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## Contribution of tourism sector training on improving income of women in north 'a' district of Zanzibar

**Amina Kombo Omar and Abdalla Ussi Hamad**

### Abstract

The aim of this study was to assess the contributions of tourism sector in improving the living standard of women in Zanzibar. The study specifies on to assess the contribution of tourism sector training on improving income of women in Zanzibar, to determine the contribution of tourism sector employment on improving income of women in Zanzibar and to examine contribution of tourism sector on improving social services in Zanzibar. The primary data were collected using structured questionnaire. For quantitative data analysis was made using SPSS version 26. A sample size of 187 respondents was given questionnaires to fill. The findings of the study reveal that there is positive relation between contributions of tourism sector and living standard of women. The contributions of tourism sector in terms of education, employment and provision of social services lead to the improvement of living standard of women in Zanzibar. The result of this study also found that there is barrier which hinders women participation in tourism sector. Such barrier is employing women in lower position of the management including house keeper and gardener.

**Keywords:** Tourism sector, living standard, training, skills, knowledge, competence

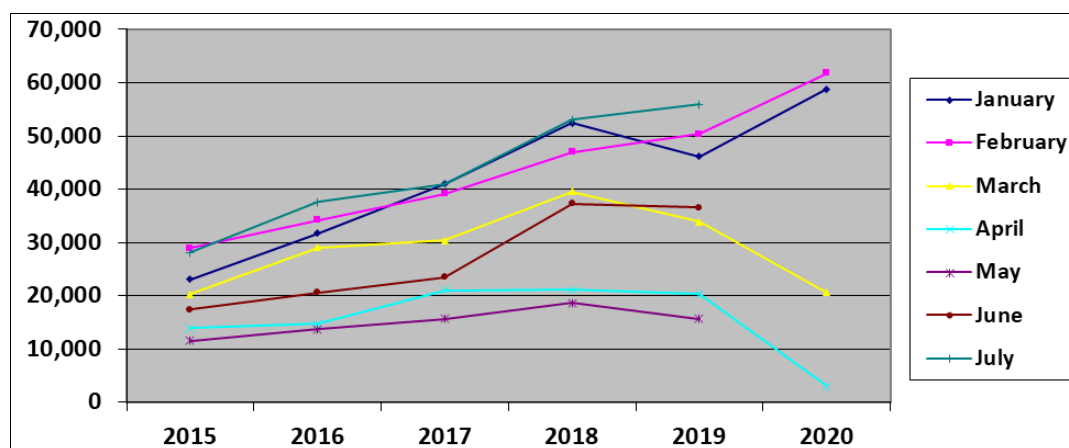
### 1. Introduction

Zanzibar as a part of Tanzania is carried out a radical economic reform" programed which began in the mid 1980's. A central feature of reforms is to liberalize of trade and investment by offering tax breaks and other incentives for new investors to overcome a vicious cycle of poor economic performance and lift its population out of poverty (Iddi, 2011) [7]. By that time, the Zanzibar's economy was at largely contributed by the sustainable agricultural sector, that is mainly the leading clove trading, followed by coconut cultivation and the besides fishing contributing sector. When cloves" prices became low in the world market, Zanzibar experienced a low economic growth rate and therefore agricultural-based growth had been unsustainable. Even though the Zanzibar as part of United Republic of Tanzania up to the 1980s, its economy depended mainly on agricultural production, but however since the 1990s; tourism has been emerging as a non-traditional economic activity contributing to the growth rates of Gross Domestic Product (MOFEA, 2009) [18]. Recently, Zanzibar has opted to diversify the economy into advanced strategies to the promising sectors including trade and tourism (Revolutionary Government of Zanzibar (RGoZ, 2014) [22]. As a logical flow, tourism is the one of the sectors that has been expected to bring new employment opportunities, to supplement income deficit and the much- needed foreign exchange earnings to Zanzibar economy. According to the Zanzibar Strategy for Growth and Reduction of Poverty (ZSGRP, 2015), it is remarkable that all actions for tourism sector should prevailing on poverty reduction for the Zanzibaris, thus the new measures for the developing the local community were introduced especially along the rural coastal areas in both Unguja and Pemba and as a result were taken by the government as milestones. Tourism in Zanzibar continues to play a significant role in the national economy as among the key sectors in generating revenue and increase job opportunities. The industry contributes about 28% to the GDP, 80% of the annual foreign exchange earnings and more than 60% direct jobs (Tourist Exist Survey 2020). Despite the increasing number of Zanzibaris engaged in tourism, there are still small number of women in this sector which is 6% only. The societal position of women in Zanzibar is characterized by a number of challenges and highly influenced by religious, marital and educational factors. In particular, the Islamization of the Swahili culture in Zanzibar influences the labour participation of women (Eastman, 1995; Sindiga, 1996) [24]. As a result, many women have jobs that do not expose them to the public.

For example, the number of women working in agriculture exceeds that of men as women constitute 86 percent of the agro-labour force. But in the manufacturing and construction, and the service industries women only account for 8.5 percent and 18 percent, respectively Nelly Maliva 4 (Office of Chief Government Statistician Zanzibar, 2008). Also, a good number of women engage in the informal sector in micro and small enterprises, which mostly operating in their own neighborhoods (Revolutionary Government of Zanzibar [RGZ], 2010). Similarly, the dominant patriarchal system in Zanzibar that primarily defines women's lives includes their household position and related institutions such as marriages. In this regard, Creighton and Omari (1995) <sup>[25]</sup>, Kissawike (2008) <sup>[26]</sup>, Nchimbi (2003) <sup>[27]</sup>, argue that the women's household positions and marriage contracts enable male family members to have more access to resources, privileges and power to make decisions much in line with patriarchal values. The life of women in the Isles is, therefore, governed by their respective household position and marriage contracts that tend to bind them firmly within the domestic spheres (ibid.).

Despite the global economic downturn of recent years, Zanzibar tourism sector has shown impressive growth both in terms of supply and demand. A number of strategic actions has been set and implemented that improve the tourism sector in the country including diversifying and improving the products; enhancing marketing and promotion of tourism services; strengthening investment promotion; and enhancing product quality and services. Based on these efforts tourism in Zanzibar has developed significantly. This can be seen from increasing number of visitors and tourism facilities.

COVID 19 has caused a severe downturn in Zanzibar tourism industry. With effect as of March, all airlines with inbound flights for Zanzibar were directed not to board any passengers or crew - except returning Zanzibar nationals and residents. Due to the ban that has been placed on our main markets, Zanzibar will lose those visitors and this will result in direct loses for restaurants, hotels and other services that they may have used when in Zanzibar. The COVID 19 has been having the greatest impact on international tourists visiting Zanzibar if compared to other global crises in the history of tourism in Zanzibar.



Source: ZCT, 2021

Fig 1: Status of the tourism sector in the Zanzibar

## 2. Statement of the Problem

Tourism sector is a critical component of the Zanzibar economy. It supports over 32,000 direct jobs while supporting another 60,000 jobs indirectly, generates at least 80 percent of foreign exchange earnings, and contributes between 20% - 27% of Growth Domestic Product. Zanzibar records arrival of some 538,264 visitors in 2019. In January and February 2020 Zanzibar received 58,761 and 20,584 respectively, equivalent to decrease of 39.2 percent compared to previous year. Nearly 60% of all work force work in tourism sector Zanzibar are Zanzibar is, 35% are from Mainland and 5% are foreigners. (Zanzibar Commission for Tourism, 2021). Despite the significant contribution of tourism to the economic growth and providing employment opportunities, it is believed that the large numbers of women are lived below the basic needs' poverty line. Local women found it difficult to link up with the tourist industry as suppliers of goods and services as well as the source of labor. (OCGS, 2021) <sup>[28]</sup> The tourism sector in Zanzibar is too far behind from reaching the goal of reducing poverty due to limited community participation in tourism sector, especially women. Only 6% of women participate on tourism sector out of 60% of all Zanzibar is.

The local communities are not actively participating in the tourism industry, that's why they are not allow their women to work in tourism sector and finally the abject poverty is at increase, despite the abundant tourism resources in their living area. Thus, this study explores how women benefit from tourism sector training on the improvement of the living standard of women of Zanzibar.

## 3. Literature Review

### 3.1 Theoretical Literature review

*The Alternative Development Theory of Tourism:* This theory was developed alongside the concept of sustainable development. A central focus area within the theory of Alternative Development include indigenous-development, tourism, local entrepreneurship response, empowerment of local communities in the decision-making process, the critical role of women in tourism and finally sustainable tourism development. The theory argues that indigenous communities are not only impacted by tourism, but that they (can) respond to it through entrepreneurial activities (Long & Wall, 1993 quoted in Sharpley & Telfer, 2002) <sup>[33, 34]</sup>. It further asserts that as tourism sites are constructed, the local communities provide labor and other construction materials,

thereby impacting positively on the lives of these communities. Local farmers and fishermen also provide food to tourist destinations, hence boosting the financial base of the local communities.

### **Feminist Theory**

Barbara Bailey, Elsa Leo-Rhynie, and Jeanette Morris (2000), have argued that knowledge based mainly on male, culturally specific experience represents a skewed perception of reality and is only partial knowledge. The best way to correct this is to take women's daily experiences and their informal theorizing into account and, on this basis, adopt feminist approaches to building theory and knowledge. Women should get equal participation on getting knowledge about tourism sector as man, by doing this there will be a complete knowledge.

### **4. Empirical Literature Review**

Nguyen (2020) <sup>[29]</sup> examines the factors and their trends in sustainable tourism development in Ba Ria-Vung Tau Province, Vietnam. Methods used include descriptive statistical analysis, exploratory factor analysis and regression analysis. Data was collected from the results of a survey of 550 domestic and foreign tourists visiting Ba Ria-Vung Tau. With the help of SPSS statistical software, 12 groups of factors affecting sustainable development were identified including: economy, society, environment, humanistic tourism resources, natural tourism resources, tourism human resources, tourism products and service, tourism quality, infrastructure, technical facilities, governmental management and group of criteria to evaluate sustainable tourism development. The research results show that there are four groups of factors that significantly affect sustainable tourism development in Ba Ria-Vung Tau. These are groups of factors: Society, Environment, Tourism products and service, and Technical facilities.

Khanam (2019) aimed to investigate an empirical insight into the actual nature of tourism-economic growth in Tanzania by applying the Granger causality and Wald test methods where annual time series data on international tourism receipt, real Gross Domestic Product, and real effective exchange rate over the period 1989–2018 are used. Further, the Impulse Response Function approach is utilized to provide insight into the qualitative nature of the relationships and the length of time necessary for the causal effect to take place. The findings confirm a unidirectional causality from tourism development to economic growth. The study concludes that Tanzania ought to focus on economic strategies that encourage sustainable tourism development as a feasible source of economic growth.

Mtengwa (2018) <sup>[30]</sup> aimed to show the relationship between the tourism sector and two variables thus the employment and income; the study used secondary data, thus through journals, documents, researches and reports from different institutions. This paper employed a panel data analysis to demonstrate the potential contribution of tourism for economic growth in Tanzania using Pearson correlation under inferential analysis. In the analysis the two important ways to maximize the beneficial impact of tourism on the economy of Tanzania were therefore used: the role of tourist arrival on job creation and the role of tourist arrivals in income generation. The findings indicate that tourism has substantial impact on the economy as shown by increase in GDP, employment opportunities and income generation.

Mitekaro (2018) examine the linkage between tourism activities and their impact on the local communities. The study used mixed research method where both primary and secondary data were used in analyzing the linkage between tourism activities and their impact on the local communities adjacent to and within tourism sites in Arusha region. The study areas were the villages around Arusha National Park, Manyara, Ngorongoro Conservation Area, Olduvai Gorge and Tarangire National Park in Tanzania. Primary data was collected through interviews, structured questionnaires, and focus group discussions. The secondary data was gathered through a literature survey of relevant textbooks, reports, legislations and journals. The findings of the study show that tourism resources contribute to local community development specifically on the educational and infrastructural development. Furthermore, the findings revealed that while a relationship which shows positive perceptions of increased tourism resources contributing to poverty reduction and local community development is strong, the local communities are not accessing the tourism market to increase their earning.

Sengupta (2017) <sup>[35]</sup> investigated the importance of training and development and its impact on employees in Hotel industry in Kolkata, West Bengal. The study used correlation and regression techniques for data analysis. The study found that training and development are one of the important functions of the human resource (HR) department. As per the requirement of the hotel, specific training is required to be imparted. Training should be considered as an investment not cost. Training plays a significant role in the hospitality industry. Training is an important HRD activity which reinforces HRP in an organization. Training programmes increase employee satisfaction. Training and development are inter-related to a Hotel's growth and success. Without training the employee will not fall to help a client the way they should, the client will be left unsatisfied by the Hotel's service and at last, the employee will become frustrated by the company management and his or her service level will drop. For this analysis purpose, used correlation and regression.

Mtengwa (2017) has focused on the role of tourism in the economic development. Although much literature exists to show the role of tourism as a sector for the economic development in Tanzania, little is known about how tourism affects the economy of the country. The objective of the study is to explore the role of tourism in the creation of employment in Tanzania's citizens and in income generation in terms of the GDP. The study used secondary data, thus through journals, documents, researches and reports from different institutions. This paper employed a panel data analysis to demonstrate the potential contribution of tourism for economic growth in Tanzania using Pearson correlation under inferential analysis. The study shows the relationship between the tourism sector and two variables thus the employment and income; in the analysis the two important ways to maximize the beneficial impact of tourism on the economy of Tanzania were therefore used: the role of tourist arrival on job creation and the role of tourist arrivals in income generation. The findings indicate that tourism has substantial impact on the economy as shown by increase in GDP, employment opportunities and income generation.

Shaaban (2016) <sup>[36]</sup> examined the roles of tourism industry in socio-economic development of Zanzibar. Specifically,

the methods employed to obtain relevant information in this study were questionnaire, interview and documentary review. The qualitative data were analyzed by using three qualitative techniques; these were comparison of data between sampling units, pattern matching of data and by using strong explanation building. The result showed that the majority of the respondents agreed that tourism industry has great contribution to the socio-economic development of Zanzibar. These contributions include the following; generates employment opportunity, sources of income and foreign currency, expansion of market for small business and traditional goods, enabling understanding of different foreign languages, as well as encouraging intermarriages between locals and foreigners (tourists). Moreover, maintenance of cultural identity, environmental conservation and sanitation as well as promotion of interaction and hospitality is strategies set by tourism stakeholders in promoting tourism industry in Zanzibar.

Notwithstanding, Maliva (2016) <sup>[31]</sup>, determined how the strategies women adopt to work in the tourism industry contribute to the development of the industry in Zanzibar. As women in the Zanzibar archipelago have generally been limited in their exposure to formal education, they deploy their household competence to thrive in the industry. In addition, they play a balancing act to ensure they accommodate the needs of their marriages and societal culture while engaging in the tourism industry. Besides they trust and act upon their own choices. The strategies they adopt are either for maintaining respect by conforming to the established norms and values or getting more benefits from tourism by neglecting complying with those traditions. As such, women choose to work as producers, retailers or distributors. Through their work choices, the women in Zanzibar have added value to the distribution chain and contribute by supplying crafts and cosmetics that help to foster cultural tourism.

Harris (2016) <sup>[32]</sup> surveyed Rural Idaho residents to determine their perceptions and attitudes about tourism. The towns represented three levels of tourism dependence: high, moderate, and low. The study goals were to assess if women and men had differing perceptions, and to determine if there were gender differences at different tourism dependence levels. Descriptive statistical analysis of individual items was followed with factor analysis, which showed no differences in gender perceptions. However, items analyzed separately exhibited some differences due to gender. While past research suggests women and men do not benefit equally from tourism, this and other perception studies show few differences. Further exploration could include in-depth interviewing, longitudinal studies, or combined efforts.

## 5. Methodology

**Research Design:** The case study used in this study in order to get in depth, contextual analysis of the contributions of tourism industry in improving the living standard of women in North 'A' District of Zanzibar.

**Study Area:** This study was conducted at North 'A' District of Zanzibar. The researcher decided to select this study area due to the fact that there are tourism activities which are conducted in this area.

**Study Population:** The population of this study was 352 women resident of North 'A' district who participate in tourism, Tour guides, and other tourism industry employees (Hoteliers).

**Sampling Techniques and Sample size:** Simple random sampling was used to select a sample size of 187 respondents, this samples size is optimum because it led to efficiency, representativeness, reliability and flexibility.

**Data Collection Methods and Tools:** In this study, the researcher used close ended questions to obtain information from respondents. Through this data collection tool, those intended respondents as tour guides, suppliers and other tourism industry employees (hoteliers) was included in gathering needed information.

**Data analysis:** A descriptive statistical techniques were used for data analysis. Thus, the data collected from questionnaires was edited, coded, tabulated and analyzed and simple descriptive statistics frequencies and percentages was computed to help in the discussion of findings and was processed for further analysis, filling and updating.

## 6. Study Findings

### 6.1 Characteristics of Respondents

This study works with four characteristics of the respondents which includes; age, from the table 1 shows that the most respondents were from the age 26 to 35 which represent 34 percent, however there was no respondents engaged in this study aged above 56 years old. This indicated that the age group from 26 to 35 more participated in tourism sector activities rather than other age groups, in which their participation may probably shape the findings of the study. Education of the respondents, the table 1 indicate that most of the respondents from this study were from certificate and form four lever which represent 54 percent of the total respondents. This is very critical issue since the participant in tourism sector are those people who are not educated. Through marital status, findings show that the large portion of the respondent were those who are still single, this represent 44 percent of the total respondents followed by divorced women which represent 39.3 percent. The findings indicate that majority of women who works in tourism sector are single followed by divorced women. It seems that the marriage is among the obstacle of women to work in tourism sector. The table below shows the summary of the above findings.

**Table 1:** Characteristics of Respondents

Variable	Category	Percent
Age	18 - 25	29.6
	26 - 35	34.0
	36 - 45	24.7
	46 - 55	11.7
Education level	Primary	7.4
	Secondary	27.2
	Certificate	27.2
	Diploma	19.8
	Degree and above	18.5
Marital Status	Married	17.2
	Single	44.3
	Divorced	39.3

### 6.2 Contribution of Tourism Sector Training on Improving Income of Women

The study aimed to assess the contribution of tourism sector training on improving the income of women in Zanzibar. A descriptive method was used to analyses the collected data from the respondents. The training was explored in three major parts which are in terms of skills, in terms of



knowledge and in terms of competence.

**A. In skills**

This part of the study explained about the skills that women got from tourism sector. It consists of two major questions which are

**1. As a result of training, I have improved the skills on how to manage my tourism activities**

In this area the researcher wants to know that if the women getting the training which help them to improve their skills on how to manage their tourism activities. The results show that 30% of them agreed to this question, 26% strongly agreed to this question, 22% disagreed to this question, 14% partially agreed to the question and 8% are strongly disagreed to the question. So, the findings reveal that, the tourism sector provide training to women which help them to improve the sills on how to manage their tourism activities since 30% and 26% of them say yes to the question. Even though, it is not the majority of them because 22% of them disagree to the question.

**Table 2:** Training improved the skills on how to manage my tourism activities

	Frequency	Percent
Strongly disagree	13	8.0
Disagree	36	22.2
Partially agree	22	13.6
Agree	49	30.2
Strongly agree	42	25.9
Total	162	100.0

Source: Researcher, 2021

This finding is consistence with the finding of Sengupta 2017, who found that without training the employee will not fall to help a client the way they should, the client will be left unsatisfied by the Hotel’s service and at last, the employee will become frustrated by the company management and his or her service level will drop.

**2. The skills I got has help me to establish other tourism activities**

On other hand, the researcher wants to know if women get the skills which help them to establish other tourism activities. The results show that, 39% are agreed to the question, 24% are strongly agreed to the question, 19% disagreed to the question, 13% are partially agreed to the question and 5% are strongly disagreed to the question. Therefore, the findings reveal that, the training that women get from the tourism sector help them to establish other tourism activities, this is due to 39% and 24% say yes to the question.

**Table 3:** the skills I got has help me to establish other tourism activities

	Frequency	Percent
Strongly disagree	8	4.9
Disagree	30	18.5
Partially agree	21	13.0
Agree	64	39.5
Strongly agree	39	24.1
Total	162	100.0

Source Researcher, 2021

This finding is consistence with the findings of Sengupta who found that, a part of the need for internal staffing, training enhances job-related skills and also facilitates acquiring new skills required for averting skills obsolescence in an organization. Training programmes increase employee satisfaction. Training and development are inter-related to a Hotel’s growth and success.

**B. In Knowledge**

This part of the study is concerned about the knowledge that women got from tourism sector. It consists of two main questions which are:

**1. Share my knowledge with others on how to improve the business in tourism sector**

This part is concern with the knowledge, so the researcher asks a question if they share their knowledge with others on how to improve the business on tourism sector. The results show that, 39% of them agreed to the question, 26% of them partially agreed to the question, 22% strongly agreed to the question, 7% are disagreed to the question and 5% of them are strongly disagreed to the question. The findings reveal that, the women get training which help them to share their knowledge with others on how to improve the business on tourism sector, since the majority of them say yes to the question.

**Table 4:** Shares my knowledge with others on how to improve the business in tourism sector

	Frequency	Percent
Strongly disagree	8	4.9
Disagree	12	7.4
Partially agree	42	25.9
Agree	64	39.5
Strongly agree	36	22.2
Total	162	100.0

Source: Researcher, 2021

**2. Attend gathering regarding how to improve my knowledge on tourism activities**

On other side, the researcher wants to know if the women attend gathering regarding how to improve knowledge on tourism activities. The results show that, 37% of them are agreed to the question, 23% are strongly agreed to the question, 23% are partially agreed to the question, 11% of them are disagreed to the question and 6% of them are strongly disagreed to the question. Also, the findings indicate that, the women attend gathering regarding how to improve knowledge on tourism activities since the majority of them which is 37% agreed the question.

**Table 5:** attend gathering regarding how to improve my knowledge on tourism activities

	Frequency	Percent
Strongly disagree	10	6.2
Disagree	18	11.1
Partially agree	37	22.8
Agree	60	37.0
Strongly agree	37	22.8
Total	162	100.0

Source: Researcher, 2021

**3. In competence**

This part of the study is concerning about the competence

that women got as a result of training from tourism sector. It consists of two main questions which are:

**1. As a result of training in tourism industry, I have developed social network with friends**

In this area the researcher wants to know if the women developed the social network with their friends as a result of training. The results show that, 34% agreed to the question, 29% strongly agreed to the question, 15% disagreed to the question, 14% partially agreed to the question and 8% of them strongly disagreed to the question. The findings show that as a result of training, women have the competence to develop the social network with their friends, this is because high percentage of them which is 34% have agreed to the question.

**Table 6:** As a result of training in tourism industry, I have developed social network with friends

	Frequency	Percent
Strongly disagree	13	8.0
Disagree	24	14.8
Partially agree	22	13.6
Agree	56	34.6
Strongly agree	47	29.0
Total	162	100.0

Source: Researcher, 2021

**2. As a result of training in tourism industry, I have the courage to compete in the market of tourism products**

On other hand, the researcher wants to know if the women have the courage to compete in the market of tourism products as a result of training. Here the results show that, 35% of women agreed to the question, 22% of women strongly agreed to the question, 15% of women partially agreed to the question, 14% of them disagreed to the question and 14% of them strongly disagreed to the question. So, the findings indicate that the women have the courage to compete in the market of tourism products as a result of training. This is because of high percentage of women which is 35% have agreed to the question. Hence the women have ability to compete in other markets of tourism and selling their products.

**Table 7:** As a result of training in tourism industry, I have the courage to compete in the market of tourism products

	Frequency	Percent
Strongly disagree	22	13.6
Disagree	23	14.2
Partially agree	25	15.4
Agree	56	34.6
Strongly agree	36	22.2
Total	162	100.0

Source: Researcher 2021

**7. Conclusion**

Generally, the study was designed to assess the contribution of tourism sector training in the improvement of income of women in Zanzibar. In this regard, the study found that tourism sector provides training to women of Zanzibar in terms of improving their skills, improving their knowledge and improving their competence capacity. Tourism sector provides employment opportunities and also help the government in the provision of social services to the society. Apart from that, this study also established the challenges of

the tourism industry in Zanzibar, some of which are from employment position.

**8. Recommendations**

From the findings and discussion, the researcher recommends the following in order to improve the tourism industry, increase the benefits as well as reduce or minimize drawback of tourism industry in Zanzibar. Firstly, Stress on tourism education and local culture to local community especially women, government should provide appropriate tourism education and culture to the local people in order to increase their knowledge and skills that leads to reduce wrong perception on tourism so as to get benefit from tourism in their society and also assisted that they must protect their culture against foreign culture by leaving out imitation those bad ways of life hence this increasing the sensitivity to the people on effects, serious consequences and effective preventive measure on negative areas. Secondly, the community has to support government in planning on maintaining cultural identity. This is due to the fact that many tourists come to visit Zanzibar because they want to learn new things other than theirs. Thirdly, the study recommends giving priority for local people especially women in jobs in order to enhance the interaction between tourist and local people. This is also expected to reduce the wrong perception of local community towards tourism sector in the country.

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