

A CASE STUDY OF ECOTOURISM IN ZANZIBAR: POTENTIALS AND PITFALLS

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Subject: Corporate Environmental Management
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ABSTRACT

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| <p>Abstract</p> <p>Tourism is regarded as one of the fastest-growing sectors in the world, and ecotourism has emerged as one of its most significant subsets to date. The island of Zanzibar located on the east coast of Africa offers a wealth of natural resources, including sandy beaches, marine animals, and a tropical climate. However, previous research shows that its potential as an ecotourism destination has not been well explored.</p> <p>The current study contributes to the existing research on ecotourism by examining its implementation practises, the role of stakeholders in decision - making as well as the degree of benefit local populations gain from this type of ecotourism. The study has important implications for providing alternative solutions to help Zanzibar in becoming one of the world's leading ecotourism destinations and to promote sustainable tourism for economic, environmental, and social development. The findings collected through qualitative methods reveal that key informant participants understand ecotourism, whereas participants in focus group discussions have insufficient expertise. The study also shows that a potential of ecotourism exists in Zanzibar. However, ecotourism on the island is considered as a doubtful choice for sustainable development Due to a lack of education awareness, involvement of local community and government, enforcement of ecotourism rules, and poor land policies, ecotourism activities are minimally implemented.</p> <p>The government and other stakeholders must assume an active role in promoting ecotourism and ensuring that locals benefit from a sustainable ecotourism environment .One of the suggestions of the study is that government needs to improve the standards of tourism investments. Another recommendation is that the Chumbe eco-project, which effectively promotes conservation and ecotourism education can serve as a model for ecotourism practises. I argue that the findings of the study can function as a roadmap for future ecotourism research, and thus contributes to the growth of sustainable tourism.</p> | |
| Key words Ecotourism, Tourism, Mass Tourism , Sustainable Tourism, Stakeholders involvement | |
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TIIVISTELMÄ

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| <p>Matkailua pidetään yhtenä maailman nopeimmin kasvavista sektoreista, ja ekomatkailu on noussut yhdeksi sen merkittävimmistä alaryhmistä tähän mennessä. Afrikan itärannikolla sijaitseva Sansibarin saari tarjoaa runsaasti luonnonvaroja, kuten hiekkarantoja, meren eläimiä ja trooppisen ilmaston. Aiemmat tutkimukset osoittavat kuitenkin, että sen potentiaalia ekomatkailukohteena ei ole tutkittu kunnolla.</p> <p>Tämä tutkimus tukee olemassa olevaa ekomatkailututkimusta tarkastelemalla sen toteutuskäytäntöjä, sidosryhmien roolia päätöksenteossa sekä paikallisväestön hyötyjä tämäntyyppisestä ekomatkailusta. Tutkimuksella on tärkeitä vaikutuksia vaihtoehtoisten ratkaisujen tarjoamiseen, jotka auttavat Sansibaria tulemaan yhdeksi maailman johtavista ekomatkailukohteista ja edistämään kestävä matkailua taloudellisen, ympäristöllisen ja sosiaalisen kehityksen kannalta. Kvalitatiivisilla menetelmillä kerätyt havainnot osoittavat, että keskeiset informanttiosapuolet ymmärtävät ekomatkailun, kun taas kohderyhmäkeskusteluihin osallistujilla ei ole riittävästi asiantuntemusta. Tutkimus osoittaa myös, että Sansibarissa on ekomatkailupotentiaalia. Saaren ekomatkailua pidetään kuitenkin kyseenalaisena valintana kestävä kehityksen kannalta. Koulutustietoisuuden, paikallisyhteisön ja hallituksen osallistumisen puutteen, ekomatkailusääntöjen noudattamisen ja huonon maapolitiikan vuoksi ekomatkailutoimintaa toteutetaan vain vähän.</p> <p>Hallituksen ja muiden sidosryhmien on omaksuttava aktiivinen rooli ekomatkailun edistämässä ja sen varmistamisessa, että paikalliset hyötyvät kestävästä ekomatkailuympäristöstä. Yksi tutkimuksen ehdotuksista on, että valtion on parannettava matkailuinvestointien tasoa. Toinen suositus on, että luonnonsuojelu- ja ekomatkailukasvatusta tehokkaasti edistävä Chumbe-ekohanke voisi toimia mallina ekomatkailun käytännöille. Väitän, että tutkimuksen tulokset voivat toimia tulevaisuuden ekomatkailututkimuksen tiekartana ja siten edistää kestävä matkailun kasvua</p> | |
| Asiasanat Ekomatkailu, matkailu, massamatkailu, kestävä matkailu, Sidosryhmien osallistuminen | |
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LIST OF ABBREVIATIONS

| | |
|--------|--|
| CHICOP | Chumbe Island Coral Park |
| CBO | Community – Base Tourism |
| GDP | Gross Domestic Product |
| FDG | Focus Group Discussions |
| IFC | International Finance Cooperation |
| MBCA | Menai Bay Conservation Area |
| MNRT | Ministry of Natural Resources and Tourism |
| NGO's | Non – Governmental Organizations |
| RGZ | Revolutionary Government of Zanzibar |
| SNV | Netherlands Development Organization |
| SSTF | Seychelles Sustainable Tourism Foundation |
| TTB | Tanzania Tourist Board |
| TIES | The International Ecotourism Society |
| UNWTO | World Tourism Organization |
| UNEP | United Nations Environment Programme |
| UNESCO | United Nations Educational, Scientific and Cultural Organization |
| VSO | Voluntary Service Overseas |
| ZATI | Zanzibar Association of Tourism Investors |
| ZCT | Zanzibar Commission of Tourism |

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1 INTRODUCTION AND OBJECTIVES

Tanzania is a fast-growing tourist attraction destination, with thousands of foreigners streaming into the country to explore the wildlife, mysterious cities, the island of Zanzibar, with its glorious history and the mixed culture of half Arabian residents. It is estimated that in 2019 Gross Domestic Product (GDP) was USD 6,577.3 million, which is equivalent to 10.7% of the whole country's GDP (WTO, 2021). However, as a result of the COVID-19 pandemic, Zanzibar's GDP growth rate has decelerated to 1.3% in 2020. According to the recent World Bank report, the declining trend was prompted by a shrinkage in the service sector, particularly the tourism industry (WB, 2021). Every year, tourists from various countries visit, with the majority coming from Europe, followed by the Middle East and the United States. Tourism generates a significant amount of revenue that has surpassed agriculture according to Ministry of Natural Resources and Tourism (MNRT, 2009). Foreign tourists contribute to Tanzania's economic development, while residents have begun to invest money in promoting internal tourism by vacationing for leisure and other business operations during the last few years.

Many governmental and non-governmental organisations, as well as East African residents visit Zanzibar for business. According to Mgonja et al. (2015), Zanzibar's tourism industry developed due to a number of factors, including its rich natural resources such as sandy beaches, marine species, and tropical climate. Also, the religious culture, spices, cuisines, and traditional customs are rich with Islamic concepts, and the old buildings that have unique curvatures and slave sites. Dwyer (2018) believes that the environment has transformed in undesirable ways as a result of the development of tourism activities that have had a negative impact on local livelihoods and culture in the nearby neighbourhoods and the residents in various locations. It is logical to assume that Zanzibar's economic, social, and environmental development have all improved due to the island's tourism prominence. Nonetheless, the island remains impoverished and underdeveloped. Therefore, this study will investigate ecotourism as an alternative kind of tourism for the potential sustainability of Zanzibar's tourism industry.

1.1 The Objective and Research questions

The aim of the current study is to evaluate the viability of ecotourism approaches for the sustainable tourism development of the islands. The research also investigates the perspectives of stakeholders on ecotourism in

order to gain insider's knowledge on the impediments to the implementation of eco-tourism.

The current thesis also examines the case studies of Costa Rica, whose economy is dependent on ecotourism in order to understand to what extent Zanzibar may follow the footsteps of a successful example of ecotourism destination, and thus can fulfil its potential for a commercially, socially, and environmentally sustainable travel destination.

"*How viable option ecotourism is for Zanzibar?*" is the main research question that this study attempts to answer by reflecting on the ground knowledge. The additional questions listed below will be used to supplement the study's primary research question.

1. *What are the main challenges and benefits for ecotourism in Zanzibar?*
2. *How are the stakeholders involved in the implementation of ecotourism in Zanzibar?*

1.1.1 Background of the study area

The Zanzibar Islands are part of Tanzania and consist of the main islands of Unguja and Pemba, as well as over 50 smaller islands (Khamis et al., 2017). Zanzibar City, on the island of Unguja, serves as the capital. Stone Town, its historic center, is a UNESCO World Heritage Site (Tanzania Tourist Board, 2022). Zanzibar is frequently referred to as, "Spice Island" owing to the varieties of spices including cloves, nutmeg, pepper and cinnamon (Trip savvy, 2019). Apart from that, it has abundance of marine parks and protected areas which include Jozan Chwaka Bay National Park, Chumbe Marine Park, Ngezi Forest Reserve, Mnemba Island, Misali Marine Park and the Menai Bay.

Tourism accounts for about 20% of Zanzibar's GDP, and it is the primary source of foreign currency, accounting for 70% of export revenue (Ministry of Tourism Zanzibar, 2020 a).

The majority of Zanzibarians originate from Tanzania mainland, but also there are significant groups with Arabic, Indian, Asian, European, American and the Indian Ocean Islands origin (RGZ, 2022a). Approximately 97% off Zanzibarians are Muslims, a religion that brought in by the Oman Empire (RGZ, 2022 b). Islamic beliefs are very important in the Zanzibar communities and they coexist with African traditions.

The reason for choosing Zanzibar (Unguja in particular) as a study area is that it has many tourism activities and has a good opportunity to develop further in ecotourism because it has numerous marine parks as well as land-based nature reserves. Even though tourism has been around for a long time, the majority of the locals remain impoverished.

Ecotourism can potentially benefit the community in a variety of ways, including increasing cultural and environmental awareness, exchange of

experiences for both visitors and hosts, reducing environmental impacts, creating employment and financial opportunities for local communities, and encouraging conservation by providing financial benefits.



Figure 1. A map of Zanzibar showing protected areas.(Orange smile ,2022).

1.2 Ecotourism in Zanzibar

In the 1960s, Zanzibar was closed to visitors due to the 1964 Revolution (Haji, 2015). Equally, it was nearly impossible for a resident to travel outside the country due to the strict and cumbersome procurement of passports and rigid security barriers implemented by the Tanzanian government against counter-attacks. However, during these shadow moments, her East African neighbours, especially Kenya, were cashing in on tourism, bringing in thousands of tourists annually due to the proximity of the Indian Ocean, the beaches and historical sites, much like what Zanzibar had to offer (Haji, 2015). For Zanzibar to revolutionize and adopt ecotourism, it had to prioritize principles that minimize the negative impact of politics on the environment and build cultural awareness among international visitors and residents. Additionally, the country had to learn the direct financial benefits of conservation and the importance of empowering the local communities.

Tourism is as one of the fastest-growing industries internationally and eco-tourism, as a subset of tourism, has risen to become one of the most significant industries. Ecotourism has a long history, dating back to the 1970's and when the International Ecotourism Society, defined ecotourism as, *"responsible travel to natural areas that supports the environment as well as improves the wellbeing of local people and involves interpretation and education"* (TIES, 1990). Tanzania, which includes Zanzibar Island, is a country with a wealth of natural resources, such as water bodies, wildlife, and mountains. Its potential landscape, as well as the presence of numerous national parks, places it among the countries with the greatest number of national parks in the world.

The tourism sector in Tanzania is one of the fastest growing areas and contributes significantly to the country's economy. It is estimated that in 2019 GDP was USD \$ 6,577.3 million which is equivalent to 10.7% of the whole country's GDP (WTTC, 2020). Among other things, the tourism industry is potentially able to eradicate poverty through job creation, enhancing social services such the construction of health centres and schools, providing clean water in villages, transportation services, and working to improve communication services (Kazuzuru, 2014).

Besides that, the development of this sector in Zanzibar and other developing countries, facilitates the development of transportation and hospitality industries (Gisore and Ogutu, 2015). According to Dwyer (2018a), the transformation of the environment in undesirable ways as a result of the development of tourism activities has had an impact on local livelihoods and culture in general in the nearby neighbourhood as well as the local residents in various locations (Dwyer, 2018 b).

In recent years, Zanzibar has seen a massive growth of its mass tourism industry. In 2011, the number of visitors reached 180,000 (ZATI, 2011). Tourism accounts for about 20% of Zanzibar's GDP, and it is the primary source of foreign currency, accounting for 70% of export revenue (ZCT, 2022). This clearly demonstrates much of the income generated is heavily reliant on western countries visiting the island for tourism purposes. It has extensive marine parks as well as land-based nature reserves. There are a few number of eco lodges exist in the island but due to the dominance of mass tourism over the years most businesses opt for mass tourism instead of ecotourism for profit making.

The massive increase of tourism has brought significant environmental impacts on the Island. The threat of climate change, reducing natural resources, the consequences of socio-economic inequalities, push companies and individuals to assess the impact they have on natural, social and economic environment (Choi and Sirakaya ,2006). Inappropriate management of tourism contributes directly to the over exploitation of natural resources, damaging and destructing the ecosystems of developing tourism destinations (Budeanu et al, 2005). If well managed, Zanzibar can potentially provide unique opportunities that can be used to develop the ecotourism sector. Nature-based tourism is seen as a promising avenue to follow in order to create revenue while simultaneously safeguarding the environment in a long-term manner.

In light of these findings, this case study takes Zanzibar, a well-known tourist island with the potential to become a significant global eco-tourism destination, and investigates the pitfalls that threaten the long-term viability of this potentially beneficial sector. Ecotourism is potentially effective way to expand the tourism industry in Zanzibar while minimizing negative impacts on ecosystems and improving the lives of local communities. Overfishing and deforestation are still major environmental threats and ecotourism would be a viable option for local communities looking for a more sustainable way of life. Private support for ecotourism on the island from various non-governmental organisations (NGOs), such as;

1. Chumbe Island, a private eco-project that promotes conservation and education, and which, according to the International Finance Corporation in 2004, is the only project where eco-tourism is performed and eco-tourism principles are incorporated (IFC, 2004).
2. Menai Bay Conservation Area (MBCA), which has the capability to boost income for community members through dolphin viewing trips (Gautam, 2010a).

The challenge remains, however, that the way the Tourism sector operates in Zanzibar appears to violate almost every principle of sustainable development (Gautam, 2010 b). In this regard, insufficient research exists to determine whether ecotourism can assist communities in achieving sustainable development.

1.2.1 Eco-Tourism on International level

Progress

The tourism sector in Zanzibar has prioritized international guests due to their contribution to the national income. In 2000, the tourist and international travel arrivals were slightly more than half a million, while the total GDP totalled more than seven hundred million US dollars (Pasape et al., 2015). This sector contributes about 22% of the GDP as well as 80% in the government revenue (MNRT, 2009). Officially, employment statistics are unreliable, but some studies have revealed some intriguing facts, such as the fact that Zanzibar has a minority of managerial positions in hotels and restaurants (46% and 11%, respectively), but the majority of unskilled positions are about 83% in hotels and 70% in restaurants (SNV, VSO & ZATI ,2010).

According to Statista, over 394,200 thousands foreign tourists visited Zanzibar in September 2021, compared to the same month in 2020 during the COVID-19 pandemic (Statista, 2022). Zanzibar has shown strong signs of recovery, with numbers climbing again, after declining in 2020 due to the virus (Statista, 2022). Tourism currently supports about 250,000 jobs directly and indirectly, and accounts for 20% of Tanzania's foreign exchange (Tourism statistics, 2022).

According to Mgonja, Sirima, and Mkumbo (2015), Zanzibar aims to offer high-quality, high-price, and low-density tourism experiences aligned to sustainable ecotourism. Ecotourism is recognized as one of the tools that foster sustainable development internationally. Tanzania is the only country to allocate more than 50% of its annual revenue to wildlife and secured areas compared to the average of four percent worldwide (Anderson, 2010, pp 4-5).

Despite this progress, ecotourism in Zanzibar is still plagued with challenges, particularly around governance. The stringent policies inflict high taxes, fees, and licenses on hotels, travel, and other operators in the industry. Zanzibar contributes to high pricing and a lack of value for money compared to other competitors. The World Bank and International Finance Corporation made a report called "The ease of Doing Business in 2010," which placed Zanzibar at position 155 out of 183 countries in doing business (WB, 2010). Zanzibar is not an investor catchment country due to its complex fee structures (Ali, 2016). Good governance is discussed below as a problem in Zanzibar's ecotourism and possible mitigates.

1.2.2 Governance

The governance components of accountability, transparency, and cooperation must be present for sustainable ecotourism to thrive. A lack of

good governance breeds corruption, instability, inadequate resource allocation, poverty, and political intrusion. According to Pasape et al. (2015), good governance is the management of policies and strategies that enhance good decisions to sustain a society. Equally, it exercises administrative, economic, and political power to govern resources and societal differences. Therefore, when it comes to collaboration between private and public stakeholders in ecotourism, Pasape et al. (2015) stipulate an unequal proportion of governance, with 71% of management belonging to the public sector. Although, according to them, this disparity might be because the local communities in Zanzibar do not trust the private sector. Citizens should be allowed to articulate their interests and exercise their responsibilities in the policies made by the government. However according to Tourism Policy issues of 2017, Zanzibar's tourism resources have not been properly managed or protected. The country is dealing with a number of environmental issues that are affecting tourism's long-term viability. Cultural and historical treasures are managed in a disjointed manner. Consequently, land use planning to support tourism development has been so limited that it has resulted in land use issues that have hampered the process of tourism operations (Tourism Policy, 2017).

1.2.3 Eco-Tourism in Costa Rica

Costa Rica is one of the countries that has been identified a significant example of successful ecotourism (Honey, 2008). Honey goes further to assert that ecotourism has contributed to create the image of Costa Rica. Ecotourism in Costa Rica has also grown partly because of its natural features. Furthermore, it was achieved through a conscious conservation and development strategy (Sterm et al., 2003). There are a few reasons that have made the sustainable tourism industry successful because the country meets the prerequisites of the industry with extraordinary biodiversity and policy stability (Honey, 2003).

Ecotourism in Costa Rica is mainly driven by visitors who frequently visit protected areas that comprise a significant portion of the country. These protected areas are usually undisturbed and offer pristine quality for their natural resources. Costa Rica is situated between Panama and Nicaragua with an estimated area of 51, 200 km² (Britannica, 2022). The country boasts of lowland and montane sceneries with a 200 km Caribbean coast and more than 1000km of the Pacific coast (Farrell and Marion, 2001a). Additionally, it has an extensive series of national parks and other protected areas, which attract tourists to visit. Tourism represents the domestic product of Costa Rica of 5.4% (GDP) as stated in 2015 where it contributed a total of 12.5% of GDP , acknowledging the related economic activities (WTTO, 2015).

In Costa Rica, both the government and the business sector have influenced the development of ecotourism; similar tactics might be used in

Zanzibar by the government and private sector. The different strategies that have been used to foster the development of ecotourism in Costa Rica including public protected areas administration, private conservation area designations, reforestation programmes, watershed protection, scientific study, and the application of environmental sustainable performance standards to the hotel business (SINAC, 2022a). To begin, SINAC (National Systems of Conservation Areas) was created to promote conservation strategies and the long-term development of natural resources (Camacho, 2011).

The main task was to establish a strategy as well as to properly plan and implement processes to achieve long-term sustainability in the management of the country's natural resources (SINAC, 2022b). Cahuita National Park which borders one of the best developed reef on Costa Rica's Caribbean Coast, is an example of a project in which the local community and the government work together (Koens et al, 2009 a). This is an excellent example of a national park that is managed on a national level, with earnings going to a variety of community outreach projects. The government's National Learning Centre (INA) and the Costa Rica Institute of Tourism (ICT) have collaborated to train and educate local tourist guides and operators (Koens et al, 2009).

Local communities in the villages surrounding Manuel Antonio and the Monteverde region benefit from tourists spending money in locally owned hotels, restaurants, and souvenir shops, which can also appear as a learning experience for Zanzibari local communities through ecotourism. That is, the money earned stays in the area. A notable example is that the majority of the handcrafted items sold are made in the region. It is clear that ecotourism is viewed as a benefit to the local economy rather than a potential waste of resources (Burlingame, 2000).

These are just a few ways a Costa Rican lesson could help Zanzibar Island through sustainable ecotourism. Firstly, SINAC as an example was established with the goal of establishing sustainable natural resource management in the country. Apart from SINAC, there are several other efforts in Costa Rica where NGOs have been actively involved in managing and safeguarding areas where there is a substantial quantity of degraded land borders by residual forest, as well as supporting conservation efforts. Only approximately 4% of Costa Rica's protected territory is privately owned, thanks to non-governmental organisations (Miranda, 2003).

The Costa Rican Institute of Tourism (ICT) has also adopted a Blue Flag eco-labelling programme for beaches that integrates the sustainability principles. This Blue flag initiative was a success because it inspired the certification of tourism businesses and hotels that meet environmental, economic, and social standards. It has been dubbed "the leader in sustainable certification" due to its popularity, but small businesses have slammed it, complaining that it requires a lengthy paper procedure that is not fit for them. (Honey, 2003)

However Costa Rica's ecotourism is not without problems. Case studies and interviews have been conducted on major tourist attraction sites

experiencing degradation and site erosion, including Volcan Poas, Monteverde, and Manuel Antonio (Farrell, & Marion, 2001a). These areas experience degradation due to tourist activities and frequent visitation. Farrell and Marion (2001,b) acknowledge that lack of education and awareness prevents them from exploring better interventions to prevent further exploitation of Costa Rica's natural resources, mainly because most materials were in Spanish and there was no translation. Increasingly there have been numerous construction solutions to the degradation problems. For example,

1. The Volcan Poas crater was fenced, and a large deck was placed for viewing to prevent erosion up close and concentrate visitors in one area.
2. Manuel Antonio and Monteverde wood steps were filled with concrete mesh blocks, scribble filled with stones, and;
3. Walkways cemented (Farrell and Marion, 2001 c)

Visitor education is also a massive player in conservation interventions. Interpretation programs were effected to reduce specific visitor impacts and suggest low impact behaviours (Marion, 2001). Such education is made possible through national guides in Costa Rica, who must have licenses. Guides are trained to teach visitors low-impact techniques while enjoying the views and interacting with wildlife. For example, guides at Monteverde instructed visitors not to throw food at the howler monkeys because their feeding patterns and diet were strict and different. They could not eat regular bananas as most tourists imagine. Ultimately, based on the fact that the country has maintained a favourable reputation for environmental conservation for many years. It is, indeed, most likely the only tropical country where, through multiple initiatives, deforestation has been reversed, resulting in increased forest cover and protected areas, which has aided the growth of the ecotourism sector. It serves as a "poster child" for ecological environment infrastructure due to the presence of a comprehensive legal framework for environmental protection, with strong economic incentives to keep it running smoothly (Honey 2008, 160-61).

1.2.4 The Potential Future of Ecotourism Conservation in Zanzibar

Pasape et al. (2015) indicate the future trajectory of Zanzibar's tourism industry, which can significantly improve if collaborative approaches are welcome. There has to be good governance as well as stakeholders involvement at the local, national and regional levels, centrally synergized to conserve natural resources and develop community-based ecotourism. The income generated from ecotourism is heavily reliant on western countries visiting the island for mass tourism which the island has relied on for many years. The massive increase in tourism has brought significant environmental impacts on the Island, including pollution and mismanagement of water, deforestation, poor waste management, pollution and coastal erosion from quarries and mining, and deg-

radation or loss of the ecosystem. For ecotourism to succeed, communities and policymakers should work together to prevent outsiders from succeeding in benefits received from ecotourism revenues.

1.2.5 Existing Landscape of Mass Tourism and Ecotourism

Many tourists opt to visit Mediterranean regions, sandy beaches, and the Island Developing States due to their attractive sites; as a result, the developing countries witness a degradation of natural resources. Mass tourism is a welcome sector on a large scale because it is a solution to existing problems, such as poverty and economic issues. Mass tourism is celebrated as a harmless industry due to its potential to elevate foreign exchange and unemployment because multiple operators, such as transport, hospitality, accommodation, and the like, were involved. But in reality, it is a manipulative industry because the government in developing countries offers foreign investors subsidies in tax incentives compared to local investors.

Furthermore, low-budget travellers are usually accommodated in low-end lodges found in Unguja due to their low spending ability. However, they make up a large portion of local tourists who arrive at the Island for recreational adventures. In contrast, upper-class citizens are hosted in upmarket private guest houses and hotels in Zanzibar because they can afford flights and travel long distances. The last category is direct tourists who are in exclusively owned foreign resorts. These resorts can accommodate all their needs due to being equipped with high-end tourist facilities (Heita-Mwampamba, 2003b).

Mgonja et al. (2015) add that the economic benefit of tourism is minimal to developing countries because foreign companies dominate the investment portfolio and repatriate their profits. The United Nations Conference on Trade and Development (UNCTAD) estimated that 50% of profits and revenue collected from ecotourism leak back to foreigners' home countries. Developing countries need effective policies that favour their communities as a priority over other foreigners.

1.2.6 Marine Parks, National Parks, Cultural sites, and Spice farms

There are many parks, cultural sites and other touristic attractions in Zanzibar including:

1. A famous island in Zanzibar includes Changuu, which means “prison” in Swahili. It is exclusively declared a sea turtle conservation area due to the endangerment of the species. Though tourists are free to visit Changuu, they can only reach the Island through speedboats offered by local guides.
2. The first Marine Park is on Chumbe Island, designated to protect the fragile nature of coral parks.

3. When it comes to culture, the first signs of habitation in Unguja were Mosques in Kizimkazi. They evidence visitation by Omani Arabs, which led to a culture of mixed blood between Somali, Indians, Persians, Chinese, and the indigenous Africans who were enslaved.
4. Heita-Mwampamba (2003a) credits the spicy dishes to the spice farms exist-ing. For example, the clove tree found a reputation for its trade and eco-nomic power. To date, Spice Island is referred to as the capital of Swahili culture.
5. The country ranks among the countries with the most significant number of national parks globally. Because there are many national parks with various types of animals and protected areas, the tourism sector is one of the fastest-growing and contributes significantly to the country's economy.

1.2.7 Potential Benefits of Ecotourism for Zanzibar's Economy

Sustainable tourism is the embodiment of longevity in the tourism industry. It is bound to design the present needs of tourists without compromising the future generations' ability to experience the environment. Therefore, sustainable tourism develops in a manner that does not degrade the environment in which it exists to a capacity that prohibits the development of other resources and organisms (Weaver et al., 1999). However, lack of education and awareness hampers community participation. Previous research by SNV, VSO, and ZATI (2010), found that local guides are unable to educate visitors on conservation methods due to language barriers, disrespect, or a lack of updated policies. Constant training of local guides is required to ensure progress over the compromised quality of services, which leads to degradation over time (Steck, B., & Wood, K., 2010).

Compared to Kenya and Mauritius, which share the Indian Ocean as a tourist attraction site, Zanzibar is underdeveloped due to low investments. In the 20th century, South Africa and Kenya were investing heavily, up to \$ 30 million combined, in tourism advertisement and promotion. In comparison, Tanzania was funded by the Tanzania Tourist Board (TTB) with \$1.5 million for marketing (Ali, 2015). It shows the priority levels of Tanzania's and Zanzibar's governments in implementing policies that favour private investors in adding value to the country's economic growth in ecotourism.

1.2.8 The structure of thesis

The research is organized into five chapters. The first chapter contains an introduction, objectives, and research questions, ecotourism in Zanzibar, an overview of international eco-tourism interventions, and a case study of successful national eco-tourism interventions in Costa Rica. The second chapter is a theoretical framework that discusses ecotourism theory, the potential of

ecotourism in sustainable development, and ecotourism challenges as well as stakeholder theory on ecotourism and their collaboration. The third chapter is, *Methodology*, which includes research designs and data collection methods. The same chapter also focuses on research processes and methods, ethical issues, and study limitations. The results are presented in Chapter 4 are based on the research questions and objectives stated in Chapter 1 and the literature review sections. The Discussion and Conclusions are presented with a section of recommendations and future research for ecotourism.

2 THEORETICAL FRAMEWORK

The ecotourism theory suggests that economic growth and environmental protection are viewed as compatible objectives (King, 2010). Some contemporary definitions of ecotourism emphasize conservation, education, ethics, sustainability, impacts, and local benefits as the most important variables. In their study, Sue et al. (2014 p 1), stated that;

“Although people have different perspectives on ecotourism, it has been concluded that ecotourism helps to conserve resources, develop communities, improve tourism in the destination, and preserve the environment “.

According to (Ross, 1999), ecotourism differs from other types of tourism including sustainable tourism, in that it is considered as a way of safeguarding natural places through revenue generation, environmental education, and local participation. Sustainable tourism, on the other hand, focuses on travel that has the least amount of negative influence on the environment and local populations.

The term, *"responsible tourism"* refers to programmes that aim to decrease the harmful effects of traditional tourism on the environment while also enhancing the cultural integrity of local people (Sustainable tourism, 2001). Mass tourism refers to travel of a large number of organised tourists to popular vacation areas for recreational purposes. Furthermore, ecotourism is related to the "mother" concept of sustainable development and tourism. The World Commission on Environment and Development created the concept of sustainability in 1987 (Brundtland report, 1987) which has been defined as, "development that meets the needs of the present without compromising the ability of future generation to meet their own needs." According to the commission report, economic growth and environmental conservation must always go hand in hand. According to Harris et al., (2002), the two must complement each other. In a nutshell, eco-tourism frequently appeals to environmental and social responsibility proponents (Weaver et al, 2007). As a result, many concepts and theories, such as ecotourism, stakeholder theory, mass tourism, and the notion of sustainable and responsible tourism, have been used in connection to this literature review since they are important to this research and pertinent to the master thesis.

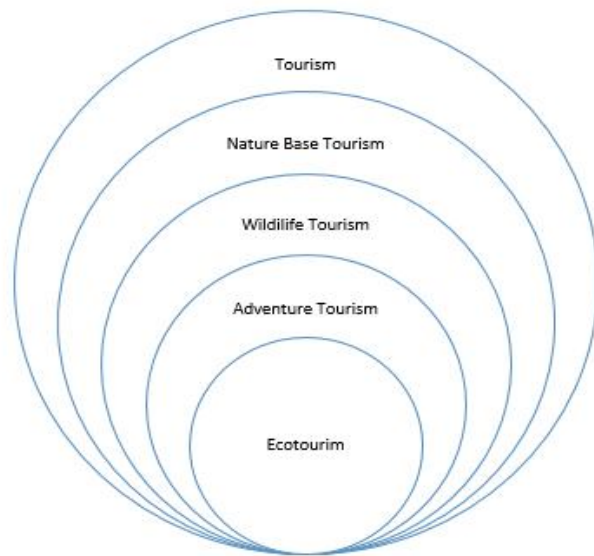


Figure 2. The relationship of ecotourism to other form of tourism modified from (Hill & Gate, 2009)

2.1 Ecotourism

Globally, tourism is recognized as one of the fastest-growing industries, and eco-tourism, as a subset of tourism, has risen to become one of the most significant components to date. Eco-tourism has a long history, dating back to 1970's , when the International Ecotourism Society (TIES), defined ecotourism as, "responsible travel to natural areas that supports the environment as well as improves the wellbeing of local people and involves interpretation and education"(TIES, 1990a). It is regarded as one of the fastest growing markets in tourism industry owing to its support of the natural environment. Other researchers, such as Fennel et al (2005 pp 373 - 390), have proposed a different definition of eco-tourism, describing it as "*a sustainable type of tourism based on learning and nature experiences, with lower environmental impacts and a primary focus on local rather than global consumption*".

Ecotourism is tied to sustainable tourism, and it should be used in conjunction with sustainable tourism principles, which are environment, economic and socio cultural, in order to achieve long term sustainable development (UNWTO, 2012). According to TIES, "*ecotourism is a particular type of sustainable tourism, and social entrepreneurs are using ecotourism all over the world to support conservation efforts, empower communities, and share culture and heritage*" (TIES, 1990b) The intention of eco - tourism is to boost environmental awareness by understanding ecology and ecosystem by offering tourism

experiences. Participating actively in eco-tourism allows one to see how ecosystems are perceived and viewed, ultimately raising awareness of conservation and protection (Sustainable Tourism in National Parks and Protected areas, 2005).

Many people consider ecotourism to be an alternative tourism that entails taking trips or traveling to natural areas with the goal of learning, studying, or participating in environmentally friendly activities. This is portrayed as tourism based on experience of nature, which facilitates economic as well as social development for local communities. These environmentally friendly trips can help tourists, tourism professionals, and local communities gain a better understanding of environmental issues in order to facilitate sustainable development. Also as a global trend, tourists have increased the demand for ecotourism as they are more interested in supporting the sustainable practices when they are travelling to destinations (Center for Responsible Travel, 2016). This facilitates the growth of environmental issues and the demand for sustainable habits among people (Eagles, McCool and Haynes, 2002)

In recent years, this type of tourism has drawn the attention of a variety of different stakeholder groups in an effort to achieve seemingly unrelated conservation and tourism development goals (Weaver et al., 2005). Tourism around the world is primarily driven by the movement of tourists from western countries that are more economically advanced to third world developing countries, because it has a significant potential for local communication, as well as environmental protection and regeneration (Preston – Whyte et al, 2006).

With global climate change, as well as the fact the environment is deteriorating, there is a demand for the alternative use of the natural resources. Ecotourism is seen as a solution to replace mass tourism since it requires construction (creation) and can concentrate on benefiting local communities and improving the conservation of natural areas as well as their biodiversity (Das & Chatterjee, 2015). The United Nations General Assembly's 2014 report underlines the role of ecotourism as an instrument for poverty eradication and environmental protection, particularly in developing countries, and provides an overview of tourism as a strategic sector, inviting international and financial institutions, as well as the UN system, to invest in ecotourism (UNWTO, 2022). As a result, the concept of eco-tourism has grown and increased in popularity, resulting in a greater awareness of environmental protection and acceptance of sustainability principles. Ecotourism has been widely promoted and some countries that promote sustainable development (Nunkoo and Gursoy, 2012), are of the opinion that support from local community is a part of the balanced ecotourism. Provided proper measures are put in place, this type of tourism can benefit the local community, bringing opportunities for those who are living in these destinations such as engaging in scuba diving, for seafood stall owners and other related activities as means of generating income.

2.1.1 Potential benefits of ecotourism in sustainable development

Ecotourism's potential has been recognized as a tool for sustainable development in recent years. Various parties and stakeholders, such as non-governmental organizations, environmentalists, and community organizations, first pioneered the development of eco-tourism. According to Honey, (2008), this is one of the most sought-after types of ecotourism because it is rapidly developing. As a result, it is critical for all parties involved in ecotourism to relate to the three pillars of sustainability: environmental, social, and economic. The eco-tourism principles are important components that support the above and create a long-term foundation for eco-tourism to be sustainable. The majority of businesses, from small to large, promote ecotourism without fully comprehending it. Ecotourism is difficult to evaluate because it is often lumped in with nature, wildlife, and adventure tourism (Honey, 1999).

Wood (2003), stated that ecotourism originated as an idea, not a debate and also many businesses and governments promoted it without understanding of its basic principles. Ecotourism is a way to mitigate the negative effects of tourism on the environment. As a result, it is critical that when a company begins to promote environmentally friendly tourism or travel, they stick to the principles and advantages of ecotourism. However, the International Ecotourism Society has established ecotourism principles that should be adopted and followed when creating a tourism market or business (TIES, 2015).

According to the International Ecotourism Society, everyone who wants to support, promote, or participate in ecotourism must abide by the established ecotourism principles as of 2015. The guiding principles of ecotourism (adapted from TIES, 2015) are as follows:

1. Minimize negative effects on the body, society, behavior, and psychology
2. Increase cultural and environmental awareness
3. Ensure a satisfying experience for both hosts and guests
4. Produce financial gains for both local businesses and private industries.
5. Identify the community's residents' legal rights and spiritual advantages.
6. Community empowerment through collaboration.

Mgwila (2010, pp 116 -134) has praised ecotourism in Tanzania as a, "pro community based" form of tourism that since it started in communities has shown the potential for reducing poverty among the local communities in terms of employment such as daily tour fees. It has also provided opportunities for adjacent communities to sell their products when tourists visit the local tourist shops, spicy farms, boat trips, dolphin tours and many other attractions. A good example from Chumbe Island in Zanzibar where the project has employed at least 90% local Zanzibarians among whom 30% are women (CHUMBE interview, 2022). According to a UNWTO Task Force on Women's Empowerment report from 2009, women make up at least 74 % of employees in

most Zanzibar hotels, including eco hotels and lodges (Peeters, 2009). This demonstrates that ecotourism is a reliable source of revenue for local women and communities, allowing them to earn more than from other sources (Novelli and Gebhardt, 2009).

The potential economic benefits of ecotourism can also be observed in terms of income and employment opportunities for local populations. With the intention of impacting local, regional, and national economies, ecotourism produces employment in enterprises that provide goods or services to the expanding ecotourism industry (Ntibanyurwa, 2006). A research from Amazon Posada Amazon is a wonderful example of how ecotourism benefits local populations because it shows that ecotourism participants earn around 25 percent more than they would if they did something else (Jamal et al., 2008). According to a case study by Gould (2004), ecotourism has greatly increased employment opportunities in Uganda, with locals engaged as tour guides, crafts and food vendors, and even game park officers. Buckley (2008), points out that ecotourism has been recognized for its benefits.

Weaver (2006a), stated that ecotourism plays a significant role in terms of its potential on environmental conservations for local communities. Furthermore, Wood (2001a) acknowledges that community-based ecotourism is growing in popularity around the world as a result of this community involvement in environmental conservation. As a community-based activity, ecotourism can also be successful (Denman, 2001). When ecotourism is implemented in local communities, it aids the preservation of the natural environment while simultaneously emphasizing the importance of sustainable resources, commercial success, and embracing a culturally traditional lifestyle. Furthermore, the benefits or cash generated by ecotourism remain in the community (Wood, 2001b). To ensure that the revenues generated benefit local communities, a similar experiment from the Bolivian Amazon can be replicated in Zanzibar, through which the local community of San Jose and Conservation International (CI) in Bolivia working together as a business and partnering with the community through Chalalan Eco Lodge initiatives (Responsible Travel, 2022a). Furthermore, through the Eco lodge cooperation, 74 households have received funds as well as responsible travel has not only influenced the market's development but has also aided local owners in creating employment opportunities, fighting poverty and supporting the development of sustainable tourism (Responsible travel, 2022b). This strategy has the potential to be effective in Zanzibar, ensuring that the community learns about the conservation of natural resources and culture while also contributing to poverty reduction in the society.

Furthermore, community-based tourism promotes mutual appreciation and respect between locals and visitors, conservation of natural resources, maintenance of cultural heritage, fulfilment of social obligations, and improvement of living standards. The proceeds from these endeavors not only assist the local populations but also go toward preserving the natural environment (Dangi & Jamal, 2016).

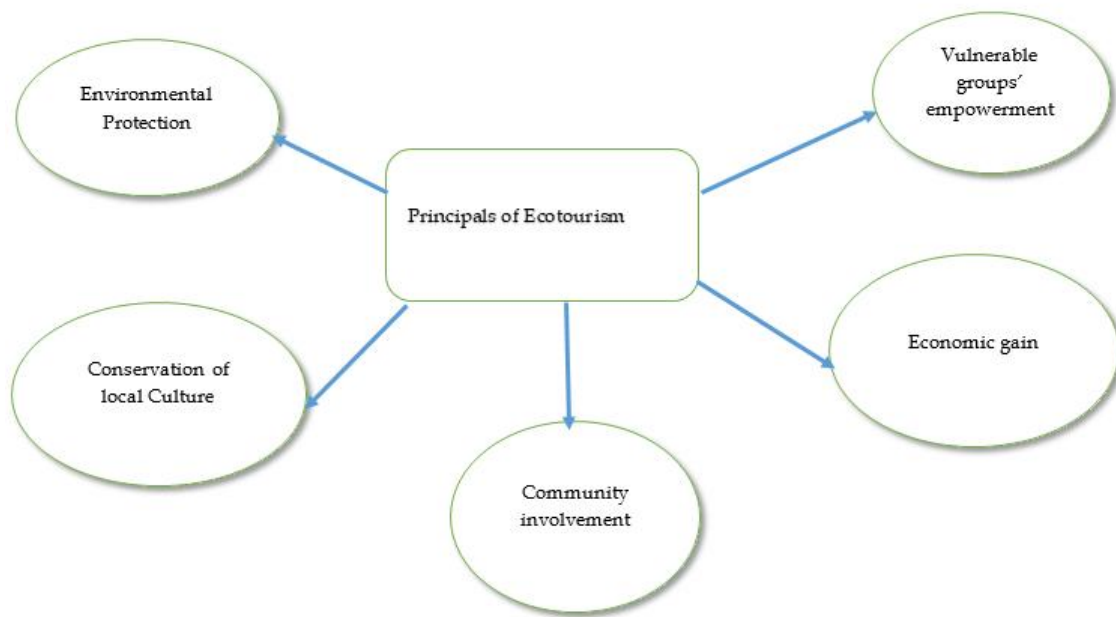


Figure 3. Five core elements of ecotourism. Modified from (TIES, 2012 and Honey 2008).

2.1.2 Challenges of Ecotourism

Despite its potential positive impacts, ecotourism presents difficulties for the environment, economy, and social culture. There must be an agreed upon balance between development, fulfilling the needs of local populations, and protecting future generations. According to Rahman (2010), an ecotourism destination must take environmental and social problems into account. Numerous negative impacts have been identified as a result of various ecotourism projects because of poor planning and lack of follow through of implementation. The impacts of ecotourism include soil erosion, habitat modification, noise, air and water pollution, trash, biodiversity loss, and interaction with native flora and fauna (Krüger, 2005). A study of eight protected sites in Costa Rica and Belize found that tourists' fishing, littering, water pollution, vegetation loss, and illegal collection of flora and wildlife had the greatest detrimental environmental effects (Farrell and Marrion, 2001).

Folk (2019a) contend that, the increase of tourists in destinations areas leads to significant burden, when trying to develop tourist areas. Tourist areas experience an increase in the number of hotels, shops, and other tourist-related attractions and the negative impacts of these need to be identified and mitigated in advance. An increase of large number of hotel constructions leads to loss of habitat, the natural local environment as well as the native species (Folk, 2019b). Hotels being built around the coastlines of Zanzibar Island are having a detrimental effect on the natural environments of a great number of marine species, and similar arguments can be made in their defense. The exponential rise of coastal tourism, along with the construction of hotels and

other tourist services, has contributed to the overexploitation of resources as well as disagreements among various stakeholders regarding the usage of those resources (Masalu, 2000). As a direct result of this, it is not uncommon for residents living along the coast to have conflicts with hotel investors, owners of businesses related to tourism, and owners of other affiliated businesses.

Waste management is a problem on many islands including Zanzibar. Rotarou (2014a), argues that littering and a lack of sufficient environmental impact assessment are disrupting ecosystems. In addition, marine habitats and biodiversity are affected by the illegal dumping of trash and garbage into the ocean (Staeher et al., 2018). In Zanzibar, pollution from the city of Stone Town has been linked to the spread of water-borne diseases including cholera and diarrhoea, which in turn threatens the island's tourism industry and economy (Rotarou, 2014b)

Ensuring that communities gain from ecotourism is one of the main advantages. However, a number of scholars argue that due to a lack of employment, money, local ownership, and unskilled locals to connect tourism and economic prospects, economic leakage is usually linked to detrimental effects of tourism in Southern Africa (Scott & Anshuman 2005; Fennel, 2003). In Ghana, for example, the majority of local communities earn low wages, making it difficult for them to fund their own projects (Thomas, 2013). Moreover, private ownership and financial investment are widely acknowledged as playing critical roles in deciding how ecotourism is regulated. Capital shortages in local communities make it difficult for them to manage the expansion of ecotourism without the help of investors from elsewhere.

Even though cultural acceptance is central to ecotourism, the literature suggests that it faces risks associated with the erosion of local cultures (Honey, 2008). This occurs between visitors and host communities when the influx of outsiders causes a shift in cultural norms and practices, which in turn affects locals' way of life. Nonetheless, this has the potential to cause significant societal and cultural upheaval, especially among young children and adults (Marthur, 2011). To give one example, Zanzibar is a Muslim-majority island where local customs may forbid locals from working in tourist related businesses or even being employed in the industry (Anderson, 2013).

On the other hand, the connection between the ecotourism industry and regional producers of food and agricultural items raises significant difficulties, including constitutional and legal questions. This can be seen as a negative aspect of the relationship (Anderson and Juma, 2011a). According to Anderson and Juma (2011b), the majority of the local farmers are small-scale farmers, and as a consequence, they do not have the knowledge, resources, or expertise required to produce high-quality food items. In addition, the vast majority of hotels that are a part of the tourism industry import food from other countries rather than purchasing products that are made locally. Only Chumbe Island in Zanzibar has the capacity to support all of the goods that are produced there, including fish (Meyer, 2010).

2.2 Ecotourism and Sustainable Tourism

Anderson (2009, pp 51 -69), define," *ecotourism as the part of sustainable tourism which is made up of cultural, rural and natural tourism aimed to conserve biodiversity, sustain the well-being of local people, includes learning experience, involves responsible actions on the tourism industry, and requires lowest possible consumption on non-renewable resources and stresses*".

Sustainable tourism gained popularity in the late 1980s as a result of increasing recognition of the development impact of tourism development and was seen as the opposite of "mass tourism" (Clarke , 1997). The concept of sustainable ecotourism has been influenced in some ways by the existence of sustainable development, which was supported by the Brundtland report;

"Sustainable development means economic development without depletion of natural resources; it can also refer to a way that human societies should live and meet their needs without jeopardizing future generations' ability to meet their needs" (Brundtland, 1987).

It's important to note that sustainable tourism development has been around since it was first proposed in a document from Rio+20. This document said that *"the only right way to develop society is to get rid of poverty, work for social justice, and protect natural resources"* (Robertson, 2021).

Sustainable tourism has a significant impact on tourist development because it is linked to the three pillars of sustainability: social, environmental, and political sustainability (Chan, 2010). In this regard, it is critical for sustainable tourism to maintain and conserve natural resources as well as biodiversity while also ensuring that all key stakeholders, including locals, benefit economically in the long run while also maintaining authenticity and the well-being of all people (Hernandez-Maskivker, Ferrari, and Cruyt, 2009). According to the United Nations Environment Programme (UNEP), sustainable tourism must incorporate current and future economic, social, and environmental implications, as well as the host communities of destinations. (UNEP and the World Trade Organization, 2005). Sustainable tourism has always been questioned by researchers and it has resulted in a wide range of magnitudes consequences and ethical concerns. Mihalic, (2016) for example has linked the three pillars of sustainability principles to see if they contribute to improve sustainability and if so, to what extent.

On the other hand there has always been an assumption that *Responsible tourism* is similar to *sustainable tourism*; however, because the term sustainability is frequently misused and misunderstood, it has been adopted as a concept by

industry (Sustainable tourism, 2001). Goodwin and Francis (2003), are of the opinion that responsible tourism is about making better places to live and visit by minimizing negative economic, environmental, and social impacts. As a matter of fact, responsible tourism emerged as a subset of sustainable tourism. In a different context, responsible tourism principles create a win-win situation by mitigating negative effects while also benefiting local community and making a contribution to the conservation of natural and cultural diversity.

2.3 Mass Tourism

Although this paper focuses on eco-tourism as an alternative solution for Zanzibar Island, mass tourism has existed for many years and it is important to demonstrate the positive and negative impacts to the local society and environment. The idea of mass tourism, as defined by Poon (1993), refers to the movement of a large number of people to famous vacation spots for the purpose of tourism. This is the most popular type of tourism since it offers the most affordable packages when compared to other types (Martinez Garcia, Raya, & Majó, 2017). This is usually accomplished through conventional and custom-made tourist packages.

The concept of mass tourism has a long history, has been around for a long time and was once very popular. Butler's (1980), tourism life cycle model, which provides the foundation for supporting travel and tourism management of destinations during the growing stages of a destination's life cycle, captivates everyone. The local government and private sector, the majority of whom are hotel owners, focus on increasing the number of tourists who appear in the mass consciousness in tourist destinations. According to Hernandez-Maskivker et al (2021), society does not perceive tourism as a threat in the early stages, which can also be seen in the tourism life cycle, because the curve is rising. This is reflected in Zanzibar during the late 1990s and early 2000s, when the tourism industry was expanding and was seen as a quick way to increase revenues and promote holiday destinations. However, mass tourism has long been criticized, not just in Zanzibar but around the world, for serving the interests of wealthy investors while the indigenous population remains poor or earns very little. (Rotarou, 2014).

Mass tourism has always been viewed as aiding in the economic development of the destination. Locals may see it differently because when the number of visitors increases at a destination holiday, the societies and their environment (the residents) may be affected. A large number of tourists can put a significant strain on daily life (Abdool, 2002). Over tourism can also be blamed for rising living costs, including increases in housing prices and rents, as well as deterioration of the physical and social environment. According to studies by numerous writers, including (Singh 2019), a community on the

destination island may be impacted by the impact of placing too many hotels along one coast, which may cause overcrowding, waste problems, and the improper use of resources from tourism (Avond et al, 2019). Particularly in Zanzibar, a good example is Nungwi (Northern coast), where I have noticed that there are too many hotels, especially during high season. The locals see it as an opportunity to generate income, but on the other hand it affects the local flora and fauna as well as the culture.

2.4 Stakeholder's theory on ecotourism

2.4.1 Stakeholder's involvement

In tourism related studies, stakeholders have been defined and identified in different ways. Freeman (1984), defines stakeholders as, " *any group or individual who can affect or are affected by an organization*". In ecotourism the primary stakeholders that have been identified are tourists, suppliers, local governments, accommodation, tourism agencies, local communities, NGO's as well as ecological groups (Dologlue, 2016). In his research, Pavlovich (2003), categorized several stakeholder groups depending on their roles. He categorized tourists as "demand," people in businesses are "suppliers," and hosts under "community and environment (Pavlovich, 2003a).

Stakeholders are regarded as the most essential participants for achieving sustainable development through ecotourism. The stakeholders' approach was designed to support business management and identify essential stakeholders (Nicholas, Thapa and Ko, 2009). Participation of stakeholders is essential for the effective completion of any project. A stakeholder is someone who can affect or be influenced by the destination's goals being realized. This concept of stakeholders suggests that a destination has a prominent position within a network of varied interests and influential organizations in order to assure its perpetuity (Waligo et al., 2014).

Stakeholder approach is important in the larger picture of ecotourism growth because it aids in identifying the primary players involved in planning and decision-making, as well as levelling the implementation of participatory and jointly acceptable ecotourism processes by all parties involved in the destination (Sheehan & Ritchie, 2005). The notion of stakeholders helps enhance comprehension of the process involved in managing stakeholders and achieving sustainability. Stakeholder theory can help a lot when it comes to understanding how stakeholder management works and promoting sustainable development.

This method highlights the importance of involving a varied group of people in project management (Nicholas et al., 2009). The word "stakeholder" has also been applied to activities that take place in natural environments in the field of ecotourism (Jamal and Eyre, 2003). Stakeholders in this study include

any individual or group involved, interested in, or affected by ecotourism, whether positively or negatively. Along with other relevant theories on this study, the stakeholder approach will be used to provide theoretical ground information for ecotourism and their involvement.

Robson and Robson (1996), stated that stakeholder involvement in tourism has the potential to provide a framework within which sustainable tourism development can be presented. Based on these assumptions, identifying the key stakeholders in trying to implement sustainable tourism development and understanding how each group of stakeholders expresses their interest in sustainable development is essential. The stakeholder concept attempts to ensure that the advantages of ecotourism are shared equitably with rural communities and disadvantaged groups, for the purposes of alleviating poverty, preserving the environment, and advancing education.

The stakeholders' theory is relevant to this study because it aids in the understanding of stakeholders and their interests or motives in the tourism industry, as well as the implications of different organizations' connections in the tourism industry. Many studies agree that for sustainable tourism to be successful, stakeholders must be engaged in the process as they contribute significantly to this industry. Cooperation among stakeholders is important in the community because it empowers members, generates new ideas for the community, reduces conflicts, increases responsibility sharing, and results in a more informed community (Carmin et al, 2003).

A destination can be viewed through the eyes of a stakeholder as an accessible - social network of interacting and diverse stakeholders. Some researchers argue that stakeholder alliances, networking, cooperation, and clustering have proven to be more efficient than the traditional business model (Franscesa et al, 2009). This case could also be more effective in the tourism in Zanzibar if stakeholders encouraged networking and cooperation in matters pertaining to the island's ecotourism development. Forming partnership among tourism firms or companies during the preliminary stages, it shows a level of trust and commitments among the stakeholders (Youcheng & Krakover, 2008).

Education awareness on sustainability is essential for the majority of local population because it helps them to look after what offers them a living (Eccles & Costa, 1996). Normally, local communities are responsible for looking after their ecosystem surroundings through their integrated platform on a local level through formal community business corporations. It is based on the extensive knowledge of community wildlife that involves endangered species, traditional culture of environmental protection as well as economic motives to offset livelihoods on natural resources (Raufflet et al., 2008).

Sustainable tourism should be economically feasible and environmentally sustainable in the future. It should also be socially and ethically responsible in conjunction with the local society (David, 2011a). Bryson (2004) believes that stakeholder's considerations are significant in problems solving. The stakeholder's theory stands on the point that the stakeholder's participation should make sure those who are involved are

benefiting as well (Friedman, 2006). A good example is from Seychelles Sustainable Tourism Strategy Foundations (SSTF) an NGO that works as a platform with aiming of collaborating tourism stakeholders in fostering networking and joint initiatives for sustainable tourism (2022). This could work well in the case study of this research , as mentioned in SDG goal number 9, "by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products," a platform like this helps to promote sustainable tourism practices between the government, private sectors, NGO's, and local communities (UNWTO, 2015).

The focus of sustainable tourism is not only for the protection of natural resources, but also for the preservation of ecosystems, as a result of its efforts to reduce waste and consumption, conserve native flora and fauna, and focus on promoting awareness activities. This is also related to the goal of sustainability theory, which is to achieve harmony between development and the environment (Zijl et al., 2017).

Understanding stakeholders' perceptions of tourism impacts, as well as their attitudes, interests, and overall desire to support tourism development, is seen as essential to a tourism destination's long-term viability (Byrd et al, 2004). Sustainable tourism development views, on the other hand, must be evaluated on a case-by-case basis, because what constitutes sustainable tourism development is easily determined by the values of the stakeholder's involved (Byrd et al, 2009).

Freeman (1984) also noted that for the stakeholder theory to be implemented, the company or organization must have a comprehensive understanding of the groups of people who are interested in the product's organization, processes, delivery, or results. In addition, sustainable tourism must be socially and ethically responsible for the local population and environmentally responsible over the long term (David, 2011b). In addition, identifying stakeholders in the context of implementing ecotourism development and determining how each player / driver contributes to sustainable ecotourism is crucial.

According to a number of researchers, including Osman et al. (2018), the first and second players in tourism development should collaborate for success. Participation of affected local communities and other stakeholder groups is required for the execution of these tourism operations. Identifying stakeholders in the implementation of sustainable tourism, which is pertinent to this study, is essential because it demonstrates how each party contributes to the development of ecotourism.

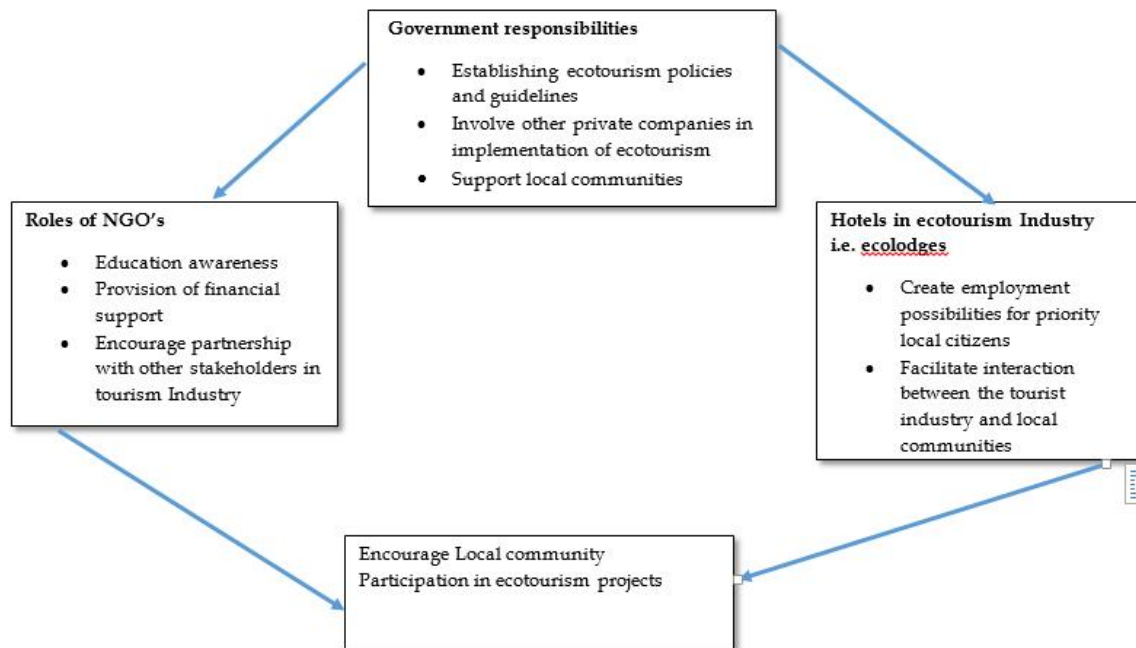


Figure 5. Roles of different actors in the development of ecotourism modified from (Rachmawati, E., & Fountain, J., 2020)

The example demonstrates that the government is a leader in implementing ecotourism legislation and regulations, providing financial support, and encouraging community initiatives and involvement of other players. Furthermore, this indicates the need for the government to adopt a participatory strategy in order to hear the ideas, objectives, opinions, and motivations of ecotourism development project participants. Moreover, despite the possibility of a conflict of interest, each stakeholder in the image has a part to play; nonetheless, strong leadership and collaboration are necessary to ensure the attainment of the established goals and objectives. According to the example diagram and the framework described by Ross and Wall (1999), ecotourism projects can be effective if there are set policies, guidelines, and the engagement of other essential parties, such as non-governmental organizations and private corporate agencies. From the above diagram and my own thoughts, these agencies can also help local communities share their knowledge, learn about ecotourism, and build their skills.

3 DATA AND METHODOLOGY

This chapter focuses on the research methodology, sample size, and ethical considerations that were used in order to fulfil the study's objectives and corresponding to the research questions.

Ecotourism is one of the most prominent cases in Zanzibar and all of Africa, but it has received relatively little attention. In order to help Zanzibar become one of the world's leading ecotourism destinations, the study proposes alternative solutions to fill knowledge gaps in understudied aspects of ecotourism. In addition, the study will evaluate ecotourism's consequences in order to develop strategies for promoting ecotourism's sustainability. This study examines the significance of key stakeholder perspectives in achieving ecotourism sustainability in Zanzibar, as well as the benefits of ecotourism to local communities.

3.1 Research design approach

The methodology is defined as a mode of thought or action planning that guides the selection of specific research methods and results in the use of those approaches in research findings (Bryman & Bell, 2011). In this study, a case study was used as a qualitative research design because it was considered appropriate for research purposes. According to Yin, he explained that, "case study is empirical research that investigates a contemporary phenomenon within the real-life context, and includes a comprehensive method of logical planning, data collection, and data analysis" (Yin, 2009 p. 14). Furthermore the case study, also helps to clarify and understand the normal atmosphere in which occurrences take place (Crowe, et al., 2011).

As a part of qualitative research it emphasizes the understanding of the social world through examination of its participants' interpretations of that world (Bryman, 2004). Qualitative research contributes to a better understanding of how people perceive things based on their interpretation of social reality. According to Patton (2002), qualitative approaches provide a lot of detailed information from a smaller sample group, which significantly improves the "depth of understanding of the instances and studies while restricting generalizability." Furthermore, according to Jennings (2010), qualitative methodology is a popular approach because it deepens understanding of social and cultural aspects in their context. This is much more appropriate in the context of this research because it allows the researcher to gain a clear understanding of how participants perceive the challenges of

addressing issues related to ecotourism on Zanzibar Island. Because the population of the study is small, a qualitative methodology was used. Furthermore, the researcher interviewed key informants from the Zanzibar Commission of Tourism (Ministry of Tourism), ZATI (Zanzibar Association of Tourism Investors), non-governmental governmental (NGOs), and hotel owner. Focus group discussions were also employed as a qualitative research method with, local communities (from tour companies, hotel staff, and others). They play an important role in implementing cutting-edge issues related to the case study area's sustainable ecotourism.

3.2 Study area

The research was carried out remotely while I was in Finland specifically on Unguja Island, in May and June 2022. The reason for selecting Zanzibar (Unguja in specific) as a study area is that, it has many tourism activities and a good opportunity to develop further in ecotourism because of its numerous marine parks and land-based nature reserves. It is also known for its beautiful beaches, warm and sunny weather, and warm tropical weather. It's a fantastic underwater destination for snorkeling and diving. Furthermore, the majority of government institutions, as well as other private sectors and tourism-related businesses, are concentrated in the Stone Town area. The majority of the research area has taken four zones as samples: Paje, Nungwi (Northern side), Matemwe, and Jambiani, which are the locations of the majority of the tourism activities. Although tourism has been present in Zanzibar for a long time, the majority of people there are still poor. The research on ecotourism in Zanzibar has been made from a result of the collection of various relevant sources, primarily literature reviews or previous studies on ecotourism in Zanzibar. The majority of communities are not active in ecotourism, but it is crucial to learn more about those who might want to adopt or engage in ecotourism because the area has been identified as a possible ecotourism destination in the future.

3.3 Sampling Method

To obtain an appropriate unit of analysis representative, random sampling was used. In this study, random sampling techniques were used to ensure that the results of the analysis are representative of the entire population under study (Reeger and Aloe, 2019). Furthermore, although qualitative research samples are typically small, they were used to achieve the research's objectives (Clearly et al; Ritchie & Lewis, 2003). This target population for this study of 26 participants included representatives from government

organizations such as the Zanzibar Commission of Tourism, other stakeholders such as ZATI, local communities (including tour operators, hotel staff, and others), non-governmental organizations (NGOs), and hotel owners from Unguja, Paje, Jambiani, and Matemwe, respectively. The respondent of this study were selected randomly but the snow ball technique assisted to get other key persons who could participated in the interview. They were critical to the success of this study because they assisted in identifying significant stakeholders in the tourist sector as well as key informants. Jenning (2010,) asserts that a sample size of 10% to 20% of the population should be adequate for tourism research. Furthermore large number of participants in research may result into information duplication (Jennings, 2010).

3.4 Data Collection

3.4.1 Primary Data Collection

Information gathering used primary and secondary data. Semi-structured interviews and focus group discussions were used to collect primary data. The plan was to use a variety of methods to collect all of the information needed to attain the stated specific objectives and answer the research questions. The data for this study was collected between April and June of 2022. Both men and women were chosen as primary cases for data collection. The respondents for this study were over the age of 24, because in Tanzania, people over the age of 24 are considered adults who can live on their own, are familiar with their surroundings, and can answer a variety of questions.

3.4.2 Semi Structured Interviews

An interview is known to be the most common used in qualitative research method and it assists the researcher to gain a deep understanding of the core issues (Bryman 2004; Jennings, 2010). However for this research, semi – structured interviews were employed for collecting primary data. The reason for selecting this type of data collection was due to the fact that , the method seemed to be suitable for the purpose of the research because it used guided questions which enabled the researcher to investigate the specific topics with a deep understanding of the thoughts as well as views of the participants (Byrman, 2004).

Due to its ability to yield rich and deep analyses of people's opinions of their lives, in-depth interviews have been used frequently in qualitative research for a very long time (Marshall and Rossman, 1999). Ayres (2008 pp 811 - 812) stressed that, semi-structured interviews give the research more control over the interview's focus compared to unstructured interviews and allow for more flexible answers with regard to each question in comparison to structured interviews and questionnaires in reflecting on this and taking this study into consideration. This type of interview also provides a more relaxed atmosphere and allows clarifications if necessary (Jennings, 2010).

The semi-structured interview formats that were primarily used for this study allowed me, as a researcher, to comprehend the perspectives of participants, including their views on the significance of ecotourism for the sustainability of tourism in Zanzibar; the roles and responsibilities of stakeholders in implementing ecotourism; the challenges and opportunities that ecotourism presents for local communities. I was able to establish good rapport with the participants while conducting semi-structured interviews to gather primary research data. The data collection process began with key informants who were interviewed, and the results of these interviews were examined. All of the interviews were conducted via Zoom due to financial constraints that prevented me from visiting Zanzibar in person. Zoom seemed comparatively less expensive than any other means of in interview (Wilson, 2014). Zoom is another online tool that has been approved by the University of Jyväskylä for conducting interviews.

Interviews conducted in person are used more commonly; but, those conducted with the assistance of a computer can also be conducted for the same reasons indicated before (Eriksson & Kovalainen, 2008). The interviews took place between the months of April and June 2022. Because of their experience and knowledge in ecotourism, the researcher interviewed 6 key informants from the Zanzibar Commission of Tourism, ZATI (Zanzibar Association of Tourism Investors), private companies, investors, and hotel owners. They also play an important role in implementing cutting-edge issues related to the case study area's sustainable ecotourism. The interviewees were chosen as research respondents because they have a significant impact on achieving the main research questions and objectives of this study, as described by Bryant, (2005).

These stakeholders are affected by ecotourism and have an impact on its development and transformation; as a result, the majority of the questions that were asked during interviews with key informants focused on the current state of ecotourism practices, the collaboration between the government and other stakeholders in the implementation of community development projects, the challenges of putting ecotourism projects into action, their opinions on how they were involved, and what the future holds for the ecotourism industry. In addition to this, I inquired about their views on the government's plan to lease 10 islands to investors and the impacts that this will have, as well as their awareness of ecotourism practices and the benefits that will accrue to the

community. The study's results include a section that talks about what the participants thought and how they felt.

Table 2. Description of the key informant's interview

| | Position of the interviewee | Organizations/Institutions/Company | Duration |
|---|-----------------------------|---|----------|
| 1 | Marketing Manager | Eco Hotel 1 | 45 |
| 2 | Talent Manager | Eco lodge | 30 |
| 3 | Investor/ Hotel Owner | Eco Hotel 2 | 40 |
| 4 | General Manager | Waste Management Company | 30 |
| 5 | Senior Government employee | Zanzibar Commission of Tourism | 30 |
| 6 | Former Director | Zanzibar Association of Tourism Investors | 30 |

3.4.3 Focus group discussions

Along with the interviews, I held focus group discussions. A focus group is described as a collection of six to ten participants who share their thoughts on a predetermined topic with the researcher acting as the moderator (Gilbert and Stoneman, 2016). The participants in the focus group discussions are a uniform collection of persons with comparable interests. Additionally, focus groups offer qualitative information, which is a personal viewpoint based on personal experience as opposed to statistical data (McDonagh- Philip et al, 2000). A focus group's structure is influenced by its objectives. The size of the focus group affects the opportunity for interaction and the generation of novel insights, according to Jordan (2000). Focus groups offer a unique collection of data when compared to other qualitative research methodologies since they allow researchers to quickly get a large amount of focused, well-targeted, and pre-filtered information in addition to getting an overview of varied viewpoints (McDonagh-Philp et al, 2001). Focus groups can be more fruitful than interviews, according to Morgan (1997), because they prevent repeats and overlap. Zoom performed focus groups as part of this study, and it appears that this kind of data collection is also ideal for addressing the legitimate potential of ecotourism in Zanzibar, including the benefits and drawbacks for the local communities.

Due to a number of issues, including time limits and budgetary considerations, I was unable to visit the case study area as a researcher. This was likewise accomplished digitally by employing zoom, much like the interviews. Other researchers agree that this can work the same as face-to-face focus group discussions, but the only difference is that online focus groups are distinguished from face-to-face focus group discussions by sense of vitality, technology, and competition (Edmunds, 1999).

The focus group was made up of a variety of people from the tourism industry, including tour guides and tour operators, state employees, farmers,

and tourists. There were also those who were not directly involved in tourism but were nonetheless affected by it. The FGD groups were split into two focus groups, each of which represented a different region of the island of Zanzibar where tourism is active. The sets of the focus groups interviews lasted for 40/50 minutes and it consisted of 23 respondents from age of 24 to 60, where by females were only 3 and the rest were male. The first group was conducted by using English language as most were employed by tourism sector, private and Government employees, and were thus fluent in the English language. The second group, the researcher had to use Kiswahili as most of the respondents who are local communities use, Kiswahili as a medium of communication. Therefore, topics covered included the group's general understanding of ecotourism, the benefits of ecotourism for the community, the current state of tourism in the islands, the challenges of ecotourism activities, and the potential future role of ecotourism in conservation and the economy of the islands. The results component of the study contains all of their responses, comments, and opinions.

Table 3. Focus Group Discussion 1

| | Occupation | Age | M/F | Education | Location |
|---|-------------------------------|-----|-----|-----------|----------------------------|
| 1 | Custom Agent | 60 | m | Diploma | Zanzibar Urban |
| 2 | Waste Management Officer | 42 | m | Degree | Zanzibar Urban West |
| 3 | Government employee (Tourism) | 42 | m | Degree | Zanzibar Urban |
| 4 | Tourism business owner | 36 | m | Diploma | Zanzibar Urban |
| 5 | Receptionist (Hotel) | 24 | f | Diploma | Zanzibar Urban West |
| 6 | Government employee | 26 | f | Degree | Zanzibar Urban |
| 7 | Tourism business owner | 30 | m | Diploma | Zanzibar Paje, South Coast |
| 8 | Government employee | 55 | f | Diploma | Zanzibar Urban |

Table 4. Focus Group Discussions 2

| | Occupation | Age | M/F | Education | Location |
|----|-------------|-----|-----|------------------|-----------------------|
| 1 | Tour Guide | 32 | M | Secondary School | Zanzibar Urban |
| 2 | Tour Guide | 42 | M | Secondary School | Bububu, Zanzibar |
| 3 | Tour Guide | 42 | M | College | Paje, South Coast |
| 4 | Tour Guide | 52 | M | High School | Zanzibar Urban |
| 5 | Tour Guide | 45 | M | High School | Zanzibar |
| 6 | Tour Guide | 46 | M | Secondary School | Jambiani, South Coast |
| 7 | Tour Guide | 36 | M | High School | Kwerekwe, Zanzibar |
| 8 | Taxi driver | 44 | M | Secondary School | Zanzibar Urban |
| 9 | Taxi Driver | 48 | M | Primary School | Matemwe, Zanzibar |
| 10 | Farmer | 32 | F | Secondary School | Zanzibar West |

| | | | | | |
|----|----------------------------|----|---|-----------------------|----------------------|
| 11 | Farmer | 58 | M | Secondary School | Zanzibar, Nungwi |
| 12 | Employed by private sector | 32 | M | Degree in Procurement | Zanzibar Urban West, |
| 13 | Business owner | 40 | M | College Diploma | Zanzibar Urban West |

3.4.4 Secondary Data Collection

Following White's (2003) definition, secondary data are previously collected facts that have been made later accessible for use by other researchers. The researcher can save time, money, and energy by using secondary data, which already exists material from other writers (Crossman, 2019). To build the theoretical portion of this study and aid in addressing the research questions and main topic, secondary data from books, documents, academic journals, and prior studies in this field was used. Secondary sources were used to supplement the qualitative methods of literature review and data collecting employed in this study. Before beginning primary data collecting, we first conducted a literature study on ecotourism and looked at a few relevant studies that looked at the benefits and drawbacks of this industry in popular tourist destinations. The university database, JYKDOK, was the main source for the literature review and other studies that were pertinent to the field of tourism. Furthermore, secondary data about Zanzibar's tourism sector and history was collected from official government sources and websites.

3.4.5 Data Analysis

It is common knowledge that qualitative research is an effective method for developing and analyzing theories of meaning and interpretation (Ezzy, 2013). Since theme analysis is recognized as the foundational method for qualitative research, it was employed in this study. In addition, I picked this form of qualitative data because it matches the study's research and because it is a useful method for examining opinions, attitudes, knowledge, experiences, and values using qualitative data. According to Braun and Clarke (2008), it is the first qualitative technique since it "provides skills that may be used for several other types of analysis" (Braun & Clarke, 2008, p. 78). This technique serves multiple purposes, including identifying, evaluating, and processing the interview data in depth, as well as understanding the numerous components of the research topic. In addition, Braun and Clarke (2008) provide qualitative methods that assist the researcher in evaluating the outcomes of the study. One of the numerous benefits of theme analysis is that it is one of the more flexible analyses that a project or piece of research can perform at any point,

particularly when no link between the collected data and the result procedure has been established (Frith & Gleeson, 2004).

In this study, I examined the data collected through semi-structured interviews and FGDs using the six approaches to theme analysis. I followed the six steps of thematic analysis described by Braun and Clark (2008), beginning with acquainting myself with the data, making initial codes, searching for themes among the codes, and ultimately developing themes that made sense for my data and research objectives. After then, the topics were examined for accuracy, useful information, and any missing or relevant material. All of the audio-recorded data were transcribed by the researcher, but because Kiswahili was occasionally used by other participants, I had to review the transcripts multiple times to assure their accuracy in translation and transcription. Due to time constraints, I evaluated the data from the few participants manually, and hand analysis proved to be more successful than software analysis. Then, I assigned each theme a name and a definition to determine what it meant and how it would assist with data interpretation. The final phase involved an examination of the data themselves. According to Hollardson (2009) and Hayes (2000), thematic analysis permits inductive or deductive reasoning. In this context, qualitative data were therefore processed using a generic inductive technique to discover textual themes linked with the evaluation objectives. In addition, as part of qualitative research, thematic data analysis supported the researcher in identifying patterns, behaviours, and occurrences that served the objective of the investigation.

In addition, a literature review was conducted to get a full understanding of ecotourism's potential, stakeholder participation, and implementation obstacles. In addition, although primary data was used to meet the research objectives, secondary data was also beneficial in evaluating the research findings so that the researcher could have a comprehensive understanding of the themes that were assessed. Jennings (2020) says that secondary data can help researchers retest and interpret empirical data to figure out how reliable the first research was. Furthermore, due to the way that this research project was designed, the empirical data needed to be transformed into text in order for thematic analysis to be carried out.

3.5 Reliability and Validity

Reliability in research is the act in which the researcher can depend on the data collection to provide true and accurate information. Validity is the aspect the instrument measures and the effectiveness of the instrument in measuring the aspect (Ahmed & Ishtiaq 2021). According to Chioncel et al. (2003), reliability can be evaluated if the research results present those features

that the research is supposed to be aimed at discovering. To achieve the goal of reliability in the research, the researcher developed a manual, the key research questions for the focus groups, clear time schedules for collecting and analyzing information, recruitment of participants for the focus groups, and choosing of the moderator (Chioncel et al., 2003). The researcher used the above procedure to make sure the validity of the focus groups was achieved in the research.

The researcher made sure that their interview questions were valid and reliable. This was to help in ensuring that the data collected was purposeful and it qualified to be used in the research. The questionnaires were analyzed and refined to avoid ambiguity from them (Hayashi et al., 2019). By doing the above the researchers ensured that the tools were valid and reliable to be used in the research.

3.6 Ethical Considerations

The researcher was guided by research ethics practices to achieve its goal. The research observed privacy when collecting data as it did not request the personal details of the respondents. This was to protect the identities of the respondents and avoid any criticism from their colleagues regarding their views (Israel & Hay, 2006). This also motivated the respondents to give an honest answer, thus, improving the reliability of the research. The participants of this study will remain anonymous due to data protection.

The research caused no harm to the environment or animals. Research should be carried out in a sustainable way that protects the environment. The research did not cause any harm to the environment because it has reduced the technology to collect its data, thus reducing pollution to the environment. The researchers did not alter the results of the data; the data collected from the research was analyzed and presented as facts collected from the respondents.

3.7 Limitations of the study

The resources to carry out comprehensive research were not available. Research requires a lot of money, thus the budget limitations of the project (BRM, 2019). Due to time limitations, the research was conducted over a short period and it was conducted using zoom. This limited the scope of the researcher (Pro-Academic-Writers.com, 2020). The availability of secondary sources of data on the research topic was limited because there was a lack of sufficient secondary data on the ecotourism activities in Zanzibar (BRM, 2019). Secondly there were language barriers the highlands mainly use Kiswahili, whereas the research questions were structured in English (BRM, 2019).

Initially, I intended to interview 10 participants, but I did not receive any response from various organizations that were relevant to the study, including governmental institutions and ministries. Some did not reply to the e-mails that were sent, at the end I was only able to interview 6 respondents. Prior to the interviews, I included in the e-mails the goal of the research and the interview recording procedure, as well as an explanation that it was for academic purposes only. It should be noted that the study was generally conducted during the post COVID-19 pandemic recovering period, when the island was still recovering economically, therefore data collection and response rate were impacted. Prior to the focus group discussions, the researcher had to hire an assistant to organize the meetings and hand out the questions to facilitate the discussions process smoothly.

4 RESULTS

The purpose of this chapter is to investigate the concept of ecotourism based on primary data, collected through interviews with key informants and focus groups discussions. The study participants consist of tourism business owners /investors, managers, local community members, private and public participants, government stakeholders, and top management stakeholders of an ecotourism company in Zanzibar Island. The present investigation focuses on comparison of mass tourism and ecotourism on islands of Zanzibar. Thus, this chapter discusses the findings of the research questions raised in Chapter 1 and 2.

The current study provides a critical discussion of ecotourism with regards to the perceptions of the different stakeholders of the tourism industry on the islands of Zanzibar. For example, the thick information gathered through interviews found out how different stakeholders perceive the government's initiative to lease out different Islands to private interest and the impact of this action of tourism, ecotourism, and the environment. This research also explores the general knowledge of participants regarding the concept of ecotourism. The results of the responses from different stakeholders who participated in the interviews are presented in the results section and further expounded in the discussion section of this research. The questionnaires primarily provide qualitative results which are the source of the results and discussion of this research project.

The concept of ecotourism is well understood by some while it is unknown to many others. The future of ecotourism is shifting away from individuals simply checking into a hotel and relaxing in their travel destinations to individuals having real concerns about the ecology. For example, before making a reservation, some people aim to ensure that the hotel is sustainable and care about the nature. Some people, on the other hand, have no environmental concerns and being unaware of what is happening to the nature, they want to simply check in the hotel. The findings of my research show that there is a gap in the focus group participants' knowledge of ecotourism, i.e. while some participants have a good understanding of what ecotourism refers to, some others have not even heard the concept.

Based on the findings of the study, I conclude that as a limited number of people have a sound understanding of sustainable waste disposal, ecotourism and mass tourism, it is critical that individuals, including children, youth, adults, teachers, public servants and the community should be educated about ecotourism, mass tourism, and sustainable waste management when it is not too late for the planet. Regardless of the fact that mass tourism has not yet reached Zanzibar, it is one of the tourist attractions that could have a big influence on the ecology. When we consider government policies and

regulations, a great deal of work needs to be done to make the system run smoothly. For example, the government could establish better investment criteria and take actions in order to reduce the excessive number of visitors to the islands. The government should also involve in scholarly research to find out the average number of visitors to be hosted on the islands while still preserving fair levels of tourism. Private investors might take part in unethical environmental actions if there are no significant restriction structures, including Investment Regulations Policy, to keep a track of their practices. The majority of respondents claimed that the government is better equipped to administer these Islands in accordance with ecotourism ideals than unregulated management by commercial interests. Respondents also reported that this limited government supervision over commercial interests had a detrimental impact on the future of ecotourism in the region. Interestingly, a small number of participants argued that private investors might be helpful in resolving the shortcomings of the government, in contrast to the widely-held assumption that private organizations are rather irresponsible for low tourism standards. The study found that ecotourism puts some demand on stakeholders, similarly mainstream tourism. According to the majority of the participants, the government must continue to be the entity in charge of governing the Islands in the region.

According to the research participants, further suggestions for a sustainable ecotourism environment should include increasing public and governmental involvement in ecotourism-related initiatives like education. Given the current state and course of events, the majority of participants reported that Zanzibar's prospects in the tourism sector are severely constrained. However, by making the necessary modifications to suit conservative visitor experiences, the environment might be able to be restored and thus the continuous success of the country can be maintained. Social media may be used by the government and other stakeholders to enlighten the broader community about better ways to care of the environment in the best possible way. Another suggestion is that the government needs to tighten investment standards, limit the degree of tourism on the islands, and carry out empirical research to figure out the number of visitors to be accommodated reasonably for the tourism business. All in all, the government must initiate intensive education training for individuals to fulfill their ambitions with regards to sustainable tourism and flourishing economy.

4.1 The Concept of Ecotourism

People are more intentional when they plan their travels nowadays, i.e. they do not simply check into hotels but they have concerns related to the sustainability of the hotels. What good or harm will it bring to the nature when they enjoy their vacations? Therefore, they have real concerns about ecosystem, which has important implications for the future of ecotourism. However, it is not the same sensitivity for all people. Other people might lack the sufficient knowledge about this important matter, which has real-life consequences on our planet.

The majority of the staff at Eco lodges and some of the interviewees maintained that ecotourism is not a novel idea to them. Nevertheless, there is a disparity among the focus group members; some have heard of the concept of ecotourism whereas others have not. The various team members gave concise comments which gave important information on ecotourism.

In what follows, I present some extracts I gathered from my semi-structured interviews with my participants.

“20 years’ experience as an operator, builder, designer, hotelier, instigator, guide, coach and consultant” – Ecolodge owner

“I have heard of ecotourism, I understand this is travel to natural areas conserved for the well-being of human beings. Thus enjoyment, studying and admiring are some of the objectives of ecotourism.” – Receptionist

Yes, “It is type of tourism that involve visiting natural areas, protected, conserved as well as involving visiting people that are directly involved in environment activities” – Government employee

“I have never heard, however it can be beneficial for the Island “ – Tour Guide 5

“Nothing, I don’t know. Advertise in Kiswahili” – Custom Agent

Overall, this demonstrates that the Eco lodges' in-depth knowledge of ecotourism might be linked to their engagement in numerous theoretical and practical Ecotourism activities.

4.2 Ecotourism versus Mass Tourism

It is imperative that people learn about ecotourism, mass tourism, and sustainable waste management when it is not too late for the well-being of the planet. In Europe, education on ecotourism begins at a young age. Despite the fact that mass tourism has not yet reached Zanzibar, it is one of the tourist locations that might have a big influence on the ecology. The findings of the current study show that the key informants consider ecotourism as a form of travel that emphasizes the protection of the environment, maintenance of nature as well as enhancement of the life quality of the local population. These characteristics mentioned by the participants align with the definitions provided by the International Ecotourism Society (2015). The primary focus of these definitions is the connection between ecotourism and the conservation of natural resources and the economic development of host communities. Keeping this in mind, the current study reveals that waste management organizations ensure reuse, recycling, and waste reduction in order to promote ecotourism. Additionally, both eco resorts place a strong emphasis on hiring local workers because they operate as eco-tourism companies. The team members gain an understanding of the issue through each of these processes. Below are some extracts from the participants commenting on how they perceive ecotourism

"The future of ecotourism in Zanzibar looks good, but the government must invest and must have good time." - Tour Guide

"Tourism in Tanzania are good enough and the community are aware about but the government must invest more about it, educate the society about on tourism." - Tour Guide 2

Everything we buy or use is acquired locally, from the building materials for their bungalows to the food goods they sell at their Boutique Island, 90% of which are supplied from Zanzibar and the Tanzanian mainland. "We recruit operation staff who are from the local communities. Nothing is imported; instead, the local supply chain is the emphasis since that is how the tourist business would gain the most", - according to a manager

"Sustainable materials in design and build, environmental landscaping with local flora, natural beach erosion prevention, power and water reduction, local employment only, village co-operation and development projects, local supplies only, reduction of packaging, no single use plastics, beach cleanup operations, marine environment awareness, staff training, guest education, and a constant awareness of impact on planet, people and place can all be used to reduce environmental impacts"- Investor

"The existence of Mass tourism hotel for a number of years, is less concerned about environmental and social factors. It is more on business profit (money making)."- Hotel Manager

"Establishments eco-tourism projects such as CBO in local community can be alternative source of income for local communities."- Senior Governmental Official

A small percentage of focus group members and the vast majority of interviewees had a solid comprehension of mass tourism.

4.3 Investing Parameters

A majority of participants suggested that the government should provide better investment parameters, along with recommendations to lower visitor numbers and conduct empirical research to determine the number of visitors to be taken care of on the islands while still maintaining sustainable tourism levels. There might be relatively few activities in institutions due to a lack of government involvement, but this is unimportant because far larger scales are required for it to be effective. Recognizing that the research findings showed bad strategic action when the government of Zanzibar leased certain isles to private investors is significant. Without important restrictive frameworks, such as an Investment Regulations Policy, to direct the actions of private investors, there is a high likelihood that these investors would engage in unethical environmental practices. As a private company owner claimed, *"There are already an excessive number of large hotels developed for low-cost package tourists that are not constructed or operated according to ecological principles, and the government continues to encourage and recruit non-sustainable investors who aim to construct 1,000-room hotels in an unsustainable and irresponsible manner."* In contrast to the unsupervised management by commercial interests, the majority of responders maintained that the government is better positioned to operate these Islands in compliance with ecotourism principles (UNWTO, 2002). Additionally, participants argued that the future of ecotourism in the area is negatively impacted by this limited governmental control over private interests as the business owner suggested as a more effective technique, which is clearly shown in the following extract collected from an Eco lodge owner.

"Rapid Government re-assessment of tourism strategy resulting in reversal of all non-sustainable approved plans and a compulsory requirement to follow RTTZ level 3 or Travelife criteria for all hotel "

4.4 Environmental Ecosystem

More precisely, islands like Unguja and Misali would go through extreme ecological damage as a result of a large tourist population that exceeds what the islands could sustain at any given moment. Interestingly, several participants also argued that in contrast to the widespread belief that private entities are to blame for poor tourist standards, private investors may serve as a useful actor in addressing the faults of the government. By renting out several islands in the region, private investors might seek mass tourism rather than ecotourism, which strives to protect and promote local communities. This might possibly damage the local culture. It is crucial to note that the majority of respondents believed that renting out the Island to private parties had a net adverse effect on the neighborhood, other players, the tourism sector, and the environment. According to one employee, *“there is a big pressure on water, recently there was presentation by a lady from Water Company, saying that actually the water is there, but there is lot of investment which needed to get that water stored and use by population, there is lot hotels that have their swimming pools who use so much water than people who just live there.”* *“The tourist who are coming to Mass tourism destination they do not really mind which place they go to, and will not learn much about the community and that gives impacts for sure, some might be good and but some might be a little bit not good and because they do not go together so easily with the culture in Zanzibar.”* Notwithstanding this, one research respondent mentioned that there were some advantages, such as the establishment of a small number of jobs. Similar to mass tourism, the current research showed that ecotourism places some strain on stakeholders. Comparatively, ecotourism has fewer negative impacts than mass tourism. Based on the interview responses, these effects include waste management, the need for safe drinking water, and the destruction of mangrove ecosystems.

4.5 Government Regulations

The government must continue to be the organization in charge of regulating the Islands in the region, based on the majority of responses collected in the data. It is crucial for the government to develop strategic legislation and policies whose guidelines define the aims of ecotourism once the private investors are held accountable to the administration. For example, the government might publish guidelines that specify how many visitors are allowed on each island at any particular moment. The number of visitors needs to be sustainable and in line with ecotourism standards. According to one private company employee, *“It is a positive decision as it will increase tourists in Zanzibar (Island attractions),*

Investors know the importance of ecotourism because they will make money out of it." Other recommendations for a sustainable ecotourism environment, based on the research participants, were more public and governmental engagement in ecotourism-related efforts like education. There are territories, responsibilities, and actions that the government and key informants share even if the preponderance of interviewee respondents do not deal directly with the government. For instance, trash management might well be carried out commercially as long as it complies with the government rules. There are also financial costs associated with garbage disposal and environmental stewardship actions as a result of Eco lodge programs and waste disposal regulations. The amount of financial resource should be sustainable and in line with ecotourism standards. Other recommendations for a sustainable ecotourism environment were more public and governmental engagement in ecotourism-related efforts such as education. There are territories, responsibilities, and actions that the government and key informants share even if the preponderance of interviewee respondents do not deal directly with the government. For instance, trash management might well be carried out commercially as long as it complies with the government rules. There are also financial costs associated with garbage disposal and environmental stewardship actions as a result of Eco lodge programs and waste disposal regulations.

"It will have a large tourism impact as such. Also it will have an impact on Tourism as a destination. Reason being , the aiming of having high end investors to have some sort of examples of type of Maldives resorts to attract high paying customers, It can be interest-ing" – Marketing Manager on her views of leasing the islands to the investors

"Not happy. These islands are all unspoiled individual environmental paradises that should be kept that way" – The opinions of Owner of the eco lodge on leasing the islands.

"Leasing 10 islands to investors can be a good decision if it's well planned and monitored. Otherwise can be a crucial problem to local community who have for decades hold their lives from these islands" – Senior Government Officer in Zanzibar Commission of Tourism.

"No, this will not be good for the future of Zanzibar ecotourism because the benefits will be for the Government leaders not for the local people" – Tour Guide 1

“Who benefits from leasing islands?” – Tour Guide 6

“We are private company, but we work under the government through,” Hal-mashauri “(District’s councils). So waste management in Zanzibar has been centralize to the councils, so it is the responsibility of the councils to provide waste management ser-vices in each jurisdiction. Most of the councils do not have the capacity to provide that waste management services, they do not have of tracks, labour, knowledge. At the end of the day, they look for companies like ZANREC to work with them. Whatever they make the council demands 10% on top of the revenue that we make. From the Government we do not see any collaboration, they are not enforcing the law, the hotels are dumping waste illegal they do not impose any fines in hotels. But the Government does not do anything. The Government only want to collect money from the waste management companies.” – General Manager of the Waste Management Company

“We are only cooperate with Government on through training to University students such as SUZA and mentoring programmes but on a small capacity”. – Talent Manager

The majority of respondents have mixed feelings about leasing the islands; some believe it will destroy the island's natural environment and cause local communities to lose their lands; others believe tourism will increase as a result of the leasing of the islands, but not for the benefit of local residents; they believe that earnings will remain for the government.

4.6 Benefits of Ecotourism Certification

The data collected through interviews and discussions in FGD groups shows that participants recognize the significance of being certified as an ecotourism operational business. Some have been certified for a number of years, but due to the outbreak, certification costs have not been adequately covered. Despite the fact that certification has not yet been granted, individuals are beginning to recognize its benefits. Chumbe Island is among the world's assets to have been recognized under the Long Run certification program that is managed by Networks. Chumbe was the first property to receive certification status (CHICOP, 2022). Nevertheless, the administration of the corporation works closely with the federal government to encourage programs that promote community development. Local fishing populations were negotiated with for around four years before the project was established. Every fishing village has a spokesperson on the steering panel, and they also collaborate with the government and the division of Forest and Fisheries. They are additionally a

part of the steering panel through which there is a framework in the managerial commission report.

According to one of the participants, *"This is a unique project in Zanzibar, in Tanzania, in the region and in the world. It was set up for protection of Environment, it exist to protect the Coral reef, and the forest"*. She further commented that, *"It was established to provide Environmental education services to local communities. In order for these two pillars to be allowed to be implemented that is why the third pillar was set up which is, "Ecotourism". The project finances their activities through ecotourism."* There are some fishing populations that are extremely close to the Island and that are directly concerned with Marine Protected areas. There has been a lot of participation throughout the seasons, and establishing a stakeholder's commission from the start guarantees the accountability and openness of the initiative.

4.7 The Future of Ecotourism

The majority of participants claimed that Zanzibar's prospects in the tourist sector is now highly restricted given the status and direction of events. Nevertheless, appropriate adjustments to accommodate conservative tourist experience may be able to restore the environment and ensure the county's continued success in the sector. A deeper focus on the function of industry players was highlighted as one such method. Regional and district governments, community development committees, hoteliers (in the coastal region), and tourism associations make up the main stakeholders in ecotourism and tourism in Zanzibar. The most important aspect is to look at higher education and invest in initiatives like ecological education in schools. The government and other stakeholders may accomplish these aims through social media so they could inform the entire community on how to take care of the environment in the best way possible. Stone Town's preservation as a protected site and the preservation of other historical sites on the island might help develop better tourist attractions as individuals will have the opportunity to go snorkeling in the same breathtaking locations in a decade to come. In response to a question concerning the future of ecotourism in Zanzibar, the Senior Government stated that *"Zanzibar is an island with limited resources; otherwise, there will be a significant environmental impact."*

4.8 Challenges of Implementing Ecotourism

In response to questions pertaining to ecotourism's limitations, the majority of respondents responded that they encounter obstacles when engaging in ecotourism-related activities. Respondents in the FGD groups reported having faced challenges, particularly with the tourists, reluctant to patronize local tourist companies such as curio stores or to purchase local delicacies. Some of these tourists are even unwilling to learn more about the intriguing traditional Zanzibari culture. In their article, Bin et al., (2008) share a similar narrative about how ecotourism may pose a threat to traditional culture due to the fact that it unites individuals of many ethnicities. On the other hand, the majority of participants agree that the Chumbe Eco Project was a success as it was the first initiative to conduct ecotourism programs with an emphasis on bolstering local people. A tour guide stated that "*Chumbe's success is due to its pioneering role in ecotourism.*" Participants with expert-level knowledge of ecotourism reported a lack of community participation in ecotourism activities, poor funding, a lack of enthusiasm among professionals, and a general understanding of the concept of ecotourism as the major obstacles they had encountered in the process. In addition, few of them articulated the obstacles they faced in the existing state of ecotourism support, as described below;

"Some tourists are uninterested in learning about the culture and environment of the places they visit, and they do not support local tourist businesses such as cafés and curio shops"- A curio shop owner.

"Ecotourism presents challenges because some citizens have not received adequate education on this type of tourism" - Tour Guide 1.

"The majority of people do not have a tourist operating license, which is my challenge" - Tour guide 6

"There is so much of lack of education on conservation of tourism /ecotourism attractions" - Employee from the Private Sector".

However, the world has changed significantly, there is more digitalization and competition. As a result of their increased marketing, more places claim to be eco lodges or green destinations despite the fact that they may not fit into these categories. The majority of participants believed that

Chumbe, for example, was not founded as a profit-making organization. Chumbe never had a marketing budget for themselves or to promote their product internationally. One of the respondents argued that, "*we believe there is more competition to ensure a continual flow of tourists as a result of the global epidemic that affected worldwide*". The Market Manager stated that "*with comparison to other properties (Hotels) in Zanzibar after pandemic, we manage to recover more quickly because we have fewer operating costs to cater for broader market. It was easier for other properties to be back in business (to have more tourists back) compared to Chumbe where they have a specific niche (product market)*".

Education is the main action the government must adopt to take care of the planet and thus reduce the harm to the environment. It cannot be denied that it is significant to start environmental education from an early age as a tool to raise awareness and care for the environment.

5 DISCUSSIONS

The overarching research question that this study addresses is that "how viable option is ecotourism for sustainable tourism in Zanzibar?" with additional questions around the main challenges and benefits for ecotourism in Zanzibar and stakeholders' involvement. This chapter is consistent with what was discussed in the literature review on the concept of ecotourism, its potential and challenges, and the engagement of stakeholders (reference). According to the findings of the respondents and other evidence found in the literature, it is believed that, in order to maintain the sustainability of ecotourism, it is necessary to enforce community involvement, a rise in ecotourism awareness, and the implementation of appropriate legislation (Weaver 2006b). The study reveals that there are challenges, such as governance, but that strong commitments are required from the key players in order to ensure a sustainable environment, increase biodiversity, and enhance livelihoods. In summary, this chapter has drawn attention to the following:

5.1 Community involvement

The findings indicate that community involvement and certification are required to establish ecotourism techniques. The respondents described the advantages of being certified by a responsible tourism organization (RSST) in Tanzania for more than five years and how it has allowed them to frequently deliver services with an emphasis on environmental conservation techniques. There are several ways through which the company manages to achieve its high standards of practice. For example, one of the primary goals of the conservation tourism is to improve the well-being of the local communities as described by the principals of ecotourism (TIES, 2015). The current research found that respondents from the key informants often partners with the local communities rather than the government in an attempt to accomplish this goal. Ensuring that local communities and other active/direct stakeholders of these activities are involved in decision-making helps to achieve this goal of improving the well-being of the locals. Additionally, the companies ensure that not only guidelines but also environmental conservation practices are implemented in the process. Although these companies do not partner with the government, there is an engagement occurring through mentorship programs and training of college and university students about ecotourism. For the local community, Eco lodges and other private companies insist on employing local human resources over other resources and also issuing social and economic support programs to these local communities.

Ecotourism also demands certain actions on the part of Eco lodges as they aim to fulfill the different Ecotourism goals. The company exercises practices such as the conservative use of sustainable materials at all levels of its operations. Acting responsibly by using sustainable and renewable products, such as discouraging the use of single-use plastics, among other activities, are ways of practicing Ecotourism. Another strategic action by the company in their practice of Ecotourism is the designation of a quality assurance team to ensure that the company culture and guidelines are practiced. This monitoring team also facilitates awareness creation within and beyond the company.

5.2 Increase awareness on ecotourism

In several ways, the concept of Ecotourism may be referred to as conservational tourism. Ecotourism's objectives are contingent on a number of elements involving both eco lodge representatives and private enterprises. For example, the company has human resources with extensive practical experience in Ecotourism as operators, builders, designers, hoteliers, instigators, guides, coaches, and consultants. Regular training and frequent conversations on the different issues involving Ecotourism are the fundamental ways through which employees develop their skills and knowledge in this regard. In addition to regular conversations, it is important to ensure a continuous engagement with team members to ensure that employees are on their best 'game' on the topic of Ecotourism. Some of the team members are designated with the responsibility of creating awareness internally among team members and also following up on educating and training team members. In the last two years, Companies often emphasize on conservation practices when they receive such recognition, which ultimately motivates the company and its team members to continue and improve these practices.

The current global society is knowledgeable, aware, and sensitive to issues that concern the environment. As a result, the research was able to establish that one of the primary reasons for promoting Ecotourism by the Eco lodges is due to this public opinion on matters of the environment. Businesses that conduct themselves with similar sensitivity and concern for the environment are more likely to succeed compared to those that do not. Eco lodges and few participants of the research also engage in sustainable tourism due to the team's passion and interest in the subject. Although the company does not categorize as an eco-hotel, the company is made of a team of individuals with a keen interest in environmental conservation.

Practicing safe environmental activities may sometimes mean changing the frequency of visiting certain destinations. For example, the research yielded that some destinations have limited political will and other practices that support cheap tourism cultures, which ultimately deter Ecotourism and encourage poor environmental tourism practices. One such destination is the

Islands of Zanzibar. This research found that the Government of Zanzibar does more harm to Ecotourism than good through various questionable practices like leasing out islands to private investors who care less about the local community and the environment. In this and other ways, the Government manages to attract short-term economic investment at the cost of long-term environmental collapse.

5.3 Establishment and enforcement of Ecotourism policies

Despite the seemingly irreversible tourism damage to the Islands of Zanzibar, it is important to acknowledge that rapid and intensive government intervention to force stakeholders into compliance is the primary way the environment may be restored. First, the research established that some of the Islands, such as Unguja, are too far environmentally degraded to sustain reform, while other Islands, such as Pemba, may sustain government intervention and reclamation processes. Government involvement in such key issues is primarily through the establishment and enforcement of Ecotourism policies. The five-year lease agreement between the Government and private investors may be controlled to eliminate mass tourism hotels and promote light footprint hotels, structures, and activities. Some respondents also noted that although there is mass tourism culture in the Zanzibar region. It is notable that the region is a high tourism potential due to the culture, strategic location, conducive temperatures, and beautiful scenes. This research also established that tourism in Zanzibar is affected by some additional factors, such as the recent global health crisis as well as the Russia-Ukraine war. These factors may increase or decrease tourism traffic in the region and consequently affect the impacts of tourism in the region.

Most of the research responses suggested poor strategic activity when the Government of Tanzania leased different Islands to private investors. Without crucial regulatory measures to guide the activities of the private investors, such as an Investment Regulations Policy, there is significant potential for poor environmental practices by these investors. Most responses suggested that the Government is in a better position to operate these Islands in accordance with Ecotourism policies, relative to unmonitored control by private interests. Moreover, respondents also reasoned that this limited governmental control over private interests has a net negative effect on the future of Ecotourism in the region.

5.4 Government and public involvement

On the basis of the responses to the study question, some proposals were made for a more sustainable environment for ecotourism. These ideas included a greater involvement of the public and the government in ecotourism-related projects such as education. This can be accomplished through the collaboration of the government and the local communities by providing assistance in the establishment of eco-tourism projects. Some examples of these kinds of projects include environmental conservation clubs and fishing clubs, both of which can extend the sharing of knowledge from the community level to the schools as well. Despite the fact that the vast majority of respondents do not work in direct conjunction with the government to put ecotourism practices into effect, this is reportedly due to the fact that some of their areas of responsibility and the operations of the government occasionally intersect. The fact that these responsibilities are subject to any constraints at all ultimately brings about difficulties for the surrounding community as well as the environment.

5.5 Waste management issues

The practice of Ecotourism is often associated with some technicalities that may vary from one stakeholder to another. However, one of the major challenges to Ecotourism was established as waste management. Companies in the private sector frequently face obstacles when disposing of waste materials. The Eco lodges for example make initiatives such as the separation of waste materials at the collection point and disposing of the respective wastes to recycling agencies. Other wastes, such as organic wastes, are usually used as organic manure in worm farm. It is also challenging to utilize local labour in some skilled job opportunities as the specialized job opportunities are usually knowledge and skill-demanding. Sometimes, it is challenging to acquire these specialized human resources locally due to historical and cultural fragmentation and lack of human resources with these skills in demand.

5.6 Poor land use policies

The Ecotourism sector also faces the challenge of poor land use policies as well as water shortage, as the demand for water far outweighs the supply in these areas. Most especially, most of the Islands in the region are transitioning from mass tourism to ecotourism, which leads to high demand for water despite the limited supply. Another challenge related to Ecotourism and waste management involves legal issues. Waste management in Zanzibar is done by

regional councils rather than the national Government. Dealing with these regional councils presents legal and economic bureaucratic systems that act as barriers to operations, Ecotourism, and the tourism industry.

In general, the qualitative data collected during this exercise comprised of responses from different internal and external stakeholders of Ecotourism in the Zanzibar Islands. This is a highly productive area with significant potential for tourism activities. The goal of this research exercise was to collect data about the different aspects of Ecotourism, the principle, and public perception of Ecotourism in the region. The research established extensive knowledge of Ecotourism by Eco lodge employees and limited knowledge of Ecotourism by the general public. Additionally, the research also found limited governmental initiative and greater control of the environment by private entities.

6 CONCLUSIONS

To conclude, the prospects of the ecotourism initiatives have the potential to significantly change the lives of local communities and the islands of Zanzibar. However, whether ecotourism in Zanzibar (Unguja) is a viable option for contributing to the sustainable development of tourism is still a controversial topic. Unless future tourism investments put more of an emphasis on being environmentally responsible (i.e. recycling rubbish, hiring locals for job positions) as well as modify the existing regulations to ensure that older hotels are able to accommodate measures that will help to conserve the environment, that does not seem to be solved in the near future. Government strategy has to date focused more on short-term investors than it has on a long-term vision for the Island's prospects in terms of sustainable tourism.

To make ecotourism succeed, there has to be a far greater understanding among interested parties of the advantages ecotourism may offer to this island destination as well as to the environment and local residents. As opposed to the existing situation, where the focus is solely on the profit motive, there also needs to be a more all-encompassing approach. Zanzibar has advanced to the point where there are already far too many large hotels that offer low-cost packages and operate at unsustainable prices, to the point where the environment can only be saved with swift and decisive action and strong political will.

The prospects of Zanzibar reaching the same levels as Costa Rica or Seychelles are not promising, and will need considerable political will to achieve. Costa Rica has made the sustainable tourism industry a success; because the country meets industry requirements with exceptional biodiversity and policy stability (Honey, 2003). According to this study on the other hand, the currently undeveloped, but equally beautiful island of Pemba has the potential to begin an early stage of sustainable ecotourism without the baggage of existing mass tourism.

To be successful in implementing ecotourism for sustainable development, government must change policies to ensure that environmental impacts are assessed and carrying capacity studies have been performed in certain areas. Chumbe Island Coral Park is regarded as an ecotourism pioneer, with a vision that should serve as a model for the whole of Zanzibar, inspiring more stakeholders and making the wider destination more ecotourism minded (CHICOP, 2022).

My conclusion from this study is that ecotourism can be successful in Zanzibar only if the government truly understands and promotes the holistic values of tourism, which requires a comprehensive care for various components such as local people, traditions, and religions, culture the size of the investment footprint and the long-term impact of well-thought holistic investments. Ecotourism can create a win-win situation for both the public and private

sectors, if it takes into account the following important elements: (1) control and education of visitors, (2) consistency in enforcing laws and regulations, (3) obstacles presented by largely Muslim populations, (4) the inclination of majority people to avoid employment opportunities in tourism, and (5) the need for training for local Zanzibarians.

6.1 Recommendations

6.1.1 Recommendations for government and stakeholders involvement

These recommendations are based on the views from key informants' interviews and the focus group discussions during the collection of data. One of the most frequent suggestions has been the effective involvement of the government and other stakeholder in implementing ecotourism and ensuring that the communities also benefits from the presence of tourists in the island. Besides that, the recommendations are based on issues that were discussed throughout the study in order to align with the primary research question.

Therefore, I as the researcher of this project recommend the following points:

A robust regulatory framework should be in place, including the establishment of environmental guidelines for tourist lodges to ensure that the negative impacts are kept to a minimum. The government should re-evaluate its tourism strategy, cancel all previously approved non-sustainable plans and the implement mandatory regulations in line with Responsible Tourism Tanzania's and Travelife's hotel standards. The rules must decide how all of this fits into Zanzibar because the island is now viewed as, "a cheap tourist destination."

Before leasing the islands to investors, the government should have a better strategy for investment in Zanzibar tourism, including capacity to sustain the exact number of visitors on the islands. I suggest that the Chumbe model for ecotourism should be applied to Pemba Island as an example in order to carry out capacity studies. Pemba Island is located in a region where tourism is still in the process of developing, and the island is increasingly becoming known for its pristine nature and marine life, which attract the majority of tourists.

The implementation of sustainable tourism should involve more relevant parties, such as Regional and District Commissioners, Community Development Committees, Hoteliers (particularly in coastal areas), and Tourism Associations in the context of Zanzibar. NGOs like these and Chumbe Island provide the majority of the support for ecotourism currently. Greater emphasis should be put on ensuring that everyone has a common understanding of the products (ecotourism) that are complementary to one another rather than doing this in the interest of competitiveness (CHICOP, 2022)

The only project where ecotourism is currently practiced is Chumbe Island, an eco-project that promotes conservation and education. This can be used as a strategic model for government to encourage all new investors to invest in sustainable tourism. This could include ecotourism policies, local quotas and local employment and could be backed up by training sessions or site visits that will make it easier for everyone to work together.

Financial aspects are one of the most important factors for local people. Community ecotourism initiatives require financial support from the government. There should be effective and efficient structures in place to ensure that the goals and objectives of the eco-projects are achieved. For instance, the Community ecotourism businesses should make an effort to source their food and other items from within their respective communities. This will allow them to maximize the financial multiplier impact and ensure that the profits they make will continue to be used for the benefit of the islands' long-term economic development.

The communities must also receive appropriate training on ecotourism issues to ensure that locals have the necessary knowledge and skills to use ecotourism resources in a sustainable manner. Similar to the proposals offered by Michale, Sirima and Marwa (2013), the focus is placed on encouraging local communities through education and training, compatible with their daily lives. It is also critical that relevant ecotourism industry actors mandate these types of trainings. One suggestion is to form a working group or foundation for sustainable tourism that would act as a hub for networks of the public sector, non-governmental organizations, and corporations. To ensure that all stakeholders are involved, a neutral organization should be established. A good model for Zanzibar will be the Seychelles Sustainable Tourism Foundation's approach, which collaborates with the public and private sector as well as the non-governmental organizations in sustainable tourism practices (SSTF, 2022).

Environmental education is also required for both staff and tourists to reduce waste. A strict policy should be enforced for both employees and visitors. Collaboration is required at both the local community and the district level. The current waste management system is centralized to the councils, but waste collection is also the responsibility of each jurisdiction. Due to most councils' inability to provide waste management services, there is a severe lack of law enforcement against illegal dumping by many properties (i.e. hotels). Cooperation among stakeholders is required on illegal waste, as are strict policies to aid in waste minimization.

6.2 Future Research

The findings of this study can act as guidance for future research on ecotourism in other tourist destinations such as Pemba to encourage the development of tourism in a sustainable manner. In order to foster further growth, the drivers of the tourism industry need to collaborate with one another to establish a common understanding of ecotourism and the concepts underlying it. The existence of mass tourism, in particular on the island of Unguja, makes it impossible to fully adapt to environmentally responsible tourism practices. On the other hand, given that the island of Pemba is in the infancy stage yet entails big potentials, it would be helpful to review previous practices to understand what ecotourism undertakes on the island have not been successful in the past. To obtain a better idea of the prospects that lie ahead, conducting studies into the emergent difficulties and possibilities that ecotourism is encountering is another option. I believe this is a fruitful place to embark on this journey. Last but not least, environmental education programs in the local community can raise awareness of the benefits of conserving natural resources, which is a stepping stone to become more self-sufficient ecotourism operators.

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APPENDICES

APPENDIX 1: COVER LETTER WITH QUESTIONNAIRES

06st APRIL 2022

Dear Sir/Madam,

RE: A request to participate in the interview for Master thesis

I am a student at University of Jyväskylä (School of Business and Economics), Finland. I am doing a study on, "A case study of Ecotourism in Zanzibar: *Potential and Pitfalls*." I am conducting this interview to complete the most important part of my research thesis topic. I would appreciate it if you could take part in this study. It will take about ten minutes of your time. Your thoughtful response would be extremely helpful in completing this study. The interview will be a hybrid meeting (Zoom), and it will be recorded and transcribed for evaluation of the student's research methods.

This information is both anonymous and confidential. It will not be made public in any way. This is only for academic purposes only. I would appreciate it if you could go over the discussion questions for the interview before the scheduled date to get a sense of the key points that will help the discussion go smoothly.

Thank you in advance for your cooperation.

If you have any questions, comments, or opinions, please contact the student, Agnes Mwakanjuki Thomsen, at mwaktom@student.jyu.fi Tel. +358468960192

APPENDIX 2: INTERVIEW WITH KEY INFOMARTS

A: Eco lodges

1. Name and details of business
 - a. For how long have you been running this business?
 - b. Is your company/organization certified by the Responsible travel tourism organization of Tanzania?
 - c. In what capacity does your company's management collaborate with the government to support community development projects?
 - d. What is your general knowledge on Ecotourism?
 - e. What factors influenced your decision to pursue an ecotourism business?
 - f. How do you ensure that ecotourism benefits local communities?
2. Do you think Zanzibar can be one of the top eco-tourism destination in the world?
If yes, what are the factors? If not why cannot this happen?
 - a. What challenges do you face when implementing ecotourism practices in your business?
 - b. As an investor/ hotel owner how do you get involved in reducing environmental impacts?
3. What changes have you noticed on the island since the introduction of ecotourism?
 - a. Has there been a shift in local community attitudes toward tourism or environmental factors? If so, please describe the changes.
 - b. How can you ensure that your employees are familiar with and understand ecotourism practices?
4. What are your thoughts on the government's decision to lease out ten islands to investors?
 - a. Will this have an impact on the future of ecotourism and conservation in Zanzibar?
 - b. There are a number of environmental impacts as a result of mass tourism How about ecotourism? Can you identify any?
5. What is your advice on the implementation of ecotourism in Zanzibar?
 - a. What is your recommendation for implementing ecotourism in Zanzibar?

B: Zanzibar Commission of Tourism

Mass tourism is currently the dominant tourism in Zanzibar

- a) Is it true that mass tourism has a number of environmental consequences? If yes can you name the impacts?
 - b) What are your thoughts on the government's decision to lease out ten islands to investors? Will this have an impact on the future of ecotourism and conservation in Zanzibar?
1. We want to understand the position of Ecotourism in Zanzibar
 - a) What is your general knowledge on Ecotourism?
 - b) How does the government and private sector promote ecotourism in Zanzibar?
 - c) Do you think Zanzibar has the potential to become one of the world's top ecotourism destinations on par with Costa Rica?
 - d) What is your opinion on the importance of ecotourism for sustainable development in Stone Town Natural World Heritage?
 2. Is the Government of Zanzibar (SMZ) interested in the development of ecotourism
 - a) What policies and practices in the tourism industry encourage ecotourism?
 - b) Will ecotourism provide an alternative source of income for local communities other than fishing?
 - c) What approaches or strategies can be used to enhance ecotourism development?
 - d) Are there any plans in place to make sure that ecotourism has a significant impact on the local communities?
 - e) How do you see the future for ecotourism practices in the Island?
 3. Stakeholders play an important role in the Zanzibar tourism industry.
 - a) How do you get involved in ensuring that Zanzibar's local communities participate in the implementation of ecotourism activities? What challenges are you encountering as stakeholders in the implementation of sustainable tourism? In terms of ecotourism, what factors can contribute to ensuring that all relevant stakeholders participate in the development of sustainable tourism?
 - b) What other relevant stakeholders should be involved in implementation of sustainable tourism?
 4. Do you have any recommendations for a better fulfilment of local governments' functions in fostering ecotourism?

C: Waste Management Company

1. For how long have you been running this business?
2. What is your general knowledge on Ecotourism?
3. Are you the only company that manage waste collection?

4. Do you only manage waste in high-end hotel chains, or do you also manage waste in local communities?
5. In what capacity does your company's management work with the government to support community development projects such as waste management?
6. Do you think Zanzibar can be one of the top eco-tourism destination in the world? If yes, what are the factors? If not why cannot this happen?
7. What challenges do you face with waste management system collection?
8. One of the most important aspect of sustainable tourism is to make sure community are benefiting? How do you ensure this?

D: Focus Group Discussions (Communities, Hotel Staff, Tour Companies, NGO's and Government representatives)

1. General information:

- Name:
- Telephone / Address:
- Sex: Male or Female
- Education Level:
- Telephone number:
- Email Address:

2. Economic/Tourism Activities (Choose what applies to you)

- (i) Farmer
- (ii) Employed or own tourism related business / activities
- (iii) Taxi driver
- (iv) Employed by the Government
- (v) Tour Guide (*)
- (vi) Others (Please specify).....

3. What are your thoughts on the current state of tourism in your community?

4 Have you ever heard of ecotourism? If Yes? What does this mean?

- 5 What are the benefits of ecotourism in your community?
- 6 Have you encountered any negative effects as a result of ecotourism?
- 7 What are the challenges do you experience with ecotourism in your community?
- 8 How do you feel about the government's decision to lease ten islands to investors? Will this have an impact on the future of Zanzibar's ecotourism and conservation? If so, what are the reasons for this?
- 9 How do you see the future of ecotourism in the Island of Zanzibar?