

# Impact of Tourism on Children and Communities in Zanzibar



The Revolutionary Government of Zanzibar and UNICEF undertook an assessment on the impact of tourism on children and communities, in order to provide recommendations on how tourism stakeholders could join forces to use opportunities and avoid or resolve risks, especially with regard to children. A nine-month assessment was organized and conducted between October 2017 and June 2018. The main research question for the assignment was: 'To what extent and in which ways does the tourism industry in Zanzibar, affect the lives of children, families and communities?'

## Economic growth and tourism development in Zanzibar



Average annual growth of the economy (GDP)

7%



Overall basic needs poverty

34.9%  
2010

30.4%  
2015



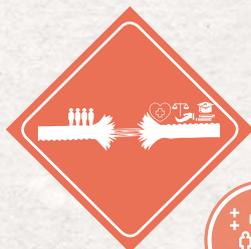
Poverty rate (living below the poverty line)

16%

Lowest in urban districts in Unguja

72%

Highest in Micheweni district, North Pemba



Huge strain on under-resourced social services



Rapidly growing population



High dependency ratio



High levels of urbanization

Figure 1: International tourist arrivals to Zanzibar from 1985 to 2017



The current tourism industry is the result of three decades of development. In the late 1980s, tourism was identified as a sector with strong potential for driving economic development in Zanzibar. Since then, tourism has grown from 42,141 international tourist arrivals in 1990 to 433,474 in 2017, almost achieving the aim of 500,000 arrivals set for 2020.

During these years of tourism development, local communities expected to benefit from tourism, but remained reluctant to participate. Women were particularly reluctant. In earlier decades, mainland Tanzanians occupied most of the jobs, especially those that were better paying. This has been changing in recent years. Many Zanzibaris have found a job or set up a business in tourism. Opportunities through secondary linkages – the informal sector and supplies, have been hindered by structural and institutional weaknesses. The overall perception of tourism by host communities has declined since the early days. Tourism planning was also unstructured, which has exacerbated these tensions.

Figure 2: Origin of tourism staff in Zanzibar hotels

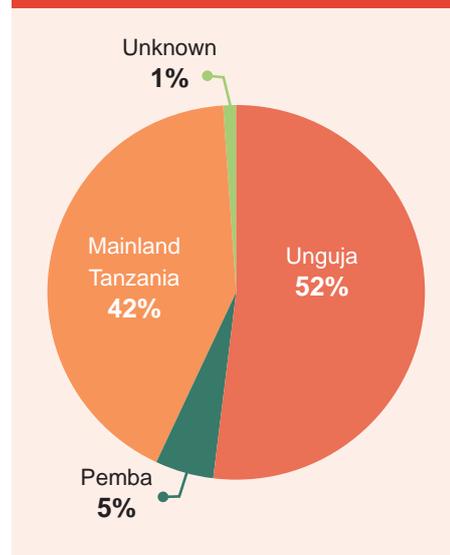


Table 1: Differences in payment of full-time staff (and cumulative amounts) per origin (N=455)

Payment category	Zanzibar	Mainland Tanzania
Less than 100,000 shilling	1.1 %	1.2 %
Between 100,000 and 200,000 shilling	19.0 %	11.8 %
Between 200,000 and 300,000 shilling	53.2 %	56.2 %
Between 300,000 and 400,000 shilling	19.8 %	23.7 %

## Impact of tourism on communities:

### Economic Impact

- Communities were found to be largely dependent on income from tourism in the researched areas, despite the access to employment and the financial return from employment not being perceived as fair or ethical (see Table 1 for a comparison between salaries received by Zanzibaris and mainland Tanzanians).
- There were found to be limited links between agricultural production and tourism due to insurmountable structural challenges.
- The assessment found that income from tourism is a significant contributor to household economies. The impact that this has on the livelihoods of children is valued by research respondents.

### Social Impact

- The biggest perceived negative impacts were social and cultural, specifically relating to concerns as to what local people called 'cultural degradation' with the exposure of children to western habits and their emulation. Loud music, alcohol consumption, prostitution, drug use as well as more passive issues of inappropriate dress styles and behaviour were raised. Adults were specifically concerned that children would copy such behaviour.

### Environmental Impact

- The main issues raised included water contamination, waste management issues related to the increased number of hotels, waste being disposed of into the sea and the increased salination of drinking water – partly due to demand lowering the water table.
- Other issues such as over fishing also emerged from secondary data and conversations with key stakeholders.

### Indirect and direct impact on children

- Impact on children is mainly indirect - the main negative effects are mostly related to the poor income and working conditions of their parents in tourism as well as the increasing costs of food which result from increased demands due to tourism.
- Socioeconomic issues related to working in tourism include the distance workers, particularly mothers, have to travel and the ability to care for children and infants, including breastfeeding.
- Parents perceive salaries as insufficient to feed and clothe their children and to provide schooling. Children are often looked after by partners and family members during working hours.

Figure 3: Parents survey – Sufficiency of salary for childcare

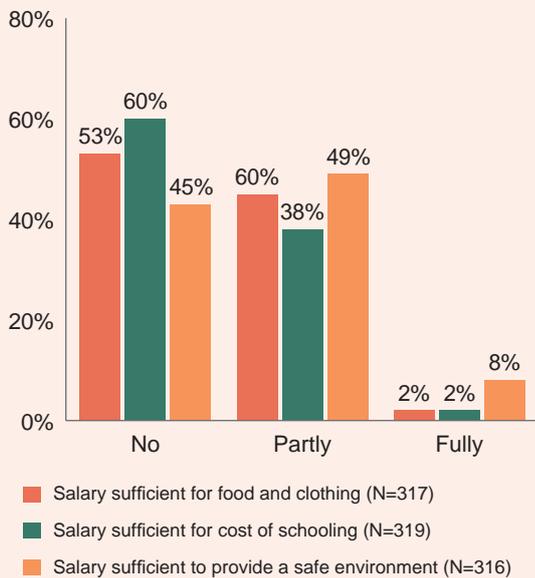


Figure 4: Staff survey – Sufficiency of time allocated for childcare

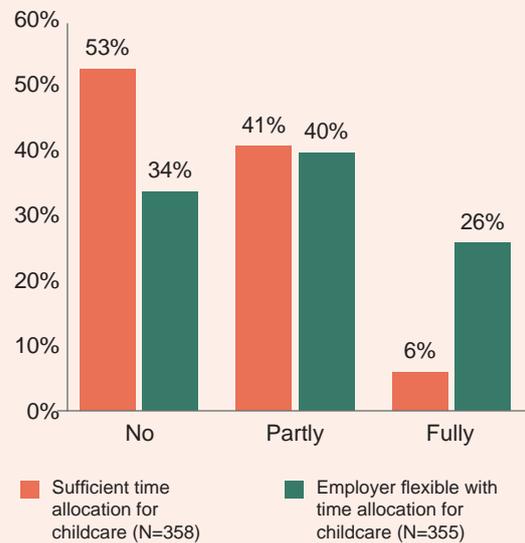


Figure 5: Parents' responses to support in costs of health care (N=322)

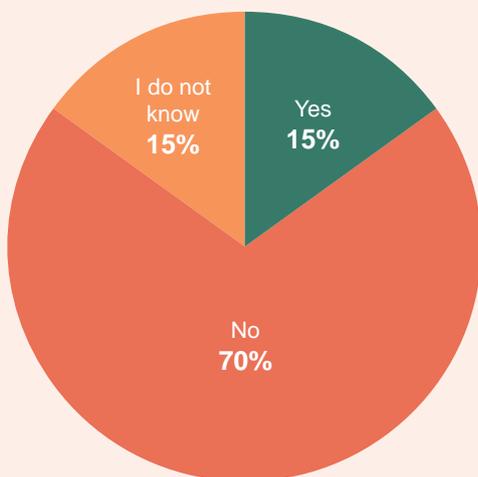
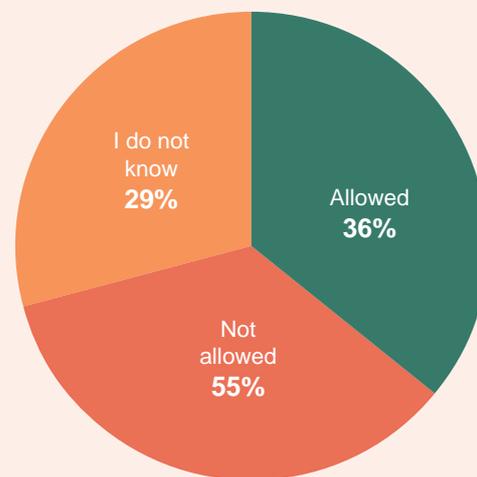


Figure 6: Staff about mothers being allowed to breastfeed during work (N=361)

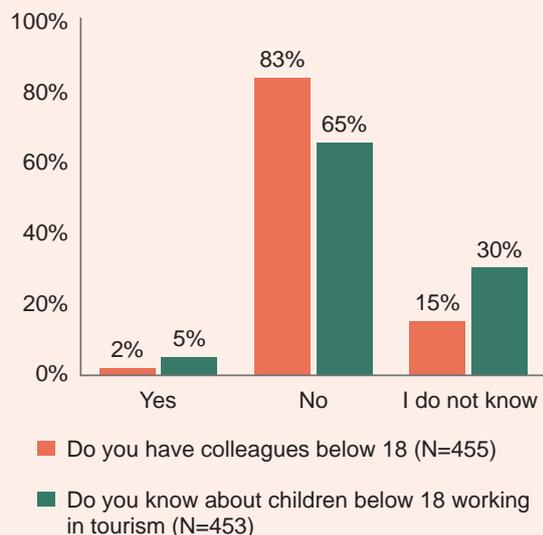


## Low incidence of child labour in the formal sector

Formal employment sectors are strictly controlled, making child labour in accommodation or food

and beverage outlets highly uncommon. The law enforcement of the Children's Act 2011 seems to result in low number of child labourers in the formal tourism industry. The situation is different in the informal sector, with engagement in tourism activities. Child labour also occurs in the supply sectors, such as in agriculture and fisheries.

Figure 7: Staff survey: Child labour in tourism



## Cases of sexual exploitation

There are a few reports of tourists engaging in child sexual exploitation during their stay in Zanzibar. In workshops with community members and when interviewing relevant stakeholders, sporadic anecdotal reports have been shared. However, despite the lack of evidence, tourism stakeholders suspect this is happening in Zanzibar.

## Access to drugs

Drugs are prohibited by law, but have found their way to the beaches and bars of Zanzibar and also seem to negatively impact the lives and health of local youth. This was a concern for participating communities, with 'beach boys' playing a key role in making drugs available locally.

## Informal donations (as opposed to begging)

Begging on beaches or within the community is not perceived to be a significant issue for tourists themselves. Although local people welcome donations, some perceive donating as an issue. Arguably, the culture of giving among tourists is

as strong as a culture of begging or asking for donations, possibly stronger.

## Interaction between tourists, children and communities

Positive aspects of children's interactions with tourists arise from contact and include cultural exchange, learning of languages and receiving donations. Children themselves express a desire that Zanzibar hospitality and culture become more prominent in the tourism industry.

In general, communities and tourism businesses constitute two separate worlds, hardly interacting or understanding each other. However, there are some good practices that include local business links with communities and support for local development. There are several examples of positive and dynamic collaborations between the tourism industry and communities, NGOs and donor programmes working with communities. These include increasing local employment opportunities, developing enterprise requested skills, developing economic linkages, sustainable use and reuse of natural resources, and enhancement of social and cultural consciousness, etc.

## RECOMMENDATIONS

The recommendations specifically address the current vulnerability of children, families and communities caused by a fast growing tourism industry in Zanzibar. They also address the potentiality to support the tourism industry enabling it to benefit communities economically, environmentally and socially while protecting them from harmful effects of tourism development. The recommendations focus on child protection, children's rights and human rights in tourism, sustainable livelihoods of children, families and communities and the social-cultural and environmental context.

## Support the protection of children in tourism

- ❖ The Government of Zanzibar should strive for the adoption of the UNWTO Code of Ethics as a convention. It should further develop and implement the Children's Act 2011 as a legal framework against child labour in tourism and the sexual exploitation of children in travel and tourism. The National Action Plan to End Violence Against Women and Children could be extended to include a clear focus on child labour in tourism and the sexual exploitation of children in travel and tourism. The ZCT Code of Conduct for tourists should be reviewed and updated in close consultation with local and national tourism stakeholders before being implemented again in the tourism industry.
- ❖ UNICEF and partners could reduce the vulnerability of children in tourism by developing and implementing an educational programme for children covering everyday risks related to tourism, and guidance on how to protect themselves. UNICEF and partners could, in close consultation with the private sector and relevant authorities, develop guidelines for school visits – and visits to other child centred institutions – in order to limit the negative impacts of tourism as much as possible. UNICEF and other children's rights organizations could support the equipment and training of national and community police, in identifying and combating child labour in tourism, the sexual exploitation of children and drug abuse in travel and tourism. UNICEF could conduct an assessment that focuses on child labour in tourism, specifically on the informal and supply sectors, and the sexual exploitation of children in travel and tourism in order to provide all stakeholders with clear evidence and specific information to further develop counteraction measures.

## Support children's rights and human rights

Action needs to be taken by various tourism stakeholders, especially in relation to labour conditions that affect family-life and children's rights in general. The following recommendations provide direction for a tourism industry that takes the rights of children into account:

- ❖ To improve family-life and the care for children, the Government of Zanzibar could further develop and implement the Employment Act (No 11 of 2005) in relation to labour conditions in tourism, especially concerning wages, maximum working hours, payment of overtime, rights of breastfeeding mothers and maternity leave for every pregnancy, rather than only allowing it once in three years.
- ❖ ZATI and UNICEF could develop an awareness programme for the tourism industry in Zanzibar, by adapting the ten 'Children's Rights and Business Principles' (CRBP), making them more specific for tourism enterprises (such as using companies from Zanzibar that can serve as role models). They could also document good practices from tourism companies in Zanzibar, organize workshops in all tourism sites in relation to the CRBP, identify and select a group of motivated tourism accommodation providers to develop and implement a 'children's rights and human rights in tourism' programme, with a specific focus on decent work and labour issues, and conduct regular assessments of children's rights in the tourism business.
- ❖ In order to increase awareness and knowledge of future tourism workers regarding children's rights and human rights in tourism, UNICEF and other children's rights organizations could cooperate with training institutions to develop a 'children's rights and human rights in tourism' component to be included in the curriculum.

- ❖ UNICEF and other children's rights organizations could engage with national and international labour related organizations, such as International Labour Organization (ILO) and labour unions, to make them aware of this tourism impact assessment and encourage them to use their influence to address labour conditions that negatively influence family-life and the care of children, and could champion tourism businesses that have implemented children's rights in their business practice and/or contributed to children's rights related programmes in communities.
- ❖ Tourism businesses could develop and implement children's rights and human rights policies in their own company. They could commit to respect all human rights, including children's, in all company policies and prioritize labour and non-labour children's rights issues in policies and in employee, supplier and other codes of conduct. They could train, empower and incentivize staff to deliver on children's rights goals, assign a focal point to champion children's rights within the business, ensure sensitivity of grievance mechanisms for children's and human rights issues and conduct internal company assessments at regular intervals, especially prior to new activities, business relationships, major decisions or changes in operations.

## Support sustainable livelihoods of children, families and communities

A fair distribution of economic benefits is one of the key challenges for all stakeholders. The following recommendations concerning the tourism industry are suggested to benefit local people. They cover job opportunities, inclusive and sustainable business and taxation.

- ❖ UNICEF and partners could support the Government of Zanzibar, facilitating the

development of a Zanzibar tourism-specific human resource (HR) strategy, and revise the vocational training curricula (especially with regard to English and basic hospitality knowledge and skills), matching content to market requirements and improving the practical component. They could support the development of education and training opportunities and facilities, developed with the active involvement of the private sector, fitting local communities and based on the needs of the tourism industry. This could include on-the-job-training programmes, internships, exchange visits, mentoring programmes, etc.

- ❖ In line with the existing ILO programme, ZATI, SUZA and tourism businesses could increase local job opportunities through training, mentoring and especially hiring community members (in particular women).
- ❖ Tourism businesses could become more inclusive and sustainable while remaining competitive. Economically, environmentally, socially and culturally sustainable practices could be integrated into profitable private sector operations. ZATI, UNICEF and other partners could support the development and implementation of a Zanzibar business development pilot project that is socially and culturally conscious, inclusive and sustainable. This would be based on 'responsible tourism' guidelines, and support the development and implementation of a 'sustainable and inclusive tourism accommodation champions' pilot project'.
- ❖ ZATI, UNICEF and partners could support product development and diversification with linkages to other sectors, such as agriculture, fisheries and seaweed and develop a 'made in Zanzibar' brand or label that supports local producers – an official registration providing access to the market while ensuring that products are child labour free – and is attractive for buyers. Backward linkages exist

from the tourism industry to these sectors and this could also benefit local businesses that could set up specific tours, such as visiting farms, fish markets, seaweed farms, etc.

- ❖ ZATI, SUZA and ZCT could explore the possibility of establishing an online job centre in cooperation with a selected group of tourism businesses, to test joint interest, and allow it to grow organically. This could bring together qualified staff from Zanzibar and tourism businesses that have vacancies.

## Support a social-cultural and environmental context

The pressure of tourism on local culture is already felt heavily by local people and the effect on the environment is cause for concern. The

Government of Zanzibar could amend the Tourism Act to include community members and civil society organizations as stakeholders in future tourism developments, encouraging them to become more culturally conscious, inclusive and sustainable.

- ❖ Environmental protection guidelines need to be clearly included in tourism regulations. These regulations need to be updated (and enforced) regarding environment protection, especially in relation to waste disposal and water supply systems.
- ❖ Zanzibar Commission for Tourism should update and monitor the implementation, by all tourism operators, of the Code of Conduct for tourists.
- ❖ The tourism industry could actively seek to make connections between their businesses and local communities and children, to present local values in their products and services.

