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Developing A Sufficient and Effective Village Tourism Model in Zanzibar

Hamed ABDALLA

Lecturer in Institute of Tourism in State University of Zanzibar (SUZA), PhD Student in Eskişehir Osmangazi University (ESOGU) in Türkiye, ahmedmrp@gmail.com
https://orcid.org/0009-0006-4417-3415

Prof. Yaşar SARI

Eskişehir Osmangazi University (ESOGU) Tourism Faculty, ysari@ogu.edu.tr
https://orcid.org/0000-0001-8841-4424

Abstract

The main purpose of this study is to develop or to create the sufficient and effective village tourism model in Zanzibar. Since the village tourism in Zanzibar is in lower stage of development due to lack of strategic planning, poor infrastructures, lack of support and poor population control. The data collection method chosen for the study is participant observation. This method allows the researcher to make direct observations while also gaining a deeper understanding of the community's daily life. The findings show that the created model will built the tactics for increasing the financial activities in the village area of Zanzibar, will create the community initiative on the local product development and destination controlling toward any degradation. Base on the results, the researchers suggest that there should conduct some research for tourism activities evaluation, marketing support for local products such as potteries, weaving bags, fruits, and many other products.

Keywords: Zanzibar Tourism Sector, Sustainable Tourism, Village Tourism

1. INTRODUCTION

Tourism is the best fastest growing sector worldwide, has high economic contribution in the growth of world economy. 2019 the tourist arrival reached 1.5 billion travels around the world, contributed $ 9.2 trillion which is equivalent with 10.4% of the world GDP, provided 334 million of job opportunities which is equivalent with 10.6% of the world employment opportunities. In the same year, 2019, tourism sector contributed $ 168 billion equivalent with 7% of the Africa GDP, 24.6 million job opportunities equivalent with 6.3% of all jobs (Henseler et al.,2022). Village tourism is the most important tourism activity around the world, it includes consumption and uses of the resources available in the village areas. it is a form of community base tourism because the activities including the indigenous community and tourist. The small number of people live together share the cultural behaviors cush a language, wearing style, and traditional aspect (Arida et al., 2019). The local community effort of maintaining, preserving, conserving and sustaining the culture, norm, taboos, custom, and other related traditional matters bring tourists to visit the destination in today. Villages provide respective experience to the visitor, tourist and other people share and learn the local

community way of life which mostly base on unity and collaboration, helping each other and love to any person visit the village (Putra, 2019).

Zanzibar is the popular touristic destination formed by two main islands which is Unguja and Pemba Island and surrounded with more than 100 small islets, tourism is the back born of the economic development, it contributes to the infrastructure development, speeding of the social services and increasing the country expenditure. The tourism sector in 2019 contributed 29.2% of the Zanzibar GDP, 60000 job opportunities which equivalent with 10% of the total workforce of Zanzibar, 80% of the all-foreign currency obtained from the tourism sector. Zanzibar offers abundant of tourism activities and variates of tourism services (Hafidh & Rashid, 2021). Zanzibar provide natural attractions, Swahili culture with memorable history along the coast of east Africa and provide nice and aromatic spices. For examples, Zanzibar contains nice beaches and marine resources like white whale, dolphin, coral reef, small islands and mangroves forestry, nice weather with tropical fruits and spices, village base activities, forestry with abundant of flora and fauna, availability of different type of accommodations such as five stars hotels, four stars hotel and many guest houses and lodges for budget arrivals (Wambura et al.,20220. Availability of attractive culture, norms and traditional activities, cultural heritage resources such as Zanzibar stone town the former business city during 19th to 20th century, existence of many ruins and monuments. For some extant, Zanzibar face some challenges including guarantee electricity, poor infrastructures such as roads, poor marketing strategies, poor monitory and evaluation and low-quality restaurants (Timothy & Said, 2023).

1.1 Problem Statement

It is about 35 years now since the tourism sector take place in Zanzibar as the main economic sector, there is an absence of tourism model/strategies for development and sustaining the tourism activities in Zanzibar village areas. Zanzibar villages contain abundant of resources such as nice beaches, authentic culture, norms, customs, traditional activities, natural and cultural heritages resources, skilled people for making handcraft things, impurified weather, environmental conservation activities, and many other resources. But they face the problem of infrastructure development, poor marketing strategy, poor policy implementation, lack of tourism training, leakage and many others, these hinder the development to reach to individual people living in the village areas and diminish the life quality of the community, also delaying the increasing of the national income because of a smaller number of tourist or not yet going or visiting the village due to absence of sustainable infrastructures (Anderson & Juma, 2011). There are limited studies about the development of village model worldwide and there is no any study in Zanzibar that related to this topic. Therefore, the main purpose of this study is to develop or to create the sufficient and effective village tourism model in Zanzibar. The model will create the tactics for increasing the financial activities in Zanzibar village areas, also, the model will insist the village tourism development and sustainability strategies for protecting and preventing all aspect of village life in Zanzibar village areas.

2. LITERATURE REVIEW

2.1 Theoretical Perspective of Tourism Development Strategy

The following theories help to reveal different perspective strategies as tactics for destination development process, in the area of economic, social and environmental perspectives. These theories are:

2.1.1 Butler's Tourism Area Life Cycle (TALC) Model

This is the destination development model developed by geographer professor Richard Butler in 1980 purposely to explain the evolutional stages of the destination growing, development and decline. TALC came up with six stages of destination change in time to time. These are "*Exploration, involvement, development, consolidation, stagnation, decline or and rejuvenation stages" (*Butler, R. 1980 and Baum, T. 1998). This model shows that the destination development start with very limited tourists, poor infrastructure and then come to another level of rapid growth of number of tourist, infrastructure development, policy implication, good management and high market performance result into high standard of living of the habitants the model finalize by showing the decline of the destination tourism development due to failure of the destination management or show the rejuvenation of the destination after long straggle with hardness the new tactics established to rise the development. Therefore, TALC model used by many tourisms' planner and management for destination development (Lagiewski, R. 2006).

2.1.1.1 Application of Butler (TALC) Model

TALC is applicable in planning and management process in the stages of the destination development, understanding the best stage with its characteristics and make easy to create strategies for better management. TALC can be applied as a forecast tool predicting changes and assume the movement of destinations from development to consolidation in terms of changes in demand patterns and tourist behavior in general (Lagiewski, R. 2006). By detecting bottlenecks before they cause severe congestion, appropriate actions can be considered to provide a counter measure (to improve quality of service) or upgrade in infrastructure. TALC used as Crisis Management tool by taking necessary measures to prevent and slowdown the consequences of saturation or deterioration. Also, its used as sustainability planning tool especial during rejuvenation time (Baum, T. 1998).

2.1.2 Doxey's Irridex Theory

The model developed by George Doxey in 1975 for the description of the different change of the local community's perception and attitudes because tourism development in the destination in different times (Fan et al.,2019). The theory depict that local communities rise different types of emotional stages during the tourism destination development, the stages path through positive perception to negative perception toward tourism impacts (DOXEY & Moore, 2015). Doxey came up with four stages including the" euphoria, apathy, annoyance and antagonism stages". The model starts by showing the residents are happy and warmly welcoming the tourism, then the model depicts the residents become angry and unhappy about the tourism sector due to spreading the negative impacts to the areas such impacts like culture deterioration, environmental degradation and high economic fluctuation which result into hardiness of people life, final this feeling create antagonism between communities and tourism sector. Therefore, the Doxey's Irridex theory teaching the tourism planner and tourism destination managers to understand the connection among the tourism development and community gratification, it insisting the sustainable tourism strategies so as to avoid conflicts and aggressiveness of the community (Fan et al.,2019)..

2.1.2.1 Application of Doxey's Theory

Evaluating Host Community Attitudes: Tourism developers exploit Doxey's Irridex to measure host community support of tourism expansion. Find out in case the community supports or opposes tourism growth by figuring out what amount of irritation there is (euphoria versus antagonism) to

stakeholders (Fan et al.,2019). Policy Formulation: if a community is moving towards a zone of annoyance or hostility, tourist authorities can take steps to control the damage by creating policies that mitigate their negative impacts (such as regulated congestion, repatriating tourist revenues to the host community, and investing in infrastructure which lessens burdens on local resources). Enhanced Community Engagement: Model of Irridex could help in creating a better relationship between residents and tourists. This tells tourism managers when the need to involve locals in decision-making and redressing disadvantages caused by the negative impacts of tourism (e.g. cultural disrespect or environmental degradation) (Nunkoo & Gursoy, 2019). Examples of Use Conflict Resolution: When tourism development leads to more conflicts, like locals and tourists arguing over resources or who is first in-line at a hostel; the Irridex can help identify what contribute or cause these issues (e. g_. overcrowding, damage to the environment/culture) (DOXEY & Moore, 2015).

2.1.3 Plog's Psychographic Model

The model developed by the tourism scholar called Stanley C Plog in 1970s, its purpose is to divide the tourists into psychological perspectives about the travelling into the destination. The model explains how the tourism selects the destination according to the destination attractiveness and changes in time-to-time, it focusses to understand the link between the tourists travel psychology in relation to community destination chosen. The model depicts the tourist choose the destination according to his/her personal interest and the destination have such interesting things like authentical cultural activities, sustainable environment and accessibility infrastructures. Plog's divided the tourist travel into three types based on psychological characteristic of the tourist travel experience: "Allocentric, Midcentric, and Psychocentric types". Plog select three psychological preferences from each group, is a 'personality psychocentric, travel preference psychocentric, and travel style psychocentric'. The tourist is read to travel the destination which is attractive according to personal psychology perspective, unspoiled place, unique and have something to explore such as unspoiled cultures from the indigenous communities. Plog theory reveals that the destination attracts tourists depending on the level of destination development, if there are enough and sustainable infrastructures probably many tourists would be attracted.

2.1.3.1 Application of Plog Theory

Market Segmentation – Plog's model is widely applied in marketing and categorizes tourists according to their psychographic profiles. By creating experiences that match the preferences of respective visiting tourist types (allocentric, mid-centric, psychocentric), can destinations cater to different type of tourists. Short-term: Product Development The model helps in developing tourism products for various psychographic groups. Tourism Forecasting: Destinations are able to forecast changes on type of tourism based on an analysis of the main psychographic tourist profiles. This will potentially make a difference not only in the experience of individual travelers but also in different destination in specific ways as well, although what will become overall world-wide trend remains an open question till this destination finally mature and are adjusted to attract rather allocentric to psychocentric tourist

2.1.4 Social Exchange Theory

SET base on social and psychological perspective shows the social relationship and interaction among the tourist and community in exchanging the resources during their visiting, the local community perceive positive or negative about the development of the tourism development (DOXEY & Moore,

2015). SET came up with different social and economic perspectives that focus on exchange the resource between tourist and local resident, the theory reveals the two parts should both benefited. SET also show some costs that happen during the interaction time, many changes happening positive and negative changes, it based explaining the "reciprocity, cost and benefit, rational choice, mutual dependency and power dynamic perspectives. The theory reveal that the local community expect to gain benefits in different areas including social and economic areas, tourism comprise the interaction between different people from areas around the world must provide not only positive impact to the presence residents but negative impacts are escapable phenomena. When the negative impact exceeds the positive impact, the community perception changes into aggressive side toward the impact of tourism development. On other side, SET seem to consider much on side of social and economic perspective and neglect the issue of culture and some emotional matter which seem to be in SET theory even though the '**Georg Cantor** -1845–1918' as founder of the theory didn't show them openly.

2.1.5 SET Application

SET is applicable in Cultural Impact Assessment, used to evaluate changes in local cultures or traditions as a result of tourism. Planners must begin to use this evaluation mechanism more generally to understand whether tourism is fostering healthy, cultural exchange or pushing economies toward the threats of commodification, homogenization and content erasure. It is used in Promoting Sustainable Tourism as a relevance in the development of policy and practices that sustain local customs while fostering tourism. Stage of sociocultural evolution at the host community is applicable to the management of tourists and their interaction with hosts, the experiences create respect for the opportunities even planned tourism for respectful interactions to discourage negative cultural impact such as erode community life or become a commercialization of cultural traditions (Butler & Gale, 2007). Preservation of cultural heritage, the theory is applied to initiatives designed for the protection of cultural heritage against negative consequences resulting from tourism. This may mean enforcing policies that govern how cultural sites are used or presented to tourists, safeguarding the right of the host community to control the way in which outsiders can utilize or experience their heritage. Theory of SET serves as an impetus for community-based tourism and the support from local visitors (DOXEY & Moore, 2015). More significantly by acknowledging the impacts of tourism on the cultural and social aspect, stakeholders will able to ensure sharing benefits amongst locals and not only offering a voice in the decision-making process.

2.2 Sustainable Tourism Perspective

The aspect of sustainable development developed by UN in 1980s, according to (World Commission on Environment and Development, 1987) sustainable development as the 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'. In the side of tourism perspective, sustainable tourism is the type of tourism development that can fit to meet the need for present and future generation to preserve culture, socio-economic, and environment protection (Brundtland, 1985). Sustainable tourism considers the presence of sustainable transport system, the types of transport that have environmentally friendly such as bicycle and solar power transports (Butler, 1999).

"Sustainable tourism is tourism and associated infrastructures that: both now and in the future operate within natural capacities for the regeneration and future productivity of natural resources; recognize the contribution that people and communities, customs and lifestyles, make to the tourism experience; accept that these people

must have an equitable share in the economic benefits of local people and communities in the host area" (Butler, 1999).

Butler continues to show that, sustainable tourism is the kind of tourism that respect the local community way of life, respect the population capacity/carrying capacity to certain destination, respect local and tradition houses and respect the existing culture and resources (Butler, 1999). Sustainable tourism development has both negative and positive impacts, there is no any change that without problem but the sustainability practice has to ensure the positive impact exceeding the negative impacts (Zhenhua Liu, 2003 and Butler, 1999). The interaction between tourist and local people leads sharing of aspects of life, and the present groups of people whose is local might be easy to copy from multiple lifestyles from different tourism visited at the destination annually. But this is not called a negative impact to the present community, the matter how is the local community control those negativities against their socio-cultural and environmental sustainability (Zhenhua Liu, 2003). In the today's life time, the environmental sustainability is very important the resources such as clean water, clean air, good natural resources and vegetation which have very important roles in human life development are given mutual consideration. Due to this case many countries around the world are in frontline in ensuring the environmental sustainability are existing all over the world by providing the proposal about the minimizing the environmental degradation and pollution, and suggesting some strategies for improving and sustaining of good environment (Dr. Zulkif DAGLI, 2018). The issue of carrying capacity became as very important strategy in sustainable tourism, carrying capacity is the maximum number of elements/people that a destination can receive or support at a time. When the destination allows the overloaded number of tourists (mass tourism) at a time may cause the negative effects towards environment at the destination. Also, the sustainable tourism needs the cooperation of tourism stakeholders in development of destination, the concept of sustainable tourism is based on some basic principles as: -

"Maintaining natural, cultural and other resources for use by the next generation, Making and managing plans for the effective use and availability of tourism resources, Maintaining the environmental quality of tourism areas and developing them according to needs, To benefit society, Ensuring tourist satisfaction, Conservation of tourism areas for their sustainability in the future, Explaining tourism benefits and gains to local people, Strengthening the local economy, and Participation of local people and other stakeholders in decision making"(Zhenhua Liu, 2003)

Therefore, Community empowerment process should engage the community positively, respecting the community culture, supporting the community organizations, respecting the natures and uplifting the community lifestyle and community awareness. The successful of sustainable tourism development need the community positive willingness and effective cooperation/engagement. The study of (Ahmad &Talib,2015) argued that engaging and giving the local community say in the tourism development is the potential mechanism for the successful of the project (Khalid et al.,2019).

3. METHODOLOGY

In this research, Pemba Island of Zanzibar has been chosen as the research area. Because Pemba Island is among the island that form Zanzibar, it is a tropical island that resemble with Unguja in many items, but Pemba Island is more rural and ambience fabulous in term of culture, economic opportunities and environmental setting. For example, Pemba is cooler than Unguja its approximately 21 degrees minimum temperature this weather is really beautiful for many events and visitors, more Greenish Island, mangroves forestry. It is a mountainous island whose geographical

feature is more attractive to many people around the world, especially its villages that stand out with their naturalness. It hosts many plants such as different types of tropical fruits, cassava, bungo, banana and mango fruit, but right now it's off season and there's a lot more to come. In economical perspective, Pemba is developing faster at this time, there are many roads construction, school and many new buildings are well developing as the main source of destination development. If proper and conscious rural tourism planning is made, Pemba Island has a great rural tourism potential with these features.

In this study, the data collection method used is participatory observation. The researchers mentioned in the article traveled as tourists in the selected research area's villages for three days in July 2024, participating in various activities in the villages such as pottery making, bag knitted, and mangrove planting. They recorded their observations through photos and note-taking. Later, the data collected through observation were analyzed and categorized. Using the filtered data, models and strategies were developed for Zanzibar in light of the literature.

Picture 1. Some Village Activities and Tourists' experiences and Learning

The strategies and models mentioned above, along with some of the data obtained from the researchers' observations, are presented below.

3.1 Observations

3.1.1 Pemba Tourism Opportunities

- **Beaches:** the most attractive beach seems to be Makangale and Ras kiuyu beaches, this is the most attractive place for local and foreigner to visit the place.
- **Culture:** most of the Pemba people are respectful, kindly and warmly. They dress well, traditional houses, the food and Pemba haluwa are so nice and authentically, fishing activities and many other cultures everything looks naturally and tested nicely.
- **Handcraft making:** Pemba villages practicing the accurate and cultural handmade products, this is the most attractive product in many tourist destinations. For examples, pottery making mate and basket knitted people attracted.
- **Environmental conservation activities**: many villages (for example: Pembeni village) engage in mangroves plantation; this is will increase the island protection and minimizing the soil erosion.
- **Cultural heritage sites:** Pemba comprises many historical sites such as ruins, tomb and monuments, these are very attractive for local and international tourists, and the heritages contain good histories which give the Zanzibar historical background.
- **Natural attraction**: the forest of Ngezi, mangrove forest and many Pemba flying fox bats provide amazing to the visitors, the natural forestry comprise many fruits like bungo.
- **Spice and aroma plants**: Pemba comprise many cloves plantation, it approximately 90% of all Zanzibar clove production come from Pemba Island, cinnamon trees are many, other aroma plant like basil, ilang-ilang and lemon grasses.

3.1.2 Challenge Facing Pemba Island

- **Lack of mobility system**; many areas have very bad roads and unpassable trays.
- **Lack of market**; many communities' product remains at the stores or have very less price not enough customer purchasing.
- **Lack of tourism related services**; such as nice hotels, restaurants, cafés and even hospital that have international standard services.
- **Lack of tourism related training**; many people lack the tourism and hospitality skills; the tourism and hospitality industry need well trained staff which enable them to provide good services including hygiene.

3.2 Developing the Village Tourism Development Model/Strategies in Zanzibar

Sustainable tourism of the destination focusses on increasing socio-economic growth, environmental conservation, and preservation of culture of the destination (Purnomo et al., 2020). The following are some strategies (model) to achieve sufficient and effective sustainable tourism village:

Community engagement: local community should be engaged on leadership system so as they can participate in all decision making, should be empowered through tourism training programs like tour guiding, hotel and restaurant programs, community should be engaged in revenue sharing through implementing the friendly and fair policy that can allowed the community to receive some amount of tourism benefits (Priyambodo & Artianingsih, 2022). Papageorgiou (2019) reveals that to achieve the destination tourism sustainability there should be community engagement in management planning and decision making as well as empowering of locals through provision of related training programs.

Preservation of cultures: should have strong team for ensuring promotion and advertising of cultural activities like handcraft products, traditional festivals, foods without causing any spoiling its authenticity, provision of cultural sensitivity education to visitors and locals so as to respect the traditional and community customs, involving the local community in all demonstration, explanation and displaying of the traditional things such as cooking art, wearing art and dancing performance (Purnomo et al., 2020).

Environmental conservation: should have eco-friend infrastructures like lodges, homestay with solar power and local rain water harvesting system, controlling and managing the waste products like plastic bags to minimize the environmental degradation (Priyambodo & Artianingsih, 2022 and Papageorgiou, 2019). Environmental conservation and community culture preservation bring the sustainable village tourism and create the absolute image (Purnomo et al., 2020).

Local economic support: should use the local products in all tourism services like food materials, construction materials and herring the man power from indigenous communities, also, local community should have good marketing accessibility by helping the local to sell their products direct to tourist to avoid the middlemen so to ensure the existing fair prices, as well as promoting the local entrepreneurs through providing the financial support and help them to open their business (Papageorgiou, 2019). The village should be benefited direct from tourism activities and create community wellbeing (Purnomo et al., 2020). Government and tour operators must support the local community products for attaching them in their tour packages, should market and advertise those (Anderson & Juma, 2011)

Population controlling: must be a carrying capacity management, through limiting the number of visitors to inter the village areas, dividing the areas through zoning system to minimize the degradation and spoiling the areas especial during the peak time (Papageorgiou, 2019). There should be establishing the village rule and regulation which would be not concerning with nation rules which will be used to govern the villages like the rule concern the village immigration rules, living permit for those who are not indigenous villagers (Purnomo et al., 2020).

Eco-friendly transport system: should use local transport to rich the village areas like bicycle, oxcarts, using the local public transport to reach to the village or Introduction of village safari tour and can use jeep cars and Landcruiser cars only so as avoid uses private here cars. Debbie Hopkins, (2020) prove that, the destination with rough geographical location better to use strong car like jeep car and land cruiser safari, and to use traditional transport with less environmental pollution.

Monitoring and evaluation programs: should have regular assessment about the impact of tourism activities so as to understand the community attitude about the tourism activities, using the tourist feedbacks to access the impacts of tourism at the village areas (Priyambodo & Artianingsih, 2022). To achieve the best village sustainable model there should be annual research as a visibility study toward the tourism progressive practice, this might be taken either once a year or twice a year. Should be visibility study, should monitoring and evaluation system to look for the impacts related to tourism activities (Anderson & Juma, 2011). Monitoring and evaluation of tourism activities is the fundamental approach that bring the sustainable destination tourism development, since it work as the planning and organizing tool for facilitating the community to understand the progressive of the tourism sector in the destination (Steele et al., 2017). Government organizations, private sector, institutions and individual people have responsibility to reveal all do and don't in the tourism

development process, tourism sector is the fragile economic sector needs frequent supervise and up to date planning (Taplin et al., 2014).

Government support and empowerment: Supporting and helping the community for the constructing the infrastructures development is the mandatory for the government. Government is responsible to show the community the right direction toward development through seminar, training and conferences, preparing the village man power for building the community economy, marketing the village economic opportunities, financial support to increase capital, developing the entertainment facilities that can attract the youths to remain in the village and participate in the community development (Purnomo et al., 2020). The good government and good leadership bring the actual innovation and creativities to the community development and sustainable tourism development (Cahyono et al., 2018 & Purnomo et al., 2020).

Sustainable tourism development: It is the ideological perspective to create the consciousness, awareness and understanding on the cultural, economic and environmental areas. Sustainable approach organizes the present community to understand the surrounded environment, economic opportunity and the value of the culture (Hunter, 1995 & Niedziółka, 2014). The sustainable tourism development is independent sector that depend from community engagement, understanding the value and preservation of culture, environmental conservation, understanding the economic opportunity, controlling the population and resource consumption, people to be close with surrounded area (eco-friend) and frequent monitoring and evaluation of the destination tourism activities (Cahyono et al., 2018; Purnomo et al., 2020; Hunter, 1995; Niedziółka, 2014). The successfulness of this in any tourism destination depend upon the high government support, tourism development needs the social commitment and patriotism and tolerance (Streimikiene et al., 2021).
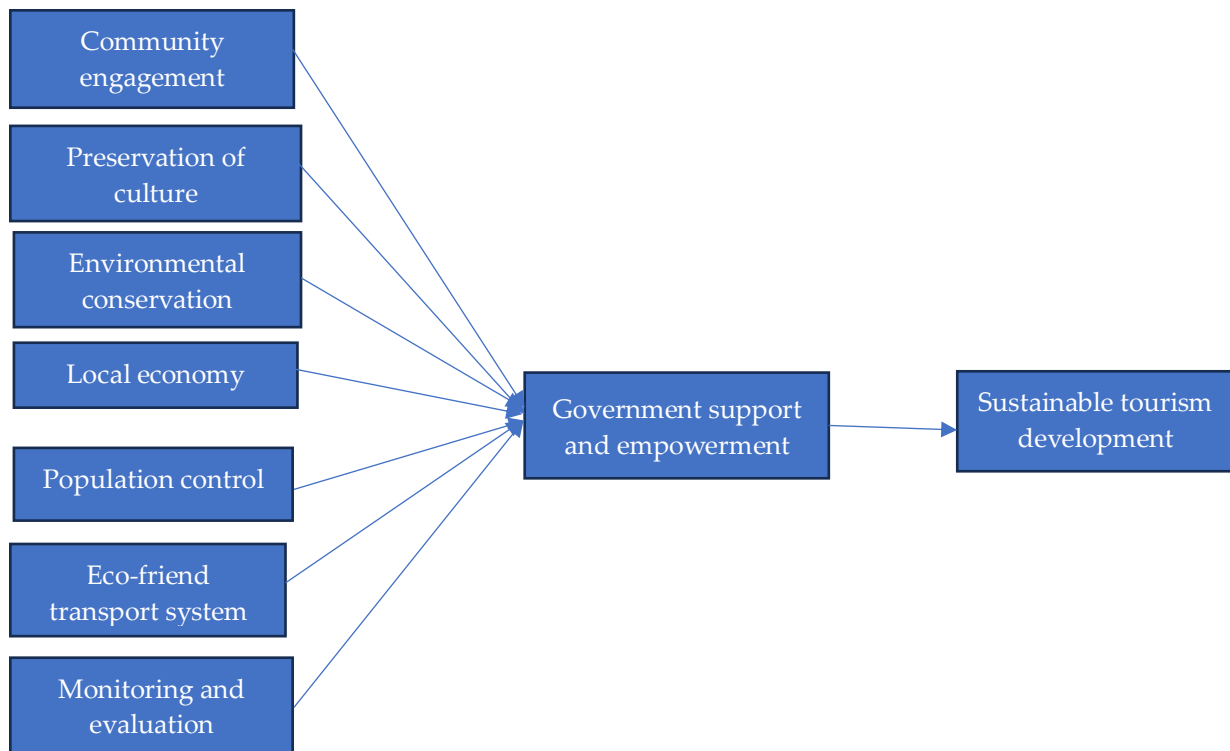

Figure 1. Sufficient and Effective Village Tourism Model in Zanzibar

3.3 Evaluation and Results

The main purpose of this study is to develop or to create the sufficient and effective village tourism model in Zanzibar. The findings of this ng study show that the sustainable tourism development depend on cultural, economic and environmental strategies such as preservation of community culture. This finding is similar to the finding of the Cahyono's study (Cahyono et al., 2018). Culture is the identification of certain community in term of eating style, wearing style, language, and general way of life. The Zanzibar culture is very unique, attract many tourists to visit different villages. The finding also show that the village tourism model is the fundamental approach for planning, evaluating and development of the tourism destination, this finding is similar to the finding of Cahyono et al., 2018; Purnomo et al., 2020; Hunter, 1995; Niedziółka, 2014). Creating of strategies or model which contain different approaches help the community to shape and to structure their tourism destination in a good economic, cultural and environmental aspect. These findings also show the community engagement is the fundamental strategy for sustainable tourism development. This finding is similar to (Astawa et al.,2018). The tourism destination with good community engagement in tourism sector, good environmental conservation, and good economic plan can attract many people to visit the destination and made the local community to increase knowledge on sustainable tourism development. This result is similar to the finding of (Duxbury et al., 2020) in the study about the sustainable tourism development model. The government and other private organization are responsible to support the community initiative toward tourism development stages (Duxbury et al., 2020). Government is responsible to support and empower the local community toward the destination tourism development. This result similarly to (Arida et al., 2019). This review study also found that, the sustainable tourism development depends good environment friendly, through having the eco-friend transport system and destination population control. This result is similar to the finding of (Fundeanu, 2015) on the study of creating reginal cluster model for tourism development. Clustering is the process of controlling the population movement and activities in the destination so as to main the sustainable environment and minimizing the people damage.

4. DISCUSSION AND CONCLUSION

Based on the study results and findings, the government support and empowerment, preservation of culture and environment conservation are the fundamental strategies of the sustainable tourism development in the Zanzibar village areas. since the majority of Zanzibar villages attract many visitors, the Zanzibar government and other association should support the community toward the sustainable tourism development. The village such as Chwaka village, Kiwengwa village, Tumbe village, Pembeni village, Makangale village, Ras mkumbuu village and many other related villages need high support from tourism stake holders. This village tourism model will help the tourism planners, local community and many other tourism business specialists to develop the sustainable village tourism in Zanzibar and outside of Zanzibar. Village need conducive infrastructures such as roads, social services like water, hospital, electricity and mobile phone network system. Also, there should conduct some research for tourism activities evaluation, marketing support for local products such as potteries, weaving products, fruits, and many other products.

Sustainable tourism development of is the process, need high stakeholder involvement and high level of commitment of the government as the main and support stakeholder. Sustainable tourism needs high level of community tolerance to sustain the village authenticity, everyone should play his/her position for preserving the environment, conserve the culture and upgrading the community economy. Government should establish the conducive infrastructures and social services, linking the

villages to tour operators to increase market space of the destination. There should be Carrying capacity is very important for controlling the people during the development stage, to avoid high population which result into distraction of community culture and over resource consumption. For many years now Zanzibar depend upon the beaches, forestry, events/cultural activities but there is lack consideration on the village tourism, hence villages remain nothing of tourism activities and all young people going to live in town. Therefore, this model will help the tourism planners to add the village activities in their packages so as change the village life and increase the national income.

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