

Zanzibar blue economy in the context of coastal and marine tourism

¹Hafidh Ali Hafidh and ²Mustafa Sharif

¹Zanzibar University Research and Consultancy Center, Tanzania. Email: hafidh.h9@gmail.com

²ADVIMPACT, Tanzania. Email: mustaphasharif@gmail.com

ABSTRACT

The paper examined the contemporary situation in coastal and marine tourism in the context of the Zanzibar Blue Economy. This working paper for coastal and marine tourism also provides working recommendations for further dialogue and engagement on coastal and marine tourism as one of the key sectors in the blue economy in Zanzibar. Geographically Zanzibar is blessed by the beautiful coastal areas and huge maritime areas as compared to its land areas. The marine and coastal environment also constitutes a key resource for the important global tourism industry, supporting all aspects of the tourism development cycle from infrastructure and the familiar "sun, sand and sea" formula to the diverse and expanding domain of nature-based tourism. The Blue Economy is very much suitable for Zanzibar by considering the maritime area and its connection with the people of Zanzibar as well as its economy. The paper recommends that establishment and effective implementation of blue economy for coastal and marine tourism will play a major role for obtaining sustainable economic development in Zanzibar. Also, to pursue the protection and sustainable development of the marine and coastal environment and its resources in Zanzibar so as to keep a conducive environment for coastal and marine tourism investment as well as to be a good tourism destination.

Keywords:

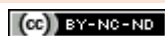
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1. INTRODUCTION

The United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992 concluded that tourism is one of the most important economic development industries. In conjunction with Agenda 21, the summit that adopted it also produced a tourism sector action plan. Tourism, as one of the world's fastest growing industries, aids economic growth by attracting investments and businesses, producing more jobs and expanding employment prospects, and improving infrastructure such as roads and airports. Prior to the COVID-19 pandemic, it was expected that the travel and tourist industry will become the greatest ocean economic contributor by 2030. (OECD). Due to its economic and socio-cultural benefits, tourism has made substantial contributions to the country's economy and is thus an essential sector for each country. According to the Organization for Economic Cooperation and Development (OECD), more than 75% of vacations are spent in seaside towns around the world. Furthermore, cruise ships play a significant role in the leisure business (OECD, 2017). Coastal and marine tourism is expected to expand at a rate of 3.5 percent per year until 2030, which is higher than the UNWTO's prediction of 3.3 percent per year for tourism as a whole (Dwyer 2018). Coastal and marine tourism expansion, it is argued, has the ability to stimulate a number of opportunities for small, medium, and micro-enterprises (SMMEs) and local entrepreneurs to improve the sector's developmental potential and local destination impacts (Attri, 2018; Rogerson, 2020). As a result, tourism is often regarded as one of the world's fastest-growing service industries and a key source of economic development for many, if not all, developing countries (Hafidh & Rashid, 2021). This is to emphasize the importance of the sea in the tourism sector, particularly in terms of blue growth, as coral reefs are rich in biodiversity and provide tremendous prospects for coastal and marine tourism. The yearly value of coral reef tourism (including on-reef and reef-adjacent activities like diving and snorkeling) is estimated to be around US\$36 billion (Spalding et al., 2017). Because of the reduced human activity effects, the zone's coral reefs were described as "unusually healthy" in 2016 (Karen, 2016).

Oceans and coasts are at the heart of tourism, with coastal locations accounting for 80 percent of all travel. 183 countries have coastlines, 37 percent of the world's population lives in coastal settlements, and coastal regions produce the majority of the ocean's goods (UNWTO, 2014). According to the World Tourism Organization (UNWTO), a third of the one billion international tourists registered in 2012 visited the coast (UN, 2014), indicating that coastal and marine tourism is important in relation to the tourism sector as a whole, as well as a significant source of income and foreign exchange earnings in the places and countries where these sites are located. The majority of hotels were established in coastal areas since a substantial share of global tourism is centered on the sea and coastal environment. According to Tegar and Gurning (2018), as one of the main segments of the blue economy sector and the largest component of the tourism business, marine and coastal tourism frequently generates debate over environmental impact and compatibility with other human activities. According to Hall (2001), one of the fastest expanding segments of the world's largest sector is marine and coastal tourism.

Ocean and coastal tourism is usually recognized as one of the most rapidly increasing segments of modern tourism, which can be advantageous for island countries and those with coastlines. As a result, policies, initiatives, and interventions directed at SIDS and other island economies may benefit by include tourism as a sector in order to help expedite the establishment of sustainable consumption and production patterns in the blue economy. There is also immense development potential in the blue economy, this can be done by establishing blue economy strategies for coastal and marine tourism economies in becoming the best tourism destination in the world. the core policy challenges facing the development of coastal tourism in the Indian Ocean Rim Association (IORA) states. Special focus is on the challenges for the leveraging of coastal and marine tourism for an inclusive tourism economy. 'Inclusion' represents one of the central principles behind the United Nations Sustainable Development Goals which were agreed to in September 2015 (UNCTAD, 2017).

2. THE BLUE ECONOMY POLICY IN ZANZIBAR

The Zanzibar blue economy policy aims at promoting sustainable economic growth, environmental stewardship and improved livelihoods through the sustainable utilisation of the sea and other blue resources. The blue economy strategic direction entails the need for effectively coordinating and managing the development of the ocean and its endowments for significant contribution to economic prosperity. The cohesive blue economy is captured through linkages of sectors across trade, tourism and maritime transportation. The main industrial value addition includes the commercialization of fisheries and aquaculture which is in line with domestic and export market demand and expansion of sustainable marine tourism to include undeveloped markets for ecotourism. The aim is to promote job creation and efficient and reliable maritime infrastructure network and services, including seaports and undersea pipelines; to facilitate trade and passenger flows; as well as to strengthen tourism demand (ZPC, 2020). The Blue Economy policy model considers core optimal wealth creation and utilization policy objectives as endogenous and policy target variables (Sarker and Newton, 2008). Wealth may be considered as a set of economic reserves or assets and thus will present a source of security providing a measure of a social economic entity ability to meet emergencies, absorb economic shocks, or provide the means to live comfortably, (Peacock, 2008). Wealth reflects intergenerational transitions as well as accumulation and utilization of incomes and savings. Incomes, age, marital status, family size, religion, occupation, and education are all predictors or factor variables for social economic wealth attainment.

For sustainability, the Blue Economy policy model considers majority of wealth as likely founded, dependent and embodied in the 'human beings, social entities and capital' institutional stock of knowledge, skills, and capabilities along with the 'institutional and social capital', the rule of law, enforcement of property rights, a stable financial system, and so on in the society in which all depend and live, (Peacock, 2008). Human resource or capital enables institutions to generate income in the future while institutional capital provides the critical social underpinnings for income generation, along with protection of wealth from exploitation or destruction by others, (Hritonenko & Yatsenko, 1999). Wealth refers to value of everything an institution owns, operates and manages. By institution or social economic entities we refer to national individuals, families, households, public entities, firms, cooperatives, non-state actors, and the rest of the world institutions living, operating within defined national boundaries.

2.1 Zanzibar Ocean Resources Based Economy

The tourism policy in the blue economy policy has sustainable tourism and marine tourism diversification as main specific tourism policy statements. The blue economy policy requires Zanzibar to enhance sustainable tourism by creating a sustainable tourism label. The purpose is to encourage tourism-focused establishments to adopt sustainability practices, focusing on energy and carbon reduction; habitat and ecosystem improvement; water, sanitation and hygiene management as well as economic and social investments for the local population. The policy further aims to ensure that tourism investment in all coastal communities acknowledge and empower local cultures in order to protect and promote them as tourist attractions. Marine tourism diversification entails developing potentials for island moving across the islets within the Zanzibar Archipelago through business-friendly regulations in line with best environmental practices; building the market for cruise tourism by repurposing Malindi Port as a passenger hub in line with the proposed relocation of container services; and promoting the development of sea sports and marina services, including linking Malindi Port seamlessly to Forodhani Park and Bwawani as well as identifying and developing other areas. Wealth is conceived as a stock or flow of resource variables at a particular point in time. Wealth as stocks of assets (resources) can be used as inputs or factors of social economic transformations to generate future incomes and well-being. 'Wealth' can refer to some flows and accumulation of resources (net asset values), whether abundant or not. 'Richness' refers to an abundance of such resources (incomes or flows) (Semboja, 2021). A wealthy individual, community, or nation thus has relatively more accumulated resources than a poor one. The opposite of wealth is destitution. The opposite of richness is poverty. Despite their nature, locations, and sizes, many of these small island developing states are neither poor nor destitute.

3. COASTAL AND MARINE TOURISM AS AN BLUE ECONOMY SECTOR

Coastal and marine tourism has been operated for many decades, different authors have elucidated but it is an ad hoc from an economic point of view. In 1986, Miller published the first article on travel, tourism and marine affairs that analyzed tourism development policies and the opportunities for planning coastal tourism, highlighting some of the outstanding commercial facts of marine tourism, tourism management and the role of leisure, work and tourism in modern life (Miller, M. 1986). Later, in 1989, an article on nautical tourism by Deskovic was published entitled "Marina development in Yugoslavia" in which the basic concepts of the development of this type of tourism and its viability were addressed (Deskovic, Z. 1989). Furthermore, coastal and marine tourism is, quite simply a huge business that forms a significant component of the wider tourism industry. For many island and coastal nations it is the primary focus of their tourism industries (Miller and Auyong, 1991).

Marine tourism includes those recreational activities that involves travel away from one's place of residence and which have as their host or focus the marine environment (Oram, 1999), such as scuba diving and snorkeling, windsurfing, fishing,

marine mammals and birds watching, cruise ship excursions, sea kayaking). Tegar & Gurning (2018), marine tourism covers a wide range of activities taking place in the deep oceans, the most predominant of which are cruising and sailing. Other leisure water-based activities and nautical sports (often carried out in coastal waters), are scuba diving, underwater fishing, water skiing, windsurfing, tours to maritime parks, wildlife mammal watching, etc. Marine tourism, while the vast majority of activities take place in the sea, their supporting facilities and infrastructure are usually found on land. Such facilities may vary between ports and marinas (serving cruises, yachts, etc.).

Also, Carvache-Franco et al. (2020) point out that coastal destinations increasingly offer a variety of activities for experiencing contact with nature (and culture) beyond that of the traditional coastal tourism product offering that focuses on the sun and the beach. Coastal tourism, is also a form of tourism in which activities take place at the coastal waters too, although it also covers beach-based tourism and recreational activities, such as swimming and sunbathing, coastal walks, etc. As regards coastal tourism, all relevant infrastructures and facilities (hotels, resorts, second homes, condos, etc.) are also found exclusively on land and usually much closer to the shoreline. Currently, the term coastal and marine tourism is called blue tourism as has been revealed by Martínez et al., (2021), in their study analyze the scientific production from 1986 to 2020 in impact journals of the terms “nautical tourism”, “maritime tourism” and “marine tourism” considering the following variables: number of documents, number of articles, period being studied, Hirsch citations and index. The results show an increasing trend in terms of both the number of published articles and citations publications from 2007 onwards and the review of the literature raises the need to define a new concept: “blue tourism”. Hall (2001) defined the concept of coastal tourism that embraces the full range of tourism, leisure, and recreationally oriented activities that take place in the coastal zone and the offshore coastal waters. These include coastal tourism development (accommodation, restaurants, food industry, and second homes), and the infrastructure supporting coastal development (e.g. retail businesses, marinas and activity suppliers). Also included are tourism activities such as recreational boating, coast- and marine-based ecotourism, cruises, swimming, recreational fishing, snorkeling and diving.

Maritime tourism refers to sea-based activities such as boating, yachting, cruising, nautical sports as well as their land-based services and infrastructures. Based on this definition of maritime tourism, and because most of tourism in SIDS is indeed connected to coastal and marine activities (OECD,2021). Marine tourism is closely related to the concept of coastal tourism but also includes ocean-based tourism such as deep-sea fishing and yacht cruising. In this sense, for Carvache-Franco (2020), coastal and marine destinations can offer a wide range of activities for tourists, including visits to local communities, water sports, sightings of marine flora and fauna, ecotourism, and local cuisine. There has been increasing awareness of the blue economy. The Blue Economy concept is defined and described in various ways. According to the World Bank (2017), it is the “sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of the ocean ecosystem.” Blue economy constitutes a wide range of activities including coastal and marine tourism which is not limited to rural areas. The Blue economy emphasizes the economic potential of ocean resources, ranging from fishing, natural resource extraction, to tourism (Christian Bueger, 2016). These descriptions indicates that there is a primarily a close relation between the blue economy and the usage of oceans as well as coasts towards the development of tourism sector and therefore places the blue economy as an integral part of the tourism sector development and sustainability.

Scope of Blue Economy is that, blue economy deliver chances for sustainable, clean, reasonable blue growth in both traditional and emerging sectors; fishing, marine biotechnology, minerals, marine, renewable energy, marine manufacturing, shipping, port & maritime logistics, marine tourism & leisure, marine construction, marine commerce, marine ICT, education and research (Compiled from Morrissey (2010), EIU (2015a), Govt. of Ireland (2012) and Marine Institute). Coastal and marine tourism is a key sector of the Blue economy for many of the small island developing states SIDS as well as the countries like Zanzibar which use their coastal areas in different activities for their economic growth. In fact, the economy of small island states is mainly dependent upon tourism. The Blue Economy in Zanzibar provides opportunities for investment in tourism infrastructure, such as hotels and resorts, and specific infrastructure, including dedicated terminals in ports for the cruise tourism industry and marinas for leisure boat activity as well as water sports.

Zanzibar prosperity is created, not inherited. It does not grow out of a country's natural endowments, ocean based economy, its labor pool, its enabling environment and presence of good policy, legal and institutional frameworks as the blue economy insists. A country's rapid economic growth accompanied with promotion and protection of the strategies planned to obtain sustainable development (Hafidh & Mkuya 2021). In 2021, Zanzibar has adopted a comprehensive roadmap for the development of its blue economy policy 2020 and Zanzibar Development Vision 2050 to focus on Zanzibar's efforts in the blue economy over the next 30 years. The frameworks lay down a blue print that will enable Zanzibar to better utilize its ocean and marine resources towards achieving economic development and prosperity. According to Zanzibar's General Tourism Policy, the main objective is for the Government of Zanzibar is to develop, plan, manage and promote a tourism industry that emphasizes sustainability, quality and diversification, and which is culturally responsible, socially desirable, ecologically friendly, environmentally sustainable and economically viable (MACEMP 2012). Therefore, better planning on coastal and marine tourism offers that opportunity.

4. ZANZIBAR AND THE COASTAL AND MARINE TOURISM

Zanzibar Island having similar characteristics with SIDS relies heavily on the sea for both social and economic activities due to the smallest land area. Nevertheless, the sea and coast of many of SIDS face increasing pressure from existing activities such as shipping, fishing and tourism (Semboja & Hafidh, 2022). Zanzibar has a vast area covered by the Indian Ocean, both in its territorial waters as well as its Exclusive Economic Zone (EEZ). Like many small islands developing national states, Zanzibar has implicit jurisdiction over globally significant ocean areas due to the sense that, which typically far exceed their terrestrial footprint and are therefore dependent to a large extent on ocean resources and the sectors they support. Also, like other coastal and island nations. Zanzibar and other developing countries alongside the East African coast (Somalia, Kenya, Tanzania) are privileged as the area is reported less damaged in terms of ecosystems and habitats. The zone's coral reefs

were reported “unusually healthy” in 2016 because of the reduced human activity effects that they have to bear (Karen, 2016). This constitutes a high potential to exploit in terms of blue growth since coral reefs are rich in biodiversity, offering huge opportunities for fisheries and aquaculture. Many activities related to the maritime sector could then be developed in any of the countries of that eastern African coast such as sustainable fishery, tourism, energy and shipping.

In the context of an island economy, tourism is one of the natural choices for development; the same applies to Zanzibar which is richly endowed with cultural, historic, natural and man-made tourism attractions. Tourism is a flagship sector, which binds other economic sectors in Zanzibar. It accounts for about 27% of GDP and contributes more than \$400 Million in foreign exchange annually with the potential for further expansion and subsequent contribution to Zanzibar’s economic development. The sector offers employment to a high proportion of women, as well as employs low skill labour, thus generating employment for women and the poor. Zanzibar’s coastal and marine tourism economy has the potential to boost the country’s economy. The tourism sector is among the leading foreign exchange earners and a major generator of employment in Zanzibar contributing about 27% of the Gross Domestic Product (Zanzibar Commission for Tourism, 2019). Marine and coastal tourism are the largest segments of the tourism industry in Zanzibar. In addition, coastal and marine tourism is also the most important and fastest growing economic activity occurring in the sea. The increases of employment opportunities, diversifying sources of income and creating new value chains. Tour operating companies and hotels in particular, provide the potential to improve access to new and existing markets and customers’ hospitality industries. This new focus on tourism has a range of consequences on the economy of rural and urban coastal communities. Special focus is on the leveraging of coastal and marine tourism for an inclusive tourism economy. Coastal and marine tourism is a vital expanding segment of the global tourism economy and acknowledged as a critical sector of the Blue Economy across IORA states (Rogerson, C.M., 2020).

For more than two decades, Zanzibar’s economy has been dominated by the tourism-led service sector; the natural resources and beauty of Zanzibar coastal areas have made them popular destinations for visitors. Zanzibar has been experiencing a linear increase in the number of visitors recorded in 1985 and the number of foreign tourists was 19,368 and reached 520,809 in 2018 (Zanzibar Commission for Tourism, 2019). Zanzibar is the home of idyllic beaches, balmy weather & warm tropical waters, this archipelago is renowned for clear warm waters, coral reefs and rich marine diversity making it a perfect under-water destination for snorkeling and diving (Hafidh, & Rashid, 2021). There is also immense development potential in the blue economy, this can be done by establishing blue economy strategies for coastal and marine tourism economies in becoming the best tourism destination in the world. Many tourists nowadays seek a unique and customized experience rather than the more traditional type of “sun-and-sea” package holiday. These changes on the demand side require reaction and adaptation by operators and destinations. The sector should develop new products promoting attractiveness and accessibility of coastal and marine archaeology, maritime heritage, underwater tourism and eno-gastronomic activities, among other innovative activities. As a tourist attraction, the popularity of marine and coastal based sport tourism increases globally (Lagarensen and Walansendow, 2016). Zanzibar government and tourism investors have to increase and widening the scope in tourism attractions so as to compete with international markets in providing tourism service and products.

4.1 Zanzibar Marine and Coastal Tourism Activities

At a global level, marine and coastal tourism provide for a diverse range of activities and products that make coastal and marine tourism the top tourism products that attract people to visit in different locations worldwide. Globally, products such as cruising, surfing and other water sports, swimming, scuba diving as well as eco tourism spots are designed and offered in different countries from Greece, to Maldives and the Bahama. According to oceanwealth.org, about 350 million people visit coral reefs around the world. Zanzibar has been offering a wide variety of coastal and marine tourism activities and excursions for its visitors to enjoy their vacations. Products such as scuba diving, watersports activities such as jet ski and kite surfing, snorkeling, dolphin tours, islands tours, sandbank, beach and marine nature reserves, marine aquariums and underwater accommodation give the tourists choices of what they want to do while they are spending their holidays in Zanzibar.

- Water sport activities are big problems toward water pollution and destruction of marine biodiversity for a vivid example jet skiing in at Kwale Island, East Coast beach especially at Paje and Bwejuu
- Tourist activities such as scuba diving where some tourists destroy the coral reef due to their activities and disturb the nesting site for the marine species
- Taking or collection of sea shells, many tourists in Zanzibar especial at Nungwi when they are doing scuba diving they collect some of sea shells and other species and this lead the disturbance of ecosystem
- Sewage disposal from the big Hotel, most of big hotel allocate their sewage system direct to the beaches side where waste product direct goes to the sea and this lead water contamination as a result of killing marine species
- Deforestation especial when they expand their buildings , they need to cut down the trees so as to get enough space for construction purpose
- Dolphin watching or swimming with dolphin the way how tourist watch the dolphin at Kizimkazi and Matemwe is a total destruction of water pollution and disturbing of the marine species especially the dolphin them selves because the way how they are swimming with dolphin is total vague and some time there is no management of controlling the number of tourist playing with dolphin as a results the problem of carrying capacity
- Zanzibar quad tourist drive at the beach that lead the destruction of environment
- A number of tourism activities that are taking place at the sand bank has caused the destruction of environment for a vivid example at Funguni in Stone Town famous known as Nakupenda Trip where sometimes a number of tourist are more than carrying capacity as a results of Mass tourism on the area and destruction of beaches due to the number of tourism activities that doest regards the carrying capacity

Another best example at Kwale Island and Mnemba Island especially when tourists perform their activities at the sand bank (Funguni) waste products and rubbish are not well managed examples through the waste and garbage on the sea that total become poison to the marine creatures.

5. OBJECTIVE OF THE WORKING PAPER

- This paper intends to examine Zanzibar blue economy in the context of coastal and marine tourism.
- Objective of the paper is to present and discuss the blue economy in the coastal and marine tourism sector.

5.1 The impact of sustainable tourism on coastal and marine conservation

There have been massive influxes of tourists which have a great impact on the environment destruction specifically having small areas. They add to the pollution, waste, and water needs of the local population, putting local infrastructure and habitats under enormous pressure. Zanzibar aims to increase awareness of the connections between coastal and marine biodiversity conservation and a sustainable Blue Economy, as well as to identify major opportunities, impediments and priorities for incorporating biodiversity considerations into the coastal and marine tourism as Blue Economy sector. Due to the tourism development in Zanzibar, massive new tourist developments have been built - including airports, marinas, resorts and skydive. Over development for tourism has the same problems as other coastal developments, but often has a greater impact as the tourist developments are located at or near fragile marine ecosystems. For example:

- Mangrove forests and seagrass meadows have been removed to create open beaches.
Zanzibar have contributed to the degradation and removal of seagrass meadows, disrupted coastal marine food chains, and reduced local biodiversity that seagrasses support (Purvis and Jiddawi, 2021). There is a need to restore mangrove, The advantages of mangrove restoration vary greatly. Fisheries, timber, wastewater treatment, and coastline preservation are all high-rated benefits. Rehabilitation of mangroves and their habitat is rarely successful without the involvement of local stakeholders. Socio-economic aspects should be included in restoration projects so that local communities benefit from sustainable mangrove use. It is essential to introduce sustainable economic activities alongside mangrove restoration, such as sustainable aquaculture and integrated mangrove-aquaculture schemes, fisheries, eco-tourism and non-timber forest products (Primavera et al., 2012).
- Tourist developments such as piers and other structures have been built directly on top of coral reefs.
Coral reefs are one of the world's most diversified ecosystems. Corals are wave-resistant rock structures formed by animals and plants that secrete calcium carbonate. Massive influxes of tourists, especially in a limited location, have a significant influence. They add to the local population's pollution, trash, and water needs, placing local infrastructure and environments under tremendous strain.

6. CONCLUSION

Zanzibar should consider establishing, or where necessary strengthening, appropriate coordinating mechanisms for integrated management and sustainable development of coastal and marine areas and their resources, at both the local and national levels for the tourism sector. Such mechanisms should include consultation, as appropriate, with the academic and private sectors, non-governmental organizations, local communities, resource user groups, and indigenous people. In doing so, the Zanzibar will have comprehensive plans and get privileges in using their coastal and marine resources for tourism. The key principles of tourism sustainability such as clear coastal and marine-use planning and development control policies should be incorporated into blue economy policies to explicitly address the impact of coastal and marine tourism on the environment and local communities. Zanzibar should set goals and strategies for a sustainable coastal and marine tourism economy by 2050, as explained in Zanzibar Development vision 2050. Coastal and marine tourism is sustainable, resilient, addresses climate change, reduces pollution, supports ecosystem regeneration and biodiversity conservation and invests in local jobs and communities. Adequate policies should be developed and implemented at the national and local levels to promote tourism while focusing on developing diversified products to avoid over-reliance on a single tourism product for revenue generation.

There is a need to pursue the protection and sustainable development of the marine and coastal environment and its resources in Zanzibar so as to keep a conducive environment for coastal and marine tourism investment as well as to be a best tourism destination. The Zanzibar government can play a vital role in promoting coastal and marine tourism by reviewing academic curriculum and establishing new courses of coastal and marine tourism providing some special services including and one stop service to the foreign tourists. The study also recommended there should be sport tourism at Zanzibar beaches and marine areas and should be included in the calendar events with proper planning and facilities, so as to promote tourist attraction in Zanzibar. The introduction of marine and coastal based sport tourism in Zanzibar could be another exciting event for tourism development. Zanzibar requires a rethink of the dominant planning model around encouraging mass international tourism (which is often concentrated on all-inclusive resorts or cruise tourism) and instead the reconsideration of the potential for leveraging potential benefits from promoting domestic and regional travel as well as of budget forms of international tourism. Zanzibar should deploy special efforts to develop innovative coastal and marine tourism products that will attract more tourists to Zanzibar. The Commission of Tourism should deliberately develop a plan to market Zanzibar as one of the top coastal and marine tourism destinations in the world.

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