

Contribution of Spice Tourism to Youth Employment: A Case of Kijichi Spices Farms at Kijichi Shehia in Unguja - Zanzibar

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ABSTRACT

This study was carried out to assess the contribution of spice tourism to youth employment in West District 'B' Zanzibar using Kijichi spice farms as case study. The study had three specific objectives namely: (i) To assess the current status of spice tourism at Kijichi spice farms (ii) To determine youth income level before and after engaging on spice tourism activities, and (iii) To examine the challenges associated with spice tourism in enhancing youth employment. Data were collected from 100 sample respondents using a combination of data collection methods. These include: in depth interview, questionnaire survey, focus group discussion and observation. Both probability and non-probability sampling techniques were used for sample selection. Data were analyzed using both descriptive and inferential statistics. The study revealed that, Zanzibar has got a good tropical climatic condition that can support the production of variety of natural spices including cinnamon and cardamon. Results indicate that Cinnamon is highly produced where 159 tons are produced per year. Spice production was important for income generation, tourism and youth employment where more than 30 youth are employed each month. Ability to save was significantly increased after engaging on spice tourism ($t = -8.047, P < 0.01$). However, there were several challenges hindering youth on conducting their day to day activities, including, low level of education, language barriers, seasonally employment, and working without contracts. The study therefore recommends that, local tourist's activities including spice tourism should be enhanced in order to compete in tourism world market. Shehia Authority should provide tourism education to youth.

Keywords: Spice production, youth employment and income

1.0 INTRODUCTION

The International Labour Organization (ILO) report on Global Youth Employment Trends (2013) estimates global youth unemployment at 73.4 million, an increase of 3.5 million since 2007 and 0.8 million above the level in 2011 (ILO, 2013). The report stated further that by 2018, global youth unemployment rate is projected to rise to 12.8 per cent. Young people therefore continue to be almost three times more likely than adults to be unemployed, and the upward trend in global unemployment continues to hit them strongly.

Unemployment in Zanzibar is both a rural and urban phenomenon, with the youth, women and people living with disabilities being more adversely affected. The estimates of Youth unemployment in Zanzibar indicate that about 17.1 percent of youth aged 15-24 years are unemployed, and females are the majority compared to males (Zanzibar Labor Market Information System, 2015). The youth unemployment rate is far much higher than the Zanzibar general population unemployment rate of 4.4 percent as per the 2009/10 Household Budget Survey. The Zanzibar Vision 2020 sets a target to increase employment by 50% in tourism, 25%

in agriculture and 30% in other sectors as well as reduce youth unemployment rate from 17.1% to 10%. This is a strong indication that unemployment in Zanzibar is essentially a youth phenomenon.

Tourism is currently the major sector of Zanzibar Economy which generate foreign exchange earnings, employment opportunities, stimulate local economy, support other sectors such as agriculture, small scale handcraft industry, and above all as a way of economic diversification. Tourism is the top income generator for Zanzibar, it contributes significantly to the National GDP and 80% of foreign earnings (Zanzibar Research Agenda, 2015-2020). According to Government statistics at least 170,000 tourists visit Zanzibar annually, mainly for coastal tourism and cultural tourism (ZTC, 2015). Spice Tourism is the kind of tourism activity which involves the visiting of different plantation of variety natural fruits and medical plants, including cloves, nutmeg, cinnamon, pepper, vanilla, cardamom, ginger, cinnamon, paprika, saffron and turmeric which are used to flavor food, making medicines and perfumes, religious ceremonies and as burial accoutrements for the wealthy (Herbst and Herbst, 1995). Spices are also sold in brands, such as curry powder and spice parisienne (Herbst and Herbst, 1995; Sherriff, 1995). Therefore, reflecting such a myriad of uses, spices have become one of the important tourist attractions and a source of income in many spice producing developing nations, such as Zanzibar.

Zanzibar was a home to numerous spice farms run by small scale farmers, the majority of which are not more than one acre (Akyoo and Lazaro, 2007) and one large government owned spice plantation (Agriculture experiment station) that yield cloves, nutmeg, cinnamon, pepper and other delightful spices. However, recently, the spice export trade has declined, and thus the majority of the farmers and government increasingly depend on tourist visits as an alternative source of income (Anderson and Juma, 2011). This has led to the establishment of spice farms not as working farms but as demonstration site for tourism or to the transition of producing farms to tourist's attractions.

Tourism currently represents about 20% of Zanzibar's gross domestic product (GDP) and is increasingly becoming a leading economic sector in the island, providing 11,500 workers with direct employment and an additional 45,000 people engaged in tourist activities (ZTC, 2015). Tourism sector has been growing fast and most of the businesses in Zanzibar now rely on tourists. These include spice farms, fish mongers, entrepreneurs, banks/ bureau de-change, grocery stores, restaurants, tour guides, entertainment venues, and transportation providers which mostly engage the youth. Overall, tourism provides about 3% direct employment and 4.5% indirect employment (Zanzibar Research Agenda, 2015-2020), and it is projected that about 50 percent of the Isle's population would be involved in tourism activities by the year 2020, forecasting a robust growth of the sector in few years to come. The sector would also be a major catalyst in the promotion of employment, agriculture and fisheries and helping in creating more jobs in local industries. Thus, the main objective of this study was to assess the Contribution of Spice Tourism to Youth Employment at Kijichi Spice farms. Specifically, the study intended to: assess the Current Status of Spice Tourism at Kijichi spice farms in Zanzibar West District 'B', determine the youth income level before and after engaging on Spice tourism activities and examine the challenges associated with spice tourism in enhancing youth employment. This

study is also in line with the world focus which is aimed at enhancing tourism for sustainable development (UN 2015). Sustainable Development Goals and Goal number 8 in particular is about to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. Target 8 of this goal is to see to it that by 2030 member states should devise and implement policies to promote sustainable tourism that creates job and promotes local culture and products. It is therefore imperative that this study contribute to both national policies on enhancement youth employment and international obligation by localizing the SDGs.

2.0 METHODOLOGY

The research study was conducted at Kijichi Shehia at six different spice farms including Hill, Maganga, Badru, Big Body, Jambo and Kizimbani Spice farms in West District 'B'. The district is one of the two districts of the Zanzibar Urban/West Region of Tanzania Island. It is bordered to the North by the Zanzibar North Region, to the East by the Zanzibar Central/South Region, to the South by Kiwani Bay, and to the West by the Zanzibar Urban District. As of 2012 Tanzania Population and Housing Census, the population of the Zanzibar West District was 370,645, where male were 176,979 and female were 193,666. The Average Household Size is 5.2 and Sex Ratio is 91 (NBS and OCGS, 2013). The district lies between Latitude 6° and 10° South of Earth's Equator and Longitude 39° and 17° East of Greenwich. West District is composed of 39 *Shehias*, one of them is Kijichi where the Spice farms are located. The Researcher decided to conduct the study here because Kijichi Spice farms are among the largest spice farms in Zanzibar.

The study employed a Cross-sectional research design. Primary data were directly collected from the field. Secondary data were collected from Sheha, Spice farm owners and officials from Zanzibar Commission for Tourism. Data collection methods, including questionnaire survey, Observation, Focus Group Discussions and In-depth interview with key informants were employed in data collection. While questionnaires tools were used to collect data from targeted respondents, check list were used for collecting data from key informants. Digital camera was used to snap the observed aspects related to spice tourism. The sampling frame comprised a total population of youth involved in Spice Tourism. Also the study involved key informants including 2 Spice farms owners, 1 ZCT officer and 1 Sheha.

The sampling unit for this study comprised all youth found in the study area who are engaged on spice tourism activities including Tour Guides and their assistants, spice shop workers and Spice farm workers (cookers and cleaners). The sample size for this study was determined by using the formula derived by Amini (2002).

$$n = \frac{\left(\frac{z \alpha}{2}\right)^2 P \cdot q}{e^2}$$

Where:

n=Sample size

$\frac{z \alpha}{2}$ = Critical value (= 1.96)

P= Proportion of Youth engaged on the spice tourism (P = 0.5)

q = Proportion of youth not engaged on the Spice tourism (q= 0.5)

e= Standard error (e=10%) used to obtain manageable respondents.

$$\text{Thus, } n = \frac{(1.96)^2(0.5 \times 0.5)}{(0.1)^2} = 96$$

Probability sampling technique namely Snow-ball sampling was used to obtain sample respondents by identifying one spice farmer who helped the researcher to identify other spice farmers. Purposively, key informants including ZCT officers, Spice farm owners, and Sheha were selected. The IBM Statistical Package for Social Science (SPSS) version 20 was used as a tool to analyse data. Descriptively, quantitative data were analyzed using percentages, means, frequencies and cross tabulations. Inferential statistics analyzed the comparison on youth income level before and after engagement on Spice tourism, by using Paired Sample t-tests.

3.0. RESULTS AND DISCUSSION

3.1 Current Status of Spice Tourism at Kijichi Spice Farms in Zanzibar West District 'B'.

3.1.1 Production levels in last four years (2011/2012-2014/2015)

Types of spices highly produced in the study area were Galangal root, Cinnamon, Curcuma Langa, Cardamon and Black pepper (Plate 1). The findings show that cinnamon was highly produced (159 tons per year), followed by ginger (154 tons per year) and chillies (88 tons per year). The least produced spice was cardamom which counted to 6 tons per year (Table 1). This implies that, there was high potential in spices production in the study area which influence spice tourism to take place. The findings on Table 2 below show the spices production levels in last four years basing on the annually production rate of particular spice plantation.



Plate 1: Different types of spices grown at Kijichi spice farms

Table 1: Production levels in last four years (2011/2012-2014/2015)

| Periods | Spices | Production levels |
|---------------------|--------------|-------------------|
| 2011/2012-2014/2015 | Vanilla | 8.5 tons |
| | Ginger | 154 tons |
| | Black pepper | 44 tons |
| | Cardamom | 6 tons |
| | Chilies | 88 tons |
| | Cinnamon | 159 tons |
| | Turmeric | 40 tons |

Source: Zanzibar Commission for Tourism, 2016

3.1.2 Average number of youth employed per Spice farm

The information on youth employment in spice farms indicate that, the average number of youth employed at each spice farm was 36 youth (Table 2). The average target number of youth employee in Shehia 2014/2015 was 50 employees. Based on targeted employee it was noted that 36 employee were more than half of the target. The study findings revealed that, spice tourism and tourism sector in general can play great roles in employment creation particularly to youth. The findings were supported by Nsizwazikhona (2015), who postulate that, Poverty

reduction in communities is an important part to be achieved through sustainable tourism development with the rights of communities to tourism resources being equal.

Table 2: Average number of youth employed at each Spice farm

| Name of spice farm | Number of employees |
|----------------------|---------------------|
| Hill Spice Farm | 20 |
| Maganga Spice farm | 30 |
| Badru Spice farm | 35 |
| Big body Spice farm | 40 |
| Kizimbani Spice farm | 50 |
| Jambo Spice farm | 40 |
| Average | 35.833 ≈36 |

3.1.3. Respondent’s monthly income earned form spice tourism related activities

The monthly income earned from the spice tourism related activities of most respondents interviewed fall under the range of between 100,000-500,000 TZS (93.8), followed by those of less than 100,000 TZS (5.2%) and those who earn above 600,000 TZS (1%). This implies that the spice tourism contributes on employment and generating income to youth engaged on it. The finding on Figure 1 below suggests that, youth gained income from spice tourism.

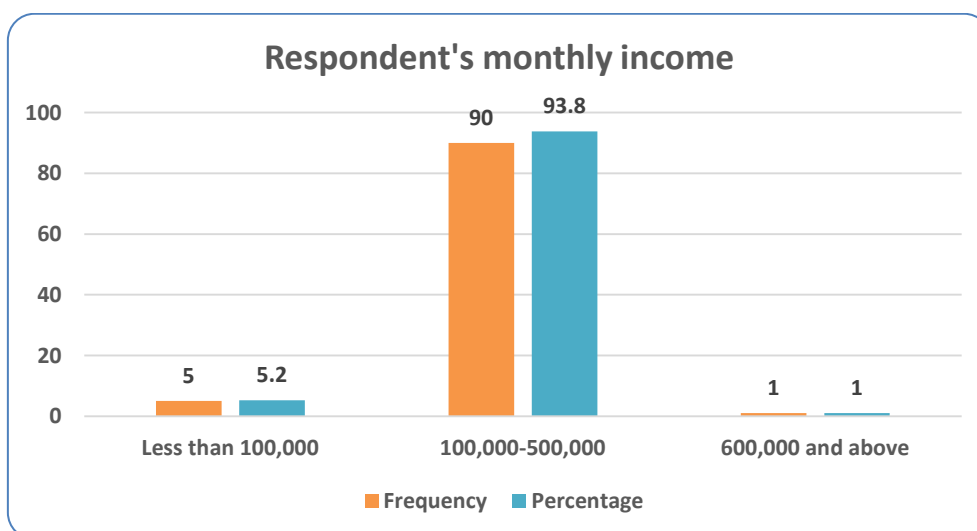


Figure 1: Respondent’s monthly income earned from spice tourism.

3.2. The Youth Income Level Before and After Engaging on Spice Tourism Activities

3.2.1 Youth’s saving ability before and after engaging on spice tourism

Findings on Table 3 below indicate that youth’s saving ability before and after engaging on spice tourism was an average of 36842.11Tsh and 70526.32 Tsh respectively. The ability to save was significantly different from that after engaging on spice tourism ($t = -8.047, P < 0.01$). Therefore, spice tourism has improved youth saving ability basing on the working period (months and years) that there was an increase in savings after engaging on spice tourism. The study findings concur

to those of Phoummasak *et.al.* (2014) which explained that tourism increases income generation in Laos.

Table 3: Youth's saving ability before and after engaging on spice tourism.

| Period | N | Mean | SD |
|-----------------------|----|----------|-----------|
| Saving ability before | 38 | 36842.11 | 22403.579 |
| Saving ability after | 38 | 70526.32 | 23126.838 |

t- Value = -8.047, Significance = 0.000 (or P< 0.01)

3.2.2. Youth's monthly expenditure before and after engaging on spice tourism.

Basing on the findings below in Table 4, it can be said that; youth's monthly expenditure before engaging on spice tourism (59411.76) was significantly different from that after engaging on spice tourism (113725.49) both in '000' TZS (t=-5.870, P < 0.01). Therefore, spice tourism has improved youth monthly expenditure from the income they obtain from spice tourism basing on the period (months and years) that youth have been working on spice tourism at Kijichi spice farms, and the amount of money spent before and after engaging on spice tourism.

Table 4: Youth's Monthly Expenditure before and after engaging on spice tourism

| Period | N | Mean | SD |
|------------------------------|----|-----------|------------|
| Monthly expenditure (before) | 51 | 59411.76 | 83932.396 |
| Monthly expenditure (after) | 51 | 113725.49 | 120593.711 |

t- Value = -5.870, Significance = 0.000 (or P< 0.01).

3.2.3 Investments generated by youth before and after engaging on spice tourism

The findings in Table 5 show that, out of 96 interviewed youth only 24% have invested on other small businesses like retail shops, mobile phone-based money transfer and food vending. The remained respondents (76%) respondents had not invested to any kind of business. 73.9% of those who had some investments said that those investments have resulted from the money obtained after joining on spice tourism activities. These findings imply that majority of respondents had to depend on spice tourism as employment and income generating activity. The study results are supported by findings by Chi and Dyer (2009) that tourism development had impacts on employment and income to surrounding community.

3.3 Challenges Associated with Spice Tourism in Enhancing Youth Employment

The findings in Figure below indicate that, the most mentioned challenges among others was seasonality, (88.5%) followed by language barriers (80.2%) and level of education 65.5%. The least mentioned challenges were; no overtime payment by 33.3% and favoritism (29.2%). This implies that spice tourism and the tourism sector in general are highly affected by seasonality. Further analysis was done to know how seasonality has been a challenge to spice tourism. The information collected from ZCT officers shows that during low seasons the number of guests to

visit the Zanzibar island decreases and the spice tourism activities drop as well thus, leading to seasonal employment. Also it was reported that language barrier between indigenous youth and foreigners lead to loss of job, under payment, customer's dissatisfaction and income reduction. Inadequate knowledge on production technology, value addition, marketing, preserving, parking, storing, savings, advertisement and customer care are also challenges affecting actors of spice tourism in Zanzibar.

Table 5: Youth's investments and the time of investment possession

| Variables | | Frequency | Percentage |
|-------------------------------|--------------|-----------|-------------|
| Respondents who invested | Yes | 23 | 24% |
| | No | 73 | 76% |
| | Total | 96 | 100% |
| Investment's possession time: | Before | 6 | 26.1% |
| | After | 17 | 73.9% |
| | Total | 23 | 100% |

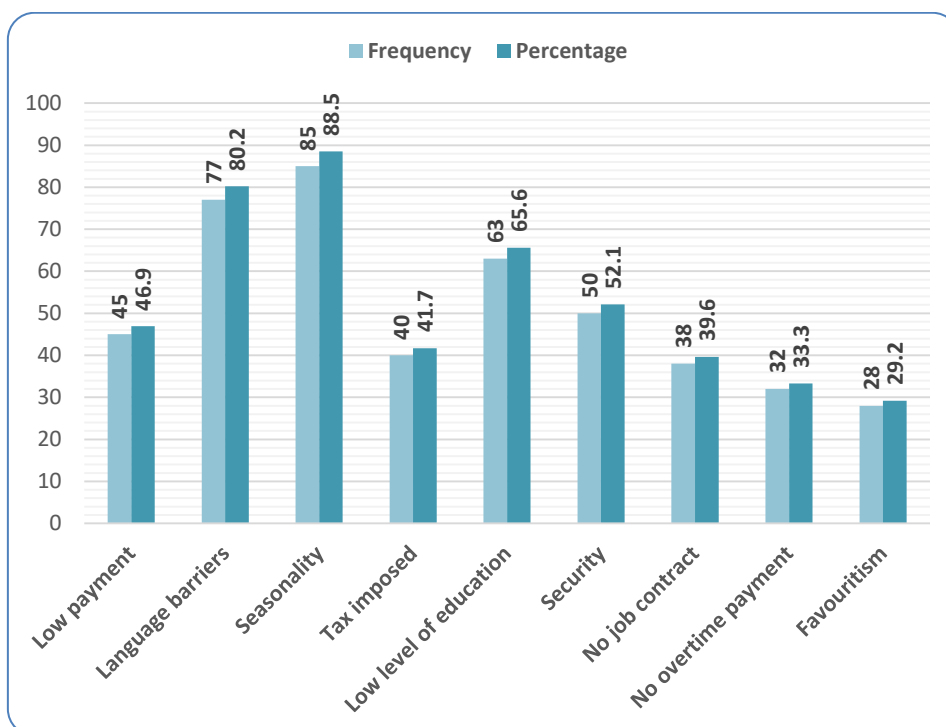


Figure 2: Challenges Associated with Spice Tourism in enhancing Youth Employment

4.0 CONCLUSION AND RECOMMENATIONS

Spice tourism leads to creation of employment opportunity and income generation particularly to youth in the study area and hence localize the SDGs. The majority of youth were employed in spice farms and obtained income for their social and economic development. However, few respondents could invest for more income generating activities. Income levels before engaging on spice tourism activities were low but after engaging on spices tourism their incomes increased significantly. It has noted that youth are faced with number of challenges hindering the

enhancement of employment to youth in relation to spice tourism. These include: Seasonality, low level of education and language barriers.

Thus, capacity building and awareness should be provided to youth engaged on spice tourism so that they become aware of the employment opportunity they have and hence being able to use their income for more investments. The presence of spice farms in Zanzibar Island is an opportunity to provide education to youth as investors can contribute to youth education. Also there should be technological options to capture new and emerging niche markets, and extensive assessment of additional spices and fruits potentially to merge the international markets and potential candidates.

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