

The 2<sup>nd</sup> East African Conference of Informatics, Arusha- Tanzania  
Hosted on 24<sup>th</sup> – 25<sup>th</sup> November, 2021  
ISSN: 2714-1993

\*\*\*Original Research\*\*\*

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## CONTRIBUTION OF TRANSPARENCY IN IMPLEMENTATION OF ECOTOURISM AT NCA

Osiligi Loserian Laizer  
Postgraduate Department  
Institute of Accountancy Arusha  
&  
Germanus. S. Chole  
Department of Postgraduate Studies  
Institute of Accountancy Arusha



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## **Abstract**

*This study aimed at assessing contribution of transparency in implementation of ecotourism at Ngorongoro Conservation Area. Transparency. Using a mixed research approach, the study assessed adoption of transparency and its contribution in implementing ecotourism. The study made use of questionnaire survey amongst NCAA officials Local government officials and tourism stakeholders. The population of the study was 351, this population size was obtained from Department of public relation NCAA report of 2019, using Yemens' formula a sample of 156 was generated. The sample was distributed to three strata: the NCAA conservators and local government authority where a sample of 10 was used, 22 tourism enterprises and 124 tour operators. simple random sampling was used samples amongst local government and tourism stakeholders. Purposive sampling was used to select NCAA officials for interview. A total of 17 NCAA officials from different departments were interviewed. The results of findings indicate that transparency contributes to implementation of Ecotourism. Using a Regression correlation analysis, results indicated that adoption of NCAA to transparency is extremely significant to enhance and influence the implementation of Ecotourism. Transparency is interlinked and mutually supportive and reinforcing moreover it is often correlated to participation and is also the ultimate safeguard of rule of law and accountability.*

*Keywords: Good Governance, Transparency, Accountability, rule of law, Ecotourism, Conservation, Community Livelihood, tourism development.*

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## **1.0 INTRODUCTION**

The oxford English Dictionary has defined transparency as an implication of openness communication and accountability. It is the concept of removing all barriers and the facilitating of free and easy public access to corporate information and the laws, rules, social connivance and processes that facilitate and protect those individuals and corporations that freely join, develop, and improve the process.

Ecotourism is one of the boosting and promising tourism segmentations in the world today. Many countries of the world build up their economic advancement by using this types' tourism (Bhuiyan et al., 2011). Ecotourism has emerged under the rubric of sustainable tourism as one solution to help protect the ecological and cultural resources of tourism sites, provide local economic opportunity and give travellers greater environmental awareness.

*In the context of tourism sector, good governance encompasses shared power and expertise in resource utilization, between public, private and non-governmental actors, (Valente et al., 2015) have specified that traditional scientific methods that were characterized with bureaucracy in the history of tourism development, were slowly replaced with collaboration, partnership and shared policy making, which became a public and international norm in the tourism sector.*

Government can play a role in the management and development of the people who aspire and work in tourism. The role of government with respect to tourism policy, development and planning varies according to the perceived importance of tourism as a sector within the national and local economy and political philosophies that inform economic and social policy (Baum and Szivas, 2012)

In the recent past, the concept of ecotourism has been promoted in Tanzania as an alternative, low-impact form of tourism that supports the conservation of natural resources preserves local culture, and provides economic benefits to the communities Barasa et al, (2016). Existing evidence shows that Tanzania has not utilized most of its ecotourism potential. The actual amount of ecotourism activity in the country is highly localized and relatively minimal due to the following factors: accessibility problems in some protected areas, inadequate infrastructure, and insufficient marketing and promotion.

However, recent researches have indicated that NCAA has the interests of conservation and tourism prioritized over the development of Maasai pastoralists study by Olenasha, (2013), his study yielded the same analysis that NCA is under significant current threats that relate to the demands of a growing

resident human population, and the need to regulate and manage tourism and its resources. Therefore, this study is going to bridge the knowledge gap by assessing the contribution of three elements of *good governance towards implementing ecotourism in Tanzania, taking NCAA as a case study to find out whether or not adoption of good governance elements contributes to implementation of ecotourism thus welfare of the Maasai community residing in that area.* In Tanzania, various studies have been done on the issues of eco-tourism. For example, Barasa, D.W. and P. Njiraini(2016), Honey M (2019), Venance Mutayoba, (2016). Their studies did not captured issues related to good governance and eco-tourisms and; therefore, this study bridged the knowledge gap by assessing the *contribution of good governance elements in implementing ecotourism in Tanzania, taking NCAA as a case study.*

## 2.0 LITERATURE REVIEW

The 8<sup>th</sup> edition of the Oxford English Dictionary has defined transparency as an implication of openness communication and accountability. is the concept of removing all barriers and the facilitating of free and easy public access to corporate information and the laws, rules, social connivance and processes that facilitate and protect those individuals and corporations that freely join, develop, and improve the process.

(Maiti & Bidinger, 2018) conducted a review on Governance and concluded that transparency is important to the governance and its stakeholders. However, the Political economy approach discussed by (Bramwell, 2011) as a broad social theory that has been widely applied in the social sciences. In his journal, "*Journal of Sustainable Tourism: A political economy*" approach he suggests that collective actions are often needed to promote the objective of sustainable tourism. Governance is the basis of these collective actions. Moreover promoting good governance that is accountable, transparent ,honest and participatory that guarantees economic freedom-i.e., the right of citizens to freely exchange goods and contract with each other in business and that is based on secured property rights including land rights is crucial for the progress of Africa (Asefa & Huang, 2015).

(Pulido-fern & Ignacio, 2019) conducted a study to find out the good model for implementing Governance in Tourist Destinations. The researcher identifies with support from other several literatures that there is a reputation of governance in tourism, he further recommends that there is a great consensus about how governance must be applied, establishing an open and participatory model which must be transparent and effective, capable of attracting the participation, coordination and collaboration among stakeholders using a clear methodology divided into different stages: diagnosis, planning and strategy, execution and monitoring, and evaluation.

(Olenasha, 2013) in the article journal "*Parks without People: A case of the NCAA*", the research used a theoretical review of cases and documentaries to draw up a conclusion that, 'Parks with people' is a conservation model that emulates the natural arrangement that existed when man was a constituent part of nature. In contrast, parks, as we understand them today, are a modern invention. The experience in Ngorongoro Conservation Area has demonstrated that 'parks with people' can only function when all interests are given equivalent and equitable respect and attention. When one set of interests is forgotten, then the model merely serves to camouflage the agenda of modern conservation, which explicitly excludes human beings from the ecological balance. It has also been demonstrated that the 'parks without people' arrangement has not succeeded in its aim of conserving the environment. Perhaps the only remaining solution is to allow Indigenous Peoples and other local communities to manage their own natural resources, as they have the requisite knowledge, heart, and goodwill necessary to sustain them.

(ole Saibull, 2014) conducted a study on the conservation outlook of NCA. The world heritage values of Ngorongoro Conservation Area (NCA) are being well maintained as a result of appropriate management both of the property and of the adjacent protected areas (which sustain the migrating herds for much of the year beyond the boundaries of the NCA). The status of the area's two most endangered species (black rhino and wild dog) remains critical but there are signs of recovery in their populations. The large size of Ngorongoro Conservation Area and its location at the southern end of a trans-boundary complex of protected areas (which together cover most of the wider Serengeti ecosystem) should ensure the long-term protection of its values. Tourism brings substantial financial benefits which support management of the area and provide substantial benefits to its large resident pastoralist population. However, increasing tourist numbers might pose a threat if not regulated effectively. The main long-term concern is that the area's human population continues to increase, exerting unsustainable demands on natural resources and causing irreversible degradation which poses a huge challenge the NCAA.

(Hariohay et al., 2020) conducted a study on Attitude of local leaders towards wildlife conservation in the northern village of Ngorongoro Districts. The researcher argued that understanding the attitudes of local leaders towards conservation issues in village areas surrounding is vital for the success of sustainable biodiversity conservation. Twenty villages in Karatu district located between Ngorongoro Conservation Area (NCA) and Lake Manyara National Park (LMNP) were chosen for this study. The data were collected using semi-structured questionnaires administered to 133 local leaders in 20 villages. Findings indicated that attitudes of local leaders towards conservation in the village areas were positive. The researcher observed that 90.3% of the village government members and 50% of the chairpersons considered charcoal making as detrimental to the environment and insignificant to the development of their villages. Majority of the respondents (80.0%) rated that village environmental conservation bylaws are having inadequate penalties for offenders in dealing with the current state of rapid environmental deterioration in village lands. The position of a leader was an important predictor as 87.4% of village chairpersons and 70.0% of the village government members were positive towards conservation in village lands. The implication of the results success of biodiversity conservation is linked with conservation initiatives outside protected areas and understanding the attitudes and securing the support of local leaders.

### **3.0 METHODOLOGY**

This section provided the description of the research methodology which included; research design, area of study, research approach, population, sample, sampling techniques, sample size, data collection methods, primary data, secondary data and data analysis technique.

#### **Study Area**

*NCA area was selected due to presence of the Maasai community which entirely depends on NCAA for survival and development. Moreover, the area provides more information on Ecotourism which integrates conservation, community development and tourism development. NCAA has been mandated to oversee all the aspects of ecotourism by MNRT which are detailed in the tourism policy of Tanzania 1999.*

#### **Study Design**

This study adopted a descriptive research design. Research design is “the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with

economy in procedures” by Kothari (2004). Descriptive research method is employed in this study in order to describe and document occurring phenomenon where frequency tables were used for looking statistically significant of the variable construct. For the case of this study data was measured through five-point Likert scale for dependent and independent variables to obtain results and evidence on the contribution of *transparency in implementing ecotourism in Tanzania*.

The study adopted a mixed research approach where by both quantitative and qualitative were employed. Quantitative approach is characterized by the collection of information which can be analysed numerically while qualitative approach is characterized by the collection of narratives from respondents Bouma, (2010).

#### *Population of the study*

*Data was collected from four groups of respondents. The first groups were NCAA officials from different departments, local authority leaders from the village wards, tourism enterprises and tourism operators. The table below indicated the population in groups and sampling technique used to sample population.*

#### *Sample Size and Sampling Technique*

*This study adopted common formula suggested by Yamane (1967). Yamane provides a simplified formula to calculate sample sizes as,  $n = N / (1 + N(e)^2)$ . Where  $n$ : Is the sample size,  $N$ : Is the population size, and  $e$ : Is the level of precision. (Margin of error and confidence level). From the study the total population:  $N = 351$ ,  $e = 0.5$  at 90% confidence level, thus  $n = 351 / (1 + 351(0.5)^2)$  thus  $n = 156$*

**Table 1.1: Population Strata**

<b>S/N</b>	<b>Strata</b>	<b>Population Size</b>	<b>Sample Ratio</b>
1	NCAA & Village leaders	21	10
2	Tourism Enterprises	50	22
3.	Tourism Operators	280	124
<b>TOTAL</b>		<b>351</b>	<b>156</b>

#### *Data Collection Method*

The study made use of semi-structured interview guides amongst NCAA officials, questionnaire survey amongst Local government officials and tourism stakeholders. Questionnaires was preferred in this study due to the fact that they enabled the researcher to reach the target group with the minimum cost in terms of time and other sources. A researcher believed that, it is through questionnaires that the respondents were able to provide information at their own prudence or discretion. Hence, it helped to avoid any direct influence contrary to other methods like interviews where the researcher may have direct influence in moulding respondents answer. Questionnaires were used among the *tourism enterprises, tourism operators and local government leaders*.

#### *Data Analysis Technique*

The study has two types of data to be analysed. Quantitative data is analysed using Statistical Package for Social Sciences (SPSS) version 20 descriptively, using descriptive statistics such as frequencies, percentages, mean and standard deviation. Regression analysis was used to draw conclusion on how the dependent variable affect the independent variable

*Ethical Consideration*

*Ethical considerations in the process of data collection are highly recommended. Without research ethics, trustworthiness was questioned (C.R.Kothari, 2019) This study exceedingly observe expertise and the researcher obtained a research permit during data collection from IAA and NCAA. Ethical matters were observed such as avoiding plagiarism during the proposal and the entire research dissertation writing. The study has ensured confidentiality to all respondents by asking them not to write their names, identify of the words from which they operate on any part of instrument to safeguard the impact of the report on the respondents' carrier and the researcher ensured that respondents are respected and thus personal matters were not be questioned.*

**4.0 RESULTS**

This chapter presents findings as obtained from data collected from NCAA and tourism business in Arusha. The chapter proceeds by presenting analysis of findings basing on one specific objective presented as follows:

**4.2 Regression Analysis**

On finding the *contribution of good governance elements in implementing ecotourism in Tanzania* the study used regression analysis. Table 2 below shows Model summary. R-squared showed in Table 3 below measured goodness-of-fit of the model. This statistic value shows the percentage of the variance in the dependent variable that the independent variables explain collectively. R-squared measures the strength of the relationship between model and the dependent variable on a convenient 0 – 100% scale. The R squared obtained in this study is 79.8% which means there is a relationship between model and the dependent variable.

**Table 2: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 <sup>a</sup>	.798	.634	2.16674

Table 3 for ANOVA indicates that the regression model predicts the dependent variable to be significantly well. This indicates the statistical significance of the regression model that was run. Here,  $p < 0.0005$ , which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

**Table 3: Anova Table**

Table 3: Anova Table						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.887	3	53.296	199.5357	.000 <sup>b</sup>
	Residual	27.249	102	.2671		
	Total	187.136	105			
a. Dependent Variable: Implementation of Ecotourism						

Based on Table 3 above the value of R-squared it is able to explain *the contribution of good governance elements in implementing ecotourism in Tanzania* using Regression analysis. The independent variables

included in the model was accountability, rule of law and transparency. Table 4, indicates that there is significant positive relationship between transparency and implementation of ecotourism as the value of p-value is less than level of significance of 0.05. It has showed that transparency affects implementation of ecotourism by 6.9%.

**Table 4: Regression of Ecotourism Implementation**

Variables	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.810	.231		6.170	.591
<i>Transparency</i>	.069	.094	.128	.816	.008
Accountability	.189	.187	.416	1.262	.013
<i>Rule of law</i>	.109	.176	.316	1.164	.005
Dependent Variable: Implementation of Ecotourism					

Generally, it has found that transparency least contribute to the implementation of ecotourism due to lack of adoption of this aspect.

Transparency is an implication of openness communication and accountability, the concept is to remove all barriers and facilitating free and easy public access to corporate information and the laws, rules, social connivance and processes that facilitate and protect those individuals and corporations that freely join, develop, and improve the process. Transparency that exists between the NCAA supported by 29.5% & 44.9% who strongly agree and agree respectively. The results of the existence of transparency have led to implementation of ecotourism, conservation of nature with regard to human development to and their community is at the peak of its performance. In NCA respondents representing the local community have identified some of the success achieved by through openness of the NCAA towards the local community. Ngorongoro Pastoral council is another representation of adoption to transparency by NCAA in implementing ecotourism. Constitution of the “Pastoral council” means the constitution of Ngorongoro Pastoral Council titled in Kiswahili” Katiba ya baraza la Wafugaji”. This constitution was formed under the Ngorongoro Ordinance Cap.41 and gazette on the government Notes No 234 published on 23/006/2000 solely to represent the local population of the Maasai community in matters of conservation and tourism development. The NCA Ordinance 1 of as sited the functions and duties of the council as and mandated power to act independently as a department. The theory that governs this study is the political economy theory. This approach suggests that collective actions are often needed to promote the objective of sustainable tourism. Governance is the basis of these collective actions. Moreover, promoting good governance that is accountable, transparent, honest and participatory that guarantees social and economic freedom. The political economy theory is evident in NCAA with the presence of the pastoral council. Members of the pastoral council are elected by the villagers from different wards. Services provided by the NPC include; Providing funds to support education for the students from pastoral Food security program, health services program, improve clean and safe water for human consumption and livestock use, improvement of the communication and infrastructure in the pastoral community, livestock husbandry, women empowerment, Cultural Bomas, Educating the locals

on measures and importance of conservation. Another success as a result for transparency is establishment of Maasai Bomas. The Maasai Bomas are the traditional houses of the Maasai community established within the conservation area. Since NCA establishment to date there are eight Bomas. These Bomas were established as a means to give back to the community by generating income for tourism activities. Each village has a chance to participate in this activity by selecting representative that serve for a whole year in this establishments and the income generated from this is directed back to their respective villages.

## **5.0 CONCLUSION AND RECOMMENDATION**

*Despite the achievement in fulfilling the implementation of ecotourism as a result to adoption of transparency, the road to this achievement has not fully adopted transparency according to a minor analysis. The effects of transparency have been identified to be more positive and supportive towards the local community but practically this is not the case in the NCA. Gisselquist, (2012) concluded that the government actions, decisions and decision-making processes are open to an appropriate level of enquiry by others parts of government, civil society and, in some instances, outside institutions and governments. The effects of transparency are community participation in matters related to conservation tourism and involvement in the decision-making process. For this case the success of NCAA to fulfil the three aspects of Conservation, Community livelihood and tourism development has been a result of accountability of NCAA official which the authority obliges to by enforcement of rule of law than openness and proper representation of the community in the whole procedure which has been indicated in the analysis to be the least adopted aspect in fulfilling the aspects of ecotourism.*

(Muchuru and Nhamo, 2017), argue that capacity building increases organizational and individual capabilities to undertake core functions, resolve challenges and deal objectively with developmental needs. The adaption categories in capacity can include: Promote training, information and awareness raising, improving the capacity of the Maasai community, institutional capacity building and early warning systems. Facilitating the diffusion of improved technologies and innovation is an important aspect to improving voluntary adoption to elements of good governance, For instance sharing of information by making it available to the general public will alert a larger population in a short period of time.



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