

Assessment of the Development of Social Economic Impact through Tourism Events in Zanzibar

¹Said Azana Msingiri
The State University of Zanzibar
Orcid :0009-0005-9853-6632

²Kelvin Njunwa
Institute of Accountancy, Arusha

³Halima Ali Ahmada
³Research Scholar Department of Psychology
Lovely Professional University,
Phagwarda Punjab-144411, India
Orcid : 0000-0003-2183-2204.

Abstract:- This research centers on evaluating the socio-economic repercussions of tourism events in the Urban District of Zanzibar. Utilizing a mixed-methods approach, data were gathered through questionnaires and interviews. Qualitative data underwent content analysis, while quantitative data were analyzed using percentages and frequencies via SPSS software. Findings reveal that a majority of participants recognize the significant role of tourism events in Zanzibar's socio-economic advancement. These benefits encompass employment creation, income generation, market expansion, linguistic diversity, and cultural interchange, among others. Stakeholders in the tourism sector have adopted strategies like cultural preservation, environmental conservation, and hospitality promotion to enhance tourism events. Nevertheless, challenges like deficient institutional capacity, limited community engagement, insufficient infrastructure, and religious beliefs present hurdles to the growth of tourism events and socio-economic progress in Zanzibar. The study suggests that the government and stakeholders should efficiently employ existing strategies to tackle these obstacles and enhance tourism events in Zanzibar, underlining the importance of collaborative endeavors among all involved parties.

Keywords:- *Tourism Events, Stakeholder Involvement, Social Economic Development.*

I. INTRODUCTION

In the context of this study, assessment refers to the systematic evaluation or analysis of the development and impacts of tourism events on the socioeconomic aspects of Zanzibar. It involves examining various factors such as employment generation, income distribution, cultural exchange, and infrastructure development resulting from tourism events (Kothari, 2017).

Development refers to the process of economic, social, and cultural advancement or improvement within a particular region or community. In the context of this study, it pertains to the progress and growth achieved in Zanzibar through tourism events, encompassing factors like infrastructure development, income generation, and cultural enrichment (Todaro, & Smith, 2014).

Social economic impact refers to the effects or consequences of economic activities on the social aspects of a community or society. It involves the analysis of how economic changes influence social conditions such as employment, income distribution, education, and health (UNWTO, 2014).

Tourism Events: Tourism events are organized activities or occasions specifically designed to attract tourists and enhance the tourism experience. These events can range from cultural festivals and sporting events to conferences and exhibitions, aimed at promoting tourism destinations and stimulating economic activity (Archer & Fletcher, 1996).

Tourism events serve as vital drivers of socioeconomic development globally, fostering cultural exchange and economic growth while enhancing communal celebration (Buckley, 2012). These events, spanning from exhibitions to festivals, attract national and international attention, offering host communities opportunities to showcase their culture, environment, and economic potential. However, challenges such as unequal distribution of benefits persist, hindering the alignment of tourism events with the development needs of places like Zanzibar (Comerio & Strozzi, 2019). Despite government efforts and strategies, including robust tourism policies and cultural initiatives like festivals such as the Zanzibar International Film Festival, socioeconomic disparities remain. Addressing these challenges requires comprehensive evaluation and targeted interventions to ensure inclusive and sustainable development.

A. Research Objectives

- Evaluate the impact of tourism events on the social and economic development of Zanzibar.
- Investigate the governmental strategies aimed at enhancing tourism events for both social and economic development purposes.
- Identify the obstacles confronting initiatives for tourism events in their pursuit of socioeconomic development in Zanzibar.

II. REVIEW OF LITERATURE

Several empirical studies have examined the socioeconomic effects of tourism events, shedding light on their contributions and challenges. Gunes (2022) underlined the economic importance of local festivals in stimulating business activities and increasing demand for goods and services. Wan yoni et al. (2021) emphasized the role of sports tourism events in creating job opportunities and enhancing trade for local enterprises. Pereira et al. (2021) scrutinized the economic impact of events and festivals on local sustainability, revealing difficulties in accurately assessing this impact.

Bakari (2015) investigated how tourism activities alleviate poverty in Zanzibar, revealing positive effects alongside challenges such as price hikes and limited access to financial resources. Mohd (2016) explored the broader contributions of the tourism industry to Zanzibar's socio-economic development, highlighting its role in job creation, income generation, and cultural preservation. Lastly,

Pelkonen (2012) discussed the effects of event tourism on host communities, emphasizing both its potential for destination development and the risks associated with inadequate planning and management. These studies collectively underscore the multifaceted nature of tourism events and the importance of effective planning and communication for sustainable outcomes.

Tourism stands as a swiftly expanding industry in developing nations such as Zanzibar, emerging as a pivotal income source. Nonetheless, there exists a dearth of dependable data regarding its influence on socio-economic progress (Alam & Paramati, 2016). Gunes (2022) underscores the inadequacy of research concerning the repercussions of tourism events in this sphere, unveiling a necessity for evaluation. The present study seeks to bridge this void by assessing the ramifications of tourism events on socio-economic advancement within Zanzibar communities, with the ultimate goal of facilitating informed decision-making to bolster sustainability.

B. Conceptual Framework

A conceptual framework serves as an organized structure utilized to depict the logical progression of a research study (Adom, Hussein, & Joe, 2018). It illustrates the interrelationships among variables, concepts, empirical research, and theories employed to enrich comprehension. This framework is systematically developed to impact the dependent variable, offering a coherent pathway for the research study's trajectory and guiding its findings.

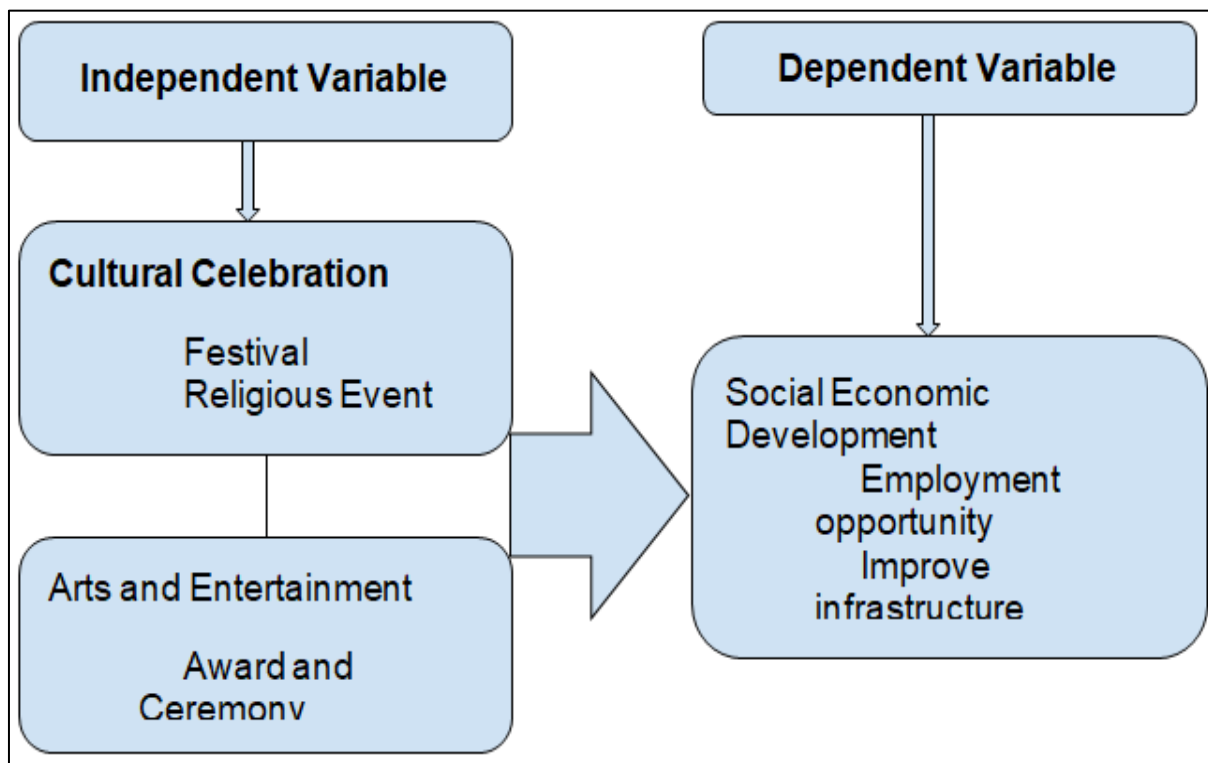


Fig 1: Conceptual Framework
Source: Researcher Own Construction, 2023

C. Theoretical Review

The Tourism-Economic Growth Theory, conceptualized by Mackensin (1998), delineates the correlation between tourism and economic advancement, accentuating tourism's role in driving technological progress, fostering employment opportunities, and fortifying national economies, particularly in underdeveloped countries. Mackensin posits that the economic policy goals of tourism encompass achieving balance of payments. This theory, as delineated by UNWTO (1995), underscores the pivotal role of tourism in underdeveloped nations, emphasizing its direct impact on various facets including social, cultural, educational, and economic realms, as well as international relations. In light of the study's objectives, the Tourism-Economic Growth Theory resonates effectively, offering insights into the drivers of travel and the formulation of tourism strategies, while also addressing the broader aim of comprehending tourism's contribution to economic growth.

III. METHODOLOGY

The research utilized a mixed-methods approach, incorporating both quantitative and qualitative methodologies. Data gathering encompassed the administration of questionnaires and conducting interviews, with qualitative data subjected to content analysis and quantitative data analyzed via descriptive statistics using SPSS software. The study concentrated on the Urban District in Unguja, Zanzibar, with a sample size comprising 193 participants chosen through a blend of simple random and purposive sampling techniques.

IV. FINDINGS AND DISCUSSION

A. Contributions to Socioeconomic Development

Objective one of the study sought to evaluate the influence of tourism events on the socioeconomic progress of Zanzibar. The findings revealed that a majority of the participants were cognizant of tourism events occurring in the area, with well-known festivals such as Mwaka Kogwa, ZIFF, Sauti za Busara, and the Swahili Food Festival being prominently acknowledged. These events were seen as contributing to employment, income generation, market expansion, international relations, and cultural development. While most respondents acknowledged the positive impact of tourism events, there were concerns about limited community involvement. Nonetheless, the findings highlighted the significance of tourism events in driving socioeconomic growth in Zanzibar, emphasizing their role in employment creation, income generation, cultural preservation, and international relations.

Objective One of the study investigates the existing status of tourism events in Zanzibar and their influence on socio-economic development. While tourism events contribute significantly to job creation and infrastructure enhancement, challenges such as inadequate awareness, stakeholder engagement, policy efficacy, technological integration, and infrastructure development persist. It is imperative to tackle these challenges in order to fully

harness the potential of tourism events for sustainable development in Zanzibar (ZTC, 2014; Mohd, 2016; Basri, Evadianti, & Hernawan, 2020).

B. Government Strategies

Objective two investigated the Zanzibar government's strategies to promote tourism events for socio-economic development. A substantial portion of respondents acknowledged government support for tourism events, with 38.9% indicating very large support and 34.2% reporting large support. However, 11.9% felt there was very little support. Strategies identified included educating society (22.8%), involving stakeholders (30.1%), implementing effective policies (30.1%), optimizing websites for mobile use (16.1%), and improving infrastructure (17.1%). These efforts aim to enhance the tourism sector's benefits for the community and foster economic growth by addressing issues like lack of awareness and understanding, stakeholder collaboration, policy effectiveness, technological adaptation, and infrastructure development.

Objective Two focuses on exploring the strategies implemented by the Zanzibar government to enhance tourism events and stimulate socio-economic development. The research uncovers a noteworthy degree of governmental assistance for tourism events, with a substantial portion of respondents acknowledging comprehensive support. Strategies identified include educating society, engaging stakeholders, enacting effective policies, optimizing websites for mobile use, and enhancing infrastructure. These strategies, aimed at raising awareness, fostering collaboration among stakeholders, ensuring policy efficacy, adapting to technological advancements, and bolstering infrastructure, collectively strive to maximize the socio-economic benefits derived from the tourism sector in Zanzibar (Akama & Kieti, 2003; Getz, 2012; Jamal & Getz, 1995).

C. Challenges

The study objective three analyzed the Zanzibar government's strategies for promoting tourism events and their impact on socio-economic development. It found significant government support for tourism events, with 38.9% of respondents citing very large support and 34.2% noting large support. However, 11.9% perceived very little support. Strategies identified included educating society (22.8%), involving stakeholders (30.1%), implementing effective policies (30.1%), optimizing websites for mobile use (16.1%), and improving infrastructure (17.1%). These efforts aim to bolster the tourism sector's societal benefits and stimulate economic growth by addressing issues such as awareness, stakeholder collaboration, policy efficacy, technology integration, and infrastructure enhancement.

Objective Three focuses on assessing the challenges hindering the development of tourism events in Zanzibar. The study uncovers various obstacles, including inadequate infrastructure, insufficient funding, limited stakeholder collaboration, socio-cultural barriers, and environmental concerns. These obstacles present notable impediments to the expansion and endurance of tourism events in the area.

For instance, insufficient infrastructure undermines accessibility to tourist destinations, while restricted funding limits event planning and marketing endeavors. Additionally, socio-cultural barriers, such as religious perspectives and low levels of education, impede community engagement in tourism activities. Addressing these challenges requires a comprehensive approach, including infrastructure development, financial support mechanisms, stakeholder engagement initiatives, cultural sensitization programs, and environmental conservation efforts (Bramwell & Lane, 2000; Gursoy et al., 2002; Inskeep, 1991). By overcoming these hurdles, Zanzibar can unlock the full potential of its tourism sector and foster sustainable socio-economic development.

V. CONCLUSION AND RECOMMENDATIONS

The study underscores the significance of tourism events for the economy of developing nations like Zanzibar, highlighting existing gaps between the community, stakeholders, and event organizers alongside infrastructure challenges hindering socio-economic development. Recommendations include fostering cooperation among stakeholders, improving government-stakeholder coordination to streamline processes, prioritizing local community engagement through enhanced tourism policies, and providing financial aid and training opportunities to bolster local participation in the tourism sector. These measures aim to bridge existing gaps and promote sustainable development in Zanzibar's tourism industry.

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