

Residents' Perception of the Impacts of Tourism and Satisfaction: Evidence from Zanzibar

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Abstract

The current research trend in Sub-Saharan Africa suggests only a handful of studies on residents' perceptions of the impacts of tourism and its associated benefits. Despite tourism being a booming industry in Tanzania, the extent to which tourism development contributes to resident's satisfaction and their general welfare is not known. This paper sought to fill in the specified knowledge gap by capturing various insights depicting perceived economic, socio-cultural and environmental impacts of tourism in Zanzibar Island, and establish the level of satisfaction on the studied phenomena. To meet the desired aim, a total of 200 respondents were selected strategically from targeted localities in Kiwengwa area to respond to a structured questionnaire. Obtained data were analysed descriptively, and a multiple linear regression was carried out. The regression analysis results indicate that perceived social-cultural and environmental impacts of tourism have significant positive impacts on residents' satisfaction; while perceived economic impacts of tourism lack significant effect on the satisfaction. Based on these results, the assumptions of the social exchange theory (SET) employed in this paper as a conceptual model are confirmed since the perceived impacts of tourism significantly contributed to residents' satisfaction with tourism. The results shed light on the need for strategic stakeholder's interventions that may boost the tourism industry in the Island, and similar destinations, by considering the triple bottom line aspect of sustainability (economic, socio-cultural, and environmental), and consequently increasing residents' satisfaction with tourism in their destinations.

Keywords: *residents' perceptions, satisfaction, sustainability, tourism, Zanzibar.*

1. Introduction

The concept of tourism places humans at the centre of the benefits that are accrued from the tourism industry. Tourism is only meaningful if it offers positive impacts on the lives of the host communities residing in a destination (Nunkoo & Fung So, 2015). Residents in a destination are impacted either positively or negatively by tourism with respect to the commonly referred triple bottom line of tourism, which includes economic, socio-cultural, and environmental dimensions (Sharpley, 2014). Residents' perceptions of the triple bottom line serve as valid indicators for evaluating the impacts of tourism in respective destinations (Chen & Raab, 2012).

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Several studies have been conducted on residents' perceptions of the impacts of tourism for more than three decades (Andereck & Nyaupane, 2011; Jani, 2018). Despite recorded contribution of tourism to countries' GDP, there has been a concern on the extent to which the development of tourism contributes to residents' satisfaction and their general welfare (Uysal, Woo & Singal, 2012; Kim, Uysal, Sirgy & Perdue, 2012). Only a few studies have studied residents' perceptions of the impacts of tourism on residents' satisfaction with tourism in their destinations, particularly in the Sub-Saharan African (SSA) countries where tourism is growing (Nawijn & Mitas, 2012; Kim, Uysal & Sirgy, 2013; Kaplanidou et al., 2013). The available few SSA studies on the subject-matter (e.g., Chiutsi & Saarinen, 2017; Ngowi & Jani, 2018) have typically focused on residents' perception of tourism impacts on nature and wildlife tourism areas. An understanding of the relationships between residents' satisfaction with tourism and the contributing factors aids in understanding residents' support in the further development of tourism. Such knowledge will help destination managers and policy-makers to identify the impacts of tourism in their areas, which will in turn assist in setting up strategies to ensure sustainability that focuses on residents who are the primary stakeholders in their destinations (Vargas-Sanchez, Plaza-Mejia & Porrás-Bueno, 2009; Zhuang, Lin & Li, 2019).

Residents' satisfaction with tourism refers to the overall state of affairs in which they perceive either to be positive or negative with respect to tourism activities in their destinations (Vargas-Sanchez, Plaza-Mejia & Porrás-Bueno, 2009). Residents' satisfaction can simply be equated to contentment with tourism activities and their consequences (Aleshinloye et al., 2022; Lai et al., 2021; Liang et al., 2021). With the awareness of satisfaction being a multidimensional concept, the general definition of satisfaction is adopted in this study due to its generality and broadness. The multi-aspects of residents' satisfaction, for instance, was noted by Nyaupane and Andereck (2015) who captured more than eight dimensions of satisfaction that includes emotional, psychological, interpersonal and social relationships, material well-being (including employment and economic security), social inclusion, dignity and worth, and rights (including privacy).

The motives for studying residents' satisfaction and their antecedents includes understanding the impacts of tourism development on the lives of local residents. Previous studies (e.g., Zhuang, Lin & Li, 2019; Kim et al., 2013) reveal that residents who are satisfied with tourism development tends to support it than those with lower levels of satisfaction. Several studies have indicated that residents' perception of tourism development has both positive and negative impacts that can be categorized into economic, environmental and socio-cultural aspects. However, these studies have been inconclusive as their findings indicate differential impacts of the three aspects to vary with the context of destination (Ngowi & Jani, 2018; Zhuang et al., 2019). In this regard, only a few of such studies have been undertaken in the context of the geographical scope of developing countries, particularly SSA.

Therefore, this study developed and tested the proposed model that illustrates the relationships between the three types of impacts of tourism (i.e., economic, environmental and socio-cultural), and residents' satisfactions in a culturally-specific SSA Island of Zanzibar, off the coast of Tanzania in East Africa.

From a theoretical point of view, this paper adds to the application of the existing social exchange theory (SET) by ascertaining the relevance of the triple bottom line dimension of sustainability and satisfaction. Furthermore, it addresses contextual gaps in exploring residents' perceptions given their satisfaction of tourism development in their areas. This paper is relevant as it operationalizes satisfaction as a result of tourism development in the context of SSA, given its nature of being multidimensional. In promoting tourism sustainability, this study provides managerial implications for tourism practitioners to identify important factors of tourism impact that contribute to residents' satisfaction.

2. Theoretical Framework

2.1 Resident Perceptions of Impacts of Tourism and Satisfaction

Local residents' perception on the impacts of tourism helps to determine if tourism development embraces the principles of sustainable tourism in its development and management (Latkova & Vogt, 2012; Nunkoo & Fong, 2015). Sustainable tourism significantly allows for local participation, positively impacts respective communities, and supports and improves residents' satisfaction and welfare (Stylidis & Tarzidou, 2014). There are a number of studies on residents' perception and satisfaction with tourism, whose results, however, reveal variations in the relationships between the three types of the impacts of tourism (Ngowi & Jani, 2018; Nunkoo & Fong, 2015). For example, while some studies have shown economic aspects of residents' perception to have a much stronger effect on satisfaction (Andereck & Nyaupane, 2011; Rasoolimanesh & Jaafar, 2016), others have noted non-economic factors like social-cultural aspects and environment to have relatively greater impacts on satisfaction (Ngowi & Jani, 2018). Thus, it is imperative to undertake a study appraising the impact of residents' perception of tourism on their satisfaction in a relatively less-researched SSA country relying on cultural tourism.

That the concept of resident satisfaction in the context of tourism has been understood differently; and this might have posed challenges that led to different empirical findings. Uysal and Sirgy (2013), for instance, consider resident satisfaction to be the degree to which local residents are pleased with their community. However, impacts of tourism affect residents' satisfactions in many ways that differ among residents. The improvement of residents' satisfaction with tourism is achieved through the development of tourism products that give residents opportunities to enjoy, benefit and participate in its development (Uysal, 2016). Tourism incentives that promote residents' satisfaction include the development of social services and economic infrastructures, promotion of residents' culture, preservation of natural environment and employment creation:

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all of which in turn boost the welfare of households and the community at large (Andereck & Nyaupane, 2011). On the other hand, the lack of residents' satisfaction can also be attributed to the fact that tourism benefits few individuals in a community, creates more jobs to foreigner than locals, does not contribute in raising residents' standards of livings, erodes traditional culture, increases frictions in a society, and contributes to environmental destruction due to infrastructure development and waste disposal, among others (Kim & Park, 2017).

As pointed by Woo and Uysal (2015), since satisfaction with tourism is an antecedent to the support of tourism development, it is pertinent to reveal the antecedents of satisfaction. The common indicators used to assess the impact of residents' perceptions include the triple bottom line of sustainability under the economic, socio-cultural, and environmental dimensions. The common economic indicators are job creation, attraction of investments, and household income (personal benefits). Environmental indicators include the preservation of natural environment and levels of pollution, and avoidance of environmental degradation; while socio-cultural indicators include the promotion of local culture and handcrafts, and the preservation of traditional culture (Brida, Chiappa, Meleddu & Pulina, 2012; Ribeiro, Pinto, Silva & Woosnam, 2017; Jani, 2018). These indicators were employed in this study due to their wider use with reliable results.

2.2 Social Exchange Theory

Studies on residents' perceptions on the impacts of tourism dominantly utilizes the social exchange theory (SET), which has proven that positive impacts of tourism have significant relationships with residents' support of tourism development and vice versa (Zhuang, Lin & Li, 2019). In the context of satisfaction, it is advanced that if the impacts of tourism improves residents' satisfaction, residents' will be more willing to enter into an exchange relationship with the tourism industry; and if residents are dissatisfied, then they will not be supportive of tourism development. This interrelationship between the impacts of tourism and satisfaction has been confirmed by several studies (e.g., Woo et al., 2015; Kaplanidou et al., 2013; Nunkoo & Ramkissoon, 2011; Ko & Stewart, 2002) within different geographic contexts; apart from that of SSA countries which have unique environmental, economic, and social cultural aspects that might lead into different results.

Based on similar previous studies, this paper pre-determined indicators of tourism impacts that can yield overall satisfaction to the residents of Kiwengwa community in Zanzibar, which represent the opinions of other societies in Zanzibar. These included perceived economic impacts (i.e., contribution on household income, job creation to the local people in Zanzibar, contribution on the growth of the economic sector in Zanzibar, market for farm products, number of individuals who benefits from tourism revenue, price of goods and services, number of visitors, and increase

in hotels, restaurants and restaurants); perceived socio-cultural impacts (i.e., preservation of culture and promotion of local handcrafts, adoption of bad foreign culture, opportunities for cultural exchange and education, improvement of infrastructure and public services, and occurrence of frictions between local residents and tourists); and perceived environmental impacts (i.e., improved protection of the natural environment, and prevention of environmental pollution). This study proposed hypothesizes based on the reviewed literatures (Figure 1) and SET as follows:

H₁: There is a positive relationship between residents perceived economic impacts and overall satisfactions with tourism.

H₂: There is a positive relationship between residents perceived environmental impacts and overall satisfactions with tourism.

H₃: There is a positive relationship between residents perceived social-cultural impacts and overall satisfactions with tourism.

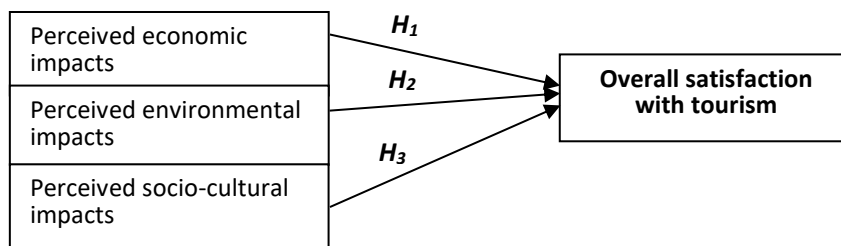


Figure 1: Conceptual Model

Source: Author's conceptualization

3. Methods and Context

3.1 Study Area

Data for this paper were collected in Zanzibar Island, which is off-shore of Mainland Tanzania, in East Africa. The Zanzibar archipelago consists of two main islands: Unguja (which is internationally known as Zanzibar, with total area 1,464km²); and Pemba (868km²). It also has over 50 small off-shore islets, most of which are inhabited. The total area is about 2,654km². According to the recent 2022 census, Zanzibar has a total population of 1,889,773; with a population density of 768.2 people per km² (www: <http://www.nbs.go.tz>, retrieved in January, 2023). About 50 percent of the people in Zanzibar live in areas gazetted as towns, while about 45 percent live in 63 villages along the coast. Being a small island with a small economy, Zanzibar's national economy depends much on contributions from the tourism sector (Hafidh & Rashid, 2021; Anderson, 2013). Moreover, Hafidh and Rashid (2021) reveals a positive impact of international tourism arrivals on GDP and economic development in Zanzibar. Zanzibar offers an ideal

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study case, in the context of SSA, to test the proposed relationships in an Island that typically depends on cultural tourism resources, unlike in the conventional wildlife and nature-based tourism resources in mainland Africa.

The data for this study were specifically collected from Kiwengwa, in the west coast part of Zanzibar (Figure 2). Two criteria were used to select the area of the study. First, was the fact that among rural areas of Zanzibar, Kiwengwa is the most developed location with numerous tourism facilities (e.g., hotels, restaurants, curio and crafts shops, and other recreational businesses). Second, it was also selected on the basis of its setting as a rural area where most residents are found. Zanzibar is a worldly class touristic destination with beautiful beaches, and attracts more than 80,000 tourists per year.

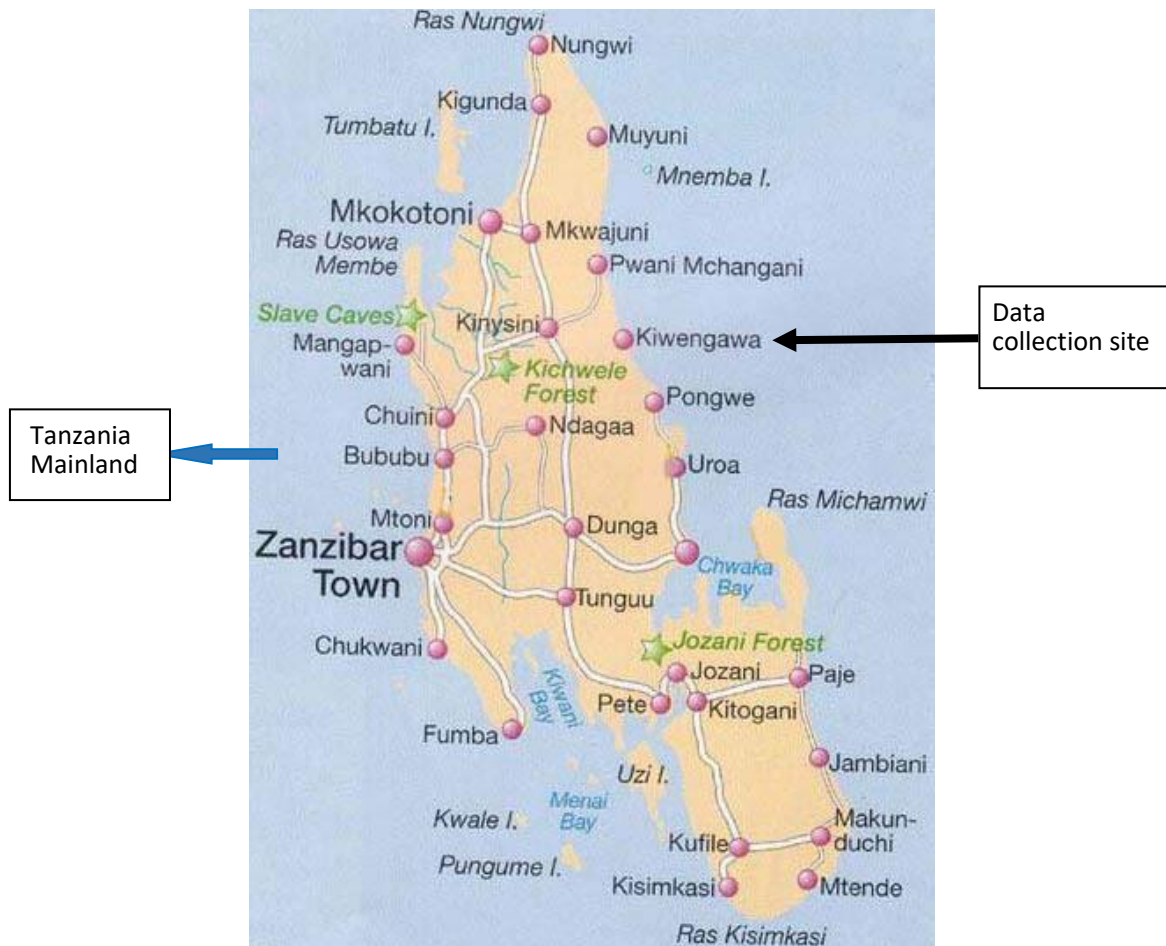


Figure 1: Map of Zanzibar
Source:

3.2 Methods

The study adopted a quantitative methodological approach in which structured questionnaires, with five-point Likert scale, were used to gauge the impacts of tourism in economic, socio-cultural and environmental aspects, and residents' satisfactions in Zanzibar. Based on previous research, the constructs of the residents' perceived tourism impacts were extracted and modified to meet the context of the study area. The adaption of scale items from previous studies (Koo & Stewart, 2002; Latkova & Vogt, 2012; Liang et al., 2021) was necessary to ensure the validity of the collected data. A total of 19 construct items were used to evaluate residents' perceptions on economic (8), socio-cultural (5), environmental (4) and satisfaction (2) aspects. All the constructs were measured using a five-point Likert scale that ranged from 1 (strongly disagree), to 5 (strongly agree).

The collection of data was done from September to October 2017 to coincide with a high tourism season, to ensure that residents did not to rely totally on introspection, but also on the vivid situation during the season. A convenient sampling strategy was used to pick respondents in Kiwengwa area. After the researchers had obtained research clearance and permission from the local government authority, the *Shea* (ten cell leaders) of Kiwengwa town introduced them to the local residents in the area around shops, markets, and some households, who responded to the questions in the questionnaire. The data collection exercise engaged a total of 200 respondents whose responses were subsequently analysed.

Both descriptive and inferential analyses were performed using the Statistical Package for Social Sciences (SPSS), version 20. Descriptive analysis was used to describe population characteristics in the study area, and residents' responses on the tourism impact constructs in percentages. Before performing a multiple regression analysis to establish the contribution of positive impacts of tourism in economic, environmental and socio-cultural aspects, and their overall influence on residents' perceived satisfactions, the constructs in each block variable were collapsed (combined) to obtain average values for combined economic, environmental and socio-cultural aspects. As per the proposed hypotheses, a multiple regression analysis was used to determine the significance of the relationships, which translates to the extent of the contributions of each impact of tourism block into the overall residents' satisfactions.

4. Results

The demographic information sought to establish specific information regarding the respondents of the study; including: gender, age, marital status, level of education, occupation and residence. The results on the gender of the respondents are presented in Table 1.

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Table 1: Socio-demographic characteristics

Variable	Frequency	%
Sex		
Male	82	41
Female	118	59
Age		
Below 18 years	12	5.9
18 – 25 years	37	18.6
26 – 33 Years	48	24
34 – 41 years	44	22.1
42 – 45 Years	38	19.1
58 – 65 Years	13	6.4
65 years and above	4	2
Marital status		
Single	31	14.7
Married	121	59.3
Divorced	41	20.1
Widow/Widower	7	3.4
Education		
Informal education	31	16
Primary education	54	27
Secondary education	82	41
Training after	23	11
Bachelor's degree	8	4
Postgraduate	2	1
Occupation		
Employed	38	19.1
Self-employed	84	42.2
Unemployed	41	20.6
Pensioner	10	4.9
Residence		
Not resident	15	7.4
Less than 5 years	34	16.7
5 to 10 Years	60	29.4
Since I was born	91	44.6

Source: Survey data, 2017

Table 1 shows that out of the 200 respondents in the study, the majority (59%) were females, while 41 percent were males. Also, the study involved participants of different marital status in data collection. As depicted in Table 1, 14.7 percent were single, 59.3 percent were married, 20.1 percent were divorced/separated, and 3.4 were widows/widowed.

This study involved participants of different age groups in data collection. Overall, 5.9 percent were below 18 years old, 18.6 percent ranged from 18–25 years, 24 percent were in the range of 26–33 years, 22.1 percent were aged between 34–41 years, 19.1 percent ranged from the age of 42–45 years, 6.4 percent ranged from 58–65 years old, while 2 percent were aged 65 years and above. Education-wise, 40.2 percent of the respondents had secondary education, 26.5 percent had primary education, 15.2 percent had informal education, 11.3 percent had had training after secondary education, 3.9 percent had bachelor degree, and 1.0 percent had postgraduate education.

Also, the study involved respondents with different occupations in Zanzibar purposively to capture the different perspectives of people with diverse professions on the tourism industry. Of these, 19.1 percent were employed, 42.2 percent were self-employed, 20.6 percent were unemployed, while 4.9 percent were pensioners. This indicates that the majority of the people were self-employed in different activities to get their basic needs.

The concern under the residence variable was to check local community involvement in tourism in Zanzibar in terms of residence. The results indicate that 7.4 percent were not residents, 16.7 percent had been residents for less than 5 years, 29 percent had lived in Zanzibar for 5 to 10 years; and 44.6 percent had been born and lived in the area since their birth.

Table 2 displays descriptive statistics of the data from the respondents when asked to provide their perceptions of the impacts of tourism using the constructs on economic, environmental, socio-cultural and satisfactions on the quality of life.

Table 2: Descriptive Statistics for Residents' Perceptions' of Tourism Impacts

Statements	Mean	Std Dev.	Sig (2-tailed)	Perception Status
Our household standard of living is higher because tourism	3.50	1.268	.000	+ve
Tourism creates more jobs for Foreigners than for local people	4.10	1.197	.000	-ve
Tourism sector contribute on growth of economic sector	4.26	1.038	.000	+ve
Tourism helps to provide market for farm products	4.01	1.197	.000	+ve
The money that tourism brings, benefits only few people in my community	3.69	1.128	.000	-ve

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Price of goods and services in my area have increased because of tourism.	3.31	1.375	.002	-ve
The number of visitors in Zanzibar has been increasing	4.36	.902	.000	+ve
There is an increase of hotels, restaurant and resorts in my area	4.09	1.261	.000	+ve
Tourism helps to preserve the culture and encourages local handcrafts	3.8	1.221	.000	+ve
Tourism leads local community to adopt bad foreign culture	3.63	1.114	.000	-ve
Due to tourism there has been greater protection of natural environment	3.6	1.261	.000	+ve
Due to tourism there is more rubbish and improper waste disposal	3.43	1.180	.000	-ve
The construction of tourist facilities lead to the destruction of natural environment in my area	3.41	1.257	.000	-ve
Tourism leads to local community awareness of environmental conservation in my area.	3.67	1.157	.000	+ve
I am happy to live in the same area with tourists and associating with them	3.88	1.110	.000	+ve
I am satisfied with the current status of tourism in my community	3.6	1.236	.000	+ve

Source: Survey data, 2017

The results in Table 2 indicates that all the construct statements had mean value above 3, which was the test-value for the one-sample t-test, with p-values less than .005, and mean difference values that fall within the acceptable 95 percent confidence interval. Statistics reveal that out of the 16 construct items capturing respondents' perceptions on the impacts of tourism, 10 were evaluated positively, while 6 were evaluated negatively. Overall satisfactions with tourism were evaluated positively; depicting that benefits derived from tourism outweighed costs.

Table 3 presents the regression results. The model is significant at 5 percent level of significance. However, the independent variable (combined environmental, socio-cultural and economic) explained the dependent variable (satisfactions) by 18.8 percent as indicated by the R². The coefficient table indicates that there are

significant impacts of socio-cultural and environmental aspects on satisfactions at the level of significance, which is 5%. However, the results indicated the economic construct to lack significant effect on the satisfaction with tourism in the area.

Table 3: Results on Regression Analysis for Dependent Variable and Satisfactions with Tourism

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	
1 (Constant)	-.206	.660		13.037	.756
Economic	.298	.172	.118	-2.513	.086
Social cultural	.565	.135	.293	-.199	.000
Environmental	.339	.123	.183	1.696	.006

Note: R = .433; R² = .188; Adjusted R² = .175; Std. Error of the Estimate = .91388

Source: Survey data, 2017

4. Discussion

The study aimed at testing the influence of perceived environmental, socio-cultural and environmental impacts of tourism on residents' satisfaction with tourism in Zanzibar Island. The results show socio-cultural and environmental perceived impacts of tourism to have significant positive impacts on residents' satisfaction with tourism, while the economic aspect lack a significant impact. The findings are contrary to many other study findings of residents' perceptions, where the economic dimension has stronger significant impacts on residents' satisfaction (Paul, Chen & Lu, 2017; Quer, Claver & Rienda, 2017; Su & Yao, 2017; Wu & Zhu, 2017). This could be due to contextual differences in Zanzibar, where residents have been reported to highly value their culture and social set-up, with economic aspects being given a relatively lesser importance (Jani & Mwakyusa, 2021). The significant contribution of socio-cultural aspect of tourism on residents' satisfactions might also be due to fact that residents in Zanzibar generally agreed that tourism has resulted into increased social services (such as hotels and restaurants), and also to the preservation of tradition culture and promotion of handcrafts. However, on the appraisal of the individual items, there are negative aspects within the socio-cultural dimension, like the adoptions of bad foreign culture such as drinking alcohol, theft, prostitution and smoking marijuana.

The perceived insignificant contribution of economic impacts of tourism in Zanzibar might be due to facts that most tourism jobs are occupied by foreigners than residents, and more tourism money goes to only a few individuals in the society. It was further claimed that tourism has resulted into an increase in the prices of goods and services, hence increased living hardships to residents. However—and to a lesser extent—revenues from tourism have improved households' living standards, provided market for farm products, and contributed to growth in the economic sector. Also, it was found that, to some extent, tourism has contributed to the preservation of the natural environment.

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As the study findings indicate, most of the people around tourism areas with secondary education are mostly the youth—including females. This is a potential and capable population that can be trained in relevant tourism and hospitality programs, and most importantly, it can also be imparted with entrepreneurship skills for effective involvement in the tourism sector. Local government authorities may consider facilitating residents to obtain loans to establish their own business ventures and exploit tourism opportunities in their areas. Doing this will help to address some of the key challenges found to be facing the tourism sector in Zanzibar, which included foreign domination in the tourism industry, lack of involvement of local financial institutions, lack of entrepreneurial and management skills, leakages of tourism revenues, and dependency on outside assistance.

Strategic interventions by the government of Zanzibar can include increased inter-ministerial coordination, which may also involve establishing an inter-ministerial working group for tourism policy harmonization and linkages; encouraging public-private sector cooperation; directly supporting the creation of tourism-related small- and medium-sized enterprises; improving the tourism business environment by encouraging participation by residents through the provision of soft loans and micro-credit as tourism entrepreneurs; working with donor and internal agencies to help in building capacities of local residents and facilitating in developing required linkages; and developing domestic policies to encourage reinvestment of profits by foreign investors to reduce the leakages of tourism revenue.

5. Conclusion

This paper has provided critical insights for tourism developers and planners. Contrarily to the expectations of the proponents of sustainable tourism in which many policymakers—including those in Zanzibar—have subscribed, economic and environmental impacts of tourism in Zanzibar do not contribute significantly to the residents' satisfaction of tourism. Also, many consider tourism as tool for poverty reduction, which has a direct implications on residents' satisfaction; again which has proved inconsequential in Zanzibar. However, this is not to deny the fact that for tourism to have an impact on a host country it has to address the socio-economic needs of the respective local communities; only that the residents' perceived insignificant economic contribution of tourism in Zanzibar postulates that there are no automatic links between tourism and economic impacts to residents; hence it needs to be reconstructed. Thus, it is over-simplicity to think that attracting foreign tourism investors will significantly boost the economic status of host communities, and consequently their satisfactions. Hence, it is critical to have deliberate efforts to link residents in the tourism chain in Zanzibar.

This study covered only the impacts of tourism on the economic, socio-cultural and environmental aspects of residents' satisfactions in Zanzibar. Therefore, it is recommended that a similar study covering a large part of Zanzibar be conducted

so as provide a broader picture. With respect to the scales used for data collection in this study that were obtained from previous similar studies, future research can make use of qualitative studies to explore possible contextual perceptions of local residents on tourism aspects. Moreover, it is recommended that future studies need to apply other variables of the impacts of tourism in evaluating the satisfaction of Zanzibaris. Similarly, future study may apply other community satisfaction variables in relation to the impacts of tourism. Also, since residents in Zanzibar are heterogeneous, future studies can focus on doing group comparisons on satisfaction as a means of deciphering possible group heterogeneity with respect to satisfaction.

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