

**CONTRIBUTION OF TOURISM IN IMPROVING THE LIVELIHOODS OF
THE COMMUNITIES IN THE ULUGURU AND UDZUNGWA
MOUNTAINS, TANZANIA**

BY

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN
WILDLIFE MANAGEMENT OF SOKOINE UNIVERSITY OF
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ABSTRACT

Tourism is the fastest growing industry and the largest in the world in terms of contribution to the Gross Domestic Product, and second after agriculture for providing employment. However, there is a paucity of information on how tourism improves the livelihood of the communities living in the Uluguru and Udzungwa Mountains of Tanzania. This study therefore sought to contribute some information to fill the existing knowledge gap. The study was conducted in four villages, namely Nugutu, Ruvuma, Mwaya and Mgudeni. Data were collected using household questionnaires, structured interviews, focus group discussion and field observation. Quantitative data were analysed using SPSS and Microsoft excel computer software while qualitative data were analysed using thematic analysis. Result shows that, only 32.5% of respondents participated in tourism activities in the study villages. Limitations for their participation include: limited awareness on tourism, intensive engagement in agriculture, health problems, poor leadership and lack of interest. Local people participated in tourism activities through traditional dances, weaving, traditional cooking, handcrafts making, pottery, tour guiding and porter. Indicators of participation in tourism activities by local people include: presence of tourism projects in the village; income obtained from tourism and the inclusion of tourism as an agenda in the village meetings. Local communities benefited directly from tourism through income generation and employment opportunities and indirectly through market creation for local products and other benefits like provision of social services, conservation education, capacity building, women empowerment and cultural improvements. Proportion of tourism income to the total household income was only 5% which was relatively low compared to agriculture (88%) and other sources (7%). The study recommends the need to provide the following to the local communities: education, training programs and awareness creation; supporting community

development tourism projects; strengthening local leadership and sharing of the benefits accruing from tourism beyond National Parks.

DECLARATION

I, Naza Emanuel, do hereby declare to the Senate of Sokoine University of Agriculture that this dissertation is my own original work, and has not been submitted nor is concurrently being submitted for a higher degree at any other University.

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DEDICATION

This work is dedicated to my beloved husband Stanslaus T. Materu who provided great support during the preparation of this work; my mother Hedi H. Mlaki who laid down the foundation of my education; my brother Ezza Emanuel who valued education and sent me to school; and my lovely sister Norah E. Msuya who encouraged me during the hard times of my academic journey.

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AWF	=	African Wildlife Foundation
BoT	=	Bank of Tanzania
CBOs	=	Community Based Organizations
CCS	=	Community Conservation Services
CI	=	Conservation International
CTP	=	Cultural Tourism Programme
EAMs	=	Eastern Arc Mountains
FAO	=	Food and Agriculture Organization of the United Nations
GDP	=	Gross Domestic Product
ICBP	=	International Council for Birds Preservation
MCP	=	Mto wa Mbu Cultural Project
MNRT	=	Ministry of Natural Resources and Tourism
MoU	=	Memorandum of Understanding
NCA	=	Ngorongoro Conservation Area
NGOs	=	Non-Governmental Organizations
SCIP	=	Support for Community Initiated Projects

SPSS	=	Statistical Package for Social Sciences
TANAPA	=	Tanzania National Parks
UMNP	=	Udzungwa Mountain National Park
UN	=	United Nations
UNEP	=	United Nations Environment Programme
UNWTO	=	United Nations World Tourism Organisation
URT	=	United Republic of Tanzania
UWA	=	Uganda Wildlife Authority
WCST	=	Wildlife Conservation Society of Tanzania
WRI	=	World Resources Institute
WTO	=	World Trade Organisation
WWF	=	World Wide Fund for Nature

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background Information

Tourism is the travel of people who stay in places outside their usual environment for less than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (Djoghlaif, 2007). Tourism became one of the world's fastest growing industries in the period between 1975 and 2000. International tourism increased at an average rate of 4.7% per year and significantly contributed to the global economy (MNRT, 2004; BoT, 2004).

Tourism can be divided into three forms namely: the international, regional, and domestic forms. These forms can be subdivided further according to the purpose, namely leisure and holidays, business, visiting friends and relatives, and medical treatment (UNWTO, 2007). There are also various types of products within tourism, such as sports tourism, adventure tourism, backpacker (hiking) tourism, alternative tourism, cultural tourism, ecotourism, or mass tourism (Dernoi, 1981; Hampton, 1998; Weaver, 2001; Buckley, 2007; Hanefors, 2008). Moreover, activities undertaken within tourism can be extremely diverse ranging from urban shopping tours to wildlife watching, kayaking, mountain climbing, or travelling to remote and challenging environments requiring special skills (Buckley, 2007).

Tourism is the largest industry of the world in terms of contribution to the world GDP, and second after agriculture in terms of generation of employment (UNWTO, 2007). Globally, tourism activities generate revenues which are used for maintenance of natural resources and socio economic development of the local communities. Apart from

employment creation and income generation, tourism also supports infrastructure development, cultural manifestations and improvement of social services (Cochrane and Tapper, 2004; Davis and Morais, 2004; Nyaupane *et al.*, 2005). Different studies show that several African countries including Tanzania, Ethiopia, South Africa, Kenya, and Benin have a significant number of tourism sites which are used by the governments to promote tourism and to generate revenue (Mbaiwa, 2003; Davis and Morais, 2004; Nyaupane *et al.*, 2005; Spenceley, 2008; Suich, 2008).

In Tanzania, like in many other African countries, tourism has a great potential for economic growth which has been growing over the last 10 years. According to MNRT (2007), international tourism is the most important foreign exchange earner for Tanzania. This growth is a consequence of friendly policy environment and official recognition of tourism as a positive development factor (URT, 1999; URT, 2005). Tanzania tourism policy (URT, 1999) underscores the following as the key objectives of the tourism sector: to promote the economy and livelihoods of the people through poverty alleviation; to encourage the development of sustainable and quality tourism that is culturally and socially acceptable, ecologically friendly, environmentally sound and economically viable.

In Tanzania, tourism activities are mostly conducted in the northern tourist circuits such as Kilimanjaro, Serengeti, Manyara and Tarangire National Parks and Ngorongoro Conservation Area (NCA) of which some part of the revenues collected from these areas is channelled to community development and conservation of natural resources (TANAPA, 2007). In Zanzibar, particularly Jozani Forest Reserve, tourism has significantly contributed to poverty reduction and has demonstrated great potential to improving livelihoods of the local people (Abdallah *et al.*, 2004).

The Eastern Arc Mountains (EAMs) of Tanzania have great conservation values as they are the habitat of endemic, endangered, near-threatened, plants and animals' species listed in the IUCN Redlist data book of threatened animals and plants (IUCN, 1994). Examples of trees endemic to the Eastern Arc Mountains include; *Pittosporus goetzei*, *Allanblackia stuhlumanni*, *A. Ulugurensis*, and *Polycetocarpus scheffleri* (Mabula *et al.*, 1994). Endemic bird species include bush shrike (*Malaconotus alius*) threatened and Loveridgei sunbird (*Nectarinia loveridgei*) (ICBP, 1992). Mammals include Zanzibar galago (*Galago zanzibaricus*), black and rufus elephant shrew (*Rhynchocyon peters*), Sanje Mangabey (*Cercocebus sanjei*), new discovered monkey (*Rungwecerbis kipunji*), Iringa red colobus monkey (*Colobus gordonorum*) and *Cephalophu, Spadix*. The topography of the EAMs is characterized by rugged mountain blocks rising from the more subdued topography of the coastal plain of East Africa in which water falls, rivers, greater fauna and flora diversity make the area attractive for tourism (Buckley and Bhatia, 1998). Due to these characteristics, tourists are attracted to visit this area and their numbers are rising (Buckley and Bhatia, 1998). For example, in the year 2008, the number of tourists who visited the EAMs reached 10 210 in which 23 visited North Pare Mountains, 100 visited South Pare Mountains, 5599 visited West Usambara Mountains, 1567 visited East Usambara Mountains, 2700 visited Uluguru Mountains, and 221 visited Udzungwa Mountains (Okayasu, 2008). However, tourism studies in this area are scarce thus important information including the contribution of tourism to livelihoods is lacking.

1.2 Problem Statement and Justification of the Study

In spite of extensive tourism activities that are conducted in the EAMs, there is paucity of information on its contribution to livelihoods of the people. For example, it is well known that in Amani Nature Reserve, about 20% of the revenues accrued from tourism go to community development projects (Hamilton *et al.*, 2000). In spite of these arrangements,

there is no record on how these contributions have changed the livelihoods of the local communities. Specifically in Uluguru and Udzungwa Mountains, there are no records on the contribution of tourism to the livelihoods of the local communities. Knowledge of the contribution of tourism to livelihoods of the local communities adjacent to the tourist attraction sites provides a roadmap for formulating strategies for conservation programmes; this is because the local people are crucial if conservation efforts are to succeed. This study, therefore, intends to capture relevant and missing information on the contribution of tourism to livelihoods and to submit the same to policy makers and conservationists for the purpose of formulating conservation strategies.

1.3 Objectives of the Study

1.3.1 General objective

Generally the study intends to determine livelihood strategies for the EAMs inhabitants with the emphasis on the contribution of tourism to livelihoods of local people in the Uluguru and Udzungwa Mountains.

1.3.2 Specific objectives

- i. Specifically this study intends to assess the proportion of local people in the Uluguru and Udzungwa Mountains involved in the tourism industry.
- ii. To analyse different ways in which the local people in the Uluguru and Udzungwa Mountains participate in tourism.
- iii. To analyse the indicators of participation in tourism in Uluguru and Udzungwa Mountains and
- iv. To determine the benefits accrued from tourism to the livelihoods of the communities in the Uluguru and Udzungwa Mountains.

1.4 Research Questions

The study was guided by the following five research questions:

- i. What is the proportion of local people engaged in tourism?
- ii. How do the local people participate in these activities?
- iii. What are the indicators of participation in tourism activities?
- iv. Which benefits do local communities get from tourism?
- v. What is the proportion of the benefits from tourism to the total household income?

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1. Tourism: An Overview

As stated in chapter one tourism is the travel of people and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (Djoghla, 2007). Tourism is classified in three forms which include; domestic tourism which involve citizens of a given country travelling only within their country, inbound tourism which involve non-citizens travelling in a given country, and outbound tourism which involve citizens of a certain country travelling in another country (Rogerson, 2007). The UN derived different categories of tourism by combining the three basic forms of tourism: internal tourism, which comprises domestic tourism and inbound tourism; national tourism, which comprises domestic tourism and outbound tourism; and international tourism, which consists of inbound tourism and outbound tourism. Tourism can also be subdivided according to the purpose which can be leisure and holidays, business, visiting friends and relatives, medical treatment, and religious pilgrimages (UNWTO, 2007).

There are also various product types within tourism, such as sports tourism, adventure tourism, backpacker tourism, alternative tourism, cultural tourism, ecotourism, or mass tourism (Dernoi, 1981, Hampton, 1998, Weaver, 2001, Buckley, 2007, Hanefors, 2008). Equally, activities undertaken can be extremely diverse, ranging from urban shopping tours to wildlife watching, kayaking, mountain climbing, or travelling to remote and challenging environments where special skills would be required (Buckley, 2007). Tourism is now growing at a rapid rate in many developing countries and it contributes to

economic growth as well as community development (Kweka, 2007; Spenceley, 2008; Suich, 2008).

Furthermore, tourism has power to influence cultural changes as people are moving from their place of origin to new destinations. Attitudes and clothing styles that are appropriate in one country may not be equally appropriate in another country (Chachage and Mallya, 2006). For example, People in Mumbai India, have changed their traditional ways of clothing due to an increase in tourism activities (Satish and Asia, 2006). Tourism can also cause different forms of environmental pollution such as solid wastes, noise, litter and air pollution which increase with high concentration of tourist activities (Chavez, 2005). Tourism may also cause water pollution due to discharges to the water sources and soil erosion resulting from trampling (Shrpley and Telfer, 2002). Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce. These resources include; water, food and energy. Land degradation by accommodation and other infrastructure development may also result from tourism.

2.2 Tourism Industry

Tourism is a complex sector of the economy, which is strongly interlinked with various other economic activities. There is no single definition of tourism industry, but the most widely applied delimitation is that of the United Nations World Tourism Organisation (UNWTO), which includes such sectors as transport, accommodation, catering, entertainment, and related activities within the tourism industry (Rogerson, 2007). The tourism industry is the largest industry of the world in terms of contribution to the world GDP, and second after agriculture in terms of generation of employment. Since 2005, the world tourism industry is in a new phase of growth, facing unprecedented growth rates (UNWTO, 2008). According to UNWTO (2007), international tourism receipts reached

US\$ 733 billion in the year 2006. Today most of the populations of developed and developing countries participate in tourism for the most part of the year. The major source of markets for tourism are in the developed nations of Europe and the United States, the top five being USA, UK, Japan, Germany and France (UNWTO, 2007). These are also the main destinations for tourists, with Europe receiving over half of the world tourism receipts (51% in 2006) (UNWTO, 2007). Third World tourism receives a mere 5.6% of international tourism shares. However, the growth of tourism in the third world countries especially in Africa is unrivalled. For instance Africa was the champion of tourism growth in 2006 (UNWTO, 2007).

The tourism industry in Tanzania is substantial and contributes to the economy of the country. In the past fifteen years, the industry had become the principal focus of poverty reduction efforts. When opening the International Investment Forum in October 2002 at Arusha, the former President of Tanzania, Benjamin William Mkapa underscored the importance of tourism through his keynote speech, calling for “a heightened onslaught on poverty, using the weapon of tourism” (URT, 2002a). The perception of tourism as a poverty reduction tool is fully justified; there is little doubt that the macro-economic growth required to combat poverty would only happen if high potential sectors such as tourism lead the way. A key element to the role of tourism in national growth is the competitive advantage that Tanzania possesses with respect to tourism resources. The country’s extraordinary wealth of natural resources particularly wildlife, mountains and forests, coral reef and marine life, and an undisturbed coastline have the potential to propel the growth of tourism. No matter how skilful other countries around the world are in their policies or marketing strategies, they cannot obtain the richness that Tanzania possesses through bio-geographic fortune (Akunaay, 2003).

Tanzania features among the “most important newcomers” in African tourism, together with countries like the Gambia, Uganda and Mauritius which have placed a new focus on tourism as their development strategy (Rogerson, 2007). In 2007, Tanzania was ranked in the 15th position among the leading African tourism destinations in terms of growth in international tourist arrivals, and 7th in terms of growth in tourism receipts (Rogerson, 2007). According to MNRT (2007), International Tourism which is the most important foreign exchange earner for Tanzania, has increased in the numbers of tourists over the last 10 years. The contribution of Tourism to the total exports rose from \$615 million in 2001 to \$824 million in 2005, and crossed the \$1 billion threshold in 2007, making it the first source of foreign exchange (MNRT, 2007).

2.3 Importance of Tourism in Conservation and Livelihood Improvement

In most sub Saharan African countries, biodiversity utilization is a matter of survival (WRI *et al.*, 1992; Zimmerman, 1992). Livelihoods of the people depend on free and open access to a great variety of biological resources for food, fuel, medicines and housing materials (WRI *et al.*, 1992). In developing a framework for biodiversity conservation, therefore, it is necessary that we recognize biodiversity's fundamental role in the development of the sub-Saharan Africa. A key element of biodiversity conservation is that every African nation should strive to better manage its biological resources for a long-term welfare of its own citizens as much as for global benefit (Zimmerman, 1992; WWF and CI, 1999).

Despite of its importance globally, biodiversity is threatened by increasing human population and their socio-economic activities in and around tourist destinations. Internationally, some plants and animals are threatened; for instance, in May 2006 Red List evaluated 40 168 species as a whole, plus an additional 2 160 subspecies, varieties,

aquatic stocks, and subpopulations. In year 2007, the World Conservation Union (IUCN) released the 2007 IUCN Red List of threatened species in which, 16 306 species were endangered with extinction. These were 188 more than in 2006. In Tanzania for instance, large areas of the Eastern Arc Mountain forests have been cleared and are still under threat by the growing human population demanding more land for agriculture than ever before (Hymas, 2000). For example, in Uluguru Mountains, destructive farming practices such as shifting cultivation is a characteristic feature of land use systems among the poor communities that depend on forest related products in these Mountains (Elias *et al.*, 2001). Due to these threats, throughout the world and in Tanzania particularly in the Eastern Arc Mountains, the vital role of biodiversity and the need for its conservation through tourism activities has now been recognised.

Tourism has been recognised by NGO's such as WWF, the United Nations (UN), and governments of developing countries as an alternative income source through conserving natural resources (Schellhorn, 2007). This recognition is based on a number of assumptions:

- i. That tourism development would provide income-generating activities that do not degrade or destroy the environment on which it depends.
- ii. That tourism would provide sufficient returns for the communities to improve local livelihoods, reduce resource dependencies, and therefore provide conservation support.
- iii. That the resulting community-based conservation effort would in turn help to create a healthy environment and resource base for tourism to further develop in a sustainable manner (Schellhorn, 2007).

These assumptions are however not always realised by tourism development. Local communities may not be willing or may not have the investment capital, know-how or infrastructure necessary to engage in tourism as a business and alternative resource use. The income derived from tourism is often not sufficient and sustainable enough to replace other forms of income, and the economic benefits may leak out of the area (Schellhorn, 2007). When communities are passive participants in a tourism process, they may merely receive a few low-paid jobs at tourist lodges and exert no control over the nature of tourism development in their vicinity or their involvement in it.

2.4 Participation of Local Communities in Tourism

A participatory approach influences positive social changes and attitudes towards tourism and conservation. It is proposed by a number of authors that tourism can contribute to livelihood improvement and minimising the local negative impacts when a priority is given to local communities' necessities, enhancing poverty reduction and creating appropriate strategies in accordance with the context and the local constraints (Nowaczek *et al.*, 2007; Schilcher, 2007; Scheyvens, 2007a). The critical factor concerning active participation in tourism is community control. It is very important that communities feel empowered prior to engaging in tourism initiatives. This should mean that communities have the power to decide whether or not tourism is an appropriate development avenue for them to practice and in what form it should be practised (Scheyvens, 2002).

However, achieving active participation in rural areas of developing countries is not a simple process. Nowaczek *et al.* (2007) and Scheyvens (2007b) observed that, communities are complex entities with various factions therefore it can be difficult to implement effective community development in practice. In another development,

Scheyvens (2002) pointed out that, achieving communities' participation in tourism ventures can be constrained by a number of factors including:

- i. Lack of proprietorship over land and natural resources, thus participation in tourism is limited to co-option in ventures controlled by outsiders.
- ii. Poverty which may hinder communities from accumulating or attracting the capital necessary to develop tourism facilities or attractions.
- iii. Lack of appropriate skills, knowledge, and resources for developing tourism ventures.
- iv. Heterogeneity of the communities, comprising a range of different interest groups which may come into competition regarding the development of a potentially lucrative tourism venture.

2.5 Limitations of Local Communities Participation in Tourism

Major limitations for local communities to engage in tourism sector are the unequal distribution of benefits and the fact that it is the outsiders who often control the sector (Scheyvens 2002). Efforts by communities to enhance their own well-being through tourism ventures would hardly be successful without involving other stakeholders (Scheyvens, 2002). It is therefore necessary for governments to intervene through providing appropriate legislation and support in the way of information and training (Scheyvens, 2007a). There are also doubts about the extent of the potential for the local community to become involved and benefit from tourism. The communities involved often lack education and a wide range of business and marketing skills which are required to manage day to day operations (Scheyvens, 2002). They may also lack the networks and contacts to mainstream tourism enterprises (Scheyvens, 2007a). A number of studies e.g. Nyaupane *et al.*, (2005) are doubtful as to whether local communities would have the investment capital, know how or infrastructure necessary to take initiatives in developing

tourism. Nyaupane *et al.* (2005) mentioned that, communities may have cultural restraints which limit their involvement in the planning and management of tourism. In societies with heavily centralised political structures, members of the host community may feel that it is the government's duty to plan economic development opportunities for their region and that it would not be appropriate for them to take initiatives (Nyaupane *et al.*, 2005).

In addition, tourism may be a difficult concept to grasp by people living in isolated rural communities (Nyaupane *et al.*, 2005). There is also an underlying assumption that once engaged in the operation, potential streams of revenues would stop locals from depleting natural resources. However in practice, the locals often retreat to secondary positions in the tourism industry, and hence the incentives to protect the environment may be reduced (Nowaczek *et al.*, 2007). Moreover, it is assumed that communities are homogenous entities with shared interests, while in reality most communities are made up of distinct interest groups. Communities are divided into various groups based on a complex interaction of class, gender, and ethnic factors; and certain families or individuals are likely to lay claim to privileges because of their apparent status.

Not all stakeholders that are involved in tourism projects have equal access to economic and political resources. The group that has more power would generally impose their interests in the planning process (Nowaczek *et al.*, 2007). For example the elites often select and dominate community based development efforts and monopolise the benefits of tourism (Scheyvens, 2007a). Schellhorn (2007) argues that the development of tourism often benefit those who are able to take up new opportunities because they have the economic power to do so, while the poorest have very little or no benefit at all. In spite of all these challenges, it is believed that with careful planning and in depth understanding

of the community, there is potential for tourism to promote equitable and sustainable development for the livelihood of the people in developing countries (Scheyvens, 2007a).

2.6 Benefits of Tourism to the Communities

2.6.1 Income generation

International tourism receipts reached US\$ 733 billion in the year 2006 (UNWTO, 2007). The income generated from tourism activities contributes substantially to the GDP of different nations (Swanon, 1997). For example, in Nepal, tourism contributed about 4% of GDP (Nyaupane *et al.*, 2005) and in Tanzania, tourism contributed about 50% of GDP (Kweka, 2007). Tourism in the National Parks generates income to the adjacent communities. For instance, Tanzania National Parks (TANAPA) has a long-established and well-developed program to share the benefits with the adjacent communities. In the last five years, the 2003-2004 financial year, more than US\$3 million was donated to the communities living adjacent to the National Parks (TANAPA, 2008). The Community Conservation Service (CCS) department, an Outreach Programme (OP) of TANAPA that is extended to the surrounding communities with a focus on local people and governments up to the district level, has been responsible in implementing benefit sharing arrangements.

The CCS started in 1988 as a pilot project, involving three villages along the eastern borders of Serengeti National Park and Ngorongoro Conservation Area under the good neighbourhood program which involved adjacent communities as partners, supported by the African Wildlife Foundation (AWF). In early 1991 the program grew to cover more National Parks, namely Tarangire, Lake Manyara and Arusha. In 1992, the CCS program became one of the departments under the then Directorate of Parks Management and Conservation. Today CCS is a full-fledged department with permanently employed staff

at the TANAPA headquarters and is operational in all 16 National Parks in Tanzania including Udzungwa.

The CCS objectives include: improving relations between National Parks and local communities; ensuring that the interests of TANAPA with regard to natural resources conservation and community welfare are expressed at all levels; facilitating benefit sharing; assisting communities to gain access to information on resources and services that promote sustainable development; strengthening local institutional capacity, including Community Based Organizations (CBOs) in addressing conservation issues; and developing professional and collaborative linkages with all community conservation stakeholders and to conduct community conservation education programs (TANAPA, 2008).

2.6.2 Supporting village development projects

Communities living adjacent to the tourism attractions have been benefiting through tourism by having support from tourism and conservation organizations such as WTO, WWF, and AWF in establishing their own projects (Nelson and Ole Makko, 2005). For instance, in Ololosokwan village, near Serengeti National Park, tourism sector earns roughly \$60,000 annually from its activities carried out on village lands. The revenues are determined through the contracts entered between the village and tour companies, which generally pay both annual fees for rights to access an area as well as fees per tourist per night spent on community lands. This portion of money is used to develop social services such as building school blocks, health centres and dispensaries, rehabilitation of access roads, construction of protected and clean water sources, and financing household income generating projects.

Moreover, the National Park, especially in Tanzania have programs of supporting the community initiated projects so as to sustain the livelihood of the surrounding communities. In TANAPA, Support for Community Initiated Projects (SCIP) fund was established in 1992 as part of the strategic planning process to ensure conservation and communities' development. The fund works with communities bordering the National Parks. In order to access these funds, communities have to observe a set of established procedures which include holding community meetings on the projects to be supported, submitting minutes of the community meetings that selected the project, and presenting an application letter outlining the reason for the request, the amount requested, project description, drawings and cost estimates. The district authorities must be involved in all of these procedures.

The project needs approval from the Park SCIP committee before it is forwarded to TANAPA headquarters for funding. Prior to project implementation, a Memorandum of Understanding (MoU) has to be signed between the community, the park and district authorities. The Park contributes up to 70% of the project cost and the community contributes the remaining 30%. Where technical expertise is required, depending on the nature of the project, district authorities may be consulted and the service is to be provided free of charge (TANAPA, 2008).

2.6.3 Conservation education

Tourism has the potential of increasing public appreciation of environment and raising awareness of environmental problems and how to manage them when it brings people into close contact with nature and the environment (Shrpley and Telfer, 2002). Through this awareness then people would know how to go about environmental conservation so as to increase tourism development. For example, conservation education is offered by

TANAPA through CCS program. The program includes: Park visits arranged for local community groups, pupils and students; training the communities on project management and accounting and the use of appropriate technology; and the establishment of conservation clubs in schools, where teachers are trained and conservation films are shown to the community members (TANAPA, 2008). These efforts have increased after realisation of the importance of conservation education to the communities living adjacent protected areas so as to attain conservation goals and sustainable development. In spite of its importance, there is a knowledge gap on how communities around EAMs attain conservation education.

2.6.4 Employment opportunities and women empowerment

Tourism activities generate economic benefits to local communities by providing alternative employment. In developing countries, for instance in Nepal, tourism created more than 250,000 direct and indirect jobs to local people (Nyaupane *et al.*, 2005). On the other hand, in developing countries such as Uganda 946 people are employed in tourism activities per year (UWA, 2008). In Tanzania, tourism creates direct employment of about 275,088 (3.1% of workforce) and indirect employment of 603,013 people which is 6.9% of workforce (Kamuzora, 2006). Conversely in Williams town in the United States of America, about 53% of the work force employed were serving in the tourist related activities (Davis and Morais, 2004). Through tourism created jobs, women can be empowered as they can formulate their own groups and conduct tourism oriented businesses, such as curio shops, hotel and formulating their dancing groups. For instance, in Mtowambu area adjacent to Lake Manyara National Park, women are highly involved in hand crafts and curio shops business (Loibooki, 2009).

2.6.5 Preservation of cultural heritage

Through tourism activities culture could be preserved. Through cultural tourism programme (CTP) local people organise a variety of cultural tours for all visitors (Archer, 1998; Elias *et al.*, 2001; Morais *et al.*, 2006). Tourism can boost preservation and transmission of cultural and historical traditions. This often contributes to the conservation and sustainable management of natural resources, protection of local heritage, and revival of indigenous cultures, cultural arts and crafts (Archer, 1998). Due to this close involvement of local people; culture is promoted as they can develop their cultural related projects such as organising a group of tradition dances and showing their total ways of life in the area and the surroundings. For instance, communities around Mount Gorilla National Park in Uganda, Ngorongoro Conservation Area Authority and Mto wa Mbu adjacent to Lake Manyara National Park in Tanzania, preserve their culture by organising traditional dances and cultural shows as well as cultural art crafts (MCP, 2008; UWA, 2008).

CHAPTER THREE

3.0 METHODOLOGY

3.1 Description of the Study Sites

This study was conducted in Uluguru and Udzungwa Mountains, which form part of the Eastern Arc Mountains (EAMs) of Tanzania (Fig. 1). These areas have tourism activities due to their unique features. The Eastern Arc Mountains of Tanzania is a long chain of ancient mountains stretching from South Eastern Kenya to Southern Tanzania. It comprises of 13 mountain blocks, stretching from Taita Hills in Kenya to the North and South Pare, West and East Usambara, Nguu, Nguru, Ukaguru, Uluguru, Malundwe, Rubeho, Udzungwa, and Mahenge Tanzania (Burgess *et al.*, 2007).

The Eastern Arc Mountains represent some of the oldest geological formations on the continent, and it has been declared one of 34 globally important biodiversity hotspots (Myers *et al.*, 2000; Burgess *et al.*, 2007), and one of the top ecoregions for biodiversity importance in Africa (Burgess *et al.*, 2006). These regions are notable for their high level of endemism, biodiversity and human threat (Brooks *et al.*, 2002). They are found to be at the top of the list in terms of endemic species concentration, with 1500 endemic plants and 121 endemic vertebrates confined to an area of a mere 2000 km² (Myers *et al.*, 2000). The EAM are also listed among the endangered ecoregions of Africa, together with the lowland coastal forests of East Africa, which are predicted to enter the critically threatened list of ecoregions in the next 20 years (Burgess *et al.*, 2006). Along with the exceptionally rich diversity and conservation value, the region is notable for extremely high human population densities, which are projected to continue expanding (Newmark, 2002, Burgess *et al.*, 2006). The density of humans around the protected area will influence the ability of tourism to be an incentive for conservation.

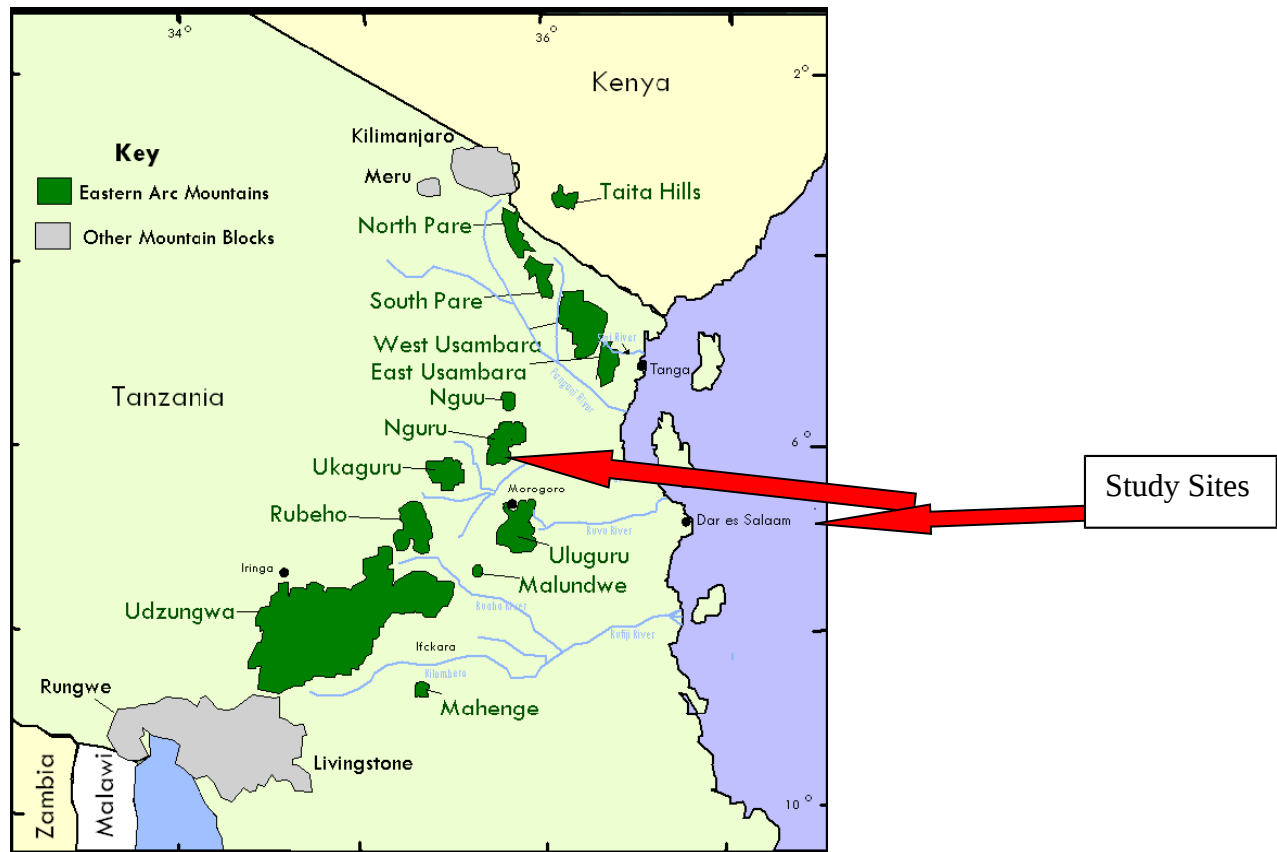


Figure 1: Location of the Uluguru and Udzungwa Mountains in the Eastern Arc Mountains, Tanzania. Source: Burgess *et al.*, (2007)

3.1.1 Uluguru Mountains

3.1.1.1 Geographical Location

The Uluguru Mountains are located between latitudes 07° 00' and 10° 00'South and longitudes 37° 40' and 38° 22'East at the central part of the Eastern Arc Mountains (Lovett *et al.*, 1995; Burgess, 2005).

Uluguru Mountains are located approximately 180 km from the Indian Ocean and are about 46 km long and arise abruptly out of the central plains at approximately 300m above sea level to the peak (Massawe, 1992; Lyamuya *et al.*, 1994; Burgess, 2005). On

the main Uluguru range, 50 villages border the forest boundary and over 151,000 people live around the mountain area, often at increasing densities at higher altitudes up to the forest boundary (Burgess, 2005).

3.1.1.2 Climate

The climate of Uluguru Mountains is very much influenced by the Indian Ocean from where wind laden by moisture reaches the eastern slopes (Bhatia and Ringia, 1996). Generally, these slopes receive rainfall of between 2000 and 4000 mm per year; however, the amount of rainfall varies with altitude (Lovett *et al.*, 1995). In Uluguru Mountains, rainfall is bimodal with a dry season between July to late October, a short rainy season between October to the end of December and a long rainy season between March and May (Masawe, 1992; Hymas, 2000). Temperature changes with altitude ranging from below 0°C at higher altitudes to above 26°C at lower altitudes. In Morogoro town, the average air temperature is 24°C with the coolest month being July with a temperature of 21°C and the warmest month being December with 26°C (Masawe, 1992; Milla and Mbwana, 2006).

3.1.1.3 Flora and Fauna

Uluguru Mountains are dominated by forestry vegetation. The forest vegetation is classified into three categories namely: Sub montane forest (800-1500 m.a.s.l), Montane (1500-1900 m.a.s.l) and Upper montane forest above 1900 m.a.s.l. Most of the sub montane forests have been converted into agricultural fields (Milla and Mbwana, 2006). The endemic species found in the mountains include African Violets (*Saintpaulia ionantha*), Busy Lizzies and Begonias which are popular pot plants in Europe and USA, and the endemic fauna include avian species such as bush shrike (*Malaconotus alius*) which is threatened and Loveridge's sunbird (*Nectarinia loveridgei*) (ICBP, 1992).

3.1.1.4 Population and economic activities

The population of the Uluguru Mountains has been increasing since the Uluguru people arrived in the area about 200 years ago (Masawe, 1992; Lyamuya *et al.*, 1994; Bhatia and Ringia, 1996). The population density on the slopes is about 150 persons per km² with an annual population increase of 2.6 % (URT, 2003). Crop production is the main economic activity and a source of livelihood. The main agricultural crops include: maize, beans, rice, cassava, banana, and citrus fruits. The last two are heavily marketed in Morogoro and Dar es Salaam (Lyamuya *et al.*, 1994; Bhatia and Ringia, 1996).

3.1.2 Udzungwa Mountains

3.1.2.1 Geographical location

The name Udzungwa comes from a Hehe word “Wadizungwa”, which means people who live on the sides of the mountains (WWF, 2007). Udzungwa Mountain is the only one among the ancient ranges of Eastern Arc that has been accorded National Park status in the year 1992 (Roe *et al.*, 2002). Udzungwa Mountain National park (UMNP) is located in the south central Tanzania with an area of 1900 km² of which 80% lies in Iringa region while the remaining 20% is found in Morogoro region. The Udzungwa Mountains lie between latitudes 07°22'15" - 07°33'15" and longitudes 36°08'15" - 36°12'25" between the towns of Mikumi, Iringa and Ifakara (Hall, 1986).

3.1.2.2 Climate

The annual rainfall in the eastern side of the Udzungwa Mountains reaches the maximum 2000mm during heavy rain, and the minimum of 600mm per year. The dry season apparently is in the months of September to October. The maximum temperature is 31°C in October, and the minimum temperature is 21°C in July.

3.1.2.3 Flora and Fauna

Udzungwa Mountain National Park is endowed with different plant species as well as animal species (TANAPA, 2007). About 20% of the Park is under a closed forest canopy and the remainder is occupied by woodlands, grass lands and the Somali Maasai arid woodlands in the North West along the Great Ruaha River. The park has plants ranging from small ones like *Saintpaullia sp* to big trees over 30m high such as *Sterculia appendiculata* and *Antiaris toxicaria*. Udzungwa mountains are endowed with eleven primate species with five endemic species of which three are diurnal Sanje Mangabey (*Cercocebus sanjei*), new discovered monkey (*Rungwecerbis kipunji*), and Iringa red colobus monkey (*Colobus gordonorum*) (both are in the IUCN red list), and two nocturnal Matundu dwarf Galago (*Galagoides udzungwensis*) and Mountain dwarf Galago (*Galagoides orinus*). Other primates are Black and white Colobus Monkey (*Colobus angolensis*), Yellow baboon (*Papio cynocephalus*), Blue Monkey (*Cercopithecus mitis*) and Vervet Monkey (*Cercopithecus aethiops*) (Udzungwa, 2010).

This Mountain encamps among other animals: Elephants, Buffaloes, Lions, Leopards, Abbot duikers, Red duikers, Blue duikers, Bushbucks, Bush pigs, Honey badgers, Civets, Hippopotamus, Sable, antelope, Klipspringers, pangolins, Mongoose, Squirrels, and Hyraxes. The mountain is also rich in birds' species and it holds more than 250 species which include Rufous winged sunbird and Udzungwa partridge. It also harbours reptiles and amphibians some of which are endemic to the Mountain; these include *Cnemaspis uzungwae*, and *Phrynobatrachus uzungwensis* (Udzungwa, 2010).

3.1.2.4 Population and economic activities

The population of the villages adjacent to UMNP has been increasing due to a high rate of immigration from different areas of Tanzania for agricultural purposes. Economic

activities of the local people around the area are mainly agricultural based. The people mainly rely on cash crops like paddy, and sugarcane and food crops like maize, banana, cassava, potatoes, and vegetables (Roe *et al.*, 2002).

3.2 Data Collection Methods

3.2.1 Sampling procedure and design

The study was conducted in four villages namely Nugutu; Ruvuma; Mwaya, and Mgudeni. The first two villages are located in Uluguru Mountains and the last two are adjacent to Udzungwa Mountains National Park. The study villages were selected purposively from the list of all villages, the main focus being tourism activities in the area. A total of 30 households per village were randomly selected for the study purpose from the village register irrespective of the in population sizes (Bailey, 1994).

3.2.2 Primary data collection

3.2.2.1 Household questionnaires

Structured household questionnaires with both closed and open ended questions (Appendix i) were used to collect household information. The questionnaires were administered to household heads or their representatives. The parameters assessed were: Demographic characteristics of the respondents, their involvement in tourism and other economic activities, participation of the local people in tourism activities and the benefits they get from tourism activities. Prior to the actual survey the questionnaires were pre-tested in five selected households in Nugutu village so as to assess their suitability. The findings from the pre-testing were used to modify the questionnaires accordingly.

3.2.2.2 Unstructured and structured interviews

Unstructured interviews were used to capture the information related to the study from the tourist hotels. Hotel managers and storekeepers were useful to capture the information concerning the contribution of tourism to people's livelihoods. The variables obtained through this method were: the number of employees in the hotels and their descriptions, the products bought from the local people as well as the strategies the hotel has in catalysing development of the local communities. Structured interview was used to capture information from village leaders on the contribution of tourism in improving the livelihoods of the villagers (Appendix iii).

3.2.2.3 Focus group discussion

Focus group discussion was used to capture information from the district natural resource officers, conservation officers, NGOs working in the area and cultural groups (Appendix ii). The intension was to capture their opinions on the contribution of tourism industry to the livelihoods of the communities, participation of local people in tourism activities as well as the scope of tourism activities in the areas.

3.2.2.4 Field observation

Direct observation was made at the study villages so as to capture information on the tourism related activities conducted in the study area as well as soliciting information on tourism benefits and participation of the local communities in tourism.

3.2.3 Secondary data collection

Secondary data were obtained from relevant reports in the District offices, Tourism institutions, NGO's, and village records. Further secondary information was obtained from published materials which included scientific journals and books. The data collected

from secondary sources included: tourism activities conducted by the local people, participation of the local people in tourism activities and the benefits resulting from tourism related activities in improving their livelihoods.

3.3 Data Analysis

3.3.1 Qualitative analysis

The in-depth information that was obtained based on people's perceptions, feelings, emotions and attitudes was analyzed qualitatively. The information that was analyzed qualitatively was that from focused group discussions and interviews. This information was analyzed by using thematic analysis. The key issues analyzed included tourism related activities conducted by the local people as well as the conditions governing their participation in tourism related activities.

3.3.2. Quantitative analysis

Data collected through questionnaires were analysed by using Statistical Package for Social Science (SPSS) computer software tools version 12 and Microsoft Excel. These tools were used to retrieve information of interest from quantitative variables. Descriptive statistical analysis was carried out in which measures of central tendency and dispersion, multiple response analyses and percentages were computed. The association between variables was analysed using correlation analysis.

CHARTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Proportion of Local Communities Participating in Tourism

The proportion of local people participating in tourism activities was relatively small in both study areas. Only 32.5% of the respondents were participating while 67.5% were not. Out of 32.5% of the respondents who were participating in tourism 64% were from Nugutu Village, followed by 21% from Mwaya, 10% from Ruvuma and 5% from Mgudeni (Fig. 2). This indicates that, Uluguru has more people engaged in tourism activities than Udzungwa.

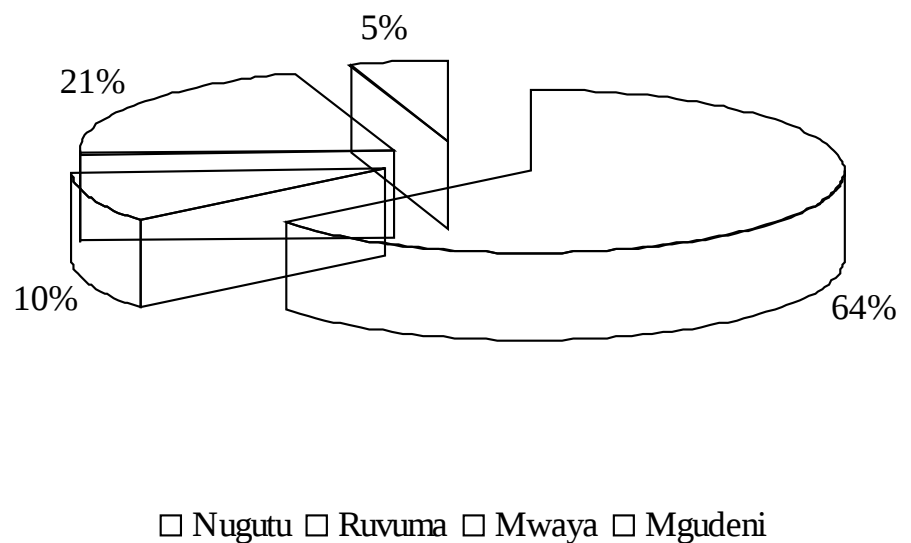


Figure 2: Participation in tourism activities in Uluguru and Udzungwa Mountains, Tanzania.

The respondents mentioned five reasons which limited participation in tourism activities and this included, inadequate awareness on tourism (40%); heavy engagement in

agriculture (30%); lack of interest (19%); poor leadership (9%), and health problems (2%) (Fig. 3).

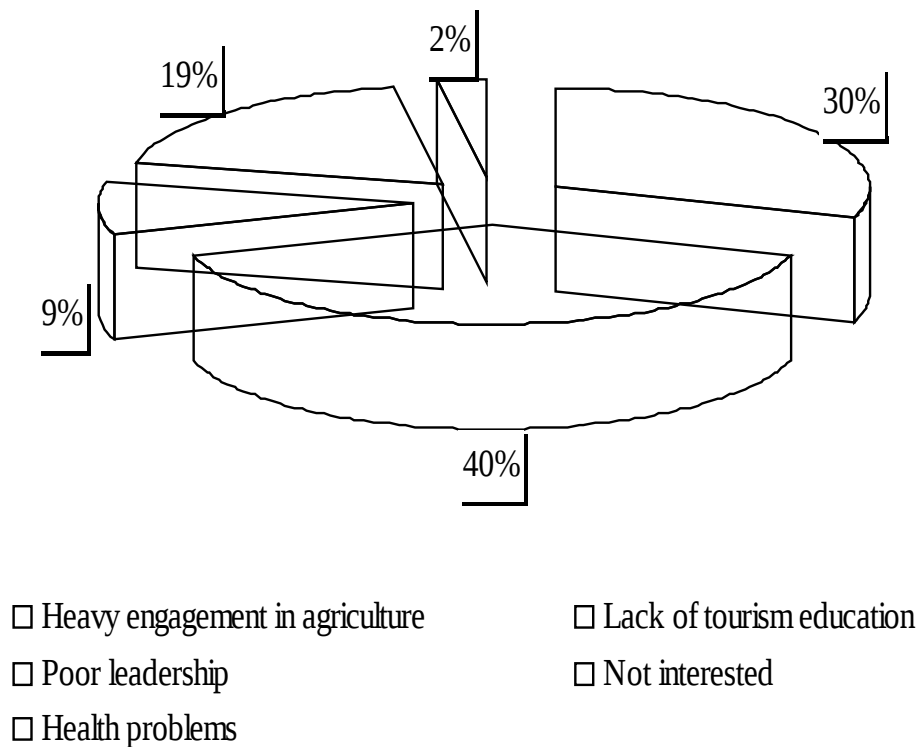


Figure 3: Limitations to participation in tourism activities in Uluguru and Udzungwa Mountains, Tanzania.

Inadequate awareness of the benefits of tourism in the study sites was attributed to various reasons. One was limited access to the mass media and hence lack of some important information concerning tourism. Radio which is the main mass media in the country side was not paying much attention in publicising the tourism sector. In addition, the Government has not given enough publicity on these areas regarding tourism issues and on empowering the communities to participate in the tourism industry. Furthermore, tourism sector in the Eastern Arc Mountains is not well developed as that in the Northern tourist circuit and hence limited awareness of the sector to the Arc dwellers. These

reasons make tourism difficult concept to comprehend to the people living in these isolated rural communities. Suich (2008) declare that, local entrepreneurs' participation in tourism activities would never be achieved unless their skills are improved and that these entrepreneurs are well trained on tourism business. This would give them an access to direct benefits of tourism and hence improve their livelihoods.

Moreover, the respondents mentioned heavy engagement in agricultural activities as one of the limiting factors for their participation in tourism. These people were heavily occupied by agricultural activities in such a way that they have less time to engage themselves in tourism. It is common knowledge that agriculture in Tanzania especially in the mountainous areas which have benign conditions is conducted throughout the year consequently leaving the people with very little time for other engagements. Furthermore, since tourism has just started to prevail in the mountains, people do not see it as an alternative income generation activities to agriculture. This situation is different in the northern tourist circuit where tourism is highly developed and the number of tourist arrivals is relatively higher.

Lack of interest was another factor reported to have limited the participation of the respondents in tourism activities. Lack of interest was attributed to the heterogeneity nature of the communities. Communities are heterogeneous units made up of distinct interest groups. They are divided into various groups based on a complex interaction of class, gender, and ethnic factors. Scheyvens (2002) argues that, communities are not homogeneous entities and therefore they must have varieties of interests.

Other respondents cited poor leadership as a limitation to people's participation in tourism. This was attributed to limited coordination and transparency between villagers and the village leaders.

On the other hand, few respondents with the interest in participating in tourism cited health problems as one of the limitations. This problem was aggravated by their poor economic status which hindered them from accessing good health facilities and treatments from various places. Besides, the health sector in rural areas was fairing poorly and therefore rendering some curable diseases chronic to some individuals. Since taking tourists to the attractive sites involved long and difficult walks and therefore unhealthy individuals could hardly participate. Similarly, poor health can limit participation in cultural activities like traditional dances and cooking.

The additional reported factors limiting the local people from participating in tourism included poverty and lack of economic and political power. These were revealed through observation and personal communication. The residents around Uluguru and Udzungwa Mountains are economically poor, earning an average of 2000Tzs per day which is not adequate to sustain their living and use the same to invest in tourism business. In order to ensure local entrepreneurs' participation in tourism activities, community resources for capacity building and financial support must be ready available and accessible (Suich, 2008). These would facilitate them to have an access to direct benefits of tourism and hence improve their livelihoods.

Lack of economic and political power was another factor reported as limiting the local people from participating in tourism activities. It was reported that, there was a strong relationship between those with political and economic power while those who were

economically and politically poor, found themselves marginalized. For instance, when there was some support given to the villages by conservation organizations such as TANAPA (for the case of Udzungwa) for the development of social services, only district officials, village leaders and few villagers would get the information. Nowaczek *et al.* (2007) found that, not all stakeholders involved in tourism projects have equal access to economic benefits. The group that has more power would generally impose their interests in the planning process. For instance, the elites often dominate community based development efforts by monopolising the benefits of tourism (Scheyvens, 2007a). The development of tourism often benefits those who are able to take up new opportunities because they have the economic power to do so, while the poorest have very little or no benefit at all (Schellhorn 2007).

4.2 Ways in which Local Communities Participate in Tourism in the Uluguru and Udzungwa Mountains

There were various ways in which local people participated in tourism and related activities in the study sites. Accordingly, 41% of the respondents reported to participating in a single activity, 49% participated in two activities and 10% participated in more than two activities (Fig.4). Participation in a single activity was observed for: traditional dances (22%); handcrafts (12%); rangers (protection) (5%), and cooking (2%) (Fig. 5). The percentages of the respondents who participated in two activities were: 19%- traditional dances and weaving; 15%- tour guiding and porter; 5%- weaving and pottery; 5%- weaving and cooking; and 5%- traditional dances and handcrafts. The percentages of the respondents who participated in more than two activities were: 5%- camping sites, traditional dances and weaving; 5%- traditional dances and weaving and cooking.

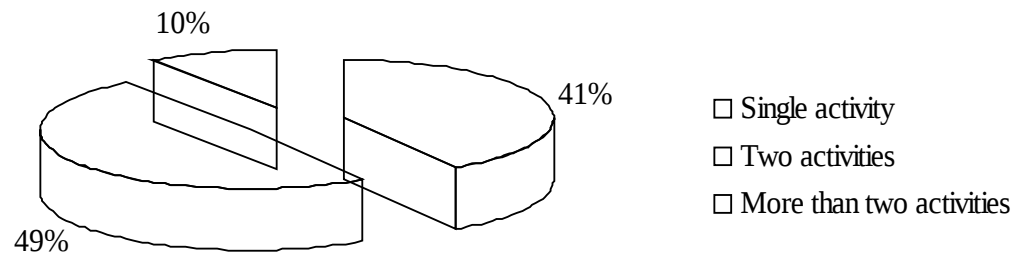
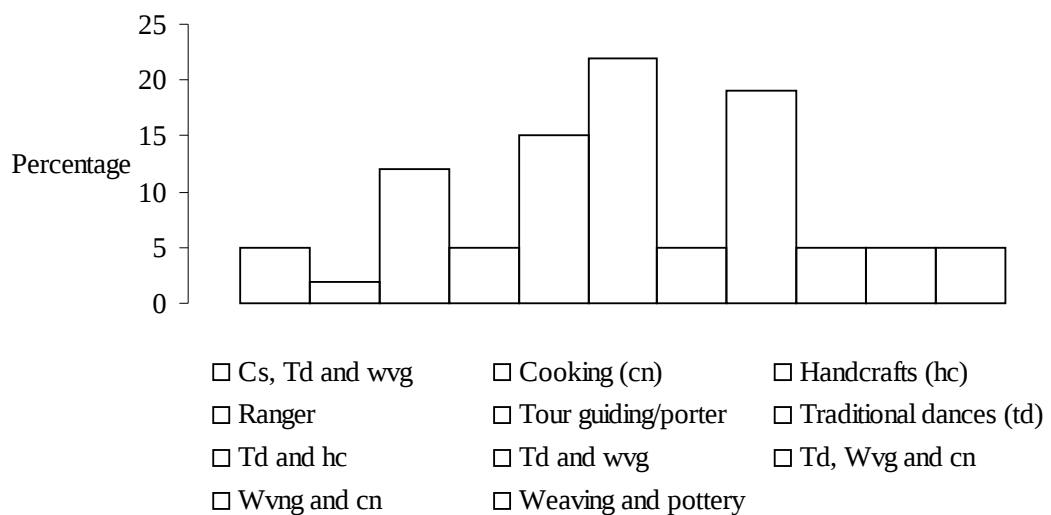


Figure 4: Categories of local people participation in tourism related activities in Uluguru and Udzungwa mountains



Where: Cs- Camping sites, Wvg- Weaving

Figure 5: Different ways in which local people participated in tourism related activities in Uluguru and Udzungwa Mountains



Plate 1: Local people participating in traditional dances in Uluguru Mountains



Plate 2: Handcrafts making in Uluguru (A) and Udzungwa (B) Mountains



Plate 3: Traditional cooking in Ugururu Mountains

Activities conducted in the study areas were similar to those around other Protected Areas in Africa such as Ngorongoro Conservation Area, Lake Manyara, Tarangire and Serengeti National Parks in Tanzania and Mount Gorilla National Park in Uganda (Nelson and Ole Makko, 2005; Nelson, 2007; UWA, 2008; MCP, 2008; Loibooki, 2009). These activities were mostly conducted during tourists' season which was mainly during the dry season, which was from June to October. The dry season is considered to be the best and more convenient season for tourists to visit Tanzania due to easiness in accessing different parts and visibility (TANAPA, 2008).

4.3 Indicators of Participation in Tourism by Local Communities in Ugururu and Udzungwa Mountains

4.3.1 Presence of tourism projects in the village

The presence of tourism projects in the village and the participation of local people in tourism related activities are positively correlated at 0.499 ($p = 0.01$) (Table. 1). This

implies that, in certain villages, tourism projects act as a motivation to the villagers in participating in tourism activities. For instance, in Nugutu village in the Uluguru Mountains, many villagers participate in the village tourism project called “*palata*”. Over the last ten years of its operation, villagers have been participating in one or more of the following activities: weaving, cooking, handcrafts, pottery and traditional dances. Tourists visiting this village pay TZS 2 000 per individual as an entry fee. These revenues are deposited in the village development fund and used to cater for different village activities upon approval by the Village Executive Committee. Moreover, tourists pay an extra TZS 2 000 per individual for watching or participating in any particular activity. The earnings from the sales of different products are distributed to the specific group members. This is one of the reasons for the Nugutu village to have many participants in tourism activities compared to other villages.

4.3.2 Income from tourism

Participation of local people in tourism had a strong positive correlation of 0.942 ($p = 0.01$) with the income obtained from tourism (Table 1). This means that, an increase of the numbers of the local people participating in tourism activities leads to an increase in the number of people with income from tourism and vice versa. As earlier shown in Figure 2 page 27, Nugutu village was very active in participating in tourism activities followed by Mwaya, Ruvuma and Mgudeni. Likewise, the frequency of the respondents that earn income from tourism followed the trend shown in Fig.6.

Table 1: Indicators of participation in tourism in Uluguru and Udzungwa Mountains

Factor	Correlation (r)	Significance
Presence of tourism project in the village	0.4499	0.01
Income from tourism	0.942	0.01
Presence of tourism agenda in village meetings	0.628	0.01

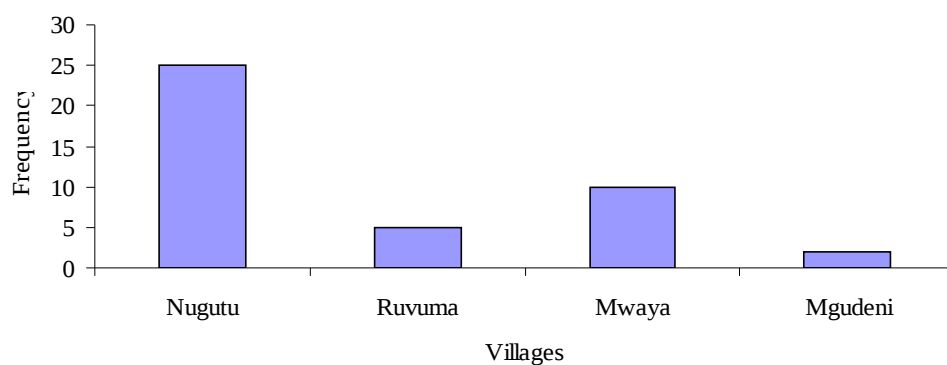


Figure 6: Frequency of respondents earning income from tourism from the study villages in Uluguru and Udzungwa Mountains.

4.3.3 Presence of tourism agenda in village meetings

Presence or absence of tourism agenda in village meetings was another crucial factor which determined the participation of local people in tourism. Participation of tourism activities in the village has strong correlation (0.628, $p=0.01$) with presence of tourism agenda in the village. (Table 1) The inclusion of tourism as one of the items of the agenda in the village meetings creates awareness and motivated people to participate in tourism related activities. This was due to the fact that, villages could discuss the advantages of the industry particularly the issue of poverty reduction and improved livelihood. The success of some individuals was used as an example of tourism opportunities available to the people. Amongst the four villages, only Nugutu village includes tourism as one of the

item of the agenda in village meetings and this among other things, probably explains why the village has more people participating in tourism related activities. Unlike other villages, tourism forms an important agenda in village meetings because the tourism activities are mainly under the management of the villagers themselves. The type of tourism mostly conducted in this village is cultural tourism.

4.4 Benefits of Tourism to the Local People

4.4.1 Direct benefits

4.4.1.1 Income generation

Tourism in Uluguru and UMNP generated direct benefits to the local communities. Among the direct benefits was cash income. The frequency of the respondents earning income from tourism varied in the study villages (Table 2). Results from this study indicated that among 42 participants, 59% of Nugutu villagers reported to have earned some income from tourism followed by Mwaya 24%, Ruvuma 10%, and Mgudeni 5%.

Table 2: Respondents who earn income from tourism

Village	Frequency	Percentages
Nugutu	25	59%
Ruvuma	5	12%
Mwaya	10	24%
Mgudeni	2	5%

Moreover, in the study villages tourism incomes obtained in various ranges of which Nugutu village had 17 respondents (40.48%) with the income ranging from 30 000TZS to 100 000TZS and 8 respondents (19.05%) with income range of 1000 001TZS to 5000 000TZS. Mwaya village had 4 respondents (9.52%) with the income range of 30 000 TZS to 100 000TZS and 6 respondents (14.29%) with the income range of 1000 001TZS-

5000 000TZS. Ruvuma had 5 respondents (11.9%) with the income range of 100 001TZS to 500 000TZS and Mgudeni had only 2 respondents (4.76%) who had the income range of 1000 001TZS to 5000 000TZS (Table 3).

Table 3: Tourism income in the study villages of Uluguru and Udzungwa Mountains

Income ranges (TZS)	Village frequenc			
	ugutu	Mwaya	Ruvuma	Mgudeni
30 000 – 100 000	17	4 0	0	0
100 001 – 500 000	8		5	0
500 001 – 1000 000	0	0	0	0
1000 001 – 5000 000	0	6	0	2

Participation of local people in tourism activities had a positive correlation of 0.942 ($p = 0.01$) with the income generated from tourism. This indicated a strong positive relationship between local participation and tourism income. This means that an increase of participation of local people in tourism activities enhancing their household income. Nugutu village was highly participating in tourism activities followed by Mwaya, Ruvuma and lastly Mgudeni. Likewise, there were many people earning income from tourism in Nugutu followed by Mwaya, Ruvuma, and Mgudeni (Fig. 7).

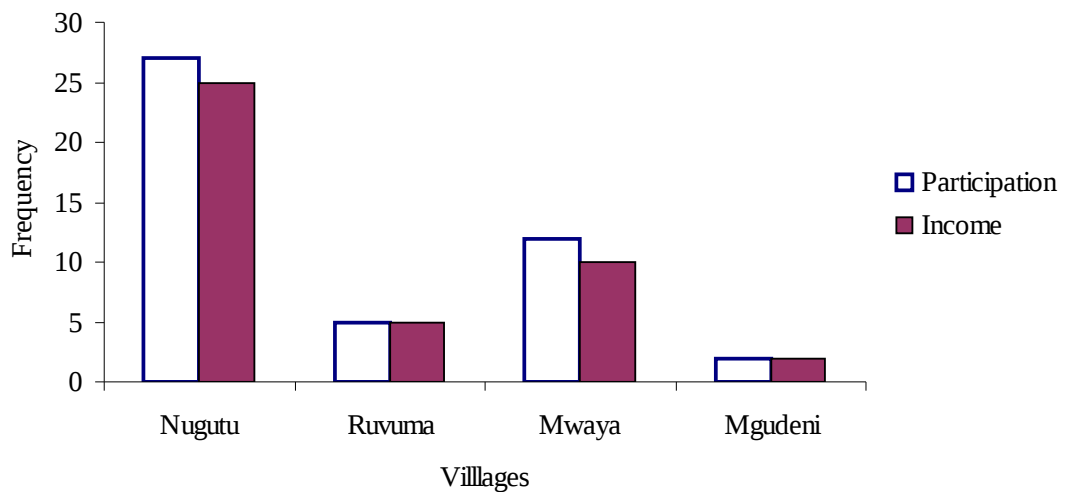


Figure 7: Relationship between participation and income from tourism activities in Uluguru and Udzungwa Mountains

Indicators of participation in tourism activities had also influenced earnings from tourism. Presence of tourism agenda which was one of the indicators had a positive correlation of 0.593 ($p = 0.01$) with tourism income which had a strong positive relationship between tourism agenda and tourism income generation (Table 4). As explained earlier, tourism agenda was discussed in line with its benefits in terms of income generation in reducing poverty and improving livelihood of the communities. Successful individuals from tourism were used as models in motivating others to get involved in tourism and improve their income levels. Amongst four villages, only Nugutu village had a system of conducting village meetings and the issue of tourism businesses being one of their items in the agenda. This explained among other things as to why the village had many people with earnings from tourism.

Presence of tourism projects in the village had a correlation of 0.496 ($p = 0.01$) with the tourism income (Table 4). This indicated a strong relationship between tourism earnings

and the presence of the tourism projects in the village. Tourism projects acted as a motivation for the villagers to participate in tourism activities and hence increase earnings from tourism. For instance, Nugutu village, in the Uluguru Mountains had a tourism project called “*Palata*”, and over the last 10 years of its operation had motivated local people to participate in tourism and hence generated income. Therefore, Nugutu village excelled in tourism earnings compared to the rest of the villages.

Table 4: The influence of participation to the tourism income generation

Factor	Correlation	Significance
	(r)	level
Participation of local people in tourism activities	0.942	0.01
Presence of tourism agenda in the village meetings	0.593	0.01
Presence of tourism projects in the village	0.496	0.01

4.4.1.2 Employment in tourist hotels

Although not all employees come from the study villages, tourist hotels create employment and strengthen the livelihood of the communities around Uluguru and Udzungwa mountains. In the five visited tourist hotels (four from Uluguru and one from Udzungwa); about 191 people 11, 15, 145 in Uluguru and 1, 4, 15 in Udzungwa respectively (Table 5) secured employment within the hotels during the reporting period. Employees occupied different positions like: top positions including managers, directors and accountants; middle positions, which include heads of department; lower positions such as security guards and waiters. Furthermore, the total tourism income obtained by individuals per year in the year 2009 ranged from 1 760 000TZS to 3 600 000TZS in Uluguru and 960 000TZS to 1 200 000TZS in Udzungwa. Various studies reported tourism as job creator in different countries (Mbaiwa, 2003; Davis and Morais, 2004; Nyaupane *et al.*, 2005; Kamuzora, 2006; UWA, 2008). For instance, Nepal, tourism

created more than 250 000 direct and indirect jobs to the local people (Nyaupane *et al.*, 2005), in Williams town, USA about 53% of the work force were employed to serve in the tourist related activities (Davis and Morais, 2004). In Okavango Delta, Botswana 50 tourist Camp sites and lodges created employment to 1653 individuals (Mbaiwa, 2003). In Uganda 946 people are employed in tourism activities per year (UWA, 2008). Tourism created direct employment to about 275 088 individuals and indirect employment to about 603 013 individuals in Tanzania (Kamuzora, 2006).

Table 5: Employment opportunities in the Uluguru and Udzungwa Mountains in 2009

Position	Uluguru Mountains		UMNP	
	Number of employees	Salary (TZS) per year per employee	Number of employees	Salary per year (TZS) per employee
Top position	11	2 400 000 – 3 600 000	1	1 200 000
Middle positions	15	2 400 000 – 3 600 000	4	1 080 000
Lower positions	145	1 760 000 – 2 400 000	15	960 000
Total	171		20	

*Top position includes directors, managers and accountants while middle position include head of departments and lower position includes security guards and waiters

4.4.2 Indirect benefit

4.4.2.1 Market for local products

Tourism hotels created local markets for the local communities' products. Various agricultural products and animal products were sold to tourist hotels (Table 6). In this way, tourism not only provided direct benefits to the local people but also enhanced growth of other sectors such as agriculture, livestock and other entrepreneurial businesses. In Uluguru and Udzungwa Mountains, the majority of the community rely on agricultural activities. Tourism creates a market for farm produce and other products. For instance, in the year 2009, tourism generated about 455 688 000TZS and 10 5000

000TZS to the communities around Uluguru and Udzungwa respectively.

These results show that, apart from direct benefits obtained by rural communities from tourism sector, there were also indirect benefits through *supply chain* by selling food items and other services to tourist hotels. Moreover, the results show that, these earnings were higher than those obtained through direct participation of the communities to tourism activities. Similar situation has been observed in Namibia, where the local people were reported to have realised more earnings from supply chain than for direct earnings (Ashley and Haysom, 2008). These results are supposed by an emerging international argument that in some destinations the benefits obtained through direct participation of the local people in tourism activities are minimal compared to those obtained through *supply chain* (Ashley and Haysom 2008).

Table 6: Earnings from local products sold in tourist hotels in the year 2009

Food Product	Uluguru earnings (TZS) per yr *(1000)	UMNP earnings (TZS)per yr *(1000)
Vegetables	5 760	1 440
Fruits	89 280	1 440
Spices	30 340	1 080
Meat	38 400	2 400
Fish	53 760	-
Chicken	21 600	-
Rice	86 400	384
Irish potatoes	12 480	-
Eggs	38 400	-
Maize flour	23 040	324
Wheat flour	4 800	-
Charcoal/Firewood	92 200	2 400
Beans	4 392	360
Coconut	3 456	-
Total	455 688	105 000

4.4.2.2 Development benefits from tourism

In the four study villages, local people recognized the following as development benefits from tourism: development of social services like for example class rooms, dispensaries, provision of potable water and infrastructures; conservation education; cultural improvements; capacity building and women empowerment (Table). About 19% of the respondents did not benefit from tourism. The said benefits varied in the study villages with the development of social services and conservation education being the main benefit of tourism to the communities (Fig.8).

Table 7: Development benefits of tourism in Uluguru and Udzungwa Mountins

Benefit	Frequency	Percentage
Development of social services	32	26.8%
Conservation education	27	22.6%
Cultural improvement	22	18.5%
Capacity building and women empowerment	12	10.1%
Others	21	17.6%
No benefit	23	19.3%

*The frequency exceeds 120 and the percentage exceeds 100 because of multiple responses.

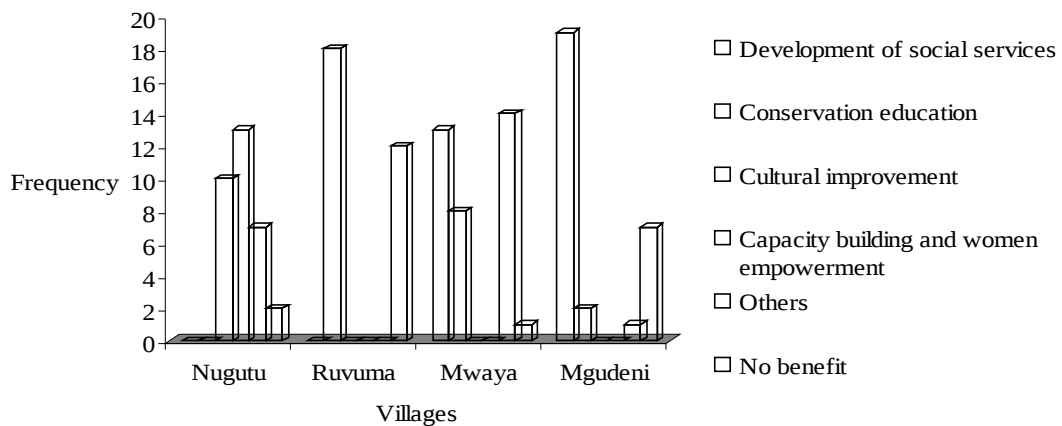


Figure 8: Development benefits in the study villages of Uluguru and Udzungwa Mountains

Development of social services mainly benefited the local people in Mwaya and Mgudeni villages located adjacent to UMNP. This is because one of the activities of TANAPA is to provide social services to the local communities surrounding the National Parks so as to enhance wildlife conservation through good neighbourhood (called “*ujirani mwema*” in Kiswahili). Through this programme, TANAPA supported projects like construction of class rooms, dispensaries, provision of potable water and infrastructures. This has been conducted by CCS departments in all National Parks of Tanzania (URT, 1994; 1998).

Conservation education was yet another benefit from tourism activities. Although one of the objectives of TANAPA’s community conservation department is to impart conservation education to the local communities surrounding the National Parks, Mwaya and Mgudeni villages around UMNP did not obtain much of this conservation education compared to Nugutu and Ruvuma villages around Uluguru Mountains. These differences might be caused by the difference in performance of the conservation organisations responsible for providing education in Uluguru and Udzungwa Mountains. In Uluguru

Mountains, Wildlife Conservation Society of Tanzania (WCST) and the Natural resource departments in Morogoro used to conduct environmental seminars and the main target group being the local communities around Uluguru Mountains. For instance in October 2009 when this study was conducted, more than 20 representatives from Nugutu and Ruvuma villages attended conservation seminar in Morogoro town. On the other hand, respondents from Mwaya and Mgudeni did not have official seminars conducted by UMNP to the communities other than being provided with tree seedlings and being sensitized to combat fire incidences occurring in the Park for conservation purposes. In addition, education provided to the communities by TANAPA is not perceived as a benefit to the majority of the communities around UMNP but rather as a cost to them. This can also be attributed to punitive and restrictive policies pursued by the Park whereby TANAPA educates the local communities to refrain from using the resources, their major justification being protecting the area as a tourism destination. In contrast, in Uluguru, the policies are more friendly or relaxed, thus education being more acceptable as far as WCST educates local communities on how to conserve and sustainably use the natural resources they have in their area.

Some respondents mentioned other benefits such as getting friends from other countries and from distant areas in Tanzania; boosting the morale of learning English as an international language; feeling proud of themselves when accompanying visitors; as well as enjoying themselves when they see these white people in their streets. UMNP especially Mwaya village, had the high response compared to other villages. This is because the tourism industry is more developed in UMNP and the management register porters from the nearby villages of which the majority come from Mwaya village to carry luggage for the visitors. This increased the rate of interaction between the locals and visitors in Mwaya village.

Women empowerment and capacity building were cited as other benefits. However, this response came from Uluguru Mountains (in Nugutu village), the perhaps to due to the presence of tourism project “*Palata*” which offers opportunity for women to participate in planning, decision making, implementation, benefit sharing, monitoring and evaluation. Through this project, women carry out activities such as cooking traditional foods, weaving, pottery and performing traditional dances. By so doing the womens’ capacity and contribution to household income increase and dependence on husbands decrease.

Cultural improvement was mentioned as another benefit, and it was common in Nugutu village and less observed in other villages. “*Palata*” project again responsible for organizing cultural activities since it provides opportunities for the local people to conduct cultural activities such as: handcrafts; weaved products; traditional pots; cooking of the traditional foods and traditional dances. There was a relatively big number of respondents (23) who did not benefit from tourism industry. This was more common in Ruvuma and Mgudeni villages because majority of these villagers lack awareness of tourism and related benefits.

4.4.3 Proportion of contribution of tourism to the total households’ income

4.4.3.1 Sources of household income

The main sources of household income in the study villages included agricultural activities, (others include petty businesses, local construction, brick making and provision of manpower) and tourism (Table 8). In many cases, villagers conducted all these activities (Table 8). A total of 24 villagers who were involved in tourism were also involved in agriculture in which Nugutu was the leading village with 12 respondents, 6 from Mwaya, 4 from Ruvuma and 2 from Mgudeni (Fig.9). Similarly, 11 villagers, 10

from Nugutu and one from Mwaya combined tourism with agriculture and other activities, while three villagers in Nugutu combined tourism with other activities (petty businesses, local construction, brick marking and provision of human labour). In Mwaya, one villager was involved in tourism only and this number was insignificant compared with that of those who were engaged in tourism in combination with agriculture or other activities (petty businesses, local construction, brick marking, and labour).

Table 8: Sources of household income in Uluguru and Udzugwa mountains

Income sources	Frequency	Percentages
Tourism, Agriculture and others	11	9%
Tourism and agriculture	24	19%
Agriculture and others	9	8%
Others	3	3%
Tourism and others	3	3%
Agriculture	69	57%
Tourism	1	1%
Total	120	100%

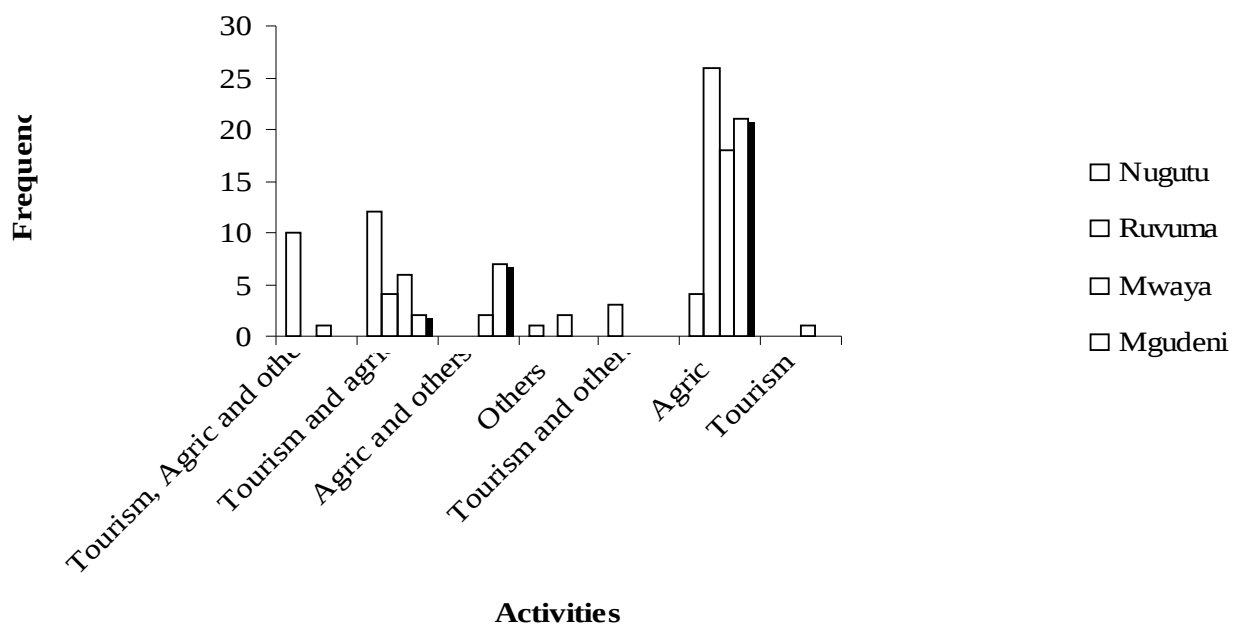


Figure 9: Sources of household income in the study villages

In all study villages, majority of the respondents (57%) were engaged in agriculture only as the main source of household income out of which 38% were from Ruvuma Village, 30% from Mgudeni, 26% from Mwaya and 6% from Nugutu. On the other hand, 8% of the respondents combined agriculture and other economic activities such as petty businesses, local construction, brick making, and provision of human labour out of which 78% were from Mgudeni 22% from Mwaya.

Generally the main source of income in the study villages was agriculture which contributed about 88% of the total household income. The earnings from other sources contributed about 7% of the total household income and tourism contributed only 5% of the total household income (Fig. 10).

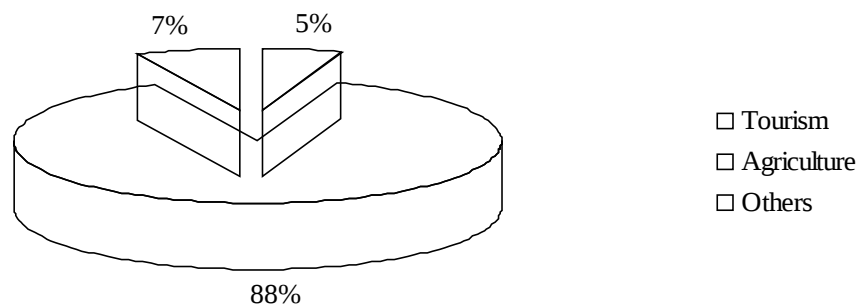


Figure 10: Proportion of tourism income in the total household income in Uluguru and Udzungwa Mountains

Although, the study sites in Uluguru and Udzungwa Mountains are endowed with different tourist attractions, tourism industry in these areas is poorly developed. The tourism potential available in Uluguru Mountains are Cultural tourism and the nature

based tourism. For instance, in Nugutu and Ruvuma villages, the Luguru culture is well developed and the village is dominated by the Lugurus. These villagers have the ability to attract tourists by displaying their cultural activities such as traditional dances, traditional foods, handcraft making as well as weaving. Although Ruvuma village is located along the way to the *morning side* which attracts many tourists, Ruvuma villagers do not conduct cultural activities so as to attract tourists to visit their village. In contrast with Ruvuma village, Nugutu villagers are trying their best to organise themselves in conducting cultural activities. For instance, through “*palata*”, a Nugutu village cultural group organises cultural activities such as traditional dances, traditional foods, handcraft making and weaving so as to attract tourists. However, they are relatively not excelling. Limitations of tourism to Nugutu and Ruvuma villagers include: economic hardship, lack of tourist education, limited tourism attraction sites and limited advertisement of the available tourism potential.

On the other hand, Udzungwa Mountains are endowed with various tourist attractions such as different flora and fauna, water falls, and the good climatic condition. These features are conducive for nature based tourism. Similarly, the villagers adjacent to these mountains have rich and diversity of cultures as a result of their tribal differences. This study showed that tourism industry in Udzungwa Mountains is well developed than in Uluguru Mountains. Perhaps due to the area being protected as a National Park and it is well known worldwide. Its protection hinders the nearby communities including those of Mwaya and Mgudeni villages to access natural resources found within the mountains. This situation makes the villages to have limited benefits from tourism, as the benefits go to TANAPA and the Tanzanian Government at large. Not only that but also the communities in Mwaya and Mgudeni villages are relatively poor and are not supported in initiating their own tourism entrepreneurial businesses contrary to the communities

around National Parks in the northern tourism circuits. These conditions discourage local communities from getting involved in tourism, making contribution of tourism to the total household income becoming relatively small.

CHAPTER FIVE

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Tourism is known to be the fastest growing industry and the largest industry of the world in terms of contribution to the world GDP, and second after agriculture in terms of generation of employment. Tourism industry in Tanzania is substantial and contributes to the economy of the country in improving the livelihoods of the communities. In spite of its importance, tourism is not equally developed in all parts of Tanzania but rather is well developed in the northern tourism circuit than it is in the southern circuit including the EAMs. The EAMs have several tourist attractions including waterfalls, natural forests, scenic landscapes, and myriads of cultural setups. Although, tourism is not well developed in the EAMs of Tanzania compared to the Northern circuit, some local communities in this area participate in tourism activities and the business has some contribution to their livelihoods. This study focused on Uluguru and Udzungwa Mountains. The data obtained indicate that the proportion of local people engaged in tourism activities was relatively low (32.5%) in both study areas. The major limitations for people's participation in tourism include: limited awareness of the benefits of tourism, intensive engagement in agricultural activities, health problems, poor leadership and lack of interest.

Villagers who participated in tourism activities performed various activities such as traditional dances, weaving, cooking of traditional foods, hand crafts making, security guards, pottery, tour guiding and serving as porters. The indicators of the local people participation in tourism activities included presence of tourism projects in the village, having income from tourism and the inclusion of tourism as an item of the agenda in

village meetings. Tourism in the study sites benefited local people directly and indirectly. The direct benefits included income generation and employment opportunities in tourist hotels, while indirect benefits included market creation for the local products and other development benefits such as development of social services, conservation education, capacity building and women empowerment and cultural improvements. In spite of these benefits accrued from tourism, the contribution of tourism to the total household income was only 5% which was relatively small compared to agriculture (88%) and other sources (7%). Therefore, it is clear that more efforts are needed so as to increase involvement of the local people in tourism so as to increase their income and hence improve their livelihoods.

5.2 Recommendations

The following recommendations are made on the basis of this study, my own experience and previous studies.

5.2.1 Education, training programmes and awareness creation

Education on the importance of tourism in improving the livelihoods of the local communities will assist in creating awareness among members of the communities in the Uluguru and Udzungwa Mountains. This would be a tool of eradicating poverty and improving their livelihoods. This will be achieved through having conferences and seminars prepared by tourism officials to the local communities. Training programs are crucial so as to impart knowledge on how to conduct tourism related activities like tour guiding so as to improve peoples' livelihoods. Basic customer care training is also required by the local communities of Uluguru and Udzungwa Mountains who also need support in strengthening information and communications.

Local communities should also be educated on how to integrate tourism with other economic activities such as agriculture and livestock keeping. They also need to be educated on the fact that tourism enhances the market of their agricultural products through a supply chain and hence improve their livelihoods.

5.2.2 Supporting community development tourism projects

Supporting community development tourism projects from the project planning, initiation, monitoring and evaluation as well as marketing process is of great importance. This is because the local people around Uluguru and Udzungwa are facing some economic hardships and lack tourism skills and therefore, they are not capable of initiating and managing tourism projects on their own. Therefore, local communities need to be supported financially so as to enable them run tourism businesses.

5.2.3 Strengthening leadership

Transparency between leaders at National and local levels and the local communities is very crucial in making tourism an important part of livelihood improvement. For example there much is an auditing of how money from tourism is distributed to and used within, communities' development issues.

5.2.4 Extension of the benefits

The Government must consider sharing the benefits accrued from tourism with villages (with tourism attractions) located far away from the National Parks contrary to the current set-up where benefits are shared with the villages adjacent to a National Park.

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APPENDICES

Appendix 1: Household questionnaire in assessing the contribution of tourism to the livelihoods

Division.....

Ward.....

Village.....

Village registration number.....

Date of interview.....

Name of enumerator.....

A. General Information Questions

Household characteristics:

1. Name of respondent

2. Tribe.....

3. Age.....

4. Sex.....Male 1 Female 2

5. Marital status (Tick appropriate answer)

S/n	Marital status	Code
I	Single	1
ii	Married	2
iii	Divorced	3
iv	Widowed	4

6. Duration of residence in the village in years.....

7. Education level (Tick appropriate answer).

S/n	Education level	Years of schooling	Code
i	No formal education		1
ii	Primary education		2
iii	Secondary education		3
iv	Others (specify)		4

8. Number of household members.....

9. Household composition (Tick appropriate answer).

Age(years)	Female	Male	Total	Code
<18				1
18-60				2
>60				3

10. Does your household have land in this area? Yes/No.....

11. If yes how many acres.....

12. How many plots do you have.....

B. Tourism and other economic activities

1. What are the major sources of household income?

S/n	Sources of household income	Tick	Income (yr/month)	Code
i	Fishing			1
ii	Crop production			2
iii	Livestock production			3
iv	Tourism			4
v	Both crop and livestock production			5
vi	Petty business			6
vii	Others (specify)			7

2. What is/are the tourism activities conducted in your village? Tick below

S/n	Activity	Tick	Code
i	Tour guiding		1
ii	Curio shops		2
iii	Hotels and lodges		3
iv	Camping sites		4
v	Traditional dances		5
vi	Weaving		6
vii	Others		7

3. Do you participate in any kind of tourism activity? Yes () No ()

4. If yes in 3 what are they? Tick below

S/n	Activity	Tick	Code
i	Tour guiding		1
ii	Curio shops		2
iii	Hotels and lodges		3
iv	Camping sites		4
v	Traditional dances		5

vi	Weaving		6
vii	Others		7

Explain how you conduct these activities and duration

Tour guiding.....

.....

Curio shops.....

.....

Hotels and lodges.....

.....

...

Camping sites.....

.....

...

Traditional dances

.....

...

Weaving.....

.....

Others.....

.....

5. Are the activities in 4 conducted through out the year? Yes () No ()

6. If Not in 4 when are they conducted and why?

.....

.....

.....

7. If no in 3 why.....

8. Is there any village tourism project in this village? Yes () No ()

If Yes in 8

9. What is/are that project(s)

.....

...

10. Who are stakeholders in such projects and what are their responsibilities?

.....

.....

.....

11. How do villagers get involved in those projects?

.....

.....

.....

12. Do you have village meetings to discuss issues concerning the project?

Yes () No ()

If yes in 12

13. How is the issue of decision making and transparency?

.....

.....

.....

14. How many meetings do you have per yr/months?

15. Before the project started what was the situation and expectations?

.....

.....

.....

16. Since the start of the project what is the current situation?

.....

.....

.....

17. What is your future expectation regarding the project?

.....

.....

.....

18. What should be done?

.....

.....

.....

C. Tourism benefits and loses

1. Which benefits do you get from tourism activities? (Tick appropriate answer).

S/n	Activity	Tick	Code
I	Employment		1
ii	Development of social services		2
iii	Culture improvements		3
iv	Capacity building and women empowerment		4
v	Others		5

2. Explain Where and how

Employment.....

.....

...

Development of social services

.....

.....

....

Culture improvements

.....

.....

.....

.....

Capacity building and women empowerment

.....

....

.....

...

Others.....

.....

...

2. Which economic benefits do you get from tourism activities? (Tick appropriate answer).

S/n	Activity	Tick	Income (yr/month)	Code
i	Tour guiding			1
ii	Curio shops			2
iii	Hotels and lodges			3
iv	Camping sites			4
v	Traditional dances			5
vi	Weaving			6
vii	Employment			7
viii	Others			8

3. Does your village get any benefit from tourism institutions? Yes () No ()

4. If yes in 3 what are those institutions and what are those benefits from them?

Institutions.....

Benefits

5. Is there good transparency in sharing those benefits in 4? Yes () No ()

6. If yes in 5 How.....

.....

7. If no in 5 Why?

.....

.....

8. Based on tourism benefits how is you involved n conservation activities?

.....

.....

.....

9. What are loses that result from tourism activities?

.....

.....

.

10. How do they affect you?

.....

11. What should be done to mitigate the situation?

.....

.....

.....

....

12. What should be done to improve tourism activities in your village?

.....

.....

.....

.....

Appendix 2: Questions for Focus Group Discussion

1. Name of institution/organization
2. What are the tourism activities conducted by your organization?
3. In which ways are the local people involved in those activities?
4. How is the involvement of men and women in tourism activities?
5. How many people are employed in your institution?
6. Which benefits organization get from tourism activities?

7. In what ways are these benefits shared (direct/indirect) to the local communities?
8. What are the rules and regulations governing the benefits sharing process?
9. How do local people participate in decision making?
10. What strategies do you have to develop local communities?
11. What are losses resulting from tourism activities?
12. What do you think should be done in order to make conservation of natural resources more efficiently?

Appendix 3: Questions for village leaders

1. Name of the village
2. Name of the leaders
3. When did tourism started in your village?
4. What was the situation in the past days, current and what are the expectations?
5. What is/ are the tourism institutions located within or near by this village?
6. In which ways these institutions share the benefits (directly and indirectly) with the villagers?
7. In which ways are these benefits distributed to the local communities?
8. What are the rules and regulations governing the entire benefit sharing mechanism?
9. What have been done to insure that local people understand their rights?
10. In which ways are the communities involved in decision making process?
11. How does the information flow system works to ensure effective benefit sharing?
12. What are the loss resulting from tourism activities?
13. What do you think should be done to mitigate the existing situation?
14. What are your general recommendations?