

The Department of Commercial Crops, Fruits and Forestry, Zanzibar

Kiwengwa Ecotourism Project (KIWA)

**STUDY REPORT ON:  
TOURIST ATTRACTIONS AND WILLINGNESS TO PAY**

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## **TOURIST ATTRACTIONS AND WILLINGNESS TO PAY**

### **1. Introduction**

The Kiwengwa Ecotourism Project is implemented jointly between the Department of Commercial Crops, Fruits and Forestry, Zanzibar, The Geographical Society of Turku, Finland and Kiwengwa local community. Its objectives are to improve community livelihoods through cave ecotourism and other related businesses while ensure conservation of the forest resources. For the project to understand the concerns of tourists on fees for the services that could be provided, two Finnish who are part of the project, assigned a task to conduct as short study on "Willingness to Pay". The focus group for this exercise was tourists, tour operators and hotel managers. The task covers areas of Kiwengwa, Stone town and Mangapwani.

#### **1.1 Objectives and methods of our study in Zanzibar**

We were working for the Kiwengwa cave project in Zanzibar for four weeks during 24.4.-18.5.2006 in cooperation with the Department of Commercial Crops, Fruits and Forestry. We began our work in getting familiar to the attractions that the tour operators prefer in Zanzibar. We checked the prices and services and also visited some attractions and other caves. Then we were thinking what extra information we could get by interviewing people who represent different groups. We thought what would be the most useful information for the project in the future. We decided to approach the tour operators in Zanzibar, who make different kind of tours all over the island. The important thing we thought was to inform them about our project and to ask their interest about it. Also we considered important to know some opinions of the tourists who have come to Zanzibar to spend their holidays. Also we visited two big hotels that arrange tours for their customers and interviewed the staff. So the main method in our study was a semi-structured interview. Same method was used when approaching different groups. The questions were modified for each group.

### **2. Implementation of the study**

#### **2.1 Tourist attractions in Zanzibar**

In Zanzibar there are quite many small tour operators, who all organize same kind of tours and trips. There are for example spice tours, dolphin watching tours, snorkeling, island trips, trips to Jozani forest, Stone Town sightseeing tours etc. Often it is possible to get the tour of your own interest, so you can affect what the tour includes. The trips aren't that specified. There is not a big difference between the supply of each tour operator. Usually one trip can include several attractions. For example during the spice tour, the Mangapwani caves are also visited and when visiting the Prison Island, it is combined with snorkeling.

The prices are often in US dollars and the price depends often on the size of the group.

- The whole day spice tour costs 10 USD, but the entrance fee to the slave chamber is excluded and costs 1000 Tsh (1 USD).
- The trip to Prison Island including snorkeling costs about 20 USD where the entrance fee to the turtle park is included.
- Entrance fee to Jozani forest is 8 USD for adults and 4 USD for children. That includes the nature trail and the guidance. There is a cafeteria and a restaurant in the area. The trip to Jozani forest is often combined with the dolphin tour.

#### **2.2 Mangapwani caves**

We considered important to get to know how the visits to the other caves in the island are organized and what are the prices and services. We visited the caves and also used other method for data collection.

Visiting the natural cave (no activities because of heavy rain):

- difficult to find, deficient and too few signs, hard to make a non-organized visit
- difficult to get information about opening hours



Plate 1: A sign to Mangapwani Cave.  
The signs were quite deficient.  
It was hard to find there



Plate 2: Stair of Mangapwani cave.  
The stairs were good. It was easy to get in

### 2.2.1 Visit to slave chamber

Plate 3: Slave Chamber at Mangapwani cave

- also situated in Mangapwani, near the natural cave
- we visited it at the end of an organized spice tour
- only slave chamber (not the natural cave) was included to the trip
- was excluded from the tour price, costed extra 1000 Tsh/person
  - same guide as during the spice tour told about the history of the cave
  - at the entrance there were posters in which were stories and pictures of the chamber
  - no other services like refreshments



## 2.3 Visit to Big Hotels

### 2.3.1 Visit to Serena Inn

- Serena Inn is a four star hotel in Stone Town, which arranges tours to the Mangapwani caves from the Serena Inn, Stone Town.
- We interviewed a guide for the Mangapwani caves. He was a car driver as well as a guide during the trip.
- Guide tells a story about caves` history, how was it found etc.
- Price: 1000 Tsh includes both caves (access to the natural cave and the slave chamber) Both caves usually visited during one trip.
- The price of the transportation depends on the group size
- Distance from Serena Inn: 20 km
- Services: restaurant owned by Serena Inn, water sport possibilities, no souvenirs, no local micro business.
- Usually an organized trip (by Serena Inn), possible also for tourist to go by himself (guidance available)

### 2.3.2 Visit to the Bluebay Beach Resort in Kiwengwa

Bluebay Beach Resort is a five star hotel owned by Italians. It organizes tours to its customers. We did an interview to the director of the business centre. Business centre is the place where hotel`s customers can get information about the trips and book the trips there. He told about the tours they organize which includes e.g. spice tour, tour to Stone Town, Jozani forest trip and boat trip. They don`t organize trips to the Mangapwani caves. Tours are organized usually in the morning time, when it`s cooler. They usually offer the transportation for the trips, but not guiding.

They were very interested about our project. They considered very positive the fact that the caves are situated that near. Also they liked the idea to support the local community and they said that it would be something new there. They thought they could encourage their customers to buy the souvenirs from the local people. At the same time tourists could learn something about the local life, history, culture and so on.

We thought the hotel should be contacted again later so that they won`t forget our project and that they would know how the project is proceeding.

We also interviewed some customers of the Bluebay Beach Resort.

Tourists that we interviewed were on about one week trip and were staying in the same hotel all the holiday. Almost every one had taken part in some of the tours that the hotel organizes. Spice tour and a visit to Stone Town were the most popular ones. They had got the information basically from the hotel's business centre. Some of the tourists knew about Zanzibar's culture and history before coming to the island. Others were not so aware of it.

All the interviewed were interested to know more about the history, culture and nature. They preferred mainly organized trips. Only one of the tourists interviewed had done a trip by his own. They were mostly interested in our project and excited about natural coral caves and their history. Everyone would like to have guidance when walking along the nature trail. Ecotourism was considered very positive and tourists would pay bigger entrance fees if they knew it's for the local good. We thought it would be important to inform clearly in the advertisement that the fees support the local community. The hotel's customers and the hotel's contact details; information from tourists and questionnaire are attached, as appendix 1, 2, 3, and 4. Information required for advertisement and information required at visitor centre are attached as appendix 5 and 6 respectively.

## **2.4 Interview program**

### **2.4.1 Tour operators in Stone Town**

We visited some of the Stone Town's tour operators which are organizing e.g. tours mentioned above. We introduced our project to them and asked their interest. Also we discussed about the values concerning ecotourism. Operators were interested about a new kind of attraction and we promised to inform them later on how the project is going on and when it is ready. We suggest contacting them by e-mail when the web sites of the project are ready, so the tour operators would get to know the idea of this project. That could be done by the next Finnish students who arrive to Zanzibar. Also more tour operators could be visited then. We realized that contacting the tour operators is a good way to market our project. The ideal situation would be cooperation with tour operators so that they would organize the transportation to the Kiwengwa caves from Stone Town and maybe combine the cave visit with some other tour, like snorkeling in the Kiwengwa beach. The entrance fee and incomes from the services around the caves would be for the community, not for the tour operator. There is attached (appendix 1) some information from tour operators that we visited.

### **2.4.2. Tourists at Stone Town Streets**

We interviewed some tourists in the streets of Stone Town. They hadn't been using tour operators, but had organized their trip to Zanzibar by themselves. They used budget accommodation so the tours they did in Zanzibar were not organized by a hotel. Some of them were not so interested in organized tours at all but others had taken part in e.g. a spice tour. They had used the tour operators of Stone Town. Too high prices are not the reason why some of them had not taken part in any tours. The lack of time, interest or maybe the lack of information of the attractions could be the reasons.

## **2.5 Conclusions and Recommendation**

By studying the tourist attractions in Zanzibar we came to a conclusion that there is very limited amount of different kinds of tours that tourists can take part in. Almost all the tour operators offer the same tours with almost the same prices, activities and services. So we think that there would be demand for new kind of attractions. Also the tour operators were complaining about the lack of opportunities and were interested in new ideas, thus also in our project. Our conclusions of the study are that we should cooperate with the tour operators and prepare clear advertisements of the caves and nature trail. In that way we could get tourists to visit Kiwengwa caves as far as from Stone Town. In the future the tour operators should be contacted again so that the cooperation would get started.

Also cooperation with hotels should be done. Hotels have a big impact in the plans of their customers during their stay. Usually the customers get all the information of the attractions from the hotel. Hotels also are willing to offer some activities to their customers. Also other hotels (besides the Bluebay Beach Resort) in the Kiwengwa beach should be informed about the caves and their willingness to cooperate should be asked. This wasn't possible for us to do because of low season.

By visiting the Mangapwani caves we came to a conclusion that the signs to the caves should be clear so that everyone could find their way there also when going by own. We found positive the fact that our caves are much bigger than in Mangapwani and there is access deep into the caves if lightning is arranged. This is not possible in Mangapwani. Also the nature trail and the participation of the local community make it special. The spice farm and souvenirs would also be something different. The idea of ecotourism was important to the tourists, so it should be clearly mentioned in the advertisements. The advertisement should be well prepared and should contain all important information (appendix 5). Tourists were ready to pay more if they knew they were helping the local community and protection of the forest. As in the Mangapwani Slave Chamber, we could also have some posters in the visitor centre, where tourists could read some information about ecotourism, nature, history of the area etc (appendix 6). The tourists found it hard to define the price for the entrance for the caves and nature trail and their suggestions were far from each others. According to the tourists' suggestions and our own study about other attractions we would propose that the price could be something like 5 USD/ 5000 Tsh. Of course the price depends on the final form of our attraction. Getting people interested and informed about the caves are more important things than the price. Also extra income will come from the local micro business that hopefully will exist around the cave. So the visitors can also spend their money to souvenirs, spices ore some services that the locals offer.

### **Appendix 1: Address of Tour operators**

#### **Tabasam Tours**

Kenyatta Road

They offer different kinds of tours e.g. spice tour, Jozani tour, islands and snorkeling, trip to Nungwi. Were very interested about our project and new ideas for tourist attractions at whole. Were interested to combine a visit to our caves for example to trip to Nungwi

#### **Tropical Tours & Safaris**

Offers many kinds of tours.

The boss wasn't there, so contact them

Contact details:

Frida, Tropical Tours & Safaris

P.O.Box 325  
 Kenyatta Road, Zanzibar  
 Tel. 0777 413 454  
 Fax. 255 24 2233695  
[Tropicalts@hotmail.com](mailto:Tropicalts@hotmail.com)

**Safariplanners & Adventures Ltd.**

Were very interested about the caves and the idea of ecotourism and new ideas. Offers many kinds of tours. Could be a good idea to combine it to some other trip, e.g. snorkeling and swimming in Kiwengwa Shangani, Kenyatta Road  
 P.O.Box 1393, Zanzibar  
 Tel. 255 798 839788  
[safariplanners@zanlink.com](mailto:safariplanners@zanlink.com)  
[www.safariplannerstz.com](http://www.safariplannerstz.com)

**Twinkling Zanzibar Tour & Travel**

(Same opinions as above)  
 Ali Mwinyi  
 North coast, Nungwi  
 Tel. 024 2240388  
 Fax. 078 7101302  
[gin@zanzinet.com](mailto:gin@zanzinet.com)

**Jojoba Tours & Travel**

Were interested about our caves, fed up with spice tours.. Proposed some activities to perform in the caves (??)  
 Hassan Ali  
 Shangani Road  
 P.O.Box. 3339  
 Tel. +255 24 2238183, +255 777 410346  
 Fax. +255 24 2238184  
[jojobatours@yahoo.co.uk](mailto:jojobatours@yahoo.co.uk); [hassanjojoba@hotmail.com](mailto:hassanjojoba@hotmail.com)

**Appendix 2: Address of hotels**

The Bluebay Beach Resort:  
 Tel: 224 0240  
[www.bluebayzanzibar.com](http://www.bluebayzanzibar.com)

**Appendix 3: Information of Tourist Interviewed**

1. A young man from South Africa
  - Staying for one week in Zanzibar
  - Has stayed in the hotel, except has had two tours; spice tour and a trip to Stone Town (organized by the hotel)
  - Got the information about the tours from the hotel's business centre, didn't have any guide book
  - Didn't know anything about Zanzibar's history before coming
  - Would be interested to know more about history, nature, culture and so on
  - Has been in a coral cave before in South Africa

- Would pay about 2-5 USD, if it's for the local good, could pay more, for example 5 USD
  - Important for him would be an organized tour. It should be easy to get there, organized transportation or well working public transport.
  - Would prefer a guide rather than going around by himself
  - Guide should know about the nature, vegetation, history...
2. A couple from England, about 60 years
- Staying for ten days in Zanzibar, in the Blue Bay Resort
  - Main purpose of the holiday is to relax
  - Planning to take the Spice tour and a trip to Stone Town
  - They knew quite a lot about Zanzibar (history, nature, spices) before coming
  - Never been in a coral cave before
  - Would pay more if knew it's for local good. Were very interested in the idea of ecotourism, (should be mentioned in the advertisement). Could pay even 30 USD.
  - Should be an organized tour with a guide
  - Their opinion was that no one comes to Zanzibar if not interested about the life and culture of the island
3. Young couple from South Africa, about 25 years
- Staying for one week in Zanzibar in the same hotel
  - Have been only in Stone Town (not an organized trip but by their own)
  - Not going to take any other trips during the holiday
  - Would be interested in other tours if they had more time
  - Never been in a coral cave before
  - Know a lot about Zanzibar, Would like to know more from a local guide
  - Would be interested in our caves, would prefer an organized tour with a guide
  - Would be more interested if for local good
  - Hard to tell any price they could pay

#### **Appendix 4: Questionnaire**

1. How long are you going to stay in Zanzibar?
2. What are you going to do here, what activities and sights? What are the most interesting to you? What transportation are you going to use?
3. Where have you got the information of those sights? Internet, tour operator, hotel, locals, brochures, other tourists, tourist guidebook, other?
4. What do you know about Zanzibar (history, people, nature, state of environment)? Would you be interested to know more? What would you like to know more about?
5. Have you ever visited any coral cave in your life? Would you be interested in visiting the coral caves and a nature trail in the forest?
6. How much would you pay for it?
7. How long would you like to walk to get there?



8. What transportation would you like to use to get there?
9. What would be good duration for this trip? 2, 3 hours? What time of the day would you like to go there, morning, noon, evening?
10. Would you go there by your own or prefer an organized trip? Do you wish a tour guide to walk with you at the nature trail/cave or would you like to walk by your own?
11. Is there any effect for your interest if you knew it's for the locals' good/best?
12. Would you pay more for that? Would you pay more if you knew it's ecotourism/ the money is used for the ecology of nature, nature is used by sustainable way?

#### **Appendix 5: Information needed to the advertisement**

- Introduction of the caves and nature trail
- Distance
- How to get there from each beach and Stone Town (dalla-dalla, taxi, duration of the ride) or how to take an organized trip (which operators are organizing)
- Opening Hours
- Entrance fee in USD and Tsh
- Web-site address
- map, location of the caves
- souvenirs available
- information of other services

#### **Appendix 6: Information needed at Visitor Centre**

- Introduction of the caves and the project
- Cultural history
- Nature: fauna, animals
- Ecotourism introduction in brief
- How are they helping the local community (advantages of the ecotourism in the area)