



Perceptions Whether Criminal Activities Are a Setback to Tourism Development in Nungwi Village, Zanzibar

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Abstract: This study intended to assess criminal activities as a setback of tourism development at Nungwi Village in Unguja Island. The study used the descriptive study design and quantitative approach. The study used the sample of 100 respondents by using simple random and stratified sampling techniques to obtain a representation from the study population. Data was analyzed through descriptive statistics. The study concludes that unlike other tourist areas where crimes of different kind were a setback for tourism development, crimes in the Nungwi tourist area were not perceived as a setback for tourism development. However, the use of guns by police officers to ensure peace and security had some threatening implications in the eyes of stakeholders who participated in the study. Based on the conclusions, the study recommends that the use of guns to protect tourist areas should be prevented.

Keywords: Tourism development; crime; property crime; night crime; criminal activities.

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Introduction

Criminal activities hinder economic development in the world. They disturb the development of tourism industry which constitutes the worldwide major economic development agenda (Anggraeni, 2017; Nedelea et al., 2017; Signé, 2018; Yeshi, 2019; Muhammad et al., 2021). Tourism is a crucial factor for national economies in the world (Nedelea et al., 2017; Stankova, et al., 2019). As a growing sector, it is a labor intensive industry that creates 235 million jobs which inspires people to involve in its one area or another in order to earn daily income (Anggraeni, 2017; Nedelea et al., 2017; Signé, 2018). It acts as a stimulus for other economic sectors like agriculture, fishing and animal husbandry (Muhammad et al., 2020).

Scholars in different fields such as political science, economics, social work and psychology are critically thinking to find security solution since tourists face criminal challenges which constitute a big security problem (Anggraeni, 2017; Brondoni, 2017).

Criminal activities cause tourists' dissatisfaction due to loss of their items in their tourist journeys (Nedelea et al., 2017).

It is a known fact that tourists face numerous criminal challenges. The USA, for example, received a number of tourists in their big states and cities. However, the tragic event of 9/11 affected the tourism industry in the country (Asongu et al., 2019). Similar events in European countries like Paris, Brussels, Berlin, Britain and Italy resulted to decreased number of tourists (Coca-Stefaniak & Morrison, 2018).

Whereas USA and some other European countries faced terrorist attacks which affected the tourism industry, China received limited occasions of terrorism and therefore the country experienced increased number of tourists. Through the program of microclimate tourism, China used what it called tourists' safety and industrial security method to facilitate security at all tourism areas. As a result,

the number of tourists in China increased yearly (Lai et al., 2018; Yang, Dong, & Li, 2019). Similar experiences are in the United Arab Emirates. In this Arab country, tourism industry contributes US\$ 19,496 million in the national economy of the country. In facilitating the tourism industry, United Arab Emirate put more consideration on wildlife resources, quality of infrastructure such as roads and hotels as well as safety and security of tourists (Muhammad et al.2021).

Like United Arab Emirate, Bhutan, a south Asian country is one of the world's largest tourist industries. In Bhutan, tourism is the second largest source of foreign exchange after hydroelectricity. Because of security measures taken in this area, crime activities decreased, which significantly increased the number of tourists (Yeshi, 2019).

While tourism industry is growing fast in some African countries, it is declining in some other part of Africa. It is believed that factors that affect the tourism industry in African countries include criminal activities and subsequent insecurity issues (Signé, 2018). Morocco, for example, is leading for tourism industry compared to other countries in North Africa. The country increased visitors from 4.3 million in 2000 to 20 million by 2020. Up to the year 2020, Morocco received more than 4.3 million tourists compare to Ghana with less than 3.2 million visitors due to criminal incidences in the country (Signé, 2018; Otoo et al., 2019).

In Tanzania mainland, tourism is the main source of economy as it contributes 12% of the GDP, 50% of total export earnings and it provides over one million jobs in the country (McFarlane-Morris, 2021). However, like other African countries, the country is facing crime related incidents against tourists, which really slows down the government efforts to boost the tourism sector (Philemon, 2018).

While Zanzibar changed her economic sources from clove to tourism in mid-1980s (Mussa, 2019; Mahmoud, 2019; Hemed & Jovanović, 2019), safety and security are key challenges facing the tourism industry in Zanzibar. Criminal incidents like robbery, breaking, assaulted related crimes and fear of crime are serious issues in the area (Mahmoud, 2019). Although, there are limited statistics on types of crimes affecting tourism in Zanzibar, evidence from

local reports indicates that violent crimes are on the increasing trends.

Sexual assault, rape, thefts, house breaking, stealing and breaking cases are among the major crimes reported in Zanzibar (OSAC, 2020; United Republic of Tanzania, 2017). Nungwi village, as a case of this study, is facing similar safety and security challenge. In order to reduce the crime rates in this area, the government of Zanzibar jointly with tourism stakeholders built the Nungwi Police Station and established a dedicated and trained tourism Police Force to deal with issues related to the security for visitors (Adam & Robert, 2014; Mussa, 2019). Despite the effort done by the government to address criminal issues, there were no significant changes as far as crime rates are concerned. Although there is an extensive literatures on crime and tourism, there is limited knowledge regarding how crime incidences affect tourists in Nungwi (Becerra-Muñoz, 2017). Nungwi village is one among the first villages where the Zanzibar government officially announced a tourist village in the northern part of Unguja Island. Currently, the village has many tourist hotels, conference centers, bars and other tourist attractive centers. The village comprises many people from different areas for tourist business and other commercial opportunities. However, Nungwi village experienced different crimes which affected both tourists and Nungwi villagers. Therefore, this study sought to bridge the knowledge gap by identifying the extent to which crimes affect tourism development at Nungwi village.

Literature Review

Studies on tourism and hospitality industry has classified two main types of crimes: violent crime and property crime (Hua & Yang, 2017). Assault, robbery, rape and murder are violent crimes (Haberman, 2017; Mataković & Cunjak Mataković, 2019) while theft and shoplifting are property crimes (Mataković & Cunjak Mataković, 2019). Property crimes have been identified as the most common forms of crimes in tourism while violent crimes have been seen as a travelers' major safety concerns (Asongu *et al.*, 2019). However, it is reported that both violent and property crimes have significant effects on hotels' performance and tourism industry at large (Hua & Yang, 2017).

Crimes associated with tourism are categorized on the bases of time. There are those that occur during the day and those that occur during the night. Stealing and burglary crimes are commonly committed during the day time and the same do not have serious effects (Mataković & Cunjak Mataković, 2019). Night time crimes such as robbery and house breaking have more adverse negative effects on tourism (Hua & Yang, 2017). On the other hand, human trafficking, sexual and labor exploitation and terrorism are considered as some specific types of crimes in tourism industry. This kind of crimes has significant effects to both tourists and tourism infrastructures such as hotels and conference centers (Paraskevas & Brookes; 2018).

There is inconsistency over the overall findings as to what extent crime has affecting the tourism industry. Hua and Zhang (2020) and Howard (2009) reported that fear of crime has nothing to do with visitors' arrivals and travel intentions. On the other hand, crime was reported to reduce less than 5% of visitor arrivals in different tourist well-paid destination such as Jamaica (Montes & de Pinho Bernabé, 2020). Other studies like that of Cham et al. (2020) found that crimes have affected travelers' overall decisions. Furthermore, because of widespread crime incidences, visitors changed their mind regarding traveling to tourist destinations like Middle East, after they have perceived terrorism in the area.

When crime increases in the tourist residential and visited areas, it reduces service quality and satisfaction which tourists expect to receive before their trips take place. The study of Vu (2017) concluded that limited number of crime activities is the prime factor for the tourist to make decision whether to revisit the area or not. Jensen and Svendsen (2017) reported that security issues are crucial factors for tourism compared to other factors such as accommodation and hotel services.

Evidence from literature such as Satyarini, et al. (2019) indicates that more tourists like to visit coastal and rural areas than cities and towns areas. This is because coastal and rural areas are safer than cities and town areas. In addition, in coastal and rural areas, tourists experience petty crimes such as simple theft and abusive language while in town and city areas tourists are likely to face serious crimes such as hijacking, robbery, terrorist attack and

related ones (Jensen & Svendsen, 2017; Nedelea et al., 2017; Satyarini et al., 2019).

There is a link between crime rates, travel decisions and demographic factors. For example, tourists from some nationalities pay much attention on crime situations than the other nationalities. Tourists from Denmark, Norway and neighboring countries, for instance, are more conscious to their security than tourists from Japan and China. At the same time, tourists who decide to stay at hotels and youth hostels are less conscious with crime incidences than the other who chose to stay in other facilities (Jensen & Svendsen, 2017). Older tourists are more conscious to their security than younger ones (Cró, et al., 2019; Hidalgo-Fernández et al., 2019).

Religious beliefs are also among crucial determinants of destination security as every community has some kind of religion and way of worship. Some tourists consider religious traits at intended destinations as a basis of their security. In Muslim communities such as Jakarta, governments ordered all building associated with tourism industry, such as malls, hotels and public spaces, to provide spaces for Muslim tourists to worship (Khuong & Phuong, 2017). Muslims tourists prefer to travel to destinations where Islamic culture, traits and ethics are appreciated. This involves food which is prepared according to Islamic principles (Sudigdo et al., 2019).

Prevention of crime activities is an important factor for the success of the tourism industry. When safety and security are maintained, tourists build a good and positive destination image. The increasing of crime activities leads to bad image of destinations and hence destroys the tourist industry (Cró et al., 2019; Sudigdo et al., 2019). Tourists are likely to pay high price to peaceful and low crime rate hotels and bungalows than paying low price to good and luxury hotels with high risk of crime occurrences (Cró et al., 2019; Hidalgo-Fernández et al., 2019). As a result, some hotels install Central Socket Television Cameras (CCTV) in rooms and in verandas, physical security in and outside the hotels and other electronic devices. These are intended to make surveillance for tourists and their properties. However, these kinds of measures might have negative impact toward the tourism industry since most of tourists don't like to be surveyed during their leisure time. Therefore, hotel owners have to strike the balance between safety and security and

customer convenience (Kılıçlar et al., 2018; Hidalgo-Fernández et al., 2019).

In order to make sure that issues of safety and security are taken seriously, governments in different countries developed several measures. India, for example, initiated smart cities. Jaipur in India is one among smart cities, which always make visitors to stay longer due to peaceful environments. The city applies innovative information and communication technology to improve the tourism system. Egypt and Bali established police tourist patrol units to make sure that the safety of tourists is maintained (Usemahu & Sudana, 2019; Weaver & Moyle, 2019; Singh & Kumar, 2020). Philippine and Vietnam, on the other hand, initiated hotlines and support centers to have quick response to crime incidences (Khuong & Nguyen, 2017). Other area like Iran had taken serious measure to reduce crimes at historical sites. The Iran government had to take serious measures to preserve and protect tourist sites to maintain value as they are becoming greatly important for travelers (Wang et al., 2017; Chebli, 2020; Liu et al., 2019).

Crime incidences involving tourist in Zanzibar and Nungwi in particular are not clearly known. The reason behind is, there are limited official reported cases on tourists at the Nungwi police station. Furthermore, the annual police statistic report does not separate between crimes involving tourists and other crimes. Nungwi Police Station saves tourists and nearest villages such as Matemwe and Pwani Mchangani which are popular for tourist hotels and beaches (Mussa, 2019).

Methodology

Design

This study used the descriptive study design and quantitative approach. Both, the descriptive design and quantitative approach aimed at tracking

respondents' feelings, opinions and views in order to achieve the in depth of understanding in of issues at stake.

Population and Sampling

The study population was 17,500 people which included Nungwi villagers, police officers and workers in tourism operation, tourist accommodation and restaurant owners, marine activities owners, tour operators, SPAs, those who work at conference centers, recreational centers and boutiques. The study was conducted to 100 respondents by using simple random sampling and stratified sampling techniques to obtain a representation from the study population. Only those with 18 years or older, over 3 years' experience were potential participants.

Statistical Treatment of Data

Data was analyzed through descriptive statistics. The questionnaire used the four point scale responses. The following scale of mean score interpretation was used: 3.50-4.00= strongly agree, 2.50-3.49=agree, 1.50-2.49=disagree and 1.00-1.49=strongly disagree. The study ensured anonymity and confidentiality in the sense that names of respondents were not revealed in the study findings.

Validity and Reliability

The questionnaire was reviewed by a number of research experts before its use. Data was tested to ensure compliance to reliability issues prior to actual analysis of the research questions. The reliability test yielded the Cronbach's Alpha of above 0.7. Therefore the questionnaire was a reliable source of data.

Results and Discussion

This section presents results and discussions as appears in table 1.

Table 1: Criminal Activities as Setback to the Development of Tourism Sector

SN	Item	Mean	Std. Dev.	Interpretation
1	Theft and stealing affect the tourism development at Nungwi.	1.8315	.84256	Disagree
2	Night time crime like robbery and house breaking effect tourism.	1.8764	.78074	Disagree
3	Sexual and prostitution trade make people not to support tourism.	1.9888	.93535	Disagree
4	Fear of crime has negative effects to tourism industry.	2.1236	.87672	Disagree
5	Lack of crime prevention at Nungwi hotels has led to bad image	2.3034	.94634	Disagree
6	Crime incidences affects the hotels service quality.	2.3146	1.04006	Disagree
7	Crime incidences make visitors to change their mind regarding traveling.	2.4944	.89346	Disagree
8	Crime incidences at Nungwi impacts tourism trips satisfaction	2.4944	88065	Disagree
9	Police officers with gun lead to fear and discomfort among the tourists.	2.5169	1.08829	Agree

Results from table 1 indicate that respondents disagreed with the first eight items. They particularly disagreed that theft and stealing affect tourism development at Nungwi, that night time crime like robbery and house breaking effect the tourism, that sexual and prostitution trade make people not to support tourism and that fear of crime has negative effects to the tourism industry. Furthermore, they disagreed that lack of crime prevention at Nungwi hotels has led to bad image, that crime incidences affect the hotels service quality, that crime incidences make visitors to change their mind regarding traveling and that crime incidences at Nungwi impacts tourism trips satisfaction. These findings imply that crime incidences did not affect tourism development at Nungwi Village. The study findings are contrary to previous study findings such as those by Satyarini et al. (2019), Cró *et al.* (2019), Hidalgo-Fernández *et al.* (2019; Usemahu and Sudana (2019), Weaver and Moyle (2019), Singh and Kumar (2020) that all kinds of crimes, property including crimes and night and day ones had significant effects to the tourism development

On the contrary, respondents agreed that police officers with gun lead to fear and discomfort among the tourists. This finding indicates that the use of police and other special military forces to guard tourist hotels is not proper. Previous studies by Adam and Robert (2014) and Mussa (2019) supported the study finding by reporting that the use of police with guns and Zanzibar Special Forces did not help to halt crime incidents.

Conclusion and Recommendation

The study concludes that unlike other tourist areas where crimes of different kind were a setback for tourism development, crimes in the Nungwi tourist area were not perceived as a setback for tourism development. On the other hand, the use of guns by police officers to ensure peace and security had some threatening implications in the eyes of stakeholders who participated in the study as tourists interpreted the strategy as taking place due to prevalence of security issues. Based on the conclusions, the study recommends that the use of guns to protect tourist areas should be prevented.

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