

**THE EFFECTS OF TOURISM INVESTMENTS ON POVERTY
REDUCTION IN RURAL COMMUNITIES IN TANZANIA: THE CASE OF
SERENGETI DISTRICT**

BY

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN RURAL
DEVELOPMENT OF SOKOINE UNIVERSITY OF AGRICULTURE.
MOROGORO, TANZANIA.**

ABSTRACT

Tanzania is among the few countries in the world endowed with vast range of tourist attractions. The tourism industry is Tanzania's greatest success story since the introduction of free market economy in 1990s. Despite its impressive recent economic performance, Tanzania remains a poor country. The purpose of this study was therefore to assess the effects of tourism investments on poverty reduction in rural communities in Serengeti district. The specific objectives were to: identify types of tourism investments; examine the effects of tourism investments; and determine the potential tourism development investments. Data were collected from 124 respondents, including 100 community members household heads and 24 key informants using questionnaires, researcher's diary and checklist. Quantitative data were analysed by using SPSS computer software and "content analysis technique" was used to analyse qualitative data. The study identified different types of tourism investments in rural communities in the study area, their effects on poverty reduction, and potential for tourism investments development. It was concluded that: employment opportunities for rural communities were low in cadres with skills and remuneration; local people have complex livelihoods strategies which are affected by tourism in various ways; and there is a clear opportunity to have significantly their benefits from tourism. Thus, it was recommended that in order to increase tourism effects on poverty reduction, there is a need to institute training programmes that would ultimately provide chance for rural communities to be employed in high cadres with high pay; rural communities to have considerable role in decision making; and the community to integrate its marketing and products strategies to take the best advantage of existing tourism opportunities. Areas for further research are also suggested.

DECLARATION

I, RAPHAEL NYAKABAGA MALEYA do hereby declare to the Senate of Sokoine University of Agriculture, that this dissertation is my own original work and has neither been submitted nor is being concurrently submitted for a degree award at any other University.

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(M.A. Candidate)

Date

The above declaration is confirmed

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Date

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ACKNOWLEDGEMENTS

I should first thank Almighty God for keeping me healthy and His spiritual guidance. I sincerely express my grateful thanks to Prof. Wambura, my supervisor for his guidance, constructive criticisms and encouragement which led to the successful completion of this study. I would also like to acknowledge the assistance and contribution of the academic staff members of the Development Studies Institute of Sokoine University of Agriculture; Prof. Mwageni, E., Drs. Simon, M., Mbwambo, J. S. and Kayunze, K in the course work and research proposal development phases of this study.

I should also like to acknowledge the assistance from my employer, Serengeti District Council for granting me a study leave. I am also indebted to Mr. C. Boma, Safari James, Michael Maluka, Nestory, J.E. employees of Serengeti District Council, and Mr. Iddi Mfunda of the Ministry of Natural Resources and Tourism (MNRT) and Heriel Masaki of Serengeti National Park (SENAPA) outreach programme coordination for their selfless assistance during field work. The conservators and investors particularly Barbara Schwachenman (Community Support Department Coordinator of Grumeti reserves) for their advices, physical and moral support which was given when it was needed; village leaders and research assistants during the data collection phase of this study.

I am also deeply thankful to my family especially my beloved wife Robertina Kabibi Ezekiel Muyengi, my children Maleya Jr, Nyabutingo, Aunt Nyanyama, Mafuru and Mbogora for their endless prayers, tolerance and encouragement which were inspirational and kept me going when things became unbearable. May God Bless You All!

DEDICATION

To my beloved late parents Maleya Matage and Anastazia Nyakaotora Mwoya who laid down a better foundation for my education. This work is also dedicated to my late daughter Safiel Raphael and to my late father-in-law Mafuru Ezekiel Muyengi who passed away while I was in the final stages of writing this dissertation “May Almighty God rest their souls in peace. Amen!”

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LIST OF ABBREVIATIONS

CBT	- Community Based Tourism
DED	- District Executive Director
FHHs	- Female Household Heads
HH(s)	- Household Head(s)
IKONA-WMAs	- Ikoma and Natta Wildlife Management Areas
GRs	- Grumeti Reserves
ICRISAT	- International Crop Institute in Semi-arid Tropics
LDCs	- Least Developing Countries
MDGs	- Millennium Development Goals
MHHs	- Male Headed Households
MNRT	- Ministry of Natural Resource and Tourism
NRs	- Natural Resources
NSGRP	- National Strategy for Growth and Reduction of Poverty
SENAPA	- Serengeti National Park
SME	- Small-Medium Scale Enterprises
SPSS	- Statistical Package for Social Sciences
ST-EP	- Sustainable Tourism -Eliminating Poverty
SUA	- Sokoine University of Agriculture
SNAL	- Sokoine National Agricultural Library
TAS	- Tanzania Shillings
TIs	- Tourism Investments
UN	- United Nations
UNCTAD	- United Nations Conference on Trade and Development
UNWTO	- United Nations World Tourism Organisation
URT	- United Republic of Tanzania
US\$	- United States Dollar
VGSs	- Village Game Scouts
WB	- World Bank
WMAs	- Wildlife Management Areas
WTO	- World Tourism Organisation

CHAPTER ONE

1.0 INTRODUCTION

This is a study of the effects of tourism investments on poverty reduction in rural communities in Serengeti district of the Mara region, Tanzania. Tanzania is among the few countries in the world endowed with vast range of tourist attractions. The tourism industry is Tanzania's greatest success story since the introduction of free market economy in 1990s. Despite its impressive recent economic performance, Tanzania remains a poor country. The purpose of this study was therefore to assess the effects of tourism investments on poverty reduction in rural communities in Serengeti district and draw policy implications on how poverty could be reduced in rural communities through tourism investments.

1.1 Background Information

At the beginning of past decades both experts and the government almost completely ignored the poor in developing countries. However, economists began to focus some attention to two important changes in economic definitions of absolute and relative poverty (Gordon, 1972). The semi-arid tropics are two-third home of the worlds poor that are concentrated in the Sub Saharan Africa and Asia countries, about 800 million people (ICRISAT, 2008). Essentially poverty is more pronounced in rural areas for most of the developing countries (URT, 2005b; Hulme and Mosley, 1996; Todaro, 1990). Poverty incidence in Tanzania is about 48% at the national level, 57% at the rural areas, and 36% in urban areas (URT, 2004). Thus, rural poverty has therefore been the urging point towards greater but not exclusive weight in terms of policy efforts to rural development (Streeten, 1981).

The evolution of tourism worldwide shows that this field represents one of the main sources of national economic recovery in all the countries that have important tourism resources. The economic reorganisation, the effort of passing from a centralised system towards a system based on the rules of market economy and the specific costs of such a transition have sometimes uncontrollable effects on the social and economic mechanisms (Valenti and Burciu, 2006). The World Tourism Organization (WTO) and United Nations Conference on Trade and Development (UNCTAD) in 2003 launched a new initiative called Sustainable Tourism-Eliminating Poverty programme (ST-EP) which aims at the least developed countries to promote tourism development in Sub-Saharan Africa to contribute on poverty reduction (UNWTO, 2005a). Tourism is vital for many countries due to the income generated by the consumers of goods and services by tourists, taxes levied on businesses in tourism industry and the opportunity for employment in the service industry (Wikipedia, 2008).

The Tanzania tourism sector under the Ministry of Natural Resources and Tourism (MNRT) provides excellent investment opportunities in construction and management of hotels, lodges and restaurants, infrastructure ventures, aviation projects and training institutions, tour operations, travel agencies and marketing operations especially in National park areas that attract most of the foreign tourist investors. The industry's mission statement forms the basis for tourism policy to develop sustainable quality tourism that is ecologically friendly to the conservation and restoration of the environment in people's culture. In so doing the industry seeks to maximise the net gains that emanate from various tourism activities (UNCTAD, 2005).

According to Luvanga and Shitundu (2005), Tanzania is among the few countries in the world endowed with a vast range of tourist attractions. The tourism industry is Tanzania's greatest success story since introduction of free market economy in the 1990s.

The country possesses world famous natural attractions: Zanzibar island; Serengeti plains; Ngorongoro crater; and Mount Kilimanjaro. In one of the poorest countries in the world, tourist destinations have been created that are both growing and maintaining a high quality product. Combining increasing visitor numbers, high spending tourists and a respectable length of stay is a real achievement. Tourism plays a dominant role in the country's economic development and is one of the major sources of foreign exchange earnings.

Serengeti district (where data for this study were collected as will be explained in other parts of this study) is one of the five administrative districts in Mara region, as shown in Fig. 1. Mara region can be considered to be the heart of Tanzania tourism with two thirds of Serengeti National Park (9 842 km²) within its boundary. Serengeti National Park is the best-known wildlife sanctuary in the world. It is also famously known for its great migration of animals, thus making it the only place in the earth where there is a spectacle of 1.5-2 million animals on the march. Toward the end of May and early June, huge herds of wildebeest, gazelle and zebra begin their spectacular migration. Following the migration closely are the predators: the lions, cheetahs, wild dogs, hyenas and vultures circling ahead. Serengeti is also home to 35 species of plains animals including the elephant, rhino, lion, leopard, and buffalo (URT, 2005d).

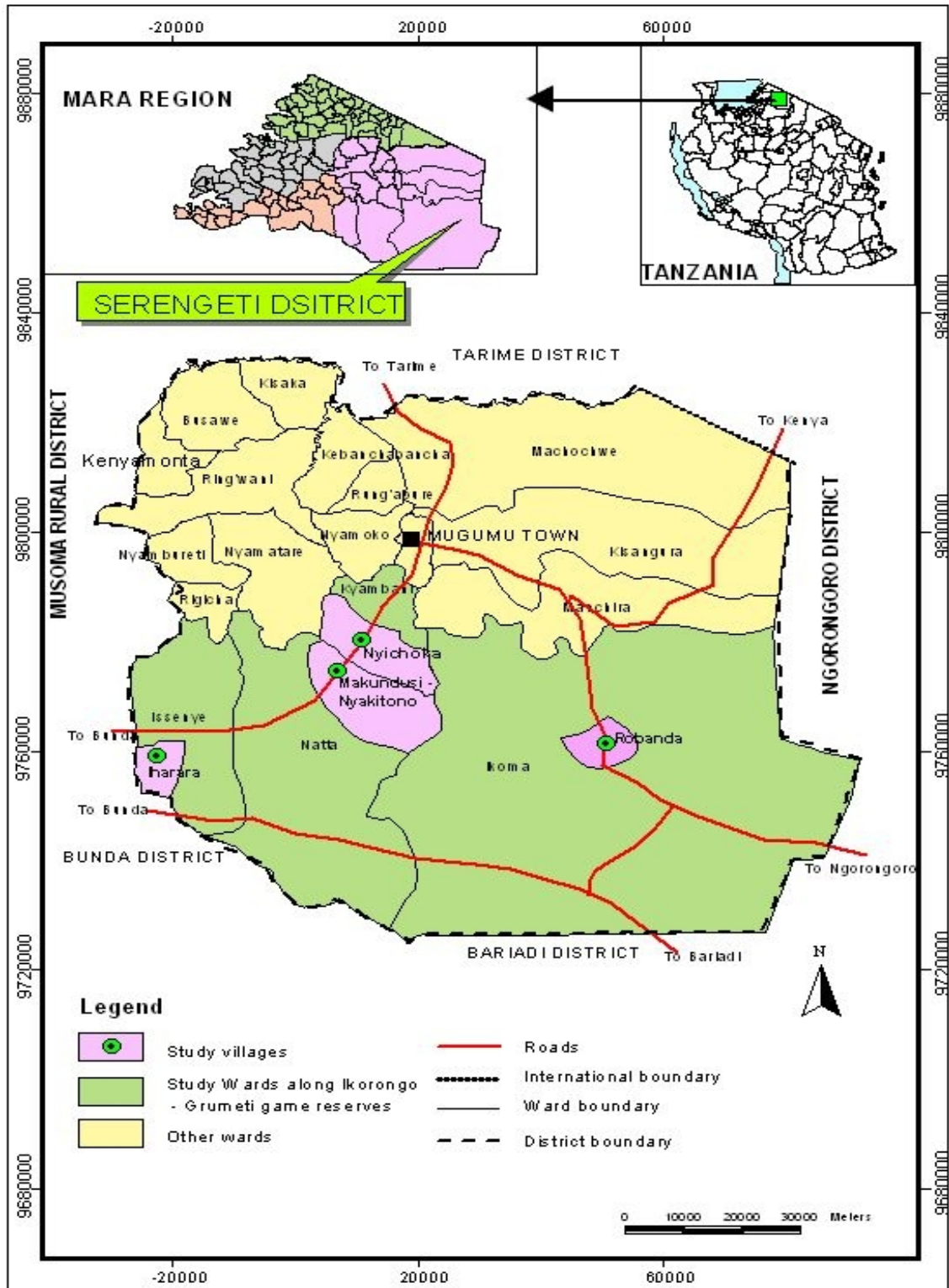


Figure 1: Mara region map showing Serengeti district with study villages

According to the 2002 National Census, the Serengeti district has the population of 176 609 (where men are 84 263 and women are 92 346) with a population increase of 2.8%. Agriculture (crop production and livestock keeping) being the major economic activity holds about 80% of the population. Other activities are small-scale business holdings; Small and Medium Enterprises (SME), government employment, non-government organisations and tourism (URT, 2005a).

1.2 Problem Statement and Justification of the Study

The United Republic of Tanzania has launched the National Strategy for Growth and Reduction of Poverty (NSGRP) which encourages sustainable tourism for poverty reduction (URT, 2005b). Poverty reduction is currently a major concern for many developing countries including Tanzania. Higher economic growth rate that is pro-poor is a pre-requisite in the process of poverty reduction. During the last one and half centuries of socio-economic reforms in Tanzania, rapid growth rate in tourism sector has been recorded in terms of tourist arrivals, tourism activities (services) and earnings. With its distinct advantages, tourism is postulated as another important industry for poverty reduction. As However, tourism is a complex industry, which is driven by the private sector and often by large international companies which have little or no interest in ensuring that poverty is reduced among the locals. It is also possible that with the current technological development tourism earnings remain outside the destination country due to leakages. In addition, tourism can cause negative effects such as environmental problems, cultural pollution and immoral behaviour. The purpose of this study was, therefore, to assess the effects of tourism investments on poverty reduction in selected rural communities in Serengeti district.

Since Tanzania is rapidly becoming a major tourist destination, it was worthwhile to assess the effects of tourism investments on poverty reduction through the enhancement of the improved livelihoods of the people in tourist areas.

1.3 Objectives

1.3.1 General objective

To assess the effects of tourism investments on poverty reduction in rural communities in Serengeti district.

1.3.2 Specific objectives

1. To identify types of tourism investments available in the study area;
2. To examine the effects of tourism investments in rural communities; and
3. To determine the potential tourism development investments in rural communities.

1.4 Research Questions

1. What types of tourism investment(s) are available in the study area?
2. What are stakeholders' opinions on the effects of tourism investments?
3. What are the potential tourism development investments in the study area?

1.5 Operational Definition of Terms

The terms that will be used frequently in the text are defined here to provide a common basis for conveying meaning. These include poverty reduction; tourism investments; rural community; effects of tourism investments; and the key variables used in the study, as defined in Appendix 1.

1.5.1 Poverty reduction

Poverty reduction refers to the improvements on farm incomes of the majority of the rural population as a precondition (URT, 2003). Mtatifikolo (1994) defines poverty reduction as the lifting of the poor from poverty, that is increasing people's mobility to obtain basic needs or increase of monetary value of produces and services. Limbu (1995) states that poverty reduction entails increasing the ability of rural population to acquire basic necessities, namely: food adequate, decent clothing and better shelter/housing that include better places to sleep.

However, Cooksey (1994) states that at the village level income inequalities are a function of factors such as differences in land and cattle ownership; the use of hired as opposed to family labour; the quality of agricultural technology employed (hand hoes, oxen and tractor); access to credit and farm inputs; marketing; and off-farm earning opportunities. In this study poverty reduction refers to a process of increasing household livelihood through various achievements of improved socio-economic needs in conjunction with access to health, education, safe and pure water services, food security, and sustainable environmental conservation.

1.5.2 Tourism investments

Tourism investments are leisure ventures that involve people who travel to and stay in places outside their usual environment for not more than a consecutive year for business and other purposes not related to the exercise of an activity remunerated within the place visited. It was rooted from the term tourism to mean a travel for predominant recreational or leisure purposes or the provision services to support this leisure travel (UNWTO, 2005b).

According to de Kadt (1979) in his study, *Tourism: Passport to development?* asserted that the main classification of tourism existing in social science literature concentrate on one or two of the following dimensions: the characteristic of tourist (his income group, life style and his education background); the characteristic of the tour (its duration, the number of countries to be visited, whether the tour is spent at a single destination or in several parts of call); the mode of organisation (individual arrangements or package tour); the type of facilities used (both the mode of transport and the type accommodation which may range from camping outdoor, through renting a room in a private home, to staying in a luxury hotel); and the motivation for the trip (whether it is taken for business, as pilgrimage, to visit friends and relations, or for a vacation). In this study, tourism investments refer to the kind of leisure ventures operating in the locality which are connected with provision of tourism development activities, services and entertainment businesses whereby people from outside and or within the village visit the destination and are liable of receiving goods and services provided. They take the forms of dancing, photographing, craftsmanship, local prepared meals; tourism joint ventures; agricultural markets for local goods and wildlife conservation.

1.5.3 Rural community

Rural community embraces people living in rural areas depending on agriculture. About 90% of the Tanzanians live and work in rural areas and about 80% of the households survive principally from smallholder farming under customary tenure. Thus poverty is essentially a rural phenomenon and is usually assessed through terms of land holding (URT, 2005b; Hulme and Mosley, 1996). However, Kiros (1985) and WB (1990) view rural areas as remote areas far from urban centres or in the edges of villages or far away from main roads.

Most of the rural areas have poor facilities associated with various reasons for overcoming poverty such as less access to employment opportunities and inadequate social services that limit production. In this study, rural community refers to a group of people living in a common place outside towns or cities doing farming, keeping livestock and links other resources like wildlife which are the basic tourism attractions in the study area that have a significant effect on them and as their source of rural community livelihood. It involves the local and foreign people participating or not participating in tourism and environment related activities directly and or indirectly affected by tourism investments.

1.5.4 Effects of tourism investments

Effects of tourism investments refer to benefits gained and costs incurred from the investments. According to WB (1979), the general economic policies of a country may be well important in determining the positive and negative effects of private investment than are the investment or the practices and attitudes followed by foreign investors. Effects of tourism investments on economy are grouped as monetary effects including effects on exterior balance and on income; and real effects comprising effects on employment, on other industries and on investments (Yüksel and Yüksel, 2002).

In this study, the effects of tourism investments refer to outcomes associated with leisure ventures in the locality in terms of benefits and losses that can contribute to a decreased or increased rural development. Five forms of benefits are realized namely social, cultural, economical, physical and political aspects. Socially, the tourism investments enable the household heads to increase their livelihood through involvement in agriculture leading to food security and cash crop production, improved social services, increased interaction; strengthening local culture in order to tap for tourism opportunities for example in dancing, clothing, tales, and foods.

and politically leading to enhanced gender participation in different activities, empowerment of the disadvantaged (disabled and widowers). The negative effects of tourism investments associated with these forms will be due to their resulting costs incurred to the rural community towards poverty reduction such as household culture is lost, environmental degradation, livestock and crop losses due to human-wildlife conflict hence food insecurity, livestock deaths due to wildlife attacks from nearby national parks and or game reserves, a decreased household income, loss from goods received and or services provided by the household and poor housing.

1.5.5 The definition of key variables

The definitions of key variables (background, independent and dependent variables) as used in the study are given in Appendix 1. The following Chapter reviews the empirical literature in areas of poverty and poverty reduction, types, effects, and potential tourism development investments in rural communities.

CHAPTER TWO

2.0 LITERATURE REVIEW

This Chapter reviewed literature from results of other studies in order to provide a theoretical framework which guided the development of the study model on which the analysis of data for the present study was based. It is based on: poverty and poverty reduction; types of tourism investments in rural communities; effects of tourism investments in rural communities; potential tourism development investments in rural communities; and the conceptual framework for the analysis of the study data.

2.1 Poverty and Poverty Reduction

Poverty is a worldwide problem particularly in the third world countries. Over 1.2 billion people live in absolute poverty as they spend 1US\$ a day, at 1993/94 prices per person to meet basic needs (URT, 2003; UN, 1995). Poverty has been defined in various ways and generally agreed that it can be defined as either in absolute or in relative terms (Bagachwa, 1994). Using a given indicator of welfare, certain line or standard is drawn and an individual household falls on either side. Therefore, it is defined as inability to attain a specific (minimum) standard of living frequently referred to as poverty line (WB, 1993).

According to Mtatifikolo (1994) poverty reduction refers to lifting the poor out of poverty. Two approaches that have received attention towards poverty reduction are: poverty reduction through growth and distribution approach. Poverty reduction through growth approach is the one through which has been assumed that the governments should concentrate on growth policies and the result of growth will “trickle down” to the poor through primary and secondary incomes hence poverty reduction; and in distribution approach is where poverty reduction will be reduced through special programmes and donor projects.

Tanzania has been undertaking various initiatives towards fighting poverty (poverty reduction) from independence in 1961 as its main goal. One of the intervention measures suggested was the introduction of implementation of socio-economic policies which address the issue of poverty both at national and individual level. This may necessitate increased state intervention in education and other social welfare and the creation of an environment for private investment in productive sectors (URT, 2004). Founded within a broad policy framework; Tanzania Development Vision 2025 stipulates the vision, mission, goals, and the targets to be achieved with respect to economic growth and poverty eradication by year 2025 for high and shared growth, high quality livelihoods, peace, stability and unity. It strives to widen space for country ownership and effective participation of civil society, facilitate private sector development and build fruitful and local and external partnerships (URT, 2005b).

Principally in rural areas tourism related social economic activities are undertaken to achieve rural development growth. It has been argued by Kweka *et al.* (2003) that where people move to tourism investment centres and households get involved in tourism they tend to increase income through tourism related activities in the rural communities; and similarly, Luvanga and Shitundu (2005) asserts that tourism has an additional advantage to the poor that can reduce their poverty through small-scale opportunities compared to other non-agricultural activities.

On the other hand, Michael (2004) in “assessing the wider impact of rural tourism policies as part of overall rural development” found that, it was clear the main beneficiaries of rural tourism are not necessarily local residents. Contrary, Fleischer and Tchetchik (2005) note that the farm activities on a working farm are of no value to the visitors. However, on the production side, farmers seem to benefit from the existence of farm activities by using labour more efficiently.

In addition, it has been found that a concentration of firms and attractions creates positive externalities that benefit the single firm than farmers.

2.2 Types of Tourism Investments in Rural Communities

Tourism investments in rural community differ widely in different countries such as renting out cottages to visitors or providing catering services in the countryside (a case of Finland); tourists stay, have meals with farm family and explore the farm yard or stay in guest house (a case of Slovenia); camping on the farm with most farm services linked with activities like cycling, walking or horse back riding (a case of Netherlands). In rural communities the most best fit of tourism a Community Based Tourism (CBT) is the one based upon curiosity or desire of tourists to more about life of people from different cultures (cultural tourism) especially those with exotic image; it is where the community is involved in planning of social activities focused on cultural monuments and can enrich their cultural calendar with fairs, festivals, and theatrical performances for education of not only tourists as well for local. It involves mainly the local communities' culture attraction, history and archaeology (Häusler and Strasdas, 2002).

Tierney *et al.* (2001) in determining factors that influenced visitation clearly demonstrated the complex nature of natural area attraction visitation and the decision to visit a natural area attraction was more than just transportation and income issues. Ethnic group preferences, education, crowding, lack of transportation, ethnic workers, lack of companions who travel to natural areas, finances and perceived discrimination all influenced recreation within undeveloped natural areas. However, Tierney *et al.* (2001) suggested that public agencies and rural tourism organisations should be proactive by creating new programmes and expanding existing intervention projects to encourage visitation.

There are many types of tourism known worldwide namely: Accessible tourism; adventure tourism; bookstore tourism; agro-tourism; archaeological tourism; backpacker tourism; bicycle tourism; cultural tourism; drug tourism; sex tourism; free independent traveller; garden tourism; heritage tourism; medical tourism; mountaineering tourism; music tourism; naked hiking; neo-tourism; perpetual tourism; pilgrimage tourism; sacred travel; and safaris (UNWTO, 2005b).

2.3 Effects of Tourism Investments in Rural Communities

The World Travel and Tourism Council estimate that “the tourism industry” contributes immensely to global job opportunities. The sector employed about 212 million people world-wide equivalent to 10.7 percent of global job opportunities in 1995 (UNWTO, 2005a). According to URT (2005c), tourism is the second most important economic sector in Tanzania after agriculture, with estimated direct foreign exchange earnings of US\$ 786 million accounting for more than 25% of total export earnings and offering direct employment to 300 000 people in 2005 and its economy has been increasing over time.

Andereck *et al.* (2005) argue that residents recognise many positive and negative consequences. Those who feel tourism is important for economic development, benefit from it, and are knowledgeable about the greater positive impacts, but do not differ from others with respect to perceptions of tourism’s negative consequences.

It is becoming clear that broad-based education and awareness campaigns may be a step toward increased understanding of the industry and, ultimately, greater support of the benefits to a community. Sharpley (2002) in his study, “Rural tourism and the challenges of tourism diversification” identified the challenges and problems encountered by rural tourism entrepreneurs, identifying a number of issues which militate against the success of rural tourism development.

Therefore, he suggested long-term financial and technical support to be essential if tourism is to play an effective rural development role.

In remote, underdeveloped areas tourism investments can bring wealth to rural people by harnessing the very high economic value of wildlife as compared to other forms of land use and these include: environmental improvement; provision of food, water and employment (tourist hunting directly employs many people who may not otherwise contribute to the local economy) and poverty alleviation. It may be the primary source of income for the village and the local people as well as the average national income (UN, 1995; Bryden, 1973; de Kadt, 1979); enhance role for women (with development of small business women can sell agricultural products, jewellery, pottery and items indirectly for women benefit).

Companies like Safaris in remote areas can provide health and medicine. Conversely, tourism investments can add decades to rural life expectancy in children; provide revenues, incentives for rural people to tolerate and overcome the effects of crop damage. It also reduces dependency upon crops and rural people can derive income from safari operators for agricultural products sale (Leader-Williams *et al.*, 1996; Ouma, 1970).

Yüksel and Yüksel (2002) observed that an increase in number of tourists means also an increase in demand to agricultural products causing consumption expenditures of surplus production of specific agricultural foodstuff, victuals and fare resulting into an indirect superfluous revenue influence on the income of farmers and of others working in the production side. In this sense consumption in tourism causes an 'invisible-hidden export effect' for the agricultural industry. Consequently, agriculture also creates new

employment possibilities by utilising idle capacity to meet increasing demand through tourism and enhances the quality of production and production methods. Similarly, Luvanga and Shitundu (2005) found that tourism is postulated as an important industry for poverty alleviation in the development of local economies, among others include: the creation of job opportunities; boosting up of sales of different goods and services such as agricultural products, handcrafts, and creation of income generating activities as well as cultural entertainment performed by locals, the majority of those whom are poor. Also it plays very important roles on economic, improved livelihoods and socio-cultural development that are critical for poverty alleviation.

According to Bryden (1973) expansion of the tourism causes social strains which were caused by tourism development, examples being the distortion of the indigenous cultural expressions, the conversion of small farmers into wage labourers due to high land prices which tourism creates and associated alienation of land, perpetuation of racial inequalities and the erosion of dignity. Kazingumbe (2008) observes that recent upturn in tourism sector in Tanzania has not proved effective, as among many claims put forward, have been due to ineffectiveness and boresome to rural community areas and reports given by the industry itself question whether it is growing/effective or not. The quantitative and qualitative analysis of the ripple effect of the tourism earnings still remains a mystery to many.

On the other hand, Kweka (2004) argues that although much literature exists to demonstrate the importance of tourism as a foreign exchange earner little is known about how tourism expansion affects the economy of least developing countries (LDCs). However, reports have shown that there is a fall in rural household's welfare, that is, a

decline in real incomes due to a reduction of output in the agriculture exports sectors. Oppermann (1999) observes that although tourism is frequently suggested to farmers as a panacea, farm tourism provides only a small side-income, partly due to legal limitations.

2.4 Potential Tourism Development Investments in Rural Communities

Yüksel and Yüksel (2002) note that tourism investments are mostly complex and environmentally risky; the success of each is mostly bound to the outside factors which are not under the control of the supporting firm. Tourism investors can either support individual projects like hotels or other tourism origins, or a complete district can be integrated as a whole including all the accommodation facilities, transportation services, travel agencies, tour operators, incentive, meeting and congress centres and organisations, food and beverage units, gift shops, and cultural services for tourists. It has been reported (Kajanus *et al.*, 2004; MacDonald and Jolliffe, 2003) that local culture has the potential to be a success factor in rural tourism and other forms of rural entrepreneurship. Investments which enhance and strengthen local culture are recommended over those that utilise culture and traditions to make products in tourism business. Strengthening local culture opens up possibilities for future innovations and sustainable development. A strong culture and an awareness of one's own traditions form a natural foundation for innovations.

However, MacDonald and Jolliffe (2003) further suggest that the roles of culture and community-based partnerships as cooperatives should be considered useful and often well preserved as a valuable resource to include and may be very effective for cultural rural tourism development.

Several studies (Häusler and Strasdas, 2002; Jenny and Eugenia, 2004) have found out that rural communities can put more efforts potentially on renting out cottages to visitors or

providing catering services; tourists stay and have meals with farm family and explore the farm yard or stay in guest house; camping on the farm with most farm services linked with activities. In rural communities the best fit of tourism is the cultural based tourism where the communities plan their social activities for tourists as well as local residents by creating the local communities attractions. These tourism attractions are increasingly viewed as a panacea, increasing the economic viability of marginalised areas, stimulating social regeneration and improving the living conditions of rural communities; the clustering of activities and attractions, and the development of rural tourism routes, stimulates co-operation and partnerships between local areas. Meaningful community participation, together with public sector support, presents opportunities for the development of small-scale indigenous tourism projects in less developed areas.

However, the current development irony arises because of the insufficient attention to local capacity building, reluctance to integrate local settlements and a misplaced notion of professionalism. Insensitivity to cater for cultural and ethnic differences in the encounters of host and guest also impedes meaningful local involvement and therefore, tourism planning should be an integrated part of the rural planning process for achieving sustainable development (Abby, 2006; Aliza and Anat, 2005; Muller, 2006).

2.5 Conceptual Framework for Analysis of the Study Data

The literature for the present Chapter has been reviewed from a wider perspective of the effects of tourism investments on poverty reduction in rural communities. The reflections drawn in this review provides the basis for assessing the effects of tourism investments on poverty reduction in rural communities in Tanzania. In the context of the present study the purpose of which was to assess the effects of tourism investment on poverty reduction in rural communities in Serengeti district, the conceptual framework shown in Fig. 2 was developed.

This model provides a framework for analysing a large volume of data and is oriented towards establishing results which fulfil the objectives of the study. It allows drawing implications on improvement of tourism investments for improved quality of life of rural communities. The conceptual framework suggests that poverty reduction in rural community is attained by the presence of tourism investments that are in place leading people into improved livelihoods. The definition of key variables (background, independent and dependent variables) used are given in Appendix 1. The research methodology is presented in the following Chapter.

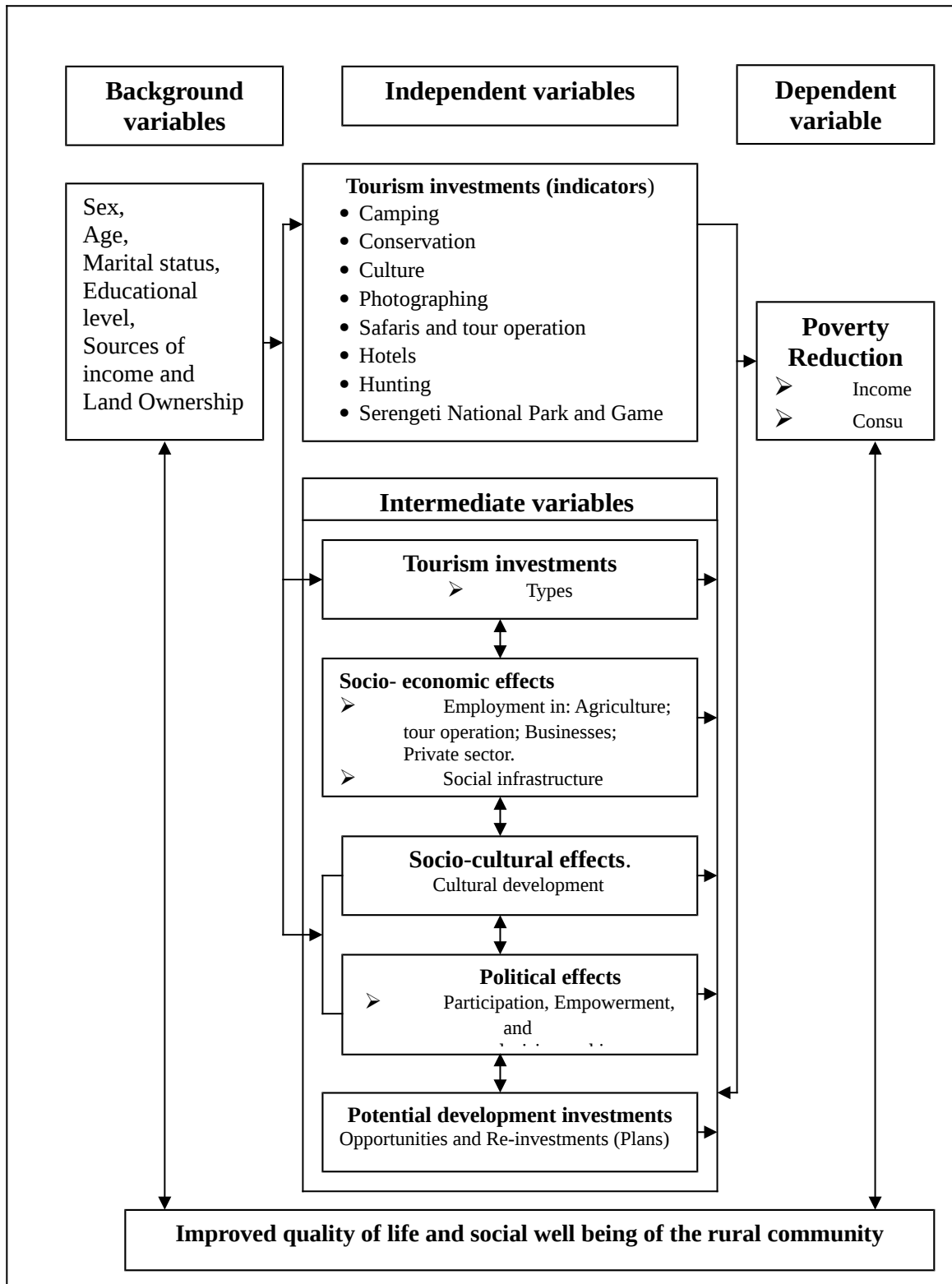


Figure 2: Conceptual framework of the study: The effects of tourism investments on poverty reduction in rural communities in Serengeti district.

Key: → Relationship for primary analysis

CHAPTER THREE

3.0 METHODOLOGY

This study is sought to assess the effects of tourism investments on poverty reduction in rural communities in Serengeti district, Tanzania. It discusses the methodology adopted under seven parts: (i) study area; (ii) study design; (iii) sampling procedures; (iv) sample size; (v) data collection instruments; (vi) data collection procedures; and (vii) data processing and analysis.

3.1 Study Area

This study was conducted in Serengeti district in Mara region. The study covered Grumeti division which comprises four wards namely: Kyambahi, Ikoma, Isenye and Natta. It encompassed four selected villages which included: Nyichoka, Ikoma, Iharara and Makundusi-Nyakitono, as shown in Fig. 1. The selection of the study area was based on the fact that tourism investments were operating in the selected villages.

3.2 Study Design

The study utilised cross-sectional design to collect data, which is considered useful for descriptive study as well as for the determination of the relationships between variables (Babbie, 1990).

3.3 Sampling Procedures

The study utilised multistage sampling technique for selection of the study villages and respondents, as follows:

Stage 1: Study area

Multistage sampling technique was employed in selecting region, district, divisions, wards and villages. In it, purposive sampling methods were used to sample Serengeti district out of five districts in Mara region, one division out of four divisions in Serengeti district and four wards from the selected division namely: Kyambahi, Ikoma, Isenye, and Natta. In addition one village was also purposively selected from each of the four selected wards to have four villages for the study namely: Nyichoka, Robanda, Iharara and Makundusi-Nyakitono.

Stage 2: Study respondents

The study respondents included the household heads and key informants (individuals who were deemed to be knowledgeable on various aspects related to the study subject).

(a) Household heads: Household heads were selected from existing list of households from each village. Stratified and purposive sampling techniques were used to select 100 household heads from each of the four villages (61 males and 39 females) according to participation in tourism investments.

(b) Key informants: A total of 24 (20 males and 4 females) key informants were selected using snowball technique. These included tourism investors, extension officers and other individuals who were in a position to provide relevant information about the effects of tourism investments on poverty reduction in rural communities.

3.4 Sample Size

A summary distribution of all respondents involved in the study is given in Table 1.

Table 1: Distribution of all respondents (N=124) involved in the study

Type of respondents	Male	Female	Total
Household heads	61	39	100
Key informants	20	4	24
Total	81	43	124

This sample size of 124 respondents is justifiable, according to Matata *et al.* (2001) who stated that having a sample of 80-120 respondents is adequate for most socio-economic studies in Sub-Saharan Africa.

3.5 Data Collection Instruments

Data collection instruments included the questionnaires (interview schedules), researcher's diary, checklist and observation record forms as follows:

(a) Questionnaires: One type of household heads questionnaire was used to collect primary data from households, as shown in Appendix 2. All the questionnaires were completed by means of personal interviews conducted by the researcher and two research assistants.

(b) The checklist: This was used to collect primary data from the key informants as supplements of information to support the study, as given in Appendix 3.

(c) Researcher's diary: This was used to collect secondary data from relevant documentary sources including books, journals, official reports and internet. This instrument was also used to collect researcher's observations of rural community tourism activities which were not included in the observation record forms.

(d) Observation record forms: A participant observation technique was also used to supplement information gathered through interview schedules, checklist and researcher's diary. The observation record forms (Appendix 4) were used to record data on the rural communities' daily operations of tourist activities.

3.6 Data Collection Procedures

Before data collection, a reconnaissance survey was done first in the study area following introduction to the village leaders. The fieldwork was conducted from October to December, 2008 following a permission given by District Executive Director (DED) Serengeti (Appendix 5). The study involved a combination of multiple methods mainly involving qualitative and quantitative data collection technique and procedures. It took a holistic participatory process in identification of the effects of tourism investments on poverty reduction in rural communities. In each of the selected villages in Serengeti district one research team led by the researcher was formed to collect primary data in Serengeti district. Two research assistants assisted the researcher over a period of three months. The researcher was responsible for training and guiding the research assistants during data collection.

Prior to the initiation of the survey in the study villages, much care and foresight were taken to legitimise the research in the eyes of the village leaders, rural communities as well as government officials at village and district levels. Before primary data collection, a preliminary survey was conducted by the research team to familiarise with the study area and then to acquire general information on the effects of tourism investments on poverty reduction in rural communities in the study area. Structured questionnaire was used as a tool for interviewing the household heads. The questions were designed to permit acquisition of both qualitative and quantitative information. Open and close-ended questions were used.

To ensure reliability and validity, the first draft of the household heads questionnaire was pre-tested in ten household head respondents not included in the study sample. Furthermore, necessary changes were made to the questionnaire on the basis of the pre-testing results before the final administration, which included restructuring and omission of some questions. Of the 120 interview schedules meant for household heads, 100 were properly completed, constituting a return rate of about 84 percent. Interviews were conducted in private household heads environment using Swahili language and each lasted for at least 30 minutes.

Direct researchers observations were made to verify the information given by the respondents by using observation record forms during the households' questionnaire survey. The researcher in this case had to become part of the situation in the study area. Most information was obtained through close observation on what was happening in relation to tourism investment activities. In addition, primary data were collected from 24 key informants through directed discussions. The researcher also collected secondary data through review of documentary information from Sokoine University of Agriculture (SUA), Sokoine National Agricultural Library (SNAL), district and village files as well as websites using researcher's diary.

3.7 Data Processing and Analysis

3.7.1 Data processing

The data from completed 100 household head questionnaires were coded for computer analysis. Data from checklist, researcher's diary and observation record forms were summarised manually to single sheets of paper. In summarising the data, great care was taken to ensure that it accurately reflected the original meanings of the statements made.

3.7.2 Data analysis

Data from household heads questionnaire were analysed by using Statistical Package for Social Sciences (SPSS) computer programme for windows. The methods for statistical data analyses involved univariate, bivariate and multivariate analyses. It used techniques of frequency counts, cross-tabulation and correlation programmes. Data from other sources were analysed using “content analysis technique” which involved transcription of recorded information and then clustering it into themes and sub-themes. Numerical data were summarised in Tables and percentages to facilitate assessment of the effects of tourism investments on poverty reduction in rural communities in the study villages.

3.8 Limitations

1. Poor record keeping by most of the study respondents created difficulties in interpretation of data collected.
2. Some study respondents’ demand for payments delayed data collection process in the study area.

The following Chapter presents the study results and discussions.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSIONS

This Chapter presents the major results and discussions arising from the data analysis related to the effects of tourism investments (TIs) on poverty reduction in Serengeti district rural communities. These were discussed under four main sections. The first section deals with rural communities household heads (HHs) characteristics. The second section focuses on types of economic activities in rural communities. The third section discusses the effects of TIs on poverty reduction. Finally, the fourth section looks at potential tourism investments in rural communities. The results from these sections are examined from the perspective of their implications for improvement of the effects of TIs on poverty reduction in rural communities in the study area.

4.1 Household Heads (HHs) Respondents' Characteristics

HHs characteristics covered personal and situational characteristics in TIs which were expected to reduce their poverty. It is therefore organised into two main categories. The first category involves personal characteristics which were sex, age, marital status, and level of education. The second category deals with situational characteristics. Those examined involved land ownership and size of land under production; community livelihood strategies; and the types of economic activities in Serengeti district rural communities.

4.1.1 Household heads (HHs) personal characteristics

Personal characteristics of the HHs have important social and economic connotations to involvement in tourism investment activities. Household composition usually influences the decision on tourism or involvement in investment activities.

Among the more important personal characteristics dealt with in this study are: (a) sex; (b) age; (c) marital status; and (d) the level of education. The examination of HHs sex revealed that of the 100 HHs respondents, 61 were male household heads (MHHs) and 39 female household heads (FHHs) as given in Table 2.

Table 2: Percentage distribution of household head respondents (N=100) by personal characteristics

HHs personal characteristics		Number	Percent
Sex	Male	61	61.0
	Female	39	39.0
Age	18-45 years	61	61.0
	46-65 years	39	39.0
Marital status	Married	75	75.0
	Single	12	12.0
	Divorced	1	1.0
	Separated	1	1.0
	Widower	11	11.0
Level of Education	Adult education	8	8.0
	Primary school education	87	87.0
	Secondary school education	3	3.0
	Tertiary level	2	2.0

Further examination of HHs respondents personal characteristics organised under age, marital status and level of education are also given in Table 2. Maria and Jervell (2005) found that social factors, such as the presence of a female partner in the HH and the age of the main farm operator, play a statistically significant role in the adoption of on-farm agro-tourism activities. From this view therefore, the results show that both male and female were involved in the survey from the study area.

4.1.1.1 Age

The age distribution of HHs respondents was between 18 and 65 years as given in Table 2. The majority (65 percent) were below 46 years of age. These results generally suggest that the HHs study respondents were drawn from different age groups of rural communities in

the study villages. However, the results suggest that the involvement of respondents above 46 years was a rich source of information on tourism related aspects in the study area.

4.1.1.2 Marital status

Married couples are likely to be more productive than single persons due to labour supply in tourism activities and access to productive resources in tourism investment. The results in Table 2 show that majority (75 percent) of HHs respondents were married. This implies that the marital status did not significantly influence the study results.

4.1.1.3 Level of education

It was expected that the extent to which rural communities were educated would tend to influence their ability to gain knowledge. According to URT (2005b) education equips people to face the existing challenges of the world which is most likely to affect their participation in tourism activities. The HHs respondents were therefore asked to indicate their level of education. The distribution of HHs respondents' level of education is shown in Table 2. The data show that all of the HHs respondents had obtained formal level of adult education and above. That is, eight percent had obtained adult literacy (reading and writing) and five percent reached the level of secondary education and above.

The data in Table 2 also show that a high proportion (87 percent) of HHs respondents had obtained primary education. This is a reflection of Tanzania's efforts of national campaign on universal primary education in 1970s. This shows that formal education was not an important criterion in involvement in tourism investment.

involved the community livelihoods strategies in the surveyed villages. Finally, the third category dealt with types of economic activities.

4.1.2.1 Land ownership and size of land under production

Land is one of the most important factors and means of agricultural production. It was expected that the number of acres of land owned by the communities would influence their participation in agricultural production which is one of the major tourism related socio-economic factors. The MHHs respondents and FHHs respondents were therefore asked to indicate the size (acres) of the farm they owned in their villages. The results are shown in Table 3.

Table 3: Percentage distribution of HHs (N=100) land ownership by gender status

Area owned	Household status			
	MHH (n=61)		FHH (n=39)	
	No	%	No	%
≤4 acres	53	86.9	36	92.3
5-12 acres	5	8.2	1	2.6
13-20 acres	1	1.6	0	0.0
21-30 acres	1	1.6	2	5.1
>30 acres	1	1.6	0	0.0

The data indicate that farm size of the MHHs ranged from less than four acres to above 30 acres. The results suggest that, in general, both types of HHs respondents had almost identical farm sizes. This indicates that HHs respondents farm size were very representative of the general farm size situation in the study villages.

percent of households survive principally from smallholder farming under customary tenure while the smallholder sector embraces land holdings below four acres. Also, the majority of smallholder farmers in Tanzania usually cultivate between 0.36 to 2 acres of land for

crop production. On the other hand Maria and Jervell (2005) observe that factors such as size and the location (rural or semi-rural) of the farm play a statistically significant and more important role in the decision to license fishing and hunting rights than in the development of other agro-tourism activities on the farm. Likewise, McGehee and Kyungmi (2004) assert that agro-tourism planners should be aware that acres owned, economic dependence on farming operation, and perceived popularity of agro-tourism activities are influential factors to motivate agro-tourism entrepreneurs.

4.1.2.2 Community livelihoods strategies

It was expected that livelihood strategies for rural households vary enormously, but a common strategy is for household members to undertake a range of activities which in some way contributes to one or more of the household needs. More households rely on natural resources uses and on-farm income from employment remittances. The HHs respondents were therefore asked to give their general livelihood strategies and their responses are summarised in Table 4. Data in Table 4 provides a simplified summary of the diversity of household needs and activities in the study villages showing which activity is the most important contribution to each need. It also shows that crop production and or livestock keeping was a core activity for virtually all rural households, the sole activity for virtually none. It is evident from Table 4 that each activity contributes to several needs to varying degrees.

Table 4: HHs respondents opinions on contribution of a range of activities to their livelihoods by type of needs

Type of need	Range of activities				
	Crop	Livestock	Employment	Harvesting trees/plants	Tourism
Immediate needs					
• Food	XXX ^a	X ^c	XX ^b	XX	X
• Water and energy		X		XXX	

Indirect needs					
• Cash	X	X	XXX	X	XXX
• Goods for exchange	X	X	XX		
• Reserves and investments		XXX	XX	X	XX
• Drought buffer		XX	XXX	XX	XXX
• Inputs to production		XXX	X		X
• Cultural and intangible assets	X	XXX			XX
• Social capital /community organisations					XX

Key: “a”, “b” and “c” indicate major, moderate and minor or indirect contribution, respectively.

Livestock in particular contributes in some ways to most household needs to varying degrees and indeed is a primary land use in the area. However, the results indicate that diversified strategies are essential in the study area, this would be because of the semi-arid to arid conditions which even the highest rainfall areas are marginal for rain fed crop growing and drought is a common occurrence.

4.1.2.3 Types of economic activities

The study area was basically a rural area and hence in relation to tourism related social economic activities there are several agricultural related activities. Few members of the households were also undertaking other non-farm activities. The HHs respondents were therefore asked to indicate the socio-economic activities undertaken and the results are given in Table 5.

	(n=25)	(n=25)	(n=25)	Nyakitono (n=25)
	%	%	%	%
Farming/livestock	96	56	100.0	96.0
Business (including cloth				

selling)	4.0	0.0	0.0	0.0
Curio and other shops	4.0	12.0	0.0	4.0
Handcraft	12.0	20.0	0.0	12.0
Tour operator/guide/tax	4.0	28.0	0.0	4.0
Fruits selling	0.0	4.0	4.0	0.0
Government employees	0.0	0.0	0.0	0.0
Private sector employee	4.0	12.0	4.0	0.0
Entertainment (culture- traditional dancing and music)	4.0	12.0	0.0	12.0
Hotel/Restaurant employees	0.0	12.0	0.0	4.0
Small businesses eg shoe shines, bricks laying, charcoal	4.0	12.0	0.0	4.0
Wildlife and environmental conservation	12.0	8.0	4.0	12.0

Data in Table 5 show that overall out of the 12 economic activities identified in the study villages, agriculture (farming and livestock) is the most (56-100 percent) practised by HHs respondents in Robanda, Nyichoka, Makundusi-Nyakitono and Iharara villages, respectively. This is not surprising given that the study area has a rural setting. But if all the tourism related activities are grouped together, then they dominate in the surveyed villages. Tourism related activities such as tour operations, curio shops and handcrafts are important. However, there are differences in participation rates among the study villages. Participation rates for tour operation are 4 percent in Nyichoka, 28 percent in Robanda, and 4 percent in Makundusi-Nyakitono villages.

percent and 12 percent in Nyichoka, Robanda and Makundusi-Nyakitono villages, respectively.

Further dis-aggregation of data indicates the type of specific tourism related activities in each village. In Nyichoka and Robanda villages the tourism related activities that appear to be attracting more people include handcrafts and tour operating, respectively. On the other hand, in Iharara village we have fruits selling and Makundusi-Nyakitono village has handcrafts.

Cultural tourism was also observed to be important in Robanda. As incomes from this type of tourism goes direct to the performer (individual), it should be of significance towards poverty alleviation. These results imply that participating in these activities forms the basis through which rural communities can benefit from tourism. This is in agreement with the results by Luvanga and Shitundu (2005) who observed that tourism has an additional advantage to the poor that can reduce their poverty through small-scale opportunities compared to other non-agricultural activities, it employs a high proportion of women and values natural resources and culture, which may feature among the few assets belonging to the poor.

4.2 Types of Tourism Investments

The researcher was interested in finding out whether there are types of tourism investments in the study area. The results from official files (Serengeti district, study villages, and tourism investors) and the study respondents revealed that there were different tourism investments benefiting rural communities in the study villages, as summarised in Table 6.

type of tourism investment	study villages			
	Nyichoka	Robanda	Iharara	Makundusi-Nyakitono
Camping and hotel/restaurants	√	√	X	√
Security (observation point)	X	X	√	X
Agro-ecotourism	√	√	√	√
Cultural tourism	√	√	X	√
Hunting	√	X	√	√
Photographing	X	√	X	X

Key: √=Available tourism investment; X =Unavailable tourism investment

The results given in Table 6 indicate that different tourism investments exist in the study villages. These are, in turn discussed under: camping and hotel/restaurants; security (observation point); agro-ecotourism; cultural tourism; hunting; and photographing.

4.2.1 Camping and hotel/restaurants

It was noted that camping and hotel/restaurants are specialised and commercialised forms of tourism services for tiring tourists (campers) in rural community which were provided with built shelters or where they could make their tented temporary home(s) equipped with daily needs (like restrooms, for electricity connections, laundry facilities, water, curio and other shops for gifts, restaurants, and grocery stores) benefited rural communities, despite the fact that their sites are found in forests far from access by main roads or on high plains of Robanda, Nyichoka and Sasakwa hills at Makundusi-Nyakitono villages. The study revealed that significant numbers of people in the surveyed households are employed in camp sites, tourist hotels and restaurants. This is an indication that tourism activities are important for the livelihood of members of these households.

employment appears to be a common phenomenon in Tanzania tourist industry (Kweka *et al.*, 2003). As most of the rural people lack the pre-requisite skills/training, they tend to be employed in manual unskilled positions such as waiters, room cleaners and kitchen keepers. Concentration in low employment opportunities is generally correlated to low pay.

4.2.2 Security (observation point)

Security (observation point) was a scheme organised within Grumeti Reserves (GRs) aiming at improving natural resources (NRs) (wildlife and their properties) by performing safety measures for the tourist company itself and to some extent where possible serving for clients' resolution on the issues in need. The post was established at Gambaranyera in Iharara village. It is the one involving some village wildlife conservationists around Grumeti-Ikorongo game reserve areas assisted with the Village Game Scouts (VGSs) who observe any wrong doers and or poachers' movements within the concession area. Normally the VGSs observe from distant, possess and use direct firearms to combat any unlawful activity.

The security section has managed to employ at least five youths from all villages concerned with wildlife conservation. However, this point is important for security purposes both for the study area resources (such as the wildlife, the people, livestock and crops). It was suggested by farmer respondents from Iharara village that this point should not only be used for NRs conservation development but also human-wildlife conflicts resolution as the crop damage monitoring/early warning system.

4.2.3 Agro-ecotourism

The term agro-ecotourism generally is synonymous with agro-tourism. It is a form of tourism which capitalises on rural cultures as a tourist attraction. It is similar to ecotourism except that its primary appeal is not the cultural landscape. If the attractions on offer to tourists contribute in improving the income of the rural communities, agro-ecotourism can promote rural development. To ensure that it also helps to conserve diversity, the rural population itself must have recognised agro-biodiversity as a valuable and worth of

protection. The study found that tourism industry provided a room of vacations for tourists visiting the rural community by staying with local people in a reserved piece of land for example at Natta-Bugerera backyard where the majority of the residents supply agricultural commodities like flowers, crops/plants, fruits, vegetables and animals are grown and kept for the purpose. The tourists get services from the local people by buying the raw agricultural produces directly from the farmers and or getting from goods suppliers.

However, the tourists are organised during their holidays/vacations that are designed to include an environmental damage as little as possible during firewood collection and charcoal uses; this is designed in such a way that they pay money for protecting some of the NRs (the environment and wildlife conservation). Grumeti Fund (a foreign instrument) has been established by GRs designed for the purpose. There is therefore a need to direct the rural community tourism development planning initiatives to integrated agro-ecotourism opportunities in order to cater for insecure drought and environmental degradation resolution.

4.2.4 Cultural tourism

This is basically based on mosaic of places, traditions, art forms, celebrations, and experiences that portray the nation and its people, reflecting its diversity and character. It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices which basically distinguish it from other forms/types of culture practised both in rural and urban areas. The study noted that the household respondents as individuals and or groups had been involved in curio supplies and other shops for selling their own cultural commodities of tourism outstanding such as meals, agricultural produces and handicrafts made from available local materials; they were sold in either selected

village stations or cultural centres like Nyichoka Cultural Tourism and traditional dancing Group; Ikoma Curio shop and Pub and Rogoro Cultural Museum Centre at Nyichoka, Robanda and Makundusi-Nyakitono villages, respectively. This implies that the study area is rich in cultural tourism opportunities which are generally performed only in view of the attractions or natural resources available.

4.2.5 Hunting

Hunting is classified as a tourism activity because it is based on wildlife assets and brings in foreigners to the country. It entails among the highest expenditures made by any segment of tourists, may also bring in more revenues per person as compared to other segments of tourism through a combination of hunting block fees, hunting permits and a slew of licences payable by the hunting organisation (which are comparable to those payable by tour operators).

The study found that hunting tourism is another sport performance associated with hunting in rural communities in the study area managed by the GRs company in Grumeti game reserve; it was a useful source of desired objects or information derived from sport of pursuing and killing wild game animals by professional hunters in order to provide commercial food (meat), or simply for the adventure of the chase, or for the enjoyment of outdoor life.

This implies that, the study area was a rich source of hunting tourism which preserves the NRs (wildlife) for the present and future costs-benefits of the study area generation which may greatly be incurred or gained leading into most improved and or reduced rural poor livelihood towards poverty reduction.

4.2.6 Photographing

This was another zonal sport performance whereby tourism artists using photographs along with film and videotapes to create outstanding images of the Ikoma and Natta Wildlife Management Areas (IKONA-WMAs) in Ikoma-Robanda open areas; the images of people, wildlife and places create new stories when assembled from various works of such people to reflect their living. Similar results have been reported by Mallya (2008) who found that Robanda village people have their own village land of which they have leased to photographing tourism companies such as Thomson Safaris, Zara Tanzania Safaris and Ikoma Bush Camp. Income obtained by the village from investors through concession fees (about 1.5 million TAS per year), bedding fees (US\$13 per client per day) and 500 000TAS per year being paid to the village from mobile camps apart from bedding fees. The overall income from all investors in Robanda was about TAS 57 million per year, which later on are for social sector services improvement and students' sponsorships to schools and colleges.

employment and markets for agricultural produces, cultural goods sold and traditional dancing/music to the tourists through which the rural communities are entitled to earn income which in turn directly and or indirectly contribute to poverty reduction in the study area.

The overall implication that can be drawn from this section is that since tourism sector puts into test the stability and standard of living on those dependent on it, it is of crucial importance to encourage participants in the tourism sector at local levels to diversify their investment portfolios. This implies that for sustainability of poverty reduction strategies, diversification of sources for livelihoods requirements needs to be enhanced.

4.3 Effects of Tourism Investments on Poverty Reduction

An assessment of effects of tourism investments on local people depends not only on its direct costs and benefits such as profits and job generated but on the range of direct and indirect positive and negative effects. The effects of tourism investments were therefore considered in terms of contribution to rural communities' livelihood needs and priorities. HHs respondents were therefore asked to state the contribution of TIs on a variety of their livelihood outcome goals. The results are summarised in Table 7, which are in turn discussed under: (a) cash income; (b) food security; (c) empowerment; (d) decreased vulnerability; and (e) cultural values.

Table 7: HHs respondents (N=100) opinions on their livelihoods outcome goals by type of effects of tourism investments

Livelihood outcome goals	Type of effects	
	Positive	Negative
Cash income	New earning opportunities from employment, casual sales, enterprises and community contracts	- Requires start-up fund
Food security	- Cash (particularly earning of households) - Better collective reserve management	- Wildlife damage to agricultural produces - Lost access to veld food
Empowerment	Strong social and human capital lead to: - Confidence to challenge government/outside - Recognition of community from others (e.g government planners) - Influence of external organisation and events.	- Conflict between and within communities undermine social capital - Imposition of development by outsiders
Decreased vulnerability	- Income continues in drought - Continuous income earned for drought coping	- Competition for drought resources (e.g. for livestock)

Cultural values	- Community pride - Cultural value of increasing wildlife and reviving traditions	- Risk of commercialising culture
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4.3.1 Cash income

The study respondents were asked to give annual income generated from their economic activities. However, the author was aware that getting accurate income of interviewees is not usually easy, as has been the case for this study. It was not easy to get for instance accurate data on salaries for employees of tourist hotels, restaurants, guest houses and campsites. The study therefore reports in this part only the HHs respondents' number by income groups who received income from various tourism activities, as given in Table 8.

Table 8 : Percentage distribution of HH respondents (N=100) receiving income from tourism related activities by income range in year 2007/08

Type of tourism economic activity	TAS income range					
	<171 000		171 000-474 000		>474 000	
	Very poor (n=37)		Less poor (n=41)		Non poor (n=22)	
	No	%	No	%	No	%
Tour operating	2	5.4	6	14.6	6	27.2
Handcraft	4	10.8	4	9.8	4	18.2
Hotel business	2	5.4	4	9.8	2	9.1
Supplying commodities	32	86.5	35	85.4	21	95.4
Curio and other shops	0	0.0	2	4.9	3	13.6
Other tourism related activities	4	10.8	4	9.8	5	22.7

The results in Table 8 reflects how effects of tourism are felt in the study area between forward and backward linkages between tourism and actors of the economy such as agriculture, transport and other services. According to Table 8, tourism related activities are important sources of income especially people within the income group above 474 000

TAS in supplying commodities. There are also substantial number of small income earnings from tour operating, other tourism related activities and handcrafts whose extent of income poverty (non poverty group) above 474 000 TAS is fairly 27.2 percent, 22.7 percent and 18.2 percent respectively) who rely on tourism related activities.

Further analysis involved t-test which was run at critical α level < 0.05 by using the Micro-soft Excel computer programme to compare between the HHs total income and the tourism economic activities; the data tested showed the calculated t-value= 3.1156 that was significant at p-value 0.0031 against the tabulated t-value=1.74; and the results show that there was a highly statistical significance in the HH total income gained and therefore, based on the HHs respondents income from tourism related activities is an indication of the importance of tourism in the study area.

different people, so have different implications for livelihoods. These include (a) regular wages for those with jobs; (b) casual earning opportunities from selling food, wood, crafts etc; (c) profits from ownerships of tourism enterprises and (d) collective income earned by community.

- a) Regular wages for those with jobs: A tourism venture rarely generates permanent jobs for more than a proportion of households in a community. However, these are important as large cash boost those families which can lift them from food insecure to food secure socio-economically. These earnings in turn are partially recycled within a local economy creating a multiplier effect.
- b) Casual earning opportunities from selling food, wood, crafts etc: Casual labourers and others selling their products or labour to tourists and tourist enterprises (and to

neighbours earning wages from tourism jobs). They earn much smaller amounts from these casual sales than is earned by those employed. But these additional earning opportunities are likely to benefit the higher percentage of local households than the full time jobs are most important for the rural communities who have few other options for earning cash.

- c) Profits from ownerships of tourism enterprises: Locally owned enterprises are likely to be small-scale (e.g. crafts outlet), so in practice most people are similar to category (b) above of casual earnings. Those owned by the community (such as joint venture lodges) follow into the following category of collective income.

enterprise in the area. The value of this income for local households depends on how it is spent, which in turn, depends on the local institutions and processes for managing joint expenditure. If divided between households it would be a few thousand Tanzania shillings a year – that is not enough to cover for example school fees.

4.3.2 Food security

The cash earned from tourism is often used for purchasing food, particularly in dry years. From a food security perspective, it is the small amount of cash income earned by many rural communities that are particularly important rather than full time wages of some skilled persons.

4.3.3 Empowerment

The gloomy picture from the study villages is of local people disempowered by the local alien developments and disenfranchised from the resources. The means of empowerment is largely through strengthening social and human capital. This manifestation of empowerment is almost largely seen in the greater capacity of some communities to influence external organisations. The outcome is that communities have more control of their lives and developments in their areas.

4.3.4 Decreased vulnerability

Rural communities are by definition insecure and in the study area all rural households are vulnerable to drought, as rainfall is highly variable. Therefore, drought proofing is an important way of reducing vulnerability.

sources of collective income which can be usefully spent on helping the members to cope with drought.

4.3.5 Cultural benefits

The majority of HHs respondents (85.2 percent and 92.3 percent of MHHs and FHHs, respectively) responded that the cultural aesthetic value of wildlife is a prime motivation for developing the community wildlife management including tourism, as shown in Table 7. Some of tourism activities focused around local culture can help strengthen empowerment in traditions, though there is also a risk of developing culture through commodifying it. There is however, no evidence either way that the development of local dancing and traditional villages for tourists has affected local culture in the study area. But

production of crafts for tourists in the study area is associated with revitalisation of tradition, which not only provides practical support to craftsmen but links this to celebration of cultural skills and organises festivals for local people.

Generally, it could be concluded from this section as follows: First, considering the development effect of tourism as jobs and cash is oversimplification. Local people have complex livelihoods strategies based on multiple land-uses and diversification of risk across several activities. These are affected by tourism in many different ways, positively and negatively, directly and indirectly. Secondly, different types of community tourism ventures have different types of livelihood effects; and thirdly, different people have different livelihood priorities.

making.

~~This can be done with the following questions to communities level and helping~~
 It was expected that there was a potential for tourism investments development to improve peoples livelihoods in the study area. The HHs respondents were therefore asked to indicate the extent to which rural communities could benefit directly or indirectly from tourism investments. Their responses are given in Table 9. Data in Table 9 generally show that HHs respondents thought that tourism investments should reduce poverty in rural communities through various tourism related activities. Each potential tourism investments development mechanisms are discussed separately as they draw different levels of development to the rural community. These include: (a) employment; (b) supply of goods and services by local communities; (c) direct sales of goods and services to visitors; (d) establishing and managing tourism investments; (e) tax on tourism income; (f) voluntary support; and (g) investment in social service infrastructure.

Table 9: Percentage distribution of HHs respondents (N=100) opinions on potential tourism development mechanism by extent of development

Potential tourism development mechanism	Extent of development			
	Great extent		Limited extent	
	MHHs n=61	HHs (n=39)	MHHs (n=61)	FHHs (n=39)
	%	%	%	%
1 Employment	4.9	5.1	95.1	94.9
2 Supply of goods and services by local communities	41.0	41.0	59.0	59.0
3 Direct sales of goods and services to				

The employment of rural communities involves undertaking measures that increase their level of working in tourism investments. It was expected that the relationship between tourism investments and employment of local people is symbiotic in that both sides stand to benefit considerably. This addresses poverty directly by enabling rural communities to develop their own skills; large number of rural people to benefit directly; and raising the standard of service. However, the majority (about 95 percent) both MHHs and FHHs respondents (Table 9) stated that their potential of employment development opportunity was limited due to employment practices and lack proper training facilities. This implies that there is a need to remove any social or cultural barriers and strengthen the provision of education and training so that the rural communities may respond to tourism employment opportunities.

4.4.2 Supply of goods and services by local communities

It was expected that one of the fundamental conditions for achieving poverty reduction is in ensuring that goods and services in the tourism supply chain as much as possible come from local sources at all stages. The objective would be to maximise the proportion of tourism spending that is retained in rural communities and to involve the community in supply process. According to Table 9, 41 percent of both MHHs and FHHs respondents felt that there is a great extent of development potential of supply of goods and services by the local communities; and types of such supplies sourced by tourism investments included: food products; household items; handcraft products; plus art services; general business goods and services; and specialised services. The low percentage of HHs responding on development potential might be due to challenges faced in supply of produces, particularly agricultural goods, with lack of sufficient quantity and quality. The contributing factors were revealed to be lack of entrepreneurial skills in local communities and market penetration which is based on business practices and personal incentives rather than economic considerations. However, this implies that there is a potential for both the tourism industry and producers of local produce to benefit from the value chain concept which derives benefits from sustainable and long term contractual relationships.

4.4.3 Direct sales of goods and services to visitors

Considering that one of the main ways in which rural communities seek to earn income from tourists directly is through produce and services, such as: fruits, handcrafts or guided tours. The HHs respondents' opinions on development potential of direct sales of goods and services to tourists were sought. The results indicated in Table 9 show that, on average, more than 51 percent were of the opinion that there was a great development potential.

stimulate any direct sales of goods and services to the tourists. This suggests that the opportunities for direct sales of goods and services by local communities are limited. There is therefore a need for tour operators to design routes with best impact on local communities.

4.4.4 Establishing and managing tourism investments

The establishment and management of more formal tourism investments by rural communities, either at individual or community level, places power and control in the hands of the local people. The HHs respondents were therefore asked to state the extent to which this had potential for development in their area. The results given in Table 9 show that more than 70 percent of the respondents were of the opinion that the development potential was limited and there were very few initiatives to establish tourism enterprises in the study villages except in Robanda village. It was noted that Robanda village engaged in tourism business back in 1994, at the time when only one tourist safari camp was established in the area. At the time of data collection for this study, Robanda village was under the Wildlife Management Area (WMA) Programme in which 80 percent of the land was committed as a reserved area and where tented camps were built.

It was further revealed that in Robanda village some of the land has been rented out to outside investors who have built camps for tourists visiting Serengeti. Investors normally channel their application through the village government and after discussion a formal agreement is signed. Another portion of land has been given to local villagers, which they are allowed to develop into camps themselves or to enter into partnership with outsiders.

4.4.5 Tax on tourism income

It was thought that tax on tourism income benefiting the rural communities relates to the revenues that are earned by the national or local government from tourism which can be used to reduce poverty, where the community can benefit from tourism without being directly engaged in the sector. Based on the HHs respondents' opinions given in Table 9, about 69 percent and 77 percent of the MHHs and FHHs respondents, respectively, stated that it had limited development potential. These results reflect the fact that the extent to which the study further revealed that there were three main categories of tax/levy that the government receives from tourism related activities: park gate fees, bed fees and hunting fees. In addition, communities benefit through community development projects as part of legal obligations, such projects include: schools, water projects and health facilities (Appendix 8). Almost all such projects have a social character rather than being economic activities, the main purpose of these projects is to attract the communities' cooperation and support for the primary objective of conservation, and the benefits that accrue to local populations are mere bonus. In addition, the study observed that tourism support to Serengeti district is mainly provided in form of goods and materials directly supplied to the community projects. The funds therefore only nominally appear in council's budgets, as it does not have a direct say over its utilisation.

Also, actual allocation process is not transparent. This implies that for communities to benefit from tourism there is a need for the district council to work out modalities in community support.

4.4.6 Voluntary support

Voluntary support in money or in-kind given by tourists or tourism enterprises to the rural communities can act as influential drivers for poverty reduction. The HHs respondents' opinions were therefore sought on the development potential for voluntary support by tourism benefiting rural communities. The results given in Table 9 show that about 89 and 77 percentages of the MHHs and FHHs respondents, respectively, were of the opinion that the potential development was limited. The study further noted that there was a willingness amongst tourists to give something back to the area they are visiting. Many of the tourism enterprises are also committed to provide sponsorship to development initiatives such as schools and health facilities in the areas where they operate. However, there were doubts if the donated money or items end up to the intended beneficiaries. The study also found that there were some efforts from the tourism enterprises to encourage tourists to make direct donations to communities. Tourists appear to be willing to donate if proper arrangements are in place. There is therefore a need for donations to be channelled. Considering that many district councils are severely stretched in terms of resources to undertake development projects and new roads instigate the so necessary access to markets by the communities, the HHs respondents were asked to give their opinions on tourism development potential in relation to investment in infrastructure benefiting rural communities. The majority (about 65 percent) of HHs respondents stated that the potential was great as given in Table 9.

These results reflect the situation where tourism, particularly in a new remote rural location, can include investment in new infrastructure such as roads, water and energy supply, sanitation and communications. With careful planning such infrastructures can also bring positive benefits to rural communities, by providing them with basic services and opening up new faster routes to access markets. However, the challenge is to make sure that new tourism development is not consuming resources at the expense of local communities, but rather offering them the chance to gain access to them. This implies that villages should demand facilities and infrastructure support for the benefit of their communities.

Overall, the results in this section show that the tourism assets that have potential for development investments in rural communities include: the natural attributes of the area which draw visitors; and business that have been evolved to deliver opportunities for visitors. According to the study results, there is a clear opportunity for rural communities to have significantly their benefits from tourism. However, this will require the formation and execution of clear destination development and marketing strategies for growth. Because of the high incidence of small businesses in the mix, the suppliers to tourism economy tend not to be highly visible. Marketing strategies employed by these suppliers will likely be aggressive. It is therefore recommended that there is a need for the community to be able to integrate its marketing and product strategies to take the best advantage of these opportunities.

4.5 Summary

The overall objective of this study was to assess the effects of tourism investments on poverty reduction in rural communities in Serengeti district. The study found that different tourism investments exist in the study area, including: camping and hotel/ restaurants;

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communities were found to be under: cash income; food security; empowerment; decreased vulnerability and cultural values. In addition, the potential tourism investments in rural communities involved: employment; supply of goods and services by local communities; direct sales of goods and services to visitors; establishing and managing tourism investments; tax on tourism income; voluntary support; and investment in social service infrastructures. The following Chapter gives conclusions and policy implications based on the major results of the study.

CHAPTER FIVE

5.0 CONCLUSIONS AND POLICY IMPLICATIONS

Based on the study results, a number of lessons regarding the effects of tourism investments on poverty reduction in rural communities in Serengeti district are drawn. These lessons are important because of their policy implications on how poverty could be reduced in rural communities through tourism investments. In this Chapter, as conclusions of the study are presented, their related implications are also discussed. The integrated approach is based on the relationship among conclusions and policy implications, as follows: types of tourism investments in rural communities; effects of tourism investments in rural communities; potential tourism development investments in rural communities; and suggestions for further research.

(1) Types of tourism investments in rural communities

The study found that different tourism investments exist in the study area, including: camping and hotel/restaurants; security (observation point); agro-ecotourism; cultural tourism; hunting; and photographing. It was concluded that employment opportunities for locals were in low cadres with skills and remuneration. It is therefore recommended that in order to increase input of tourism on poverty reduction there is a need to institute training programmes that would ultimately provide chance for locals to be employed in high cadres with high pay.

It was also concluded that cultural tourism was emerging as an important tourism attraction with no significant investment requirement. Given that rural communities in the study area have low education and lack of capital, this type of tourism investment needs to be encouraged in order to contribute towards poverty reduction.

However, since tourism sector puts into test the stability and standard of living on those dependent on it, it is of crucial importance to encourage participants in the tourism sector at local levels to diversify their investment portfolios. This implies that for sustainability of poverty reduction strategies, diversification of sources for livelihoods requirements needs to be enhanced.

(2) Effects of tourism investments in rural communities

The effects of tourism investments on poverty reduction were found to be under: cash income; food security; empowerment; decreased vulnerability; and cultural values. It was concluded from these results as follows: First, considering development effect of tourism as jobs and cash is oversimplification. Local people have complex livelihood strategies based on multiple land-uses, and diversification of risks across several activities. These are affected by tourism in many different ways, positively and negatively, directly and indirectly. Secondly, different types of community tourism ventures have different types of livelihood effects. And thirdly, different people have different livelihood priorities. This implies that maximising people's livelihood benefits need a good understanding of what people most need and want, and of the complex ways in which tourism options affect livelihoods. Therefore, it requires a considerable role for local people in decision making.

This can be done either by developing tourism rights to community level and helping communities with participatory planning or by ensuring that government planning processes are participatory and responsive to local needs and or by ensuring, through government incentives, that planning by private entrepreneurs is responsive to local needs. The negative effects: cultural pollution, immoral behaviour and environmental problems which are a cost, and hence reducing positive effects or benefits from tourism, must be dealt with for sustainable development.

(3) Potential tourism development investments in rural communities

The potential tourism development investments in the study area in rural communities were found to be under: employment; supply of goods and services by local communities; direct sales of goods and services to visitors; establishing and managing tourism investments; tax on tourism income; voluntary support; and investment in social service infrastructure. The tourism assets that have potential for tourism development investments were natural attributes of the area which draw visitors and business that have been evolved to deliver opportunities for visitors. It was concluded that there is a clear opportunity for rural communities to have significantly their benefits from tourism. However, this will require the formation and execution of clear destination development and marketing strategies for growth. Because of high business in the mix, the suppliers to tourism economy tend not to be highly visible. Marketing strategies employed by these suppliers will likely be aggressive. It is therefore recommended that there is a need for the community to be able to integrate its market and product strategies to take the best advantage of these opportunities.

(4) Suggestions for further research

This study has assessed the effects of tourism investments on poverty reduction in rural communities in Serengeti district, Mara region. The specific objectives of the study were to: identify the types of tourism investments available in the study area; examine the effects of tourism investments in rural communities; and determine the potential tourism development investments in rural communities. These objectives have been achieved. However, this study has not exhausted all aspects related to the effects of tourism investments on poverty reduction in rural communities in Tanzania. This is because the effects of tourism investments in rural communities may vary geographically. Therefore, the study suggests the following areas for further research.

- a)* To undertake similar studies concerning the effects of tourism investments on poverty reduction in rural communities in several other selected districts in Tanzania with tourist attraction. The aim will be to assess potential avenues for economic diversification of tourism investments. The results will help the government to advise participants in tourism sector on how to diversify their investments portfolios in order to reduce poverty.
- b)* To investigate the magnitude of leakages from tourism. The results will help the government to find out how this can be minimised in order that local participants could increase their earnings from tourism and subsequently reduce poverty.

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APPENDICES

Appendix 1: Definition of variables on the effects of tourism investments on poverty reduction in rural communities

Variables to be measured	Definition	Measurement levels	Units of measurement
Age	Number of years since one was born	Ratio Interval	Years 1=18-25;2=>25
Sex	The state of being male or female in biological sense	Nominal	1=Male;2=female
Marital status	A state of not/having a spouse around or away	Nominal	1=Single;2=Married; 3=Divorced;4=Separated
Education	Educational level reached by a respondent.	Nominal	0=UPE; 2=Primary; 3=Secondary; 4=College
Occupation	The activities that one is assigned/engaged with.	Nominal	1=Farmer; 2=Teacher; 3=Agricultural officer...
Income generating activities	Any undertaking of tourism origin which provide goods and services in terms of monetary value.	Nominal	1=Farming/livestock; 2=Businesses (including cloth selling); 3=Curio and other shops; 4= Others.....
Poverty	The state of deprivation or inability to attain a specific basic needs	Ratio	Tshs Number of household meals taken (food) and income gained
Poverty reduction	Increase in monetary value of goods and services; food; and or housing per capita	Ratio Interval	Tshs 0=Limited extent 1=Greatly extent
Tourism investments	Kinds of leisure ventures available in the locality	Nominal 1=Agricultural; 2=Ecotourism; 3=Agro-ecotourism; 4=Cultural; 5=Hunting; 6=Photographing; 7=Tourist hotel; 8=Camping; 9=Others(specify)	
Effects of Tourism investment	Outcomes of leisure ventures in the locality as a result of tourism investments introduction.	Ratio Nominal	Number affected 1=Positive effects mentioned..... 2=Negative effects mentioned.....
Potential investments	A feasible venture suitable to be introduced besides a leisure one already implemented.	Ratio Nominal	Number mentioned..... Potential investments Mentioned.....

Appendix 2:Community household heads questionnaire

- Confidential
- Questionnaire: Personal interviews
- Study topic: Effects of tourism investments on poverty reduction in rural communities in Serengeti district, Tanzania:
- Region.....District.....Ward.....Village.....
- Respondent's number.....Date...../...../200.....

Section A

1.0 Household heads personal characteristics

1.1 Personal characteristics

1.1.1 Sex of respondent: 1=Male 2=Female[]

1.1.2 What is your age? 1=15-45 2=46-65 3=> 65[]

1.1.3 What is your marital status?

1=Married 2=Single 3=Divorced 4=Separated 5=Widow[]

1.1.4 What is your level of education?

1=UPE 2=Primary education 3=Form 4 4=Form 6 5=College[]

1.2 Household heads situational characteristics

1.2.1 What is your major source of income?

1= Crops production 2= Livestock production 3= Tourist employment
4= Tourist investments 5= Others (specify).....[]

1.2.2 Do you have any area (land) for your tourism venture?

1=Yes 2=No If Yes go no.1.2.2.1 and If No. go to no.1.2.2.2.....[]

1.2.2.1 How many acres of land do you own (in acres) for tourism venture?

1=<4 2=5-12 3=13-20 4=21-30 5=> 30[]

1.2.2.2 If you do not have land for tourism venture indicate your household livelihood strategies undertaken on a given range of activities which contribute to one or more of the following household needs (Tick where appropriate).

Type of need	Household livelihood strategies				
	Crop	Livestock	Employment	Tourism	Others (specify)
Immediate needs					
• Food					
• Others (specify)...					
Indirect needs					
• Cash					
• Goods for exchange					
• Others (specify)..					

1.2.2.3 Do you participate in any of tourism venture activity?

1=Yes 2=No[]

1.2.2.4 Which type of tourism economic activity are you engaged in.....

1= Farming/livestock; 2= Business (including cloth selling); 3=Curio and other shops; 4= Handcraft; 5= Tour operator/guide/tax; 6= Others (specify.....) []

Section B

2.0 Household respondent's awareness on the types of tourist investments activities available in the study area.

2.1 Are you aware of any type of tourist investment(s) available in this locality?

1=Yes 2=No If Yes go no.2.1.1 and If No. go to no.2.3 []

2.1.1 What types of tourism investments affect your household income in this locality?

1=Agro-tourism 2=Ecotourism 3=Agro-ecotourism 4=Cultural tourism

5=Hunting tourism 6=Photographing tourism 7= Others (specify)..... []

2.1.2 What are your suggestions on the types of tourism investments affecting the your household income?

Section C:

3.0 Household respondent's opinions on the effects of tourism investments on poverty reduction

3.1 What are your household livelihood outcome goals associated with tourism investments after their introduction?

1= Cash income; 2= Food security; 3= Empowerment; 4= Others (specify)...[]

3.1.1 Mention the effects associated with tourism investments that affect your livelihood as specified in 3.1

Livelihood outcome goals	Type of effects
Cash income
Food security
Empowerment
Others (specify).....

3.1.2 Do you receive income through tourism related activities in which you are engaged in? 1=Yes 2=No []

3.1.2.1 How much income did you receive through tourism related activities in year 2007/08 season?

No.	Source of income	1= <171,000	2=171,000-474,000	3= >474,000	Total
1	Sales of food and cash crops				
2	Sales of livestock and its products				
3	Tourism employment salaries				
4	Sales from artisanal works...				
5	Hotel/Restaurant business				
6	Others (specify).....				
	Total				

3.1.2.2 What are your suggestions for the effects associated with tourism based on your household livelihood outcome goals?.....

Section D:

4.0 Household respondent's opinions on potential tourism development investments raising the level of household livelihood in the locality.

4.1 Have tourism investments contributed to your household livelihood?

1=Yes 2=No If yes go to no.4.1.1 If No. 4.1.2 []

4.1.1 If tourism investments have contributed to your household livelihood, level accordingly the extent to which tourism development potential has been expected

Potential tourism development mechanism	Extent of development	
	Great extent	Limited

		extent
1. Employment		
2. Supply of goods and services by local communities		
3. Direct sales of goods and services to visitors		
4. Establishing and managing tourism enterprises		
5. Tax on tourism income		
6. Voluntary support		
7. Investment in social service infrastructures		
8. Others (specify).....		

THANK YOU VERY MUCH FOR YOUR PARTICIPATION

Appendix 3: Key informants checklist

- Confidential
 - Checklist: Directed discussions
 - Study topic: Effects of tourism investments on poverty reduction in rural communities in Serengeti district, Tanzania:
 - Region.....District.....Ward.....Village.....
 - Respondent's number.....Date...../.../200.....
1. What type of tourism investments you know that can affect the community household income in this locality?
 2. What are your suggestions on the types of tourism investments affecting the community household income in this locality?
 3. What community livelihood outcome goals are associated with tourism investments after their introduction?
 4. What effects are associated with tourism investments that affect your livelihood as specified by your community livelihood outcome goals?
 5. What are your suggestions for the effects associated with tourism based on your community livelihood outcome goals?
 6. What potential tourism development mechanisms and to what extent have they contributed to the community household livelihood?
 7. What are your suggestions for potential tourism development investments sustainability?

THANK YOU VERY MUCH FOR YOUR PARTICIPATION

Appendix 4: Observation record form

Observed: (Household heads and key informants)

Study topic: Effects of tourism investments on poverty reduction in rural communities in Serengeti district, Tanzania.

Region.....District.....Ward.....Village.....

No	Available effective variables	Rank		No	Available effective variables	Rank	
		Yes	No			Yes	No
1.	Agro-tourism			25.	Gender balance considered.		
2.	Agro-ecotourism			26.	Good housing at home		
3.	Campsites			27.	HIV/AIDS Awareness		
4.	Cultural tourism			28.	Input supplies		
5.	Ecotourism			29.	Rules and laws for tourism		
6.	Hunting tourism			30.	Land use plan for tourism		
7.	Photographing tourism			31.	Markets and Marketing		
8.	Tourist hotel			33.	Popular participation		
9.	Basketry			33.	Rural roads		
10.	Potterv			34.	Rural industrialization		
11.	Mats			35.	Rural financing		
12.	Beehives			36.	Vermin animals contained.		
13.	Jewelry			37.	Wildlife Management Areas.		
14.	Crafts			38.	Indirect needs		
15.	Clean and safe water supply				-Cash		
16.	Co-operatives				-Goods for exchange		
17.	Compensated agro-losses				-Reserves and investments		
18.	Crimes/conflicts incidences				-Drought buffer		
19.	Education (Schools construction and facilities)				-Inputs to production		
20.	Education and training to farmers.				-Cultural and intangible assets		
21.	Natural resources management				-Social capital/community organizations		
22.	Food security			39.	Others (specify).....		
23.	Health services						
24.	Immediate needs						
	-- Food						
	--Water and energy						

Appendix 5: Introduction letter from Serengeti district council to conduct the study in selected villages

HALMASHAURI YA WILAYA YA SERENGETI

MKOA WA MARA

Tel. No. 2621426
Fax Na. 2621426
E-Mail:



Ofisi ya Mkurugenzi Mtendaji (W)
S.L.P, 176
Mugumu/Serengeti

Unapojibu tafadhali taja:
Kumb. Na.SDC/PF.1099/36

Tarehe: 16.09.2008

Kwa yeyote anayehusika

YAH: KUMTAMBULISHA BW. RAPHAEL MALEYA

Mtajwa hapo juu ni mwanachuo wa Chuo Kikuu cha Kilimo cha Sokoine, atakuwa katika utafiti ambao ni sehemu ya mafunzo yake kuanzia Septemba 2008 hadi Septemba 2009.

Utafiti huu unahusu "*Manufaa ya Uwekezaji wa Utalii katika Jamii ya Wakulima na Wafugaji kupunguza umaskini Tanzania*".

Sehemu atakazofanyia utafiti ni Vijiji vinavyopakana na Hifadhi ya Serengeti ikiwa ni pamoja na maeneo ya Ikorongo na Grumeti.

Tafadhali mpeni ushirikiano wa kutosha ili aweze kuzungumza nanyi ikiwa ni pamoja na kuuliza maswali.

M. J. Daudi

Kny: MKURUGENZI MTENDAJI (W)
SERENGETI

**MKURUGENZI MTENDAJI
SERENGETI**