

## ABSTRACT

Tourism industry has been recognized and regarded as the symbol to help the local community to improve the standard of living due to its ability to generate income, leisure, government revenues, employment, schooling, health, house construction and household consumption.

Community involvement is usually a necessary component for successful tourism development of a destination as there is symbiotic relationship between local community participation and tourism development. Positive attitudes from the local residents not only can help in boosting tourists' satisfaction levels at the same time it contributes to word-of-mouth promotion among international tourist. In order to ensure the success of the tourism planning, the involvement and the participation of the local communities in the area is pertinent. Community participation proved to be a successful model for tourism development in developed countries, but there exists some barriers in case of developing countries.

The growth and development of tourism has been associated with several idealistic notions concerning its contribution to society, though experience has shown tourism, like many other activities can have both positive and negative impact. The research was conducted to examine the contribution of tourism to the wellbeing of the local community resulting from the operation of the tourist industry in Nungwi and Kiwengwa village in Zanzibar.

The instrument used for data collection was the self-administered questionnaire to one hundred and seventy respondents with ninety three response rate. The results of the study revealed that inadequate local community participation in tourism activities results from both the lack of relevant knowledge amongst the local community and poor management of tourism sector. Others include education level, language barriers, inadequate experience in tourism business, culture, religion believes, poor commitment and seed capital for investment. Hence discovering ways of achieving sustainable wellbeing to local community in tourism sector is a challenging issue, as there is only inadequate coordination strategy in the study area at present. All in all it has been revealed that local community participation is instrumentally a tool to empower local people so that they can entirely influence the process of planning, decision making that affect their wellbeing.

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