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ENVIROMENTAL ETHICS  
AND  
ECOTOURISM IN ZANZIBAR

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## ABSTRACT

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Zanzibar has been a tourist destination for many years due to the fact that we have different tourist attractions such as national parks, historical slave sites and mountain Kilimanjaro.

As the tourism industry in Tanzania grew bigger and developed rapidly over the boundaries, Zanzibar Island got its room in tourism industry as the holiday destination for the tourists. This is due to the fact that Zanzibar has beautiful beaches and numerous attractions to be seen.

In few years the island of Zanzibar gained its high reputation on global level and as a result thousands of tourists and foreign visitors started to crowd the Zanzibar Island.

In this research I have obtained the information if locals, tourists and business people in Zanzibar are aware with the environmental issues and ethics.

Quantitative method with the designed questionnaire was used to obtain and collect the data for statistical analysis and the conclusion will rely on that analysis. According to the research it seems that the locals are not very aware of environmental ethics and they lack the knowledge about Eco-tourism whereas the tourists seem to have good knowledge.

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Keywords      Ecotourism, environmental ethics

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Tansania on ollut turistien suosima lomakohde vuosia monien matkailukohteidensa vuoksi. Tällaisia kohteita ovat muun muassa kansallispuistot, historialliset orjuuden ajan kohteet ja Kilimanjaro-vuori. Kun turismi Tansaniassa lisääntyi ja laajeni nopeasti yli rajojen, Sansibarin saari löysi paikkansa turismiteollisuudessa suosittuna matkakohteena. Suosion syynä ovat Sansibarin kauniit rannat ja lukuisat nähtävyydet. Muutamassa vuodessa Sansibar on saavuttanut globaalisti arvostetun maineensa ja tämän tuloksena tuhannet turistit ja ulkomaalaiset vieraat kansoittavat Sansibarin saaren.

Tässä tutkimuksessa olen hankkinut tietoa siitä, miten tietoisia paikalliset asukkaat, turistit ja liike-elämän edustajat ovat ympäristökysymyksistä ja eettisistä näkökohdista matkailun suhteen. Tutkimuksessa on käytetty kvantitatiivista kyselyä, jonka avulla on kerätty tietoa tilastointia ja johtopäätöksiä varten. Tutkimus näyttäisi osoittavan sen, että paikalliset eivät ole kovin tietoisia ympäristöeettisistä asioista tai eko-turismista. Turistien tietoisuus vastaavista asioista on parempi.

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Avainsanat Ekomatkailu, ympäristöetiikka

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## **1. INTRODUCTION TO TOURIST INDUSTRY IN ZANZIBAR**

Tourism industry is developing and growing rapidly in Tanzania; thousands of foreign tourists are landing every year in Tanzania. They are curious and eager to experience, explore and see wild life animals and an old mysterious island of Zanzibar with the splendid mixed culture for more than 100 years. In general the tourist industry brings many positive impacts and a lot of benefits to the Zanzibar government. (TanzaniaInvest, 2010)

In the island of Zanzibar there are different mysterious cultures from the main land, the island and Arabian half casts, as well as the beautiful nature. Since the tourist industry started to contribute a lot to the economy, the government has reformed a lot of policies to favor the Zanzibar tourist industry as well as pledge and invest money into the social structure and infrastructure. (Zati, 2010)

The tourist industry in Zanzibar does not depend only on foreign tourists from abroad but also on inbound or local tourists who are going there for holiday relaxation. These people are mostly workers from governmental and non-governmental organizations from the mainland and from East-African countries. (TanzaniaInvest, 2010)

Because tourist industry is the biggest growing industry in the world and estimated to continue growing more and more in near future, it is essential to understand the factors and the elements behind tourism which lead the tourist industry in Zanzibar to grow and develop.

Tourism factors and elements in Zanzibar

- Zanzibar is rich of natural resources such as beautiful and nice beaches, good weather, amazing variety of marine species and different wild animals,
- Religion, ethnic food and traditional customs which are mostly based in Islamic religion,

- Old castles with the unique architecture and historical slave sites.  
(Planetware, 2010)

These are some of the factors but in fact there are more magical things to be seen and experienced when you are in Zanzibar.

## **2. ECOTOURISM**

Ecotourism is a type or a form of tourism that involves travelling and exploring the destination without harming, spoiling or polluting the natural environment. Basically the word ecotourism is the combination of two words “ecology” and “tourism” which have, when used separately, different definitions. Ecology is the study of how living things and their environment interact with one another while tourism refers to the travelling from one destination to another in order to explore the destination in one way or the other. (Backyardnature, 2009)

Simply said ecotourism is an environmentally friendly way to travel that protects the environment against the harmful effects of mass tourism. (Allianz, 2009)

In 1990 the International Ecotourism Society (TIES) published the basic definition and main principles of ecotourism saying that: “Responsible travelling to natural areas that conserves the environment and improves the well-being of the local community or peoples”. (Wikipedia, 2009)

### **2.1 Main Objectives of Ecotourism**

Ecotourism is about uniting conservation, communities and sustainable travelling. This means that those who implement and participate in ecotourism activities should follow the following principles in order to reach the main objectives of ecotourism. Those principles are to minimize the negative impact on the environment and community, to build environmental and cultural awareness and to respect and provide positive experiences for both visitors and locals of a certain destination. It is also about providing direct financial benefits for conservation, economical and financial benefits and empowerment for local community and about raising the awareness of host countries' environmental, political and social climate in general. (The International Ecotourism Society, 2010)



## **2.2 Purpose of the Study**

The beauty of the Zanzibar Island and several small islands surrounding it has been attractive, new experience for foreign tourists and visitors every year.

The main purpose of the study is to promote and develop the concept of ecotourism in Zanzibar. The aim is to connect local community (peoples) and their respect for the diversity of the environment so that the beauty of the nature and species in Zanzibar can be stored for the future generations. The purpose is also to enlarge the awareness and respect of the locals towards the environmental ethics.

In addition to that, since ecotourism has a big positive impact to locals in social and economical ways, we need to create the great feeling which gives the local community the significant desire to fully participate in ecotourism practices and be a part of it to the fullest.

## **2.3 Research Questions**

According to the objectives, purposes and studies of environmental ethics on Ecotourism in Zanzibar the main research question is if the local people and the tourist industry are aware of the environmental issues and ethics. More specifically put if they know about natural environmental care, protection and conservation.

However, if the result of the main question is positive, I would like to know what and how the locals and tourist industry is responding to the environmental issues. If their response is negative, I would like to analyze the reason why. Is the blame for that to be put on locals and tourist industry or is it the Government concerned.

## **2.4 Structure of the Thesis**

In this thesis there are five chapters which are Introduction, Theoretical Analysis, Research Methodology, Empirical Study, and Conclusions of the findings.

The introduction indicates the background information of the study, the purpose of the study and research methodology implemented.

The theoretical analysis is particularly based on the knowledge from the literature and Internet sources while the Research Methodology will elaborate the research methods used in this case study.

In the Empirical study I will report the results of quantitative survey method which have been analyzed by using the “SPSS” program with the statistical analysis in order to collect opinions from the respondents about the ecotourism in Zanzibar.

Conclusion is the last part of the study which summarizes the outcome and results of the study from the research problem, used environmental ethics theories, empirical study and last is my suggestion on improving the problems that the Study may show.

### **3. BRIEF HISTORY OF TANZANIA AND ZANZIBAR**

Tanzania was formed from two separate parts: Tanganyika after achieving independence from Britain in the 1961 and the Island of Zanzibar in 1963. In 1964 Tanganyika and Zanzibar merged to form the nation of Tanzania. Tanzania is lying just south of the equator and it is East Africa's largest country and an extremely rewarding place to visit. It has the world-famous attractions such as; snow capped Mount Kilimanjaro (Africa's highest mountain and second highest mountain on Earth), Ngorongoro Crater, plains of the Serengeti safari packs and the Island of Zanzibar with its peaceful beaches and historical Stone Town. Alongside with the most famous attractions there are many more things to be experienced in Tanzania. (Tanzania tourism board, 2010)

Everywhere you go you will find interesting wildlife and inspiring landscapes (over forty percent of the country is protected in some form or another) ranging from forest-covered volcanic peaks to dusty savannas populated by elephants, antelopes, lions, leopards and cheetahs. Tanzania is one of the four naturally most diverse nations on Earth. It contains Africa's second largest number of bird species (around 1500), the continent's biggest mammal population and three-quarters of East-Africa's plant species (over ten thousand). Add to this the country's rich ethnic diversity, some superb hiking and other activities like snorkeling and diving, and you have a recipe for the holiday of a lifetime. (Tanzania Network Information Centre, 2010)

In addition to all its natural diversity, one of the strengths of Tanzania is its people. Tanzanians are friendly, welcoming, unassumingly proud and yet reserved. While you are in the country, you will be treated with exceptional warmth and courtesy wherever you go. Genuine friendships are easily made. The best known tribe of the country is the Maasai tribe which is pastoralist cattle heading and people who inhabit the region around the safari parks especially in Ngorongoro crater and Serengeti national parks at the northern parts of Tanzania. Yet there are at least 127 other tribes in Tanzania, perhaps not as visually

colorful as the red-robed, spear-carrying Maasai warriors, but with equally rich of traditions, customs, beliefs and music which survived the ravages of colonialism, modernity and Christianity. (Tanzania tourism board, 2010)

### **3.1 Geographic location**

Tanzania is located in Central East Africa with about 1,400 kilometers of coastline along the Indian Ocean. It is situated geographically bordering Kenya, Uganda, Zambia, Mozambique, Malawi, Burundi, Rwanda and the Democratic Republic of Congo. It is the economical hub of East Africa providing natural access and commercial links to eight countries. Tanzania is the right platform for businesses viewing to develop and expand opportunities in the wider region. There are 26 regions in Tanzania including Zanzibar south, Zanzibar north and Zanzibar west. (Tanzania tourism board, 2010)

### **3.2 Zanzibar**

The Island of Zanzibar consists of two main islands, Pemba and Unguja with some 50 small islands which makes the archipelago of Zanzibar. The population of Zanzibar is about 800,000 people, of which 150,000 are found on Pemba, the main town of Zanzibar. Swahili language is the main language used by the natives while English is the official language in schools and in business sector. (Zanzibar.Net, 2010)

A short history of Zanzibar's background started at 8th century AD when the archipelago of Zanzibar along the coast of East Africa became bases for Arab merchants trading with the mainland and they named it as a land of Zenj or Azania which in Arabic means blacks. (Zanzibar.Net, 2010)

When Zanzibar became under the Muslim sultanates, it formed an independent Muslim society mixed with Arabs and Bantus (African peoples).

In 16th and 17th century Zanzibar was dominated by the Portuguese but in 18th century Zanzibar was under the rule of sultan Oman from Muscat, who conducted and carried out the slave trade through promoting the production of cloves and palm oil.

In December 1963 Zanzibar got their independency from the British colony and it became a free country with the first president Sheikh Abeid Amani Karume (1905-72). (Zanzinet, 2009)

### 3.3 Demography

According to the data and statistics in 2006, down here is demographic data based on Tanzania with the total of 26 regions

	Year 2006
Population, total (millions)	39.5
Population growth (annual %)	2.5
Surface area (sq. km) (thousands)	947.3
Life expectancy at birth, total (years)	51.9
Mortality rate, infant (per 1,000 live births)	78.2
Literacy rate, youth female (% of females ages 15-24)	76.2
GNI (current US\$) (billions)	14.1
GNI per capita, Atlas method (current US\$)	370.0
Prevalence of HIV, total (% of population ages 15-49)	6.3

Table 1 Tanzania-Data & statistics  
(The World Bank, 2009)

### **3.4 Political Situation**

In 1964 Tanganyika and Zanzibar united to form one nation which is now known as United Republic of Tanzania. First president of the country was Julius Nyerere. In theory Tanzania is a multiparty country with more than five political parties but in reality there is one ruling party which has dominated since the independency began. The party is known as “Chama Cha Mapinduzi (CCM)”. In general the political situation in Zanzibar has been stable since they received their independency from the former Arab colony. (Zanzibar Magic, 2010)

#### **4. ENVIRONMENTAL IMPACT OF TOURISM IN ZANZIBAR**

International tourists account for approximately 80 percent (80 %) of all the tourists visiting Tanzania. The tourist business in Zanzibar is about providing better holiday experiences for the tourists and guests and good business opportunities for both international and local tourist enterprises. The tourist sector of Tanzania has tended to give priority to international tourists because of their contribution to national foreign income. (Honey, 2009)

According to Tanzania travel and tourist statistical data in year 2000 the amount of total international arrivals was 501 669 and total Receipts was US dollar 733 millions in year 1999. (Millington, 2009)

Without a doubt tourist business provides economical and financial benefits for Zanzibar and local communities, but its rapid expansion can also bring negative impact to the environmental and socio-cultural surroundings of Zanzibar and the negative result may also be global.

Depletion of natural resources and environmental damages in Zanzibar are associated with tourist sector activities to a large extent because Zanzibar is the biggest tourist destination in Africa according to the recent statistical figures. (Kjersti, 2009)

The sustainability and management of natural resources are some of the most difficult challenges for governance at various levels. As a matter of fact, most of the tourists when they are in Zanzibar they utilize every natural resource with relatively high consumption and the result is the generation of waste product.

Actually, this particular behavior occurs mostly in developing countries such as Tanzania, because there are no appropriate means to make a good follow up step by step to protect natural resources, environment and ecosystems against the effects of mass tourism. (Kjersti, 2009)

On addition to that it is recognized that not only uncontrolled expansion of tourism is likely to lead to environmental impact and degradation, but also that environmental damage or degradation causes a serious threat to tourist industry. (Neto (United Nations), 2009)

#### **4.1 Soil Degradation or Soil Erosion**

What is happening every year in Zanzibar is that it is losing soils. Hilly terrains are really seriously affected by the soil erosion. The effect is more marked in the deep soil areas in western parts of Zanzibar. Every year the population is increasing due to the number of births in the local community and the number of immigrants, visitors and tourists. This increase is a big factor which causes soil degradation and soil erosion. (Honey, 2009)

#### **4.2 Deforestations**

Zanzibar has a good forest cover but currently it is facing the problem of deforestation threatening the natural environment. The development and expansion of urban infrastructure, for example increasing amount of hotels, lodges and resorts for tourists, as well as agricultural activities, firewood collection, and uncontrolled harvesting of trees for furniture and building materials are some of the reasons leading to deforestation and desertification in Zanzibar's urban areas. (Honey, 2009)

#### **4.3 Destructions of Coral Reefs Threatens Marine Habitats**

The rich marine resources of Zanzibar are also under threat from over-exploitation. This is particularly problematic for the mangrove forests, mollusks, shell fish, and a number of bivalve species. Cockling and shell gathering takes place at a very fast pace in different parts of Zanzibar. Specific examples can be



seen in many coastal villages but the situation is intense also in remote villages and small islands. Most of the houses in these villages are built using lime which is made from sea shells and mangroves. (Zanznet Forum, 2009)

#### **4.4 Control of Waste Product**

Waste products have been a hot topic in Society Civil Professionally Global Africa Intellectual Property (SCP Global Africa IP). Most of the African cities including Zanzibar in Tanzania are facing this topic. Basically waste products are deposited in or near the residential areas and they are openly burned which causes disturbance for the local community and for the environment as well. Actually the city waste products from domestic households and business sector, including tourist industry, are deposited in uncontrolled dumpsites which in many cases are located in the middle of the city near peoples' everyday neighborhood. This can obviously cause environmental disasters such as water pollution (unclean water), air pollution (bad smell and smoke) and during the rainfall waste product can cause a chronic flooding in urban community and increase the risk of transmission of diseases such as cholera or diarrhea. (Andrew, 2009)

#### **4.5 Loss of Fresh Water Species**

The scientific research shows that marine species in Zanzibar are facing severe problems of fresh water species. Actually Zanzibar has a good collection of fresh water species but their number is diminishing time after time. The use of herbicides and pesticides has played a big role here but the natural process is also part of the problem. In the 1970-80 most of the rice farmers in Zanzibar used some dangerous pesticides such as Malathion and Dichloro Diphenyl Trichloroethane (DDT) which caused a big loss of fresh water species until today. (Wikipedia, 2009)

Not only that but also because most of the fresh water species are eatable it is legal and illegal fishing that are causing problems. The majority of the tourists

when they visit Zanzibar they prefer sea food to any other food. The demand of fresh water species increases fishing even more. (Zanznet Forum, 2009)

Unfortunately, nobody seems to care for this loss of fresh water species. The government does not seem to know what is going on and environmental activists are concentrated on rising awareness of problems that already receive large amounts of money and attention. (Zanznet Forum, 2009)

#### **4.6 Pressure on Natural Resources**

The basic natural resources consumed by local communities in Zanzibar are energy, basic raw materials and food, but the main resources which are at risk because of tourist industry in Zanzibar are land, rainforest, freshwater and marine resources. If the Government will not be careful with the land use planning, for example rapid tourism development can lead to the competition for land resources with other basic uses and result to rising the prices of food and land of the local residents and that way increase the pressure to build on agricultural land. The intensive development of tourism can also threaten natural landscapes (hilly terrain) and increase the loss of wetlands, deforestation and soil erosion. (Google, 2009)

On top of that, tourist industry in Zanzibar's coastal areas includes road construction to hotels and resorts. This requires sand and trees as the material resources and can therefore lead to beach erosion and land degradation.

Since the tourist industry has been growing very fast within one decade on the beaches of Zanzibar (Unguja), Pemba and Mafia the rapid expansion of tourist activities, such as sport fishing, scuba diving and snorkeling can threaten the coral reefs and other marine resources. Destroying and disturbance of marine aquatic life can also be caused by the intensive use of excitement or water activities and thrill craft, such as frequent boat tours, jet skis, and boat anchors. Anchor damage is now regarded as one of the most serious threats to coral reefs and marine

resources in coast of Indian Ocean in Zanzibar because of the growing number of both small tourist boats and large cruise ships sailing along the Indian Ocean. (Zanznet Forum, 2009)

Very severe damage to coral reefs and other marine resources may, in turn, not only discourage further tourism and threaten the future of local tourist industries, but also damage local fisheries. (Ngazy, 2009)

#### **4.7 Pollution and Waste Generation**

Like the consumption of huge amounts of natural resources, the tourist industry is also considered to generate large amount of waste product and high pollution. Improper disposal of solid and liquid waste products generated by tourist industry has become a particular problem for many developing countries and regions such as Zanzibar. The fact that makes the problem even more severe is that many of these regions lack the capacity to treat these waste products properly.

Disposal of such untreated waste materials or products have caused reduction on availability of natural and other local resources at local level.

(Andrew, 2009)

Apart from the contamination of freshwater pollution by untreated sewage, tourist activities can also lead to land contamination from solid waste and the contamination of marine waters and coastal areas from pollution generated by hotels and marinas, as well as cruise ships. (Zanzibar Evolutionary Government, 2009)

Not only that, but also high consumption of energy in hotels and resorts, including energy for air-conditioning, hot water heating systems and cooking as well as fuel used by tourist related transportation from one destination to another (International flights and local transportation within Tanzania and Zanzibar) are

also contributing significantly both global and local air pollution in Tanzania and Zanzibar. (Zanzibar Evolutionary Government, 2009)

One point to be noted as well is that sometimes local air and noise pollution linked to development of tourist industry can even discourage tourists from visiting Zanzibar in near future. (Zanzibar Evolutionary Government, 2009)

#### **4.8 Damage to Ecosystem**

Tourism activities can lead to severe disruption of wildlife habitats and increase the amount of endangered species. It has been observed that, tourism activities, such as tourist vehicles in Tanzania's national parks that approach wild animals distract them from their freedom of hunting and breeding.  
(Zanzibar Evolutionary Government, 2009)

On top of that tour boat operators along Zanzibar's coast line that feed dolphins and sometimes come close and encourage petting them tends to change their feeding behavior and their life behavior in general. (Zanzibar Evolutionary Government, 2009)

Tourism can also lead to disturbance and damage of native vegetation due to the increased demand for firewood, fuel wood and even forest fires. Ecologically fragile areas, like rain forests, wetlands and mangroves, are also threatened by uncontrolled tourism activities. (Zanzibar Evolutionary Government, 2009)

Also the rapid expansion of ecotourism may lead to a threat of ecologically fragile areas, including natural world heritage sites, if and only if not properly managed and monitored professionally. (Zanzibar Evolutionary Government, 2009)

Zanzibar's coast zones are becoming overbuilt due to tourist industry development and its impact causes the environmental degradation and disturbance to nature vegetation and species. The development and recreation of tourism

activities in Zanzibar's areas can not only lead to beach destruction and coastal degradation, but it can also threat coral reefs and other marine ecosystems. (Neto (United Nations), 2009)

## 5. ENVIRONMENTAL ETHICS

The environmental ethics is the study of the ethics or moral of human being that's interacting with nature, environment and its impacts related to

- Human Population such as demographic data,
- Business activities for example, tourist industry, transportations concern recreation,
- Animal welfare such as ecosystem (vegetation, animals and other species)

(Attfield, 2003:15-16)

In addition to that, environmental ethics are trying to correct the behavior of human beings on their environmental aspect, attitudes and values to determine:

- Full responsibilities of each generation as a trustee of the environment for succeeding generations,
- Assurance that all human being are safe, healthy, productive and culturally pleasing surroundings,
- The widest range of beneficial uses of the environment without any land degradations and any kind of consequences to environment,
- Achievement of balance between population and natural resources used that will permit high standards of living towards environmental aspects,
- Enhance the quality of renewable resources and approach the maximum attainable recycling. (Canter, 1996: 3)

There are several theoretical perspectives to environmental ethics but according to my research problem I have chosen only two theories which will suit for my study case and these are:

- Anthropocentrism (*nature for man*)
- Ecocentrism (*Rights of Nature*)

## 5.1 Anthropocentrism

Anthropocentrism is the belief regarding humans as the central element of the universe and it sees the human above compared to any other aspects of things or creatures which exist on earth. This belief is a strong part in some people's culture and religion. (Wikipedia, 2010)

On the other hand anthropocentrism views that the humanity's needs and interests are of supreme, and this philosophy dominates the thinking of most of the people today towards the natural environment (nonhumans). (Oracle, 2010)

Moreover, anthropocentrism as a concept and philosophy is assuming and thinking that only human satisfaction, needs and necessities towards the natural environment counts because the environment is for human consumption while vice versa not. (Baxter, 2009)

In addition to that, scientists who relay on anthropocentrism's concept and philosophy have observed that the environmental problems are oriented to the human being not to the nonhuman; hence they urge that, there is no interest or a need to prevent the nonhuman for their own sake. (Baxter, 2009)

On the other hand, a very important point to be understood about the anthropocentrism's philosophy or concept is that it has a good moral to the environmental ethics that leads to the consideration of taking care of natural environment (nonhumans) because it benefits human beings to do so to the extent where the natural environment is protected. Not only that but also the concept of anthropocentrism says that "what is good for human beings (peoples), is also good for natural environment (nonhumans)" (Baxter, 2009)

However, anthropocentrism's concept will not lead to major problem of distraction of natural environment (nonhuman), because human being is a part of

nature and dependent on natural environment in one way or the other and natural environment will be protected to the point of doing so (it is quality, necessary and advantage to the human being life). (William, 2005:253)

### **5.1.1 Anthropocentrism based on theology (beliefs)**

Anthropocentrism's concept has both a religious and none religious perspective towards the natural environment. According to the Holy Bible, the anthropocentrism has a base on religion which has been showed in a famous verse in Genesis which says: And God said to them: "Let Us make man in Our image, according to Our likeness; and let them rule over the fish of the sea and over the birds of the sky and over the cattle and over all the earth, and over every creeping thing that creeps on the earth." (BibleGetAway, 2010)

In addition, according to the anthropocentrism's philosophy based on religious approach, human being had been placed in nature, and this implies that nature was created by God for the mankind's benefits and that the man has been given the authority to control and master the natural environment. Therefore, God created the earth as a garden and habitant for human beings, who are then given only little restrictions regarding their use of it and their capacity of managing it. None religious anthropocentrism perspectives had come to the same conclusion as that of theological anthropocentrism philosophy: nature exists for mankind's benefits, advantages and uses. (William et al, 2005:252-253)

However, human being abuses and misuses the natural environment because they take it as a commodity belonging to them until they have realized and made seen the fact that the natural environment (nonhumans) is a part of the community they belong to. Afterwards they may begin to use it for their necessities and needs with more love and respect. Otherwise there is no other way for natural environment (nonhumans) to survive the impact of industrial man's activities if the human beings will not put nature as the part of the community they live in. (Baxter, 2009)



Hence, according to the anthropocentrism's concept based on religious, it is indicating or showing that a mankind as rational specie has been given an authority and right to rule and control the nature for his better benefits but not destroying it. (The Online Gadfly, 2009)

## **5.2 Ecocentrism (Right of Nature)**

Nature is where life is produced. It has the right to exist, persist, maintain and regenerate its ecological system, virtual cycles, functions, structure and its processes in evolution. Nature and ecology as concepts are mutually independent, merged together and developing parallel to one another to form the moral environmental ethics which are known as "the rights of nature". (Nash, 2009)

However we know that more extreme version of ecocentrism is where the rights of the ecosystem are considered to be more important than any single component of the system. Therefore under such concept, the existence of species on an area would be supported and strengthened by the ecosystem. Because if ecosystem won't be protected and respected it will lead to decline in number of species which will cause the loss of quality and respect of human being's life. (William et al, 2005:253-254)

We cannot reject and deny the fact that we need nature in our lives because we cannot change our genes. The need of nature in a human being's life is like a need of love in human life because nature is life and beauty. Due to the genetic basis, a life of the human being's without the natural environment and its diversity and its beauty is obviously nothing. It is like a life without light and water which are the necessary sources for life's existence.

On top of that, it has been researched and justified by a number of geneticists, ethnologists, biologists and ecologist that our need for nature has a genetic base. Shortly, we need the nature and environment in which we have been developed as a species. (The Online Gadfly, 2009)

Human beings live in houses (our physical wellbeing), but still nature surrounds us and is a part of our daily life. It must be taken as an indispensable biological need because its beauty and its complexity are still continuous with ourselves in different forms. Not that only but also ethnologists, biologists and ecologists have proposed that the nature should be called our mother “*Pachamama*” because it is the only nature which sustains and nourishes us as a species. (The Online Gadfly, 2009)

However, we as human beings who live in natural environment should ask ourselves a question: “Is it possible to survive in an entirely artificial environment?” According to my perspectives the answer should obviously be “No” due to the fact that a totally artificial environment would diminish the reality, authenticity and the quality of the human being’s life. (The Online Gadfly, 2009)

### **5.2.1 Ecosystem**

Ecosystem is a natural unit consisting of flora and fauna (vegetations and animals) and micro-organisms in an area. Ecosystem is functioning together with all of the non-living substances which are the parts of the environment or nature. In simple words, ecosystem is a unit of interdependent organisms which share the same habitat and all in all they have a right to exist in one way or another or even to transform. (Wikipedia, 2009)

However, “maintaining the ecosystems have a good independent impact to the human being’s life, because ecosystems components they have their own natural moral standings which favor the life”. (Attfield, 2003:11-12)

Actually, development of environmental protection has as the basic fundamental challenge the world faces today the individual perception about the relationship between the human, nature and ecology system.

(Dunlap, Liere, Mertig & Jones, 2000:430)

On the other hand, New Environmental Paradigm (NEP) Scale, Dunlap and Van Liere (1978) have agreed that there is a relationship between the human beings lives and natural environment and that they are dependent to each other.

According to the studies of evolution of environmental attitudes article, it is shown that the percentage of peoples who are aware of the concept of the right of nature is highly increasing day after day. So is the case with people who are concerned about the protection, quality and conservation of natural environment and ecology system. (Rosario, Luis & Jose, 2007:989)

From my point of view, life of individuals is a circle. Meaning that in one form or another we are always a part of the ecosystem. Hence the system seems to be the lifecycle in which every aspect depends on the existing life of one another. Therefore, the ecology system and the concept of right of nature towards the natural environment needs to be well preserved and protected.

In addition to that, *Dunlap and Liere's (1978)* New Environmental Paradigm (NEP) Scale argued that human activities are the main factors which lead to the altering of ecosystem of living species which obviously seem to be dependent to each other. (Rosario, Luis & Jose et al, 2007:989-990)

Also ecological consciousness has become an inspiration concerned by the whole world. This can be seen as overview aspects of every nation wanting to gain good reputation from the positive actions addressed to environment. (Dunlap, Liere, Mertig & Jones et al 2000:426)

According to the environmental ethics the aspect of ecosystem towards the environment perceptive has an aim to promote the ability of maintaining the biodiversity by giving employment to the local people, by controlling unspoiled natural resources from human activities with minimal impact to the environment,

by attaining the local culture. It can also be made by preserving important historical and cultural surroundings, vegetation, animals and other species, by attaining the affordability of handling waste in the form of liquid and solid. It is important to share social and economical benefits with local peoples by having their clear appreciation and understanding of the facts of the future consequences of an environmental action and participation in the management of ecology project. (I to I, 2009)

According to the policy of International Ecotourism Society (TIES) anyone who is ready to get involved and to participate in ecology action plan and activities should consider the National Environmental Policy of the country as follows: to build environmentally friendly atmosphere, cultural awareness and respect of the natural environment. They should also concern the local peoples of the location, minimize the negative impact and aspects of conventional tourism on the natural environment, increase the sensitivity of tourist sector (social, economical and political stability), provide positive experiences towards the natural resources, environmental and its ecosystem for both visitors and hosts and provide economic and financial benefits and employment for local people and make them enjoy a better quality of life without damaging, abusing or harming the natural environment and ecology system. (Zanzibar Evolutionary Government, 2009)

### **5.2.2 Ecosystem Based on Philosophy**

The positive attitudes and values of people towards the environmental issues (ethics) and aspects begin with the individual perspective before going into a collective perception level, for instance the family, clan, region, state and race. It is said that man can be considered to be ethical only when natural environment is a part of his life. Such a man is considered to be environmentally friendly and his life needs and necessities depend on other living things and on nature. That kind of a person uses it with respect and devotion. In addition to that, when the mankind extends the circle of his compassion to the nature man will find his peace on earth. (International Vegetarian Union, 2009)

On top of that, “An idea which has influenced an environmental philosophy is right if human beings preserve it with integrity, stability and beauty of nature and it’s wrong if the activities are opposing the effect of environmental ethics”  
(Taylor, 2009)

However, the environmental attitudes and values are sort of an individual concern towards the environmental ethics. Basically there are different attitudes and values concerning the environmental aspects according to different categories:

- Individual perception
- To all people on the earth
- To all species living in and on the earth

Every category seem to have the same values to the natural environment conservation and protection regarding that,

- Every category needs clean water and fresh air in order to live, so that we do not need to pollute air and dirty the water.
- The consequences of environmental impact are long term and cover the whole world regardless of the location of your home. You could be living in Africa, Asia, Europe or America but the consequences are the same. The decisions you take in Asia can impact the life in Europe for example.
- Human being can not destroy or harm nature, environment nor its ecosystem because we are a part of it. Not only that but also the fact that the concept of human and nature are mutually dependent concepts so if the human beings harm or damage the environment and its ecology system it will probably affect the quality of their own lives and of all categories mentioned above. (Schultz & Zelezny,1999: 255-257)

## 6. ENVIRONMENTAL ETHICS, IMPACT OF TOURISM AND ENVIRONMENTALIST PROBLEM MODEL

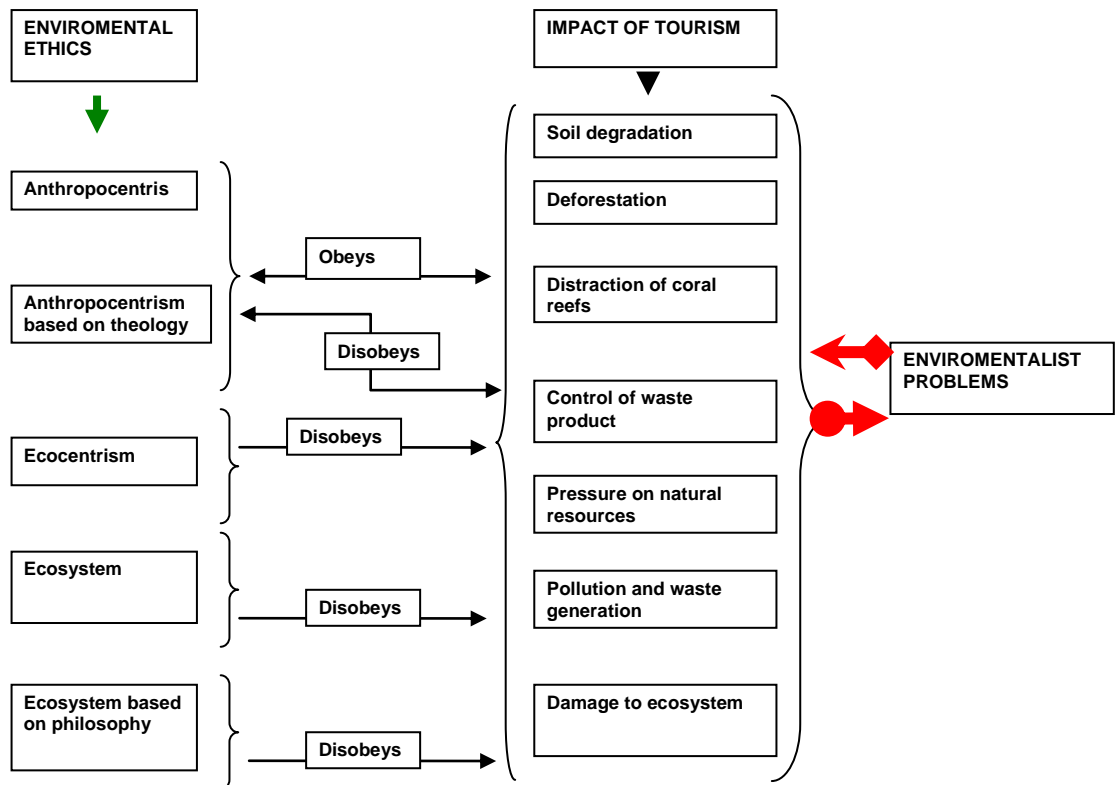


Table 2 Synthesis Model for Environmental Ethics & Impact of Tourism

The theories of environmental ethics have different fundamental perspectives/concepts towards the natural environment. Some of these theories obeys/agrees with the practice of tourism and some disobeys/disagrees totally with the impact of tourism practices.

Anthropocentrism concepts views that the humanity's needs and interests are of supreme and this philosophy dominates thinking of most of the people today towards the natural environment (nonhumans). (Oracle et al, 2010) And it is assuming that only human satisfaction, needs and necessities towards the natural

environment counts because the environment is for human consumption (William Baxter et al, 2009). Due to that the model shows that there is a mutual connection between the practice of tourism which has an impact on an environmental level such as soil degradations, deforestations, distraction of coral reefs and many more, because the practice of tourism is one among the human needs and necessities in general as man's activities.

The theories are clear with their arguments on the natural environment. A man has a right to consume the natural environment for his own use, benefits, needs and necessities but without abusing and misusing it. It should be used with respect and the way that its ecological system is protected.

From the model above we can see that environmental ethics are totally against the environmental impacts of the tourist industry which means that the negative impact of tourism practices implies that the tourism industry has failed to protect, prevent and control the use of environment. On the contrary it seems to have abused the environment. If the impact of tourism practices would be positive, the environmental theories would not have any problem with the use of the natural environment or nonhuman, because it would show that the natural environment has being used with respect by man for its own needs without disturbing the ecosystem and the quality of life.

However, ecocentrism (right of nature) and all other theories of ecosystem seem to be fused or merged together and have one view on the practice of tourism. We know that more extreme version of ecocentrism is where the rights of the ecosystem are deemed to be more important than any single component of the system. So far we can clearly observe from the synthesis model above that ecocentrism, ecosystem and ecosystem based on philosophy concept all are disobeyed/disagreed with the impact of tourism practices. That is because natural environment is our mother, so no one is ready to see one's mother being destroyed but being protected and conserved well.

From the model above we can also see that the result and negative impact of tourism will lead to environmental problems and that the environmental problems are partially caused by tourism. So all in all the vice versa is true, hence see the arrows.

Generally, all of these concepts mentioned above have a big mission, vision and objective to the natural environment such as controlling unspoiled natural resources from human activities with minimal impact to the environment, to promote the ability of maintaining the use of biodiversity by giving employment to the locals, to attain the affordability and lack of waste in the form of liquid and solid, to maintain the local culture, to preserve important historical and cultural surroundings, vegetation, animals and other species which are parts of the ecosystem and are being the main attraction. It is important also to share social and economical benefits with locals by having their clear appreciation and understanding of the facts of the future consequences of an environmental actions and participation in the management of ecology project, so that some of these concepts are visible to obey but in deep they are against and they are here to fight and protect all outcomes of environmental problems to occur by any means necessary.

We as human beings cannot destroy or harm our natural environment and its ecosystem because we are a part of it. If the human beings harm or damage the environment and its ecological system it will probably affect the quality of our own lives. Let's use the natural environment with care because its existence is for our own benefit regarding that we are protecting and preventing it because natural environment is not a commodity, it is the source of our life.



## **7. RESEARCH AND METHODOLOGY**

Researches on tourist and leisure industry have a purpose to emphasize the logic and objectivity of the study problem which defines the whole process as objective and systematic process of collecting (gathering) data, recording data and analyzing that for help in making the decision according to the study case. In addition to that research always organizes the collected data with the aim of investigating a specific problem that needs a solution and also in order to find out or discover new facts. The whole process of researching should be carried out critically, objectively and logically. (Finn, Elliot & Martin, 2000:2)

In research and methodology there are three different methods that a researcher in tourist and leisure industry can use on the researches matter such as:

- Experimental research method
- Ethnographic research method and
- Survey research method (Finn, Elliot & Martin et al, 2000:4)

### **7.1 Experimental Research Method**

The Experimental research method is common in leisure and tourism researches because it involves different testing variables under controlled circumstances to measure the effect of one variable to another. In this kind of research method an experimental and a control group are set up and then treated differently which means that there are dependent variables and independent variables. Note that, all other variables that could affect the outcomes of the research are controlled or eliminated to make it easier to connect an independent variable with an affected dependent variable. However this kind of research method is difficult to carry out in tourism and leisure researches because the tourism and leisure research involve the actual events and subjects in real life and therefore can not be randomly allocated to the experimental. (Finn, Elliot & Martin et al, 2000:5)

## **7.2 Ethnographic Research Method**

The ethnographic research method involves a method of investigating where a society is observed in its natural setting. The ethnographer studies the complexity of social interaction as it occurs in everyday life which means that the participants themselves are involved in these interactions. (Finn et al.2000:4)

In ethnographic method the collection of data is often done through observation of participants, interviews and questionnaires with the aim to describe the nature of those who are studied. This means to describe people through writing. My research does not intend to study about the behavior of a particular society but I aim to gather the information if they are aware of ecotourism. That is why I chose to use survey method instead of an ethnographic method. (Wikipedia, 2010)

## **7.3 Survey Research Method**

The Survey research method requires the sample of respondents in order to relay to the number of questions that have been previously determined as relevant to research. By using the same kind of questions for the selected sample of respondents, individuals in the same sample may be compared. Basically all data may be collected through the questionnaire or interviews. This kind of research method is very commonly used by the researchers in leisure and tourism. It is especially favored by the scholars who undergo their different studies researches. (Finn et al.2000:4)

In my research I have chosen to use the survey research method based on the information above, because the questions are predetermined and relevant to the research and the same questions are asked from all the participants. This kind of method has a great advantage because it can collect a lot of data or information with a short period of time. We also have to understand that in this kind of research it is more relevant to use survey method because surveys are used to collect quantitative information about items in a selected population. It is simple

and economical to use survey method compared to any other method. (Finn et al.2000:4)

### **7.3.1 Advantages**

Surveys are relatively inexpensive and useful in describing the characteristics of a large population. No other method of observation can provide this general capability. Also it can be monitored from remote locations by using mail, e-mail or telephone and in large samples it can make the results statistically significant even when analyzing multiple variables. In addition to that, many questions can be asked about the given topic by considering flexibility to the analysis. There is flexibility at the creation phase in deciding how the questions will be asked, as face-to-face interviews, by telephone, written or oral survey, or by electronic means. In survey method standardized questions make measurement more precise by enforcing uniform definitions upon the participants. (Colorado State University, 2010)

All in all high reliability is easy to obtain by presenting all subjects with a standardized stimulus, observer subjectivity is greatly eliminated. (Colorado State University, 2010)

### **7.3.2 Disadvantages**

Survey method relying on standardization forces the researcher to develop questions general enough to be maximally appropriate for all respondents. Also surveys are inflexible in such a way that they require the initial study design to remain unchanged throughout the data collection. In addition to that, it may be hard for participants to recall information or tell the truth about a controversial question while the researcher must ensure that a large number of the selected population will reply accordingly (Colorado State University. 2010)

## 7.4 Questionnaire Surveys

The main difference between qualitative and quantitative techniques is that the quantitative techniques involve numbers whereas qualitative does not. Qualitative techniques do not generally collect information to statistical analysis and the conclusions are not based on numbers. The quantitative techniques collect the data to statistical analysis and the conclusion is analyzed based on that. (Finn et al. 2000:8-10)

The questionnaire survey involves quantification; the presentation of the results is in numerical forms. Some qualities of the questions of questionnaire surveys which make them useful in tourism and leisure research are:

- Method such as annually repeated surveys provide the opportunity to study change over time using comparable methodology
- Quantification can provide relatively complex information in an easily understood form
- Questionnaire methods provide a transparent set of research procedures. When the information is collected they can be analyzed for different purposes. The analyzed purpose is for everyone to see and the survey can often be re-analyzed by others if they wish to extend the research.(Finn et al.2000:26-40)

While qualitative methods are ideal for exploring attitudes and meanings on an individual basis, questionnaire survey method will provide the records and gather the sample information on the incidence of attitudes and meanings among the whole population. (Finn et al. 2000:68-71)

In my research I am going to use the quantitative technique with some open questions where by the respondents will give out their answer and opinions if there are no suitable answers among the given modified answers in the questionnaire. The main reason why I have chosen this kind of technique is to get

more responses and more answers for my research. On top of that it will be easy for me to analyze and to transfer the result into graphs that will visualize the opinions of the sample group.

In addition to that, quantitative method gives a general overview of the study problems and has an aim to divide the general information of collected data into clearly defined parts or variables. While conducting the quantitative research method, obviously a large number of people will be surveyed by using a structured questionnaire that contains mainly forced-choice questions.

(Colorado State University, 2010)

I will use the e-mail survey (E-survey or Electronic survey) and handing the questionnaire to the targeted sample group which are local people who are living in Zanzibar or any one else who has been in Zanzibar for at least once. However here we have a problem with reaching to a specific targeted sample, because of the physical distance between us and for the lack of contact information about the specific targeted sample. But still I will have to send the questionnaires randomly through e-mail to all my contact friends who are Tanzanians, Zanzibarians and even non-Tanzanians. If they fit to my targeted sample group hopefully they will answer my research questionnaire accordingly and also forward the questionnaire to their friends through e-mail with the same manner.

### **7.5 Reliability, Validity and Objectivity**

Reliability is the extent to which an experiment, test, or any measuring procedure yields by getting the same result on repeated trials. Regardless of the agreement of independent observers able to replicate research procedures, or the ability to use research tools and procedures that yields consistent measurements. According to my research, surveys tend to be weak on validity and strong on reliability because validity studies accurately reflect what the researcher is attempting to measure. By using any researching method it can obviously be reliable when consistently

measured the same thing but not necessarily valid throughout. (Colorado State University. 2010)

My objective in this research was to reach to the suitably large number of the sample population and to get at least fifty responses according to what is required in order to be able to analyze the collected information. But I ended up receiving about forty responses. I also received some responses from people who have never been in Zanzibar but these people can't be in my targeted sample population.

All these factors have led my survey to be weak in validity and reliability and the result is not stable or consistent throughout, because the research won't be able to satisfy to draw an accurate conclusion about the generalizability of my survey research.

However the word generalizability refers to the extent on which the research findings and conclusions from a study conducted on a sample population can be applied to the population at large scale (Colorado State University. 2010) Meaning that the opinions of the sample group represent well enough the opinions of the whole population.

## **8. EMPIRICAL STUDY**

In this empirical study I will analyze the responses of the questionnaire. The questionnaire consists of 20 different questions which are mostly related on theory of environmental ethics. I sent the questionnaire through email to different people regardless of their background and received 40 questionnaires back which has to be sufficient for this analysis.

All of the questions asked in questionnaire were designed so that they can have a correlation or link to the environmental ethics theories used.

In questionnaire I used the abbreviations for some words such as:

Strong Disagree: SD

Disagree: D

Neutral: N

Agree: A

Strong Agree: SA

This means that all of these options were given to the respondent for each survey question so that every respondent can give its own independent opinions which will lead us to the analysis and conclusion of the research.

### **8.1 Gender category**

In my questionnaire I have categorized the gender (Male & Female) in order to get a clear picture of how many in each category participate during the survey study.

From the figure below we can see that I had 26 males and 14 females in the targeted sample.

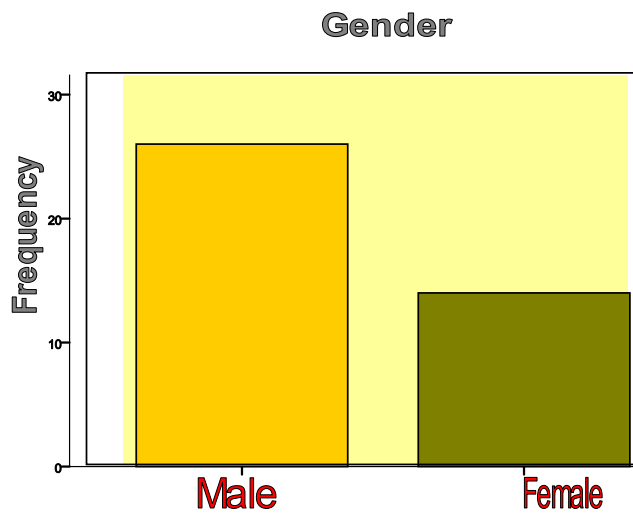


Figure 1 Gender

What I have observed here is that men had responded more than women during the survey process.

## 8.2 Targeted Population Sample

During the whole process of constructing the questionnaire I had to have a clear vision of who will be my targeted population. My targeted population sample was all people who had actually visited Zanzibar but not those who had only heard about it. From the figure below we can see that all of my respondents (forty) had been in Zanzibar before answering the questionnaire/survey research questions. See from the figure below.





Figure 2 have you ever been in Zanzibar before

However I received ten responses where the respondents had never been in Zanzibar but have heard about it or they had a clue of what I was researching about environmental issues and tourism practices. I had to ignore these ten questionnaires because they were not suitable for my targeted sample.

### 8.3 How Many Times You Have been in Zanzibar

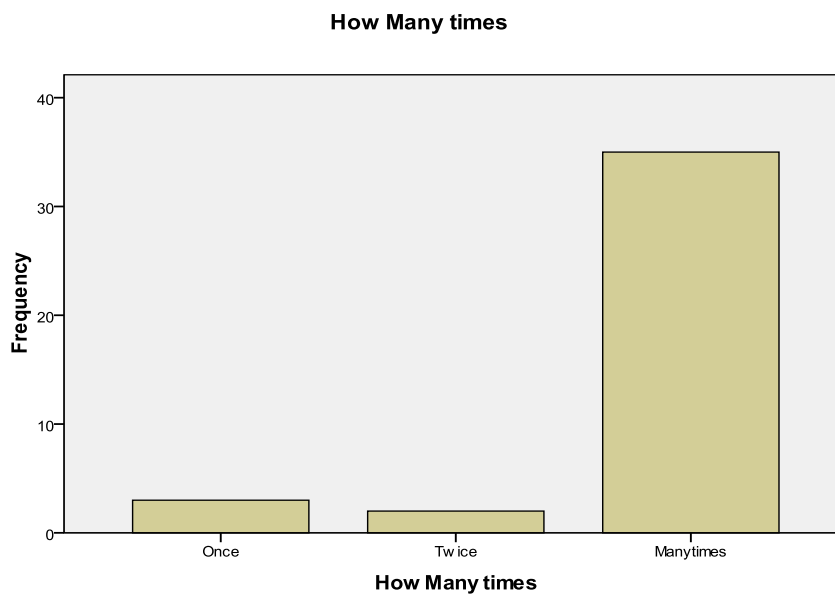


Figure 3 How many times

From the figure above we can observe that more than 80 % of targeted population sample had been in Zanzibar more than two times. This means that they can be assumed to really know about the destination of which I am doing my research and from that point I can at least believe in their opinions about the researching/surveying questions. At this point it is reliable to use analysis tools and procedures that yield consistent measurements.

#### 8.4 Statistical Comparison and Analysis of the Research /Survey Questions

STATISTICS									
		Q12	Q14	Q15	Q16	Q17	Q18	Q19	Q20
N	VALID	40	40	40	40	40	40	40	40
	MISSING	0	0	0	0	0	0	0	0
MEANS		2.525	3.825	3.575	3.5	2.75	3.65	2.75	3.65
STD.DEVIATIONS		0.640	0.931	0.747	0.641	0.707	0.893	0.554	0.758
Q12= Do the local peoples, tourists and tourism business men/women in Zanzibar are aware about the environmental issues and ethics									
Q14=Only human satisfaction, needs and necessity towards the natural environmental is count because the environment is for human consumption									
Q15=. Does the Zanzibar Government has right to disturb or modify the natural environment in Zanzibar in order to suit their economic necessity									
Q16=The nature environment in Zanzibar is strong enough to cope and survive with the impact of mass tourism for more 10 years to come									
Q17=. Local and Tourists are severely abusing or produces disastrous consequences to the natural environment of Zanzibar									
Q18=If this massive tourism holiday continues, will Zanzibar soon experience a major ecological catastrophe									
Q19=Locals are knowledgeable or educated enough about natural environmental that has a right to be protected and conserved									
Q20=Does locals and tourists knowing that nature has a right to exist, persist, maintain and regenerate its ecological system									

Table 3 Statistics Comparison

The statistical table above shows all eight possible research questions and statistical comparison through their means and standard deviations. The table is structured so that the names of variables which are the survey questions are positioned on columns and the descriptive statistics are in rows.

By looking at the statistical table we can observe the opinion means that all 40 respondents have answered all the survey questions from twelve to twenty. This can be seen from the independent table below with their analytical meaning:

### 8.4.1 Means Comparisons

<b>SURVEY QUESTIONS</b>	<b>MEANS</b>	<b>ROUNDED MEANS</b>	<b>OPINIONS/OPTIONS</b>
<b>Q12</b>	<b>2.525</b>	<b>3</b>	<b>NEUTRAL</b>
<b>Q14</b>	<b>3.825</b>	<b>4</b>	<b>AGREED</b>
<b>Q15</b>	<b>3.575</b>	<b>4</b>	<b>AGREED</b>
<b>Q16</b>	<b>3.5</b>	<b>4</b>	<b>AGREED</b>
<b>Q17</b>	<b>2.75</b>	<b>3</b>	<b>NEUTRAL</b>
<b>Q18</b>	<b>3.65</b>	<b>4</b>	<b>AGREED</b>
<b>Q19</b>	<b>2.75</b>	<b>3</b>	<b>NEUTRAL</b>
<b>Q20</b>	<b>3.65</b>	<b>4</b>	<b>AGREED</b>
<b>Q12=</b> Do the local peoples, tourists and tourism business men/women in Zanzibar are aware about the environmental issues and ethics			
<b>Q14=</b> Only human satisfaction, needs and necessity towards the natural environmental is count because the environment is for human consumption			
<b>Q15=.</b> Does the Zanzibar Government has right to disturb or modify the natural environment in Zanzibar in order to suit their economic necessity			
<b>Q16=</b> The nature environment in Zanzibar is strong enough to cope and survive with the impact of mass tourism for more 10 years to come			
<b>Q17=.</b> Local and Tourists are severely abusing or produces disastrous consequences to the natural environment of Zanzibar			
<b>Q18=</b> If this massive tourism holiday continues, will Zanzibar soon experience a major ecological catastrophe			
<b>Q19=</b> Locals are knowledgeable or educated enough about natural environmental that has a right to be protected and conserved			
<b>Q20=</b> Does locals and tourists knowing that nature has a right to exist, persist, maintain and regenerate its ecological system			

Table 4 Means Comparisons

According to the statistical analytical above we can clearly see that on the survey questions 12 (Are the local people and tourism business men/women in Zanzibar aware about the environmental issues and ethics), 17 (Local and Tourists are severely abusing or produces disastrous consequences to the natural environment of Zanzibar) and 19 (Locals are knowledgeable or educated enough about natural

environmental that has a right to be protected and conserved) the average opinion of all 40 respondents was “neutral”, which implies that they are not agreed nor disagreed with the asked research questions mentioned above.

In survey questions 14 (only human satisfaction, needs and necessities towards the natural environment is count because the environment is for human consumption), 15 (the Tanzanian Government has the right to disturb or modify the natural environment in Zanzibar in order to suit the economic necessity), 16 (the nature environment in Zanzibar is strong enough to cope and survive with the impact of mass tourism for more than 10 years to come), 18 (if this massive tourism holiday continues, Zanzibar will soon experience a major ecological catastrophe) and 20 (do locals and tourists know that nature has a right to exist, persist, maintain and regenerate its ecological system) have the result of *mean* of three, which in reality implies that majority of respondents support the above mentioned survey questions by giving the average opinion “*agreed*”.

Mathematically we have obtained that:

$5(\# \text{ agreed})/8(\text{total } \# \text{ of opinions}) * 100 = 62.5\%$  of all respondents have agreed opinion that:

- Only human satisfaction, needs and necessities towards the natural environment is count because the environment is for human consumption,
- The Tanzanian Government has the right to disturb or modify the natural environment in Zanzibar in order to suit the economic necessity.
- The nature environment in Zanzibar is strong enough to cope and survive with the impact of mass tourism for more 10 years to come, if this massive tourism holiday continues, Zanzibar will soon experience a major ecological catastrophe and do locals and tourists know that nature has a right to exist, persist, maintain and regenerate its ecological system.

The research question 14 has a highest mean of 3.825 which implies that in this research question the majority has agreed that “only human satisfaction, needs and necessities towards the natural environmental is count because the environment is

for human consumption”. Then followed by the research question 15 which has the mean of 3.575 which is second highest mean. This average mean indicates that also respondents agreed that the Tanzanian Government has a right to disturb or modify the natural environment in Zanzibar in order to suit the economic necessity.

The main research question/problem was to find if the local people and tourism business men/women in Zanzibar are aware about the environmental issues and ethics. The result shows that this question has the lowest average mean of 2.525, which implies that respondents’ responses on this research question were just neutral (neither agreed nor disagreed). This may be because they were not sure if locals and the tourist industry in Zanzibar are practicing any environmental ethics.

#### **8.4.2 Standard Deviations Comparisons**

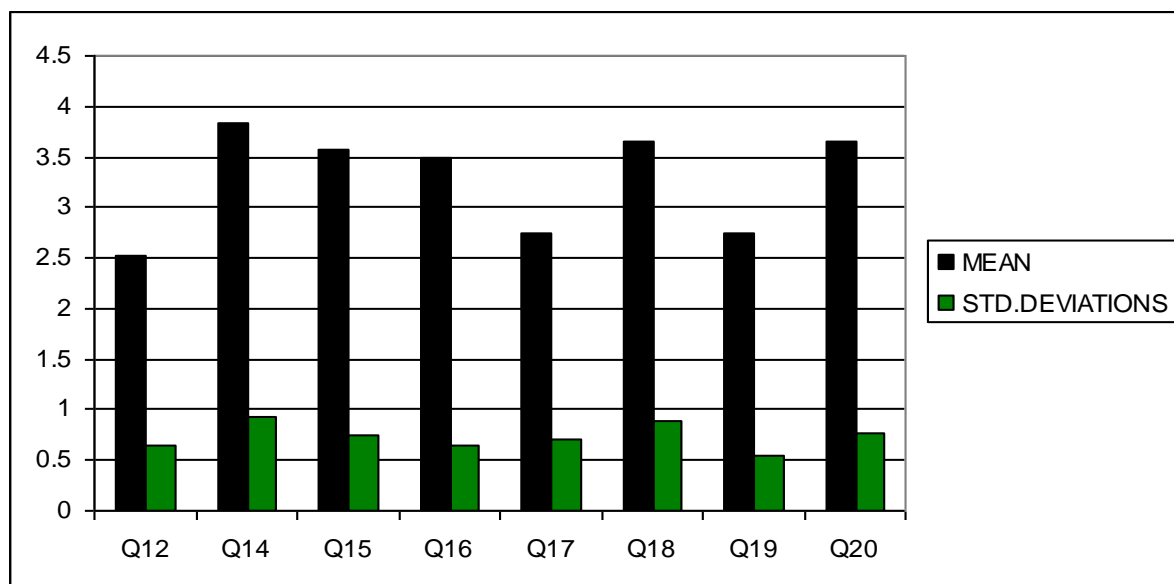
Before we give the analytical study of the standard deviations we need to have a better understanding of what it is. Standard deviation is a kind of "mean of the mean" which can often help the researcher to find the story behind the data, a better understanding of the concept, and it helps to learn about what statistician’s “normal distribution of data” represents in the analysis.

(Wikipedia, 2010)

Actually, here in my analysis the standard deviation is very important and useful measure because when I compare opinions of survey questions from eleven to twenty the standard deviation will tell me how diverse the opinions are for each survey question. High standard deviation indicates that the data is spread out over a large range of values and a low standard deviation indicates that the data points tend to be very close to the mean.

According to all facts, from the table below we can observe that the survey question number fourteen has a bigger opinion mean (average) of 3.8250(4) and a bigger standard deviation of 0.93060(1) as well. This means that the majority of

respondents have an opinion within 0.93060(1) of the mean (3-5) in rounded figure/number and the same to the opinion mean of survey question number eighteen which has a mean (average) of 3.650(4) and a standard deviation of 0.89299(1). Add to that, these can be visible clearly from the table below which shows means (averages) and standard deviations.



**Q12**= Do the local peoples, tourists and tourism business men/women in Zanzibar are aware about the environmental issues and ethics

**Q14**=Only human satisfaction, needs and necessity towards the natural environmental is count because the environment is for human consumption

**Q15**= . Does the Zanzibar Government has right to disturb or modify the natural environment in Zanzibar in order to suit their economic necessity

**Q16**=The nature environment in Zanzibar is strong enough to cope and survive with the impact of mass tourism for more 10 years to come

**Q17**= . Local and Tourists are severely abusing or produces disastrous consequences to the natural environment of Zanzibar

**Q18**=If this massive tourism holiday continues, will Zanzibar soon experience a major ecological catastrophe

**Q19**=Locals are knowledgeable or educated enough about natural environmental that has a right to be protected and conserved

**Q20**=Does locals and tourists knowing that nature has a right to exist, persist, maintain and regenerate its ecological system

Figure 4 Means & Standard Deviations



If the standard deviation was a zero in each given opinion mean (average) on the table above I could say that all respondents opinion mean (average) would remain exactly as it is shown from the table above and no variations or spreading of opinions. The main research problem number 12 was asking, “If locals and business people in Zanzibar are aware of environmental issues and ethics”. This question has obtained a lower mean. This implies that respondents’ opinions were neutral towards this research question, some disagreed and some agreed.

According to the study and analysis above, I can conclude by saying that a bigger mean and standard deviations of survey questions 14 and 18 tells us that there are relatively more respondents in this research who have given opinions to these two research questions (14 & 18). We can observe from the figure above that the average means varies with given standard deviation which means that the respondents’ opinions were not homogeneous. Everyone had their own opinions, knowledge and perspectives to the environmental ethics and issues, some were neutral, some agreed and some strongly agreed.

## 9. CONCLUSIONS

The theory of environmental ethics has an aim to correct the behavior of mankind on their environmental aspect, attitudes and values to determine the full responsibilities of each generation as a trustee of the environment for succeeding generations. The greatest achievement would be to find a balance between population and natural resources used. That would permit high standards of living still considering environmental aspects and give the assurance that all human beings are safe, healthy, productive and living in culturally pleasing surroundings.

According to the findings it is shown that the main research question which was to find out if locals, tourists and business people in Zanzibar are aware about the environmental issues and ethics, tends to result that the respondents were neutral to this research question due to the reason that they may not have enough knowledge and information which could prove that locals and business people in Zanzibar are really practicing environmental theories and issues in reality.

The anthropocentrism theory views that the humanity's needs and interests are of supreme exclusive value and importance in nature. Also the theory is assuming that only human satisfaction, needs and necessities towards the natural environment is count because the environment is for human consumption. According to the research findings it is shown that the highest average mean came from this research question meaning that the majority of the respondents are fully agreeing that human needs is count because the environment is for human consumption.

In addition to that, the anthropocentrism philosophy, concept and idea says that a human being can consume the natural resources and have a beneficial use of the environment without causing land degradations or any other kind of harmful consequences to the natural environment. Not only that, but also the anthropocentrism is based on beliefs and urge that God said to them: "Let Us make man in Our image, according to Our likeness; and let them rule over the fish of the sea and over the birds of the sky and over the cattle and over all the earth,

and over every creeping thing that creeps on the earth. Hence that this empirical study shows that majority agrees that the government of Zanzibar has a right to use the environmental resources in order to suit their needs as the anthropocentrism emphasizes in its theories but not to the extent of misuse and abuse of using the environment. In addition to this, also the environmental theory views that a human being has been placed in nature so this means that nature was created by God for the mankind's benefits and a man has been given the authority to control and master the natural environment. God created the earth as a garden and habitat for human beings who are given only little restrictions regarding his use of it and the capacity of managing it.

However, the eco centrism (right of nature) views that we cannot reject nor deny the fact that we need nature in our lives. The need of nature in a human being's life is like a need of love in human life because nature is beauty of life. A life of a human being without the natural environment and its diversity and its beauty is no life at all. It is like a life without light and water which are the necessary sources for a life to even exist.

With the help of the research we found out that the majority agrees that the environment of Zanzibar is able to survive for more than two decades. People seem to believe that nature has a right to exist because if the nature won't exist it will mostly likely make it impossible for the human being to exist either.

The findings are showing that the natural environment in Zanzibar will exist keeping its current condition for more than two decades. The theories urged that the ecosystem is a unit of interdependent organisms which all share the same habitat and they all have a right to exist in one way or another. This means that a mankind has a right to exist if the nature exists first. Human beings are the ones who have been placed in nature and not vice versa. The land of the Zanzibar Island has existed for ages and what is needed needs to be protected, maintained and used with respect and much love without destroying or causing any negative impact by the industrial human being and development activities.

The research findings also show that if the massive holiday movement to Zanzibar continues, Zanzibar will soon face and experience some sort of an ecological catastrophe. Because when the mass tourism continues to grow without taking measures and full responsibility on ecotourism in form of sustainable development and protections, Zanzibar will face the negative environmental impact. The exploitation and degradation of natural environment uses irreplaceable resources and global awareness on the matter needs to be created.

This has been observed through past and recent environmental changes, for instance the greenhouse effect which means that the environment is undergoing on several situations. Impact of tourist industry can lead to environmental problems according to the synthesis model. This means that the tourist industry has at least partially failed to protect, control and prevent the abuse of environment. If the impacts of tourism practices would have been positive, the environmental theories wouldn't have any problems with the use of natural environment and that of the nonhuman because it shows that the natural environment has being used with respect by a man for his own needs without disturbing the ecosystem and the quality of life.

Not that only but also the research findings show that locals and tourists are not severely abusing natural environment in Zanzibar because the natural environment (nonhuman) of Zanzibar is for the people or for the community and life without the natural environment is not a life because human and nonhuman are really depending on one another. The anthropocentrism concept based on religion indicates and shows that a mankind as a rational specie has been given an authority and right to rule and control the nature for its own benefit but not for destroying it. In addition to that natural environment is where a life is reproduced and made to exist so it has the right to exist and regenerate its ecological system in the process of evolution.

Also I have observed from the research that the respondents were neutral on their opinion towards the research question which was asking if locals are educated to

know that environment has a right to be protected. It seems that knowledge of environmental ethics is not very wide or well implemented in developing countries such as Tanzania and its region of Zanzibar.

In addition I have found out that the respondents have agreed that most of the tourists coming from the developed countries are already aware about environmental issues and have knowledge of it. Therefore the environmental theory based on ecology indicates that environmental consciousness has become an inspiration concerning the whole world. This sounds as overview aspects of every nation to gain reputation on the positive actions or measures to environment.

I am concluding by saying that environmental issues and ethics are a responsibility of every man because of its global impact. Tourist industry has emerged as a promising answer to this by offering services which are environmentally friendly. However the industry does not pay enough attention to the increase of mass tourism. The eco-tourism must be sustainable as a complete business idea so that it can take responsibility of that. The idea of sustainability in life at global perception seems to be more authentic. This implies that the tourist industry must keep on focusing upon the problems which the environment is facing and provide the sustainable tourism tactics and development on those matters.

Every nation has the responsibility for giving the knowledge to people and taking strong actions towards the protection of the environment regardless if the nation is poor or rich because the consequences are global.

### **9.1 Limitations**

The limitations related to this topic were:

- Most of the information here is from the Internet because I didn't find specific books emphasizing the tourist industry in Zanzibar. Due to those reasons the reliability is restricted.
- Also the lack of face to face interviews with business people from Zanzibar due to the lack of funds and the physical distance between us left me with the option of doing the survey as an e-survey and respondents were Tanzanians, Zanzibarians and some tourists.
- Smaller amount of responses to the questionnaire than expected.

These limitations affect my research and may lead to less consistent measurements in reliability and inaccurate result in validity. The results show, however, the current trend on the topic and can therefore be used as direction-giving information at the general level.

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SA = Strongly Agree

12. Do the local		D	N	A	SA
peoples and	SD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
tourism					
business	<input type="checkbox"/>				
men/women in					
Zanzibar are					
aware about the					
environmental					
issues and					
ethics					

13. If you  
*strongly*  
*disagree* ,  
*disagree*,  
*neutral* *strong*  
*agree* or *agree*,  
give your  
opinion why in  
few words

14. Only	SD	D	N	A	SA
human	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
satisfaction,					
needs and					
necessity					
towards the					
natural					
environmental					

is count  
because the  
environment is  
for human  
consumption

15. Does the Tanzania Government has right to disturb or modify the natural environment in Zanzibar in order to suit their economic necessity	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>				

16. The nature environment in Zanzibar is strong enough to cope and survive with the impact of mass tourism for more 10 years to come	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Local and Tourists are severely abusing or	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



produces  
disastrous  
consequences  
to the natural  
environment of  
Zanzibar

	SD	D	N	A	SA
18. If this massive tourism holiday continues, will Zanzibar soon experience a major ecological catastrophe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	SD	D	N	A	SA
19. Locals are knowledgeable or educated enough about natural environmental that has a right to be protected and conserved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	SD	D	N	A	SA
20. Does locals and tourists knowing that nature has a right to exist, persist, maintain and	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

regenerate its  
ecological  
system

Thank you for you time I real appreciate.

## MAP OF TANZANIA



Source:

(Yahoo, 2010)

## MAP OF ZANZIBAR



Source:

*(Expert Africa, 2010)*

**DUMPSITE**

This is the dumpsite in Jumbi Zanzibar.

Source: (*Dennis B.2008:7*)