

## ABSTRACT

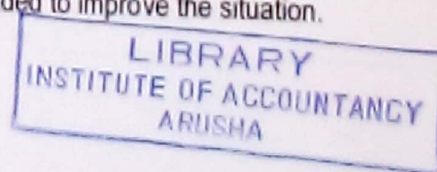
The tourism industry has experienced many development changes that cause to speed up a rapid economic growth of unparalleled nature over the last several decades. This has mainly been due to the introduction of a Zanzibar Islands into global tourism market and improved information dissemination about the wonderful sceneries throughout the world. This sector provides the Isles with great economic, environment and culture opportunities through its essential entire basic features, an exceptional climate and history of Stone town.

The innovation of Information Communication Technology (ICT) has also brought great impact in tourism whereas e-tourism has fully fledged to extremely competitive business for tourism destination over the world. The ordinary competitive advantage has unstable and less sustain natural due to force of technology to shift from traditional to real and timely customer demands. Nevertheless, the e-tourism transformations explored had speed up efforts of the tourism industry towards the economic development of Zanzibar.

The researcher analyzes the possibility of e-tourism improvement support in economic, socio culture and environment. The e-tourism is transforming the dissemination of tourism destination of information and promotion with highly sensitive and innovative. Moreover the scope coverage influence the study to realize problems and resolution related to electronic tourism linkage to provide relevant information's concerning with effectiveness of e-tourism services in Zanzibar Stone town.

The research conducted theoretical and empirical study by using both secondary and primary source of data from the only one tourism responsible entity through interviews and questionnaires to extract literatures and documentation ideas related to e-tourism. The analysis of the study findings conducted using a qualitative approach to the data analysis to discuss the effectiveness of e-tourism in Zanzibar.

The study analysis demonstrates that the factors that contributing to e-tourism in tourism business need to be addressed and possible measures recommended to improve the situation.



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