

ECONOMIC ANALYSIS OF TOURISM INDUSTRY IN ZANZIBAR

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Abstract

This paper is divided into two parts, the first of which will try to describe the tourism sector in three major areas, number one is through checking its historical background, number two is how it became the dependent sector in national economy and lastly its improvement from 1986 up to date. It also describes the challenges caused by the tourism sector to the community and some possible solutions to take up on this sector to improve its efficiency and remove barriers for the advancement of this sector. Also, this part will explain a bit about investment opportunities that are available in Zanzibar especially in the tourism sector, this part will give a briefly description on the barriers that facing tourism sector which leads to the absence of many investors to invest their capital in Zanzibar. The last part will provide best solutions to be taken so as to fix up all the setbacks and make this place suitable for foreigners investment and developing other sectors like infrastructures, social services, and expansion of employment opportunities for indigenous people.

Key Words: *economic, analysis, tourism, industry, Zanzibar*

JEL classification: *L83, Z32*

Introduction

The tourism industry in Zanzibar is only about a decade old in its modern sense, although interested travelers have always visited the island due to it is Aura of history, the role it played in slave trade, its political transformations and cultural relationship with foreign powers and countries such as Madagascar, Oman and Yemen. Known as the Spice

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Island, the beautiful island of Zanzibar on Africa's east coast is bursting with culture and history, seemingly at odds with its idyllic geography of white-sand beaches with palms swaying lazily in the sea breeze (Milošević et al., 2018). Altogether this makes Zanzibar a fabulous place to explore as well as a dream to relax and unwind. Zanzibar is the semi-autonomous part of Tanzania in East Africa. It is composed of the Zanzibar Archipelago in the Indian Ocean, 25–50 kilometers (16–31 mi) off the coast of the mainland, and consists of many small islands and two large ones: Unguja (the main island, referred to informally as Zanzibar) and Pemba. The capital is Zanzibar City, located on the island of Unguja. Its historic centre is Stone Town, which is a World Heritage Site (Tanzania Board of Tourism, 2019).

The Portuguese invasion and control of the Swahili Coast in the late 16th century ended the golden age of the archipelago, although the Omani Arabs returned to power less than a century later. Today, many of the winding streets and high townhouses of old Stone Town remain unchanged and visitors can walk between the sultan's palace, the House of Wonders, the Portuguese fort and gardens, the merchants' houses, and the Turkish baths of the old city. Day-long spice tours to working plantations offer visitors the chance to observe the cultivation of cloves, vanilla, nutmeg, cinnamon, and other spices that have made the island famous (AirTanzania company limited, 2019).

Zanzibar's coastline offers some of the best beaches in the world, but sand and surf vary depending on what side of the island you're on. On the east coast, waves break over coral reefs and sand bars offshore, and low tide reveals small pools of starfish, small minnows, and anemones. Up north, ocean swimming is much less susceptible to the tides, and smooth beaches and white sand make for dazzling days in the sun (Africa online safaris company, 2019).

The port city of Stone Town dominates the west coast, and although the beaches of Mangapwani, where slave caves are visible at low tide and nearby Bububu are less than half an hour's drive away, a night or two spent on the east or north coast is well worth the extra hour it takes to drive there. That said, the Chole Island Marine Park just off Stone Town – and nearby Prison, Grave, and Snake Islands – make a refreshing day-trip and a good break from exploring the winding passageways of the old city.

On the south coast of Zanzibar lies the Menai Bay Conservation Area, a sea turtle protection area for the endangered species that come to breed on the island. Roads to the southeast coast take visitors through the Jozani Forest, home to Zanzibar's rare Red Colobus monkeys and a number of other primate and small antelope species.

In 1984, a small number of tourists visited Zanzibar and many of those tourists would have been visiting friends and relatives that they had in Zanzibar. Also, most of them were Arab's and formers colonial masters of Zanzibar such as British and people from Asia.

The first hotels were built in Zanzibar in 1990-1992 and that was a starting point of the "modern tourism sector" in Zanzibar Island. Since then over 40% of all tourists to Zanzibar arrived through Nairobi (Kenya) and travelled to Tanzania (Zanzibar) through regional flights such as Air Tanzania, precision air, Zan air, coastal aviation and some private charters. In the year 2000 at least 42,000 people are estimated to have visited Zanzibar. Since then, the tourism sector has become the most successful sector which everyone's in Zanzibar has benefited from whether indirectly or directly (National Bureau of Statistics (Tanzania), 2019).

Results

The tourism sector in this beautiful island has been growing rapidly and raised other businesses in the island which depends on tourism sector. Wildlife activities are more pronounced in the Mainland while beach activities are more pronounced in Zanzibar, therefore, it is not easy to talk about the development of Zanzibar and Tanzania in particular without directly associating with tourism sector because it has a lot of positive effects on Zanzibar's economic achievements.

In Zanzibar more than 40,000 people have been employed in the tourism sector, a half of that number has been directly employed, such as small business owners, banks, fishmonger, grocery, forex, stores, entertainments places are all benefiting either directly or indirectly from tourism therefore tourism sector contributed in solving un-employment problem for Zanzibaris. Although some people might think that they are not beneficiably from tourism sector due to unseen benefits or by not understand how the cycle of money (economic circulation), for example local food vendors famous known as "mama lishe" or motorcycle

passengers pick up also known as "boda boda" are also benefited through some tour guides and hoteliers are using these local services and paying them so the flow money started from tourists to the hotel's owner up to the hoteliers hence the end users are such people of local food vendors as well as motorcycle drivers. The tourism industry helped the government (Ignjatijević et al., 2017) to eradicate the scarcity of employment opportunities for it is people especially youth and women. This sector touches everywhere and everyone through different ways. Money paid by tourists or the government as taxes and charges are used in stabilizing health system, educational matters and other social affairs. Hence every citizen gets important services from government. It also helps the government to collect revenues from different sub sectors under tourism such as transportation services, hotels, tour agencies and from ports.

It is clearly that tourism sector in Zanzibar is the leading sector in provision of employment opportunities to the people but also have contributed to the formations of different associations and organizations related to the provision of services in the tourism sector. Organization's formed include Zanzibar tourist cooperation (ZTC), the Zanzibar association of tourism investors (ZATI) and Zanzibar association of tour operators (ZATO) and few others all aiming to promote and grow the tourism industry in Zanzibar, this is the reason there are Annual Diaspora Homecoming conferences which is held every year and the theme of these Conferences is to Convince and attract the Tanzanians who are living abroad to come back home and invest in tourism sector, under these conferences the government is the main coordinator and re-call for these conferences, for example the annual diaspora homecoming was held in Zanzibar Beach Resort from 24th to 25th August 2016 and the Opener of the Conference was his Excellency President of Zanzibar Ali Mohammed Shein, that signifies the commitment of the Government in encouraging Tourism sector in Zanzibar. The conference attracted about 450 participants including Tanzanians living abroad and returnees and stakeholders from public and private sector. The theme of the conference was 'Bridging Tanzania Tourism and Investment: A New Outlook'. The aim of the conference was to engage and encourage Tanzanian diaspora to participate in tourism business as a means to promote investments in the country.

Tourism has positive impacts on infrastructures such as ports (Bićanin, 2018), airports, roads, medical services and security services as these have been gradually improved for the sake of saving both Zanzibaris and

foreigners. The government is always trying to update and make frequent maintenance so as to meet the standards and to attract tourists to come due to the accessibility of such infrastructures, also re-establishments of Air Tanzania which provides multiple option for regional flights and for Africa market due to the presence of routes within the Africa countries, but also the existence of partnership with other international Airlines like Turkish Airlines launched three times weekly flights between Istanbul and Zanzibar on 12 December 2016. The opening of new route to Zanzibar is the reflection of the increased number of visitors to the destination.

Also advancement of human living standards (Dogru et al., 2019), upgrading of community welfare and social surroundings, such as good street roads and presence of water supply due to the existence of hotels and apartments near by people's houses, also due to the fact that many people earn their daily income from this sector and uses their salaries in building and improving their houses as well as their level of living.

In Zanzibar there have been admirable improvements of hotels for tourists and still most of the investments are in tourism. So far there are more than 7,995 hotels including guest houses, with about 7,313 rooms and total of 144 tour operators companies have been registered, as the number of tourists increases gradually and every year.

Eventually the tourism sector was flourishing in Zanzibar around 1986 and 2007, the number of tourists visiting the island rose from 29,211 to 143,282 assure sign of growth. Between 2010 and 2013, also the number increased from 169,233 to 181,243. The domestic tourists who were about 250,000 Zanzibaris (Tanzanian) raised up to 400,000 tourists in 2013, therefore the more the number of tourists increases is the more people earns a lot of money and improve their living standard and growth of some small business to the middle or moderate level from the bottom.

Therefore it is fair to say the tourism industry is getting improved year after year, and the governments of Zanzibar had officially termed this sector as backbone for the national income through taxes and the major sector that employs a lot of its citizens. Up to now it estimated to employ more than 75,000 thousands people, with permanent employment, some with temporary employment and others self employed in this sector, like hand craft men, ornaments makers and translators all of them are depending on this sector.

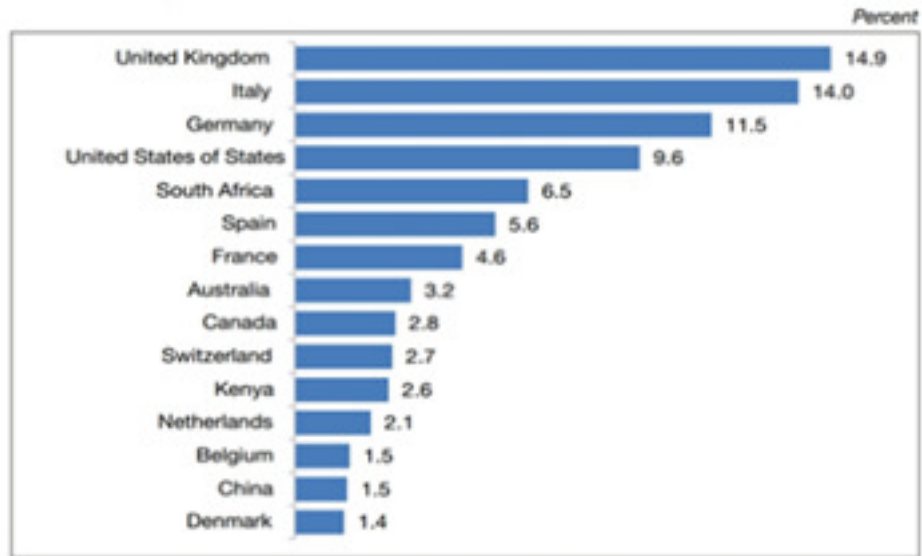
Zanzibar has now been witnessing the influx of tourists which is increasing every year and becoming the famous island worldwide. For tourists there are some reasons for its attractiveness: its attractions, one of them is Zanzibar (unguja and pemba), it has beautiful beaches with white sand and good climatic conditions through over the year, such the beaches lead tourists to come and have fun through the areas around the Indian ocean. Secondly, Zanzibar as other African countries had colonized by different foreigners such as Arab's and Europeans, in Zanzibar there are something different with other countries, such as cultural heritage and life style of Zanzibar is has been a major attractions for tourists to come here (cultural tourism) (Mandarić et al., 2017). Also, Zanzibar has become the favorite place due to its role that played in slave trade, slave markets, presence of old buildings that were good designed and sustained for more than last four hundred years, thirdly the presence of natural forests that keeps some wild animals (Whittington et al., 2019) such as monkeys, small antelope, snakes, different aquatic organism and red bats. Fourthly, Zanzibar has a good climate and many birds around the forests and those flies over the ocean, and nearby beaches, that attract tourists to come and visit this island, and lastly is presence of enough security and peace among indigenous towards foreigners.

This enhanced tourists to come here frequently and to love this place for tourism purpose unlike other places like in Somalia or Congo due to insecurity and they does not live well with foreigners. But another key important thing is the presence of conducive and favorable services for tourists. Here, in Zanzibar, tourists are treated very nicely with both people in local areas and with government. The presence of banks and agencies has made people from outside of Zanzibar feel like their home and stay comfortably and the last point that made Zanzibar as the most attractive place for tourism is due to the accessibility of investment opportunity (Mihajlović et al., 2016) in Zanzibar some tourists used to come so as to see in which sector they can invest and how they can invest their capitals, like in transport, tourism, hotels, schools and even in football, thus what made people from other countries impressed to visit Zanzibar frequently.

The above factors has led Zanzibar to be a destination of many tourists, hence the sector itself is growing up in every year, for instance the case of Zanzibar, the top 15 source markets accounted for 84.3 percent in 2016 compared to 82.4 percent in 2015. Similarly, the list of the top 15 source markets changed slightly whereby Italy has been replaced by the United

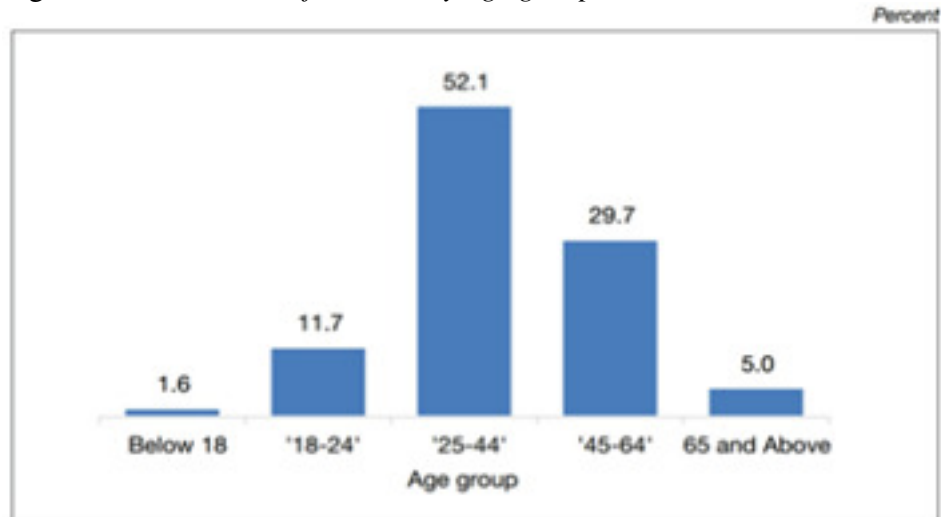
Kingdom in the leading position. The top 15 source markets have remained the same except Denmark, which has replaced the United Arab Emirates. See Figure (1)

Figure 1: *Top 15 source markets for Zanzibar in 2016*



Source: https://www.nbs.go.tz/nbs/takwimu/trade/The2016_International%20Visitors'_Exit_Survey_Report.pdf

Figure 2: *Distribution of visitors by age group, Zanzibar 2016*



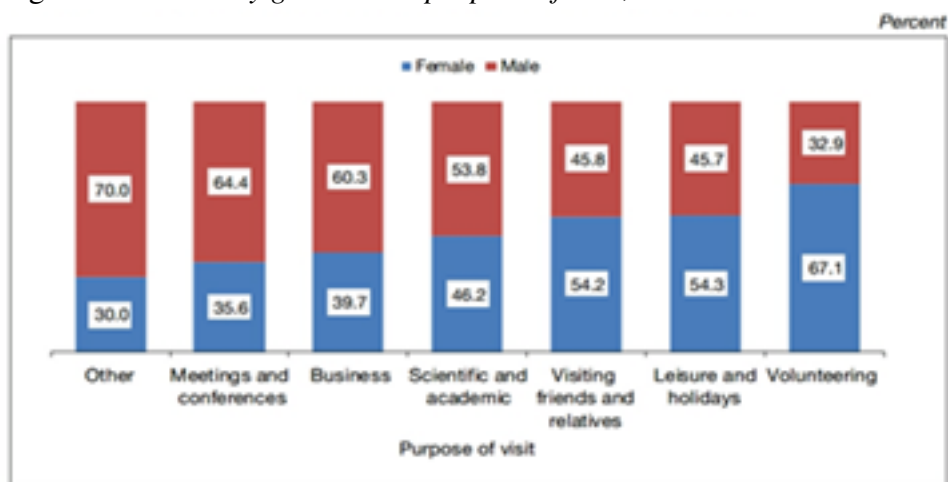
Source: https://www.nbs.go.tz/nbs/takwimu/trade/The2016_International%20Visitors'_Exit_Survey_Report.pdf

The tourists who come in Zanzibar are of different ages and types. For instance, out of 6,895 visitors to Zanzibar, the largest proportion was at the age group of 25–44, which accounted for 52.1 percent (Figure 2). Visitors under the age group of 65 years and above and below 18 years were the least accounting for 5.0 percent and 1.6 percent respectively.

It reveals that the majority of the visitors with the age group of 25–44, came under the non-package tour arrangement. Visitors of the age below 24 years preferred the non-package tour arrangement while visitors above 44 years of age had a higher preference for the package tour arrangement.

The following are the results which shows that, by gender, in terms of the purpose of visiting Zanzibar, the male visitors mainly came for business, meeting and conferences and scientific. Female visitors mainly comes for leisure and holiday, visiting friends and relatives and volunteering, see Figure (3)

Figure 3: *Visitors by gender and purpose of visit, Zanzibar*



Source: https://www.nbs.go.tz/nbs/takwimu/trade/The2016_International%20Visitors'_Exit_Survey_Report.pdf

The following Table (1) indicates that the majority of the visitors to Zanzibar who came for leisure and holidays as well as visiting friends and relatives under the package tour arrangement were from Italy and Germany. South Africa dominated in the business, meetings and conferences categories. The majority of the visitors from Denmark, Spain and the United Kingdom came for volunteering purposes.

Table 1: *Distribution of visitors under the package by purpose of visit, Zanzibar*

Top 15 Source markets	Purpose of Visit							Percent
	Leisure and holidays	Visiting friends and relatives	Volunteering	Meetings and conferences	Business	Religion	Scientific and academic	
United Kingdom	14.6	10.7	18.2	6.7	0.0	100.0	0.0	
Italy	21.8	37.3	6.1	0.0	33.3	0.0	0.0	
Germany	13.8	32.0	0.0	0.0	0.0	0.0	50.0	
United States of America	11.2	5.3	0.0	6.7	0.0	0.0	0.0	
South Africa	10.0	5.3	0.0	53.3	44.4	0.0	0.0	
Spain	5.8	0.0	18.2	0.0	0.0	0.0	0.0	
France	5.0	0.0	0.0	0.0	0.0	0.0	0.0	
Australia	5.0	0.0	6.1	0.0	0.0	0.0	0.0	
Canada	2.5	6.7	0.0	0.0	0.0	0.0	0.0	
Switzerland	3.2	0.0	9.1	0.0	0.0	0.0	0.0	
Kenya	1.4	0.0	0.0	33.3	0.0	0.0	0.0	
Netherlands	2.1	0.0	0.0	0.0	22.2	0.0	0.0	
Belgium	1.1	0.0	0.0	0.0	0.0	0.0	0.0	
China	1.8	2.7	0.0	0.0	0.0	0.0	0.0	
Denmark	0.8	0.0	42.4	0.0	0.0	0.0	50.0	
Total	100	100	100	100	100	100	100	

Source: https://www.nbs.go.tz/nbs/takwimu/trade/The2016_International%20Visitors'_Exit_Survey_Report.pdf

Disadvantages brought by the tourism sector in the Zanzibar's community

Apart from the mentioned advantages from tourism industry, there are also the negative impacts from this industry; among the negative impact is an excessive production of waste and environmental degradation, tourism has contributed to the productions of wastes both requid and solid waste, for instance there are reproduction of untreated water(sewage) from hotels and apartments which are directed into the sea and pollute the water, also there are production of plastics which are brought directly from outside which are not easier to decomposed and disposal from human surrounding.

Cultural destructions, also this sector has led to the cultural destruction of people in Zanzibar, tourists came with their own culture and life style such as dressing and other European's way of life hence some young people tends to imitate everything from western people hence they went off their way of life (Swahili culture) that has basically identified them as

Africans and therefore it reduces the wealth of Zanzibar is cultural heritage that seen as a beauty for tourists to come and see.

It discourages the advancements of educational sector, due to the tourism flourishing in Zanzibar has been over shadowed other sectors such as education sector, since this sector has become a major economic activities which helps people to earn their daily meal and fulfilment, hence parents are not active in influencing their children to study hard instead young students are early engaged in playing football and being tour operators(guiders) at the schooling age since tourism does not need much education and has becoming the dependent sector for economic advancement of people in Zanzibar, then it reduces the number of educated youth in Zanzibar while weakening the sector in general and strength the tourism sector at the same time.

Discussion

Tourism in Zanzibar on investment opportunity side. This sector has become the major sector in economic growth of Zanzibar, hence it is easier for people to invest in this sector become the government and its people are watching this sector as the only way for them to earn income especially people living in urban areas, the government collect different revenues through taxes and some fees which are primarily the another source of income. in Zanzibar tourism sector has been given a big room and priorities for people to invest, thus why there are improvements of different sub sectors which work together with tourism sector such as transport sector and business sector (Tasić, 2018), in Zanzibar due to the presence of enough land hence it provides the chance for other people to come and investing on this sector like building tourists hotels, apartments and restaurants, the accessibility of land has going together with the availability of other resources especially building materials like timbers, stones and trees for furniture making.

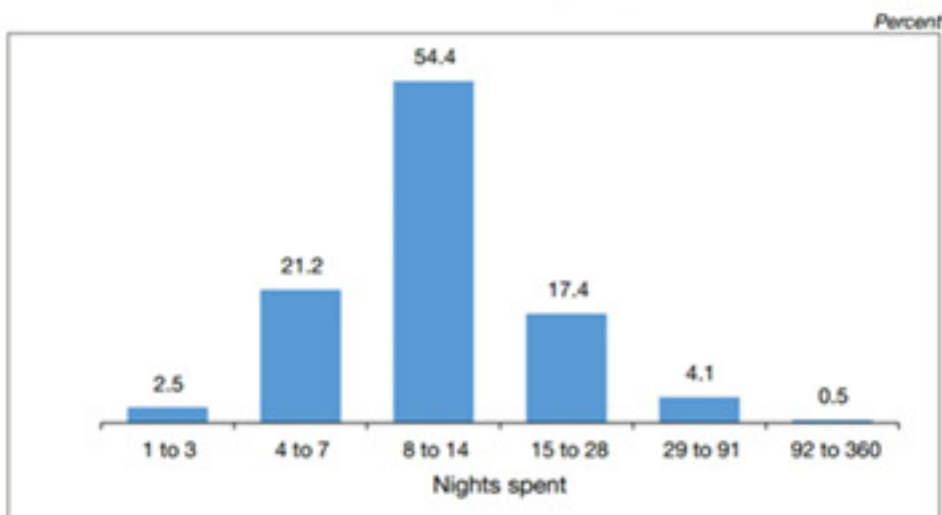
Availability of workers; Zanzibar there are plenty workers especially young ones due to unemployment rate being in a high number. Hence, it is obviously easy to get man power for any initiation of different project such as building of hotels and apartments, since in any construction it needs both skilled labor and unskilled labor for completion of a particular project, here the issue of man power it is no longer a problem, but this people not only available in initial stage of projects but also the same number people who can work in constructions are can be seen in

provision of services(hoteliers).therefore due to this case it can be concluded that the presence of human resource in Zanzibar paving the way for foreigners to come and invest in this place comfortably with assurance of having both land and human resources.

Presence of physical and social infrastructures; there are good infrastructures especially physical infrastructure like roads with tarmac, airport and the big harbor that save the peoples demands, despite of being the small island but the governments has made alloy of effort to make sure that every now and then the roads are updated through frequent maintenance and the airport also get some modifications so as to meet the international standards for aviation's but again the government has tries to pull up and to speed up the rate of working in harbor so as to import and export different goods in very quickly and few days after a ship la land in Zanzibar, this has been an important factor for the people who wants to invest in tourism sector, since there is no way investors to come here in Zanzibar without having prior knowledge on transportation system and how it works. Also the presence of social infrastructure such as water service and health services has been a big attraction factor for investors to come and invest on this island, in this place water is no longer a problem and even it is supplying system is favoring the people and attract investors to come in and put their money on it, also availability of hospitals and small health stations like dispensaries has been a major factor for foreigners to come and invest in Zanzibar.

Frequent arrival of visitors (tourists) in Zanzibar; This is a key factor for investment in Zanzibar especially in hotels and guest house, since these visitors are spending a lot of money here while visiting, the survey results of Tanzania Annual arrivals and statistics show that an overall average (almost half of visitors) length of stay of persons who visited Zanzibar was 8 nights slightly lower than 14 nights recorded during the past five years. This is partly due to the increase in the number of the visitors from the neighboring countries whose length of stay is shorter. For instance, visitors from Burundi and Kenya (Melubo & Carr, 2019) spent an average of 4 nights. Visitors from Germany and Spain stayed the longest with an average of 14 and 13 nights, but also there are some visitors who stay more than a Month as shown respectively in the (Figure 4). These results are consistent with the previous findings, whereby visitors from long haul source markets stayed the longest.

Figure 4: *Distribution of visitors by the nights spent, Zanzibar*



Source: https://www.nbs.go.tz/nbs/takwimu/trade/The2016_International%20Visitors'_Exit_Survey_Report.pdf

Average expenditures for foreigners (tourists); The survey results indicate that the overall average expenditure per person per night was USD 178, compared to USD 199 recorded in 2015, which is a decrease of 10.6 percent. The decrease in the average expenditure per person is partly explained by the increase in the number of arrivals from the neighboring countries whose expenditures are lower. The average expenditure per person per night for visitors who came the under package tour arrangement was higher (USD 290 per person per night) than for those who the used non-package tour (USD 131 per person per night). Business visitors under the package tour arrangement spent an average of USD 386, compared to those who came for leisure and holidays as well as visiting friends and relatives. On the other hand, visitors who come for leisure and holidays spent a lot more under the non-package tour arrangement. In contrast, tourists who came to visit friends and relatives spent the least under the non-package tour arrangement.

Adequate security services and peace; in Zanzibar there are a lot of security units which are working day and night to make sure that people and their properties are safe and living in harmony conditions regardless of their nationality, so even foreigners when they come in Zanzibar to visit or seeing the chance for investments are getting interested since the security system and services are good and motivating investors to come

and put their capitals with assurance of being safe all the time of their investments.

Good weather conditions; in Zanzibar there are good weather and climatic conditions that last in many months around the whole year, here in Zanzibar there are not such kind of heavy rainfall or winds which may cause the destructions of properties and loss of peoples life, it has a nice a lovely climatic conditions with standard temperature and normal cold at sometimes, so sometimes investors used to like this conditions and they term this place as their second home.

Conclusion

There are some challenges that limit investors to come and put their money in Zanzibar. Some of those challenges are insufficiency of infrastructures, both social and physical, such as few hospitals especially international hospitals which contain a lot of specialists and treatment equipment, absence of enough roads with traffics jam in the town roads. Also some of roads are not well maintained and reserved, the airport also its not big enough to accommodate many people at once and it is not big enough alike others this has made some tourist to land directly in Kenya or Tanzania mainland and coming in Zanzibar through boats and small regional flights. Another issues is on this side is frequent electricity cuts off, this has become another source for people to come and invest a lot in Zanzibar since there are no guaranteed for having constant electrical supply throughout the month so it sometimes required them to have an alternative power source like generator hence cost of operating increases. Water at Zanzibar are presence but safely for drinking so the suitable water for drinking is somehow cost and difficult to have it hence the hotel owners prefers to extract their own permanent source of water like well or pond.

High taxations for investors; every country has a tax but in this island taxes for investors are too high and some of them are just unnecessary for investors hence some of them opted to invest on other countries with affordable taxes and money regulations. For example, in Zanzibar, if you want to invest in hotels business or apartments an investor will be required to buy the plot, or renting it for some years and on this initial stage people are selling their plots in very high price since they are aware of that place being taken by foreigner for a business, it is estimated a plot of 50 by 50 square meters sold up to 65,000 US Dollar, and after buying

that plot ones will require to pay a certain percent to the local government, another for the central governments so as to process the title deed, another cost that an investor will have to take is to employ a lawyer who will follow up all legal issues on behalf of investors again an investor will need to pay for his work permit and every one who will come to work in Zanzibar only if they are not Tanzanian, the lastly but not least is investors must pay for every importation of materials and equipment from abroad in Zanzibar's ports, but this not ending point of taxes and monetization in Zanzibar since even completed everything from mentioned above there would be the payments for licensing and annual taxes to the governments, so such taxes and payments system introduced for foreigners has made investors to run away from putting their money in Zanzibar due to this unnecessary payments and conditions for investors especially for foreigners.

Tourism industry is a seasonal business; tourism in Zanzibar is a seasonal business whose work rate depends on the season, it is not full time business like other sectors such as transport sector but this sector is dictated by the season (climatic change), for instance tourist used to come in the summer time from May to October and holiday days but the rest of the time just few of them are coming in Zanzibar hence weakening the sector, another key fact from this seasonality business is during rainfall season especially in February, March and April the number of tourist tends to decrease since many tourists are not interested to come here during rainy season, at that time beaches are not so much good and every transport systems especially roads are not conducive during rainy season, also during the hot season where the temperature is too high and rise up to 32 ° C especially, November and January hence many tourists do not prefer too much hot and plan of going other places instead of Zanzibar or only few of them are coming here due to the climatic condition, the last thing to know from this seasonality business it's the variations of foreigners characteristics (periods of the year) in visiting different places for example Italians like to visit in August, New Year and February, Spanish used to come in June, Swiss comes in October to December. Therefore, many investors do not like to put their capital in this sector since it does not assure to refund their capital and earn profits thus this seasons business has few people who managed to put their money on it, many are afraid of paying workers while they are not working effectively or paying other bills like electricity and water bills while customers are very few or sometimes absence at all, it has witnessed some hotels lack customers during those season where tourists are not many.

Presence of many hotels and restaurants (intensity competition in hotels business); according to the executive secretary of Zanzibar tourism commission, there have been admirable improvement of hotels and tourists and still most of investments are in tourism. so far there are more than 7,995 hotels including guest houses. And more than 144 tour operators. From this point it is clear that in Zanzibar the investments in hotels and apartments have taken place since many days back, hence it is difficult for the new investors to create their own new market since even the potential areas such as nearby the beaches they are all occupied by the people and built hotels, it is known that for the time being If ones wants to build an hotel he or she will require to build a far distance from the ocean view and many tourist likely to stay near by the beaches, so what is the challenge here is once ones construct an hotel far distance from the ocean view will have few dwellers and he or she will supposed to reduce the price for sleeping per one night so as to accommodate the guest, but the risk here is on owners side once the cost of operating the apartments like paying bills like food, electricity, water as well as workers' salaries does not dictated by the distance of hotel to the beach while the price for people to sleeping is decided by the distance to the beach.

Areas to improve in the tourism sector for the sake of improving it and impress foreigner to come and invest, about 41 percent of the visitors expressed their concerns on the conditions of roads and other facilities such as congestion at the entrance to the parks. They were also concerned with traffic jams to and from the Aaman Abeid Karume International Airport. Airport facilities like inadequate number of washrooms and cleanliness, defective air conditioners; and slow visa processing were also identified as areas that need improvement. Other concerns were lack of transparency in pricing and information on the tourist attractions and conservation measures. Visitors also complained about unacceptability of credit cards at most of tourism establishments and inadequate Automated Teller Machines (ATMs).

Another part that needs some modifications is related to the security service, The government should think of recruiting police offers for guiding and secure tourists in all time that they will in this country, that will be helpful for them to feel much free and secured or safe. This implies that there is a need for the government to design a specific package and facilities which that will meet their specific needs like that of special security services as how in Dubai made this system to accommodate all tourists, so there should be security services specifically

for foreigners so as to eradicate some people who are disturbing tourists and pretends to be tour guiders or sales men and putting guests under fear.

Openness and Clarity of prices for goods and services that are provided in different areas like transportations, food and hotels prices should be cleared before the tourist landing to the destination, that will help them to prepare a reasonable budget and enough money for the whole time that he or she will spend in Zanzibar for tourism activities. Improvements of social infrastructures such as health services and water services for tourists, there should be more hospitals and health centers under workers with professionalism in their duties, provision of services and in approaching different kind of people like tourists from different countries.

The government must create suitable conditions for both foreigner and local investors to be impressed to put their capital in the tourism sector here in Zanzibar, such suitable conditions like removal of Beaurocratic in attaining different documents like Building licence, property licence, tittle did, unnecessary taxes and earnings from investors, there should be Common-sense and Uniform taxation system by doing so it will open up the new way for tourists and investors to rethink of investing in Zanzibar especially in tourism sector, compared to the current situations where it seems to have a lot of processes which some of them are not necessary they are just there to create beaurocratic and as way for money earnings.

Conclusively; the tourism industry in Zanzibar has become the major economic factor for the people of Zanzibar and its government, but there are some hinder points which should be considered in improving this industry, since once visitors raised concerns of lack of good services, unequal distribution of services with the amount paid for services, public toilets, transparency in pricing, information on the tourist attraction and conservation measures. There is a need of enhancing availability and accessibility of information materials to tourists at both source markets and entry points. The materials can be in form of leaflets, guide maps and brief handbooks, describing information about places to be visited. In addition, the owners of tourist establishments are urged to display the price list for their products.

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