiman Khamis Masoud	Nungwi K/Ungani	Business owner
3	Juma Ame Simai	Nungwi B/Kuu	Hotel waiter
4	Kichole Othman Kheir	Nungwi B/Kuu	Student
5	Ali Mtumwa Abdulla	Nungwi B/Kuu	Student SUZA
6	Khamis Kona Khamis	North A district	Department of Social Welfare (DSW) officer
7	Khamis Kibata Mussa	Nungwi B/Kuu	Assistant Sheha

Assessment of the Impact of Tourism on Communities and Children in Zanzibar



8	Haji Mussa Ame	Nungwi B/Kuu	Farmer
9	Ilyassa Aly	Nungwi K/Ungani	Student
10	Abdallah Kheri Ali	Nungwi B/Kuu	Student
11	Ame Ali Kombo	Kiungani Mgagadu	Student
12	Sharifu Kombo Bakari	Kiungani	Business owner
13	Juma Haji Mwalimu	Kiungani Mgagadu	Student
14	Omar Haji Sharif	Nungwi K/Ungani	Student
15	Haji Kombo Bakari	Nungwi K/Ungani	Mason
16	Khalfan Kombo B	Nungwi	
17	Mohd Khamis Haji	Nungwi	Sheha
18	Maungi Shariff Makame	Nungwi	Sheha
19	Haji Juma Haji	Nungwi	Teacher
20	Maungi Juma Sheha	Nungwi	NGO
21	Ali Kombo Ussi	Nungwi	MNZ
22	Ali Haji Kombo	Nungwi	Ocean transport
23	Mohamed Mussa Khamis	Nungwi	Teacher
24	Simai Hassan Sadik	Nungwi	Lawyer
25	Ramadhan Mohd S	Nungwi	Manager
26	Ghulam Vuai Ame	Nungwi	Carpenter
27	Kombo Faki Haji	Nungwi	Guardian
28	Ali Ibrahim Juma	Nungwi	Lawyer
29	Haji Ali Haji	Nungwi	
30	Kombo Ussi Juma	Nungwi	
31	Juma Makapat Haj	Nungwi/ Mgadau	Chef
32	Juma Sheha Mussa	Nungwi	Driver
33	Hussein Haji Khamis	Nungwi B/Kuu	Business
34	Mohd Ali Juma	Nungwi	Farmer
35	Awena Ali Khamis	Nungwi	Teacher
36	Hadia Tuma Haji	Nungwi	Tailor
37	Miwa Makame Machu	Nungwi	Veterinarian
38	Fatuma Hija Kheri	Nungwi B/Kuu	CHVS
39	Fatma Haji Kipasi	Nungwi B/Kuu	Tailor
40	Riziki Haji Sharifu	Nungwi Kiungani	Farmer
41	Halima Machu Kombo	Nungwi Kiungani	Health
42	Nachum Masoud Haji	Nungwi B/Kuu	Coordinator
43	Thabit Mussa Haji	Nungwi B/Kuu	Health
44	Asha Juma Makame	K/ Nungwi	Farmer
45	Mkasi Ali Bora	Nungwi B/Kuu	
46	Mesi Sharif Hamadi	K/ Nungwi	Coordinator
47	Fatuma Haji Usi	Nungwi B/Kuu	
48	Asha Haji Abassi	K/ Nungwi	

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49	Subira Sheha Khabit	K/ Nungwi	
50	Fatuma Makame Juma	K/ Nungwi	
51	Mwajuma Bakari Machano	Nungwi B/Kuu	Teacher
52	Hidaya Khatib Kombo	K/ Nungwi	
53	Zuvena Mdowe Ali	K/ Nungwi	Tailor
54	Fatuma Makame Sheha		
55	Miza Makame Silima	Nungwi B/Kuu	Swahili teacher

Kiwengwa

19 January 2018

21 PARTICIPANTS

1	Maulid Masoud Ame	Kiwengwa	Sheha
2	Ibrahim Bakili Khamis	Kiwengwa	Manager
3	Mussa Makame Mussa	Kiwengwa	Head teacher
4	Said Mnyanja Mussa	Kiwengwa	Fisherman
5	Abubakari Ali Suleiman	Kiwengwa	Fisherman
6	Vuai Ame Kondo	Kiwengwa	Forest officer
7	Salum Rashid Abdalla	Kiwengwa	Fisherman
8	Amour Suleiman Haji	Kiwengwa	Businessowner
9	Vuai Ali Vuai	Kiwengwa	Business owner
10	Mcheni Abdalla Mcha	Kiwengwa	Business owner
11	Makame Nyange Juma	Kiwengwa	Police
12	Juma Ali Denge	Kiwengwa	Police
13	Salum Faya	Kiwengwa	Poet
14	Yussuf Khalfan Haji	Kiwengwa	Environmental cleaner
15	Mweneshi Haroun Migoda	Kiwengwa	Teacher
16	Siwajibu Hassan Mussa	Kiwengwa	Farmer
17	Riziki Suleiman	Kiwengwa	Police
18	Khiyari Haji Mjaja	Kiwengwa	Farmer
19	Miumka Rashid Khalfan	Kiwengwa	Officer, women and children
20	Khadija Ali Juma	Kiwengwa	Health officer, women and children
21	Farahani Abdalla	Kiwengwa	Fisherman and farmer

Value chain analysis workshop

Stone Town

6 December 2017

22 PARTICIPANTS

	Name	Shehia	Job position
1	Paulina Gabriel	Hurumzi	Small business owner
2	Shemsa Rajab K	Hurumzi	Small business owner
3	Khatib H Ussi	Malindi	Warere hotel manager
4	Mussa A Sharbaid	Malindi	Warere hotel receptionist
5	Masoud Salim	Shangani	Director
6	Mwana Othman	Hurumzi	Emerson and Spice Hotel assistant manager
7	Lisenka Beetstra	Hurumzi	Emerson on Hurumzi manager
8	Samira Salum	Mkunazini	Small business owner
9	Rahma Abdallah	Mkunazini	Small business owner
10	Salma Said	Mkunazini	Small business owner
11	Mafuna Said	Mkunazini	Small business owner
12	Lorna Slade		Director, Mwambao NGO
13	Khatib Mwinyi	Shangani	Sheha
14	Said Kassim Mohd	Shangani	Business owner
15	Amina Machano Ali	Kiponda	Business owner
16	Nassor Maalim J	Kiponda	Carpenter
17	Hawa Machano Ali	Kiponda	Businessowner
18	Nahya Khamis Nassor		Pennyroyal health officer
19	Agnes George	Kiponda	Business owner
20	Khadija Mohd S	Kiponda	Business owner
21	Maryam Said S	Kiponda	Business owner
22	Tatu Hamza Mohd	Kiponda	Business owner

Children in tourism workshops

Jambiani

1 December 2017

20 PARTICIPANTS

	Name	Representing
1	Rukia Pandu Haji	Bahari View Lodge
2	Sauda Jumanne Sasu	Bahari View Lodge
3	Sharifa Muhammad Mrisho	Business
4	Farhat Aly Ameir	Business

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5	Hidaya Mrisho Amour	Farmer
6	Jabir Said	Bahari View Lodge
7	Ramadhan Abdalla	Driver
8	Makame Ali Kahama	Farmer
9	Swahihi Ali Jogoo	Community police
10	Khamis Kishu	Blue Oyster
11	Yussuph Zahor	Community police
12	Thabit Twaha Thabit	Teacher
13	Badru Maulidi	Community police
14	Moh'd Rashid Makame	Farmer
15	Abdalla Mwinyi Juma	African Impact NGO
16	Mwanaisha Abdalla Ussi	
17	Issa Haji Kombo	Manager at Kimte Hotel
18	Gualtiero Re	Why NGO (project manager)
19	Francesca Massa	Why NHO
20	Melie Marie	Nur Hotel manager

Stone Town

7 December 2017

15 PARTICIPANTS

	Name	Representing	Job position
1	Fuad Mohammedh	Mkunazini	Sheha
2	Haroub Mohd Haroub	Mkunazini	STCP police
3	Hamis Salum Ramazan	Mkunazini	STCP police
4	Nuridin Yussuf Juma	Mkunazini	STCP police
5	Juma Khamis Rajab	Mkunazini	STCP police
6	Khatib Mwinyi Simai	Shangani	Sheha
7	Mohamed Saleh Mohamed	Hurumzi	Emerson Hotel (hotelier)
8	Rashid Said Khamis	Hurumzi	Emerson Hotel (hotelier)
9	Hidaya Mohd Ramadhan	Urban District	Woman and children officer
10	Mauwa Suleiman Said	Urban District	Planning officer
11	Thuwaiba Machano Haji	Urban District	Education officer
12	Maryam Mohamed Kheir	Urban District	Social welfare officer
13	Tatu Hamza Mohd	Kiponda	
14	Khadija Mohd S	Kiponda	
15	Maryam Said S	Kiponda	



Nungwi

15 December 2018

18 PARTICIPANTS

	Name	Representing
1	Zena H Khamis	Nungwi Tours
2	Mburunge K Kibera	Cooperative member
3	Fatma Muhidini M	Women's group "Subira"
4	Aija Jakonen	Zuri Zanzibar Hotel
5	Ramadhan Mohd S	Hotelier
6	Sabrina Mayer	Hotelier
7	Pondo Ali Hamadi	Aquarium staff
8	Suleiman Khamis	Hotelier
9	Mwadini Makame Machu	Community police
10	Ali Haji Kombo	Community police
11	Fatima Haji Kipasi	Member, Labayika NGO
12	Hadia Juma Haji	Cooperative/ NGO member
13	Ali Haji Juma	Hotelier
14	Makame Aly Hamid	Fisherman
15	Fatma Juma Sh	Cooperative member, "Subira"
16	Issa Muhsin Haji	Member, Labayika NGO
17	Ali Ibrahim Juma	Member, Labayika NGO
18	Ame Silima Ame	Aquarium staff

Nungwi (LOST LIST)

15 December 2018

15 PARTICIPANTS

	Name	Representing
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Kiwengwa

22 January 2018

10 PARTICIPANTS

	Name	Job position
1	Amour Suleiman Haji	Tourism business
2	Said Mnyanja Said	Fisherman
3	Vuai Ame Kondo	Forest Officer
4	Vuai Ali Vuai	Business

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5	Rama Haji Juma	Business
6	Riziki Suleiman	Police
7	Khadija Ali Juma	Health officer, women and children
8	Makame Nyange Juma	Police
9	Yussuf Khalfan Haji	Environmental cleaner
10	Juma Ali Denge	Police

Children's focus groups

Jambiani

6 December 2017

12 PARTICIPANTS

	Name	Age	School	Shehia
1	Maimuna Mabruki	15	Jambiani Secondary	Kikadini
2	Muthanna Hamid	14	Jambiani Primary	Kikadini
3	Muzamil Abdalla	14	Jambiani Primary	Mchangani
4	Haji Mwinyi	14	Jambiani Secondary	Kikadini
5	Zakaria Mustafa	14	Jambiani Primary	Kikadini
6	Mohd Hassan		Jambiani Secondary	Kikadini
7	Issa J Issa	14	Jambiani Primary	Kikadini
8	Hamza A Mussa	14	Jambiani Secondary	Kikadini
9	Ali Mohamed	14	Jambiani Primary	Kikadini
10	Mtumwa Madodo Ali	14	Jambiani Secondary	Kidenge
11	Said Ali Mussa	9	Kikadini	Fumbwi
12	Mukrim Mohd Mzee	15	Jambiani Secondary	Kikadini

Stone Town

7 December 2017

24 PARTICIPANTS

	Name	Age	School	Shehia
1	Irene Fabian Nicolaus	13	St Monica	Shangani
2	Mariam Nassor Abdallah	16	Hamamni	Shangani
3	Mundhir Rashid Hamad	13	Mkunazini	Kiponda
4	SaeedJaffar Hamed	16	Memon Academy	Shangani
5	Lydia Zabedayo	17	St Monica	Stone Town
6	Khadija Mbaraka	18	0 level studies completed 2017	Stone Town
7	Twalat Mussa	11	Kajificheni	Kiponda
8	Rukayyo Muho	10	Kajificheni	Kiponda
9	Latfiya Said Salum	13	Hamamni	Kiponda

Assessment of the Impact of Tourism on Communities and Children in Zanzibar



10	Raudhat Ramadhan Bilal	11	Kajificheni	Mkunazini
11	Said Juma Said	8	Kajificheni	Kiponda
12	Saad Juma	17	Haile Selassie Secondary	Mkunazini
13	Marshed Khalfani Talib	10	Mwembe Shauri	Mkunazini
14	Abdull Ozizi Abeid	12	Glorius	Mkunazini
15	Ididi Rajab Khamis	17	Memon Academy	Mkunazini
16	Rehanna Fuhad Muhammed	11	Sunni Madrassa	Mkunazini
17	Ahlam Mohd Saleh	13	Sunni Madrassa	Kiponda
18	Ummuh Murhum H Ally	12	Kajificheni	Mkunazini
19	Shemsa Rajab Khamis	16	Mpendae	Kiponda
20	Maryam Adam Mussa	16	Forodhani	Shangani
21	Salma Khamis Nassor	15	Laureate School	Shangani
22	Hashim Khamis Nassor	12	Laureate School	Shangani
23	Hashim Yussuf Said	14	Sun-City	Shangani
24	Nicholas Fabian Matiku	17	Francis Maria Libermann	

Nungwi

15 January 2018

32 PARTICIPANTS

	Jina	Age	School	Shehia
1	Islam Juma Kidanga	14	Secondary	Bandakuu
2	Abdalla Saidi Abdalla	11	Secondary	Kiungani
3	Abdalla Mdungi Juma	12	Secondary	Bandakuu
4	Ibrahim Haji Kombo	16	Secondary	Kiungani
5	Omar Haji Sharif	17	Secondary	Kiungani
6	Samir Sheha Khamis	13	Secondary	Kiungani
7	Ismail Juma Mgeni	11	Secondary	Kiungani
8	Mohd Masoud Salima	13	Secondary	Bandakuu
9	Omar Iddi Khamis	13	Secondary	Kiungani
10	Mtumwa Mussa Ame	14	Secondary	Bandakuu
11	Nysra Kali Ali	13	Secondary	Bandakuu
12	Fatma Makame Haji	13	Secondary	Kiungani
13	Dawa Haji Mdura	14	Secondary	Kiungani
14	Amina Mohd Ali	13	Secondary	Bandakuu
15	Mariam Ali Haji	12	Secondary	Bandakuu
16	Nachum Machano Vuai	14	Secondary	Bandakuu
17	Kombo Haji Mwalim	12	Secondary	Kiungani
18	Hussein Pandu Ali	14	Secondary	Bandakuu
19	Adam Kombo Khamis	14	Secondary	Bandakuu

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20	Issa Miraji Akili	13	Secondary	Kiungani
21	Abubakar Bakar Khamis		Secondary	Kiungani
22	Ame Haji Khamis	14	Secondary	Bandakuu
23	Ahmed Silima Ame	14	Secondary	Kiungani
24	Abdul Masoud Than	14	Secondary	Kiungani
25	Nyange Khamis Nyange	14	Secondary	Kiungani
26	Mone Haji Ussi	14	Secondary	Bandakuu
27	Mariam Ali Neema	14	Secondary	Kiungani
28	Seoja Makame Mkadara	12	Secondary	Kiungani
29	Wanu Masoud Jabir	13	Secondary	Kiungani
30	Siti Juma Makame	13	Secondary	Kiungani
31	Tumu Mohd Khamis	14	Secondary	Bandakuu
32	Sabra Iddi Khamis	14	Secondary	Bandakuu

Kiwengwa

22 January 2018

16 PARTICIPANTS

	Jina	Age	School	Shehia
1	Naila Vuai Khamis	12	Kiwengwa	Kumbaurembo
2	Amina Faki Makame	12	Kiwengwa	Kumbaurembo
3	Radhia Mcha Simai	13	Kiwengwa	Kumbaurembo
4	Abeid Abdallah Abeid	14	Kiwengwa	Kumbaurembo
5	Seif Makame Juma	15	Kiwengwa	Gulioni
6	Halidi Mrisho Jhafii	13	Kiwengwa	Kumbaurembo
7	Yussuf Aly Naim	13	Kiwengwa	Kumbaurembo
8	Ismail Issa Ameir	14	Kiwengwa	Kumbaurembo
9	Khadija Haji Hassan	14	Kiwengwa	Kumbaurembo
10	Sulhiya Ame Ally	14	Kiwengwa	Kumbaurembo
11	Fatma Mohd Omar	14	Kiwengwa	Cairo
12	Rahma Othman Mnyanja	15	Kiwengwa	Mabaoni
13	Mwana Juma Amour	13	Kiwengwa	Gulioni
14	Fatma Haji Juma	13	Kiwengwa	Gulioni
15	Omar Hamid Iddi	17	Kiwengwa	Cairo
16	Abdul Azizi Hatibu	18	Kiwengwa	Gulioni

Individual interviews



Private sector

38 RESPONDENTS

	Name	Organization	Position	Type of meeting	Place	Date
1	Zivanai Takunyai	La Gemma	HR manager	Interview	Nungwi	31 October 2017
2	Deo	La Gemma	HR assistant manager	Interview	Nungwi	31 October 2017
3		Cholo Bar		Informal meeting	Nungwi	31 October 2017
4	Anwar Beiser	Blue Oyster	General manager	Interview	Jambiani	27 October 2017
5	Thabit Abdul Razaq	ZATO	Secretary	Interview	Stone Town	07 March 2018
6	Helen Peeks	ZATI	Director	Interview	Stone Town	14 February 2018
7	Gilbert Kazungu	Amaan Nungwi	General manager	Interview	Nungwi	12 January 2018
8	Shaaban Daudi Sabubu	Vera Club	PO (personnel officer)	Interview	Nungwi	13 January 2018
9	Nassor EL-Mahruki	Mnarani Beach Cottage	Owner / director	Interview	Nungwi	14 January 2018
10	Chantal Bisconcin	Simba beach	Owner	Interview	Kiwengwa	20 January 2018
11	Babu	Vera Club	Personnel officer	Interview	Kiwengwa	21 January 2018
12	Daniele D'alo	Bravo Club	General manager	Interview	Kiwengwa	20 January 2018
13	Hafith Yussuf Ali	Pesce Birichino	Owner / chef	Interview	Kiwengwa	22 January 2018
14	Ramy Waheed	DoubleTree Resort by Hilton Hotel	General manager	Interview	Nungwi	13 January 2018
15	Fleur de Meeús	Zanzistar Lodge & Beach bar	Owner/ manager	Interview	Jambiani	2 December 2017
16	Aied Rizkalla	Kiwi	General manager	Interview	Kiwengwa	20 January 2018
17		Vera Club	HR manager	Interview	Kiwengwa	21 January 2018

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18	Sale Yussuf	Paint shop	Owner and artist	Interview	Nungwi	12 January 2018
19	Sabrina	Bagamoyo	General manager	Interview	Nungwi	13 January 2018
20	Goodluck	Souvenir shop	Owner	Informal interview	Stone Town	16 January 2018
21	Catia Usai	Seyyida Hotel	General manager	Interview	Stone Town	13 March 2018
22	Renju Varghese	Tausi Hotel	General manager	Interview	Stone Town	14 March 2018
23		Dhow Palace Hotel	General manager	Interview	Stone Town	15 March 2018
24	Masoud Salim	Stone Town Cafe, Archipelgo Rest & Cafe Foro	Owner	Interview	Stone Town	15 March 2018
25	Ali Haji	Casa Del Mar Hotel	General manager	Interview	Jambiani	17 March 2018
26	Francesca Massa	Start Fish Restaurant and Bungalows		Interview	Jambiani	17 March 2018
27	Angelo Pierez	Coral Rock	General manager	Group interview	Jambiani	17 March 2018
28	Guillame Balois	Creations Visuelles, www.zanzifilms.com		Group interview	Jambiani	17 March 2018
29	Mohammed	Red Monkey	Assistant manager	Interview	Jambiani	17 March 2018
30	Klaus Beiser	Blue Oyster	Owner	Interview	Jambiani	18 March 2018
31	Paolo Gheraldini	Zuri	Operation manager	Interview	Kendwa	18 March 2018
32	Aija Jakonen	Zuri	CSR manager	Interview	Kendwa	18 March 2018

Assessment of the Impact of Tourism on Communities and Children in Zanzibar



33	Francesca Micheli	Sofia Luna Azzola Foundation of Gold Zanzibar Beach House & Spa resort	Head of the foundation	Interview	Nungwi-Kendwa	19 March 2018
34	Seif Misky	Flame Tree	Owner	Interview	Nungwi	19 March 2018
35	Christian Sanchez	Meliá	Resident manager	Interview	Kiwengwa	19 March 2018
36	Natasjha Davids	& Beyond	Office manager	Interview	Stone Town	20 March 2018
37	Kevin McDonald	Chumbe Island	Project manager	Interview	Stone Town	21 March 2018
38	Clara Rieira Roig	QMB / Taperia	Financial director	Interview	Stone Town	21 March 2018

Government of Zanzibar

15 RESPONDENTS

	Name	Organization	Position	Type of meeting	Place	Date
1	Fergal Ryan	EU-Zansasp	Team leader	Interview	Stone Town	01 November 2017
2	Abdul R. Abeid	OCGS	Chief statistician	Interview	Stone Town	01 November 2017
3	Abdulla M Abdulla	Ministry of Education and Vocational Training	Deputy PS	Interview	Stone Town	23 February 2018
4	Miraji Ussi	Zanzibar Commission for Tourism		Interview	Stone Town	23 February 2018
5	Mkasi Abdullah Rajab	Ministry of Labour (Department of Elders and Social Welfare)	Child Protection Unit officer	Interview	Stone Town	27 April 2018

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6	Mohamed Mwadini Kificho	Head of Children Department (Police Head Office)	Assistant Inspector	Interview	Stone Town	27 April 2018
7	Ramadhan Himid HAJI	Operation, Tourism Unit, (Police Gender and Children Desk)	Inspector	Interview	Stone Town	03 May 2018
8	Mohammed Khamis Haji	Shehia Government	Sheha	Interview	Nungwi (Bandakuu)	14 January 2018
9	Maulidi Masoud	Shehia Government	Sheha	Interview	Kiwengwa	21 January 2018
10	Saleh Pandu Haji	Ministry of Agriculture	Planning Section	Interview	Town	16 March 2018
11	Aisha Aawy	Ministry of Agriculture, Department of Food Security and Nutrition	Division of Planning	Group interview	Stone Town	20 March 2018
12	Mussa Rajab	Ministry of Agriculture, Department of Food Security and Nutrition	Division of Crops	Group interview	Stone Town	20 March 2018
13	Galeb	Ministry of Agriculture, Department of Food Security and Nutrition		Group interview	Stone Town	20 March 2018
14	Andreas Mbinga	Ministry of Agriculture	Monitoring and Evaluation Officer	Skype interview	Stone Town	4 April 2018
15	Khalfan Saleh	Marketing Infrastructure Value Addition and Rural Finance Support	Programme Coordinator	Skype interview	Stone Town	4 April 2018

Civil society

18 RESPONDENTS

	Name	Organization	Position	Type of meeting	Place	Date
1	Hassan Ussi Ali	Labayka	Executive member	Group interview		31 October 2017
2	Hamad Mohammed Sheha	Labayka	Member	Group interview		31 October 2017
3	Pondo Ali Hamad	Labayka	Aquarium staff	Group interview		31 October 2017
4	Othman Ame Ali	Labayka	Trainer of Trainers (ToT)	Group interview		31 October 2017
5	Haji Khamis Haoi	Labayka	Member	Group interview		31 October 2017
6	Suzanne Degeling	Kawa Training Centre	Director	Interview		30 October 2017
7	Angela Giacomazzi	Maternity Clinic Nungwi – RG Foundation	Manager	Interview	Nungwi	31 October 2017
8	Mali Nilsson	Save The Children	Zanzibar representative	Interview	Stone Town	31 October 2017
9	Francesca Massa	Why NGO	Manager	Group interview	Jambiani	27 October 2017
10	Re Gualtierio	Why NGO	Manager	Group interview	Jambiani	27 October 2017
11	Patricia Elias	Jambian Tourism Training Institute	Founder, owner	Group interview	Jambiani	27 October 2017 & 18 March 2018
12	Ibrahim	Jambian Tourism Training Institute	Graduate and assistant director	Group interview	Jambiani	27 October 2017 & 18 March 2018
13	Said Mnyanja	Kiwengwa Development Organization	Cashier	Group interview	Kiwengwa	20 January 2018
14	Silima Khamis Vuai	Kiwengwa Development Organization	Secretary	Group interview	Kiwengwa	20 January 2018

Section: Annex V – Lists of respondents and participants



15	Lorna Slade	Mwambao Coastal Community Network	Director	Interview	Stone Town	13 March 2018
16	Laura Maier	Practical Permaculture Institute	General manager	Interview	Fumba	21 March 2018
17	Josh Jay	World United	Country manager	Interview	Stone Town	21 March 2018
18	Chris Coles	World Bank	Consultant	Interview	Stone Town	22 March 2018

Other

4 RESPONDENTS

	Name	Background	Type of meeting	Place	Date
1	Daniel	Masaai, 29	Group interview	Kiwengwa	22 January 2018
2	Mooi	Masaai, 23	Group interview	Kiwengwa	22 January 2018
3	Michael	Masaai, 27	Group interview	Kiwengwa	22 January 2018
4	Gianni	Masaai, 29	Group interview	Kiwengwa	22 January 2018

Annex VI – Main challenges, weaknesses and problems; strengths and opportunities

The recent 'Zanzibar strategy for growth and reduction of poverty'¹⁵¹ and the 'Zanzibar Industry Policy'¹⁵² both contained an overview of the strengths,

weaknesses, opportunities and threats (SWOT to the poverty reduction strategy). Combining these two SWOT analyses (see below) provides a concise overview of the main development issues, especially in relation to socioeconomic development and its relevance to tourism development. The SWOT analysis shows a strong and consistent economic growth averaging 7 per cent, especially based on a growing tourism industry. It identifies Zanzibar as a strong brand with an entrepreneurial culture. At the same time Zanzibar has a high level of basic needs poverty, a low baseline for socioeconomic indicators, and lack of some sector-specific skills.

Combined SWOT of 'Zanzibar strategy for growth and reduction of poverty' and the Zanzibar Industry Policy (ZIP)

Strengths	Weaknesses
Zanzibar as a brand (ZIP, 2017)	High level of basic needs poverty (ZSGRP III, 2017)
Increasing tourism and potential to develop agriculture and manufacture (ZSGRP III, 2017)	Financial and infrastructural constraints (ZIP, 2017)
Consistent growth averaging 7% (ZSGRP III, 2017)	Insufficient land for cultivation of industrial raw materials (ZIP, 2017)
Regional economic growth (ZSGRP III, 2017)	Weak technology and innovation base (ZIP, 2017)
Young population (ZSGRP III, 2017) and trainable youth (ZIP, 2017)	Lack of some sector-specific skills (ZIP, 2017)
Entrepreneurial culture (ZIP, 2017)	Relative small market size (ZIP, 2017)
Political stability and amiable population (ZIP, 2017)	Low baseline for socioeconomic indicators (ZSGRP III, 2017)
Unspoiled environment for production and processing organic products (ZIP, 2017)	Limited data-collection capacity (ZSGRP III, 2017)
Geographical position as a staging post to the East African Region (ZIP, 2017)	Need for structural transformation (ZSGRP III, 2017)
Reliable and cost-effective air and sea links with larger neighbouring markets (ZIP, 2017)	

¹⁵¹ Revolutionary Government of Zanzibar (2017) ZSGRP/MKUZA III

¹⁵² Revolutionary Government of Zanzibar (2017) Industry Policy

Section: Annex VI – Main challenges, weaknesses and problems; strengths and opportunities

Opportunities	Threats
Regional economic synergies (ZSGRP III, 2017)	Unemployment due to insufficient job creation (ZSGRP III, 2017)
Steady improvement of most socioeconomic indicators (ZSGRP III, 2017)	Existence of low cost competitive producers and products (ZIP, 2017)
Launch of SDGs (ZSGRP III, 2017)	Penetration of undervalued, under-declared, counterfeit or otherwise substandard or used goods through customs and unofficial entry points (ZIP, 2017)
Support from development partners (ZSGRP III, 2017)	Poor interministerial coordination (ZSGRP III, 2017)
Unexploited regional trade advantages/opportunities (ZIP, 2017)	Corruption (ZSGRP III, 2017)
Abundant opportunity to supply the booming tourism industry (ZIP, 2017)	
Creation of exotic product specific crops and processing (ZIP, 2017)	
Exploitation of marine and development of aqua culture, fishing and fish processing industry (ZIP, 2017)	
Exploitation of existing need for local souvenirs and handicraft products to the tourism sector (ZIP, 2017)	

This combined SWOT analysis identifies opportunities, especially related to tourism development, directly or via backward linkages (handicrafts, agriculture and fisheries). It presents opportunities to create social and economic synergies at regional and global (SDG) level, and economically benefit from these regional linkages. The main threats are identified as insufficient job creation, limited competitiveness in all economic sectors and lack of coordination and collaboration between stakeholders.

Economic and social issues

The Zanzibar Strategy for Growth and Reduction of Poverty,¹⁵³ Zanzibar's multi-year strategy outlining its economic and social

development plan for the 2017–2020 period focuses on enabling sustainable and inclusive growth in key sectors, promoting human capital development, providing quality services for all, attaining environmental sustainability and climate resilience, and adhering to good governance principles. All initiatives in relation to the ZSGRP/MKUZA III have to make a significant contribution to economic growth, social welfare, employment opportunities and/or government revenue.

ZSGRP/MKUZA III indicates that Zanzibar faces several challenges. The presence of a large youth population, which has huge potential, also carries the risk of high youth unemployment if job creation is not at par with growth of the labour-force. There is still a relatively high level of

¹⁵³ Revolutionary Government of Zanzibar (2017) ZSGRP/MKUZA III

basic needs poverty, and access to clean water, sanitation facilities and other key services need improvement. Education enrolment rates have improved over the past five years but attainment and performance levels are still disappointing. Some health indicators such as maternal and newborn health remain at a persistently unsatisfactory level.

At the same time Zanzibar has several opportunities for development of its economy and society. These opportunities for social and economic growth include essential development of productive sectors such as agriculture (including crops, livestock, fisheries and forestry), manufacturing and services that bear potential for a multiplier effect on economic growth and social well-being. Next to light manufacturing and agriculture, tourism is one of 'the three sectoral cornerstones' of ZSGRP/MKUZA III.

Tourist arrivals have been growing over the last 25 years in Zanzibar, but yield from tourism has not grown at the same pace. Even though the policy framework emphasizes the need to link tourism to other economic sectors, this has not taken place sufficiently, and the potential to economically benefit more Zanzibari has not been met (Tourism Lab, 2016). Therefore the Revolutionary Government of Zanzibar aims to move to a second generation of tourism that cares for and respects residents, protects the natural environment, celebrates cultural diversity and social values and shares unique and rich experiences with visitors while providing a leading role in economic growth and employment.

Environmental issues

In the ZSGRP/MKUZA III and Zanzibar Industrial Policies, both drafts from 2017, environmental

issues were identified, but not addressed strongly. In the Zanzibar Industrial Policy SWOT analysis, the 'unspoiled environment' is mentioned as a resource for the 'production and processing of organic products'. However, reviewing the previous ZSGRP II results, ZSGRP III states that, "Environmental degradation and pollution have been addressed with a new policy on environment management in 2013 as well as the Zanzibar Environmental Management Act in 2015, but implementation of the policy has so far been mixed".

In the ZSGRP/MKUZA III document, environmental protection and natural resource management were acknowledged as necessary prerequisites to a sustainable socioeconomic system in Zanzibar. As the document indicates: "The focus on protecting the environment from degradation, enhancing sustainable consumption and production, promoting sustainable utilization and management of natural resources as well as taking urgent action on the impacts of climate change in a gender responsive fashion, will ensure a sustaining pro-poor economic development to the Zanzibar islands". The document continues: "Climate change is a major threat to Zanzibar, given its small island developing status, and could affect the delivery of other key result areas: there is therefore a need to mainstream climate change responsiveness across ZSGRP III".

Stakeholder environment

There are several actors in the tourism sector in Zanzibar. The main groups include policymakers (i.e., the Government of Zanzibar), accommodation providers and restaurateurs, tour operators and guides, tourist attractions, donor community, education and training institutions as well as tourism associations.

Section: Annex VI – Main challenges, weaknesses and problems; strengths and opportunities

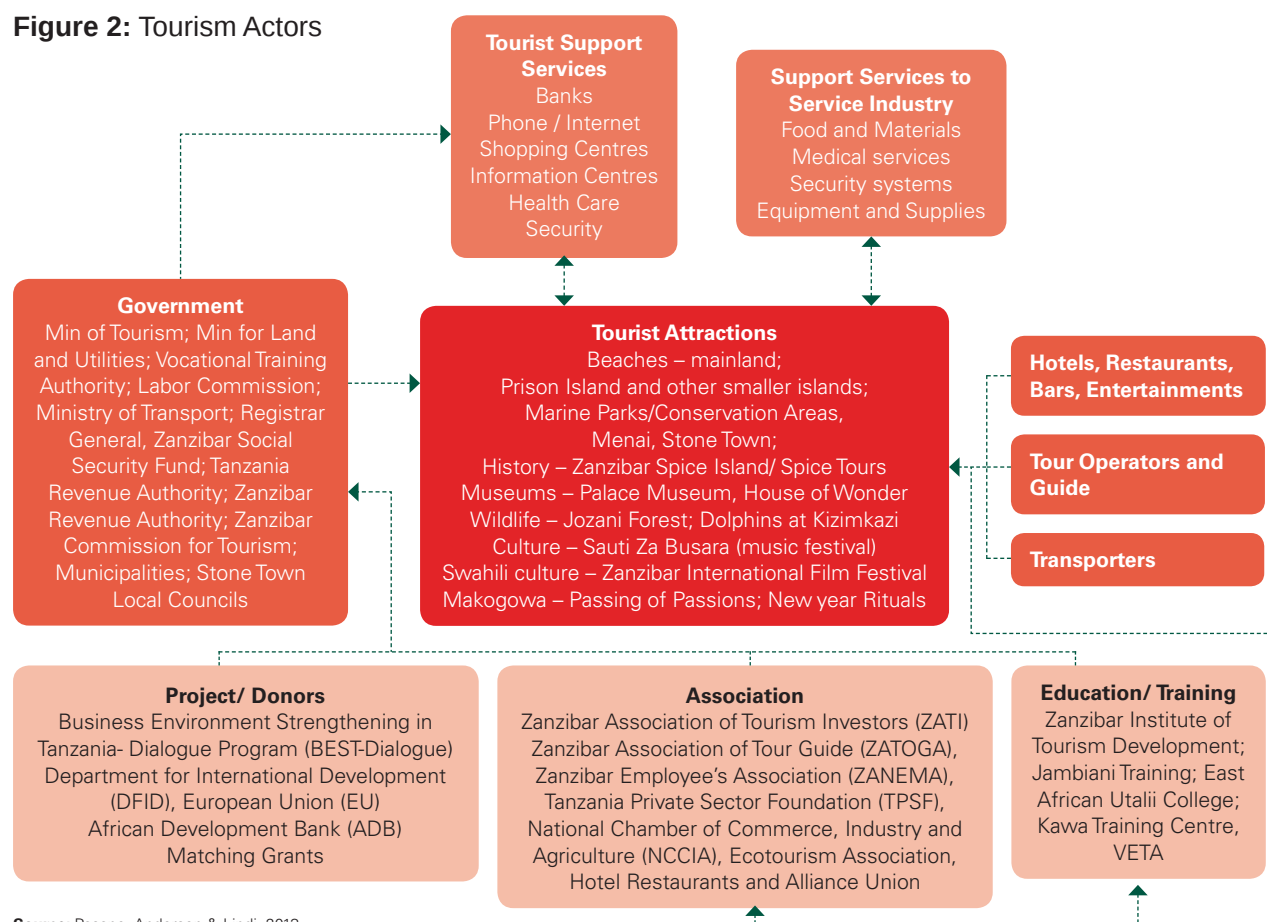
The Ministry of Information, Tourism and Heritage is responsible for tourism policy. The Ministry also manages the ZCT, which was established in 1996. ZCT is responsible for destination marketing; licensing (operation) of all the tourist undertakings; product development, grading and classification; monitoring and supervision of the industry; public education programme; sector's investment guiding; managing tourism records and data on tourism; and training of manpower, etc.¹⁵⁴ In addition, the Zanzibar Investment Promotion Authority (ZIPA) and the Zanzibar Environment Management Authority also play an important role around tourism development, especially new investments.

The main tourism associations are the ZATI, the Zanzibar Association of Tour Guides (ZATOGA), the Zanzibar Employees' Association (ZANEMA), the Zanzibar National Chamber of Commerce, Industry and Agriculture (ZNCCIA), the Ecotourism Association and the Hotel Restaurants' and Alliance Union.¹⁵⁵

Established in 2003, ZATI is the largest association. It is a non-governmental organization, established to represent the interests of all tourism investors in Zanzibar. In 2013 ZATI had around 106 members, but this has fallen to 54 members in 2018.

The overview below provides an insight into the various stakeholders and how they are related.

Figure 2: Tourism Actors



Source: Pasape, Anderson & Lindi, 2013

¹⁵⁴ Also see: Passape, L., Anderson, W., & Lindi, G. (2013) Towards Sustainable Ecotourism through Stakeholder Collaboration Strategies in Tanzania. *Journal of Tourism Research and Hospitality* 2(1), 1–14

¹⁵⁵ Mahangila, D. & Anderson, W. (2017) Tax Administrative Burdens in the Tourism Sector in Zanzibar: Stakeholders' Perspectives, *SAGE Open*, No. 4

Annex VII – Zanzibar policies

The responsibility for tourism policy lies with the Ministry of Information, Culture, Tourism and Heritage. However, there are other ministries responsible for policies which are perhaps relevant to this particular assignment, which are therefore also included in the table below.

Policy Frameworks and Development Strategies

- Minimum Wage Order, 2013
- National Strategy for Growth and Reduction of Poverty (NSGRP) II, 2010
- National Youth Development Policy, 2007
- Policy on Women in Development in Tanzania, 1992
- Zanzibar Strategy for Growth and Reduction of Poverty (ZSGRP III) 2016/17 until 2020/21
- Zanzibar Tourism Development Policy, 2003
- Zanzibar Development Vision 2020
- Tanzania Development Vision 2025
- Zanzibar Industrial Development Policy/Zanzibar SMEs Policy
- Zanzibar Labour Policy, 2009
- Environmental Policy, 1992
- Environmental Policy, 2013
- The Zanzibar Constitution, 1984
- Zanzibar Education Act, 1982
- Zanzibar Education Policy, 2006

Legal framework

- Constitution of the United Republic of Tanzania, 1977
- Employment and Labour Relations Act of 2004
- Empowerment Act, 2004
- The Children's Act, 2011
- The Wages and Salaries (General Revision) Act, 1974



Institutional Framework

- Ministry of Agriculture, Natural Resources, Livestock and Fisheries
- Ministry of Education and Vocational Training
- Ministry of Empowerment, Adults, Youth, Women and Children
- Ministry of finance and Planning
- Ministry of Health
- Ministry of Information, Culture, Tourism and Heritage
- Ministry of Lands, Water, Energy and Environment
- Ministry of State President Office Regional Administration and Special Departments
- Ministry of Industry and Trade
- Ministry State, President Office, Constitution, Legal affairs, Public Service and Good Governance

Overall development and poverty reduction policies

The Revolutionary Government of Zanzibar (RGoZ) published its 'Vision 2020'¹⁵⁶ in 2001. This committed to achieving middle income status by 2020, and providing economic opportunities and social welfare to the people of Zanzibar.

The goals of Vision 2020 are:

- Eradication of abject poverty or at least reduction of abject poverty to 10 per cent, as has been achieved on average By LMIC
- Developing strong, diversified, resilient and competitive agriculture, industry, tourism and other productive socioeconomic sectors to cope up with the challenges of the changing market and technological conditions in the world economy
- Becoming a nation whose way of life reflects the highest level of ingenuity,

self-confidence and self-esteem; culture, resource base and aspirations

- Achieving peace, political stability, good governance, integrity, national unity and social cohesion
- Modernizing production and delivery systems of goods and services to meet the basic needs of society and to attain international competitiveness in leading sectors
- Attaining a higher degree of foreign direct investment to inject sound capital, create full employment and achieve a positive balance of trade in the export market

This long-term vision has been incorporated into several medium-term development plans. The Zanzibar Strategy for Growth and Reduction of Poverty covers the period of 2016/17 to 2020/21, and should, as far as possible, achieve the objectives of Vision 2020.¹⁵⁷

¹⁵⁶ Revolutionary Government of Zanzibar (2001) Revisited Zanzibar Development Vision 2020

¹⁵⁷ Revolutionary Government of Zanzibar (2017) ZSGRP/MKUZA III

This ZSGRP/MKUZA III multi-year strategic document is one of the main documents the research team used to review the policy context in which tourism industry impacts on communities and children in Zanzibar is developing. ZSGRP/MKUZA III builds on the lessons learned from the earlier ZSGRP. The current ZSGRP/MKUZA III analysed the previous strategy to provide an evidence-based overview of areas that need continued attention and investment to be improved effectively and sustainably.

Lessons learned regarding tourism development in the previous plan period – included in cluster I, economic growth and reduction of income poverty – were that tourism ‘has seen a steady increase in Zanzibar, but more needs to be done to improve linkages between the tourism sector and other sectors of Zanzibar’s economy’. Likewise, exports of goods have increased by 6 per cent, but the target of 10 per cent growth has not been reached. However, this accounts for goods exports only and it would likely be a lot higher with the inclusion of services exports, especially tourism.

In cluster II (improved well-being and equitable access to quality social services) and cluster III (enhanced democratic institutions and processes through good governance and national unity through institution-building, policy and legal and institutional reform), results for children were reported. In cluster II progress was made (e.g., more toilets in schools, increased access to improved sanitation and hygiene practices, and increased enrolment and retention in primary schools). In cluster III the main reference to children was in reference to continuing reported incidents of abuse. Many more incidents are believed to be unreported, with families settling such issues among themselves.

Review of the results of the previous strategy shows that tourism is one of the main economic sectors in Zanzibar, but that linkages to other economic sectors need to be improved considerably. In the results of the previous strategy hardly any linkages between tourism and the social services system were identified.

The current draft strategy states that, “two strategies that are suitable for implementing within the time frame of the ZSGRP III are expansion and strengthening of the tourism sector and light manufacturing sector; those two combined compose the ‘twin engine approach’ to strengthen Zanzibar’s economy and social services system”. The focus is on developing the overall tourism sector, so that it attracts more tourists, as well as on strengthening the linkages between the tourism sector and the rest of the economy. This ‘twin engine approach’ is aligned to Zanzibar (Vision 2020) and United Nations (SDGs) strategies. In the strategy document, flagship programmes are presented for the ‘twin engine approach’ (tourism and light manufacturing), as well as for agriculture (crops, livestock, fisheries and forest).

The strategy identifies five key result areas (all with specific outcomes):

- A: Enabling sustainable and inclusive growth
- B: Promoting human capital development
- C: Providing quality services for all
- D: Environmental sustainability and climate resilience
- E: Adhering to good governance principles

In the outcomes of key result A, outcome A3 is fully focused on ‘a competitive tourism and hospitality sector’, while A7 highlights

‘improved social protection systems’. Although various elements of ‘sustainable and inclusive growth’ are mentioned in the outcomes, they do not seem strongly interlinked in the different outcomes.

In key result area C, in the first outcome related to ‘access to quality health and sanitation services and safe and clean water, and mitigated disease burden’, for once tourists and children are mentioned in the same outcome, stating that both need safe and clean water and a safe environment. In most other outcomes in this key result area children are mentioned in relation to inclusive and equitable access to quality education and skills training; enhanced prevention and response to violence against women and children; enhanced national capacity to prevent and respond to all types of emergencies; and attained national and household security and nutrition for all.

In key result area D, the destruction of biodiversity ‘is due to a combination of factors, including limited income-generation activities for communities, overexploitation of shallow water ecosystems due to inability to access deep sea fishing, demographic changes, development programmes and its associated high demand for natural resources products. In addition, the growing population, increasing living standards, urbanization and tourism development have resulted in solid waste and wastewater problems that [affect] the environment, public health and biodiversity. The emergence of these pressing issues has outpaced Zanzibar’s capacity to tackle them effectively’.¹⁵⁸

In key result area E children are referred to in the outcome on ‘increased access to justice,

respect for the rule of law, adherence to basic human rights and greater participation in the democratic process’. In the very short single paragraph outcome on ‘responsible corporate governance ensured’, enforcement of anti-child labour laws is mentioned.

The ZSGRP/MKUZA III strategy offers a large array of entrances for cross-sectoral linkages. However, as in the previous strategy, in this document also these cross linkages between tourism and the ‘social services system’ and ‘good governance’ key result areas appear to be missing and could be strengthened a lot. The current assignment, through its inclusive destination approach, could create these missing linkages.

Employment policies

The draft Zanzibar Industrial Policy (ZIP) 2017¹⁵⁹ reviews the Employment Policy of 2008. According to the ZIP, the Employment Policy acknowledged the role of agriculture (including fisheries and aquaculture) as an important source of employment in rural communities, especially women and youths. The ZIP (2017) mentions the Zanzibar Fisheries Policy as well, as it also emphasizes private sector investment in the production and marketing of traditional and non-traditional products to increase national income and employment opportunities in the sector.

Business development, industry and trade policies

Industrial development has recently taken centre stage in the policy debate in Zanzibar, as set out in the draft Zanzibar Industrial Policy

¹⁵⁸ Revolutionary Government of Zanzibar (2017) ZSGRP/MKUZA III

¹⁵⁹ Revolutionary Government of Zanzibar (2017) Industry Policy

2017 (the text below draws heavily on the text of this document). ZIP states that the adoption of the Long-Term Perspective Plan advocating that industry drives the socioeconomic transformation envisioned in Vision 2020, and the adoption of the Zanzibar social and transformation strategy (2015–2020), both confirm that the RGoZ conceives industrialization as the main catalyst to transform the economy, generate sustainable growth and reduce poverty. Zanzibar wishes to actively promote its manufacturing sector by strengthening the export competitiveness of selected manufacturing sectors such as resource-based manufacturing and agro-processing, while at the same time promote SMEs.

ZIP recognizes the presence and relevance of other interrelated policies such as SME development policy, trade policy, (agricultural, fisheries, livestock, forestry related policies) youth, women and employment related policies. It is also aware that private sector institutions, particularly ZNCCIA, have taken the initiative in organizing and developing entrepreneurial capacity, resulting in a broad spectrum of the informal sector involved in production activities.

According to ZIP, Zanzibar has implemented several well-defined policies and strategy documents that aim at achieving economic growth and industrial development, but with limited success at improving its industrial competitiveness. Some of the reasons for the limited success were:

- Limited definition of implementation procedures, action plans and M&E frameworks
- Unsatisfactory alignment and coordination of individual policy documents despite their overlapping nature

- No clear prioritization of strategic actions
- Insufficient financial and human resources
- A lack of key industrial policy management capabilities in the Government of Zanzibar.

The key policies, acts and development plans with relevance to industrial development are:

Zanzibar Industrial Policy, 1998 and 2017

The ZIP of 1998 was formulated at a time when the state was disengaging from running commercial entities, and supported the development of a conducive environment for private sector participation in economic activities. The policy was meant to be implemented for a period of 10 years. Recently, with almost all state-owned enterprises privatized, and in a changed economic situation, a review was carried out and a new ZIP drafted.

The new ZIP was developed by the Government of Zanzibar with the assistance of UNIDO and states its aim as being to open up a new phase of industrial development and to unlock a number of productive opportunities for Zanzibar, towards a more inclusive and sustainable growth model. The policy aims to transform the economy by utilizing locally available or imported raw materials using more efficient technologies. In that regard, ZIP (2017) recognizes the need to fully engage citizens, and the private sector in particular, in the industrialization process that would encompass optimal utilization of human and natural resources in Zanzibar.

SME Policy 2006

SME policy identified strategic and potential sectors for adding value to the natural resources and traditional crops of Zanzibar, generating

foreign income and providing significantly increased employment opportunities to benefit the various regions of Zanzibar. The Government of Zanzibar recognizes the need to direct substantial public resources to promoting production and value addition of crops, products and services with comparative and competitive advantage and market access potential. Emphasis is given to certain special agricultural products, tourism, fishing, business services and manufacturing and food processing sectors.

In order to develop a vibrant SME subsector in the country, the SME Policy 2006 recommended the establishment of incubation centres to provide technical support in a hands-on approach through relevant trainings. The policy also proposed the establishment of packaging scheme for SMEs to provide proper and affordable packaging materials to improve the quality of locally produced goods for local and export markets. The review of the SME Policy 2006 that is currently under way emphasizes the need for more support for the MSME sector for sustainable growth and poverty alleviation.

Zanzibar Investment Promotion and Protection Act, 2004 and the Zanzibar Investment Guide, 2017

ZIPA has established special arrangements with investors, through which renovation costs of industrial sheds are initially borne by investors, to be recouped gradually from deductions in annual rentals. ZIPA reserved 100 ha land for the development of an industrial park at Fumba Free Economic Zone at Fumba, and 12.5 ha at Amaan Industrial Park in Unguja. It has also allocated 808 ha of land at Micheweni for investment in Pemba.

As custodian of the Free Economic Zone, ZIPA readily offers plots for lease in the zones for potential investors. Land lease rates for the investment in FEZ range from US\$ 0.01 to US\$ 5 per square metre per annum, but no rent for land is due during the construction period, provided that such construction does not take more than 30 months from the commencement of construction (unless the Minister responsible for land agrees otherwise).

ZIPA in collaboration with immigration and labour offices has recorded remarkable achievements in processing applications for work and resident permits, by reducing processing times to 10 working days. Despite ZIPA's efforts to have a one stop centre facility located within ZIPA, the facility still lacks officials with decision-making powers from some prominent government departments.

Investments under ZIPA enjoy tax incentives such as tax holidays from corporate taxes and exemptions in import duties for imported capital goods and raw materials. Such incentives, however, requires approval by the Minister of Finance. Projects in pre-operation stage or in operation under ZIPA regime, that qualify for exemptions from import duties and/or VAT receive a 75 per cent exemption on duty and VAT on capital goods, construction materials, raw materials, machineries, equipment and other inputs.

Zanzibar Trade Policy, 2006

The Zanzibar Trade Policy emphasizes a community-based development approach with a view to encouraging social cohesion and investment in the country, increased local involvement in nation building and the adoption of modern practices and systems. The policy also

calls for improvement in both public and private sector performance, while discouraging of the import of counterfeit or otherwise substandard or used goods through customs and unofficial entry points.

The advent of the Zanzibar Bureau of Standards is expected to lessen the influx of defective and illegal imported and locally produced goods; however, the tariff and taxation relief on imported goods and food stuffs (including fishery products) discourages the production and consumption of local fishery products.

Education and training policies

Zanzibar Vocational Education and Training policy of 2005

The policy aims at the promotion or provision of vocational education and training (VET) in Zanzibar, including the establishment of skills development centres as needed, within the framework of overall socioeconomic development plans and policies. The policy also aims to contribute significantly towards imparting essential skills for employability, entrepreneurship and self-employment of young people. The policy emphasizes the need for improvement in the utilization of the country's human resources to ensure, through training, upgrading and updating, that the demand for skilled labour is met in accordance with current and anticipated technological, economic and social needs of Zanzibar.

Vocational Training Act of 2006

The Vocational Training Authority (VTA), tasked with supervising and coordinating vocational training, was established by the Vocational Training Act. The VTA establishes and regulates

vocational centres in Zanzibar. There are currently three public vocational training centres, two in Unguja and one in Pemba, operated by VTA. Two public vocational centres are under construction, which will result in each of the five regions of Zanzibar having a vocational training centre.

Approximately 50 private vocational training centres are registered with and regulated by VTA. A joint public and private special fund known as the Skills Development Levy was established to spearhead the skills development initiatives in the country, and is now fully operational. The fund is being used to facilitate the development of skills needed by different sectors of the private enterprises or for self-employment of vocational centre graduates.

Education Policy of 2006

This policy, like the Zanzibar Vocational Education and Training policy, states that one way of getting skilled labourers in the country is by providing them with technical and vocational education/training. Technical and vocational education/training is a necessary ingredient for poverty reduction as it provides opportunities for self-employment. The policy emphasizes that technical education and VET should be designed in line with labour-market demands.

Zanzibar has a number of hospitality training institutes: SUZA at university level (diploma and degree), and on a vocational training level (form 2 and 4) Machuwi Community College, East Africa Utalii College Zanzibar and Zanzibar Trans World Training Centre. These vocational training institutes provides either a full tourism programme or separate training courses in relation to the hospitality industry, such as in food and beverage. Zanzibar also has three

private education institutes that work with and for Zanzibari, especially youth: Kawa Training Centre,¹⁶⁰ The Makunduchi Project¹⁶¹ and JTTI.¹⁶² Kawa has been active since 2011 and is fully operational, while the Makunduchi Project is in its early stage and JTTI was shut down in 2016, after 10 years of training, due to financial constraints.

Environmental policies

According to the booklet 'Here we are! Simplified version of Zanzibar policies' (2012), the Department of Environment, under the Ministry of Water, Construction, Energy, Land and Environment, prepared and launched an environmental policy in 1992, after the Government of Zanzibar realized that the environment had gradually started to deteriorate. This brought about a call to set out guidelines as to what should be done to prevent national environmental problems. The decision to prepare an environmental policy came following the escalation of environmental degradation.

The goal of the policy is to protect and control the environment in order to protect the environment of the island of Zanzibar for present and future generations. In order to achieve this goal, the policy included several specific objectives:

- To upgrade the status and ensure that environmental strategies are incorporated in other policies, programmes and projects
- To introduce cleaner production technology
- To reduce the use of renewable and non-renewable natural resources

- To promote health and provide environmental awareness
- To establish community committees at all levels in order to create a broad environmental network
- To prepare a plan to oversee environmental standards
- To put in place gender equality on environmental issues
- To promote environmental education and stimulate environmental awareness at grass roots, district, regional levels etc

A revised Zanzibar Environmental Policy was published by the RGoZ in 2013. Tourism is mentioned prominently in this document. According to the policy (2013, p. 44), "the tourism sector increasingly presents environmental and social challenges that need strong national attention to restore the ecological balance and integrity of the coastal and marine ecosystems. Key environmental concerns associated with tourism industry in the islands are destruction of the coastal habitats through negative land-use change dynamics, land reclamation, construction of jetties and sea walls, increased use of water resources, and a significant increase of solid waste generated and wastewater discharged" (p.44/45). The policy continues to state that "the principal challenge in sustainable tourism in Zanzibar is the inadequate coordination among relevant sectors in incorporating environmental protection as an integral part of tourism development planning" (p.45), and therefore proposes "to improve tourism practices, which are environmentally sound and socially acceptable" (ibid.).

¹⁶⁰ Kawa Training Center is an NGO that trains and educates young Zanzibari residents to become professional tour guides

¹⁶¹ Makunduchi Project is provides training in agriculture, gastronomy and tourism. Training on the job takes place in the integrated youth hostel.

¹⁶² The Jambiani Tourism Training Institute provided a 2-year Diploma course in Tourism and Hospitality – a vocational training curriculum which offered participants the opportunity to develop their skills needed to enter the tourism and hospitality industry and thereby improving their socio-economic conditions.

The policy states that “the Government will ensure strong coordination in the mainstreaming of environmental and social concerns into tourism projects” (ibid., p. 45/46) and proposes six implementation strategies:

- Strengthen the enforcement of a national tourism zoning plan
- Promote environmental and social assessment in tourism projects
- Promote best practices of waste management handling and disposal techniques
- Promote participatory eco-tourism planning and implementation
- Promote public awareness on environmental and social tourism practices
- Promote sustainable tourism for all



Annex VIII – Comparative case studies from Kenya, The Gambia and Dominican Republic

Mombasa area, Kenya

Just 250 kilometres north of Zanzibar is Mombasa, the second biggest city in Kenya after Nairobi, another tropical tourist destination on the east coast of Africa. A total of 1.3 million people visited Kenya in 2016, mostly Europeans and Americans, of which around 95,000 tourists directly arrived at Mombasa at the local airport or cruise ship terminal.¹⁶³ A significant part of the total number of visitors to Kenya and domestic tourists will visit Mombasa overland as well, hence, the total visitors to Mombasa will be well over 100,000. However, Mombasa city itself is not the only tourist destination. Most of the tourists will visit the beaches and resorts north and south of Mombasa.

There are only a few resources available about the Mombasa tourism industry so discovering information can be challenging. Political unrest,

(threat of) terrorist attacks and health risks have influenced the number of international tourist arrivals in Kenya and also Mombasa over the past years. However, the Kenyan tourism industry shows resourcefulness in attracting significant number of tourists. The tourist economy is important for development in Kenya. The National Tourism Strategy 2013–2018 does not introduce particular ambitions or desired developments for Mombasa, but it is clear about its mission, namely: “To develop, manage and market sustainable tourism in Kenya”. Guiding principles for tourism planning are also in line with this objective. However, under the Vision 2030, plans for tourism development around Mombasa provides a different perspective as the Government of Kenya would like to develop resort cities north and south of Mombasa that revolve around mass tourism and man-made attractions.¹⁶⁴ These developments have not yet been started, but the ambition is clear, as this government paper states: “*aggressively developing Kenya’s coast by establishing resort cities*”.¹⁶⁵ Tourism development seems to be a synonym for more beds, not sustainability as the tourism strategy states.

The Mombasa County Annual Development Plan¹⁶⁶ is less specific in its ambitions, but more concrete in its activities. Their tourism-related projects clearly show that they are working on the basis of the tourism industry, by, for example, establishing a tourism catalogue for visitors, creating a database on tourism and culture and investments in meetings, incentives, conventions and exhibitions (MICE) and cultural attractions. In-depth reflections about the playing field and rules of the game for the tourism sector

¹⁶³ See also Daily Nation on 31 January 2017 and Kenyan Tourism Board on Total Tourist Arrivals

¹⁶⁴ See also Vision 2030 of the Government of Kenya

¹⁶⁵ Office of the Prime Minister, Ministry of State for Planning, National Development and Vision 2030 (2012) Sessional Paper No. 10 of 2012 on Kenya Vision 2030

¹⁶⁶ Mombasa County Government (2014) Mombasa County Annual Development Plan

are lacking. The news that Mombasa County government is thinking of establishing their own Tourism Board¹⁶⁷ clearly shows that the public sector in tourism is in its early stage. Meanwhile, various tourism investors are already making money in the Mombasa tourism industry, especially via the accommodation sector.

A particular challenge for the tourism industry in Mombasa is the dominant position of large hotel chains that control the market, exporting their profits and paying low wages to local tourism staff. An extensive study of Kuoni on the impact of tourism on the human rights in Kenya found deep-rooted frustration and dissatisfaction among staff in tourism accommodations and communities concerning wages and distribution of benefits in Mombasa. The Kuoni study mentions land issues and problems with access to water and electricity. Kuoni considers the frustration among local people and staff in the Mombasa area as a business risk. They formulated some mitigating measures, such as round tables and training. It remains unclear whether these measures have been implemented.¹⁶⁸ The ownership of Kuoni changed in 2016 which had consequences for their CSR programme. As for now, it remains unclear who has taken up these pressing issues with local communities and staff.

UNWTO implemented the ST-EP (Sustainable Tourism and Eliminating Poverty) programme in Mombasa from 2012 to 2015 which aimed to improve the livelihoods of beach operators.¹⁶⁹

The programme supported beach operators of all kind in generating business responsibly via trainings and meetings with tourism stakeholders. The final evaluation presented a case of a curio seller that said he had been able to fund the education of his children thanks to this programme. This is just one case that clearly shows that children are indirectly profiting from such programmes. The informal sector is an important market for locals to profit from the tourism industry. However, the majority of tourist spending leaks out of the area and country without passing the hands of the locals. Mombasa also experiences various forms of romance and (child) sex tourism.^{170/171} Kuoni concluded in their above-mentioned study that “Basic awareness of child sex tourism is high at the hotels visited in Mombasa, and all of them have developed measures to ensure abuses don’t occur on their premises.” This would have brought the periphery of the tourism industry in which counteraction is more challenging. Although the necessary legislation is in place, desk research has not delivered many resources around children’s rights in the Mombasa tourism industry.

There are environmental issues with waste management and visitor management in natural areas.^{172/173} These challenges can be seen as effects of unregulated tourism developments in relatively poor areas. Although these challenges and their origin are recognized by the media, NGOs and various researchers, they are not reflected in the policies and strategies of high-

¹⁶⁷ See also Standard Digital on 28 November 2016

¹⁶⁸ Kuoni (2012) Assessing Human Rights Impact, Kenya Pilot Project Report

¹⁶⁹ See also UNWTO STEP on Protecting Livelihoods on Mombasa’s North Coast

¹⁷⁰ Omondi, R. K., Ryan, C. (2017) Sex Tourism; Romantic Safaris, prayers and Witchcraft at the Kenyan Coast, in: *Tourism Management*, Volume 58, February 2017, p. 217–227

¹⁷¹ ECPAT International (2015) Country Specific Report Kenya, for: *Global Study on Sexual Exploitation of Children in Travel and Tourism*

¹⁷² See also Patana on Impacts of Tourism: Kenya

¹⁷³ See also Green Academy Trust on Tropical Tourist Area Kenya Case-study – Mass Tourism

level stakeholders. As such, it seems that the Mombasa tourism sector is a free zone for tourism enterprises – especially international owned – at present. The Government of Kenya is keen to develop the area for mass tourism. Meanwhile, local authorities, communities and the environment, and also tourists, increasingly experience the negative impacts of unstructured tourism developments. It will be a challenge to bring together the overall aim of sustainable tourism and tourism development around Mombasa while also including the interest of local people and the environment.

Key learning from the Mombasa case

Protection

Although child protection is probably as necessary as in other tourism destinations, the level of organization that combats sexual exploitation or other forms of child abuse appears to be rather low. A strong local organization that engages with relevant stakeholders is essential in developing child protection in tourism.

Rights

Although human and children's rights have been adopted in Kenya and the necessary legislation is in place, it has not yet been adequately enforced. Tourism businesses do not seem to be incorporating human/children's rights in business principles yet. Building on the work of Kuoni in Mombasa and further study and work on a positive impact on human and children's rights in the area would be worthwhile.

Livelihoods

Local communities and staff in tourism accommodations are seriously frustrated and dissatisfied with the distribution of the benefits

of tourism. They experience various problems with wages, land, water and electricity as a consequence of tourism developments. As with the level of child protection, it remains unclear as to who is taking the lead in finding solutions for the various pressing issues, although UNWTO has supported a programme on improving the livelihoods of beach operators. With regard to policies and strategies, which remain at a conceptual level, there is a huge gap between desired development directions; on the one hand there is an overall goal of sustainable tourism and on the other hand an aim for mass tourism in resort cities with man-made attractions at coastal areas.

The Gambia

In 1965 The Gambia was put on the tourist map when 300 Swedish tourists entered this relatively small West African nation which, apart from its coastline, is entirely surrounded by Senegal. Today, The Gambia is well known as a tourist destination among mainly Europeans who escape the cold winters and enjoy the warm climate, beaches and resorts of The Gambia. 2017 expected to see the most arrivals numbering 174,000 tourists. While the numbers of tourists are slowly increasing over time, the contribution of the tourism sector to the economy is also increasing. The total contribution of the tourism industry to the GDP is 21.9 per cent, employment 188 per cent and visitor export 46.5 per cent.

In 10 years, the Government of Gambia aims to welcome 412,000 tourists in 2027 with a total contribution to the GDP of 22.6 per cent.¹⁷⁴ This should lead to a more inclusive economy in The Gambia following the rather pragmatic and concrete National Development Plan developed by President Barrow, in 2017. The desired growth

¹⁷⁴ WTTC (2017) Travel and Tourism, Economic Impact. 2017; Gambia

is based on (expected) opportunities in the international tourism industry, but will certainly also bring along some challenges next to already existing issues and problems. Opportunities are seen in the continuously growing international tourism industry, increasing interest in African tourist destinations and the number of high spending tourists that The Gambia would like to attract. The challenges – most of them already foreseen in the Vision 2020 developed in 1999 by the former President, Jammeh, or discussed in The Gambia Tourism Development Master Plan¹⁷⁵ or studied in the Tourism Market Study by Gambia Competition and Consumer Protection Commission (GCCPC)¹⁷⁶ or discussed regarding their effect on the poor by ODI¹⁷⁸ – are the diversification of the tourist economy to get away from the standardized sun, sand and sea tourist packages. Another major challenge is to increase competition and investments within the tourism industry to decrease dependency on the foreign-owned tour operators – GCCPC recently studied cases of monopoly by ITOs – and to increase local ownership and margins that can be reinvested locally.

To attract high spending tourists and counteract threats like the Ebola crisis and the ongoing malaria epidemic, the quality of tourism products needs to be improved as well. To achieve the much-needed inclusive growth, more linkages between tourism and other sectors are needed. However, specific measures need to be developed so that poor people can benefit. In 2008, ODI calculated that 50 per cent of the value chain was captured by the destination

of which 14 per cent benefited poor people directly through retail and agriculture. If and how this benefits children remains unclear. These promising figures should be further increased in the coming years. One programme that is working on improved linkages and poverty reduction is 'Gambia is Good'. Although recent figures and information is lacking, the awarded programme connects farmers to accommodations and has been successful in diverting sales away from importers into the hands of local people¹⁹⁶. Again, it remains unclear as to what extent children have benefited.

Most of the studies and programmes rarely speak about the role of local children or youth in tourism, even in relation to pro-poor tourism. Hospitality education of youth, and creation of employment opportunities are the obvious focus areas of the Government of Gambia, but it remains unclear as to what the actual effect of tourism on the livelihoods of children and youth is. However, child sex tourism received some attention over the past decades in The Gambia, which various NGOs, related to the ECPAT network, have been working on. A recent and extensive country assessment of the sexual exploitation of children related to tourism in The Gambia concluded that The Gambia is perceived as a target for international tourists seeking to have sex with children, both boys and girls of which the majority are between 14 and 17 years old.¹⁷⁹ The same study provided an overview of all the counteractions over the past years, which range from legislation to international conventions and from awareness programmes to trainings of tourism staff. The

¹⁷⁵ African Development Bank & Republic of The Gambia (2006) The Gambia Tourism Development Master Plan

¹⁷⁶ GCCPC (2016) Tourism Market Study

¹⁷⁷ Mitchell, J., & Faal, J. (2008) The Gambian Tourist Value Chain and Prospects for Pro-Poor Tourism, for: ODI

¹⁷⁸ See also Gambia is Good Responsible Tourism Leaflet

¹⁷⁹ Bah, A., & De Man, F. (2014) Assessment on Commercial Sexual Exploitation of Children Related to Tourism and Reporting Mechanisms in Gambia

Code of Conduct for the tourism industry that The Gambia Tourism Board has developed and adopted with the support from a local NGO called the Child Protection Alliance is an outstanding achievement.

The Code of Conduct is based on the child protection code of ECPAT that is supposed to be driven by the private sector. This government driven code has been in place since 2004 in The Gambia. It has been successful in engaging quite a number of tourism enterprises. However, full implementation remains challenging as that requires more knowledge, awareness and especially action. So far, despite all the efforts and some successes, the overall response is inadequate. The problem of child sex tourism is multi-faceted and is particularly challenging to tackle. One of the challenges is that offenders act in the periphery of the tourism industry, in communities next to the tourism areas where they rent private homes. In addition, contacts between offenders and children are not only established during their visit, but thanks to Internet contact can also be established prior to the offender's visit and maintained after the visit. There is a long list of recommendations for tackling this problem that also affects the image of the country. However, it all revolves around the idea that all stakeholders need to be involved and that they all need to take responsibility for their part of the job.¹⁸⁰

Key lessons learned from The Gambia case:

Child protection

Within child protection, sexual exploitation has gained quite some attention in The Gambia.

Various studies, programmes and legislation have seen light over the past years, but combating sexual exploitation is very complex and cannot be taken up by a standardized approach or a number of interventions. The involvement of all stakeholders that are willing to work together, invest and take responsibility is necessary.

Rights

Most of the legislation that is in place is related to the CRC. However, law enforcement is weak. Tourism businesses in The Gambia have not started working with the children's rights in business principles.

Livelihoods

Although some studies have been conducted and some programmes have been successfully implemented in the field of poverty reduction and local livelihoods, knowledge about the impact of tourism on children's livelihood and their chances in life is much needed.

The Dominican Republic

The island of the Dominican Republic (DR) experiences a more advanced tourism industry than The Gambia and the Mombasa area in Kenya. In 2016 a total of 5,959,300 tourists arrived in the DR showing a steady growth over the past decades.¹⁸¹ The DR mostly attracts tourist from North America and to a lesser extent from Europe. The total contribution of the tourism industry to GDP is 17.3 per cent,¹⁸² which clearly shows the size and importance of the tourism industry for the DR.

¹⁸⁰ Idem

¹⁸¹ See also The World Bank Data on International Tourist Arrivals in Dominican Republic

¹⁸² WTTC (2017) Travel and Tourism; Economic Impact. 2017 Dominican Republic

The DR opened up its market in the past decades, resulting in a series of foreign investments in tourist accommodations. Today, the DR tourism industry revolves around all-inclusive resorts tourism and the traditional sun, sand and sea holidays. One of the biggest challenges is the diversification of the tourism economy, which is moving away from the all-inclusive packages and the sun, sand and sea holidays.^{183/184/185}

The Ministry of Information, Tourism and Heritage has seen the need and is strategizing for diversification by highlighting the different attractions in the DR – nature, culture, luxury – and infrastructure development that connects these attractions.¹⁸⁶ However, their main focus remains on mass tourism and continuous growth of number of arrivals and rooms. The impact of tourism developments in the DR has led to the online libraries brimming with articles, books and media publications about positive and negative effects of the tourism industry. While on the one hand the Government of the Dominican Republic and investors commend the amount of investments, tax income, employment and infrastructure developments, on the other hand, negative impacts range from pressure on natural areas to weak linkages with the local economy. On the latter, ODI summed up possible ways as to how the local economy could benefit more from tourism and vice versa. They came up with various suggestions of which a few were about linking up with existing NGO projects, for example in agriculture. The ODI brief addresses hoteliers.¹⁸⁷ It remains unclear

as to whether the suggestions of ODI have led to concrete projects and activities.

A few years later, USAID supported a multi-annual and multimillion dollar project called the Dominican Sustainable Tourism Alliance. In selected areas in the DR, they worked on sustainable tourism by investing in product development, workforce development and strengthening sustainable business practices in small, medium-sized and community-based tourism enterprises. The programme also focused on nature conservation. The programme claims to have achieved a lot in strengthening systems, especially around workforce development. However, the programme emphasized the productivity, competitiveness and economic growth of the tourism sector as main reasons to invest in people's capacity, rather than the pro-poor benefits.¹⁸⁸ The CSR programme of TUI, called Better Holidays Better World, trained disadvantaged youth in the DR in alignment with the United Nations Sustainable Development Goals which serves as the 'big picture' TUI plans to contribute to. Coming from different perspectives, various organizations and local stakeholders see the need for hospitality education. However, the actual pro-poor effects remain unclear.

With regard to the impact on children, sexual exploitation stands out as a major problem in the DR. ECPAT (2013 and 2014) studied the sex industry in the DR and calculated that between

¹⁸³ Rettinger, R., Apollo, M. (2017) Chapter 5: Enriching Tour-operators Offer to Go Beyond Sea, Sun and Sand: the Case of the Dominican Republic, in: Contemporary Studies in Environment and Tourism of Recep Efe and Munir Ozturk.

¹⁸⁴ Gonzalez, F., Terc, R., Puna, M., Jaramillo & G., Essl, P. (2012) The Dominican Republic Tourism Cluster, for: Harvard Business School, assignment for the course Microeconomics of Competitiveness.

¹⁸⁵ See also Solimar International Fact Sheet on USAID DSTA

¹⁸⁶ See also Cision article on 3 May 2016

¹⁸⁷ Ashley, C., Goodwin, H., & McNab D. (2005) Making Tourism Count for the Local Economy in Dominican Republic: Ideas for Good Practice, for: Travel Foundation, Sheffield Hallam University, First Choice and the TUI group

¹⁸⁸ USAID (2012) Tourism Workforce Development Toolkit and its Application in the Dominican Republic, for: Dominican Sustainable Tourism Alliance

25,000 and 35,000 minors – often from Haitian origin – are active in prostitution, mainly girls (60 per cent) that serve local demand. Although officially prohibited, a formal sex industry led by bar owners and brothel keepers exists. In the informal sex industry, young and minor men and women are prostituting themselves or are forced into prostitution by others or because of circumstances. With a growing tourism industry, the sex demand from tourists is also growing. As in the case of The Gambia, exploitation of children by tourists or foreigners does not always take place within the tourism industry. Potential offenders are active online and once arrived in the DR they may go to private homes or places outside the tourism areas. Over the past decade, the tourism industry, including stakeholders from the civil society such as UNICEF and MAIS-ECPAT, the public sector and private sector, have undertaken various counteractions; ranging from adopting legislation to awareness campaigns and training.^{189/190}

Despite these efforts, reporting figures are low, victims are blamed and offenders seem to have a sense of impunity. That is why earlier in the year, United Nations Special Rapporteur on the sale and sexual exploitation of children, Maud de Boer-Buquicchio, urged the DR to place child protection at the core of their tourism strategy.¹⁹¹ However, as the tourism industry in the DR is present everywhere and as many stakeholders are involved, a concerted effort with everyone involved is necessary. Recently, ECPAT explored the possibility of establishing

a multi-stakeholder platform to support the implementation of the child protection code, as well as coordinating other responses.

Key learning from the Dominican Republic case:

Child protection

Arguably, there should be a positive impact of the tourism industry on children. However, in literature about tourism impact on children in the DR reveals the occurrence of sexual exploitation. Although more research and data are needed, all stakeholders agree that they need to join forces in order to be effective.

Rights

Stakeholders seem to be very aware of the opportunities for youth in hospitality education and employment in the tourism industry, but it remains unclear as to whether this results in effective programmes in the long run.

Livelihoods

The distribution of benefits to local communities is an ongoing debate. The DR would like to increase its competitiveness and remains open for and welcomes international business. ODI explored various possible ways of increasing backward linkages that could benefit the poor. However, the livelihoods of local people in the DR depend on the willingness of the public and private sector to link up with local farmers and producers more than they do at present.

¹⁸⁹ See also UNICEF Campaign: Children are not Sexual Toys

¹⁹⁰ See also UNICEF about Child Abuse and Sexual and Commercial Exploitation

¹⁹¹ See also OHCHR News Press Release on 18 May 2017

