



ASSESSMENT OF THE IMPACT OF TOURISM ON COMMUNITIES AND CHILDREN IN ZANZIBAR



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Acronyms

CRBP	-	Children’s Rights and Business Principles
CRC	-	Convention on the Rights of the Child
CSO	-	Civil Society Organisation
CSR	-	Corporate Social Responsibility
ECPAT	-	End Child Prostitution and Trafficking
ICS	-	International Citizen Service
IDD	-	Inclusive Destination Development
ILO	-	International Labour Organisation
ISAP	-	Integrated Strategic Action Plan
JTTI	-	Jambiani Tourism Training Institute
GM	-	General Manager
KDO	-	Kiwengwa Development Organisation
NGO	-	Non-Governmental Organisation
OCGS	-	Office of Chief Government Statistician
ODI	-	Overseas Development Institute
RTTZ	-	Responsible Tourism Tanzania
SDG	-	Sustainable Development Goals
SECTT	-	Sexual Exploitation of Children in Travel and Tourism
SLA	-	Sustainable Livelihood
SME	-	Small and Medium Enterprises
ST-EP	-	Sustainable Tourism Eliminating Poverty
SUZA	-	State University of Zanzibar
UNWTO	-	United Nations World Tourism Organisation
VSO	-	Volunteer Services Overseas
ZATI	-	Zanzibar Association of Tourism Investors
ZATO	-	Zanzibar Association of Tourism Operators
ZATOGA	-	Zanzibar Association of Tourism Guides
ZCT	-	Zanzibar Commission for Tourism
ZIPA	-	Zanzibar Investment Promotion Authority
ZSGRP	-	Zanzibar Strategy for Growth and Reduction of Poverty

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Thanks to all your efforts we have been able to deliver this report. We sincerely hope it will serve as a reference and a starting point for everyone who wishes to work on making Zanzibar's Tourism Industry more sustainable and beneficial to communities and children.

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Executive summary

The overall objective of this assessment report is to identify the impacts of tourism on children and communities and provides a set of recommendations on how the government and UNICEF should engage to leverage opportunities and mediate risks. The main research question for the assignment is: To what extent and in which ways does the tourism industry in Zanzibar, directly and/or indirectly affect the lives of children, families and communities?

The sub-questions included:

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

The research methodology in this assessment consisted of a combination of a number of complimentary approaches, designed to explore economic, socio-cultural and environmental effects of tourism on communities, families and children. A full analysis of the policy context was carried out and the impact assessment was conducted through an analysis of the many research projects which have taken place in Zanzibar, and was also informed by international case studies of child rights in tourism. The impact assessment used an Inclusive Destination Development approach, focusing in the analysis not only on tourism-related businesses, but also on communities, families and children within the destination. The assessment also included Sustainable livelihoods Analysis, Value Chain Analysis, and Rights Based Approaches.

The field research consisted of a series of four missions, researching in four distinct tourism locations on Unguja, the main island of the Zanzibar archipelago; Nungwi, Jambiani, Kiwengwa and Stone Town, selected for their distinct nature in terms of tourism product and hence the types of tourist experience on offer and the form of interaction with communities and children. During these missions, a number of activities were conducted, including:

Kick-off workshop - High-level stakeholder workshop which introduced the project, ascertained an overview of the main issues and actors, identified the range of actors engaging in the issues highlighted by stakeholders from around 40 different organizations.

National level stakeholder interviews – To keep probing and validating key issues that were raised in the multi stakeholder workshop and during the field research, to obtain contextual backgrounds to specific key issues and to identify new perspectives. Also overall tourism and children related policies were discussed with these stakeholders.

Group interviews within communities - In each of the four selected tourist sites, several workshops were organized with in total 261 community members. The interviews with community members permitted the research team to devise broad ‘profiles’ of community households, relative importance of tourism within their livelihoods and their opinions towards the industry.

Focus group interviews with children – In total, 84 children - in the age group of 8 to 17 years old, but mainly in between the age of 13 and 15 – participated in the four study areas focus group discussions. Children were consulted about their specific relation, interaction, thoughts and opinions with regard to the local tourism industry.

Stakeholder interviews – Semi-structured interviews were conducted to get a deeper understanding of key issues. Based on our first mission and during the assessment phase, relevant stakeholders were selected.

Participatory observations - Special attention was given to the interaction between tourist and locals, and more specifically to the presence of children. Observations also generated input for data collection in communities as well as it served as validation for the initial outcomes of the assessment. The observations took place continuously, while at the four tourism sites.

Exit survey – To further analyse the profile of tourists visiting Zanzibar, their social and economic influence and more specifically their experience in interacting with communities and children. The target group for this survey were tourists leaving the Island. In total 396 completed survey forms were uploaded, a representative sample providing reliable answers.

Tourism accommodation staff survey – To collect data about the labour situation of accommodation employees, job position, salaries, working hours, types of contracts, and the impact on children's livelihoods when the surveyed staff member is taking care of children. 473 employees participated in the survey.

Tourism entrepreneurs' interviews – With 38 tourism accommodation owners and managers, suppliers and tourism related entrepreneurs longer and shorter interviews were conducted about their enterprises, their supply chains, and the linkages to the communities, including children, in their vicinities.

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

Triangulating data from all these data sources (key-informant interviews, surveys, participatory observations and the stakeholder and children consultations) and comparing the results of the different data sources generated the outcomes of studying the four selected tourism sites and the overall study. These triangulations contributed to the main findings of the assessment.

Zanzibar's economy - The average annual growth rate in Zanzibar over the last five years of approximately 7%. Although annual economic growth has contributed to a reduction in the overall basic needs poverty in Zanzibar, from 34.9% in 2010 to 30.4% in 2015, the reduction of poverty has not been equitably distributed. Urban districts in Unguja have the lowest rate with 16% of children living below the poverty while compared to 72% in Micheweni district in North Pemba. The rapidly growing population and high dependency ratio together with unprecedented levels of urbanization is placing a significant strain on already under resourced social services.

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

During these years of tourism development, local communities expected to benefit from tourism, but also remained reluctant to participate, especially women. In earlier decades, Mainland Tanzanians occupied most of the jobs, especially the better paying jobs. This is changing in recent years. Now, many Zanzibari have found a job or business in tourism. Opportunities through secondary linkages; the informal sector and supplies have been hindered by structural and institutional weaknesses and the overall perception of tourism by host communities has declined since the early days. Tourism planning was also unstructured, which exacerbated these tensions.

The price of thirty years of tourism development is relatively high for local communities and their families and children. People continue to see economic opportunities with a growing tourism industry, but they also realise that currently there are considerable cultural and the environmental costs of tourism development. Tourism impacts children directly and also indirectly through the impact on their families or on the wider community destination. Direct impacts on communities include:

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

Social Impacts -The biggest perceived negative impacts were social and cultural, specifically relating to concerns related to 'cultural degradation' and exposure to western habits being emulated. Loud music, alcohol consumption, prostitution, drug use as well as more passive issues of inappropriate dress and behaviour were raised. Adults were specifically concerned that children would copy such behaviour.

Environmental Impacts - The main issues raised included water contamination, with the increased number of hotels and waste being disposed of into the sea, the increased salination of drinking water due to demand lowering the water table and waste management. Other issues such as over-fishing also emerged from secondary data and conversations with key stakeholders.

Indirect and direct impacts on children include:

Impacts on children are mainly indirect - With regard to basic needs and the general wellbeing of children, the main negative effects are mostly related to the poor income and working conditions of their parents in tourism as well as the increasing costs of food due to tourism demand. With family members, particularly mothers, issues of working in tourism, related to distance to work and the ability to care for children and infants, including breast-feeding. Salaries were often not perceived to be sufficient for supporting families or for schooling and children are often looked after by other community members.

Hardly any child labour in the formal sector- Formal employment sectors are strictly controlled, making child labour in accommodation or food and beverage outlets highly uncommon. There are no specific actions reported with regard to combating child labour in (relation to) tourism. The law enforcement of the Children Act 2011 seems to result in low number of child labourers in the formal tourism industry. However, the situation is a bit different in the informal sector, with engagement in tourism activities, as part of the family business, mainly in agriculture and fisheries.

Sporadic cases of sexual exploitation- This impact assessment depends on reports of people which seemed at best second-hand information, and probably a story that has gone from head to head several times. Nevertheless, there are a few reports about tourists engaging in child sexual exploitation during stay in Zanzibar. As In workshops with community members and when interviewing relevant stakeholders sporadic anecdotal reports are shared. In each interview or workshop about the actual impact of tourism on children, the sexual exploitation of children by tourists is mentioned.

Access to Drugs - Drugs are prohibited by law, but have found their way to the beaches and bars of Zanzibar and also seem to negatively impact the lives and health of local youth. This was a concern for participating communities, with 'beach boys' being a key link in their accessibility.

Culture of giving, more than a culture of begging - Begging on beaches or within the community is not perceived to be a significant issue for tourists themselves, but communities experience begging as negative.

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

In general communities and tourism businesses constituted two different worlds, hardly interacting or understanding each other. However, there are some good tourism business practices in Zanzibar, linking their business with communities. However, there are several examples of positive and dynamic collaborations between the tourism industry and communities, NGOs and donor programmes, working with communities, including increasing local employment opportunities, developing of enterprise requested skills, developing economic linkages, sustainability (re-)use of natural resources, and enhancing social and cultural consciousness, etc.. These efforts were often initiated by enthusiastic individuals within the management of the accommodations, but sometimes also as part of a corporate commitment. Some accommodations indicated that they would like to collaborate even more with NGOs and donor agencies.

The recommendations specifically address the current vulnerability of children, families and communities caused by a fast growing tourism industry in Zanzibar, and the possibilities to support the tourism industry to benefit communities economically, environmentally and socially from tourism development. The recommendations focus on child protection, children's and human rights in tourism, sustainable livelihoods of children, families and communities, and the social-cultural and environmental context.

To support the protection of children in tourism, the national government of Zanzibar should strive for the adoption of the UNWTO Code of Ethics as a convention and to be ratified accordingly, further develop, or extend, and implement the Children Act 2011 as a legal framework against child labour in tourism and the sexual exploitation of children in travel and tourism, should be extended the National Action Plan to End Violence Against Women and Children with a clear focus on child labour in tourism and the sexual exploitation of children in travel and tourism, and update and monitor (the use of) the Code of Conduct for tourists.

UNICEF and partners could reduce the vulnerability of children in tourism by developing and implementing an educational programme for children about how they can protect themselves from everyday risks in relation to tourism. UNICEF and other child right organisation could support the equipment and training of police, national and community police, in identifying and combatting child labour in tourism, the sexual exploitation of children in travel and tourism and drug abuse in tourism. UNICEF could conduct an assessment that specifically focusses on child labour in tourism, focussing on the informal sector and supplying sectors, and the sexual exploitation of children in travel and tourism in order to provide all stakeholders with clear evidence and specific information to further develop its counteraction.

To support children's and human rights actions need to be taken by various tourism stakeholders, especially in relation to labour conditions that affect family life and children's rights in general. The following recommendations provide directions for a tourism industry that takes into account the rights of children more.

To improve family life and the care for children, the national government of Zanzibar could be further develop and implement the Employment Act (No 11 of) 2005 in relation to labour conditions in tourism, especially concerning wages, maximum working hours, payment of hours worked in overtime, allowing mothers to breastfeed and allow unlimited maternity leave instead of only once in three years.

ZATI and UNICEF could develop an awareness programme for the tourism industry in Zanzibar, by adapting the ten 'Children's Rights and Business Principles' (CRBP) to become more specific for tourism enterprises (using examples from the islands), documenting good practices from tourism companies in Zanzibar, organizing workshops in all tourism sites in relation to the CRBP, identifying and selecting a group of motivated tourism accommodation providers to develop and implement a 'children's and human rights in tourism' programme, with a specific focus on decent work and labour issues related to parent or caregivers, and conducting regularly assessments about child rights in tourism business.

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

Tourism businesses could develop and implement children's and human rights policies in their own company. They could commit to respect all human rights including children's in all company policies, and prioritize labour and non-labour child rights issues in policies, and in employee, supplier and other codes of conducts; train, empower and incentivize staff to deliver on child right goals, assign a focal point to champion children's rights within the business, and ensure sensitivity of grievance mechanisms for children's and human rights issues; and conduct internal company assessments at regular intervals, especially prior to new activities, business relationships, major decisions or changes in operations

To support sustainable livelihoods of children, families and communities, a fair distribution of economic benefits is one of the key challenges for all stakeholders. To make the tourism industry more beneficially for local people, recommendations in the fields of 'job opportunities', 'inclusive and sustainable business' and 'taxation' are given.

UNICEF and partners could support the national government of Zanzibar to develop a Zanzibar tourism-specific HR strategy, and revise the vocational training curricula (especially with regard to English and basic hospitality knowledge and skills)), matching content to market requirements and improving the practical component, support the development of education and training opportunities and facilities, developed together with – and with an active role of – the private sector, that fit local communities and are at the same are based on the needs of the tourism industry, like on-the-job-training programmes, internships, exchange visits, mentoring programmes, etc. In line with the existing ILO programme, ZATI, SUZA and tourism businesses can increase local job opportunities through training, mentoring and especially hire community members (in particular women).

Tourism businesses can become more inclusive and sustainable and remain competitive, at the same time. Economically, environmentally, socially and culturally sustainable practices can be integrated into profitable private sector operations. ZATI, UNICEF and other partners can adapt checklists for socially responsible and sustainable tourism to become a more cultural conscious, responsible and sustainable business, and remain economically viable. The impact assessment partners could support the development and implementation of a Zanzibar social and cultural conscious inclusive and sustainable business development pilot project, based on 'responsible tourism' guidelines, and

support the development and implementation of a ‘sustainable and inclusive tourism accommodation champions pilot project’.

ZATI, UNICEF and partners could support product development and diversification with linkages to other sectors, like agriculture, fisheries and seaweed (backward linkages from the tourism industry to these sectors, but also improving local benefits of specific tours, like visiting farm, fish markets, seaweed farms, etc.), and develop a ‘made in Zanzibar’ brand or label that supports local producers and is attractive for buyers.

As the pressure on local culture is already felt heavily by local people and the effects on the environment are worrisome. ***To support a social-cultural and environmental context***, the following recommendations might be considered. The national government of Zanzibar amend the Tourism Act to include community members and civil society organisations as stakeholders in future tourism developments to become more cultural conscious, inclusive and sustainable. Environmental protection guidelines need to be clearly included in the tourism regulations. Tourism regulations need to be updated (and enforced) on environment protection, especially in relation to waste disposal and water supply systems.

Zanzibar Commission for Tourism should update and monitor the implementation of the Code of Conduct for tourists by all tourism operators.

The tourism industry could actively connect between their businesses and local communities and children to present local values in their products and services.

1. Background

The request for proposals of UNICEF stated the following:

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

This assessment report contributes ‘to the design of the programmatic approach on sustainable tourism development in Zanzibar’. The overall objective of the assignment is:

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

The impact study does not only assess socio-economic impacts of tourism on communities, families and their children¹, but it also identifies business practices that exemplify how the tourism industry can help strengthen local development, including the protection and development of children, and identifies possible risks to be mitigated and that the government should be aware of. Furthermore, the reports needed to ‘primarily focus on the social and economic impact of the tourism industry, and make reference, where relevant, to the wider environmental impact that affects the lives and rights of children in Zanzibar’. It is an assessment in one specific destination, Zanzibar, and emphasizes the inclusiveness of local development in that destination. This report is not only a tourism impact assessment, highlighting tourism development for children and communities, but it is also a process to raise awareness among stakeholders in Zanzibar and supports multi-stakeholder policy dialogue at the destination.

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

Overall Research Question

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

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

The sub-questions included:

6. What factors **determine the extent to which children, families, and communities are able to benefit** from the opportunities provided by tourism?
 - a. What are the perceived opportunities of tourism?

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

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

2. Assessment, awareness/advocacy and action planning

This report analyses the findings of the desk study and field research assessing the impacts of the tourism industry on children and communities in Zanzibar. However, it is also more than a tourism impact assessment. It is a way forward of how different stakeholders can help strengthen local development – including children’s development – through tourism, while at the same time optimizing opportunities and mitigating risks for these children. It is therefore a tourism assessment, an awareness raising process, and a way to achieve multi-stakeholder policy influencing, all in one.

The assessment was as much about gathering the right information as well as involving the various groups of stakeholders in the process. A wide variety of stakeholders took part in every step of the research process, from the kick-off workshops and first stakeholder meetings, the interviews with key informants, focus group discussions and participatory observations during the field visits, and the various surveys, up to the dissemination workshops and policy dialogues at the end of the assignment. Next to these stakeholder consultations and interviews, partner meetings with ZCT, ZATI, SUZA and UNICEF, were organised regularly and the Bureau Wyser research team worked closely together with SUZA during the field work of the impact assessment itself.

As an overall approach the Market Systems approach was adapted. It is used widely in aid and development since the end of the 1990s. Earlier, the approach was referred to as 'Making Markets Work for the Poor' (M4P), now it is more commonly known as Market Systems Development. A more recent Participatory Market System Development (PMSD) framework was developed by Practical Action and others. The approach seeks to change the way markets work, so that poor – and young – people are included in the benefits of growth and economic development. The aim is to tackle market failures and strengthen the private sector in a way that creates large-scale, lasting benefits for wider groups of beneficiaries.

In this impact assessment, we used the approach mainly as a way to organize multi-stakeholder mapping and planning – interviewing stakeholders separately and putting together a value chain map, empowering the community level actors (clarifying their opinions and getting consensus into one voice before engaging with others), facilitating the stakeholders to map economic and social relations at their sites and in the destination, themselves and then highlighting barriers in the system and potential solutions through a process of iterative stakeholder workshops. The outcome is that all stakeholders agree on the way forward – easing seamlessly into implementation.

Tourism planners and developers have been doing this for years, and are calling it Destination Management (mostly through a DMO – Destination Management Organization), or as we called it here - Inclusive Destination Development (IDD) facilitation. This process is a good way of identifying the issues for the communities (with emphasis on children) and then using it in the wider market mapping (Inclusive Destination Development). This is normally a lengthy process. In the case of Zanzibar, a fair amount of market system mapping and stakeholder processes have already been carried out in recent years, and were used as main basic data in this assessment.

So, for a tourism market system the destination management is critical – it becomes a responsible tourism issue, in that creating a place that is good to visit will facilitate the growth of the sector, and this is done by social inclusion of all members of society, including the elimination of risks to children, thus reducing conflict. ‘A better place to live and a better place to visit – in that order’.

The research team adapted the approach to work for destination management. As opposed to focusing only on economic inclusion (although that is one component – tourism market systems are different in that the destination is the commodity and so has intrinsic social and cultural components

as part of its value), in this assessment, the stakeholder process is also about the social mechanisms, social accountability (government, private sector and civil society living up to their social responsibilities, both individually and as a social structure through their interactions) and social inclusion.

Inclusive destination development using a multi-stakeholder approach

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

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

With regard to children, we specify for children in communities, at attractions (e.g. schools or projects that are visited by tourists) and in public. Our focus will be on children (up to 18 years - to which the Convention on the Rights of the Child applies), but in some cases it also include youth (up to 24 years).

2.1. Main stakeholders

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

- **Government organizations** at two levels – central and local and dependant on ministry interest (finance, tourism, labour, education, etc.).
- **Private sector – Accommodation providers** (Based on the selected sites, these are large accommodations/all-inclusive resorts, booked internationally with mainly imported services and labour (Kiwengwa); independent hotels, either by direct booking or through a travel agent (Nungwi); town based hotels will have both types of supply chain (Stone Town and Jambiani).
- **Private sector - Supply of resources** (Food [imported and locally grown], labour, electricity, waste disposal, transport, related SMEs [tours, handicrafts, clothing, etc.], will interact with these hotels differently according to the packages and types of community linkages that exist).
- **Tourism industry workers** – staff of hotels
- **Civil society** - interest groups, community institutions, NGOs and related tourism projects.
- **Communities members / households**: divided by their link to, and interest in tourism (employment, tourism specific SME link, selling primary products or services, those not involved (either with a positive or negative interest in tourism).
- **Children**, analysed based on interactions with the tourism industry and with tourists directly

Closely related to these stakeholders is also the level of analysis at individual (child), households (family), community, and destination level. For policies we also studied the national level. The level of analysis of the assessment, awareness/advocacy and action planning exercise included:

1. Children (child protection and child empowerment)
2. Households (child livelihoods, adult livelihoods and tourism staff livelihoods)
3. Communities (social norms around tourism, community engagement in shaping tourism and social and political bodies such as Shehas)
4. Destination (stakeholder engagement, level of local control over value chain, Destination Management Organisation and governance structures)
5. National policy, advocacy and regulatory framework (national information availability on effects of tourism on children and how policies are formed and implemented)

3. Methodology

In this assessment, 'markets systems development' was used as an overall assessment approach, but it focuses more on socio-economic relations than only on market actors. This study emphasizes an inclusive destination development model, which is more concerned with the social mechanisms, accountability and governance than the economic and inclusive growth which is associated to markets systems. In the assessment we are not only concerned with growth but especially with the impacts of tourism within a community and specifically on children.

A mixed method approach with various research tools was used in this impact assessment. The trustworthiness of this mixed methods research approach is situated in systematic data analysis based on careful and repetitive listing of recordings and readings of transcripts. Data was triangulated to enable validation of data through cross verification; first through triangulation of data within the same data source and second through analysing data of different data sources (interviews, documents, observation notes, focus group discussions and workshop notes, surveys) jointly in the same procedure. Next to detecting convergence across data, triangulation was also useful for capturing different dimensions of the phenomenon under study thus transcending the limits of specific methods and allowing a more in-depth and comprehensive account. The draft text is then shared with the assessment partners for their comments It also gave these stakeholders an opportunity to object to what was said about them.

Several steps and instruments are included in this methodology, starting with a review of general, tourism and children related policies and regulations and tourism data and studies. Together with a 'tourism profile' of Zanzibar, this information provides a background for the fine-tuned choices of market systems researched in this assessment. Using the multi-stakeholder Inclusive Destination Development tool, the main stakeholders were engaged in the whole assessment, awareness/advocacy and action planning process (and the perspective of children was emphasized in all activities).

In the field research the participatory destination mapping and planning is reiterated at the level of communities. In the assignment four host communities are included in the field-research, namely Stone Town, Nungwi, Kiwengwa and Jambiani. These four host communities were selected mainly on two main criteria. The first criteria was related to the most visited beach holiday and cultural heritage destinations in Zanzibar, and the second criteria was linked to the existing forms of community and tourists - host-guest - interactions in Zanzibar, ranging from limited tourist interactions with local communities to more open and interactive relations between tourists and communities (and children in those communities).

Four tourism host communities proposed as tourism impacts research sites on Unguja:

Stone Town: The entry point for tourists through the airport or the port. Although many travel directly to beach destinations, most of the tourists do come back to Stone Town for one or more days. Tourism in Stone Town is mainly about cultural heritage and shopping. The majority of restaurants and gift shops are situated here. Many all-inclusive packages include a 'city tour' in town which is partly about visiting the historical sites as well as doing souvenir shopping. Tourism is within the city and next door of families and communities. As such, tourists share the streets, shops and other facilities with inhabitants, including children, and are often in close contact with each other. Hotel provision is varied, from large multi-nationals to locally-owned.

Nungwi: Characterized by the presence of some larger hotels interspersed with many smaller, locally owned businesses. Nungwi has the longest history in tourism development in Zanzibar. It has a number of all-inclusive resorts, but in general tourism is more diverse with various types of accommodations, restaurants and curio shops. Tourism development took place over a longer period of time and directly next to and/or with local

communities, however, the Nungwi tourism industry is also considered as being rather separated from the reality of local communities. The village is at the centre of tourism activity and there is significant interaction between the community and tourists.

Kiwengwa: On the east coast of Unguja is known for its large hotels offering ‘all-inclusive’ packages. The interaction between local communities and tourists is limited to the beach area because the ‘all-inclusive’ resorts can offer their guests all they need on their premises. These larger hotels are catering largely for Italian tourists, with much of the accounting and sourcing being done off-shore. At this site, the subsector large accommodations are dominant.

Jambiani: It is located on the southeast coast between Paje and Makunduchi. It is a place, with diverse realities, with examples of sustainable tourism run in collaboration with the communities as well as ordinary tourist accommodations. Most of the accommodations are medium sized. Jambiani knows a more open form of tourism development. Beach tourism is less dominant and the accommodations, both resorts as private houses, are dotted along the coastline as is the community of Jambiani. This results in more direct and open contact between tourists and community members. Jambiani is attracting other types of tourists compared to Nungwi and Kiwengwa. Interaction between tourists and local communities is taking place on a regular basis, as tourists in Jambiani are visiting villages and communities around their accommodation.

3.1. Analysing policies, regulations and secondary data

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

The desk research also included a comparative analysis of cases with similarities to Zanzibar. Considering the importance of child protection and child rights in the assignment, these cases are The Gambia, Kenya and the Dominican Republic. UNICEF and others worked in the mentioned countries together with the tourism industry and local governments, on minimizing risks for children and promoting child rights within the tourism industry. The lessons learned from these countries, are part of the framework to analyse the main actors in the tourism sector (tourism industry, unions, local governments, tourists) on their potential role to protect children in the tourism industry. This desk research is reflected in chapter 4.

3.2. The participatory field research

The field research started with a kick-off event in Stone Town, introducing the assessment process and the subsequent workshops, and validated the research questions and identifying the main tourism and development issues, in relation to communities and children. Next to the overall workshop, smaller stakeholder workshops were organized to understand the perceptions of three different stakeholder groups – Tourism businesses; national and local governments; and NGOs and community organizations. To also contribute to the awareness and advocacy component of the assessment, media was invited to the kick-off event to inform the public and make them aware of the assessment and its objectives.

Social and economic tourism sector information related to Zanzibar was gathered from tourism private sector, governments and non-governmental organizations at national level, through interviews, surveys, and other data collection tools². Exit surveys³ were distributed and collected

² See Annex I for a detailed interview guide

³ See Annex II for a detailed survey plan

among outgoing tourists at the airport to get a general insight in tourism expenditure, social and economic impacts, and understanding of the interaction between tourists and communities and children.

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

The Sustainable Livelihoods Analysis (SLA) approach offers a deeper understanding than has been gauged to date in Zanzibar of the necessary circumstances within households and the potential of the industry to meet livelihoods needs of host communities and children within these communities. When coupled with subsector analysis and profiling of the industry, this also provides insights into their potential to benefit from the opportunities that the industry offers.

At the same time, together with the main stakeholders at the sites, the main value chains/subsectors are analysed. All earlier mentioned local stakeholders are followed back through the value chains. For example the main tourism providers, as mentioned in Steck, Wood and Bishop's value chain study of 2010 – accommodation providers, food and beverage operators, retailers, tour organizers and services, but also the backward linkages to employees, farmers, local communities, and children. In the four selected tourism sites, the flows of social and economic impacts are described for the main stakeholders in the chain. The direct, indirect, induced and dynamic effects are studied, to explore the contribution to local development, development and protection of children.

In the data collection and analysis, the study emphasises the role of children. Children from all ages and at different locations were consulted⁴. In the analysis, a distinction was made between direct and indirect influence of tourism on children. Indirect influence refers to the positive and negative impacts of tourism developments on households and communities that indirectly affect children's lives. Direct influence refers to their personal contact with tourists in the public or at attractions, in case schools and communities are visited by tourists. Consultations with children mostly focused on their experience and perceptions regarding the direct influence of the tourism industry on their

Involvement of children in the impact assessment

Children were involved in primary data collection. They are also involved in the validation and dissemination workshop. The involvement of children in this assessment required the highest possible standards in ethics. With respect to this, each individual consultant signed the [NEDWORC Code of Conduct for International Consultants](#). Within our research activities, we have followed the [7 rules of the Ethical Research Involving Children \(ERIC\) charter](#):

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

When children are invited to interviews, workshops or meetings, these seven rules, further explained in the ERIC compendium, will guide our way of operating.

⁴ The methodology in engaging children in 'participatory field research' is based on workshops with children, in which children's views and perceptions are collected. Of course the UNICEF procedure for ethical standards in research in TORs will be followed.

lives. Specific consultation methods on these topics were developed. The nature of these methods were playful for children and interactive for adolescents. See also the box on the previous page for the ethical considerations with regard to involving children in primary data collection.

The field research knew five moments of data collections, namely Kick-Off and national stakeholder consultations in October/November 2017, field research in Jambiani and Stone Town in November/December 2017, Field Research in Nungwi and Kiwengwa in January 2018, field research on value chains in March 2017 and interviews with national stakeholders that took place in between the before mentioned field research moments. See Annex III for the full Impact Assessment Research Schematic that has been developed prior to the field research in the four selected tourism areas.

3.3. Main data sources in the research

The main data sources in the impact assessment included:

Kick-off workshop - High-level stakeholder workshop which introduced the project, ascertained an overview of the main issues and actors, identified the range of actors engaging in the issues highlighted by the stakeholders. 74 people attended from around 40 different organizations (national and local governments, private sector companies, international and local NGOs, and different media). The workshop discussion and results were documented in a small workshop report.

National level stakeholder interviews – At national level 15 representatives of government bodies and 18 representatives of Civil Society Organisations and international NGOs were interviewed, either individually or in a small group, to keep probing and validating key issues that were raised in the multi stakeholder workshop and during the field research, to obtain contextual backgrounds to specific key issues and to identify new perspectives. Also overall tourism and children related policies were discussed with these stakeholders.

Group interviews within communities - In each of the four selected tourist sites, several group interviews were conducted (for instance an SLA workshop and a Children in Tourism Workshop). In total 12 workshops were organized with in total 261 community members. The specific topic lists for these interviews was based on the desk research and the first mission. The interviews with community members permitted the research team to devise broad ‘profiles’ of community households. The relative importance of tourism within their livelihoods choices and their opinions towards the industry will also be a shaping factor of these ‘profiles’ as it will highlight issues of power and potentially cultural relevance of the industry⁵.

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

⁵ Community interviews were pro-actively covering topics such as community relations and impact areas such as water and sanitation/including on local WASH systems. The indirect impacts – such as misuse of tourism related facilities on sexual exploitation and abuse, risks with promoting tourist interactions with schools, indirect child labour due to hours and wages of working parents or fair prices for food purveyors.

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

Participatory observations - The selected tourist areas were observed by the research team. Special attention was given to the interaction between tourist and locals, and more specifically to the presence of children. Observations also generated input for data collection in communities as well as it served as validation for the initial outcomes of the assessment. There was no specific aim or limit for the number of observations. The observations took place continuously, while at the four tourism sites. Field notes were taken and analysed afterwards.

Exit surveys among tourists – The exit survey generated data that the research team used to further analyse the profile of tourists visiting Zanzibar, their social and economic influence and more specifically their experience in interacting with communities and children⁶. The survey was developed using closed questions and a very small number of open questions. The survey was digitalised in SurveyMonkey to make digital data collection, online distribution and computer analysis possible. The target group for this survey were tourists leaving the Island. Based on sample calculators of regular market research we aimed to survey at least 380 tourists, fully completed questionnaires, given a population of around 400,000 tourists (2017). At the end of the field research phase, the Bureau Wyser research team managed to collect and upload 396 completed survey forms, a representative sample providing reliable answers.

Tourism accommodation staff survey – The staff survey gathered data about the labour situation of employees in tourism accommodations, job position, salaries, working hours, types of contracts, and the impact on children’s livelihoods if the surveyed staff member is taking care of children. The survey form was distributed among a wide range of staff from up-market, midrange and low-end hotels in all four research sites. The form was filled out by 473 employees and uploaded by the research team. Compared to a total of around 16,720 employees who are officially working in tourism accommodations in 2017⁷, they represent around 2.8% of the workforce in tourism accommodation employees. Also in this case, the survey was digitalised in SurveyMonkey to make digital data collection, online distribution and computer analysis possible.

Tourism entrepreneurs’ interviews – With 38 tourism accommodation owners and managers, suppliers and tourism related entrepreneurs longer and shorter interviews were conducted about their enterprises, their supply chains, and the linkages to the communities, including children, in their vicinities.

General Managers’ survey – The GM survey focused on local business linkages. It mapped the sourcing of products and services. The GM was filled out by 17 managers of small (8 rooms) to larger (140 rooms) hotels. Together these hotels had 800 rooms (9% of all rooms in Zanzibar), with 1,908 employees in the high season (11% of all employees working estimated working in accommodation sector). The average number of staff per room was 2.4, in these hotels.

Triangulating data from all these data sources (key-informant interviews, surveys, participatory observations and the stakeholder and children consultations) and comparing the results of the different data sources generated the outcomes of studying the four selected tourism areas and the

⁶ See Annex II for the survey plan

⁷ Ministry of Information, Tourism and Heritage (2017). Zanzibar Tourism Policy, Final Draft, December 2017

overall study. These triangulations contributed to main assessment. The findings of the assessment are presented in chapter 5. See Annex V for an overview of all people participating in this Tourism Impact Assessment.

4 Analysing policies, regulations, studies and data

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

First a brief overview of the tourism industry in Zanzibar is presented, especially in relation to tourism, local development and challenges and opportunities for communities, households and children to benefit from tourism development. Then an overview of the main policy documents which influence the challenges and opportunities for children to benefit from tourism development in Zanzibar is provided. A review of four broad approaches to child welfare is presented in section 4.3, and the chapter closes with three international case studies to illustrate challenges and opportunities for children in other countries and to provide a framework to analyse the main actors in the tourism sector (tourism industry, unions, local governments, tourists) on their potential role to protect children in the tourism industry.

4.1. Economic growth, tourism and poverty reduction

Zanzibar's economy is growing steadily with an average annual growth rate over the last five years of approximately 7%. Although annual economic growth has contributed to a reduction in the overall basic needs poverty in Zanzibar, from 34.9% in 2010 to 30.4% in 2015, the reduction of poverty has not been equitably distributed across society, nor across the islands. The rapidly growing population and high dependency ratio together with unprecedented levels of urbanization is placing a significant strain on already under resourced social services. Zanzibar is experiencing significant urbanization with almost half of the population now living in urban areas with a marked difference in poverty levels between urban and rural districts. Pemba island which is primarily rural, has in fact suffered an increase in basic poverty between 2010 and 2015, against the overall trend. Urban districts in Unguja have the lowest rate with 16% of children living below the poverty while compared to 72% in Micheweni district in North Pemba⁸.

Zanzibar is experiencing a period of rapid population growth, with the current figure of 1.5 million projected to double in the next 20 years, with almost half of the population (49%) under 18 years of age. While the Revolutionary Government of Zanzibar has been increasing its budget allocations to key social sectors such as health (10%) and education (14%), according to UNICEF's research two in ten children in Zanzibar suffer from two or more deprivations⁹.

4.1.1. Economic importance of tourism in Zanzibar

In an overview of the contributions to the Gross Domestic Product of the main industrial sectors/selected activities in Zanzibar between 2012 and 2016, only Services, which includes tourism, grew from 41.5% in 2012 to 45.1% in 2016. All other sectors saw a decline or remained the same (see table 4.1. below).

⁸ World Bank (2017) Zanzibar Poverty Assessment

⁹ UNICEF (2009) Childhood Poverty in Tanzania: Deprivations and Disparities in Child Well-Being

Within the services sector, tourism is a significant source of income in the Zanzibar economy and is the largest source of foreign exchange, contributing a provisionally estimated 27% to Zanzibar’s gross domestic product and around 80% of its foreign exchange earnings¹⁰¹¹.

Table 4.1. – Gross Domestic Product by selected activities, 2012 – 2016¹²

Sector/year	2012	2013	2014	2015	2016
Agriculture, forestry and fishing	29.3%	30.8%	27.8%	25.8%	25.7%
Services	41.5%	41.1%	44.7%	46.1%	45.1%
Industry	18.6%	17.9%	16.8%	18.1%	18.6%
Manufacturing	7.1%	6.9%	6.3%	6.7%	6.9%

According to the Zanzibar Economic Survey of 2016, the estimated Gross Domestic Product for accommodation and food and beverage services was 9.7% (7% for accommodation and 2.7% for food and beverages services) of the total GDP in 2016, up from 9.1% (6.5% for accommodation and 2.6% for food and beverages services) in 2015. This is without all the backward linkages to the agriculture, fisheries and trade systems.

4.1.2. Break-down of economic activity within the tourism industry

Below a break-down of the tourism industry is presented with; the number and types of accommodation, an overview of the direct and indirect formal and informal employment and the linkages and leakages in the tourism sector. Background information relating to the tourism profile, visitor motivations and reactions is included in Annex VI.

4.1.2.1. Number and types of accommodations

Based on data of ZCT for 2017, see Table 4.2. and figure 4.1. below, the number of hotels is 473 with 8,721 rooms.

Table 4.2 – Accommodation Capacity per district in Zanzibar in 2017¹³

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

As can be seen in figure 4.1 below, the total number of accommodations grew drastically with 46% between 2013 and 2017, while the number of beds grew with 20%.

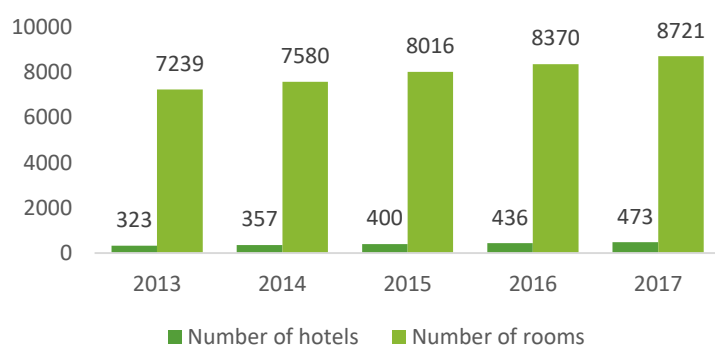
¹⁰ Revolutionary Government of Zanzibar (2017). Tourism Policy, Final Draft, December 2017, Ministry of Information, Tourism and Heritage.

¹¹ Mahangila, D. & Anderson, W. (2017). Tax Administrative Burdens in the Tourism Sector in Zanzibar: Stakeholders’ Perspectives, *SAGE Open*, No. 4, forthcoming

¹² OCGS (2016) Zanzibar Economic Survey in: Revolutionary Government of Zanzibar (2017) Zanzibar Industry Policy

¹³ Zanzibar Commission for Tourism (2017). Database of Accommodation in Zanzibar

Figure 4.1. – Number of rooms and accommodations in Zanzibar¹⁴



Over the years, the number of rooms per accommodation has dropped from around 22 in 2013 to 18 in 2017, which means that relatively smaller accommodation have entered the market recently.

4.1.2.2. Direct and indirect employment in tourism in Zanzibar

The tourism industry thus has potential to be a significant employer in Zanzibar, creating around 22,000 direct and 48,400 indirect jobs¹⁵. Of the 22,000 direct jobs, approximately 16,720 persons (76%) are employed in the hotel/guest houses sub-sector; the remainder is employed in tourist restaurants, tourist shops, ground tour operators, airlines, and other tourism-related government departments or as tour guides¹⁶. ZIPA explains that investments in hotels, restaurants and tour-operators resulted in 535 job opportunities in 2014, which was even higher in previous years¹⁷. One of the most often heard positive impacts of tourism development in emerging markets, is the promise of more jobs for local people. This appears to be partly true. In the case of Zanzibar it is questionable if local people are actually satisfied with the job opportunities provided.

According to the socio-economic survey of 2016¹⁸ there were officially 9,109 people working in accommodations and food services. Of them, 6,069 were male workers and 3,040 were female. The total numbers of people working in tourism in 2017 according to the License Unit of ZCT¹⁹ is estimated to be 22,000, which are directly employed. Indirect employment is estimated to be 48,400. Carboni (2016) highlights that Zanzibaris hold the minority of managerial positions in hotels (46%) and Restaurants (11%), but the majority of unskilled positions in hotels (83%) and restaurants (70%). Three-quarters (3/4) of the total workforce in the informal tourism sector are non-Zanzibari²⁰.

4.1.2.3. Linkages and leakages in tourism in Zanzibar

In two studies of Anderson²¹ analysing and presenting interviews with 150 accommodation providers in 2010, it was concluded that over 80% of the requirements in the tourism sector are sourced from outside Zanzibar. See table 4.3 for an overview of the linkages and leakages in the Zanzibar tourism industry.

¹⁴ ZCT (2017). Database of Accommodation in Zanzibar

¹⁵ ZCT (2018). License Unit

¹⁶ Ministry of Information, Tourism and Heritage (2017). Zanzibar Tourism Policy, Final Draft, December 2017

¹⁷ ZIPA (2014). Zanzibar Investment Report

¹⁸ OCGS (2017) Zanzibar Socio-economic Survey

¹⁹ ZCT (2018) License Unit

²⁰ Carboni, M. (2016). Employment traits within the Zanzibar tourism industry

²¹ Anderson, W. And Juma, S. (2011). Linkages at tourism destinations: Challenges in Zanzibar. Journal of Tourism Research, 3 (1), 27-41 & Anderson, W. (2013). Leakages in the tourism systems: case of Zanzibar. Tourism review, 68(1), 62-76

Table 4.3. – Linkages and leakages of Zanzibar’s tourism industry

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

This can mainly be explained by the qualitative and quantitative mismatch between the sector’s requirement and locally supplied goods and services²².

The tourism value chains in Zanzibar consist of several providers or industries: (i) Accommodation (hotels, motels, guest houses, lodges, etc.); (ii) Food and Beverage (Restaurants, Fast food sales, Cafes, Coffee /Tea specialty shops), Pubs, and Nightclubs; (iii) Transport (Airline, Vehicles, Bus/coach operator, cruise ships, and taxicabs); (iv) Travel Services and attractions (travel agencies, tour operators, airline/airport workers, nature, beaches, water sports, museums and historical sites, gallery, associations etc.); (v) Business Tourism (Conference/event organizers, destination management, Incentives Company); (vi) Direct Retailers to Tourists (of curios artefacts tourist clothing, gear and equipment) and (vii) Others in Tourism concerns (marketing, facilitation, advocacy)²³.

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

Successive attempts to link the Zanzibar fruit and vegetable markets to the hotel industry have encountered similar challenges as those first identified by VSO in 2007²⁴. Anderson and Juma²⁵ found ‘poor quality of the locally supplied products, business informalities, high transaction costs and violation of agreements by local suppliers. Low production levels, low prices offered by hotels and restaurants coupled with late payments for the products delivered were the most serious problems cited by local suppliers. There is also a certain degree of mistrust between the local suppliers and the operators’. In 2015, VSO ICS²⁶ found that besides several other challenges, farmers lacked the scale to reliably grow and supply all of the amount and types of food required to fulfil contracts with hotels and restaurants, the range of prices which farmers received for individual crops changed a lot in unpredictable ways, and farmers often did not receive payment for their produce on time. Ten hotels in Stone Town were asked about their reasoning for their choice of suppliers. The main concern of the ten interviewed hotels was reliability, followed by low price, convenience, and quality.

²² Anderson, W. (2015). Human Resource Needs and Skill Gaps in the Tourism and Hospitality Sector in Tanzania. Consultancy Report submitted to The Ministry of Education and Vocational Training, Tanzania under World Bank - STHEP AF Project

²³ Idem

²⁴ Coles, C. Ellman, A. Uliwa, P. and Wood, K. (2007) Sub-sector and Value Chain Analysis: Unprocessed Fruits and Vegetables for Internal Markets in Unguja. (VSO), Tanzania Briefing Paper

²⁵ Anderson, W. And Juma, S. (2011). Linkages at tourism destinations: Challenges in Zanzibar. *Journal of Tourism Research*, 3 (1), 27-41

²⁶ VSO & ICS (2015) Value Chain Analysis of the Fruit and Vegetables Market for Smallholder Farmers in Zanzibar

Other projects suggested a lack of coordination and marketing capacity, and existence of strong cartels, low productivity, seasonality and inconsistent quality²⁷. Initiatives like the International Fund for Agricultural Development (IFAD) supported Market Infrastructure, Value Addition and Rural Finance (MIVARF) of the Ministry of Agriculture, Natural Resources, Livestock and Fisheries, the Practical Permaculture Institute Zanzibar²⁸, the activities of the Tanzania Horticulture Association (TAHA)²⁹ and Uwamwima³⁰ provide a range of existing and possible linkages between farmers associations, training institutions and the hotel industry.

In the Zanzibar Tourism Integrated Strategic Action Plan 2018³¹ the example of Uwamwima, Zanzibar's main horticultural organization, promoting organic production techniques, is given. According to the draft document, Uwamwima has been unable to exploit the growing niche demand from conscious tourists for organic agricultural produce. The horticulture organization has been supported by five different NGOs but attempts to supply the hospitality industry with organic products have not been very successful, till date. According to the draft document, the initiative was seen more as a service to member growers than a business venture.

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

4.1.3. Inclusion and poverty reduction potential of tourism

Tourism was recognised in the late 1980s as a sector with major potential for driving economic development. Tourist arrivals doubled from 19,368 tourist arrivals in 1985 to 42,141 tourists by 1990. Fifteen years later, in 2005, the international tourist arrival numbers had reached 125,443. Arrival numbers kept growing to 311,891 in 2014. In 2017, 433,474 tourists arrived in Zanzibar³². See Annex VI more information and data about tourists in Zanzibar. With fast growing tourist arrival numbers, it is assumed that also lives of children, families and communities will be affected more.

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

- 'Tourism: More value for Zanzibar – Value Chain Analysis'³³,
- 'Linkages at tourism destinations: Challenges in Zanzibar'³⁴, 'Leakages in the tourism systems: case of Zanzibar'³⁵ and
- 'Tourism in Zanzibar: Incentives for sustainable management of the coastal environment'³⁶.

²⁷ World Bank (2018) Draft Tanzania Tourism Integrated Strategic Action Plan

²⁸ The Practical Permaculture Institute of Zanzibar is an educational/demonstration site, occupying 5 acres of land where permaculture features have been designed and created

²⁹ TAHA is an apex private sector member based organization that advocates for the growth and competitiveness of the horticultural industry in Tanzania.

³⁰ UWAMWIMA is an association of fruit and vegetable farmers in Zanzibar. It is a farmers association working to promote the sustainable production and marketing of organic horticultural products in the Zanzibar

³¹ World Bank (2018) Draft Tanzania Tourism Integrated Strategic Action Plan

³² ZCT (2018) Document Centre

³³ VSO (2010)

³⁴ Anderson, W. And Juma, S. (2011). Linkages at tourism destinations: Challenges in Zanzibar. *Journal of Tourism Research*, 3 (1), 27-41

³⁵ Anderson, W. (2013). Leakages in the tourism systems: case of Zanzibar. *Tourism review*, 68(1), 62-76

³⁶ Lange, G-M. (2015). Tourism in Zanzibar, Incentives for sustainable management of the coastal environment, in: *Ecosystem Services*, Volume 11, February 2015, p. 5-11.

The study of Lange was conducted in 2007 and 2008, the analysis of SNV, VSO and ZATI was developed and implemented in 2009 and the study of Anderson was done in 2010. Although the papers all have a slightly different focus, from poverty reduction, and linkages/leakages to coastal conservation, they are very similar in their findings, conclusions and recommendations.

All these three studies indicate that already before 2010, the macro-economic importance of tourism and the income it generated surpassed other economic sectors in Zanzibar, but that most of the local communities hardly benefited from tourism development in Zanzibar. However, it was also seen as one of the few potential sectors 'with the potential to employ large numbers of people and generate large amounts of revenue' according to Lange³⁷. She continues that fishing and seaweed farming would remain important livelihood activities, 'but not alternatives to tourism: they will never generate the large amounts of income to reduce poverty that tourism can generate' (ibid.). After studying tourism along the coast in Zanzibar in 2007 and 2008, Lange concludes that the biggest challenge for the main stakeholders in Zanzibar is how to increase participation and benefits for the domestic economy. She indicates that several steps are needed to achieve this: better education of the labour force, greater investment in basic infrastructure, promoting activities in tourism value chain, and better information for managing the tourism sector. Some steps have already been taken in the last decade. Other steps still need to be taken. Current perceptions of communities within tourism development areas of Zanzibar as to their level of potential inclusion are explored further in Chapter 5 through analysis of the primary research data.

4.2. Zanzibar policies

In the section below the main policies related to tourism development and impacts on communities and children are briefly discussed. In these policies the main challenges, weaknesses and problems and strengths and opportunities for tourism development in Zanzibar are reviewed (see also Annex VII). These policies present a consistent growth based on tourism development and identify Zanzibar as a strong brand with an entrepreneurial culture. At the same time Zanzibar has a high level of basic-needs poverty, a low baseline for socio-economic indicators, and lack of some sector specific skills. These policies identify opportunities, especially related to tourism development, directly or via backward linkages (handicrafts, agriculture and fisheries). It observes opportunities to create social and economic synergies at regional and global (SDGs) level, and economically benefit from these regional linkages. The main threats are identified in insufficient job creation, limited competitiveness in all economic sectors and lack of coordination and collaboration between stakeholders.

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

The main policy linkages of tourism and development relate to the Zanzibar 2020 and the third National Strategy for Growth and Reduction of Poverty (ZSGRP/MKUZA III, 2017) (see also Annex VII). The Zanzibar Vision 2020 envisioned the development and efficient utilization of Zanzibar's tourism resources to maximize revenue, minimize environmental impact and reduce cultural impacts to society. In the National Strategy for Growth and Reduction of Poverty, tourism is identified as one of the two 'twin engines' to drive Zanzibar's economy. The ZSGRP/MKUZA III plan emphasizes the development of 'exciting and iconic tourism initiatives, to proper management of the destination and a focus on promotional activities'³⁸. According to the plan this can be achieved by improving and

³⁷ Lange, G-M. (2015). Tourism in Zanzibar, Incentives for sustainable management of the coastal environment, in: Ecosystem Services, Volume 11, February 2015, p. 5-11.

³⁸ Ministry of Information, Tourism and Heritage (2017). Zanzibar Tourism Policy, Final Draft, December 2017

diversifying tourism products, strengthening linkages with other sectors, promoting up-market tourism and increasing marketing activities abroad.

The Zanzibar SGRP/MKUZA III strategy offers a large array of entrances for cross-sectoral linkages. However, in this document these cross linkages between tourism and the social services system and good governance, seem missing and could be strengthened a lot. Through an inclusive destination approach these missing linkages could be created.

4.2.1. Tourism development policies

In December 2017, the Ministry of Information, Tourism and Heritage published the final draft Zanzibar Tourism Policy³⁹, replacing the Zanzibar Tourism Development Policy, which was officially adopted in 2004. The key areas that justified a review of the previous policy are: '(i) Policy mission, issues and statements were not adequately stated; (ii) Mechanism for mainstreaming tourism development issues in different sector was not clearly stipulated; (iii) Changes in micro and macro socio-economic policies that occurred with and outside the country; and (iv) Emerging of new opportunities and the need for increasing socio-economic value from the sector'. The policy was formulated to 'create a stronger competitive edge, higher value added, higher quality and excellence in tourism; to support the livelihood of communities through increased incomes and to maximize the contribution of the sector to the country economic development in terms of national output, foreign exchange earnings; job creation, investment attraction and facilitation of infrastructure development'.

The main objective of the Zanzibar Tourism Policy (27) is to scale-up development and promotion of tourism sector to optimize its contribution to national income, employment and foreign exchange earnings. The policy has ten specific objectives, ranging from safety and security, managing natural and cultural resources, enhancing value and economic return, improving the quality and diversity of tourism products, destination positioning, improving infrastructure, developing the quality of human resources, promoting domestic tourism, promoting tourism awareness, to creating a management and legislative framework that facilitates tourism development.

In the Zanzibar Tourism Policy (2017) only one reference is made to children. In the policy statement: 'The Government shall design and implement a nationwide, tourism education and awareness programme aimed at changing negative attitudes towards tourists and increasing the understanding and appreciation of tourism, potential opportunities and benefits that can be derived', school children and local communities are also targeted to visit tourism sites, to aware and educate these children and communities. The policy is the one hand very comprehensive and covers tourism development from different angles, but on the other hand does not provide support to child protection, child rights or child livelihoods. It covers the context in which children and communities view and appreciate tourism.

Also the Zanzibar Tourism Act of 2009 supports a wide range of tourism development issues. It even has a general provision (article 27) to include 'social responsibility' as an element in the overall business plan of tourism companies. The article relates social responsibility of tourism operators to a HIV/AIDS response, preservation of cultural heritage, waste management and 'social development activities'. Although the article provides the industry with possibilities to act responsible, very few companies seem to know about this provision. When looking at the Zanzibar Tourism Regulations that are developed based on this act, in relation to article 7 the regulations emphasises that local people need to be respectful and hospitable to tourists and that local people should 'share equitably in the

³⁹ Ministry of Information, Tourism and Heritage (2017) Zanzibar Tourism Policy, Final Draft, December 2017

economic, social and cultural benefits⁴⁰. Policies, acts and regulations are in place, several of which support a more cultural conscious and responsible tourism development, however the implementation seems lacking.

In early 2014, as part of the *Results for Prosperity Initiative*⁴¹, 60 leading representatives from government organizations, NGOs and the private sector joint forces in a 'tourism lab', which contributed to a detailed 'Multisectoral Tourism Development Programme'. The tourism lab was a broad framework for strategic direction and guidance to grow and develop tourism in Zanzibar, to maximize the tourism sector's contribution to the growth and development of Zanzibar economy. The tourism lab programme report⁴² also mentioned that tourism in Zanzibar 'should benefit local communities through employment in the sector as well as linkages with farmers and other producers. However, it seems that the framework was hardly implemented.

Currently, the World Bank is supporting the development of a 'Zanzibar Integrated Strategic Action Plan for Tourism' (ISAP), focusing on product development revolving around cultural heritage, equal distribution of economic benefits and deliver a 'world class visitor experience'. The plan is incorporating all aspects of in relation to this. As such, the plan is comprehensive and holistic in including relevant topics and sectors of which the most is also related to the areas of study of this assessment⁴³. Generally speaking, the ISAP is going further than the Tourism Policy 2017 in identifying areas of intervention, such as in the field of education and backward linkages. So, as with the tourism lab in 2014, to what extent the outcomes will be taken over and implemented by the tourism industry has to be awaited.

In the final draft Tourism Policy (2017) also other policies, plans and programmes are mentioned as important for tourism development. The main policies include the Zanzibar Agricultural Transformation for Sustainable Development (2009), Cultural Policy (2002), Small and Medium Enterprise Policy (2006), Zanzibar Investment Policy (2005 and 2017) and the Zanzibar Environmental Policy (2013) are mentioned (see also Annex VIII).

In 2013, the Revolutionary Government of Zanzibar published a revised Zanzibar Environmental Policy⁴⁴. Tourism is mentioned prominently in the document. According to the policy (p. 44), 'the tourism sector increasingly presents environmental and social challenges that need strong national attention to restore the ecological balance and integrity of the coastal and marine ecosystems. Key environmental concerns associated with tourism industry in the islands are destruction of the coastal habitats through negative land use change dynamics, land reclamation, construction of jetties and sea walls, increased use of water resources, and a significant increase of solid waste generated and wastewater discharged' (p.44/45). The policy continues to state that 'the principal challenge in sustainable tourism in Zanzibar is the inadequate coordination among relevant sectors in incorporating environmental protection as an integral part of tourism development planning (p.45), and therefore proposes 'to improve tourism practices, which are environmentally sound and socially acceptable' (ibid.). Again, also in the case, the policy is very clear, Zanzibar needs sustainable and responsible tourism development, based on multiple stakeholder collaboration, but implementation seems lacking.

⁴⁰ ZCT (2009). Zanzibar Tourism Regulations

⁴¹ Under this initiative authorities in Zanzibar launched several labs (Tourism Lab, Business Environment Lab and Resource Mobilization Lab) to develop development programmes.
<http://allafrica.com/stories/201402260025.html> (accessed 14.04.2018)

⁴² UNDP (2014). Tourism Lab Programme Report, for Zanzibar Development Vision 2020, Results4Prosperity

⁴³ World Bank (2018) Zanzibar Tourism Integrated Strategic Action Plan

⁴⁴ Revolutionary Government of Zanzibar (2013). Revised Zanzibar Environmental Policy

4.2.2. Child protection policies

In 2017 the Government of Zanzibar, led by the Ministry of Labour, Empowerment, Elders, Youth, Women and Children, launched a National Plan of Action to End Violence Against Women and Children 2017-2022. The five year national plans of action set out the costed actions to be implemented by a range of ministries, departments and agencies and represent a nationally consolidated system strengthening approach in protecting children from violence, abuse, neglect and exploitation.

The National Plan of Action outlines the social and ecological framework in which violence occurs in Zanzibar and adopts a theory of change approach in identifying the causes of violence and the multiple evidence based interventions needed to effectively address violence against women and children.

The vision for ending violence against women and children in Zanzibar, under the plan, seeks to break the cycle of violence by preventing violence before it occurs. The Zanzibar National Plan of Action places a specific focus on violence prevention and seeks to address root causes in stopping violence. The National Plan of Action recognises that families and communities are often the first and most effective structures in preventing and responding to violence and outlines steps for increased engagement with community and traditional structures in empowering and protecting women and children. The National Plan of Action also specifically targets men and boys as key actors in addressing the gender norms and practices that often underpin violence against women and children.

Supporting the tourism industry to prevent and respond to violence against women and children is included as a priority action under the output related to creating safe environments for women and children. The plan specifically seeks to 'Support the tourism sector to adopt specific guidelines on the prevention and response to violence against women and children'. The Ministry of Information, Tourism and Heritage is identified as the lead agency for this priority action and a specific budget is allocated to support the implementation of planned activities⁴⁵.

In 2011 the Government of Zanzibar enacted the Zanzibar Children's Act 2011. The Act transformed the existing legislation for the protection of children. It is grounded in a rights-based approach and provides a comprehensive legal framework for the care and development of children, and for the protection of children who are vulnerable or in need of protection. It addresses all aspects of children's rights with respect to family, parentage, custody, maintenance, Kafalah and adoption, and protection from violence, abuse, neglect and exploitation. In addition to the principal legislation, detailed regulations have been developed to support the operationalization of the provisions of the Act including Children's Court Rules, Care and Protection Regulations, Foster Care and Guardianship Regulations and Residential Care Regulations. The Act does not specifically target children impacted by tourism but takes a holistic approach to child rights and child protection outlining the specific standards and procedures that apply in identifying and providing services to children in need of care and protection. The Children's Act 2011 also includes provisions related to child employment and a prohibition of exploitative labour. The Act provides that child above the age of fifteen years may do light work but employers are prohibited from engaging children in any form of exploitative labour⁴⁶.

To summarize the main issues in relation to tourism and children, a lot of policies are in place. Single comprehensive policies cover relevant issues. In some cases multiple stakeholder collaboration is proposed. However, it seems that implementation of policies remains a topic of concern. There are only a few connections and relations identified about tourism and children in the policies. In the tourism development policies, children – and communities – are hardly mentioned. In the National

⁴⁵ Revolutionary Government of Zanzibar (2017) National Plan of Action to End Violence Against Women and Children 2017-2022, Ministry of Labour, Empowerment, Elders, Youth, Women and Children

⁴⁶ Revolutionary Government of Zanzibar (2011) Children's Act, no 6 of 2011.

Plan of Action to End Violence Against Women and Children tourism is mentioned only once as an output.

4.3. Global approaches to tourism impacts on children

In this section four different perspectives and approaches on the interrelation between the tourism industry and children's lives, are presented; Child Protection, Child Rights in Business, Poverty Reduction and Inclusive Destination Development. It should be noted that irrespective of the perspective or approach, stakeholder awareness with regards to their roles and responsibilities in securing children's livelihoods is critical.

4.3.1. Child protection

As defined by UNICEF and others, Child protection is the prevention and response to violence, abuse, neglect and exploitation. In this paragraph briefly the risk of children associated to tourism is discussed. Children in tourism destinations are vulnerable for physical, emotional and sexual abuse, which appears in three forms that are widely acknowledged and do also appear, to some extents, in Zanzibar, namely: (1) Sexual exploitation of children in travel and tourism (SECTT), (2) child labour, and (3) begging. All these forms of abuse ask for immediate child protection measures.

Sexual exploitation of children in travel and tourism

In 2016, a global comprehensive study about SECTT was published, which concluded that children are increasingly in risk due to the growth of tourism worldwide⁴⁷. It happens everywhere – from capitals in Europe to the local communities in developing countries – and there are no typical victims or offenders. The study also concluded that having legislation in place is not enough. Enforcement of laws is important while people, from citizens to hotel staff, also need to better understand the problem of SECTT. Generally spoken, the study pledges for “local prevention, local reporting and local responses”. In other words a local context-driven approach, in our case an approach based in the context of Zanzibar as a tourism destination.

Child labour

Another negative impact of tourism is child labour. Although SECTT is also a form of child labour, we would like to also emphasise other hazardous work, like children working in the informal economy. Tourists might not know the age of the street vendor or dishwasher, who is also not attending school because of her or his job. In 1995, the International Labour Organisation (ILO) concluded that up to 2.8 million children are working in the tourism industry, globally, not including the informal sector⁴⁸. More recent figures do not seem to be available. ILO conventions 138⁴⁹ and 182⁵⁰ provide the framework for national laws. Based on the ILO conventions, the UN Global Compact that strives for responsible businesses practices included child labour in one of its principles⁵¹. Recent activity goes into the direction of the Child Rights in Business Principles which will be explained below. However, as with SECTT, International treaties, codes of conduct, regional projects and national legislation are either in place or organised. However, it seems to be insufficient or inadequate because of law enforcement, lack of capacity and awareness. Below we will also discuss poverty as one of the driving forces behind this and the other forms of child abuse.

⁴⁷ ECPAT International (2016) Offenders on the Move, Global Study on Sexual Exploitation of Children in Travel and Tourism 2016.

⁴⁸ Black, M (1995) In the Twilight Zone, Child Workers in the Hotel, Tourism and Catering Industry, ILO

⁴⁹ ILO (1973) Minimum Age Convention, No. 138

⁵⁰ ILO (1999) Worst Forms of Child Labour Convention, No. 182

⁵¹ See also: <https://www.unglobalcompact.org/what-is-gc/mission/principles>

Begging

Begging is an old phenomenon in tourism areas. Often children are begging for money or goods among tourists, especially in developing countries. NGOs, media outlets and some researchers have paid attention to begging children. They all seem to agree that giving money or goods to begging children encourages them to continue begging which prevents them from going to school. In some cases beggars are organised and exploit children for the sake of getting some coins. Counteraction is particularly challenging. In itself begging places children at risk of coming into conflict with the law, arrest and detention. Begging is often part of general child protection programmes of NGOs and revolves around raising awareness among tourists – for example Child Safe Tourism⁵² and Child Safe Movement⁵³ – or tourism enterprises or local authorities rigorously ban local children from tourism areas like in Cambodia’s Angkor Wat. It moves beggars to the borders of tourist attractions while it also provides local authorities power over beggars which could lead to corruption. Moreover, it is way to please tourists rather than it is part of child protection programme. Any response needs to be linked to social protection programmes that seek to address economic vulnerability.

4.3.2. Child rights in businesses

The need for child protection and poverty alleviation directly refers to the rights of Convention on the Rights of the Child (CRC)⁵⁴. The CRC is even broader than the issues discussed above. So, arguably, if child rights could be applied on the tourism industry the livelihoods of children in and near tourist areas will be more secure. However, child rights are often perceived as a public sector matter. Therefore, UNICEF, Global Compact and Save the children developed the Child Rights in Business Principles⁵⁵. It focusses on the responsibility of businesses and brings child rights from the public sector to the private sector making it a shared responsibility of both. However, this instrument might be too theoretical and too much for smaller and even medium tourism enterprises to adopt and follow.

4.3.3. Reducing poverty

The abovementioned forms of abuse do have a strong relation with the poverty levels of the victims. Poverty can be seen as one of the underlying factors that makes children vulnerable for abuse in tourism. In other words, if poverty can be tackled children will benefit and become less vulnerable. In countries or destinations that depend on the international tourism industry, its influence on the general welfare of the population is immense. Especially in destination with poor populations, tourism could be a driving force in alleviating poverty of which also many children are suffering. So, a general approach towards how tourism can alleviate poverty will also benefit children. One approach is called pro-poor tourism, defined as tourism that generates net benefits for the poor, and focuses on multi-stakeholder processes that seek to create linkages between the tourism industry and the poor⁵⁶. A similar approach, but perhaps a bit more action oriented, is the Sustainable Tourism Eliminating Poverty (ST-EP) initiative of the UNWTO⁵⁷. The ST-EP initiative developed seven mechanisms from which poor, and children consequently, could profit from tourism.

1. Employment
2. Supply of goods and services
3. Direct sales of goods and services

⁵² See also: <http://www.childsafetourism.org/actions/>

⁵³ See also: <http://thinkchildsafe.org/travelers/>

⁵⁴ UN (1990). Convention on the Rights of the Child, No. 27531

⁵⁵ UNICEF, The Global Compact & Save the Children (2012). The Children’s Rights and Business Principles

⁵⁶ Ashley, C., Roe, D., & Goodwin, H. (2001). Pro-Poor Tourism Strategies: Making Tourism Work for the Poor, ODI

⁵⁷ See also: <http://step.unwto.org>

4. Running small enterprises
5. Redistribution of taxes or premiums
6. Charity from tourists, tourism enterprises or tourists donating to NGOs or poor people
7. Investment in infrastructure, such as electricity, roads and water

Measures can be taken within each of the seven mechanisms to make sure that tourism developments benefit the poor. UNWTO runs destination specific projects or provides support to organisations within the framework of ST-EP. Important to state, the initiative never emphasized children, explicitly.

4.3.4. Inclusive destination development

As can be understood from the above, there is no single approach that will maximise all possible benefits of tourism for children. Every destination is unique and needs a different approach which can exist of various specific interventions and activities. All sustainable tourism approaches acknowledges the fact that development depends on multi-stakeholder processes. Within these processes, sufficient attention to inclusiveness and capacity building is necessary. This is developed in the inclusive destination development approach in which all players in one destination look for specific intervention and activities that maximise improvements to local livelihoods⁵⁸.

The Inclusive Destination Development approach also aims for pro-poor sustainable development as the abovementioned approaches, but put emphasise on process and context within each destination through paying attention to an enabling environment, market development and capacity building. This approach was applied in a wide range of tourism destinations in Asia. Theoretically, all abovementioned issues are related to an Inclusive Destination Development approach. However, it depends on what local stakeholders need and the situation demands for. In reality, within this inclusive and sustainable development approach, there was never a specific focus on child protection, child rights and child livelihoods. This could be integrated into the approach, for example in Zanzibar. This would be very much in line with the attention areas of the ZSGRP II. Success will depend on the commitment and capacity of the stakeholders that effectively develop and sustain responsible tourism practices.

General challenge

The majority of the programmes depend on donor money which is scarce. Tourism is a rather small component of international resource flows available to developing countries, despite the highly recognised potential of tourism for development. The UNWTO calculated that in 2011 only 0.07% of Official Development Assistance and 0.13% of the total aid worldwide is spent on tourism, of which the majority was donated to middle income countries⁵⁹. In recent years CSR programmes of major tourism enterprises entered the stage which resulted in some more attention and investment in sustainable tourism.

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

The tourism industry knows a wide variety of destinations worldwide which are all different from each other. However, despite the differences, it is useful to look at other destinations and learn from developments elsewhere. This subchapter looks into tourism destinations that are somehow similar to Zanzibar and provide valuable insights in potential challenges, opportunities and ways forward for the Zanzibar tourism industry, especially with respect to the relation between local children and the tourism industry. For this, The Gambia, Mombasa (Kenya) and the Dominican Republic are selected.

⁵⁸ SNV Asia (2010). Product brief, 2010

⁵⁹ UNWTO (2013). Sustainable Tourism for Development Guidebook, First Edition, for European Commission Directorate-General Development and Cooperation.

These destinations are already established, but still developing, and the local economy depends significantly on the tourism sector. They attract similar types of tourists, also revolve around beach and resort tourism, have experience with challenging host-guest relations and also experienced challenges with child protection, child rights and distribution of benefits. The case descriptions are put in Annex IX and are short overviews of the main challenges and opportunities for inclusive destination development, with a particular focus on child rights.

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

4.4.1. Preventing is better than curing

In all three destinations it becomes clear that governments, civil society and the local people are only after some decades of tourism developments realising that tourism development can also have a significant negative impact on communities and children, such as the sexual exploitation of children or unfair distribution of economic benefits. This can consequently influence the image of the destination, as in the case of The Gambia and to a lesser extent also Mombasa (Kenya) and the Dominican Republic, especially when cases of child sex tourism reach are reported in the media. Tourism planning should therefore not only focus or emphasise economic development, but also include and implement social, socio-economic and environmental policies, measures and interventions. All three destinations would therefore most probably advise any other tourist destination that preventing is better than curing.

4.4.2. Multi-stakeholder involvement is invaluable

The development and implementation of sustainable tourism interventions and measures appears to be a responsibility and requires the involvement of multiple stakeholders, concerted actions of stakeholders from the public sector, private sector and civil society are necessary. For example, in the field of child protection governments can enact child protection laws, but training of police, the awareness of the public and monitoring of online activities is also necessary to counteract sexual exploitation of children in tourism effectively. To also address other negative impacts of tourism on communities and the environment, multiple stakeholders need to be involved to come up with effective measures. For example, problems with waste management cannot only be tackled by municipalities when tourism accommodations are unaware or not cooperative. So, the involvement of relevant local, national and international stakeholder for each challenge is essential.

4.4.3. Distribution of economic benefits

Securing economic benefits from tourism appears to be one of the key challenges for local tourism workers and local people as can be learned from all three cases. The extent to which local people and tourism workers benefit from tourism impacts children's lives as they depend on the income of their parents. So, local people are directly influenced by international economic dynamics. The dominant role of international investors and tourism business, as in the case of Mombasa (Kenya) and Dominican Republic, means the much needed entrance to the international tourism market and being competitive accordingly. However, the consequence is that local people – and especially the most needed – are left with a relatively small share of the pie, as for example in The Gambia, while also directly being affected by the impact of tourism on local culture and the environment. Hospitality education of local people to increase their employment and earning potential is often seen as low-hanging fruit and various education programmes are rolled out over the years. However, improving labour conditions and wages as well as improving backward economic linkages should also be worked on to distribute economic benefit more fairly. The latter requires the effort of many stakeholders (see previous point).

5. Impact assessment findings

The findings in this impact assessment are based on an extensive process using a wide range of tools and activities. During four two-week missions between October 2017 and March 2018 the research team conducted field visits in Zanzibar as described in Chapter 3. It is intended to reinforce findings from the desk review in Chapter 4 with respect to impacts on child rights and livelihoods. The findings have been summarised in relation to economic opportunities, relating to tourism employment and linkages, cultural and lastly environmental impacts and how these relate to children, their families and communities. The final section relates to stakeholder interactions and how they act to address the positive and negative impacts of tourism.

5.1. Socio-economic impact of tourism on children, families and communities

This section explores the socio-economic effects of tourism in Zanzibar.

5.1.1 Perceptions of the tourism industry over time

From the start of tourism development in Zanzibar during the 1980's community members were envisioning economic benefits from tourism. While governments and investors were promising economic and job opportunities, local people remained cautious, driven by cultural and religious beliefs, about their involvement in tourism. When access to suitable and appropriate jobs and income was not created locally from the beginning, local people were starting to get disappointed. Community members have long perceived that tourism is not necessarily adding value to their area, but perceive tourism to be an exploitative industry that can be unfair in economic terms. The exit survey for example shows that 59% (N=375) of the tourists think that they have spent 25% or less of their total expenditure (door to door), within the local economy outside of the accommodation, of which only 28% (N=11) is Zanzibari owned. This relatively low return from tourism exacerbates this perception.

However, the dependency on local tourism spending is noted, with some community members indicating that 80% of their income is from tourism. In Stone Town, the dependency is less because of the presence of more economic sectors. Altogether, people indicate that tourism plays an enormous role in the local economy and their livelihoods.

5.1.2. Economic opportunities and risks

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

Although local people and children do depend on the tourism industry, they perceive that they could benefit more from the tourism industry. There are various economic opportunities for the people of Zanzibar. The most important sectors are employment, fish, fruits and vegetables. Local people are engaging in small jobs and in small-scale businesses, or are directly employed in the tourism industry. However, most of the jobs for local people are lower paying jobs, and without support from the government or the private sector to provide education or training courses to grow into higher paying jobs. Strong backward linkages are lacking, although quite a number of accommodations do try to source locally. Local businesses, shops and restaurants, depend on the out-of-pocket-expenses made by tourists when they leave their hotels and go round in the area.

5.1.3. Tourism employment

5.1.3.1. Formal and informal work

Community members participating in the group interviews about livelihoods, in all four sites, indicated that they have various jobs in tourism or jobs that are related or depending on tourism. Due to the complex nature of some jobs it is impossible to draw clear lines between what is formal or informal, or between employed and self-employed or those who own a business. Employment as a driver was frequently mentioned in interviews with local people about how they make a living in tourism, but the background of the job remains unclear. For example, someone who claims to be a taxi driver might own a taxi, might be employed by the taxi owner or is self-employed as a taxi driver and has a personal deal with a taxi owner on the exploitation of the vehicle. Other jobs in tourism or jobs related or depending on tourism that are mentioned by community members are fisherman, beach boy, guiding and employment by accommodations and restaurants. Beach vendors are also mentioned, such as women offering massages, selling kanga or local people selling coconut and fruits on the beach. In general, there seems to be a somehow equal division between people that are employed, self-employed, own a business or that are working in the informal sector in relation to tourism.

5.1.3.2. Formal employment opportunities for local people

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

Today, despite a growing interest of especially men, rural Zanzibari in the vicinity of tourism developments still voiced unhappiness about the job opportunities in tourism. They experience the competition with Mainland Tanzanians and Kenyans, or people from Stone Town who are considered to be better skilled and educated. But, local people from the rural tourism areas now say that they are often underrated in terms of capabilities and salary. As a community member explained during one of the community interviews, that if someone local is an IT professional and applying for a job in a hotel he is offered to do something simple, such as a waiter. He continued by saying that foreigners and mainland people do get the jobs they have studied for while local community members do not get jobs for which they have studied. Local people claimed that the best jobs, let alone the ownership, are occupied by people outside their area and often from Mainland Tanzania. Local people seem to have a strong feeling of being discriminated, because of prejudices about their capabilities, motivation and also reliability.

Local people also claim that managers of tourism businesses think that they are still not very interested in working in tourism which is caused by an idea that local people are more often absent, switch jobs more easily and do not like to work. It results in only lower job positions being offered to local people. However, community members explained that just because of these lower paid jobs local people might indeed more easily engage in other activities and switch their job, because they have other ambitions and will accept other jobs just to secure their livelihood. Interestingly, local people do not bring up the issue of education as being an obstacle for them to be hired, but all kinds of socio-economic and cultural reasons. Other community members explained that the availability of local people is influenced by prayers five times per day and the Ramadan.

Community members considered their costs of living higher compared to Mainland Tanzanians, who get staff housing. Local people have their extended family around them which brings cultural responsibilities, attending family meetings and contributing to family expenses that Mainland Tanzanians do not have because of them being here alone. When Mainland Tanzanians move to Zanzibar for the tourist season, their whole existence in Zanzibar will revolve around their jobs. They are always available for the job and they can more easily accept lower payments which they can share almost completely with their family on the mainland.

Not just in the accommodation sector people from outside the tourism area are dominating the labour force. Also in guiding, people from outside the local tourism area or from Mainland Tanzania dominating. In Nungwi for example, local people are frustrated that community visit tours are guided by people from outside Nungwi. They wonder what has happened and why this is not a type of job that is occupied by locals. Of all kind of jobs in tourism, local people expect the one guiding tourists through the village is at least someone local.

Noteworthy, regarding the competition between Mainland Tanzanians and local people, this is a very general picture of the Zanzibar tourism industry. In various tourism businesses across Zanzibar you will also find local people in responsible positions. However, this also depends on the level of standard, type and policy of a tourism business. In the GM survey, out the 17 accommodations the general manager was 9 times a foreigner (from outside Zanzibar and Tanzania) and 8 times a Zanzibari⁶⁰.

If by the term 'local people' we mean people from the village where the employment is held than the actual numbers of 'local employment' are rather low. Let us take the example of two hotels in Nungwi. The first hotel is one of the biggest employers in the area with a staff force of 409 people. However, only 15 people out of the 409 are from Nungwi. Another hotel in Nungwi has 160 staff members and only 17 are from Nungwi. A larger number of the staff is from Zanzibar, and a significant part also originates from Mainland Tanzania.

In Nungwi, people say that up to 60% of their village are now from Mainland Tanzania. Local people seem to be in competition with people from other areas of the island and Mainland Tanzanians. However, according to local people, the most frustrating part of this problem is that it seems that they have lost the competition for the best paid jobs. This competition has various causes and knows various consequences which will be further explained in the following sections.

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

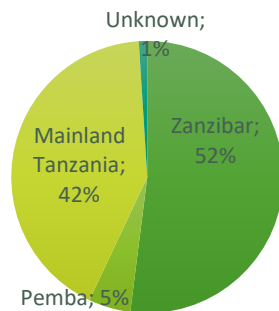
The staff survey, which was conducted among 473 employees, represented midrange (59%), up-market (30%) and low-end (9%) accommodations. Of the staff who responded to the survey, 42% (N=466) was working in all-inclusive resort and a majority of 58%, was not. The accommodations where the respondents are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

To draw a picture of the staff surveyed, the main characteristics of the staff are given here. 59% (N=451) are male and 41% female. A majority of 52% (N=452) is born in Zanzibar while 42% comes

⁶⁰ Probably there is a bias with the owners and managers who filled out the GM survey. Although the small number of owners and managers of the hotels that filled out the questionnaire, they represent about 10% of the rooms and 20% of the hired staff. Also the ownership of the hotels might not represent the overall accommodation sector, as six (6) of the owners were foreigners, five (5) Zanzibari, and three (3) are each as Joint Ventures or by a person from mainland.

from Tanzania (See figure 5.1). Two Kenyans (0.4%) participated in this survey and are therefore not visible in the chart. When looking closely at those respondents who were born in Zanzibar, a majority of 52% (N=248) comes from rural areas against 38% that comes from the urban area of Stone Town, 10% is unknown.

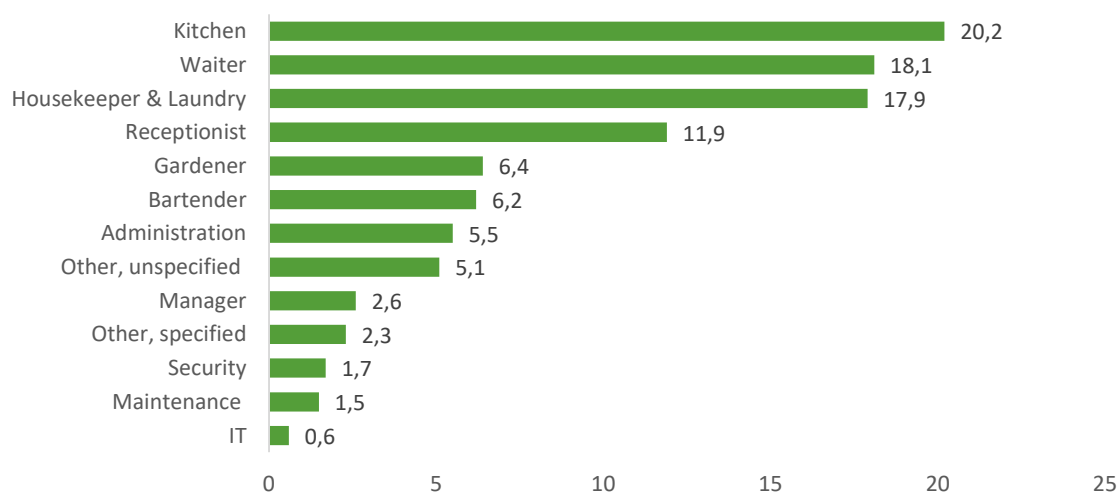
Figure 5.1. – Hotel staff about their origin (N=452)



Almost all are at lower management levels and work fulltime at the accommodation. In fact, the majority works in average 54 hours per week, which is above the maximum of 48 hours per week (actually 42, but 48 is possible with a collective agreements) according the Employment Act 2005⁶¹. For a majority of the responding Zanzibari staff (57%; N=458), Form 4 is the highest level of education, followed by Form 2 as highest level (20%). Mainland Tanzanians are a bit better educated. 62% of the Zanzibari have Form 4 or a higher level of education, while Mainland Tanzanians scored 85% for form 4. When looking more closely at only Zanzibari born staff, those from the urban area of Stone Town are also better educated than those from rural areas. The majority in both groups have Form 4 as highest level of education; for urban this is 59% (N=90) and for rural people this is 48% (N=115). Rural people also have much bigger groups who have Primary School or Form 2 as highest level, while urban people sometimes have Form 6, Diploma or University degree as highest level.

The types of jobs the respondents of the staff survey pointed out include mainly front-office and back-office positions. Most of the staff are working in the kitchen or in the restaurant as a waiter as can be seen in figure 5.2., below. Two other larger groups consist of receptionists and housekeepers.

Figure 5.2 – Type of jobs (N=470):



⁶¹ Employment Act 2005

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

Table 5.1. – Top 6 jobs for Zanzibari and Mainland Tanzanians; these top six jobs represent 84% and 88% of all jobs in that group (N=451)

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

Both Zanzibari as Mainland Tanzanians have the same type of jobs appearing in the top-3, except for the order. However, some slight differences can be noticed as Mainland Tanzanians are more often involved in administration and manager positions. There were no Zanzibari managers participating in this survey, while four Mainland Tanzanians say that they are manager. These positions tend to be better paid and do require certain levels of education which Zanzibari are lacking, also according to community members and tourism stakeholders. Another slight difference is that Zanzibari seem to be less involved in front-office jobs in contrast to Mainland Tanzanians. English language skills, as well as other languages, are of great importance in front-office jobs. And this has been part of discussion in interviews with tourism stakeholders. The English language skills of Zanzibari are lacking behind in comparison to Mainland Tanzanians, according to hotel managers and training institutes as Jambiani Tourism Training Institute (JTTI) and Kawa Training Centre (Kawa). Community members do understand that the competition for jobs is based on the level of education and language skills, although they also report about discrimination and prejudices towards local people from hotel managers.

Most of the staff are working fulltime. However, 13% (N=462) say that they do have other jobs or have other forms of income next to their job at a tourist accommodation. They explain that they have a business (unspecified) or that they are involved in farming, fishing, tailoring or in a taxi business.

A third of the staff, who responded to the staff survey (33%; N=466), travels more than 60 minutes to their work, while only a small group of 18% has a short commute of less than 10 minutes to their work in one of the tourists accommodations. All others travel between 10 and 60 minutes.

Of all staff surveyed, 72% (N=461) has a contract, while 23% says they do not have a contract and the rest do not know. Of those who have a contract, 76% (N=395) say it is a temporary contract and only 11% say it is permanent, which is considerably less than what the Zanzibar Economic Survey of 2016⁶² concluded, stating that 25% has a permanent contract.

Looking at what they are making per month, 71% (N=450) earns TZS 300,000 or below. In other words, maximally they make around EUR 106 or USD 130 per month, which is around EUR 3.50 or USD 4.30 per day. Around 17% (N=450) says they earn TZS 200,000 or less per month, which is maximally EUR 71 or USD 88 per month and around EUR 2,35 or USD 2,90 per day. The latter group are just USD 1 above the international poverty line of 1.90 USD. Regarding the Zanzibar basic need poverty line of TZS 53,377, calculated in 2015, the majority of the tourism staff earns 5.6 times the amount or less⁶³. Moreover, in 2017 the Government of Zanzibar increased the minimum wage with 107% from TZS

⁶² OCGS (2016). Zanzibar Economic Survey

⁶³ World Bank (2017) Zanzibar Poverty Assessment

145,000 to TZS 300,000 to better serve the needs of workers and their families, also in the light of the basic need standard and the poverty line. However, the measurement has not been well received by the tourism industry⁶⁴.

As mentioned before, local people report about the competition for jobs with Mainland Tanzanians. An often heard claim is that Mainland Tanzanians are offered better jobs that are better paid. There is indeed a slight difference looking at the categories below TZS 200,000, but are very similar below TZS 400,000. Proportionally, Mainland Tanzanians are more often in the categories closer to the TZS 400,000 in comparison to Zanzibari (see table 5.2.). However, the differences are not as clear as the one would expect when listening to local people’s claims about financial discrimination. The differences in payment might also relate to the level of education and type of jobs that Mainland Tanzanians have, as discussed before.

Table 5.2 – Differences in payment (*and cumulative amounts*) per origin (N=455)

Payment category	Zanzibar	<	Mainland Tanzania	<
Less than 100,000 shilling	1,1 %		1,2 %	
Between 100,000 and 200,000 shilling	19,0 %	20.1%	11,8 %	13.0%
Between 200,000 and 300,000 shilling	53,2 %	73.3%	56,2 %	69.2%
Between 300,000 and 400,000 shilling	19,8 %	93.1%	23,7 %	92.9%

Differences or not, staff complain about late payments and not being paid for working overtime. Only 47% (N=432) gets compensated for working overtime. Of this group, 52% is financially compensated and 28% is compensated with time. Not being compensated for working overtime represents a key challenge for workers and their families as will become more clear in the following subchapters.

5.1.3.2. Men and women working in tourism

As said, local people are reluctant about working in tourism, although this is slightly changing from cultural reasons to economic reasons. For younger adults, the tourism industry is still considered incompatible with cultural norms to some extent, but no longer something to hesitate too much about to engage in when income is needed. Regarding the interest from women to work in tourism, this seems to be still somehow problematic because of the improper environment – culturally speaking – of the industry. Although hospitality in Islamic culture would require woman to attend, the tourism industry in Zanzibar has too much negative connotations for local woman to participate as Maliva, Bulkens, Peters and Van der Duim (2018)⁶⁵ are explaining in their study about female entrepreneurs in Zanzibar. Continuing by saying that the pervasive influence of the Islam within Zanzibari culture make women prone to a discourse of ‘respect’ and ‘shame’ often disallowing them to participate in the tourism industry. However, despite the negative connotations, female community members say that they could do back-office jobs, such as housekeeping, in order to avoid feeling uncomfortable near tourists.

In the staff survey, a vast majority of Zanzibari born staff are indeed men, namely 71% (N=204), but a significant part are women (29%). However, when analysing the type of jobs women are involved in, they are working in the kitchen or as a waiter. The latter is typically a job in which one is close to tourists. Surprisingly, men seem to be more involved in back-office jobs than women. So, the women

⁶⁴ See also: <http://www.tourismupdate.co.za/article/125700/Zanzibar-tourism-investors-raise-concern-over-wage-increase>

⁶⁵ Maliva, N., Bulkens, M., Peters, K. and Van der Duim, R. (2018) Female tourism entrepreneurs in Zanzibar: an enactment perspective. *Tourism, Culture & Communication*, Vol. 18 (1) 9-20

participating in the tourism industry might already have changed their personal attitude and that of their environment which allows them to work in tourism. Especially this seems to be the case as the majority are from rural areas which tend to be more traditional minded than urban people.

5.1.4. Economic linkages and leakages

Although the conditions of the Zanzibar archipelago are not very favourable for certain agricultural, dairy and meat products, some fruits and vegetables, such as tomatoes, are now supplied locally in much larger quantities than a few years ago. In the survey distributed to general managers and owners of tourism accommodations 16 out of 17 accommodations bought some products directly from Zanzibar based producers. However, although a lot of the supplies might be bought on Unguja, most products do not originate from the island.

5.1.4.1. Supply chains

- 'We prefer where possible to use local suppliers and producers'.
- 'What's available in a good quality on the local market we purchase in Zanzibar. But many things of decent quality come from abroad'.
- 'They are doing their level best'.
- 'There are problems with consistency of supply and consistency of product quality'.

Comments from the GM survey 2018

Due to the structural difficulties of developing a sustainable market system for local supplies to the tourism industry, most of the hotels and resorts on Unguja source their supplies locally via an own appointed staff member (some of the hotel groups) or via suppliers at one of the Stone Town or local markets.

However, based on the interviews with owners and managers of hotels, results of the GM survey and participatory observations, it was noticed that owners and managers wrongly consider their supplies to be local, as their supplying agent is from Zanzibar itself (either based in Stone Town or the other study sites). For instance, in the GM survey, all indicated that they either always (10 out of 17) or regularly (7 out of 17) use a local supplier. A few commented by saying, 'we only use a local supplier' and 'we purchase all of our food and beverages locally'. At the same time indicating that only three hotels bought 91-100% of their vegetables from the islands, and six purchased 91-100% of their fruit locally. All who answered they purchased 'produced food', answered that their purchase on the island was below 60%.

All managers, who filled out the survey, did not buy much from outside Tanzania, except for alcoholic beverages, furniture, table ware, etc. Also in the interviews with managers and owners of hotels, and with a supplier from Darajani market, these figures were confirmed. Most of the vegetables are still shipped in from the mainland (most said up to 60%, but one even mentioned up to 90%), but most fruits are now sourced from the islands. Several interviewees indicated that compared to a few years ago, more vegetables and fruits are sourced locally.

Most respondents to the GM survey indicated that they are buying from local producers and would be very willing to purchase more from local producers, as one respondent indicated: 'If you don't deal with the local people what's the use of tourism for the island???''. At the same time they realize that supplies 'need better consistency in general, especially meat' and needs consistency of product quality as one of the respondents mentioned earlier. One of respondents summarized the challenges with supplies, as: 'It is difficult'. However it is also clear as another respondent mentioned that, 'Zanzibar should promote local products and producers and local enterprises in general much more than it currently does'.

5.1.4.2. Fruits and vegetables

Despite the willingness voiced towards buying more locally produced agriculture products, the structural challenges to creating a sustainable market system are overwhelming as described in Chapter 4. One general manager of an environmentally conscious hotel, sighed that he participated in five initiatives to source local agricultural products, but that they all did not work out, and that they will not go and try again.

However, at the moment there seems to be more interest with managers and owners of hotels to source agricultural products locally. At the moment, 8 out of 16 respondents indicate that they source more than 70% of their vegetables on the Zanzibar islands, and 11 out of 15 indicate that they source more than 70% of their fruits from Zanzibar. All fruits and vegetables are sourced either from Zanzibar or from the mainland, and not from foreign countries, according to these GM survey respondents. In the hotel owners and manager interviews, interviews with key stakeholders, as well as in the GM survey and observations, interest in locally produced fruits and vegetables was shown. Examples were given of hotels working closely together with local farmer groups (and local champions), hotels starting their own kitchen gardens and even farms, government officials explaining how they will support the production of vegetables hotels are requesting, etc. Another interesting example is the earlier mentioned Practical Permaculture Institute of Zanzibar, providing organic permaculture training courses, receiving around 40% of their trainees from the hotel sector.

Within the agricultural supply system, on farm child labour exists. Although this is often perceived as helping out their family, little is known about the working conditions on the farms. The main linkages to communities and the agricultural system is the production of fruit and vegetables, which is one of the most mentioned areas where changes are taking place, but also other agriculture products were often mentioned in interviews, surveys and observations in the field.

5.1.4.3. Fish and fisheries

Fish seems to be the most sourced product from the archipelago by the tourism industry. In the GM survey 12 out of 16 respondents states that 91-100% of their fish is sourced from Zanzibar, with two respondents more indicating 81-90%. Also in the hotel managers interviews this was indicated.

In some interviews with national level key-informants (and also mentioned in the ISAP, 2018)⁶⁶ it was mentioned that sometimes frozen fish products are imported in order to guarantee sufficient supply. The draft ISAP (2018), suggests that this is likely to be a growing trend – the resource is exploited by large-scale international operations, most notably from countries in Asia and Europe, which have been issued fishing licenses.

Local fishermen need to go further out on the sea to catch larger fish which used to swim closer to shore. This might also mean that children joining their parents on the fishing boats might be out on sea longer or will be engaging more in fishing closer to the shore. Being a fisherman that owns a boat also gives the opportunity to rent out the boat for excursions with tourists. Little is known about the involvement of children in the fishing industry. Also the working conditions in the fishing industry remain unclear.

According to a few hotel manager interviewees, tourists might also need to be made aware that not all fish is all the time available. Some fish might be 'out of season' (see for instance the octopus story in the box below⁶⁷).

⁶⁶ World Bank (2018) Draft Zanzibar Tourism Integrated Strategic Action Plan

⁶⁷ See also: <http://panorama.solutions/en/solution/octopus-management-entry-point-collaborative-fisheries-management> & <https://www.theatlantic.com/international/archive/2018/03/muslim-octopus-zanzibar/554273/>

Eating octopus – Three months no-take zones to regenerate

In several interviews with tourism entrepreneurs and NGO representatives the three months no octopus fishing and eating, was mentioned.

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

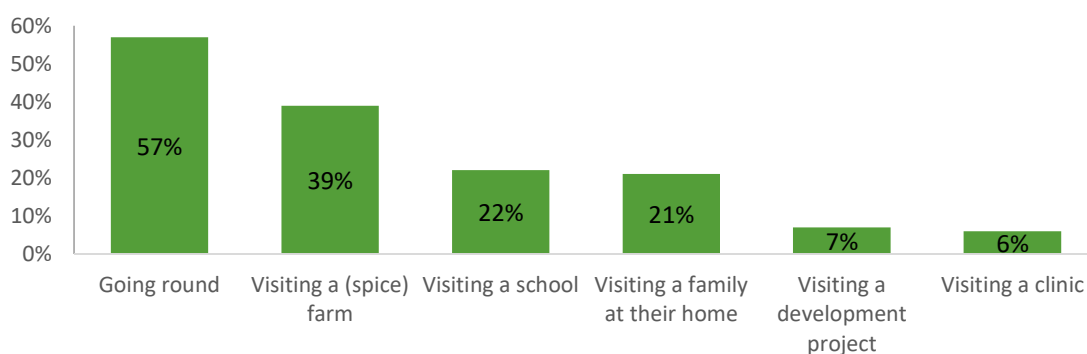
This solution addresses sustainable marine management in Zanzibar in the face of increased fishing pressure. It illustrates that the implementation of a successful octopus management regime can improve yields in a very short period of time through 3-month voluntary no-take zones (NTZ). The participatory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

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

5.1.4.4. Community tours

Another important linkage is the organization and implementation of tours to communities. This also includes the linkage to seaweed and seaweed farming. Seaweed farming was identified as one of the subsectors in Zanzibar, where children are involved as labourers. The linkage to tourism is only through 'tours' to seaweed farms, organized by for example the Seaweed Centre, as the seaweed itself is produced for export all over the world.

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



In the exit survey, conducted for this assessment, 51% (N=390) answered that they had visited a community and/or village during their stay in Zanzibar. Most of these respondents just walked around in the village (57%). Visiting a spice farm was also quite popular (39%). Other activities included visiting a school (22%), paying a visit to a family at their home (21%), visiting a development project (7%) or a clinic (6%). See figure 5.3 above for an overview of the activities.

A quarter of the respondents indicated that their community visit was not on purpose, but that they were simple going around and ended up in the village. 18% booked the tour directly with a local tour guide, and another 17% booked the tour at their hotel. 15% organized the tour themselves, hiring

transportation and visited a village. Only 13% stated that the village visit was part of their travel package. Another 4% mentioned that their community visit was organized by a development organization. Noteworthy, in all of these activities it is likely that there will be interaction with local children. For example, when it comes to donations, of those who did a village tour, 54% (N=208) of the respondents donated goods or money directly to people during the community visit. And, 27% says that they have bought something. Most of these tourists more often donate than buy something during a village tour. Based on observations during a village tours in Jambiani, there are as much opportunities to buy as to donate. Normally, people are not actively offering products or asking for donations. According to the guide, local people respect the local guide and its tour.

In relation to tourists booking a community tour with a local tour guide, local people engage in guiding in different ways. This can be an officially registered guide (as required by the Zanzibar Commission for Tourism) or an informal guide. The latter also relates to the role of beach boy, which are present in all tourism areas. Being a beach boy means that someone local is engaging with individual tourists on and around the beach to provide them any service or product the tourist might want or be interested in, at that moment. This could be a tour, a hotel room, a restaurant reservation and also getting drugs and alcohol. From beach boy to registered tour guide, the Zanzibar tourism areas know a wide variety of tourism workers – better described as tourism service providers – that are willing to work directly with tourists. Some are not local, for example Masaai, and some are not registered. However, the informal sector is benefiting local people to some extent, although they also experience competition from Mainland Tanzanians and especially Masaai in the souvenir and guiding business. The informal sector is something very familiar to Zanzibar as ILFS calculated that 38% of the Zanzibar labour force is engaging in the informal sector⁶⁸.

One of Zanzibar's most famous rural tours is the 'spice tour'. According to the draft Zanzibar Tourism ISAP⁶⁹, it is an example of 'weak local linkages and poor product development'. It is not only because of the way the tours are organized (mainly on individual farms), but also due to the nature of the spice sub-sector itself, which is in long-term decline. Many spice products are now imported from the mainland, the Comoros and Asia, according to the draft ISAP. 'The Zanzibar 'spice farms' are often small patches of land planted with a selection of spice plants by opportunistic entrepreneurs. The spice products sold to visitors at these locations, by mobile hawkers and in shops throughout the islands are poorly presented and packaged. Until a Spice Sector Strategy, with provision for some kind of growers' association, has been produced it will be challenging to make meaningful improvements to the spice tour products that maximize local benefits' the ISAP concludes.

The Seaweed Centre is a social responsible initiative that provides over 40 female seaweed farmers in Paje, Zanzibar, with an opportunity to better their lives and benefit their community. The project comprises seaweed farms on the Paje Beach, a gathering site for seaweed processing as well as a seaweed products factory located approximately one hour drive from Stone Town. The factory produces soaps, creams and other treatment scrubs from seaweed flavoured with other organic ingredients such as Lang Lang that are currently sold locally to the villagers around, to the neighbouring tourist hotels, in Stone Town and slowly beginning to be distributed around East Africa.

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

⁶⁸ OCGS (2017) Zanzibar in Figures

⁶⁹ World Bank (2018) Draft Zanzibar Tourism Integrated Strategic Action Plan

There are several other possibilities to link rural production, like agriculture and fisheries, to community visits. For instance seaweed (see box above), is Zanzibar's third highest-value export, also lacks a sector strategy and, according to the draft Zanzibar Tourism ISAP document (2018, p. 10) 'as a result, no formal steps have been taken to develop tourism to production areas, despite the obvious potential'. The same is true for daily fish auctions. They are held at different places along the coast of the islands but are rarely visited by tourists.

5.1.5. Impediments to economic development opportunities

5.1.5.1. Taxation

Tourism businesses indicated that the relation between the industry and the government is just about taxation and rules. And, this is serving the government rather than this is serving the public good or a sustainable tourism development. Because of this burden, tourism businesses are less willing to invest in the environment, roads and a social policy for their staff as they expect the government to reinvest the huge tax earnings from the tourism industry. Government rules, regulations and taxation regime are experienced as a huge burden for each tourism business. This burden makes it more difficult to invest in staff, community and the environment according to tourism business. Tourism companies, including ZATI, explain that there are about 15 to 30 different taxes, daily visits of auditors from various ministries and various compliance struggles. In the GM survey respondents (N=9) stated that they pay between 18% and 30% taxes, or nothing at all.

Recently, Mahangila and Anderson (2017)⁷⁰ investigated the tax administration burden in the tourism sector in the Zanzibar Islands. It examined the structure of tourism taxes and the fiscal regime, studied the uncertainty and complexity of tax laws, and assessed the role played by business associations in facilitating collective action to reform the business environment of the tourism sector in this Archipelago. The study involved a survey of stakeholders (N=135), including tourism investors, business associations, and relevant government agencies. The authors found that stakeholders were faced with too many complex and unpredictable taxes. The Zanzibar tax regime was found to be complex and uncertain and it imposed a heavy burden on the tourism sector, both in terms of the amount of tax paid and the administrative burden. 'Tourism providers (such as tour operators and accommodation providers) complain about spending much more time complying with the regulatory changes than concentrating on the business itself' (ibid., p. 8).

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

5.1.5.2. Seasonality

Tourism's seasonality has multiple implications for livelihoods of local communities. The Zanzibar tourism industry knows a few high and low seasons. During high seasons tourism businesses hire larger numbers of staff mostly on temporary contracts, although differences do not seem to be as large as expected. In the GM survey, General Managers indicated that in their hotels the number of staff only drops with 7% during low seasons compared to high seasons. In preparation for the high seasons, the labour force needs to be complete and during low season they already start to hire. As a community member in Jambiani explained, before tourism developments people were engaging in fishing and

⁷⁰ Mahangila, D. and Anderson, W. (2017) Tax administration burdens in the tourism sector in Zanzibar: Stakeholders' perspectives. *Sage Open*, October-December 2017, 1-17

farming. Nowadays people work in tourism during the high season and go back to fishing, farming, charcoal and chopping firewood during the low season. The harvest seasons and tourism seasons follow up on each other and also form a threat to school attendance of children as they are making some money in tourism, farming and/or fishing when the seasons are on their peak⁷¹.

Others who do not own a boat or land might engage in other activities to make a living and Mainland Tanzanians travel back home. Farming and fishing are also given as examples of side jobs in the staff survey, but not many staff of accommodations have indicated that they have side jobs. However, this was surveyed during high season and it is unknown what they are doing during low season. But, the temporary contracts, relatively low payments and the need to find another job during low season makes tourism a rather insecure industry to work for.

Another aspect of seasonality, are effects on the costs of living for local people. Prices of fish, vegetable, fruits and other food increase significantly during the high season making it for the majority of local people unattainable. During high season local people predominantly can only buy little or leftover fruits and vegetables and small fish. It influences the diet and health of local people and consequently children.

5.1.5. Aspirations of local people in tourism employment

A significant part of the community members interviewed aspire a future outside the tourism industry. Although the tourism industry is considered an option to work in and some would certainly like to keep their job in tourism, they also seem to aspire a career in fishing or farming and supply food to both Zanzibari and tourists. Those who are employed outside tourism now do not pursue a job in tourism if not necessary or very interesting in terms of position and payment. The same accounts for children. None of them have the ambition to work in tourism, unless it might be necessary to earn some money or if the industry would change from this Western bubble into an industry that shows interest in local hospitality, food and services.

Community members are disappointed in the opportunities tourism development gave them and there are too many challenges, which will be explained in the following sections, that makes them more interested in other sectors. However, local people do still see the tourism industry as a promising sector that could benefit them in the future. They keep the door open for themselves and their children to eventually make a living in the tourism industry if conditions would be more favourable.

Only when working conditions, cultural barriers, the skills gap and challenges mentioned earlier, are being improved or tackled more effectively, local people might be more interested to participate in tourism. Economic opportunities are limited in Zanzibar for local people and with a growing tourism sector and job opportunities in this industry, they keep their options open and do not reject opportunities in the tourism sector, as one of these options.

5.2. Culture and Tourism

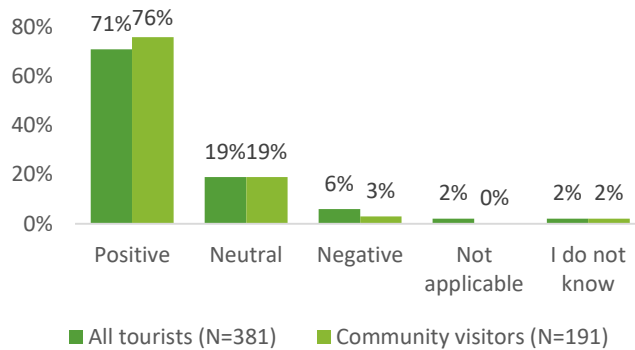
This section explores the role of tourism in what many respondents perceive as 'cultural degradation' as a result of direct interactions with tourism and the more indirect presence of tourism within Zanzibar.

⁷¹ Oxford Policy Management (2018) Mapping of school capacity to absorb out-of-school children in Zanzibar

5.2.1. Interactions between tourists and locals

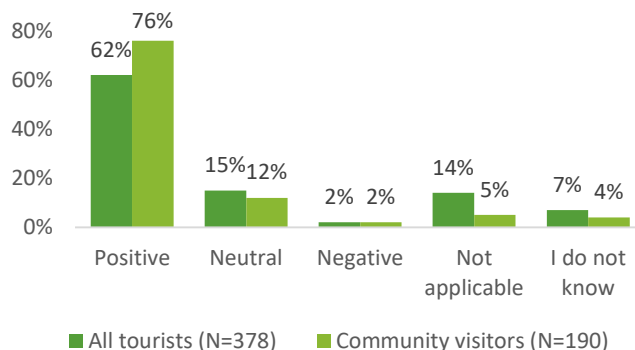
Seeing and experiencing local life and culture has become a more important ingredient in many itineraries of tourists worldwide. The search for ‘authentic’ cultures and also seeing the challenging circumstances local people live in is an interesting and valuable experience for many tourists. The exit survey also gives the same picture as can be seen in figure 5.4.

Figure 5.4. – Tourists about their interaction with local people



71% (N=381) of all tourists looks back with a positive feeling on the interaction with local people while 19% is neutral. There is no big difference between the group who has done a community visit and those who have not. Most often heard comment is ‘friendly’. Moreover, 48% (N=373) consider community visits as something mainly positive for the people living in those communities. This increases to 57% (N=189) among those who have actually done a community visit. Also about the interaction with children are tourists positive as can be seen in figure 5.5. below.

Figure 5.5. – Tourists about their interaction with local children

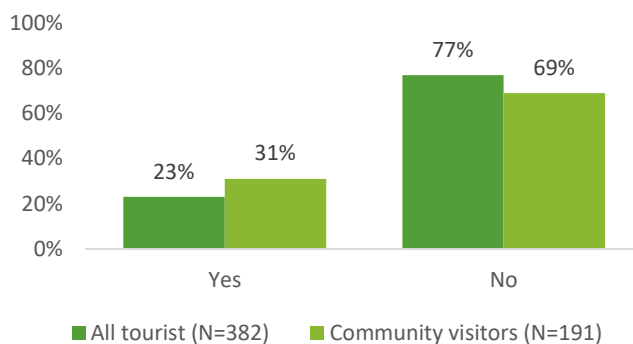


As shown above, 62% (N=378) of all tourists looks back with a positive feeling on the interaction with local children. Among those who have done a community visit, slightly more people, namely 76% (N=190), look back with a positive feeling on the interaction with local children. Only 2% says it was negative. Again, most often heard comment is ‘friendly’. Interestingly, 14% of all tourists and 5% of the community visitors said it was not applicable which means that the vast majority lot of tourists are actually interacting with children, of which the majority seems to enjoy. Although community visits, in many forms, are an important tourism product in the Zanzibar, accommodation and catering is sought back in the beachside resorts as that is a more secure and comfortable place to eat and sleep.

Based on observations and a social media analysis, the interaction with local people and children is often enjoyed, photographed and shared with positive reviews online by tourists. Observations and social media analysis also shows that tourists approach local children with money, sweets or other goods. Tourists post pictures on Facebook and Instagram about their interaction with children, while

also handing out money, sweets or goods. It is impossible to assess the amount or share of these pictures with respect to other tourist pictures about Zanzibar, but it is clear that the interaction with local people and especially children are an ingredient in the tourist experience. For many Western tourists local children are seen as poor and helpless individuals that need some attention and good care (see also chapter 5.4.4. Culture of begging or culture of giving). As a consequence, tourists take pens, sweeties or other goods with them on their holiday to Zanzibar. Others might give some pocket money or buy sweeties or other goods locally to hand out to children. Donations of food and candy are being discouraged by the ZCT Code of Conduct of tourists⁷², but tourism operators do not distribute the code. As can be seen in figure 5.6. below, the exit survey shows that 23% (N=382) of all tourists and 31% (N=191) of the community visitors have donated directly money and/or goods to children.

Figure 5.6. – Tourists about donating money and/or goods to local children directly



Next to donations to children, tourists also donate to local community members, schools, clinics or other local organisations. Social media posts and observation clearly shows tourists' interest in donations to local communities and its organisations. For example, the maternity clinic in Nungwi depends for 30% of its income on tourists that visit the clinic according to the Italian doctor and manager of the clinic. She spends 10 minutes per group to introduce the clinic and this generates 30 to 50 USD per group. The clinic receives one group per week and the nurse addresses them from outside the clinic to no disturb the patients. Directly and indirectly, all these donations do benefit local children and are perhaps also donated thanks to the children. So, a community visit not only includes an introduction into the local life and culture of the Zanzibar communities, it also has a strong component of donations. It is no surprise that out of these contact some are developing charity project and even start their own development organisation which makes their support more structural.

Interaction between tourists and children

For children, tourism is very visible and family members most likely depend on or relate to tourism. With regard to socio-economic perspectives, children are aware of the low payments in tourism and the struggles of tourism business to profit from tourism. Donations to school children and on the street are not considered as income by themselves or their parents.

On an individual level there are numerous interactions between tourists and children. Based on the exit survey, most of these interactions take place on the beach, the streets of Stone Town or during community visits or tours. The majority of the tourists to Zanzibar come for the beaches where local children are also roaming around, and they also spend time in Stone Town, for sightseeing and shopping, where they share the public areas with local community members and their children.

Group interviews with school children at the four tourism sites, indicated that most of the interaction between tourists and children takes places in schools and on the beach. To a lesser extent the school

⁷² ZCT (2009) Zanzibar Tourism Regulations

children were familiar with community visits, although they do meet tourists in the streets of their village sometimes.

All schools in the tourism areas do receive tourists on a regular basis, so all school children are somehow familiar with tourists visiting schools as well. Almost all interviewed school children are positive about these school visits, mostly because tourists donate something to their school or the children directly. In some cases children also get sponsor- or scholarships from individual tourists after they have paid a visit to the school. Children are worried about tourists taking pictures of them without asking for permission, as they do not know what tourists will be doing with these pictures. For example, some children in Nungwi are thinking that they can be undressed with a photo editing application. Those who are afraid of this therefore hide behind their desk or arms when tourists are taking pictures without asking or explaining. This has also reached the Child Protection Unit of the Ministry of Labour, Economic Empowerment and Cooperatives, as an officer explains that they are very concerned about tourists are taking pictures of children in sometimes poor conditions without the consent of their parents.

Children also interact with tourists when they go to the beach during their free time. From the group interviews it becomes clear that all school children are going to beach. However, some are only going once a week during the weekend. Girls more often might only go once a week to the beach. For local children, the beach is a playground and a hangout, an important place to relax and build relationships with friends. It was also observed, that children as well as youth are both often present at the beach, walking around, playing football, hanging out with friends or do some swimming. In some areas the beach is also used to walk to school as it an easy and pleasurable walk in the morning. During their presence on the beach, children see and do interact with tourists.

Local people mention two main positive effects, which are also in line with what the school children are saying. First, children learn other languages when they interact with tourists. Tourists and children do communicate in English, Italian or another European language. This results in children getting to know some words in another language than Swahili or develop some proficiency in their language skills. Second, children get money or goods from tourists. These are often well accepted by local children and regularly children are approaching tourists just to make sure that they will be the first one to get something when tourists have something to hand out.

According to community members, there are more negative than positive effects for children from interacting with tourists. Interestingly, during the kick-off workshop, which was well attended by national stakeholders and the private sector, cultural exchange was mentioned as a positive impact on the lives of children in Zanzibar. Apparently, local people seem to have a different view. In general, local people experience more negative than positive effects, for children and community members, which is further explained in the following section.

5.2.2. 'Cultural degradation because of tourism'

One of the biggest concerns of many Zanzibari nationals, from government officials to community members as well as school children, is the cultural impact of tourism. They often mentioned this before the socio-economic and environmental impact in (group) interviews. As already shortly introduced in above chapters, Zanzibari from all backgrounds and especially local people and children are witnessing a tourism industry that explicitly portrays and exploits a modern and liberal lifestyle which is conflicting with their values and is also negatively influencing local culture.

As Keshodkar⁷³ (2013:198) notes in his book *Tourism and Social Change in Post-Socialist Zanzibar: “a neo-liberal capitalist consumption economy, values of consumption, westernization, secularization and modern life bring forth new challenges for Zanzibaris to preserve the centrality of ustaarabu-civilization⁷⁴.”* The cultural challenge of tourism is mostly in the public areas by local people, outside the hotel premises. Examples of this are the dress style of tourists, the sunbathing of women at the beach, the alcohol consumption in bars and restaurants, the nightlife and the various effects on the attitudes and behaviour of children and youth.

The dress style of tourists in villages and on the beach is criticized by almost all Zanzibar and especially local people and school children during the group interviews as being inappropriate for the Muslim⁷⁵ dress code that the majority of Zanzibaris residents adhere to. The level of nudity on beaches, and within communities as well as the visibility of tattoos, piercings and the haircuts of some tourists leaves many respondents, including school children feeling uncomfortable, despite feeling more accustomed to the situation. However, adults are mostly worried about the demonstration effect⁷⁶ as they see children and youth copying the behaviour of tourists and adopt the Western dress style, copy their haircuts and becoming interested in tattoos and piercings, themselves. As mentioned in the Tourism Act 2009, ZCT requires tourism operators to distribute a 15-rule Code of Conduct for tourists, which requests tourists to “dress and behave properly in order to show respect to local community⁷⁷”. However, the distribution of the Code of Conduct does not seem to take place and consequently tourists are not aware. In response, to the lack of tourist awareness the residents of Nungwi offered shawls (kanga) to tourists to cover themselves when entering the village. As the tourism numbers increased, a sign was erected (see picture), as shown in the picture, although this has had limited effect according to local people.



The increasing level of nightlife and the associated loud music, drinking and use of drugs was also raised as a concern by the majority of respondents of all backgrounds. Drinking alcohol is considered *haram* by Zanzibari, and there is supposed to be a zero-tolerance for drugs. However, observations show that in all tourism areas bars are in operation, alcohol is widely available both in bars and local shops and a number of beach boys are keen to offer drugs. Whereas a minority of children responded neutrally or even positively, it being ‘normal’ tourist behaviour, adults were more unanimous in their concern that children might emulate such activity. In Jambiani, a minority of local people were known

⁷³ Keshodkar, Akbar (2013) *Tourism and Social Change in Post-Socialist Zanzibar – Struggles for Identity, Movement, and Civilization*, Lexington Books.

⁷⁴ *Ustaarabu* is Swahili for civilization. It also refers to how Zanzibar has developed its unique culture.

⁷⁵ See also: https://en.wikipedia.org/wiki/Islam_in_Zanzibar

⁷⁶ McClary R. (2008). *Demonstration Effect*, UNBC, Outdoor Recreation & Tourism Management.

⁷⁷ ZCT (2009). *Zanzibar Tourism Regulations*

to drink alcohol prior to tourism development, yet today a lot of people are reported to have financial and social problems due to alcohol.

The availability of drugs in the tourism areas is a concern expressed strongly in the interviews and observations. Also at the kick-off workshop (Stone Town, October 2017), national tourism stakeholders and private sector pointed out that drugs abuse and trafficking is among one of the most negative effects of tourism developments in Zanzibar, also for children. School children do not seem to be much aware of drugs abuse being a problem, but local people and tourism stakeholders do report about the availability of drugs. Observations show that in and around bars in tourism areas, beach boys often locally born youngsters, offer pro-actively and openly drugs to tourists. Various stakeholders, such as ZATO and the Tourism Unit (Operations Department) within the Police are concerned about the presence of beach boys, how they approach tourists and their involvement in drugs. They also explain that beach boys are somehow protected by tourism businesses and local government representatives.

At the national level, over the past years, some internationally renowned DJs have visited Zanzibar and Ibiza-like parties were organised. A small but significant part of the tourists, namely 10% (N=281) said that partying/nightlife was one of the activities they have undertaken during their stay in Zanzibar. This could be outside or inside the accommodations. Partying and nightlife was not among the most popular activities in 2010⁷⁸, while this seems to picking up in recent years. However, the exit survey conducted by ZCT in 2017 does also not talks about nightlife as being one of the attractions for visitors, while this would have certainly been the case for a part of the visitors. In Nungwi, action has been taken by the Sheha to reduce the volume of music in response to local demand. Community police control this and other locally unwanted tourism related behaviour, but have been accused of violence by some local youth.

Less visible and probably less prominent, is the presence of prostitution in the tourism areas. According to community members, prostitution has been introduced to the village as a result of tourism development which was already recognised by the Government of Zanzibar in 2007 in a study called Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar⁷⁹. However, it is currently unclear to what extent tourists are interested or if male tourism workers from Mainland Tanzania who temporarily stay in Zanzibar alone are the most regular clients of those prostitutes. Local people, civil society and Shehas are reporting about the growing number of prostitutes in their community, in Kiwengwa and Nungwi they specifically link this to male tourism workers rather than tourists.

Weakened social networks

Jambiani, Nungwi and Kiwengwa were all small villages with subsistence farming and fishing before tourism developed itself big scale. Nowadays these villages are expanded with new neighbourhoods and sort of urbanised with along the beach side resorts and concrete housing around it. Now that these villages have grown, the number of social problems and cultural misunderstandings also grew over time according to community members. For example, the influx of people from outside Nungwi settling in this village puts a lot of pressure on land, electricity, roads, waste, but also on the community. More people with different backgrounds have led to a new dynamic in the village. Mainland people bring in also different customs as well as tourists do, and with a bigger community of people who are less connected to each other, numerous 'city problems' are introduced or have increased. In all tourism areas communities are dealing with problems and challenges that are

⁷⁸ Steck, B., Wood, K. and Bishop, J. (2010). Tourism, more value for Zanzibar: value chain analysis: Final Report. Zanzibar, VSO, SNV and ZATI

⁷⁹ Revolutionary Government of Zanzibar (2007). Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar

relatively new to them or are now appearing at a bigger scale. For example, community members are explaining that various crimes, such as theft, drug trafficking and prostitution, are occurring in tourism areas.

When asked whether community ties are still strong enough as they were before to deal with these problems and challenges, all community members indicate that it has grown out of their hands. Representatives of UNICEF, Save the Children as well as government officials add that that public awareness of many issues is relatively low. Community ties and safety networks are crucial in developing countries, also in Zanzibar. Although government is present via the district government and Shehas within the village, problem solving or preventing problems to arise is often done by community members together. Now, community members are indicating that communities are falling apart and that correction mechanism are less or not present anymore. For example, as community members of Nungwi said, long time ago local children that are walking around during school time would be asked by random community members why they are not at school. Now people do not care anymore. This seems to be happening in many other situations that are actually unwanted but do occur and can sustain because it is ignored and left aside. So, tourism development seems to have contributed to a growing pressure on community ties and loss of protection and prevention mechanisms.

5.3. Environmental impacts

The environment impact of tourism that directly influences communities and the lives of children in Zanzibar are mainly related to water supply and waste management. Being an island, the environment of Zanzibar is especially vulnerable. And, with the population grow of around 800.000 in 2000⁸⁰ to 1.303.569 in 2016 (OCGS, 2017:5)⁸¹, next to a grow of 86,918 visitors in 1999 and 433,474 visitors in 2017⁸², the pressure on the environment of Zanzibar is significant and does cause a number of challenges that also impacts the livelihoods of communities and children.

5.3.1. Water availability and quality

The impact of tourism on water resources is significant. Already in 2001, Gossling⁸³ concluded: “... *that water is abstracted in substantial quantities and possibly beyond sustainable levels by the tourist industry*”, and recommended: “*tourist numbers should be stabilised on present levels or even reduced to establish a sustainable small-scale, high-value tourism*”. Again, in 2010, Hansson conducted a research on the east coast of Zanzibar and came to similar conclusions⁸⁴. Hansson (2010) also calculated that local community members in Zanzibar use 32,5 litres of water per day, while consumption rates of tourists are in the range of 84 – 2000 litres per day (water use includes: kitchens, laundry, toilets, showers, swimming pools, cooling, irrigation of gardens, as well as water use for various activities such as golf, diving, saunas, or spas)⁸⁵.

As Zanzibar has more midrange and high-end hotels than hostels, the consumption rates are more likely to be on the higher end of the spectrum than it would be in a backpackers’ destination. As a consequence, the growing pressure on local water resources is easy to understand, a message that

⁸¹ OCGS (2017). Zanzibar in Figures

⁸² ZCT (2018). Document Centre

⁸³ Gossling, S. (2001). The Consequences of Tourism for Sustainable Water Use on a Tropical Island: Zanzibar, Tanzania in Journal of Environmental Management, Volume 61, Issue 2, p. 179-191

⁸⁴ Hansson, E. (2010). Groundwater on Zanzibar, Use and Pollutants, Goteborg University, Department of Environmental Sciences

⁸⁵ See also: <http://www.globalwaterforum.org/2013/07/16/tourism-and-water-interrelationships-and-management/>

also Tourism Concern tries to get across as an advocate for ethical tourism development⁸⁶. They stated that in Zanzibar, “*luxury hotels consume up to 3,195 litres of water per room per day*”. In comparison, the average household consumption is 93.2 litres of water per day according to Tourism Concern. As water scarcity is prevalent in Zanzibar, Tourism Concerns also reports about guards patrolling hotel pipelines to prevent vandalism⁸⁷.

Community members clearly relate the poor availability and quality of potable water in their community to the growing tourism industry. In all four tourism areas community members report about wells that produce less water than before and that the available water is more salty and of less quality than before. Fresh water from inland wells is costly because of transport costs, even more because of demand from the tourism industry, and transport via pipelines is lacking. The costs for desalinating water from local wells can also not be covered by local community members. As a result, communities in rural tourism areas depend on the local wells which potentially can be contaminated with sewage from hotels as Tourism Concern reports⁸⁸. Hansson (2010) also reported about the influence of sewage on the quality of water, causing serious health problems for community members if used untreated.

Altogether, tourism developments in Zanzibar negatively impacted ground water levels which will further decrease, fresh water from inland wells will remain unaffordable for local people, and the influence of sewage together with the intrusion of sea water – because of rising sea water levels – negatively influenced the quality of the water in the coastal areas. This is all known to local people, authorities and the government. In addition, with the UN Resolution 64/692, the United Nations General Assembly explicitly recognized the human right to water and sanitation and acknowledged that clean drinking water and sanitation are essential to the realisation of all human rights⁸⁹. Relevant stakeholders need to act, which seem to be taking place slowly^{90,91}.

5.3.2. Waste management

The tourism industry generates waste that is collected and processed. However, it can also end up in public dumpsites, especially when tourists themselves are leaving trash in public areas. Uncontrolled waste management results in public dumpsite that can contaminate water resources in the area, function as breeding ground for mosquitoes which can increase the number of people with malaria infection, the local environment is polluted and it is a dangerous playground for children. In Zanzibar, the tourism sites itself are clean or relatively clean although tourists do produce much more waste than locals. But, the waste is collected and transported outside the tourism sites to dumpsites that cause health and environmental problems for local communities and children.

⁸⁶ Tourism Concern (2014). How Does Tourism Affect the Demand for Water, Water for Everyone, Unit , Resource A1

⁸⁷ Tourism Concern (2012). Water Equity in Tourism – A Human Right, A Global Responsibility

⁸⁸ Tourism Concern (2012). Water Equity in Tourism – A Human Right, A Global Responsibility

⁸⁹ See also: http://www.un.org/waterforlifedecade/human_right_to_water.shtml

⁹⁰ See also: <https://www.giz.de/en/mediacenter/44092.html>

⁹¹ See also: <http://unpo.org/article/18056>

Studies^{92,93,94} report that 80 - 86% of the total waste, from all local people and tourists together, is organic. The second largest component of the total waste is plastic with around 4%. A SUZA study⁹⁵ calculated that tourists in Zanzibar generate two bottles of 1.5 litres per day, which means a total of 5 million plastic bottles per year of which each will take in average 450 years to biodegrade in nature without treatment or proper waste management. The (expected) growth of tourism has contributed significantly to the plastic waste in Zanzibar.

Despite all the figures and negative impact on public health and the environment, local community members as well as children are not bothered as much as they are with the availability and quality of water. However, local people do not seem to be aware of the effects of uncontrolled waste management systems, which is in line with what has been mentioned before and which other studies are concluding, as well⁹⁶. Public awareness is rather low, despite the alarming figures of more waste due to population and tourism growth.

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

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

5.4.1. Child labour in tourism and supplying sectors

Looking at existing data about child labour in the Zanzibar tourism industry, the National Action Plan for the Elimination of Child Labour 2009 – 2015 refers to the 2001 ILO Rapid Assessment Report on the Worst Forms of Child Labour in Zanzibar identifying: *“agriculture (mainly in clove plantations), seaweed farming, fishing, working in the hotel and tourism sector and child prostitution as the dominant areas or kinds of activities that children engage in. Discussions with key stakeholders also identified quarrying, stone crushing and domestic work as other areas in which child labour was evident.”* Later on, in 2012, the United States Department of Labour⁹⁷ concluded *“In Zanzibar, children work long hours in the tourism industry as guides, street vendors, and hotel cleaners. Girls employed as cleaners have been used for commercial sexual exploitation.”* The Integrated Labour Force Survey 2014 also presents some data, stating that of the 5.6% of all child labourers in between the age of 5 – 17 in Zanzibar, 5.4% work in hotels and food service activities⁹⁸. And, a recent study of Oxford Policy Management⁹⁹ that looked into the reasons for children not to attend school, concluded that children are indeed involved in tourism, stating: *“The situation of out-of-school children is most pronounced in areas with high tourism activity and this is no coincidence. These areas present opportunities for children to make money by performing a wide range of roles, such as giving tours and fishing. In a*

⁹² <http://www.ijcrar.com/special/1/Biubwa%20Ally,%20et%20al.pdf>

⁹³ Biubwa, A. (2014) Municipal solid waste management of Zanzibar: Current practice, the challenges and the future, in: International Journal of Current Research and Academic Review, Special Issue 1, p. 5-19 <https://www.coursera.org/learn/sustainable-tourism/lecture/xo6JO/solid-waste-management-on-zanzibar>

⁹⁴ Mzee K. Juma (2012) Zanzibar Town Snapshots on Solid Waste Management, Coastal East Africa Solid Waste Management and Go to Energy Best Practices Workshop, September 10-13, 2012 in Mauritius from Division of Sewerage, Drainage & Solid Waste, Zanzibar Municipal Council

⁹⁵ In: Konradsen, F. (2018) Online Course Sustainable Tourism, lecture: Solid Waste Management Zanzibar

⁹⁶ Kalin, K. S., Skoog, J. (2012) Assessment of the Waste Management System on Zanzibar, Master Thesis for Lunds University, Department of Technology and Society, Environmental and Energy Systems Studies, Lund Institute of Technology

⁹⁷ US Department of Labour (2012). Findings on the Worst Forms of Child Labour in Tanzania

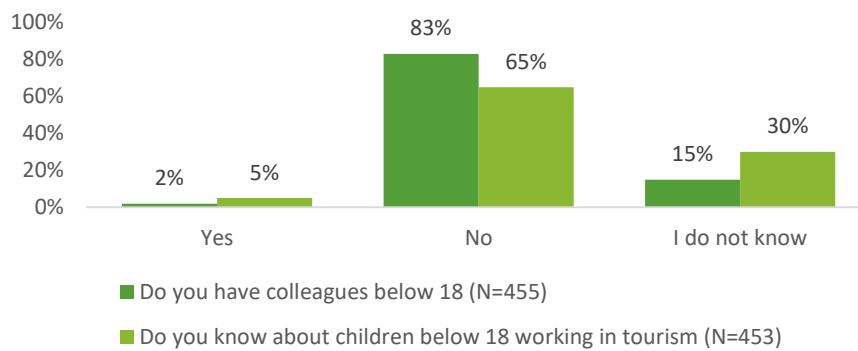
⁹⁸ OCGS (2016). Integrated Labour Force Survey 2014

⁹⁹ Oxford Policy Management (2018). Mapping of school capacity to absorb out-of-school children in Zanzibar

context where children and their families face difficulties making a living, these opportunities are attractive to them at the expense of schooling opportunities”. So, existing data and information already proves the presence of child labourers in tourism.

Consultations with tourism stakeholders in this study also results in a similar outcome. In the kick-off workshop with tourism stakeholders, child labour came out as the most negative impact of tourism on children in Zanzibar. For example, ZATI and government officials of Ministry of Education and Vocational Training and the Tourism Unit (Operation Department) within the Police explains that children are indeed engaging in various economic activities in tourism, also encouraged by their parents. Most of the tourism stakeholders added that child labour mostly happens in the informal sector, as government controls among registered tourism companies - as the law enforcement of the Children’s Act (No 6 of) 2011 and Employment Act (No 11 of) 2005 – prevents children from being employed. These controls seem to be effective as in the staff survey only 2% (N=455) say that they have colleagues under 18, see figure 5.6 below.

Figure 5.7. – Staff about child labour in tourism



As can be seen in the figure above, the actual share of children in the labour force could be higher as 15% says that they don’t know. 83% is sure that they don’t have minors as colleagues. When asked to staff know about children working in tourism, in general, 5% (N=453) says that this is the case and 30% says that they do not know. So, child labour does occur in the formal sector, but seems to be rather limited.

What also matters is the age of the child labourers and the type of work they are engaging in. It remains unknown at what age children are starting to work in tourism, although community members report about children from the age of 7 are engaging in the informal tourism sector, see below. The line between accepted and unaccepted forms of child labour is drawn in Zanzibar’s Children Act 2011¹⁰⁰, at the age of 15 for light work and 18 for hazardous work. Although the act wants minors to go to school as much as possible, the act does not make a difference between children making some pocket money or those who are making a living. It also remains unclear whether working in tourism is considered hazardous in Zanzibar or not.

The involvement of children in tourism seems to be an everyday reality in the informal sector as community members, children and tourism stakeholders are describing the type of jobs children are doing. For example, it can be helping out a friend that owns a kite-school, singing in a choir in hotels for tourists during Christmas, selling green coconut or shells on the beach, helping out a family member or friend in a shop, being involved in some housekeeping in a hotel, or being active in the supplying industries as fishing and farming. Children also seem to be involved in mining of the popular

¹⁰⁰ Revolutionary Government of Zanzibar (2011) Children’s Act, No. 6 of 2011, provisions 97 – 106.

souvenir Tanzanite in Mainland Tanzania¹⁰¹. More specifically, community members in Kiwengwa claim that children as young as the age of 7 – also from surrounding villages – are selling sambusa, fruits, shells, maize or green coconut on the beach. Not just to tourists, but also to locals and tourism workers in the area. Children also mention that they know about friends of their age who earn some pocket money in tourism. However, in all cases, little is known about the conditions and under which circumstances children are engaging in tourism. Based on interviews with various tourism stakeholders, children are indeed informally engaging in tourism to make an earning or pocket money by doing various piece jobs.

Selling goods on the beach can be done after school. However, depending on school performance, children might also engage in tourism during school time when they have dropped out. The exams of form 2 (around the age of 14) and form 4 (around the age of 16) are crucial according to community members, especially form 2. This is also recognised by a recent study of Oxford Policy Management¹⁰², stating: *Form 2 exams serve as a crucial marker for education success, with students who fail these exams usually unable to complete their formal schooling*". So, if students fail, they can drop out and engage in tourism. This resonates with the results of the staff survey, which shows that the vast majority has form 4 (57%) or form 2 (20%) as their highest level of education (see 5.3.1.2.). Government officials, from the Child Protection Unit of the Ministry of Labour, Economic Empowerment and Cooperatives and Ministry of Education and Vocational Training also explains that they are aware of children being more interested in engaging in tourism which affects school performance and attendance. Community members mention that they encourage their children to go to school and that they disapprove of the involvement of children in tourism for work. The majority of the community members would prefer the children to continue with school, only a minority is okay when children are engaging in tourism once finished with form 4.

Following the observations and knowledge of staff, tourism stakeholders, community members and children, mentioned above, children are working in tourism, but it seems to be mostly in the informal sector and the supplying industries, especially in farming and fishing. As the Oxford Policy Management study concludes: *"Tourism, fishing, and farming provide opportunities for these children to make a living for themselves and support their families, which can prove too attractive to pass up"*. Only a general picture of child labour in fishing and farming in Zanzibar can be given.

Various studies about Mainland Tanzania conclude that around one-third of all children between 5 and 17 are child labourers¹⁰³¹⁰⁴. These studies also conclude that a vast majority works in agriculture, fishing and forestry under often hazardous conditions. Child labour in Zanzibar seems to be considerably less than in Mainland Tanzania as a 2006 Labour Survey concluded that 9% of Zanzibar's children are child labourers mostly working in transportation, fishing, clove picking, domestic labour, small businesses, and gravel making. This seems to have further dropped to 5.6%, mostly children from rural areas, according to the Labour Survey of 2014¹⁰⁵. As in Mainland Tanzania, children work mainly in agriculture, forestry and fishing (56.8%). As explained before, fishing and agriculture are the two most important suppliers of the Zanzibar tourism industry. Indirectly, tourism is contributing to or at least benefiting from child labour in these sectors.

Another 'sector' that also indirectly relates to tourism is domestic labour, children from Mainland Tanzania are also involved in this 'sector' and tourism is contributing to this. Tourism in Zanzibar has

¹⁰¹ US Department of Labour (2014). Findings on the Worst Forms of Child Labour in Tanzania

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

¹⁰³ Tanzania National Bureau of Statistics (2014). Tanzania National Child Labour Survey

¹⁰⁴ Kokuteta Mutembei Baregu (2011). Situation Analysis on Child Labor in Tanzania Mainland and Zanzibar, Federal Publications, Key Workplace Documents, Cornell University ILR School, ICF International

¹⁰⁵ OCGS (2016). Integrated Labour Force Survey 2014

made it a destination for domestic labour for Mainland Tanzanian girls. With tourism, the idea of economic opportunities and wealth makes it for recruiters easy to attract girls to drop out of school and start working for families in Zanzibar under, again, often bad conditions¹⁰⁶¹⁰⁷.

The further away from the actual tourist areas and its companies, in terms of place in the value chain as well as geographically speaking, more children seem to be involved and conditions seem to become more hazardous and unacceptable. However, children are also engaging in tourism from a young age, especially in the informal sector. Being involved in tourism, fishing and farming is affecting their school attendance and performance. Therefore the tourism industry is somewhat contributing to the involvement of children in tourism and supplying sector by creating demand and opportunities that generate income. The question remains to what extent this goes beyond the capacity and power to control of individual tourism businesses and who is responsible. This study shows that the private sector seems to be aware of children working in tourism and the supplying sectors.

5.4.2. Sexual exploitation of children in travel and tourism

In 2016, a comprehensive international study was conducted that clearly explained the sexual exploitation of children in travel and tourism in various tourism destinations worldwide¹⁰⁸. The study concludes that sexual exploitation of children in travel and tourism is on the rise in Africa, following the increasing number of international arrivals in African tourism destinations. Experts of ECPAT¹⁰⁹ point to Zanzibar as one of the major destinations for travelling of child sex offenders, unfortunately without providing details or a rationale behind this conclusion. The claim seems to be based on a Tanzania report of ECPAT from 2013¹¹⁰, and taken over in a regional overview of ECPAT in 2014¹¹¹, which is referring to an observation of a number of Tanzanian NGOs, a news article of TOMRIC News Agency from Tanzania in 2001 and interviews with a taxi driver and the Zanzibar Ministry of Labour, Economic Empowerment and Cooperatives in 2008¹¹².

A number of other studies have been done in the past decades, but almost all have the same difficulty in finding clear evidence. Most telling evidence is from a Rapid Assessment Report on the Worst Forms of Child Labour in Zanzibar in 2001¹¹³, stating: *"... through the process of "physical counting", researchers revealed there were some 50 child prostitutes (aged between 14 and 18) in Stone Town, the main urban centre on Unguja. None of these children were reported to be attending school, but, of the child prostitutes, only three percent were said to have originated in Zanzibar."* However, clear relations with the tourism industry have not been found.

Since 2001, most reports are less clear or anecdotal. In 2008, the United States Department of State¹¹⁴ in its Tanzania profile also talks about the commercial sexual exploitation of girls near tourist

¹⁰⁶ See also: <https://www.theguardian.com/global-development/2017/nov/09/children-domestic-servitude-zanzibar-trafficking>

¹⁰⁷ Tanzania National Bureau of Statistics (2014). Tanzania National Child Labour Survey

¹⁰⁸ ECPAT International (2016). Offenders on the Move, Global Study on Sexual Exploitation of Children in Travel and Tourism 2016.

¹⁰⁹ ECPAT is an international NGO Network that is dedicated to the fight against the sexual exploitation of children worldwide

¹¹⁰ ECPAT International (2013). Global Monitoring, Status of Action Against Commercial Sexual Exploitation in Tanzania, 2nd Edition

¹¹¹ ECPAT International (2014) The Commercial Sexual Exploitation of Children in Africa, Development, Progress, Challenges and Recommended Strategies.

¹¹² Terres Des Hommes Netherlands (2009) Money Makes the World Go Down, Child Sexual Abuse and Child Sexual Exploitation in Tanzania

¹¹³ ILO (2001) Assessment on the Worst Forms of Child Labour in Zanzibar

¹¹⁴ US Department of State (2008) Country Report on Human Rights Practices Tanzania (March 11, 2008)

attractions, adding: “On Zanzibar some hotels sponsored girls for hotel work who then become bar maids or prostitutes; hotels were used by traffickers for prostitution activities.” Again, these claims are not backed by evidence. In 2011, the Government of Zanzibar published the results of the Violence Against Children Study, the first ever national household survey conducted in Zanzibar. The 2011 Study reported that 6% of females and 9% of males in Zanzibar experience sexual violence before the age of 18 years. However, the Violence Against Children study did not specifically include an analysis of sexual exploitation related to the tourism industry¹¹⁵. This was tried and explored before in 2007 in a study called Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar¹¹⁶. Although sex tourism is recognised in this study as being a problematic development, it did not result in concrete evidence either.

With regard to a national response and action, recently, the five-year National Action Plan to End Violence Against Women and Children (2017-2022) was launched and include an output on tourism (explained in 5.6), again without any problem statement or evidence, but asks for a clear assessment about sexual exploitation of children in travel and tourism¹¹⁷. Government officials, from the Tourism Unit (Operation Department) within the Police, the Ministry of Education and Vocational Training and the Child Protection Unit of the Ministry of Labour, Economic Empowerment and Cooperatives also explains that they never received cases of sexual exploitation of children by tourists, but that they are suspecting it to be happening in Zanzibar.

Based on desk research it is impossible to measure or even to estimate the extent to which sexual exploitation of children in travel and tourism takes place in Zanzibar. This impact assessment depends on reports of people which seemed at best second-hand information, and probably a story that has gone from head to head several times. Nevertheless, there are a few reports about tourists engaging in child sexual exploitation during their stay in Zanzibar. As In workshops with community members and when interviewing relevant stakeholders several anecdotal reports are shared. In each interview or workshop about the actual impact of tourism on children, the sexual exploitation of children by tourists is mentioned. It does not come out as a major issue, but it always comes up. Although not carrying much detail, several characteristics about sexual exploitation of children in travel and tourism in Zanzibar can derived from these reports:

- Young trainees from Mainland who are not hired after their application or training, but stay in Zanzibar to try their luck elsewhere are vulnerable for engaging in paid sex in bars or brothels
- Another vulnerable group of children are those from mainland staff that grow up in a loose environment in Zanzibar.
- The role of beach boys is alarming in the context of Zanzibar’s tourism industry. Beach boys who are in for any kind of business, have a strong local network and do not hesitate to approach and assist tourists in their needs are those who will easily link up any tourists with a child as was the case in Nungwi with one of the researchers, see the anecdote in the box below.

¹¹⁵ UNICEF (2011) Violence Against Children in Tanzania; Findings from a National Survey 2009

¹¹⁶ Revolutionary Government of Zanzibar (2007) Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar

¹¹⁷ Revolutionary Government of Zanzibar (2017) National Action Plan to End Violence Against Women and Children, 2017-2022

Field notes of field researcher (Nungwi, January 2018)

A beach boy is coming up to me on the beach of Nungwi. Being approached by beach boys is very common and often results in a short chat about the business. This time, being prepared and looking like a tourist, I asked for 'a girl' straight away after Mohammed asked: "do you need something". I told him that I want a girl. A young girl. He immediately understands that I am looking for paid sex and proposes to bring me to a guesthouse where I will find young girls for sex. I agree with his proposal and start walking. It takes a 15 minutes walking uphill, around 1 kilometre from the beach, to reach the guesthouse. It looks from the outside as a normal guesthouse, a compound with several detached small buildings, of which one is the reception and others are rooms for guests. A couple of guys are sitting outside playing a card game. He talks with a few of these guys and a couple ladies come out of the rooms, not paying any attention to me. They look in their twenties and from mainland. He explains that this place normally would attract only local/African clients. He calls one of the girls and explains to her that I want a young girl. She immediately starts calling, apparently someone in the village that should invite a girl to come to the guesthouse. At this point I cancelled my request and together we start walking back.

These characteristics can be derived from interviews with various tourism stakeholders – government, civil society and private sector – and observations. In addition, there are factors which make children more vulnerable for sexual exploitation in the future. Zanzibar is a developing country with relatively weak child protection structures, local community networks are loosening, the entertainment industry is growing and the number and type of tourists are growing and diversifying. And, as representatives of UNICEF and Save the Children point out, the lack of awareness of risks for children and knowledge of how to mitigate these risks are adding to these factors and represent a key challenge for the tourism industry and other stakeholders. This is also recognised in interviews with government officials from the Child Protection Unit of the Ministry of Labour, Economic Empowerment and Cooperatives and the Tourism Unit (Operation Department) within the Police, adding that both the government and civil society have a role to play in this. However, all these factors might lead to a situation as in Kenya and The Gambia which are similar destinations (see comparative cases) which have more experience in identifying and combating sexual exploitation of children in travel and tourism. However, community members claim that because of the strong traditional culture of Zanzibar and the relatively high enrolment of children in schools, the children of Zanzibar are actually less vulnerable.

Children in Tourism workshop (Nungwi, January 2018)

During the Children in Tourism workshop in Nungwi, community, private sector, local government, and NGOs were present. Many issues concerning child rights and protection have been raised. One woman in the workshop, working as receptionist, in one of the bigger hotels of the area, told the research team the following story:

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

5.4.3. Use of and access to drugs

As already discussed in the section on cultural degradation, community members and tourism stakeholders are concerned about the availability of drugs in tourism areas. As with any product which tourists pursue, it will be made available. Drugs, especially party drugs, have been introduced in the tourism areas because of tourism developments. This was already concluded in 2007 by a study called

Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar¹¹⁸, stating: “*Rising tourism, which is associated with increased business and social interactions, is believed to fuel up both commercial sex industry and drug use among youth.*” If only based on observations of the nightlife in Nungwi, one could conclude that a variety and abundance of drugs is available, openly sold by young beach boys, taxi drivers and bartenders at day and night time. Also an officer of the Tourism Unit (Operation Department) within the Police points to Nungwi as one of the areas where drugs is causing problems in the community and for children. This is not unique for Nungwi, although nightlife supposed to be the best in this area which could attract drug user and drug dealers. Also in other tourism areas people are offering drugs.

In informal interviews with beach boys, they explain that drugs are imported by air and sea from mainland Africa, especially from southern African countries. Some beach boys even claim that they run drugs themselves, also explaining that customs are not an obstacle as long as they also profit from the trade. In interviews with community members and tourism stakeholders, drugs are also often mentioned as one of the destabilising factors for local communities. Now drugs are present in communities and local people are offering it to tourists, it also triggers the beach boy to start using. Community members are talking about various social problems that occur as a result of drug abuse. Drugs are prohibited by law, but have found their way to the beaches and bars of Zanzibar and also seem to negatively impact the lives and health of local youth.

5.4.4. Culture of begging or a culture of giving?

Based on observations and the kick-off workshop with tourism stakeholders, one would conclude that begging children is common in tourism areas. However, in interviews with community members, children and in the exit survey among tourists, begging children seem to be less of a problem. In the exit survey, only two tourists talk about the begging or asking of children as being negative. So, it seems that mainly tourism stakeholders are concerned. Some relate absenteeism and dropouts of school to begging, explaining that children prefer to be in tourism areas begging than in school. Although the Oxford Policy Management¹¹⁹ is not naming begging as an activity children engage in tourism, but the study does see a relationship between dropouts and tourism, stating that in tourism areas there are: “*opportunities for children to make money by performing a wide range of roles*”. When observing the behaviour of children towards tourists, if the interaction is based on exchanging money or goods, the intention of children is rather playful than begging. However, this is not appreciated by some tourists. For example, 7 out of 111 tourists who commented in the exit survey about their interaction with complained about children asking for money. But, it seem as if children have developed a habit of asking tourists for money or goods as a result of them being accustomed to tourists giving sweets, money, pens, or other goods. This leads to another observation, tourists are proactively offering money and/or goods to children without being asked or begged for it. If children are begging, it looks more like a playful act in which they do not always take tourists serious and even joke around with them. However, it can also be enforced by the parents as an officer of the Child Protection Unit of the Ministry of Labour, Economic Empowerment and Cooperatives explains.

At the same time, tourists are generous as 23% (n=382) says that they have donated money and/or goods directly to children. Of those who did a village tour, 54% (N=208) donated goods or money directly to people during the community visit. An unknown but significant part will benefit children as well. As some community members put it, tourists seem to have this perception that African children are in constant need for anything, either money, sweets, notebooks or something else. Tourists do also collect goods beforehand or raise money and approach children in public or in schools to donate.

¹¹⁸ Revolutionary Government of Zanzibar (2007) Situation and Impact Analysis of HIV/AIDS on the Tourism Sector in Zanzibar

¹¹⁹ Oxford Policy Management (2018) Mapping of school capacity to absorb out-of-school children in Zanzibar

This perception is quite strong as Mirjam Vossen also concluded in her study 'Framing Global Poverty' published in 2017. The public in Europe has a strong opinion or bias with regard to the developing world. People in Europe tend to believe that people in developing countries are victims of tragic circumstances and that poverty is the consequence of a lack of progress, all strongly fuelled by media¹²⁰. It can be argued that these perceptions also trigger tourists to collect goods and/or raise money to donate to communities and children. Other tourists might donate their pocket money or buy goods, sweets, fruits or notebooks, locally to donate.

What seems to be most harmful is the way tourists conduct their donations. Community members criticize the way tourists offer money or goods to children. They sometimes hang bananas and let children jump or they throw it around and let children crawl, which is very much disapproved by community members and children. They perceive this as humiliating. Also children find this humiliating. And the other hand, they still accept and appreciate the gift as their culture tells them to be thankful and that these products and money can also be helpful. Although the sweets and sweet drinks that tourists tend to give are disapproved, because it negatively influences the eating habits and quality of their teeth according to parents. However, community members and children themselves are not doing much about the situation, also because local culture tells them not to correct a visitor or stranger for their behaviour and they are somehow profiting from it, as some community members and children indicate in interviews. And, although tourism stakeholders are concerned, tourist education is lacking. Although some hotel managers claim that they inform their guests how to go about with donations.

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

5.4.5. Level of vulnerability

When discussing the level of vulnerability of children with respect to possible negative impacts of tourism on their wellbeing, two aspects are of importance. First, the moments of contacts and interaction between tourists and local children, that are potentially harmful from a child rights perspective. Second, the attitude of children towards these interactions, in general. Of course, more aspects define the vulnerability of children in Zanzibar, which relate to the context they are living, such as the level of education, parental care, food consumption, living conditions, health care, etc. However, in this study the focus is mainly on how children relate to the tourism industry and tourists. In addition, the level of vulnerability is about identifying potential harmful effects of tourism rather than pointing out actual cases of child protection as presented in earlier sections.

The interaction between tourists and children is commonplace in Zanzibar. In most cases tourists meet children in public or in a school or within a community. In interviews, school children explain that they do meet tourists, ranging from seeing to interacting with each other. And with their position and wealth, tourists have a certain power over local people, including children. The question is to what extent tourists with bad intention can take advantage of their position and power. Children were asked if they would accept an invitation of a tourist to come for a drink. All children answered that they would never follow a tourist to either a restaurant or a hotel.

The strong opinion and feeling of local people that tourism destroys their culture also leads to a rejection of tourism rather than it being embraced. As such, children have some protection mechanism that

¹²⁰ Vossen, M. (2018) Framing Global Poverty

keeps them from potential harmful situations involving tourists. However, in the case of Zanzibar, there is a grey area between joining a tourist and staying away from tourism. For example, when social media pictures of a tourist with local children being carried are shown, only a few children have negative connotations. The majority of the children are either neutral or positive, not perceiving any harm in a tourist who picks up a local child, carries it around on their arm and is being photographed and posted online.

5.4.6 Impacts on children of households working in tourism

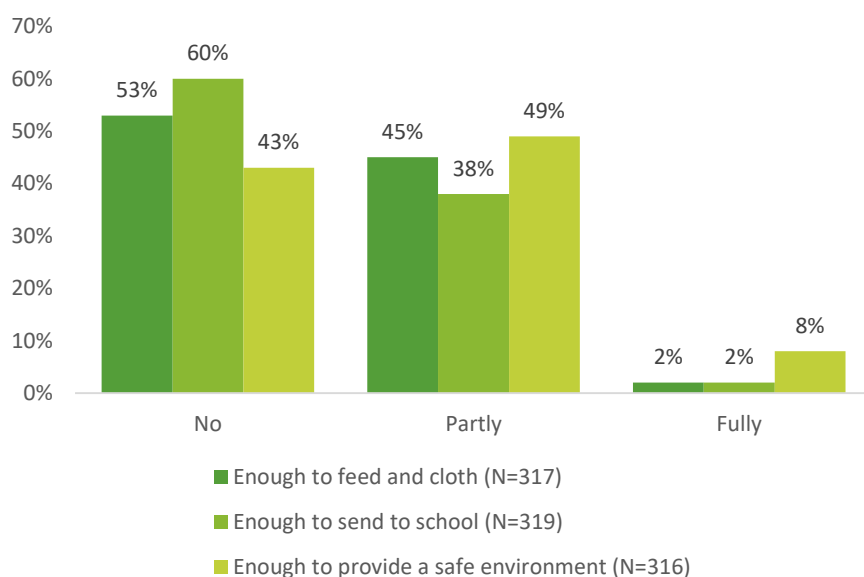
The jobs and income that people generate in the tourism industry directly impacts the lives of children which form half of the population in Zanzibar¹²¹. In the staff survey developed and conducted for this assessment, staff has been questioned about job conditions in relation to children’s livelihoods.

Of the staff participating in the survey, 78% (N=430) have children to take care of. They are parents of in total 876 children, which is an average of 2.7 children per parent. Approximately 760 of those children are under the age 18 years old. 66% (N=310) of those staff who have children under 18 say that they depend on the income from the hotel, this raises to 78% (N=366) of all staff who also have children above 18 years old including a lot of youngsters. In other words, the income from tourism is very important if not invaluable for the wealth and health of the majority of the children.

5.4.6.1. Is the earned salary sufficient?

When looking into more detail at the question whether the income is sufficient to secure the livelihoods of children, a gloomy picture arises as can be seen in figure 5.7 below.

5.8 – Parents about if their salary is sufficient to take of their children



Those who indicated that they have children to take care of, 53% (N=317) say that the salary is not enough to feed and clothe their children, while 45% says it is partly sufficient. Those who claim it is insufficient are taking care of 324 children under the age of 18 years old. In other words, the livelihoods of about half of the children of tourism workers who are under the age of 18 structurally lack food and clothing if they continue to depend only on the income from the hotel where their father or mother is working. This picture strongly resonates with the income calculations, presented earlier. The majority of the staff are only generating income that is just above the international poverty line or close to Zanzibar basic need poverty line, which will certainly negatively impact early childhood

¹²¹ UNICEF (2016) Global Initiative on Out-of-School Children, Tanzania Country Support

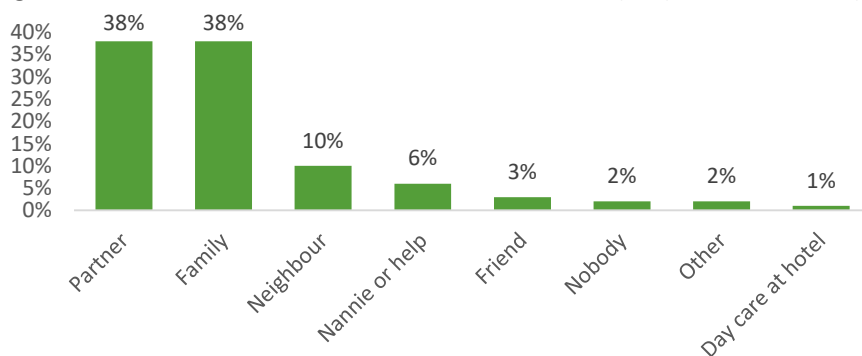
development as global evidence shows¹²². In interviews, both government officials, including the Ministry of Labour, Economic Empowerment and Cooperatives, and local people are aware of the low level payments and the challenges it will bring about in properly taking care of one's family.

This also makes working in tourism less appealing for local people. As a Zanzibari commented in the staff survey: *"I am grateful to work in hotel industry because I earn my daily bread. The payments though are very little"*. Another staff member is more direct by stating: *"Government have to make follow-up, we are not getting the salary as recommended, what I get does not afford my life, no health care, no allowances during Holiday. The employer don't respect their employees, they give us lots of works I can't afford to do it. Low salary, I have 6 years of experiences still they pay me 120,000 how I can live with this amount? I have kids depend on me, my family depend on me"*

When looking at other child rights, as right to education and shelter¹²³, the picture becomes even gloomier as can be seen in the figure 5.7 above. 60% (N=317) say that their income is not enough to send their children to school if they are of the school-going age, 45% say partly it is. In addition, 43% (N=316) say that their income is not enough to provide a safe environment¹²⁴ for their children, 49% say it is partly sufficient. This means that other forms of income are necessary to cover those needs. But, when working fulltime in tourism it makes it very challenging to generate other forms of income given the work hours which are above maximum. So, the majority of the children do also depend on the (financial) support from another parent, family, extended family or someone else. Moreover, for Mainland Tanzanians who temporarily stay on Zanzibar, their children tend to stay in Mainland Tanzania with the other parent or family member. The tourism staff then shares savings via cash or bank transfers to take care of their children from a distance.

With regard to providing a safe environment and the support from others, when at work, 73% (N=355) say that their child is in a safe environment, while 16% say not always and 8% says no. The partner and family play an important role in making sure that the children are well taken care off.

Figure 5.9 – Staff about who takes care of their child(ren) when at work (N=346)



The partner, 38% (N=346) and family 38% takes care of the children when staff is at work. 10% says their neighbour takes care of the child(ren) while 6% say that their 'help' is taking care of the children. 2%, representing three staff members, two men and one woman, indicated that sometimes nobody takes care of their children when they are at work. Almost all of them appear to be minors. The hotels do not play a significant role in the day-care of children, because 88% (N=339) says that their employer does not provide day care for children, 7% does not know and in figure 5.8 above only 1% says that their child is at the day care provided by the hotel. So, most of the children seems to be in safe

¹²² See also: https://www.unicef.org/earlychildhood/index_40748.html

¹²³ UN (1990). Convention on the Rights of the Child, No. 27531

¹²⁴ The survey emphasised that staff supposed to assess their own situation. A safe environment is safe when he or she is considering it as safe and in which their children feel safe.

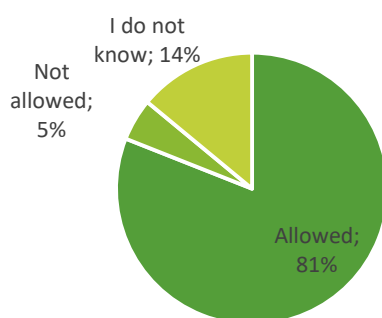
environments under the guidance of one of the parents or family. However, a small number of children might be unaccompanied at home or elsewhere.

These figures show that income from working in hotels is very often insufficient or partly sufficient to properly take care of children and, that the support from a partner and family is much needed in providing a safe environment. This might only account for being an employee in the hotel sector. Being a business man or woman in tourism could lead to more income as in the case of Goodluck who leaves his family in Arusha during high seasons to run a souvenir shop in the middle of Stone Town. Although business is dropping down – as many shop owners claim¹²⁵ –, doing business has provided him with enough income to secure the higher education of his son in Mainland Tanzania.

5.4.6.2. Baby care

Getting leave from your job to give birth and take care of your new-born is something invaluable for any mother. The Zanzibar Employment Act of 2005 stipulates that pregnant women are entitled to a three months' paid maternity leave every three years¹²⁶. In figure 5.9 below, staff explains what the reality is in the hotels they work for.

Figure 5.10 – Staff about women being allowed to take maternity leave (N=370)



Of the respondents, 81% (N=370) say that their employer allows women to take maternity leave. 5% says that pregnant women are not allowed to take maternity or will lose their job. And 14% does not know any rule. So, although the national legislation is clear about workers' right to maternity leave once in every three years, a significant part of staff in hotels is not allowed or not aware of this rule. Noteworthy, the staff surveyed also represent the experience of Mainland Tanzanians who might know more about the Tanzanian law which allows women to also get 3 month paid maternity leave, but without the restriction of having this only once in every three years¹²⁷.

Zanzibar does not have clear labour laws with regard to breastfeeding of mothers during work time. The Employment Act 2005 only mentions breastfeeding as being not a reason to sack an employee, as is pregnancy and sickness¹²⁸. Legislation in Tanzania allows women to take in total 60 minutes breaks to breastfeed their child¹²⁹. Figure 5.10 Below shows everyday practice in hotels according to hotel staff.

¹²⁵ According to souvenir shop owners: business is dropping down because of the economic recession in 2008, different types of tourists who spend less and more competition of other shop owners.

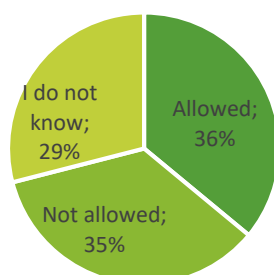
¹²⁶ Employment Act 2005

¹²⁷ ILO (2014) Maternity and Paternity at Work; Law and Practice Across the World

¹²⁸ Revolutionary Government of Zanzibar (2005) Employment Act, No. 11 of 2005

¹²⁹ Idem

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

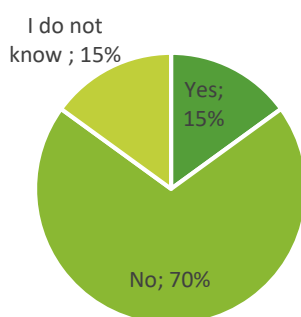


In reality, 36% (N=361) of hotel staff say that their employer does not allow breastfeeding. 35% say that women are allowed and 29% say that they don't know what the policy of their company is. So, over one-third of hotel staff indicate that their company does not allow mothers to take a break for breastfeeding while a significant part of the staff also seem to be unaware of what the rule about breastfeeding is. Needless to say that these practices will have effect, and especially strong effects in the first six months, on the upbringing of babies and for example mother-child relation. UNICEF also stresses the importance of breastfeeding in early childhood development in various programmes worldwide, as well as in Zanzibar, and say that employers have a positive duty to support breastfeeding of children¹³⁰. This also seems to be recognised in the Zanzibar Child Policy 2017 of the Zanzibar Ministry of Labour, Economic Empowerment and Cooperatives¹³¹. However, this recognition has not yet led to a clearer employment act that would give mothers the right to breastfeed their child.

5.4.6.3. Taking care of children

Needless to say that care of children goes beyond giving birth and providing basic needs as food, clothes, shelter and education. Health care, day care, attention and safety are other crucial ingredients for early childhood development. Figure 5.11 below shows that hotels are not often supporting their staff in health care costs.

Figure 5.12 – Parents about support in costs of health care from their hotel employer (N=322)



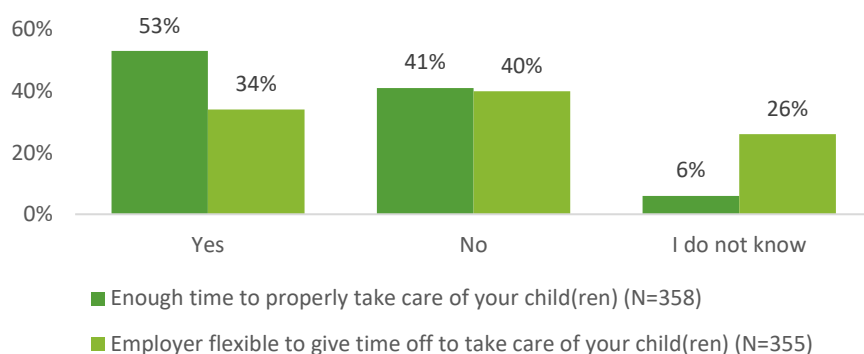
Of all staff who are responsible for children, 15% (N=322) of the staff say their employer supports in the health care costs of their child and 70% say the hotel is not supporting them in this. So, a vast majority will need to make use of their own income to cover health care costs if necessary. Given the relatively low wages, health care costs are a serious economic challenge for many parents.

¹³⁰ See also: <https://www.unicef.org/nutrition/>

¹³¹ Revolutionary Government of Zanzibar (2017) Child Policy 2017, Ministry of Labour, Economic Empowerment and Cooperatives.

Regarding child care from the parents, in figure 5.12 below can be seen that having time for your child(ren) is a challenge for parents who work in hotels.

Figure 5.13 – Staff about time to take care about their children (N=358)



Of the respondents in the survey, 53% (N=358) stated that their working schedule provides them with enough time to properly take care of their child(ren). In addition, 34% (N=355) of the staff say that their employer is flexible if they need time off to take care of their child. So, almost half of the parents who are working in tourism cannot spend enough time with their child(ren) because of their working schedule and/or inflexibility of their employer. As already explained earlier, it is estimated that the majority of the hotel staff is working in average 54 hours per week which is 6 hours more than legally allowed according the Employment Act 2005. Having enough time with your child(ren) is an important ingredient of proper early childhood development.

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

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

5.5.1. National level stakeholder interaction

ZCT implements the Tourism Policy and has eighteen different roles that are defined in the Tourism Act of 2009. Besides tourism promotion, licensing tourism businesses and enforcing regulations, the Commission is also responsible for tourism developments and specifically for cultural and eco-tourism.

The Board of the Commission supposed to be mixed with private sector representatives and has seven different 'functions' that are all related to tourism development. And, next to a multi-stakeholder Board, the responsible minister can appoint up to eight commissioners from different parts of the tourism industry. The Tourism Act 2012 (amendment) states that the Commissioners should come from: the hospitality industry, associations, Zanzibar Planning Commission, Minister of Information, Culture, Tourism and Sports, ZIPA, any other member who shall be a woman, ZATI and religious institutions. The Commissioners have four roles that revolve around advising, developing, implementing and steering the Commission and tourism in Zanzibar for all. So, the Board and Commission are the highest levels on which different stakeholders discuss tourism development in Zanzibar.

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

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

With regard to sustainable tourism development, the Director of ZATI is mostly concerned about the environment, quality of water and waste management. In regional member gatherings in 2018, ZATI has put these issues on the agenda.

5.5.2. District level

At the district level, the Tourism Act (amendment) of 2012 explains that District Tourism Committees are to be installed with members from the public and private sector as well as a representative from a religious institution. Their roles are to spearhead tourism development in their district in collaboration with ZCT. It remains unclear whether these committees are installed and operational.

5.5.3. Community level

On a community level the interaction between relevant stakeholders is existing, but rather ad-hoc than structural. Community activism is almost non-existing, although some beach clean ups and a number of local development organisations try to influence tourism developments. In the box below, the rise and uncertain future of Kiwengwa Development Organisation is an interesting example of community activism. Depending on the ambition of a 'Sheha', local government representatives, they potentially have a strong influence in the local tourism industry. For example, in Nungwi, where the

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

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

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

'Sheha' instated a curfew for bars, seemed to have influenced the nightlife and consequently the image of Nungwi as a party destination. So, generally speaking, the various stakeholders in tourism do interact, but mostly act in isolation from each other and/or on specific issues.

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

So, looking at the Tourism Acts, multi-stakeholder processes around tourism development are a reality on paper on a national and district level. This is exactly the opposite in tourism areas where the interaction of various stakeholders is taking place, but not planned and rather ad-hoc and depending on personal relationships.

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

The interaction between the tourists and tourism industry and local communities is not very strong. In the tourism areas under research, the tourism industry and local communities are two separate worlds. Physically divided by walls, but also divided by economy and culture. The latter will be more explained here.

The majority of the tourism businesses have community links which vary from having local staff to structural support to community projects. Regarding the latter, 44% (N=394) of the staff that participated in the survey indicate that their hotel is involved in supporting surrounding communities, families, schools and/or clinics/hospitals, either in kind or financially. However, 25% says their hotel doesn't do this and 31% do not know. All this is in line with what local people, local organisations and hotel managers are explaining. Most of the tourism businesses have limited or irregular interaction with communities, except for the linkages with their staff. In section 5.6.3., some interesting practices of partnerships between the tourism industry and communities are given.

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

5.5.5. Mitigation of risks and other mechanisms of social accountability within the tourism industry with specific respect to child welfare

5.5.2.1. Social accountability

The World Bank¹³² defines social accountability as: *“Social accountability is an approach to governance that involves citizens and civil society organizations in public decision making. SA interventions can enable citizens and civil society actors to articulate their needs to governments and service providers. SA also brings the perspective of citizens and CSOs to government activities, such as policy making, the management of public finances and resources, and service delivery. Finally, SA allows civil society to participate in monitoring the public sector and giving feedback on government performance.”*

This study has not found social accountability mechanisms specifically in relation to the tourism industry in Zanzibar. What comes most close to citizens that share their perspective with the government is based on the interaction between community members and their Sheha, see a reflection on this relationship in the previous section. As mentioned earlier also, the Government of Zanzibar is taxing the tourism industry in various ways, but community member claim that they do not see much of this coming back. According to community members, their experience and opinion with respect to tourism development insufficiently reaches responsible stakeholders. As explained in the beginning of subchapter 5.6, the Tourism Act do not recognise community members or civil society organisations as stakeholders in tourism development. Although community members are mentioned as primary beneficiaries of the social responsibility of tourism operators in the Zanzibar Tourism Regulations and the ZCT Code of Conduct asks tourists to be respectful to local norms and values¹³³, they are not invited to committees and other meetings at which tourism development is discussed. It seems that inhabitants of Zanzibar do not officially or legally play a role in tourism developments, nor do they have a social contract with the government of Zanzibar with respect to the distribution of taxation benefits from the tourism industry.

5.5.2.2. Child rights and protection in tourism

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

Sexual exploitation of children in travel and tourism

The Government of Zanzibar has no specific programme on sexual exploitation of children in travel and tourism yet, although the Children Act 2011 is very clear on what is considered a sexual offense, abuse and exploitation in general¹³⁴. Recently a five-year National Action Plan to End Violence Against Women and Children (2017-2022) was adopted, defining several outcomes and outputs of which one is: *“Support the tourism sector to adopt specific guidelines on the prevention and response to violence against women and children”*¹³⁵. The Ministry of Information, Tourism and Heritage is a lead agency in the implementation of this plan and has a budget (unknown amount) planned for 2018 – 2020 to work on this priority action. The plan continues with saying that the Ministry of Information, Tourism and Heritage will work together with ZATI, Ministry of Labour, Employment, Elders, Youth, Women and Children, Government ministries, department and agencies, NGOs, CSOs and Faith Based Organisations on realising this priority action. As far as this study knows, this output has not yet been translated into programmes and projects with respected organisations, while it also remains unclear

¹³² See also: <https://saeguide.worldbank.org/what-social-accountability>

¹³³ ZCT (2009). Zanzibar Tourism Regulations

¹³⁴ Revolutionary Government of Zanzibar (2011) Children’s Act, No. 6 of 2011

¹³⁵ Revolutionary Government of Zanzibar (2017) National Action Plan to End Violence Against Women and Children, 2017-2022

whether the budget has been cleared within the budgetary framework of the Ministry. For example, the Tourism Unit (Operation Department) within the Police declared that they do not have budget for fuel to monitor tourism areas on issues like sexual exploitation of children in travel and tourism.

The national action plan also calls upon other stakeholders, saying “*this plan of action sets out a national framework for everyone committed to preventing and responding to violence against women and children, – from Government to communities, from civil society to the private sector*”. However, civil society in Zanzibar seems to be focussing on other related topics instead of the sexual exploitation of children in travel and tourism¹³⁶. Zanzibar does not have a member of the respected international network of ECPAT or another organisation that focuses on the sexual exploitation of children in travel and tourism. Mainland Tanzania has an ECPAT member, called Kiwohede¹³⁷, but they do not work in Zanzibar nor do they have a specific programme on the sexual exploitation of children in travel and tourism as can be read from their website. Tourism business do not seem to be active on this subject either, although Blue Oyster has implemented a policy against the sexual exploitation of children in travel and tourism as result of their certification programme with Responsible Tourism Tanzania and Colors of Zanzibar did the same as part of their Travelife certification. A number of other hotels have started to develop such policies under these certification programmes¹³⁸¹³⁹.

In an international context, the recent adoption of the UNWTO’s Code of Ethics as a Convention¹⁴⁰ could potentially lead to an adoption of its principles in Zanzibar’s tourism policy and as such be another framework and incentive for Zanzibar’s government to further develop its plans to work on sexual exploitation of children in travel and tourism.

Child Labour

There are a number of initiatives, programmes and organisations active against child labour in Zanzibar, but child labour in tourism does not get much attention yet. The National Action Plan for the Elimination of Child Labour 2009 – 2015 of the Ministry of Labour, Economic Empowerment and Cooperatives has been the most recent concerted action of the Government of Zanzibar and relevant stakeholders. However, while the action plan provides a problem statement–based on dated resources with regard to child labour in tourism, actions in tourism are taken in the field of gender equality and not with regard to child labour. The Ministry of Information, Culture, Tourism and Heritage, Ministry of Infrastructure, Communications and Transportation was identified as partner to work on gender equality. The National Action Plan ended in 2015 and as far as this study knows, it is not followed up with another programme. What still is in place is the Children Act of 2011, enacted as a result of Tanzania ratifying the UN Convention on the Rights of the Child in 1991¹⁴¹ and the African Charter on the Rights and Welfare of the Child in 2006¹⁴². The line between accepted and unaccepted forms of child labour is drawn in Zanzibar’s Children Act 2011, at the age of 15 for light work and 18 for hazardous work¹⁴³. Although the act wants minors to go to school as much as possible, the act does not make a difference between children making some pocket money or those who are making a living.

¹³⁶ See also: <https://www.actionaid.org.uk/blog/news/2017/01/09/meet-the-women-tackling-sexual-violence-in-zanzibar>

¹³⁷ Kiota Women’s Health and Development (KIWOHEDE) is a non- government organization in Tanzania with focus to promote reproductive health, children’s rights, development and advocacy.

¹³⁸ Responsible Tourism Tanzania is an association of voluntary members who believe in a sustainable approach to tourism in Tanzania.

¹³⁹ Travelife is a training, management and certification initiative for tourism companies committed to reach sustainability.

¹⁴⁰ UNWTO (2017) 22nd Session of the General Assembly, Agenda Item 16, Document A/22/16 rev.

¹⁴¹ See also: https://treaties.un.org/Pages/ViewDetails.aspx?src=IND&mtdsg_no=IV-11&chapter=4&lang=en

¹⁴² See also: <http://www.achpr.org/instruments/court-establishment/ratification/>

¹⁴³ Revolutionary Government of Zanzibar (2011) Children’s Act, No. 6 of 2011

It also remains unclear whether working in tourism is considered hazardous in Zanzibar^{144,145}. So, basically, the value of the Children Act has to be seen in the everyday reality. As tourism business report about the strict controls of labour regulations and given the assumed low numbers of children working in formal tourism businesses, it seems that law enforcement of the children's act by the Ministry of Labour, Economic Empowerment and Cooperatives is successful in combating child labour in the formal tourism sector. So, despite child labour in tourism is recognised as a problem in each part of its value chain, there are no specific actions reported with regard to child labour in (relation to) tourism¹⁴⁶. But, the law enforcement of the Children Act 2011 seems to result in low number of child labourers in the formal tourism industry.

5.5.2.3. Access to hospitality education in Zanzibar

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

Managers of tourism businesses are not impressed by the level of knowledge and expertise of the public training institutes in Zanzibar. Most of the managers of accommodations explain that both trainees and graduates from Zanzibar training institutes need additional on-the-job training because often their skills levels do not meet the job requirements. Next to skills, especially the high-end tourism accommodations also want to make sure that new staff meets the hotels' standard. Some state that the training curriculums need to be improved and a few even already see improvements and are involved in supporting these improvements. Depending on the type of hotel and the skills required, the level of English language skills appears to be problematic and practical knowledge about hospitality is all too low.

In 2016, ILO started an apprenticeship programme in Zanzibar for youth, as ILO write on their website¹⁴⁷: *"The programme is funded by the Norwegian Government and is geared at supporting and promoting youth to secure skills required to generate decent jobs in the labour market through apprenticeship programme in the hotel industry"*. The programme is run by ILO, ZATI, Zanzibar Employers Association (ZANEMA) and Zanzibar Trade Union Congress (ZATUC). SUZA is the educational institute that trains youth and ZATI, as the director explains, makes sure that they are placed in hotels in Zanzibar to learn on the job. With support from ILO, the hotel only pays TZS 80,000 per month for the student. ZATI also runs the a programme, 2018 – 2022, to improve local businesses serving the hotel industry and help young people to start businesses. Development Alternative Incorporated (DAI) is also starting a project with ZATI, and is focusing on the level of capability of the youth of Zanzibar to engage in entrepreneurships and to source relevant areas for training. ZATI also cooperates with Potsdam, Germany and Zanzibar and they want to initiate a project to link the government VETA schools in to improve the practical and pedagogical training by creating a centre of excellence.

¹⁴⁴ <https://www.dol.gov/ilab/reports/child-labor/findings/2014TDA/tanzania.pdf> US Department of Labour (2012). Findings on the Worst Forms of Child Labour in Tanzania

¹⁴⁵ Kokuteta Mutembei Baregu (2011). Situation Analysis on Child Labor in Tanzania Mainland and Zanzibar, Federal Publications, Key Workplace Documents, Cornell University ILR School, ICF International

¹⁴⁶ See also: <http://www.futurepolicy.org/rights-and-responsibilities/zanzibars-childrens-act/>

¹⁴⁷ See also: http://www.ilo.org/addisababa/media-centre/pr/WCMS_533969/lang--en/index.htm

Zanzibar also has three private education institutes that work with and for Zanzibari, especially young, namely Kawa Training Centre¹⁴⁸, The Makunduchi Project¹⁴⁹ and Jambiani Tourism and Training Institute (JTTI)¹⁵⁰. Kawa is active since 2011 and fully operational, while the Makunduchi Project is in its early stage and JTTI has been shut down in 2016 – after 10 years of training – due to financial restraints.

The cases of Kawa and JTTI show that it is possible to train local people, especially youth, from all backgrounds up to competitive standard. Kawa has around ninety graduates since 2011 of which 79% have found a job (60% in tourism). The training institute have worked hard, especially on language skills of their students, and on general knowledge about hospitality and technical skills with regard to guiding, reception, restaurant and kitchen. Kawa explains that they also work on sustainable tourism in terms of waste management and recycling. Financial support and effective partnerships with tourism businesses is essential in ensuring that people from especially poor backgrounds get a chance in tourism. For JTTI the challenge was securing the financial support to fund its operation, while JTTI is praised by various hotel managers for the well trained graduates.

Kawa has the financial support from the TUI Care Foundation¹⁵¹, but says that the licensing of their graduates as guides is burdensome and costly. The Makunduchi Project has its own hostel where they can provide on the job training, hence, they depend less on partnerships with other hotels. Although the private tourism institutes are initiated and run by foreigners, they are embedded within the Zanzibar tourism industry and fit within the Education Policy according to the Ministry of Education and Vocational Training. But, its success depends on structural support from donors, collaborative authorities and effective partnerships with the tourism industry. These factors appear to be a real challenge.

5.5.3. Good practices in the Zanzibar tourism industry

There are several examples of collaborations between the tourism industry and communities, NGOs working with communities, and donor programmes. As can be seen in figure 5.13., below, 44% (N=446) of the staff surveyed indicated that the hotel they work for is running a support programme, although also 26% says they do not and 30% do not know. Some hotels indicated that they would like to collaborate even more with NGOs and donor agencies. These efforts were often initiated by enthusiast individuals within the management of the hotels, but sometimes also part of a corporate policy. Often, projects are built on the relationships between hotel staff and community members.

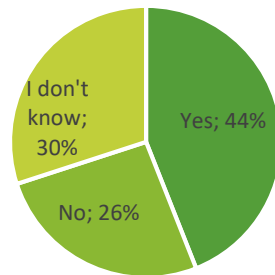
¹⁴⁸ <http://www.kawatrainingcenter.com/> Kawa Training Center is an NGO that trains and educates young Zanzibari residents to become professional tour guides

¹⁴⁹ Makunduchi Project is provides training in agriculture, gastronomy and tourism. Training on the job takes place in the integrated youth hostel.

¹⁵⁰ <http://www.jtti.org/> The Jambiani Tourism Training Institute provided a 2-year Diploma course in Tourism and Hospitality – a vocational training curriculum which offered participants the opportunity to develop their skills needed to enter the tourism and hospitality industry and thereby improving their socio-economic conditions.

¹⁵¹ See also: <https://www.tuigroup.com/en-en/media/stories/2018/2018-01-10-tui-care-foundation-zanzibar>

Figure 5.14. – Staff about community support of their hotel (N=446)



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

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

The ‘Good Practices’ that are introduced here, might be good examples in all aspects of Corporate Social Responsibility in their hotels, but do not necessary need to be best practices. The examples show some elements of how a more integrated and inclusive tourism destination might be developed, but might not be implementing all. For instance a hotel might implement several development activities in and with a community and at the same time might not allow community members to use their beach.

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

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

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

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

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

Zuri Zanzibar Hotel & Resort is currently being constructed in the Kendwa area of Nungwi. The hotel has a clearly spelt out corporate social and environmental responsibility action plan, which describes the hotel's sustainable and responsible strategy, in constructing and operating the hotel, and in its linkages to the communities around the property. The strategic action plan supports the hotel to choose projects and actors according to its strategy and for keeping new sustainable and responsible initiatives focused. Zuri states: *"We want to deliver a unique stay to our guests, find education opportunities and improved livelihood to local community but also in the same time combat against eco-system degradation"*.

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

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

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

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

Like Zuri and Melia, other hotels in Zanzibar are also involved in hiring and training local staff, developing economic backward linkages, saving drinking water, organizing waste management, initiating biodiversity protection and nature conservation, implementing community projects. An example of a hotel that covers almost all aspects of sustainable tourism is Blue Oyster in Jambiani. Blue Oyster is Responsible Tourism Tanzania (RTTZ)¹⁵² certified. Also Emerson on Hurumzi in Stone Town follows as much as possible responsible tourism guidelines as well as Stone Town Cafe, also in Stone Town. Outside the four areas studied, Chumbe Island Coral Park and &Beyond's Mnemba Island are also worth mentioning as both are strongly involved in sustainable tourism, mostly engaging in protecting biodiversity and nature conservation projects, use of sustainable building materials and methods, sourcing local agricultural products, and more. Together, all these examples showcase all elements of a sustainable and inclusive business development framework on the islands.

¹⁵² Responsible Tourism Tanzania is an association of voluntary members who believe in a sustainable approach to tourism in Tanzania.

6. Conclusions

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

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

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

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

The current tourism industry is the result of 30 years of development. In the late 1980s, tourism was identified as sector with strong potential for driving economic development in Zanzibar. In these three decades tourism has grown from 42,141 international tourist arrivals in 1990 to more than double to 125,443 by 2005 and continued to grow steadily. By 2014 the number of tourists visiting Zanzibar had more than doubled to 311,891. In a few years' time the arrival numbers have increased to 433,474, in 2017, almost achieving the aim of 500,000 arrivals set for 2020.

In all the years of tourism development, local communities expected to benefit from tourism, but also remained hesitant to participate. Mainland Tanzanians occupied most of the jobs, especially the better paying jobs. However, this seems slowly changing in recent years. Many Zanzibari have found a job or business in tourism. In the staff survey, 52% (N=452) of the staff originates from Unguja or Pemba. However, owning a small business in tourism in Zanzibar is an insecure form of earning a living and most of the parents who are working in the tourism industry are struggling to take proper care – feeding, clothing, school and shelter – of their children. Around 71% (N=450) of the accommodation providers' employees, in the staff survey, both Zanzibari as well as Mainland Tanzanians, earn 300,000 TZS or less per month, which is not sufficient for parents to take proper care of their children.

Local people of all backgrounds reject many aspects of the tourism industry as they perceive it as degrading their culture. In general, it is the tourist lifestyle that is of concern, in particular the way tourists dress. Local people are also afraid of the effects on children and youth because drugs and alcohol entered the communities around the studied tourism sites. Over the years, local people have a hard time recognising themselves in the tourism industry in Zanzibar.

There is pressure on the precious and sometimes fragile environment of Zanzibar, because of the growing population and number of tourists. This results in water scarcity, problems with water quality and pollution because of poor waste management. Moreover, people are also concerned about overfishing because of tourism demand. However, tourism development has also led to local Zanzibari discovering their own beaches for leisure activities and to participate in beach clean-up initiatives.

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

Tourism will continue to grow fast as more direct flights into Zanzibar are offered and new tourism accommodations are being built. Tourism remains a large opportunity for local economic benefits. It also seems that compared to older Zanzibari, culturally speaking, young people are less hesitant to become engaged in tourism. However, younger Zanzibari do make a more economic cost-benefit assessment about working in tourism and are critical about the opportunities provided. There seems a growing awareness among – especially Zanzibari – accommodation owners and managers, that their accommodation and the tourism destination has to become more socially and environmentally responsible.

6.2. Developing the capacity of the population to take on gradually more advanced jobs

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

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

The private sector is not a big contributor to educational programmes in Zanzibar, they rather hire people and train them on the job. However, several, initiatives from the private sector and education institutes are being implemented, or are being planned, to develop the capacity of the population to develop enterprises, take more advanced jobs, or benefit from economic linkages. Besides the improvements at the training institutes mentioned in the section above, the Zanzibari government, NGOs and private sector, or a combination, are involved in these initiatives, as for example in the ILO apprenticeship programme. Some tourism accommodations are purposely, as being the result of a corporate policy or someone’s personal belief, hiring more local staff and providing training and mentoring to them.

6.3. Positive and negative effects of tourism on children

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

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

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

working conditions of their parents in tourism and the increasing costs of food due to tourism demand, especially during peak seasons. Income from working in accommodations can be insufficient to feed and clothe children, provide them with proper education and shelter. Working conditions in accommodations primarily affect early childhood development as parents lack time to take care of their children, may not breastfeed or may not take maternity leave. Environmental effects are underestimated as being negative for children, but the full swing effects of the current pressure of tourism and local population (waste, water, overfishing, coral, etc.) on the fragile environment of the island is believed to come out sooner than later.

In the field of child protection people are concerned about child labour (mostly in the supply chain, but also children doing piece jobs in hotels, restaurants and shops or selling things at the beachside), SECTT (sporadic) and drugs abuse. The private sector seems to emphasize the child protection issues over the negative cultural and economic effects. Although children may not be as exploited as much as in other tourism destinations, a trend is present and with a growing tourism industry these child protection needs need to be addressed.

The mitigation of risks for children needs attention from various stakeholders. In the case of Zanzibar, multi-stakeholder processes are yet to be developed. The current environment, from local community networks to child protection mechanisms on a national level, seems not very equipped of dealing with serious issues of child protection in tourism. In chapter 7 specific recommendations are presented which might increase child protection in tourism in Zanzibar.

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

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

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

- Tourism education - according to both the private sector as community members, the level of education determines someone's future in tourism. Hospitality knowledge, specific capacities and language skills are invaluable for someone who wants to make a career in tourism.
- Backward linkages - the extent to which the tourism industry buys local determines if local people can benefit. This has been certainly the case in the fishery and agriculture supply chains, but less in produced food and drinks, for example.
- Seasonality - Zanzibar knows a number of seasons that determines in which months there is work and business for local people. During low seasons business is down for suppliers as well as tour operators and souvenir shops, while some accommodations remain open and providing jobs for local people.
- Interest from the tourism industry to share benefits and to invest in local communities (see also 6.9) - almost all tourism businesses claim that they support local communities, families and/or children in Zanzibar. The extent to which this takes place determines the actual if local people are benefitting.

Although tourism income is often insufficient and cultural and environmental costs are considered to be high, local communities do depend very much on the tourism industry. So, any disruption in the tourism market in Zanzibar can be felt locally. Local people deal with the risks and potential negative

effects by spreading their chances over different sectors. Some go out of tourism during low seasons and some try to find work or a business in another place in the value chain, like fishing or agriculture.

If there can be division of groups made based on who benefits more than the other, then it would be Mainland Tanzanians who profit more from tourism in contrast to local people. Not just economically as they earn slightly more than local people, but especially because the cultural and environmental costs of tourism are felt much more by local people.

6.5. Stakeholder awareness of potential child rights risks of tourism

This section answers to what extent do the government, private sector, the communities and children themselves have an awareness of the potential child rights risks of tourism, as well as what prevention mechanisms do exist. In all interviews, all stakeholders, from the private sector, civil society and representatives from the public sector, are aware of the potential child rights risks in tourism. However, the majority would not name or relate it to child rights but often describe child protection related issues instead.

This study mainly looked at the response to SECTT and child labour. Regarding SECTT, studies and representatives of the government recognises the existence and suspect it to be happening in Zanzibar. Only recently a response to SECTT seems to be developed, as the National Action Plan to End Violence Against Women and Children (2017-2022) states: *“Support the tourism sector to adopt specific guidelines on the prevention and response to violence against women and children”*. However, under this mandate, no project has yet been implemented. The private sector, nor the civil society, has developed a clear response to SECTT in Zanzibar, although some individual tourism businesses have it on their agenda as part of their membership of Responsible Tourism Tanzania and Travelife.

Despite child labour in tourism is recognised as a problem in each part of its value chain, there are no specific actions reported with regard to combating child labour in (relation to) tourism. But, the law enforcement of the Children Act 2011 and Employment Act 2005 seems to result in low number of child labourers in the formal tourism industry. However, clearer evidence is needed and clearer response to what is considered hazardous and informal work in tourism needs to be formulated.

6.6. Perception of children and communities about the tourism industry

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

Community members are quite opinionated about the tourism industry. Even before discussing the limited and disappointing economic benefits and the environmental impacts, community members and children are mentioning the ‘cultural degradation’ as a result of tourism development in their community. Overall, local people do not recognise themselves in the tourism industry from a cultural point of view, next to the already missed economic and job opportunities.

On a positive note, local people appreciate the business and jobs they have and continue to look for new opportunities. In short, community members seem to have a dualistic point of view, as if they are in a split. On the one hand they disapprove of the tourism industry because of its negative impact on culture and environment. On the other hand, they keep being interested in jobs and business opportunities and might ventilate a strong standpoint but will not come into action against any tourism planner or investor.

Children meet with tourists several times and at various locations. Interviewed school children, mainly from the age of 13 to 15, are regularly in contact with tourists in schools, at the beach and within the communities. They do also have a strong cultural lens towards the tourism industry and often object to the lifestyle of tourists, for example how tourists are dressed, the alcohol they consume, their interest in taking pictures and the way how they donate goods. Children can be suspicious towards tourists who are taking pictures as they do not know what the tourists will be doing with their pictures.

Children do receive money and goods directly from tourists or via their school or community members, as tourists are generously donating. This seems to be mostly the result of a culture of giving among tourists, while some children are also begging for money and goods. The ZCT Code of Conduct for tourists disapproves the donation of food and candy to children, but the code appears to be an ineffective instrument as it is not made known to tourists.

Children are not that much interested in working in tourism in the future, but become overly proud if local food and culture are portrayed in restaurants and accommodations. Both community members and school children are pondering and envision another tourism industry in which local staff, local food and a local way of hospitality are leading. People believe in their own capacity to host tourists and to show them their hospitality, kitchen and culture, as long as it is Zanzibar based and run.

6.7. Reflections of tourists on interactions between tourism and communities

To what extent do tourists reflect on the interactions between the tourism industry and local communities and children?

Tourists hardly reflect on what the tourism industry is doing in communities or towards children. They might be aware of what their accommodation or tour operator is doing in a community, like supporting a school or clinic, etc., it does not or barely played a role in selecting an accommodation or tour operator. A considerable percentage of the tourists visiting Zanzibar consider sustainability in tourism very important, but putting this into actions is something different. This so-called behavioural gap is especially applicable to tourists with regard to sustainability. In the exit survey, most tourists reflect on their personal experience and are positive of what the Zanzibar tourism industry has provided them during their stay. Some individual tourists share their concern about the distribution of benefits and the poverty and poor roads that they have been witnessing.

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

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

6.8. Interaction between the tourism industry and communities

Here the questions, 'How does the business industry enter into contact with and establish relations with communities? How do these relations evolve over time? What is the role of the government in this regard?' are answered.

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

Regarding the role of the government, despite the Tourism Policy and Tourism Act that describe the role of various stakeholders in tourism development, including multi-stakeholder consultations, the actual interaction between tourism stakeholders on a national and district level seems to be absent. Moreover, in the policies and acts civil society and communities are not (clearly) recognised as stakeholders that should be involved in consultation processes. The existing policies, act and regulations show a tendency of making the private sector and tourists responsible for ensuring economic benefits for local people and respect local norms and values. The relation between the public and private sector revolves around licensing, regulations and taxation. The focus of the government on licenses, regulations and taxes is experienced as burden by the private sector which takes away the financial capacity as well as organisational capacity to invest in social programmes. However, the strong enforcement of labour regulations also seems to result in no or almost no child labour in the formal tourism sector.

Multi-stakeholder processes on tourism development are a reality on paper at a national and district level. This is totally the opposite of interactions between stakeholders in the four tourism areas. Here, not as a result of tourism policies or planning, interaction of various stakeholders is taking place, often depending on personal relationships and based on ad hoc transactions instead of structural programmes.

6.9. Examples of collaboration between the tourism industry and communities

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

There are several examples of positive and dynamic collaborations between the tourism industry and communities, NGOs and donor programmes, working with communities in all tourism sites studied. Some of these initiatives are small initiatives, with specific economic or social linkages to communities around them, others are almost totally integrated development projects between the tourism businesses and communities around them. Of course no collaboration is totally perfect and all encompassing, but the impact assessment has identified several good and interesting practices, including increasing local employment opportunities, developing of enterprise requested skills, developing economic linkages, sustainability (re-)use of natural resources, and enhancing social and cultural consciousness, etc.. These efforts were often initiated by enthusiastic individuals within the management of the accommodations, but sometimes also part of a corporate commitment. Some accommodations indicated that they would like to collaborate even more with NGOs and donor agencies.

The way the impact assessment reviewed the different private sector cases, was based on the elements (or determining factors) contributing to a more integrated and inclusive tourism destination, increasing benefits for local communities, avoiding negative impacts on children, families and communities. These elements included:

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

This study presented several good and interesting practices that all show the opportunities and challenges in making the Zanzibar tourism industry more inclusive and sustainable. Noteworthy, most efforts described above are based on mainly practical interventions that focus on one’s own business operation or vicinity instead of interventions or initiatives that have a national scope or deal with the legal framework which is more in the hands of associations like ZATI and ZATO. The existing enthusiasm with the tourism businesses involved in these good practices, provide ample possibility to develop a tourism industry which will be more inclusive and sustainable at the destination. The recommendations are build further on these practices.

7. Recommendations

The recommendations specifically address the current vulnerability of children, families and communities caused by a fast growing tourism industry in Zanzibar, and the possibilities to support the tourism industry to benefit communities economically, environmentally and socially from tourism development. As such, they are in line with the Sustainable Development Goals that are relevant for the tourism industry, namely Goal 8, 12 and 14 that focus on a more fair distribution of economic benefits, respect for local culture and heritage and environment protection¹⁵³. The recommendations, combining long term investments and immediate actions, focus on child protection (7.1.), children's and human rights in tourism (7.2.), sustainable livelihoods of children, families and communities (7.3.), and the social-cultural and environmental context (7.4.).

7.1. Child protection

Tourism is in Zanzibar to stay, and probably will keep growing fast, with more impacts for children, families and communities. All tourism stakeholders in Zanzibar should collaborate to prevent negative impacts from tourism on children. The following recommendations provide directions in the field of child protection.

Government and authorities

- On an international level, the national government of Zanzibar (together with Tanzania) should strive for the adoption of the UNWTO Code of Ethics as a convention and to be ratified accordingly¹⁵⁴.
- Further develop, or extend, and implement the Children Act 2011 as a legal framework against child labour in tourism and the sexual exploitation of children in travel and tourism.
 - Formulate clear rules on what is considered illegal and hazardous child labour in relation to tourism.
 - Clearly include rules in relation to the sexual exploitation of children across all sectors, including travel and tourism.
- The National Action Plan to End Violence Against Women and Children should be extended with a clear focus on child labour in tourism and the sexual exploitation of children in travel and tourism.
 - Mainstream this in future tourism policies and plans.
- Zanzibar Commission for Tourism should improve (the use of) the Code of Conduct for tourists in two ways:
 - Review and update the Code of Conduct for tourists to specifically include behaviour that protects and respects children.
 - Monitor the implementation of the Code of Conduct by all tourism operators.

Multi-stakeholder action

- UNICEF and partners could reduce the vulnerability of children in tourism by developing and implementing an educational programme for children about how they can protect themselves from everyday risks in relation to tourism.
 - Risks are associated with drugs, alcohol, sex, donations and the environment.
- UNICEF and other child right organisation could support the equipment and training of police, national and community police, in identifying and combatting child labour in tourism, the sexual exploitation of children in travel and tourism and drug abuse in tourism.

¹⁵³ See also: <http://icr.unwto.org/content/tourism-and-sdgs>

¹⁵⁴ See also: <http://ethicsconventions.unwto.org>

- UNICEF and partners could conduct an assessment that specifically focusses on child labour in tourism, focussing on the informal sector and supplying sectors, and the sexual exploitation of children in travel and tourism in order to provide all stakeholders with clear evidence and specific information to further develop its counteraction.

7.2. Children's and human rights in tourism

Various issues in relation to the children's and human rights need to be taken up by tourism stakeholders, especially in relation to labour conditions that affect family life and children's rights in general. The following recommendations provide directions for a tourism industry that takes into account the rights of children more.

Government and authorities

- To improve family life and the care for children, the Employment Act (No 11 of) 2005 could be further developed and implemented in relation to labour conditions in tourism, especially in relation to wages, maximum working hours, payment of hours worked in overtime, allowing mothers to breastfeed and allow unlimited maternity leave instead of only once in three years.

Multi-stakeholders

- ZATI and UNICEF could develop an awareness programme for the tourism industry in Zanzibar, by:
 - Adapting the ten 'Children's Rights and Business Principles' (CRBP) to become more specific for tourism enterprises in Zanzibar (using examples from the islands)
 - Continuing documenting good practices from tourism companies in Zanzibar
 - Organizing workshops in all tourism sites in relation to the CRBP.
 - Identifying and selecting a group of motivated tourism accommodation providers to develop and implement a 'children's and human rights in tourism' programme, with a specific focus on decent work and labour issues related to parent or caregivers
 - Conduct regularly assessments about child rights in tourism business
- In order to increase awareness and knowledge of future tourism workers about children's and human rights in tourism, UNICEF and other child right organisations could cooperate with training institutions to develop a 'children's and human rights in tourism' component to be included in the curriculum.
 - SUZA is already developing such a component and could be a leading example for other training institutes
- UNICEF and other child right organisation could engage with national and international labour related organisations, such as ILO and labour unions, to make them aware of this tourism impact assessment and encourage them to use their power and means to address labour conditions that negatively influence family life and the care of children.
- UNICEF and other child right organisations could champion tourism businesses that have implemented children's rights in their business practice and/or contributed to child rights related programmes in communities.

Tourism businesses

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

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

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

7.3. Sustainable livelihoods of children, families and communities

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

7.3.1. Local job opportunities

Multi-stakeholders

- Support the draft Zanzibar Tourism Integrated Strategic Action Plan (ISAP) to develop a Zanzibar tourism-specific HR strategy, and revise the vocational training curricula (especially with regard to English and basic hospitality knowledge and skills), matching content to market requirements and improving the practical component.
- Support the development of education and training opportunities and facilities, developed together with – and with an active role of – the private sector, that fit local communities and are at the same are based on the needs of the tourism industry, like on-the-job-training programmes, internships, exchange visits, mentoring programmes, etc.
 - Secure funds and create opportunities to also include private training institutes in the field of tourism education that proven to be successful in sustainability education and including children’s and human rights in their curriculum, such as Kawa Training Centre and Jambiani Tourism Training Institute.
- In line with the existing ILO programme, ZATI, SUZA and tourism businesses can increase local job opportunities through training, mentoring and especially hire community members (in particular women).

7.3.2. Inclusive and sustainable businesses

Multi-stakeholders

Doing good can be good business. Tourism businesses can become more inclusive and sustainable and remain competitive, at the same time. Economically, environmentally, socially and culturally sustainable practices can be integrated into profitable private sector operations.

- ZATI, UNICEF and other partners can adapt checklists for socially responsible and sustainable tourism enterprises (like the Travelife ‘responsible tourism’ guidelines – as reference point or inspiration) to become a more cultural conscious, responsible and sustainable business, and remain economically viable. The impact assessment partners could support the development and implementation of a Zanzibar social and cultural conscious inclusive and sustainable business development pilot project, based on ‘responsible tourism’ guidelines.
 - Identifying and selecting a group of motivated tourism accommodation providers (champions) to further develop and implement a pilot project.
 - Support selected accommodations with planning and improving their sustainability and corporate social responsibility policies (art the same time supporting the provision about CSR in the Tourism Act 2009, section 27).
 - Support selected accommodations with stronger market linkages to agriculture and fishery systems.
 - Provide guidance to selected accommodations to develop and implement community development activities

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

- Support product development and diversification with linkages to other sectors, like agriculture, fisheries and seaweed (backward linkages from the tourism industry to these sectors, but also improving local benefits of specific tours, like visiting farm, fish markets, seaweed farms, etc.).
 - Develop a 'made in Zanzibar' brand or label that supports local producers and is attractive for tourism businesses and tourists.

7.3.2.1. Taxation

Government and authorities

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

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

7.4. Social-cultural and environmental context

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

Government and authorities

- Amend the Tourism Act (No. 6 of) 2009 and (No. 7 of) 2012 to include community members and/or representatives as well as civil society organisations as stakeholders that ought to be consulted in future tourism developments.
- Zanzibar Commission of Tourism should improve (the use of) the Code of Conduct for tourists in two ways:
 - Review and update the Code of Conduct for tourists in relation to cultural awareness and respect of tourists for local culture.
 - Monitor the implementation of the Code of Conduct by all tourism operators.
- Tourism regulations (as part of the Tourism Act, No. 6 of 2009, section 31) need to be updated (and enforced) on environment protection, especially in relation to waste disposal.
 - Environmental protection guidelines need to be clearly included in the tourism regulations
- Current water supply systems do need to serve as much the local people as tourists.
 - Environmental impact assessments of existing and new tourism investments should include calculations on what is a sustainable level of water use.

Tourism businesses

- To bridge the gap between the tourism industry and local communities and children and in order to make sure that they can recognise themselves again in the tourism industry, tourism businesses need to be educated and supported in how to respect and present local values in their products and services.
- Tourism business need to be trained in cost-efficient and cost-effective water saving and environmental protection (waste management) measures.
- Tourism businesses should look into options of water desalination Systems (especially those who run on solar energy).

Annex I – Interview Guide National Stakeholders

- Ask permission to record the interview
 - Short introduction of yourself, the impact assessment (questions and objective) and the partners
1. Could you please introduce your organisations, what is your mandate?
 - What is your position within the organisation?
 2. In general, how does your organisation work in, relate to or look at the tourism industry in Zanzibar?
 3. What do you consider as the main challenges and opportunities for tourism on Zanzibar?
 - Have you seen this changing over time and what do you think about the future?
 - On a community level, do you see groups of people being excluded or affected negatively by tourism? If so, why and how? What has been the response from those involved?
 - Which economic opportunities do you see for communities, households and/or individuals? Which stakeholders (should) take the lead in this?
 - Are there any situations in which economic development can help to mitigate negative social impacts?
 - Is your organisation active in tourism education/capacity building in tourism or are you aware of such projects?
 - Are you aware of tourism projects with/within communities? What can be learned from that? Any best practices?
 4. What do you consider to be the main challenges and opportunities (or positive effects) for the relation between the tourism on local children?
 - Have you seen this changing over time and what do you think about the future?
 - Do you consider child labour, sexual exploitation of children, voluntourism with children or begging children a problem in the Zanzibar tourism industry? Does it happen? Do you know cases? What has been the response?
 - What do you think of the direct interaction between tourists and children in general?
 - Are you aware of land issues affecting child livelihoods?
 - What is the level of awareness in communities, households and children regarding all these issues?
 - What role does the family or the community play with regard to child protection?
 - What would be the best way for children to benefit from tourism?
 - Learning languages?
 - Cultural exchange?
 - Are there any situations in which economic development can help to mitigate negative social impacts?
 - Which stakeholders are already working on this or should be working on this?
 - What is or could be the role of your organisation?
 - What is the role of the government and/or the civil society?
 - What is the role of the private sector?
 5. Imagine that the number of tourist arrivals will double in the coming 5 or 10 years. What do you think will be the immediate consequence for communities and children?
 - Please assess the level of vulnerability of children
 6. Are you aware of studies in the field of sustainable tourism in Zanzibar or about local children in tourism?
 7. Which contact would you recommend us to follow up on?

Thank you!

Annex II – Survey plan (October 2017)

Overall objective of the tourist exit survey

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

Method of research

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

Respondents

As stated before, our target group for this survey are tourists leaving the Island. We have selected two locations to conduct the survey, namely the departure hall of the international airport of Zanzibar Kisauni and the departure areas of the Zanzibar Ferry Terminal Malindi. The surveys will be conducted personally by Alessia Lombardo, Adriaan Kauffmann and perhaps also by students of SUZA.

To avoid any bias and to also include significant numbers of the various types of tourists in our sample, also domestic tourists, we will initially target all travellers and ask them a few question to find out whether someone has visited Zanzibar for holiday purposes or not. If so, this person will be invited to participate in our survey research. To reach a diverse group of tourists, from group travellers to independent travellers, we will visit the airport and ferry terminal several times following the departure times of flights and ferries of different operators.

If necessary, for example to save time and/or increase the number of respondents, we will collect e-mail addresses of departing tourists to send them an invitation to fill in the survey from a distance within one week after departure.

Sampling

We aim to collect a representative sample that can provide us with reliable answers. Based on sample calculators of regular market research we aim to survey at least 380 tourists, fully completed questionnaires, given a population of around 400,000 tourists (2017). We strive for more respondents to increase the confidence level and reliability. A sample of 380 respondents will lead to outcomes with a confidence level of 95% and margin of error of 5.

Planning

The survey will take place in between the weeks 45 of 2017 and week 1 of 2018. Within this period the surveys will be conducted and/or distributed.

Survey questions

The survey will include questions about the following topics:

- Profile of the tourist, such as: age, gender, country of origin
- Reason of the visit
- Number of days/nights spent
- Type of accommodation
- Activities undertaken, which attractions visited

- Expenditure
 - % spent locally
- Interaction with communities
- Interaction with local children
- Contributions made to local communities or economy
- Level of satisfaction
- Possible future tourism products within communities and/or with children
- Main positive effects experienced
- Main negative effects experienced

These topics and others that we missed out will be checked during the desk research as well as discussed during our first mission.

Annex III – Impact Assessment Research Schematic (November 2017)

Research Method	Information Provided	Schedule (projected)
	Initial Background Information Gathering	
Initiation (kick-off) Workshop	<i>High-level stakeholder workshop to introduce the project and ascertain an overview of the main issues and actors:</i> <ul style="list-style-type: none"> - Gain consensus on the range of issues affecting children and communities through tourism - Identify the range of actors engaging in the issues highlighted by the stakeholders. 	First Mission: October 25 th
Initial Stakeholder Interviews	<i>Meetings with key actors and stakeholders within the scope of the subject:</i> <ul style="list-style-type: none"> - Validation of key issues raised in the multi stakeholder workshop - Concentrated contextual background to specific key issues - Identification of new perspectives from relevant area specialists 	First Mission: October 23 rd – November 1 st
	Field Research (in Four tourism locations)	
Sustainable Livelihoods Analysis:	<i>Conducted through community focus groups, separated into four sub groups of households: 1 not engaging in tourism, with parents only engaging in tourism, with adult sons and daughters engaging in tourism and with under 18 year olds engaging in tourism.</i> <ul style="list-style-type: none"> - Household livelihood profiles - Current Livelihood strategies and portfolios by HH profile - Livelihood aspirations – do individuals and households want to work in tourism or have tourism in the destination - Opinions towards tourism as a livelihood strategy - Perceived socio-economic potential and livelihoods opportunities - Barriers to benefits from tourism (individual, household and community), resilience and political barriers - impact on the destination with specific reference to child protection and livelihoods - Specific cases of positive and negative interactions between tourists and children 	December (first two weeks) Day 2 of each field visit
Value Chain Analysis:	<i>Community workshop with community members, community leaders, children, hotels, smes and informal sector</i> <ul style="list-style-type: none"> - Participatory Subsector Identification: potential economic generating activities - Fine-tuning through applying a screening of child protection issues and those which are not feasible for other reasons as identified by the community 	January (first two weeks) Day 4 in each site

	<ul style="list-style-type: none"> - Participatory market mapping activities: identifying how products and services are or could reach a tourism market - Identification of market enablers and constraints for development - Recommendations for program development 	
Children and Communities in Tourism Workshop	<p><i>Following analysis of the data from the SLA and VCA workshops, community and tourism groups will be re-convened to discuss the implications for child protection, rights and livelihoods:</i></p> <ul style="list-style-type: none"> - Validation and further exploration of data from SLA and VCA workshops - Ranges of opinions surrounding the impacts of tourism on the local area - Which hotels / restaurants are considered good employers? - Cases where tourism has helped specific families or individuals in improving livelihoods - Cases where tourism has directly had a damaging or limiting effect on livelihoods - Cases of neglect, exploitation, violence and abuse - How has all of the above changed over time? Key milestones / time frames - What can be done, who is responsible, what assistance, mechanisms are required. 	<p>January (first two weeks)</p> <p>Day 5 of each field visit</p>
Stakeholder Interviews:	<p><i>Identified key informants and stakeholders within the four focus areas.</i></p> <ul style="list-style-type: none"> - Deeper understanding of key issues emerging from the participatory group workshops - Validation of recurring themes and specific cases - Continual identification of new key stakeholders, existing programs, past research and new sources of information 	Throughout the field research period
Focus Group Discussions:	<p><i>Children:</i></p> <ul style="list-style-type: none"> - Perspectives and opinions of living in a tourism destination - Examples of specific cases of positive or negative interactions with tourists <p><i>Tourists in focus sites:</i></p> <ul style="list-style-type: none"> - In-depth discussion surrounding the issues raised during the tourist exit survey - Specific perceptions of the destination / focus site with respect to interactions with children and communities 	Throughout the field research period
Field observation	<p><i>The field research team will spend four nights in each of the four research locations. This time will be spent observing the characteristics of the areas.</i></p> <ul style="list-style-type: none"> - Perspectives of the research team towards the destination and the manner of interaction between tourists and communities (specifically children) 	December (first three weeks)

Tourist Exit Survey:	<p><i>Questionnaires completed at the airport prior to boarding:</i></p> <ul style="list-style-type: none"> - Motivation for travel - Perceptions of the destination and the impacts of tourism (positive and negative) - Overview of tourist spending patterns by profile - Identification of potential additional services or products which would have added to their visit - Any specific interactions with children or cases witnessed of others interacting (positive or negative) 	Throughout the field research period
Validation Processes		
Validation Workshop:	<p><i>Re-convening of the participants in the initial 'kick-off' workshop and further extended invitation list following identification of key individuals and groups during the field research:</i></p> <ul style="list-style-type: none"> - Presentation of findings from the field research in the form of recurring themes and initial suggestions - Group formation of recommendations for development based on these findings - Identification of the key actors responsible and best placed to promote change and agreement from these actors - Mechanisms of monitoring progress and accountability towards key milestones 	February 2018
Further stakeholder interviews:	<p><i>Following the field research and validation processes:</i></p> <ul style="list-style-type: none"> - Agreement of the processes of taking the research into achieving social change - Identification of the mechanisms of achieving change at all levels; national, district and community - Achieving commitment of key actors towards recommendations and to working with others towards agreed aims 	March to April 2018
Child Rights Workshop & Dissemination and planning workshops	<p><i>Bringing the information together and planning:</i></p> <ul style="list-style-type: none"> - Developing consensus on the findings of the mission - Developing agreement on who is responsible for further action and how they work with other stakeholders. 	April 2018

Annex IV – First in-country mission plan

Tourism Industry Impact Assessment on children and communities in Zanzibar – First in-country mission

Dates: October 22 – November 1, 2017

Location: Zanzibar

Introduction, objectives and tasks

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

The **overall objectives** of this mission include:

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

Per objective several specific objectives have been formulated below.

Re 1. Introduction to main stakeholders

- In the weeks before the mission Alessia, with support of UNICEF and the Bureau Wyser (BW) team have developed a list of main organizations to visit. Mainly through all the work of Alessia, the BW team will get overview of main players and their ideas.
- Meeting with team and UNICEF Zanzibar.
- Visit main organizations before and after the workshops. These meeting will be about creating awareness and commitment, to get a general idea about what is going on and perhaps invite individuals for the advisory board.
- Meeting with SUZA about their partnership and role in the assessment.

Re 2. Kick-off workshops

Specific objectives and target groups of the kick-off workshops are:

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

Participants

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

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

Re 3. Field-research methodology

Specific objectives are:

- To get input to further develop and finalize the Inception Report.
- Fine-tune methodology for field research with team and UNICEF.
- Finalize tools and worksheets.

Re 4. Debriefing

The debriefing will be mainly about internal processes as a team of consultants and together with UNICEF.

- Debriefing with the team of consultants. Getting to know each other more, contract issues, and discuss/review division of tasks, roles and responsibilities.
- Debriefing with UNICEF on Inception Report, Policy document, kick-off workshops, methodology field-research, roles and responsibilities.

Planning of visit

Date	Activities
October 22/23	Arrival of all team members, meetings with Alessia, meetings with relevant stakeholders
October 24	Final preparation of the workshop locally and meeting with SUZA and other stakeholders
October 25	Major Kick-off workshop with all six groups of stakeholders and media. Afternoon workshops with 3 groups of stakeholders
October 26	Workshops with the other 3 groups of stakeholders
October 27	Individual meetings with relevant stakeholders (to interview, to create commitment and perhaps invite them for the advisory board)
October 28/29	Visits to field research sites, initial meetings, etc.
October 30	Meeting with UNICEF about the approach, planning and pressing issues. And, meeting with the team of consultants
October 31	Individual meetings with relevant stakeholders
November 1/2	Travel back of team members

Annex V – Lists of respondents and participants

Overview

Research methods	Total participants/respondents
Kick-off Workshop	74
Sustainable Livelihood Analysis Workshop	147
Value Chain Analysis Workshop	22
Children in Tourism Workshop	78
Children Focus Group Discussion	84
People interviewed, individually and in a group	75
Exit survey	396
Staff survey	473
GM survey	17
Total	1,363

Kick-Off

Workshop Stone Town

25 October 2017

74 participants

1	Chris ENGLER	World Unite Ngo
2	Justin MADHO	ZANREC
3	Simai HAJI	KV tour & academy
4	Dr. Ahmada H. KHATIB	SUZA
5	Adila Khamis ABOUD	SUZA
6	Salma Abbas MAHUMBA	SUZA
7	Amina Ali SULEIMAN	ZBC TV
8	Issa MOHMD	ZBC TV
9	Francesca MASSA	WHY Ngo
10	Gualtiero RE	WHY Ngo
11	Zivanai TAKUNYAI	La Gemma dell'Est Hotel
12	Kombo Dhikiri KOMBO	SUZA
13	Suleiman M ALY	YRN
14	Omar SHAJALE	ZEMA
15	Cecilia RUHAGA	ZANTOUR
16	Nahya Khamis NASSOR	BEST OF ZANZIBAR (CSR)
17	Patricia ELIAS	JTTI
18	Warangkana MUTUND	Save the Children
19	Safia UJUDI	SUZA
20	Abu Kh MSHENGA	SUZA
21	Amsi NYAMBUHE	Park Hyatt Hotel
22	Farid Hamad JUMA	SUZA
23	Laura BASSINI	ACRA
24	Saleh RAJAB	SUZA
25	Miraji U USSI	ZCT
26	Ashura M.	ZCT

27	Vuai I LILA	ZCT
28	Helen PEEKS	ZATI
29	Aminata KEITA	Pennyroyal Zanzibar
30	Mali NILSSON	Save the Children
31	Seif MISKRY	ZATI
32	Hassan H VUAI	ZCT
33	Khalfan A MOHD	ZCT
34	Abdull Aziz M KHATIB	SUZA
35	Suhela Mwarimwana	YRN
36	Sabbah SALEH	ZCT
37	Shane KEENAN	UNICEF
38	Maabad J Muhiddin	ZCT
39	Francesca MORANDINI	UNICEF
40	Vuai Ussi JUMA	SUZA
41	Omar AMEIR	UNICEF
42	Ally MWAITA	ZAPHA +
43	Kassim DAUD	ZATI
45	Maryam MANSAB	ZATI
46	Fatma A KHAMIS	Mwambao
47	Ali MWOMBWA	ZBC Radio
48	Ramadhan KHAMIS	ZBC
49	Lulu A OMAR	CHODAWU
50	Cheherazade CHEIKH	ZNCCIA (Chamber of Commerce)
51	Thabit A ABDURAHMAN	ZATO
52	Suluhu R WAKIL	ZAPHA +
53	Hassan Ali MZEE	
54	Abdallah A SULEIMAN	TAYI
55	Farhat MBAROUK	DoE
56	Ali Said SALIM	Heritage Tours & Travel
57	Bakari Khamis KONDO	OCGS
58	Juma ABDALLA	ZEMI Editor
59	Ali Makame JUMA	North A District
60	Mohamed Bhalu	ZSTHS
61	Natasjha DAUIDS	And Beyond / ZATI
62	Khamis N MAKAME	ANGOZA
63	Aboud S JUMBE	DoE
64	Aziz Ramadhan BONZO	ZATOGA
65	Ali Vuai PANDU	ZEMA
66	Nasra RASHID	Young Reporter
67	Othman M SULEIMAN	ZIPA
68	Abdul-Malik Bakar ALI	OCGS
69	Rahma SULEIMAN	NIPASHE news paper
70	Talib Ussi Hamad	ABC Z
71	Mustafa I ABEID	MFP
72	Salma SAID	DW
73	Mwajina P JUMA	HR District North B
74	Dosa O MACHANO	Coordinator

Sustainable Livelihood Analysis Workshops

Jambiani

29 November 2017

24 participants

	<i>Name</i>	<i>Shehia</i>	<i>Job</i>
1	Maulid Simai Amei	Kibigija	Farmer
2	Mwanaisha S. Mtungo	Kibigija	Mama
3	Hapendi Jecha Issa	Kikadini	Farmer
4	Aly Suleimani	Mchangani	Hotel
5	Hassan Vaa Haji	Kikadini	Hotel Guardian
6	Suleiman Daudi	Kikadini	Driver
7	Subira Mtumwa	Kikadini	Mama
8	Mwatima Abdall	Kikadini	Mama
9	Mwatima Makame Vuai	Kibigija	Mama
10	Suleiman Ali Ukasha	Kibigija	Farmer
11	Juma Ussi Juma	Kibigija	Fisherman
12	Pandu Juma Khatibu	Kikadini	Fisherman
13	Ameir Mtindo Ameri	Kikadini	Farmer
14	Hassan Abdalla Abdalla	Kibigija	Hotel
15	Ali Haji Vuaa	Kikadini	Tour Guide
16	Mzee Suleiman Mzee	Kikadini	Fundi Kujenga
17	Ramadhani Haji Vuaa	Kikadini	Driver
18	Mzee Jecha Vuaa	Kibigija	Farmer
19	Abdulla Saleh Ali	Kibigija	Tour Guide
20	Mahmuodi Ali Simai	Kibigija	Fisherman and Tour Guide
21	Moh'd Rashid Makame	Kikadini	Farmer
22	Hassan H. Maringo	Kikadini	Sheha
23	Pandu N. Pandu	Kikadini	Shop owner
24	Ali Mtumwa Hassan	Kibidika	Sheha

Jambiani

30 November 2017

26 participants

	<i>Jina</i>	<i>Shehia/Mkazi</i>	<i>Kazi</i>
1	Abdalla Saleh Ali	Kibigija	Beach boy
2	Ahmada Rashid	Kibigija	Tour Guide
3	Mharami Kessi Alij	Kibigija	Fisherman
4	Mwanaisha Suleiman	Kibigija	Mama
5	Mwanaid Malik	Kibigija	Sme
6	Meja Haji Nyonje	Kikadini	Mama
7	Aisha Mkao Shauri	Kikadini	Mama
8	Salma Mohd Choum	Kikadini	Mama
9	Mwatima Abdalla	Kikadini	Sme

10	Juma Ussi Juma	Kibigija	Fisherman
11	Maulid Simai	Kibigija	Farmer
12	Ali Mwalimu Daima	Kibigija	Farmer
13	Suleiman Ali Ukasha	Kibigija	Farmer
14	Mrisho Mtumwa	Kibigija	Farmer
15	Muhamed Seif Ali	Kibigija	Farmer
16	Hassa Vuaa Haji	Kikadini	Guardian
17	Kassimu Imamu Rama	Kikadini	Tourism
18	Kesi Ali Pandu	Kibigija	Sme (poultry)
19	Far-Hat Ali Ameir	Kikadini	Small business (sme)
20	Rehema Haji Msheba	Kikadini	Small business (sme)
21	Sharifa Mohammed	Kikadini	Small business (sme)
22	Riziki Hana Ali	Kikadini	Small business (sme)
23	Halima Haji Marago	Kikadini	Business
24	Mariamum Mtumwa	Kibigija	
25	Mwatima Makame	Kibigija	
26	Ali M Hassan	Kibigija	Sheha

Stone Town

5 November 2017

21 Participants

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

Nungwi

11 January 2018

55 participants

	<i>Name</i>	<i>Shehia</i>	<i>Job</i>
1	Machano Ali Machu	Nungwi K/Ungani	Tour guide
2	Suleiman Khamis Masoud	Nungwi K/Ungani	Business
3	Juma Ame Simai	Nungwi B/Kuu	Hotel waiter
4	Kichole Othman Kheir	Nungwi B/Kuu	Student
5	Ali Mtumwa Abdulla	Nungwi B/Kuu	Student Suza
6	Khamis Kona Khamis	North A district	D.S.W Officer
7	Khamis Kibata Mussa	Nungwi B/Kuu	Assistant Sheha
8	Haji Mussa Ame	Nungwi B/Kuu	Farmer
9	Ilyassa Aly Aly	Nungwi K/Ungani	Student
10	Abdallah Kheri Alli	Nungwi B/Kuu	Student
11	Ame Ali Kombo	Kiungani Mgagadu	Student
12	Sharifu Kombo Bakari	Kiungani	Business
13	Juma Haji Mwalimu	Kiungani Mgagadu	Student
14	Omar Haji Sharif	Nungwi K/Ungani	Student
15	Haji Kombo Bakari	Nungwi K/Ungani	Mason
16	Khalfan Kombo B	Nungwi	
17	Mohd Khamis Haji	Nungwi	Sheha
18	Maungi Shariff Makame	Nungwi	Sheha
19	Haji Juma Haji	Nungwi	Teacher
20	Maungi Juma Sheha	Nungwi	NGO
21	Ali Kombo Ussi	Nungwi	M. N. Z
22	Ali Haji Kombo	Nungwi	Ocean Transport
23	Mohamed Mussa Khamis	Nungwi	Teacher
24	Simai Hassan Sadik	Nungwi	Lawyer
25	Ramadhan Mohd S	Nungwi	Manager
26	Ghulam Vuai Ame	Nungwi	carpenter
27	Kombo Faki Haji	Nungwi	Guardian
28	Ali Ibrahim Juma	Nungwi	Lawyer
29	Haji Ali Haji	Nungwi	
30	Kombo Ussi Juma	Nungwi	
31	Juma Makapat Haj	Nungwi/ Mgadau	Chef
32	Juma Sheha Mussa	Nungwi	Driver
33	Hussein Haji Khamis	Nungwi B/Kuu	Business
34	Mohd Ali Juma	Nungwi	Farmer
35	Awena Ali Khamis	Nungwi	Teacher
36	Hadia Tuma Haji	Nungwi	Taylor
37	Miwa Makame Machu	Nungwi	veterinarian
38	Fatuma Hija Kheri	Nungwi B/Kuu	CHVS
39	Fatma Haji Kipasi	Nungwi B/Kuu	Taylor
40	Riziki Haji Sharifu	Nungwi Kiungani	Farmer
41	Halima Machu Kombo	Nungwi Kiungani	Health
42	Nachum Masoud Haji	Nungwi B/Kuu	coordinator
43	Thabit Mussa Haji	Nungwi B/Kuu	Health
44	Asha Juma Makame	K/ Nungwi	Farmer

45	Mkasi Ali Bora	Nungwi B/Kuu	
46	Mesi Sharif Hamadi	K/ Nungwi	coordinator
47	Fatuma Haji Usi	Nungwi B/Kuu	
48	Asha Haji Abassi	K/ Nungwi	
49	Subira Sheha Khabit	K/ Nungwi	
50	Fatuma Makame Juma	K/ Nungwi	
51	Mwajuma Bakari Machano	Nungwi B/Kuu	teacher
52	Hidaya Khatib Kombo	K/ Nungwi	
53	Zuwena Mdowe Ali	K/ Nungwi	Taylor
54	Fatuma Makame Sheha		
55	Miza Makame Silima	Nungwi B/Kuu	swahili teacher

Kiwengwa

19 January 2018

21 participants

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

Value Chain Analysis Workshop

Stone Town

6 December 2017

22 participants

	<i>Name</i>	<i>Shehia</i>	<i>Job position</i>
1	Paulina Gabriel	Hurumzi	Small Business
2	Shemsa Rajab K	Hurumzi	Small Business

3	Khatib H Ussi	Malindi	Warere Hotel Manager
4	Mussa A Sharbaid	Malindi	Warere Hotel Receptionist
5	Masoud Salim	Shangani	Director
6	Mwana Othman	Hurumzi	Emerson and Spice Hotel Assistant Manager
7	Lisenka Beetstra	Hurumzi	Emerson on Hurumzi Manager
8	Samira Salum	Mkunazini	Small Business
9	Rahma Abdallah	Mkunazini	Small Business
10	Salma Said	Mkunazini	Small Business
11	Mafuna Said	Mkunazini	Small Business
12	Lorna Slade		Director Mwambao Ngo
13	Khatib Mwinyi	Shangani	Sheha
14	Said Kassim Mohd	Shangani	Business
15	Amina Machano Ali	Kiponda	Business
16	Nassor Maalim J	Kiponda	Carpenter
17	Hawa Machano Ali	Kiponda	Business
18	Nahya Khamis Nassor		Penny Royal Health Officer
19	Agnes George	Kiponda	Business
20	Khadija Mohd S	Kiponda	Business
21	Maryam Said S	Kiponda	Business
22	Tatu Hamza Mohd	Kiponda	Business

Children in Tourism Workshops

Jambiani

1 December 2017

20 participants

	<i>Name</i>	<i>Representing</i>
1	Rukia Pandu Haji	Bahari View Lodge
2	Sauda Jumanne Sasu	Bahari View Lodge
3	Sharifa Muhammad Mrisho	Business
4	Far-Hat Aly Ameir	Business
5	Hidaya Mrisho Amour	Farmer
6	Jabir Said	Bahari View Lodge
7	Ramadhan Abdalla	Driver
8	Makame Ali Kahama	Farmer
9	Swahihi Ali Jogoo	Community Police
10	Khamis Kishu	Blue Oyster hotel
11	Yussuph Zahor	Community Police
12	Thabit Twaha Thabit	Teacher
13	Badru Maulidi	Community Police
14	Moh'd Rashid Makame	Farmer
15	Abdalla Mwinyi Juma	African Impact Ngo
16	Mwanaisha Abdalla Ussi	
17	Issa Haji Kombo	Manager at Kimte Hotel
18	Gualtiero Re	Why Ngo (project manager)
19	Francesca Massa	Why Ngo

20	Melie Marie	NUR Hotel manager
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Stone Town

7 December 2017

15 participants

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

Nungwi

15 December 2018

18 participants

	<i>Name</i>	<i>Representing</i>
1	Zena H Khamis	Nungwi Tours & sa
2	Mburunge K Kibera	Cooperative member
3	Fatma Muhidini M	Women Group "Subira"
4	Aija Jakonen	Zuri Zanzibar Hotel
5	Ramadhan Mohd S	Hotelier
6	Sabrina Mayer	Hotelier
7	Pondo Ali Hamadi	Aquarium Staff
8	Suleiman Khamis	Hotelier
9	Mwadini Makame Machu	community police
10	Ali Haji Kombo	community police
11	Fatima Haji Kipasi	member Labayika ngo
12	Hadia Juma Haji	Cooperative/ ngo member
13	Ali Haji Juma	Hotelier
14	Makame Aly Hamid	Fisherman
15	Fatma Juma Sh.	Cooperative member "subira"
16	Issa Muhsin Haji	member Labayika ngo
17	Ali Ibrahim Juma	member Labayika ngo
18	Ame Silima Ame	Aquarium Staff

Nungwi (LOST LIST)

15 December 2018

15 participants

	<i>Name</i>	<i>Representing</i>
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Kiwengwa

22 January 2018

10 participants

	<i>Name</i>	<i>Job position</i>
1	Amour Suleiman Haji	Tourism business
2	Said Mnyanja Said	Fisherman
3	Vuai Ame Kondo	Forest Officer
4	Vuai Ali Vuai	Business
5	Rama Haji Juma	Business
6	Riziki Suleiman	Police
7	Khadija Ali Juma	health officer women and children
8	Makame Nyange Juma	Police
9	Yussuf Khalfan Haji	Environmetal cleaner
10	Juma Ali Denge	Police

Children Focus Groups

Jambiani

6 December 2017

12 participants

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

Stone Town

7 December 2017

24 participants

	<i>Name</i>	<i>Age</i>	<i>School</i>	<i>Shehia</i>
1	Irene Fabian Nicolaus	13	St Monica	Shangani
2	Mariam Nassor Abdallah	16	Hamamni	Shangani
3	Mundhir Rashid Hamad	13	Mkunazini	Kiponda
4	SaeedJaffar Hamed	16	Memon Academy	Shangani

5	Lydia Zabedayo	17	St Monica	Stone Town
6	Khadija Mbaraka	18	0 level studies completed 2017	Stone Town
7	Twalat Mussa	11	Kajificheni	Kiponda
8	Rukayyo Muho	10	Kajificheni	Kiponda
9	Latfiya Said Salum	13	Hamamni	Kiponda
10	Raudhat Ramadhan Bilal	11	Kajificheni	Mkunazini
11	Said Juma Said	8	Kajificheni	Kiponda
12	Saad Juma	17	Haile Selassie Sec	Mkunazini
13	Marshel Khalfani Talib	10	Mwembe Shauri	Mkunazini
14	Abdull Ozizi Abeid	12	Glorius	Mkunazini
15	Ididi Rajab Khamis	17	Memon Academy	Mkunazini
16	Rehanna Fuhad Muhammed	11	Sunni Madrassa	Mkunazini
17	Ahlam Mohd Saleh	13	Sunni Madrassa	Kiponda
18	Ummuh Murhum H Ally	12	Kajificheni	Mkunazini
19	Shemsa Rajab Khamis	16	Mpendae	Kiponda
20	Maryam Adam Mussa	16	Forodhani	Shangani
21	Salma Khamis Nassor	15	Laureate School	Shangani
22	Hashim Khamis Nassor	12	Laureate School	Shangani
23	Hashim Yussuf Said	14	Sun-City	Shangani
24	Nicholas Fabian Matiku	17	Francis Maria Libermann	

Nungwi

15 January 2018

32 participants

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

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

Kiwengwa

22 January 2018

16 participants

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

Individual interviews

Private sector

38 respondents

	Name	Organisation	Position	Type of meeting	Place	Date
1	Zivanai Takunyai	La Gemma	HR Manager	Interview	Nungwi	31 October 2017
2	Deo	La Gemma	HR Assistant Manager	Interview	Nungwi	31 October 2017
3		Cholo Bar		Informal meeting	Nungwi	31 October 2017
4	Anwar Beiser	Blue Oyster Hotel	General Manager	Interview	Jambiani	27 October 2017

5	Thabit Abdul RAZAQ	ZATO	Secretary	Interview	Stone Town	07 March 2018
6	Helen Peeks	ZATI	Director	Interview	Stone Town	14 February 2018
7	Gilbert KAZUNGU	Amaan Nungwi	GM	Interview	Nungwi	12 January 2018
8	Shaaban Daudi SABUBU	Vera Club	PO (personal officer)	Interview	Nungwi	13 January 2018
9	Nassor EL-MAHRUKI	Mnarani Beach Cottage	Owner / Director	Interview	Nungwi	14 January 2018
10	Chantal BISCONCIN	Simba Beach	Owner	Interview	Kiwengwa	20 January 2018
11	Babu	Vera Club	Personal Officer	Interview	Kiwengwa	21 January 2018
12	Daniele D'ALO	Bravo Club	GM	Interview	Kiwengwa	20 January 2018
13	Hafith Yussuf ALI	Pesce Birichino	Owner / Chef	Interview	Kiwengwa	22 January 2018
14	Ramy Waheed	DoubleTree Resort by Hilton Hotel	General Manager	Interview	Nungwi	13 January 2018
15	Fleur de Meeús	Zanzistar Lodge & Beach bar	Owner/manager	Interview	Jambiani	2 December 2017
16	Aied Rizkalla	Kiwi	General Manager	Interview	Kiwengwa	20 January 2018
17		Vera Club	HR Manager	Interview	Kiwengwa	21 January 2018
18	Sale Yussuf	Paint shop	Owner & artist	Interview	Nungwi	12 January 2018
19	Sabrina	Bagamoyo	General Manager	Interview	Nungwi	13 January 2018
20	Goodluck	Souvenir shop	Owner	Informal interview	Stone Town	16 January 2018
21	Catia Usai	Seyyida Hotel	General Manager	Interview	Stone Town	13 March 2018
22	Renju Varghese	Tausi Hotel	General Manager	Interview	Stone Town	14 March 2018
23		Dhow Palace Hotel	General Manager	Interview	Stone Town	15 March 2018
24	Masoud Salim	Stone Town Café, Archipelgo Rest & Café Foro	Owner	Interview	Stone Town	15 March 2018
25	Ali Haji	Casa Del Mar Hotel	General Manager	Interview	Jambiani	17 March 2018
26	Francesca Massa	Start Fish Restaurant and Bungalows		Interview	Jambiani	17 March 2018
27	Angelo Pierrez	Coral Rock	General Manager	Group interview	Jambiani	17 March 2018
28	Guillame Balois	Creations Visuelles, www.zanzifilms.com		Group interview	Jambiani	17 March 2018
29	Mohammed	Red Monkey	Assistant Manager	Interview	Jambiani	17 March 2018

30	Klaus Beiser	Blue Oyster	Owner	Interview	Jambiani	18 March 2018
31	Paolo Gheraldini	Zuri	Operation Manager	Interview	Kendwa	18 March 2018
32	Aija Jakonen	Zuri	CSR Manager	Interview	Kendwa	18 March 2018
33	Francesca Micheli	Sofia Luna Azzola Foundation of Gold Zanzibar Beach House & Spa resort	Head of the Foundation	Interview	Nungwi-Kendwa	19 March 2018
34	Seif Misky	Flame Tree	Owner	Interview	Nungwi	19 March 2018
35	Christian Sanchez	Melia	Resident Manager	Interview	Kiwengwa	19 March 2018
36	Natasjha Davids	& Beyond	Office Manager	Interview	Stone Town	20 March 2018
37	Kevin McDonald	Chumbe Island	Project Manager	Interview	Stone Town	21 March 2018
38	Clara Rieira Roig	QMB / Taperia	Financial Director	Interview	Stone Town	21 March 2018

**Government
15 respondents**

	Name	Organisation	Position	Type of meeting	Place	Date
1	Fergal Ryan	EU-Zansasp	Team leader	Interview	Stone Town	01 November 2017
2	Abdul R. Abeid	OCGS	Chief Statistician	Interview	Stone Town	01 November 2017
3	Abdulla M ABDULLA	Ministry of Education and Vocational Training	Deputy PS	Interview	Stone Town	23 February 2018
4	Miraji USSI	Zanzibar Commission for Tourism		Interview	Stone Town	23 February 2018
5	Mkasi Abdullah RAJAB	Ministry of Labor (Department Elders and Social Welfare)	Child Protection Unit Officer	Interview	Stone Town	27 April 2018
6	Mohamed Mwadini KIFICHO	Head of Children Department (Police Head Office)	Assisant Inspector	Interview	Stone Town	27 April 2018
7	Ramadhan Himid HAJI	Operation, Tourism Unit, (Police Gender and Children Desk)	Inspector	Interview	Stone Town	03 May 2018
8	Mohammed Khamis Haji	Shehia Government	Sheha	Interview	Nungwi (Bandakuu)	14 January 2018
9	Maulidi Masoud	Shehia Government	Sheha	Interview	Kiwengwa	21 January 2018

10	Saleh Pandu Haji	Ministry of Agriculture	Planning Section	Interview	Town	16 March 2018
11	Aisha Aawy	Ministry of Agriculture, Department of Food Security and Nutrition	Division of Planning	Group interview	Stone Town	20 March 2018
12	Mussa Rajab	Ministry of Agriculture, Department of Food Security and Nutrition	Division of Crops	Group interview	Stone Town	20 March 2018
13	Galeb	Ministry of Agriculture, Department of Food Security and Nutrition		Group interview	Stone Town	20 March 2018
14	Andreas Mbinga	Ministry of Agriculture	Monitoring and Evaluation Officer	Skype interview	Stone Town	4 April 2018
15	Khalfan Saleh	Marketing Infrastructure Value Addition and Rural Finance Support	Programme Coordinator	Skype interview	Stone Town	4 April 2018

Civil Society 18 respondents

	Name	Organisation	Position	Type of meeting	Place	Date
1	Hassan Ussi Ali	Labayka	Executive Member	Group interview		31 October 2017
2	Hamad Mohammed Sheha	Labayka	Member	Group interview		31 October 2017
3	Pondo Ali Hamad	Labayka	Aquarium Staff	Group interview		31 October 2017
4	Othman Ame Ali	Labayka	ToT	Group interview		31 October 2017
5	Haji Khamis Haoi	Labayka	Member	Group interview		31 October 2017
6	Suzanne Degeling	Kawa Training Centre	Director	Interview		30 October 2017
7	Angela Giacomazzi	Maternity Clinic Nungwi - RG Foundation	Manager	Interview	Nungwi	31 October 2017
8	Mali Nilsson	Save The Children	Zanzibar Representative	Interview	Stone Town	31 October 2017
9	Francesca Massa	Why NGO	Manager	Group interview	Jambiani	27 October 2017
10	Re Gualtiero	Why NGO	Manager	Group interview	Jambiani	27 October 2017
11	Patricia Elias	Jambian Tourism Training Institute	Founder, owner	Group interview	Jambiani	27 October 2017 & 18 March 2018

12	Ibrahim	Jambian Tourism Training Institute	Graduate & Assistant Director	Group interview	Jambiani	27 October 2017 & 18 March 2018
13	Said Mnyanja	Kiwengwa Development Organisation	Cashier	Group interview	Kiwengwa	20 January 2018
14	Silima Khamis Vuai	Kiwengwa Development Organisation	Secretary	Group interview	Kiwengwa	20 January 2018
15	Lorna Slade	Mwambao Coastal Community Network	Director	Interview	Stone Town	13 March 2018
16	Laura Maier	Practical Permaculture Institute	General Manager	Interview	Fumba	21 March 2018
17	Josh Jay	World United	Country Manager	Interview	Stone Town	21 March 2018
18	Chris Coles	World Bank	Consultant	Interview	Stone Town	22 March 2018

**Other
5 respondents**

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

Annex VI - Tourism profile of Zanzibar

Main purpose of visiting Zanzibar

The 2017 International Visitors' Exit Survey (ZCT/OCGS, July 2017, p. 15) indicates that almost 90% (88.7%) of the respondents visit Zanzibar for leisure and holidaying, followed by small percentages for visiting conferences (2.9%), visiting friends and relatives (2.6%) and honeymooning (2.2%). Only 0.4% of the respondents indicated that they visited Zanzibar to volunteer. The respondents visiting Zanzibar to volunteer were mainly from Italy and Germany.

Tourism attractions and general experiences

Zanzibar features outstanding white sandy beaches along its eastern and northern shores, flanked by barrier reefs, and the UNESCO World heritage site in Stone Town on its western edge. With its location, barrier reef and outstanding beaches, Zanzibar can offer all of the attractions that most crave such as scuba diving, virgin beaches, fresh seafood and much culture and history which can be seen in the outstanding architecture of the historic sites.

(Source: ZCT/OCGS, July 2017, p. 16)

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

Figure 1. – Map of Zanzibar¹⁵⁵



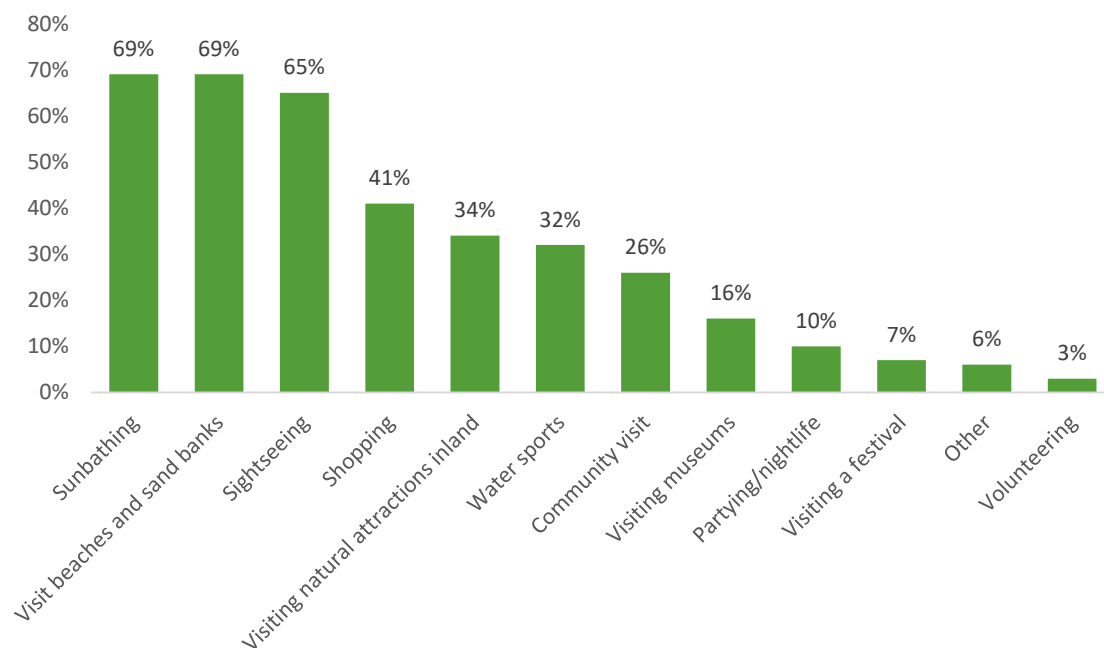
¹⁵⁵ <https://en.wikipedia.org/wiki/Zanzibar>

Besides Zanzibar Town, the main tourist attractions include beaches, traditional sailing dhows, carved wooden door chests and scent of clove. Zanzibar is also considered as one of the world’s centres for promoting nature sports including diving as well as fishing tourism¹⁵⁶.

The products, activities and attractions that Zanzibar has to offer are very diverse, catering for various types of tourism: beach, nature/ecotourism, culture and tradition, history and archaeology, water sports, honeymoon, performing arts, conferences, culinary tourism, and medical tourism¹⁵⁷.

In an exit survey conducted for this impact assessment, respondents shared their top-3 of activities in Zanzibar. The vast majority said they had visited beaches and sandbanks and went sunbathing. Sightseeing of historical sites also appears to be popular. To a lesser extent, but also popular are shopping, visiting natural attractions and water sports. See figure 2. below, for the various reasons to visit Zanzibar.

Figure 2. – Tourist activities in Zanzibar between December 2017 and April 2018 (N=388)



The outcome of the exit survey conducted for this assessment is in line with the exit survey that Office of the Chief Government Statistician (OCGS) conducted for ZCT in 2017 among 5,293 outgoing tourists¹⁵⁸. The top five of attractions in this survey are as follows, 1) Scenic beauty 45%; 2) Marine activity 14%; 3) Stone Town 8%; 4) Arts and culture 8% and 5) Friendly people 7%.

Most responding visitors (93%) of this exit survey (ZCT/OCGS, July 2017, p. 37/38) indicated that they were satisfied with their visit to Zanzibar, about half (48%) of the respondents indicated that they have a high intention to return to Zanzibar, and only 8% have no intention to return to the destination. About 21 percent of the visitors expressed concerns about the airport facility as one the most critical issues needing improvement. Improvement of road and road signs (18.1 percent), waste management (12.8%), customer care in hotel (7.2%) were also considered important issues for improvement. The

¹⁵⁶ Anderson, W. (2013). Leakages in the Tourism Systems: Case of Zanzibar. *Tourism Review*, 68(1), 62 – 76; Zanzibar Commission for Tourism [ZCT]. (1985-2012, 2014, 2015, 2017). International Tourist Arrivals 1985-2012, 2014, 2015, 2016. Zanzibar: Zanzibar Commission for Tourism

¹⁵⁷ ZCT, 2004 in Rotarou, 2014

¹⁵⁸ Revolutionary Government of Zanzibar (2017) The 2017 International Visitors Exit Survey, ZCT & OCGS, Stone Town, Zanzibar

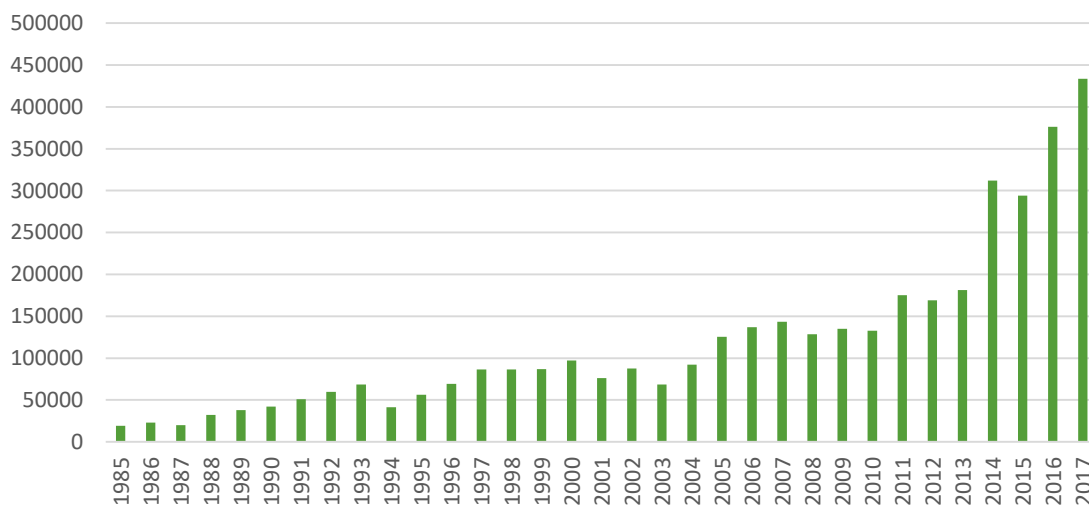
respondents also expressed their concerns about maintenance of historical buildings and other infrastructure in Stone town area (6.2%) and the need for more ATM and banking facilities in tourism areas (2.9%).

Next to these areas of improvement, the respondents indicated their concern about beach boys harassing visitors (4.2%), environmental protection (3.9%), water supply and electricity (2.8%) and local poverty (2.7%). (ZCT/OCGS, July 2017, p. 39)

Number and types of tourists

In 1985 19,368 tourists visited Zanzibar. By 1990 the number had grown to 42,141 tourists. As can be seen in figure 1 below, in 2005 the international tourist arrival numbers had more than doubled to 125,443 and kept growing gradually. In 2014, the Zanzibar the number of international arrivals increased drastically to 311,891 in 2014, via 294,243 in 2015 to 376,242 tourist arrivals in 2016. In 2017, Zanzibar received 433,474 arrivals¹⁵⁹. Figure 3. of the history of international tourist arrivals in Zanzibar between 1985 till 2017 below clearly shows the increase and explosion of the numbers over the years.

Figure 3. – International tourist arrivals to Zanzibar from 1985 to 2017



Source: ZCT, 2018

Regarding their nationalities, tourists coming from European countries are the largest source markets of all tourist arrivals to Zanzibar. However, in the past decades, the share of European source markets has changed from 73% in 2006 (100,199 European arrivals) to 62% in 2016 (233,157 European arrivals)¹⁶⁰. Italy alone exported around 14% of all international arrivals, in 2015. In 2016 and 2017, the total number of Italian tourists decreased to 12%, the number of German tourists decreased slightly from 11 to 10%, and the English tourists from 9 to 8%. Other countries with a relatively strong presence in Zanzibar are Scandinavian countries, France, Netherlands, Spain, and Belgium. South Africa and Kenya are the main tourist markets within Africa¹⁶¹.

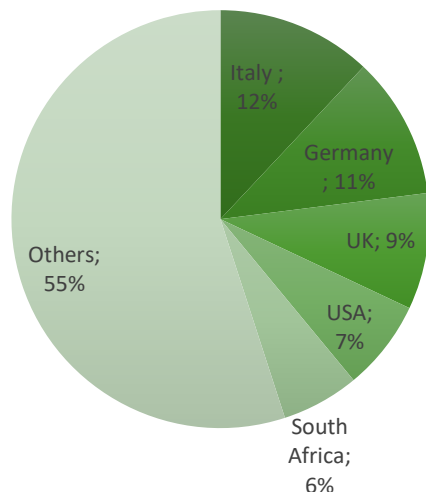
¹⁵⁹ ZCT (2018) Document Centre

¹⁶⁰ Idem

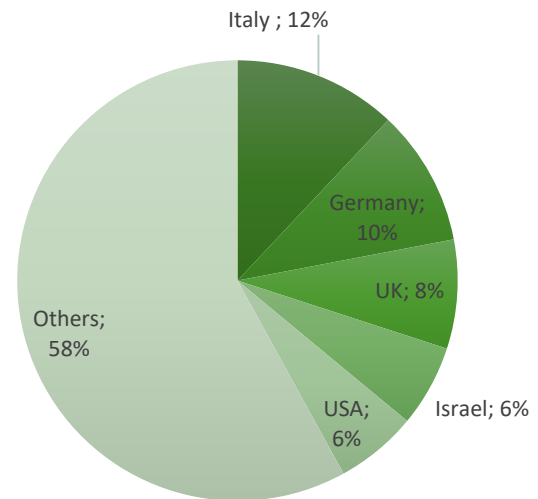
¹⁶¹ Zanzibar Association of Tourism Investors (ZATI, 2014). Taxation: <http://www.zati.or.tz/advocacy/taxation/>; Anderson, W. (2015). Human Resource Needs and Skill Gaps in the Tourism and Hospitality Sector in Tanzania. Consultancy Report submitted to The Ministry of Education and Vocational Training, Tanzania under World Bank - STHEP AF Project

Overall, the nationalities of visitors to Zanzibar are becoming more diverse as the share of the traditional European source markets as Asians, Africans and also Israelis have discovered Zanzibar as a tourist destination. In the past decades, the share of European source markets has changed from 73% in 2006 (100,199 European arrivals) to 62% in 2016 (233,157 European arrivals)¹⁶².

Figure 4 – Source markets 2016



Source markets 2017



With regard to the impact of tourism on Zanzibar, the tourism density and intensity rates provide a statistical insight. The tourism density rate grew from an estimated 12 in 1985, to 58 in 2000 and 260 tourists per km² in 2017, which is considerably higher if it would be calculated for only the tourism sites. Tourism intensity grew from around 0.11 in 2000 to 0.33 tourists per resident in 2017, also taken into account the fact that the number of residents grew with 63%. So, pressure on land and resources is increasing partly due to tourism. However, the current density and intensity rates are relatively low compared to other and similar tourist destinations worldwide.

¹⁶² ZCT (2018) Document Centre

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

In both, the recent ‘Zanzibar strategy for growth and reduction of poverty’ (ZSGRP III, 2017) and the Zanzibar Industry Policy (2017), an overview of the strengths, weaknesses, opportunities and threats (SWOT), is presented. Combining these two SWOTs (see below) provides a concise overview of the main development issues, especially in relation to socio-economic development and relevance to tourism development. The SWOT shows a strong and consistent economic growth averaging 7%, especially based on a growing tourism. It identifies Zanzibar as a strong brand with an entrepreneurial culture. At the same time Zanzibar has a high level of basic-needs poverty, a low baseline for socio-economic indicators, and lack of some sector specific skills.

Table 4.8 – Combined SWOT of Zanzibar strategy for growth and reduction of poverty’ and the Zanzibar Industry Policy

Strengths	Weaknesses
Zanzibar as a brand (ZIP, 2017)	High level of basic-needs poverty (ZSGRP III, 2017)
Increasing tourism and potential to develop agriculture and manufacture (ZSGRP III, 2017)	Financial and infrastructural constraints (ZIP, 2017)
Consistent growth averaging 7% (ZSGRP III, 2017)	Insufficient land for cultivation of industrial raw materials (ZIP, 2017)
Regional economic growth (ZSGRP III, 2017)	Weak technology and innovation base (ZIP, 2017)
Young population (ZSGRP III, 2017) and trainable youth (ZIP, 2017)	Lack of some sector-specific skills (ZIP, 2017)
Entrepreneurial culture (ZIP, 2017)	Relative small market size (ZIP, 2017)
Political stability and amiable population (ZIP, 2017)	Low baseline for socioeconomic indicators (ZSGRP III, 2017)
Unspoiled environment for production and processing organic products (ZIP, 2017)	Limited data collection capacity (ZSGRP III, 2017)
Geographical position as a staging post to the East African Region (ZIP, 2017)	Need for structural transformation (ZSGRP III, 2017)
Reliable and cost effective air and sea links with larger neighbouring markets (ZIP, 2017)	
Opportunities	Threats
Regional economic synergies (ZSGRP III, 2017)	Unemployment due to insufficient job creation (ZSGRP III, 2017)
Steady improvement of most socioeconomic indicators (ZSGRP III, 2017)	Existence of low cost competitive producers and products (ZIP, 2017)
Launch of SDGs (ZSGRP III, 2017)	Penetration of undervalued, under-declared, counterfeit or otherwise substandard or used goods through customs and un-official entry points (ZIP, 2017)
Development Partner Support (ZSGRP III, 2017)	Poor inter-ministerial coordination (ZSGRP III, 2017)
Unexploited regional trade advantages/ opportunities (ZIP, 2017)	Corruption (ZSGRP III, 2017)
Abundant opportunity to supply the booming tourism industry (ZIP, 2017)	
Creation of exotic product specific crops and processing (ZIP, 2017)	
Exploitation of marine and development of aqua culture, fishing and fish processing industry (ZIP, 2017)	
Exploitation of existing need for local souvenirs and handicraft products to the tourism sector (ZIP, 2017)	

This combined SWOT identifies opportunities, especially related to tourism development, directly or via backward linkages (handicrafts, agriculture and fisheries). It observes opportunities to create social and economic synergies at regional and global (SDGs) level, and economically benefit from these

regional linkages. The main threats are identified in insufficient job creation, limited competitiveness in all economic sectors and lack of coordination and collaboration between stakeholders.

Economic and social issues

The Zanzibar Strategy for Growth and Reduction of Poverty (ZSGRP/MKUZA III, 2017), Zanzibar's multi-year strategy outlining its ambitions to develop economically and socially for the 2017-2020 period, focuses on enabling sustainable and inclusive growth in key sectors, next to promoting human capital development, providing quality services for all, attaining environmental sustainability and climate resilience, and adhering to good governance principles. All initiatives in relation to the ZSGRP/MKUZA III have to make a significant contribution to economic growth, social welfare, employment opportunities and/or government revenue (ZSGRP/MKUZA III, p. vi).

ZSGRP/MKUZA III indicates that Zanzibar faces several challenges. 'The presence of a large youth population, although bearing huge potential, also inhibits the risk of high youth unemployment if job creation is not at par with growth of the labour force. There is still a relatively high level of basic needs poverty and access to clean water, sanitation facilities and other key services need improvement. Education enrolment rates have improved over the past five years but attainment and performance levels are still disappointing. Some health indicators such as maternal and new-born health remain at a persistently unsatisfactory level'. (ZSGRP/MKUZA III, p 1)

At the same time Zanzibar has several opportunities for development of its economy and society. These opportunities for social and economic growth include essential development of productive sectors such as agriculture (including crops, livestock, fisheries and forestry), manufacturing and services that bear potential for a multiplier effect on economic growth and social wellbeing (ZSGRP/MKUZA III, p 1). Next to light manufacturing and agriculture, tourism is one 'the three sectoral cornerstones' of ZSGRP/MKUZA III (ibid, p. vi).

Tourist arrivals have been growing over the last 25 years in Zanzibar, but yield from tourism has not grown at the same pace. Even though the policy framework emphasizes the need to link tourism to other economic sectors, this has not taken place sufficiently, and the potential to economically benefit more Zanzibari has not been met (Tourism Lab, 2016). 'Therefore the Revolutionary Government of Zanzibar aims to move to a second generation of tourism that cares for and respects residents, protects the natural environment, celebrates cultural diversity and social values and shares unique and rich experiences with visitors while providing a leading role in economic growth and employment'. (ibid., p.4)

Environmental issues

In the ZSGRP/MKUZA III and Zanzibar Industrial Policies, both drafts from 2017, environmental issues are identified, but not addressed strongly. In the Zanzibar Industrial Policy SWOT, the 'unspoiled environment' is mentioned as a resource for the 'production and processing of organic products'. However, reviewing the previous ZSGRP II results, according to the ZSGRP III (2017, p. 3), 'Environmental degradation and pollution have been addressed with a new policy on environment management in 2013 as well as the Zanzibar Environmental Management Act in 2015, but implementation of the policy has so far been mixed'.

In the ZSGRP/MKUZA III document (2017), environmental protection and natural resource management are acknowledged as a necessary prerequisite to a sustainable socioeconomic system in Zanzibar. As the document indicates: 'The focus on protecting the environment from degradation, enhancing sustainable consumption and production, promoting sustainable utilization and

management of natural resources as well as taking urgent action on the impacts of climate change in a gender responsive fashion, will ensure a sustaining pro-poor economic development to the Zanzibar Islands' (p. 30). The document continues: 'Climate change is a major threat to Zanzibar, given its small island developing status, and could affect the delivery of other key result areas: there is therefore a need to mainstream climate change responsiveness across ZSGRP III'.

Stakeholder environment

There are several actors in the tourism sector in Zanzibar. The main groups include the policy makers (i.e. the government), accommodation providers and restaurateurs, tour operators and guides, tourist attractions, donor community, education and training institutions as well as tourism associations (see figure 4.3 below).

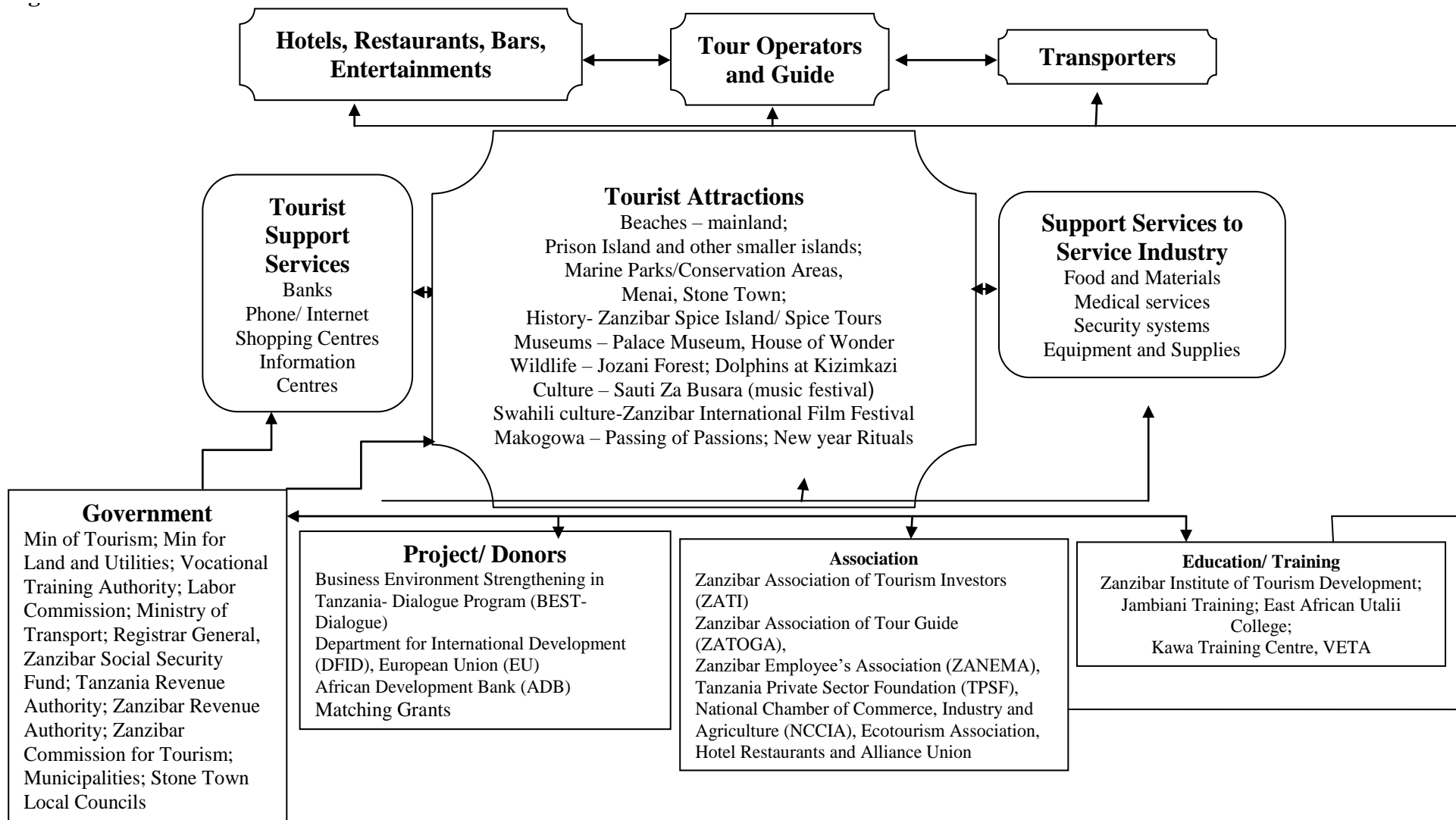
It is the Ministry of Information, Tourism and Heritage, which is responsible for the tourism policy. The ministry also manages Zanzibar Commission for Tourism (ZCT), which was established in 1996. ZCT is responsible for the destination marketing; licensing (operation) of all the tourist undertakings; product development, grading and classification; monitoring and supervision of the industry; public education programme; sector's investment guiding; managing tourism records and data on tourism; and training of manpower etc. (also see Pasape et Al., 2013¹⁶³) In addition, the Zanzibar Investment Promotion Authority (ZIPA) and the Zanzibar Environment Management Authority also play an important role around tourism developments, especially new investments.

The main tourism associations are the Zanzibar Association of Tourism Investors (ZATI), the Zanzibar Association of Tour Guides (ZATOGA), the Zanzibar Employees' Association (ZANEMA), the Zanzibar National Chamber of Commerce, Industry and Agriculture (ZNCCIA), the Ecotourism Association and the Hotel Restaurants' and Alliance Union (Mahangila and Anderson, 2017).

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

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

¹⁶³ Passape, L., Anderson, W., & Lindi, G. (2013). Towards Sustainable Ecotourism through Stakeholder Collaboration Strategies in Tanzania. *Journal of Tourism Research and Hospitality* 2(1), 1-14



Source: Pasape, Anderson & Lindi, 2013

Annex VIII - Zanzibar policies

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

As mentioned, the responsibility for tourism policy lies with the Ministry of Information, Culture, Tourism and Heritage. However, there are other ministries responsible for policies which are maybe relevant for this particular assignment and are therefore also included in the table below.

Table – Policies, legal and institutional framework

Policy Frameworks and Development Strategies
<ul style="list-style-type: none"> • Minimum Wage Order, 2013 • National Strategy for Growth and Reduction of Poverty (NSGRP) II, 2010 • National Youth Development Policy, 2007 • Policy on Women in Development in Tanzania, 1992 • Zanzibar Strategy for Growth and Reduction of Poverty (ZSGRP III) 2016/17 until 2020/21 • Zanzibar Tourism Development Policy, 2003 • Zanzibar Development Vision 2020 • Tanzania Development Vision 2025 • Zanzibar Industrial Development Policy/Zanzibar SMEs Policy, • Zanzibar Labour Policy, 2009 • Environmental Policy, 1992 • Environmental Policy, 2013 • The Zanzibar Constitution, 1984 • Zanzibar Education Act, 1982 • Zanzibar Education Policy, 2006
Legal framework
<ul style="list-style-type: none"> • Constitution of the United Republic of Tanzania, 1977 • Employment and Labour Relations Act of 2004 • Empowerment Act of 2004 • The Children’s Act, 2011 • The Wages and Salaries (General Revision) Act, 1974
Institutional Framework
<ul style="list-style-type: none"> • Ministry of Agriculture, Natural Resources, Livestock and Fisheries • Ministry of Education and Vocational Training • Ministry of Empowerment, Adults, Youth, Women and Children • Ministry of finance and Planning • Ministry of Health • Ministry of Information, Culture, Tourism and Heritage • Ministry of Lands, Water, Energy and Environment • Ministry of State President Office Regional Administration and Special Departments • Ministry of Industry and Trade • Ministry State, President Office, Constitution, Legal affairs, Public Service and Good Governance

Source: desk research

Overall development and poverty reduction policies

In 2001, The Revolutionary Government of Zanzibar (RGoZ) published its Vision 2020 committed to achieve middle income status by 2020, providing economic opportunities and social welfare to the people of Zanzibar.

In the Vision 2020, it is envisaged that Zanzibar by 2020 should be a society that reflects the following six attributes (Revisited Zanzibar Development Vision 2020, p. 24):

- Eradicate abject poverty or at least reduce abject poverty to 10 percent, which is what LMIC have achieved on average.
- Developing a strong, diversified, resilient and competitive agriculture, industry, tourism and other productive socioeconomic sectors to cope up with the challenges of the changing market and technological conditions in the world economy.
- Attaining a nation whose way of life reflects the highest level of ingenuity, self-confidence and self-esteem; culture, resource base and aspirations.
- Achieving peace, political stability, good governance, integrity, national unity and social cohesion.
- Modernized production and delivery systems of goods and services to meet the basic needs in the society and attain international competitiveness in the leading sectors.
- Attain higher degree of foreign direct investment that will inject sound capital, create full employment [by 2020] and attain positive balance of trade in the export market.

This long term vision has been translated in several medium term development plans. The Zanzibar Strategy for Growth and Reduction of Poverty (ZSGRP/MKUZA III) covers the period of 2016/17 till 2020/21, and should, as far as possible, achieve the objectives of the Vision 2020 (ZSGRP/MKUZA III, 2017).

This ZSGRP/MKUZA III multi-year strategic document is one of the main documents the research team used to review the policy context in which ‘tourism industry impacts on communities and children in Zanzibar’, is developing. ZSGRP/MKUZA III builds on the lessons learned from the earlier ZSGRP. The current ZSGRP/MKUZA III analysed the previous strategy ‘to provide an evidence-based overview of areas that need continued attention and investment to be improved effectively and sustainably’ (ZSGRP/MKUZA III, 2017, p. i).

Lessons learned regarding tourism development in the previous plan period – included in cluster I, economic growth and reduction of income poverty - was that tourism ‘has seen a steady increase in Zanzibar, but more needs to be done to improve linkages between the tourism sector and other sectors of Zanzibar’s economy. Likewise, exports of goods have increased by 6 per cent, but the target of 10 per cent growth has not been reached. However, this accounts for goods exports only and it would likely be a lot higher with the inclusion of services exports, especially tourism’ (ZSGRP/MKUZA III, 2017, p. 3).

In cluster II (improved wellbeing and equitable access to quality social services) and cluster III (enhanced democratic institutions and processes through good governance and national unity [institution building, policy and legal and institutional reform]), results for children were reported. In cluster II progress was made (for instance, more toilets at schools, increased access to improved sanitation and hygiene practices, and increased enrolment and retention in primary schools). In cluster III the main reference to children was in reference to continuing reported incidents of abuse. ‘Many more are believed to be unreported with families settling such issues among themselves’ (ZSGRP/MKUZA III, 2017, p. 6).

The presented review of the previous strategy results show that tourism is one of the main economic sectors in Zanzibar, but that linkages to other economic sectors need to be improved considerably. In the results of the previous strategy hardly any linkages between tourism and the social services system were identified.

Also in the current draft strategy, tourism is identified as one of the 'two strategies that are suitable for implementing within the timeframe of the ZSGRP III are expansion and strengthening of the tourism sector and light manufacturing sector; those two combined compose the 'twin engine approach' to strengthen Zanzibar's economy and social services system' (ZSGRP/MKUZA III, 2017, p. 9). The focus is on developing the overall tourism sector, so that 'it attracts more tourists as well as strengthening the linkages between the tourism sector and the rest of the economy (ibid. P. 13). This 'twin engine approach' is aligned to Zanzibar (Vision 2020) and UN (SDGs) strategies. In the strategy document, flagship programmes are presented for the 'twin engine approach' (tourism and light manufacturing), as well as for agriculture (crops, livestock, fisheries and forest).

The strategy identifies five key result areas (all with specific outcomes): A. Enabling sustainable and inclusive growth; B. Promoting human capital development; C. Providing quality services for all; D. Environmental sustainability and climate resilience; and E. Adhering to good governance principles. In the outcomes of key result A., outcome A3 is fully focused on 'a competitive tourism and hospitality sector', while A7 highlights 'improved social protection systems'. Although various elements of 'sustainable and inclusive growth' are mentioned in the outcomes, they do not seem strongly interlinked in the different outcomes.

In key result area C. Providing quality services for all, in the first outcome related to 'access to quality health and sanitation services and safe and clean water, and mitigated disease burden', for once tourists and children are mentioned in the same outcome, stating that both need safe and clean water and a safe stay. In most other outcomes in this key result area children are mentioned in relation to inclusive and equitable access to quality education and skills training; enhanced prevention and response to violence against women and children; enhanced national capacity to prevent and respond to all types of emergencies; and attained national and household security and nutrition for all.

In key result area D. on environmental sustainability and climate resilience, the destruction of biodiversity 'is due to a combination of factors, including limited income generation activities for communities, overexploitation of shallow water ecosystems due to inability to access deep sea fishing, demographic changes, development programmes and its associated high demand for natural resources products. In addition, the growing population, increasing living standards, urbanisation and tourism development have resulted in solid waste and waste water problems that [affect] the environment, public health and biodiversity. The emergence of these pressing issues has outpaced Zanzibar's capacity to tackle them effectively'. (ZSGRP/MKUZA III, 2017, p. 31)

In key result area E. Adhering to good governance principles children are referred to in the outcome on 'increased access to justice, respect for the rule of law, adherence to basic human rights and greater participation in the democratic process'. Also in the very short one paragraph outcome on 'responsible corporate governance ensured', enforcement of anti-child labour laws is mentioned.

The ZSGRP/MKUZA III strategy offers a large array of entrances for cross-sectoral linkages. However, as in the previous strategy, also in this document these cross linkages between tourism and the 'social services system' and 'good governance' key result areas, seem missing and could be strengthened a lot. The current assignment, through its inclusive destination approach, could create these missing linkages.

Employment policies¹⁶⁴

In the draft Zanzibar Industrial Policy (ZIP) 2017, the Employment Policy of 2008 is reviewed. According to the ZIP, the Employment Policy acknowledges the role of agriculture (including fisheries and aquaculture) as an important source of employment to the rural community, especially women and youths. The ZIP (2017) mentions the Zanzibar Fisheries Policy, as well, as it also emphasizes private sector investment in production and marketing of traditional and non-traditional products to increase national income and employment opportunities in the sector.

Business development, industry and trade policies

Industrial development has recently taken centre stage in the policy debate in Zanzibar, according to the draft Zanzibar Industrial Policy 2017 (ZIP, 2017; the text below draws heavily on the text of this document). The ZIP(2017) states that the adoption of the Long Term Perspective Plan, which advocates for industry to drive the socio-economic transformation envisioned in the vision 2020, and the Zanzibar social and transformation strategy (2015-2020), confirms that the Revolutionary Government of Zanzibar conceives industrialization as the main catalyst to transform the economy, generate sustainable growth and reduce poverty. Zanzibar wants to actively promote its manufacturing sector by strengthening the export competitiveness of selected manufacturing sectors such as resource-based manufacturing and agro-processing while at the same time promote SMEs.

The Zanzibar Industrial Policy (ZIP, 2017) recognizes the presence and relevance of other interrelated policies such SME Development Policy, Trade Policy, (Agricultural, Fisheries, Livestock, Forestry related policies, Youth, Women and Employment related policies, but to name a few, and is also aware that the Private Sector institutions, particularly ZNCCIA, have taken initiatives in organizing and developing capacities of entrepreneurs, which have resulted in having a broad spectrum of an informal sector involved in production activities.

According to the ZIP (2017), Zanzibar has implemented several well-defined policies and strategy documents that aim at achieving economic growth and industrial development, but with limited success of improving its industrial competitiveness; some of the reasons for the limited implementation success were:

- Limited definition of implementation procedures, action plans and M&E frameworks
- Unsatisfactory alignment and coordination of individual policy documents despite their overlapping nature;
- No clear prioritization of a some strategic actions
- Insufficient financial and human resources as well as a lack of key Industrial Policy management capabilities in the Government.

The key policies, acts and development plans with relevance to industrial development are:

Zanzibar Industrial Policy 1998 and 2017

The Zanzibar Industrial Policy (ZIP) of 1998 was formulated when the state was disengaging from running commercial entities and supported the development of a conducive environment for private sector participation in economic activities. The Policy was meant to be implemented for a period of ten years. Recently, with almost all State Owned Enterprises privatized, and in a changed economic situation a review has been carried out and a Zanzibar Industrial Policy (2017) has been drafted.

¹⁶⁴ Sections 4.3.4. through 4.3.6. all draws heavily on the draft Zanzibar Industrial Policy 2017

With the assistance of UNIDO, the Zanzibar government develop this new Zanzibar Industrial Policy (2017). The Policy states that it wanted to open up a new phase of industrial development and unlock a number of productive opportunities for Zanzibar, towards a more inclusive and sustainable growth model. The aim is to transform the economy utilizing the locally available or imported raw materials using more efficient technologies. In that regard, the ZIP (2017) recognizes the indispensable need to fully engage the citizens, the private sector in particular, in the industrialization process that would encompass optimal utilization of human and natural resources of Zanzibar.

SME Policy 2006

SME Policy identified strategic and potential sectors for adding value to the natural resources and traditional crops of Zanzibar, generating foreign earnings, providing significantly increased employment opportunities and spreading benefits to the various regions of Zanzibar. The Government recognizes the need to direct substantial public resources in promoting production and value addition of crops, products and services with comparative and competitive advantage and market access potential. Therefore emphasis is given to certain special agricultural products, tourism, fishing, business services and sectors of manufacturing and food processing.

In order to develop vibrant SMEs subsector in the country, the SME Policy 2006 recommended the establishment of the incubation centres that will provide the technical support in a hands on approach through relevant trainings on techniques of value addition of agro products and entrepreneurship. Moreover the Policy proposed the establishment of packaging scheme for SMEs in order to provide proper and affordable packaging materials to improve the quality of locally produced goods for local and export market. The review of the SME Policy 2006 currently underway emphasizes the need for more support to the MSME sector towards sustainable growth and poverty alleviation.

Zanzibar Investment Promotion and Protection Act 2004 & the Zanzibar investment guide of 2017

To overcome the challenge, Zanzibar Investment Promotion Authority (ZIPA) has established special arrangement with investors through which renovation costs of the industrial sheds are initially borne by the investors to be recouped gradually from deductions in annual rentals. ZIPA reserved 100 Ha. of land for the development of industrial park at Fumba Free Economic Zone at Fumba and 12.5 Ha. at Amaan Industrial Park in Unguja. Likewise the Authority has allocated 808 Ha of land at Micheweni for all kinds of investment in Pemba.

Meanwhile ZIPA as custodian of the Free Economic Zone readily offers plots for lease in the zones for potential investors. Land lease rates for the investment in FEZ range from USD 0.01 to USD 5.0 per square metre per annum but no rent for land is to be paid during construction period, provided that such construction shall not take more than thirty months from the commencement of construction, unless the Minister responsible for land agrees otherwise.

ZIPA in collaboration with Immigration and labour offices has recorded remarkable achievement in processing applications for work and resident permits, by reducing processing period to 10 working days. Despite ZIPA's efforts to have a one stop centre facility located within ZIPA, the facility still misses few officials with decision making powers from some prominent government institutions.

Investments under ZIPA enjoy tax incentives such as tax holidays from corporate taxes and exemptions in import duties for imported capital goods and raw materials. Such incentives, however, requires approval by the Minister of Finance. For projects in pre-operation stage or are in operation under ZIPA regime, and which qualify for exemptions from import duties and/or VAT, they are 75% exempted on duty and VAT on capital goods, construction materials, raw materials, machineries, equipment and other inputs.

Zanzibar Trade Policy 2006

The Zanzibar Trade Policy emphasizes community-based development approach with a view to encourage social cohesion in investment in the country, increased local involvement in nation building and adoption of modern practices and systems. Also the Policy calls for improvement in both the public and private sector performance while discouraging importation of counterfeit or otherwise substandard or used goods through customs and un-official entry points.

The advent of the Zanzibar Bureau of Standards (ZBS) is expected to mitigate the influx of defective and illegal imports and locally produced goods. However, the tariff and taxation relief on imported goods and food stuffs (including fishery products) discourages the production and consumption of local fishery products.

Education and training policies

Zanzibar Vocational Education and Training Policy of 2005

The Policy aims at promotion or provision, in Zanzibar, of Vocational Education and Training (VET), including the establishment of Skills Development Centres, according to the needs, within the framework of overall socio-economic development plans and policies. The policy also aims to contribute significantly to impart essential skills towards employability, entrepreneurship and self-employment of youths. Moreover, the policy emphasizes the improvement of the utilization of the country's human resources and ensure, through training, upgrading and updating, that the demand for skilled labour is met, in accordance with the current and anticipated technological, economic and social needs of Zanzibar.

Vocational Training Act of 2006

Vocational Training Act established Vocational Training Authority (VTA) with the functions of supervising, coordinating the vocational training. Also, VTA establishes and regulates vocational centres in Zanzibar. Currently, there are three public vocational training centres, two in Unguja and one in Pemba, operated by VTA. In addition to that, two public vocational centres are under construction which will result in having a vocational training centre in each of the five regions of Zanzibar.

Also, there are about fifty private vocational training centres registered and regulated by VTA. To spearhead the skills development initiatives in the country, a joint public and private special fund known as the Skills Development Levy (SDL) was established and now is fully operational. The fund is being used to facilitate development of skills needed by different sectors of the private enterprises or for self-employment of vocational centres graduates.

Education Policy of 2006

The Policy, like the Zanzibar Vocational Education and Training Policy, states that one way of getting skilled labourers in the country is by providing them with technical and vocational education/training. Technical and vocational education/training is a necessary ingredient towards poverty reduction as it provides opportunity for self-employment. Therefore, the Policy emphasizes that technical education and vocational education and training shall be designed in line with labour market demands.

Zanzibar knows a number of hospitality training institutes, namely: SUZA on a university level (diploma and degree) and on a vocational training level (form 2 and 4) Machuwi Community College, East Africa Utalii College Zanzibar and Zanzibar Trans World Training Centre. The vocational training institutes provides either a full tourism programme or separate training courses in relation to the hospitality industry, such as in food and beverage. Zanzibar also has three private education institutes that work

with and for Zanzibari, especially young, namely Kawa Training Centre¹⁶⁵, The Makunduchi Project¹⁶⁶ and Jambiani Tourism and Training Institute (JTTI)¹⁶⁷. Kawa is active since 2011 and fully operational, while the Makunduchi Project is in its early stage and JTTI has been shut down in 2016 – after 10 years of training – due to financial restraints.

Environmental policies

According to the booklet 'Here we are! Simplified version of the Zanzibar policies' (2012), in 1992, the Department of Environment under then the Ministry of Water, Construction, Energy, Land and Environment managed to prepare an environmental policy and launched it the same year. This policy was prepared after the government realized that the state of the environment had gradually started to deteriorate. This brought the call to institute guidelines which will show what should be done with the environment in order to prevent national environmental problems. The decision to prepare an environmental policy has come following the escalation of environmental degradation.

The goal of the policy is to protect and control the environment in order to make Island of Zanzibar environmentally protected for present and future generations. In order to achieve this goal the policy included several specific objectives:

- To upgrade the status and ensure that environmental strategies are incorporated in other policies, programs and projects.
- To introduce cleaner production technology.
- To reduce the use of renewable and non-renewable natural resources.
- To promote people health status and provide environmental awareness.
- To establish community committees at all levels in order to create a broad environmental network.
- To prepare plan that will oversee environmental standards.
- To put in place gender equality on environmental issues.
- To promote environmental education and stimulate environmental awareness at grassroots, district, regional levels etc.

In 2013, the Revolutionary Government of Zanzibar published a revised Zanzibar Environmental Policy. Tourism is mentioned prominently in the document. According to the policy (2013, p. 44), 'the tourism sector increasingly presents environmental and social challenges that need strong national attention to restore the ecological balance and integrity of the coastal and marine ecosystems. Key environmental concerns associated with tourism industry in the islands are destruction of the coastal habitats through negative land use change dynamics, land reclamation, construction of jetties and sea walls, increased use of water resources, and a significant increase of solid waste generated and wastewater discharged' (p.44/45). The policy continues to state that 'the principal challenge in sustainable tourism in Zanzibar is the inadequate coordination among relevant sectors in incorporating environmental protection as an integral part of tourism development planning (p.45), and therefore proposes 'to improve tourism practices, which are environmentally sound and socially acceptable' (ibid.).

¹⁶⁵ Kawa Training Center is an NGO that trains and educates young Zanzibari residents to become professional tour guides

¹⁶⁶ Makunduchi Project is provides training in agriculture, gastronomy and tourism. Training on the job takes place in the integrated youth hostel.

¹⁶⁷ The Jambiani Tourism Training Institute provided a 2-year Diploma course in Tourism and Hospitality – a vocational training curriculum which offered participants the opportunity to develop their skills needed to enter the tourism and hospitality industry and thereby improving their socio-economic conditions.

The policy states that 'the Government will ensure strong coordination in the mainstreaming of environmental and social concerns into tourism projects' (ibid., p. 45/46) and proposes six implementation strategies: i. Strengthen the enforcement of a national tourism zoning plan; ii. Promote environmental and social assessment in the tourism projects; iii. Promote best practices of waste management handling and disposal techniques; iv. Promote participatory eco-tourism planning and implementation; v. Promote public awareness on environmental and social tourism practices; and vi. Promote sustainable tourism for all.

ANNEX IX - Comparative case studies from Kenya, The Gambia and Dominican Republic

Mombasa area, Kenya

Just 250 kilometres north from Zanzibar is Mombasa, the second biggest city of Kenya after Nairobi, another tropical tourist destination on the east coast of Africa. A total of 1.3 million people visited Kenya in 2016, mostly Europeans and Americans, of which around 95.000 tourists directly arrived at Mombasa at the local airport or cruise ship terminal¹⁶⁸. A significant part of the total number of visitors to Kenya and domestic tourists will visit Mombasa overland as well, hence, the total visitors to Mombasa will be well over 100.000. However, Mombasa city itself is not the only tourist destination. Most of the tourists will visit the beaches and resorts north and south of Mombasa.

There are only a few resources available about the Mombasa tourism industry, hence, challenges and opportunities are somehow derived from the situation of the Kenyan tourism industry. Political unrest, (threat of) terrorist attacks and health risks have influenced the number of international tourist arrivals in Kenya and also Mombasa over the past years. However, the Kenyan tourism industry is always capable of attracting significant number of tourist and the tourist economy is important for Kenya's development. The National Tourism Strategy 2013-2018 does not introduce particular ambitions or desired developments for Mombasa, but it is clear about its mission, namely: "To develop, manage, and market sustainable tourism in Kenya". Guiding principles for tourism planning are also in line with this objective. However, under the Vision 2030, plans for tourism development around Mombasa shows a different face as the government would like to develop resort cities north and south of Mombasa that revolve around mass tourism and man-made attractions¹⁶⁹. These developments have not yet been started, but the ambition is clear, as this government paper states: "*aggressively developing Kenya's coast by establishing resort cities*"¹⁷⁰. Tourism development seems to be a synonym for more beds, not sustainability as the tourism strategy states.

The Mombasa County Annual Development Plan¹⁷¹ is less specific in its ambitions, but more concrete in its activities. Their tourism related projects clearly shows that they are working on the basis of the tourism industry, such as establishing a tourism catalogue for visitors, creating a database on tourism and culture and investments in MICE and cultural attractions. In-depth reflections about the playing field and rules of the game for the tourism sector are lacking. The news that Mombasa County government is thinking of establishing their own Tourism Board¹⁷² clearly shows that the public sector in tourism is in its early stage. Meanwhile, various tourism investors are already making money in the Mombasa tourism industry, especially via the accommodation sector.

A particular challenge for the tourism industry in Mombasa is the dominant position of large hotel chains that control the market, exporting their profits and paying low wages to local tourism staff. An extensive study of KUONI on the impact of tourism on the human rights in Kenya found deep-rooted frustration and dissatisfaction among hotel workers and communities about wages and distribution of benefits in Mombasa. The KUONI study mentions land issues or problems with access to water and

¹⁶⁸ See also: <http://www.nation.co.ke/news/tourism-arrivals-kenya-mombasa/1056-3794720-j4wt61z/index.html> & <http://ktb.go.ke/wp-content/uploads/2015/12/Performance2.pdf>

¹⁶⁹ See also: <http://www.vision2030.go.ke/projects/?pj=27>

¹⁷⁰ Office of the Prime Minister, Ministry of State for Planning, National Development and Vision 2030 (2012) Sessional Paper No. 10 of 2012 on Kenya Vision 2030

¹⁷¹ Mombasa County Government (2014) Mombasa County Annual Development Plan

¹⁷² See also: <https://www.standardmedia.co.ke/business/article/2000225059/mombasa-government-plans-own-tourism-board>

electricity. KUONI considers the frustration among local and staff in the Mombasa area even a business risk. They formulated some mitigating measures, such as round tables and training. It remains unclear whether these measures have been implemented¹⁷³. The ownership of KUONI changed in 2016 which had consequences for their CSR programme. As for now, it remains unclear who is taken up the pressing issues with local communities and hotel staff.

UNWTO has implemented the ST-EP (Sustainable Tourism and Eliminating Poverty) programme in Mombasa from 2012 to 2015 which aimed to improve the livelihoods of beach operators¹⁷⁴. The programme supported beach operators of all kind in generating business responsibly via trainings and meetings with tourism stakeholders. The final evaluation presented a case of a curio seller that says he has been able to fund the education of his children thanks to this programme. This is just one case that clearly shows that children are indirectly profiting from such programmes. The informal sector is an important market for locals to profit from the tourism industry. However, the majority of what tourists spend leaks out of the area and country, not even passing the hands of the locals. And, Mombasa is also experiencing various forms of romance and (child) sex tourism¹⁷⁵¹⁷⁶. KUONI concluded in their abovementioned study that *“Basic awareness of child sex tourism is high at the hotels visited in Mombasa, and all of them have developed measures to ensure abuses don’t occur on their premises.”* This would have brought the periphery of the tourism industry in which counteraction is more challenging. However, although the necessary legislation is in place, desk research has not delivered many resources around child rights in the Mombasa tourism industry.

Environmental issues are with waste management and visitor management in natural areas¹⁷⁷¹⁷⁸. All together, these challenges can be seen as effects of unregulated tourism developments in relatively poor areas. Although these challenges and its origin are recognised by the media, NGOs and various researchers, they are not reflected in the policies and strategies of high-level stakeholders. As such, it seems that the Mombasa tourism sector is a free zone for tourism enterprises – especially international owned – at the moment. National government is keen to develop the area for mass tourism. Meanwhile are local authorities, communities and the environment, and also tourists, increasingly experiencing the negative impacts of unstructured tourism developments. Overall challenge will be to bring together the overall aim of sustainable tourism and tourism development around Mombasa while also including the interest of local people and the environment.

Key learning from the Mombasa case

Protection

Although child protection is probably as necessary as in other tourism destinations, the level of organisation that combats SECTT or other forms of child abuse appears to be rather low. A strong local organisation that engages with relevant stakeholders is essential in developing child protection in tourism.

¹⁷³ KUONI (2012) Assessing Human Rights Impact, Kenya Pilot Project Report

¹⁷⁴ See also: <http://step.unwto.org/news/2015-03-19/protecting-livelihoods-mombasas-north-coast>

¹⁷⁵ Omondi, R. K., Ryan, C. (2017) Sex Tourism; Romantic Safaris, prayers and Witchcraft at the Kenyan Coast, in: Tourism Management, Volume 58, February 2017, p. 217-227

¹⁷⁶ ECPAT International (2015) Country Specific Report Kenya, for: Global Study on Sexual Exploitation of Children in Travel and Tourism

¹⁷⁷ See also:

<https://www.patana.ac.th/secondary/geography/IB/Globalisation/Impacts%20of%20Tourism%20Kenya.htm>

¹⁷⁸ See also: <http://greenacreademytrust.co.uk/greenacre/wp-content/uploads/sites/2/2016/04/Kenya-case-study.pdf>

Rights

Although human and child rights are adopted in Kenya and the necessary legislation is in place, it has not yet been adequately enforced. Tourism businesses do not seem to be working with human/child rights in business principles yet. It will be worthwhile to build upon the work of KUONI in Mombasa and further study and work on a positive impact on human and child rights in the area.

Livelihoods

Local communities and hotel staff are seriously frustrated and dissatisfied about the distribution of benefits of tourism. They experience various problems with wages, land, water and electricity as a consequence of tourism developments. As with the level of child protection, it remains unclear who is taking the lead in finding solutions for the various pressing issues, although UNWTO has supported a programme on improving the livelihoods of beach operators. Looking at policies and strategies, which stay at a conceptual level, we noticed a huge gap between desired development directions; on the one hand an overall goal of sustainable tourism and the other hand aiming for mass tourism in resort cities with man-made attractions at the coastal area. Both directions are emphasised, but the relation is not specified.

The Gambia

In 1965 The Gambia has been put on the tourist map when 300 Swedish tourists entered this relatively small West African nation that is almost entirely surrounded by Senegal, except for its coastline. Nowadays, The Gambia is well known as a tourist destination among mainly Europeans who escape the cold winters and enjoy The Gambia's warm climate, beaches and resorts. Top year in international tourist arrivals seems to be this year, 2017, in which 174.000 tourists are expected to arrive for their holidays in The Gambia. While the numbers of tourists are slowly increasing over time, the contribution of the tourism sector to the economy is also increasing. The total contribution of the tourism industry to the GDP is 21.9%, employment 18.8% and visitor export 46.5%.

In ten years, the government aims to grow to 412.000 tourists in 2027 with a total contribution to the GDP of 22.6% (WTTC, 2017). This all should lead to a more inclusive economy in The Gambia following the rather pragmatic and concrete National Development Plan developed by president Barrow, in 2017. The desired growth is based on (expected) opportunities in the international tourism industry, but will certainly also bring along some challenges next to the already existing issues and problems. Opportunities are seen in the continuously growing international tourism industry, increasing interest in African tourist destinations and the number of high spending tourists that The Gambia would like to attract. The challenges – most of them already foreseen in the Vision 2020 developed in 1999 by the former president Jammeh, or discussed in The Gambia Tourism Development Master Plan¹⁷⁹ or studied in the Tourism Market Study by GCCPC¹⁸⁰ or discussed regarding their effect on the poor by ODI¹⁸¹ – are the diversification of the tourist economy to get away from the standardised sun, sand and sea tourist packages. Another major challenge is to increase competition and investments within the tourism industry to decrease dependency on the foreign-owned tour operators – GCCPC recently studied cases of monopoly by ITOs – and to increase local ownership and margins that can be reinvested locally.

To attract high spending tourists and counteract threats like the Ebola crisis and the ongoing malaria epidemic, quality of the tourism products needs to be improved as well. And, to achieve the much needed inclusive growth, more linkages between tourism and other sectors are needed. However, specific measures need to be developed to make poor people benefit. In 2008, ODI calculated that 50%

¹⁷⁹ African Development Bank & Republic of The Gambia (2006) The Gambia Tourism Development Master Plan

¹⁸⁰ GCCPC (2016) Tourism Market Study

¹⁸¹ Mitchell, J., & Faal, J. (2008) The Gambian Tourist Value Chain and Prospects for Pro-Poor Tourism, for: ODI

of the value chain is captured by the destination of which 14% benefits poor people directly through retail and agriculture. If and how this benefits children remains unclear. These promising figures should be further increased in the coming years. One programme that is working on improved linkages and poverty reduction is 'Gambia is Good'. Although recent figures and information is lacking, the awarded programme connects farmers to hotels and has been successful in diverting sales away from importers into the hands of local people¹⁸². Again, it remains unclear to what extent children are benefitting.

Most of the studies and programmes rarely speak about the role of local children or youth in tourism, even in relation to pro-poor tourism. Hospitality education of youth and creating employment opportunities are the obvious focus areas of the Gambian government, but it remains unclear what the actual effect of tourism on the livelihoods of children and youth is. However, there is a particular sensitive topic that received quite some attention over the past decades in The Gambia, which is child sex tourism. Various NGOs, related to the ECPAT network, have been working on this. A recent and extensive country assessment about the sexual exploitation of children related to tourism in The Gambia concluded that The Gambia is perceived as a target for international tourists seeking to have sex with children, both boys and girls of which the most are between 14 and 17 years old¹⁸³. The same study provides an overview of all the counteractions over the past years, which range from legislation to international conventions and from awareness programs to trainings of tourism staff. What stands out is the Code of Conduct for the tourism industry that the Gambia Tourism Board has developed and adopted with the support from a local NGO called the Child Protection Alliance.

The Code of Conduct is based on the child protection code of ECPAT that supposed to be a private sector driven. This government driven code has been in place since 2004 in The Gambia. It has been successful in engaging quite a number of tourism enterprises. However, full implementation remains challenging as that requires more knowledge, awareness and especially action. So far, despite all the efforts and some successes, the overall response is inadequate overall. The problem of child sex tourism is multi-faceted and is particularly challenging to tackle. One of the challenges is that offenders act in the periphery of the tourism industry, in communities next to the tourism areas where they also rent private homes without any supervision of others. In addition, contacts between offenders and children are not only established during their visit, but thanks to internet contact is also established prior to one's visit and maintained after the visit. The list of recommendations to tackle this problem, that also affects the image of the country, is long. However, it all revolves around the idea that all stakeholders need to be involved and that they all need to take responsibility for their part of the job¹⁸⁴.

Key lessons learned from The Gambia case:

Child protection

Within child protection, SECTT has gained quite some attention in The Gambia. Various studies, programmes and legislation have been seen light over the past years, but combatting SECTT is very complex and cannot be taken up by a standardised approach or a number of interventions. The involvement of all stakeholders that are willing to work together, invest and take their responsibility is more than necessary.

¹⁸² See also:

http://geographymonkey.com/uploads/3/5/2/1/35215747/gambia_is_good_responsible_tourism.pdf

¹⁸³ Bah, A., & De Man, F. (2014) Assessment on Commercial Sexual Exploitation of Children Related to Tourism and Reporting Mechanisms in Gambia

¹⁸⁴ Idem

Rights

Most of the legislation that is in place is related to the CRC. However, law enforcement is weak. Tourism businesses in The Gambia have not yet been working with the Child Rights in Business principles.

Livelihoods

Although some studies have been conducted and some programmes have been successfully implemented in the field of poverty reduction and local livelihoods, knowledge about the impact of tourism on children's livelihood and their chances in life is much needed.

The Dominican Republic

The island of the Dominican Republic (DR) knows a more advanced tourism industry than The Gambia and the Mombasa area in Kenya. In 2016 a total of 5.959.300 tourists arrived in the DR showing a steady growth over the past decades¹⁸⁵. The DR mostly attracts tourist from North America and to a lesser extent from Europe. The total contribution of the tourism industry to GDP is 17.3% (WTTC, 2017), which clearly shows the size and importance of the tourism industry for the DR.

The DR opened up its market in the past decades, resulting in series of foreign investment in tourist accommodations. Nowadays, the DR tourism industry revolves around all-inclusive resorts tourism and the traditional sun, sand and sea holidays. One of the biggest challenges is the diversification of the tourism economy, going away from the all-inclusive packages and the sun, sand and sea holidays¹⁸⁶¹⁸⁷¹⁸⁸. The Ministry of Information, Tourism and Heritage has seen the need and is strategizing for diversification with highlighting the different attractions in the DR – nature, culture, luxury – and infrastructure development that connects these attractions¹⁸⁹. However, their main focus remains on the mass-tourist and continuous growth of number of arrivals and hotel rooms. Looking at the impact of tourism developments in the DR, the online libraries are more than full with articles, books and media publications about positive and negative effects of the tourism industry. While the government and investors commend the amount of investments, tax income, employment and infrastructure developments, on the other hand, negative impacts range from pressure on natural areas to weak linkages with the local economy. On the latter, ODI summed up possible ways of how the local economy could benefit more from tourism and vice versa. They came up with various suggestions of which a few were about linking up with existing NGO projects, for example in agriculture. The ODI brief is addressing hoteliers¹⁹⁰. It remains unclear whether the suggestions of ODI have led to concrete projects and activities.

A few years later, USAID support a multi-annual and multi-million dollar project called the Dominican Sustainable Tourism Alliance. In selected areas in the DR, they have worked on sustainable tourism by investing in product development, workforce development and strengthening sustainable business

¹⁸⁵ See also: https://data.worldbank.org/indicator/ST.INT.ARVL?locations=DO&name_desc=false

¹⁸⁶ Rettinger, R., Apollo, M. (2017) Chapter 5: Enriching Tour-operators Offer to Go Beyond Sea, Sun and Sand: the Case of the Dominican Republic, in: Contemporary Studies in Environment and Tourism of Recep Efe and Munir Ozturk.

¹⁸⁷ Gonzalez, F., Terc, R., Puna, M., Jaramillo & G., Essl, P. (2012) The Dominican Republic Tourism Cluster, for: Harvard Business School, assignment for the course Microeconomics of Competitiveness.

¹⁸⁸ See also:

<http://www.solimarinternational.com/images/documents/Dominican%20Republic%20Fact%20Sheet.pdf>

¹⁸⁹ See also: <https://www.prnewswire.com/news-releases/dominican-republic-announces-2016-developments-and-boasts-strong-tourism-statistics-300261930.html>

¹⁹⁰ Ashley, C., Goodwin, H., & McNab D. (2005) Making Tourism Count for the Local Economy in Dominican Republic: Ideas for Good Practice, for: Travel Foundation, Sheffield Hallam University, First Choice and the TUI group

practices in small, medium-sized and community based tourism enterprises. The programme also focussed on nature conservation. The programme claims to have achieved a lot in strengthening systems, especially around workforce development. However, the programme emphasised the productivity, competitiveness and economic growth of the tourism sector as main reasons to invest in people's capacity, rather than the pro-poor benefits¹⁹¹. The CSR programme of TUI, called Better Holidays Better World, trained disadvantaged youth in the DR in alignment with the UN Sustainable Development Goals which serves as the 'big picture' TUI wants to contribute to. So, coming from different perspectives, various organisations and local stakeholders see the need for hospitality education. However, the actual pro-poor effects remain unclear.

With regard to the impact on children, SECTT stands out as a major problem in the DR. ECPAT (2013 and 2014) studied the sex industry in the DR and calculated that between 25.000 and 35.000 minors – often from Haitian origin – are active in prostitution, mainly girls (60%) that serve local demand. Although officially prohibited, a formal sex industry led by bar owners and brothel keepers exists. In the informal sex industry, young and minor men and women are prostituting themselves or are forced into that by others or because of the circumstances. With a growing tourism industry the sex demand from tourists is also growing. As in the case of The Gambia, exploitation of children by tourists or foreigners does not always take place within the tourism industry. Potential offenders are active online and once arrived in the DR they might go to private homes or places outside the tourism areas. Over the past decade, the tourism industry, including stakeholders from the civil society such as UNICEF and MAIS-ECPAT, the public sector and private sector, have undertaken various counteractions; ranging from adopting legislation to awareness campaigns and training¹⁹²¹⁹³.

Despite these efforts, reporting figures are low, victims are blamed and offenders seem to have a sense of impunity. That is why earlier this year, United Nations Special Rapporteur on the sale and sexual exploitation of children, Maud de Boer-Buquicchio, urged the DR to place child protection at the core of their tourism strategy¹⁹⁴. However, as the tourism industry in the DR is present everywhere and as many stakeholders are involved, a concerted effort with everyone involved is necessary. Recently, ECPAT explored the possibility of establishing a multi-stakeholder platform to support the implementation of the child protection code, as well as coordinating other responses.

Key learning from the Dominican Republic case:

Child protection

Arguably, the positive impact of the tourism industry on children should be present. However, in literature about tourism impact on children in the DR, SECTT is emphasised. Although more research and data is needed, all stakeholders know that they need to join forces in order to be effective.

Rights

Stakeholders seem to be very aware of the opportunities for youth in hospitality education and employment in the tourism industry, but it remains unclear whether this results in effective programmes in the long run.

Livelihoods

The distribution of benefits to local communities is an ongoing debate. At the same time, the DR would like to increase its competitiveness and remains open and kind for international business. ODI

¹⁹¹ USAID (2012) Tourism Workforce Development Toolkit and its Application in the Dominican Republic, for: Dominican Sustainable Tourism Alliance

¹⁹² See also: https://www.unicef.org/republicadominicana/english/resources_12803.htm

¹⁹³ See also: https://www.unicef.org/republicadominicana/english/protection_12438.htm

¹⁹⁴ See also: <http://www.ohchr.org/EN/NewsEvents/Pages/DisplayNews.aspx?NewsID=21633&LangID=E>

explored various possible ways of increasing backward linkages that could benefit the poor. However, the livelihoods of local people in the DR depend on the willingness of the public and private sector to link up with local farmers and producers more than they do now.