
**TOURIST TOUCHING LOYALTY IN CULTURAL HERITAGE SITES IN
TANZANIA: A CASE OF ZANZIBAR STONE TOWN, ZANZIBAR
ISLAND**

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Abstract

The paper focuses on the assessment of tourist touching loyalty with cultural heritage tourism destinations in Zanzibar Stone Town, UNESCO's World Heritage site in Tanzania. This study matured, because many studies in Tanzania until recently concentrated have on the archaeology, management, and conservation of the cultural heritage, leaving out issues of tourist loyalty with the cultural heritage sites. Data collected through closed questionnaires and the sample size included 105 tourists who visited Zanzibar Stone Town. The findings show that tourist touching loyalty with Zanzibar Stone Town tourism destinations is higher among the tourists. The higher loyalty to the site is because of the good quality, hospitality and attributes of the site. The paper recommends that hygiene and sanitation of the town should be improved.

Keywords: Tourism, Loyalty, Cultural Heritage, Tourists, Zanzibar Stone Town.

Introduction

This paper reports a research activity conducted at the Zanzibar Stone Town, UNESCO's World Heritage site in Tanzania. Stone Town of Zanzibar is among the most important East African coastal Swahili Towns along the Indian Ocean. Started as a fishing village in the 12th century, the settlement soon became a typical Swahili state run by local empires (Rashid and Shateh 2012). In the 16th century, the local ruling empire of Zanzibar came under the domination of the Portuguese. Soon later, the Sultan of Oman took control of the Island. During this time, Zanzibar Island was still a tiny settlement. The town significant grow and developed under the ruling of Sultan of Oman and became a bustling town by the last quarter of the 19th century. However, in the 1890s the British then took control of the town and island from the Omanis, and the town remained as a British colony until the revolution of 1964 (Rashid and Shateh 2012).

As one of the best cultural heritage destinations on the coast of East Africa, the majority of Zanzibar Stone Town architectural building date from the 18th and 19th centuries respectively. These include monuments such as the Old Fort built on the site by Portuguese; the house of wonder and a large ceremonial palace built by Sultan Barghash. Other monuments are the Old Dispensary, St. Joseph's Roman Catholic Cathedral and Christ Church Anglican Cathedral that is commemorating the work of David Livingston in abolishing the slave trade (UNESCO 2018). Other attractions include the residence of the slave trader Tippu Tip, slave market, the Royal Cemetery; the Hamamni and other Persian baths. The site has narrow, winding street pattern,

large mansions facing the seafront and open spaces which form an excellent urban settlement that reflects the trading activity between the East African and the Far East (*ibid.*). Finally, it should be well known that Zanzibar Stone Town is the place which marked by being the site where slave-trading was finally abolished. For these reasons and other more, the town was declared as World Heritage Site by UNESCO since 2000 (Chami and Lyaya 2015).

In this paper, I focus on assessing the tourist loyalty with the Zanzibar Stone Town. While try to discuss on how to ensure tourist loyalty with cultural heritage destination in Tanzania, it should be well-known that many studies in Tanzania and Zanzibar Island have concentrated more on the management and conservation of built heritage, for tourism satisfaction (Juma *et al.* 2005; Chami and Lyaya 2015; Chami 2018; Lwoga 2017) and for archaeological excavations (Chami 2009; Juma 2004). The emphasis has, unfortunately, affected how tourism activities and industry in Tanzania are managed by government bodies which focus on tourism development. The study investigated tourist touching loyalty with Zanzibar Stone Town in two areas. These are (i) whether or not tourists will continue to visit Zanzibar Stone Town and; (ii) if they recommend Zanzibar Stone Town to their friends, relatives and to the other people. Finally, I can argue that there is a need for the tourism bodies in Tanzania to find a way to ensure best tourism activities in our cultural heritage sites which will help to ensure loyalty with the site to the tourists. I can further argue that there is a need for tourism stakeholders to find a good way to ensure best services and hospitality to the tourists so as to improve the loyalty of the tourists as the customers to our cultural heritage sites in Tanzania.

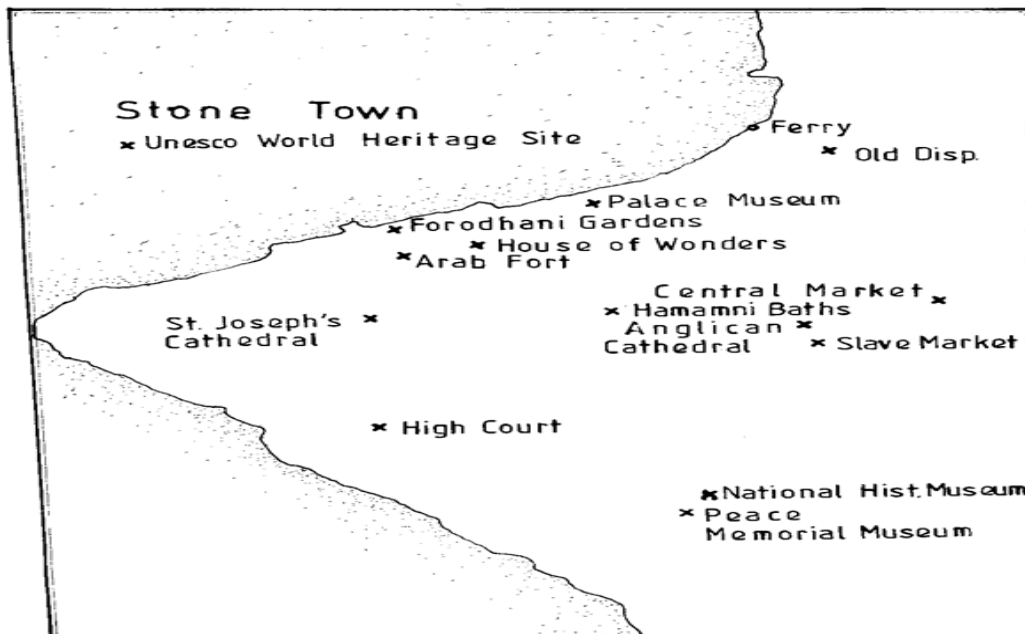


Figure 1: A Map of Zanzibar Stone Town (Source: Chami 2015)

Previous Studies on Tourism Loyalty

Rajesh (2013) developed a destination loyalty theoretical model by using tourist perception and destination image in India. The researcher argued that destination loyalty construct had been influenced by intentions to revisit, word of mouth promotion and recommending to others. Mehrabian-Russell (M-R) was another model used by Lee (2009) to examine and evaluate how festival visitors' develop loyalty in strawberry and one wine festival in Texas, USA. Lee (2009) found out that festival atmospherics had a positive indirect effect on festival loyalty via positive emotions; festival commitment and festival satisfaction, which in turn positively influenced place loyalty. In Kuala Lumpur, Malaysia, some scholars (Arvin and Andisheh, 2013) researched how the impact of service quality influenced tourist loyalty in Malaysian Tourism Industry. They found out that there is no relationship between tourists' loyalty and gender. Valle *et al.* (2006) conducted research on destination loyalty intention in Algarve, Portugal and argued that tourist satisfaction influences tourist loyalty within the area. In medical service industry in Taiwan, Hu, Cheng and Hong (2011) found out that customer loyalty proved to be independent of customer satisfaction. There is a contradiction because Valle *et al.* (2006) argued that tourist loyalty could be brought by tourist satisfaction, while Hu *et al.* (2011) argued that tourist loyalty is independent of tourist satisfaction. Haque and Khan (2013) examined the factors influencing tourist loyalty in the destination in Malaysia and suggested that destination image, perceived value and service quality have a positive relationship with tourist loyalty on tourist destination in Malaysia.

Vinh and Long (2013) also in their study of the relationship among expectation, satisfaction and loyalty of international visitor which conducted in Hanoi, Vietnam suggested that destination loyalty has been obtained and influenced much by the positive relationship between tourist's expectation and tourist satisfaction. This arguments also have been supported by many other scholars (Vinh and Long 2013; Hu *et al.* 2011; Alsaqre 2011; Haque and Khan 2013) who suggested that in order to have loyalties in destination areas, customer or tourist satisfaction and expectation should be met. However, in Tanzania, still, the level of loyalty to our customers (tourists) in cultural heritage destination areas are far away to be investigated. Meanwhile in Africa, Boakye (2011) went further to assessed customer loyalty in hotel management industry in Kumasi, Ghana. The researcher revealed that the hotel industry is saddled with the problem of lack of qualified personnel, lack of management commitment and experienced personnel to manage the hotels effectively that has led to failure in customer loyalty. In the airline industry, Oyewole and Choudhury (2006) argued that loyalty could be obtained through advertisement which also looks like to be true. Therefore, in a synopsis, studies on tourist loyalty on cultural heritage sites have received almost no weight in Tanzania, which formed the need of this research work in Zanzibar Stone Townsite.

Methodology

The study employed a quantitative research approach in data collection. It involved closed-ended questionnaires which designed and distributed to 120 respondents (tourists) in Zanzibar Stone Town. However, only 105 questionnaires were returned. The questionnaires drafted into two parts, in order to capture information related to the aim of the study. Respondents were requested to give a score to each question from two different parts of questionnaires using a five-point Likert scale that is ranging from *1. Strongly Agree 2. Agree 3. Undecided 4. Disagree 5. Strong Disagree*. Moreover, cultural heritage tourists were selected randomly within site without considering their age, sex, colour and nationality. This probability sampling procedure used because each of the respondents has an equal chance to express their opinions and feelings on a loyalty issue with the place. Finally, data analyzed using SPSS (Statistical Package for Social Scientists) and excel programs.

Results

Information of the Respondents

The study found out that of all 105 respondents, 54 respondents were the male equivalent to 51.4%, while 51 (48.6%) were female. In addition, it was revealed that 67 of the respondents equal to 63.8% reported that they came from Europe. Others: 16 (15.2%) were from Africa, seven (6.7%) were from Asia, six (5.7%) were from Australia and North America respectively while two and one respondents similar to 1.9% and 1% were from the Caribbean and South America respectively. These results imply that the majority of the tourists who visited Zanzibar Stone Town were coming from the European countries (Table 1 and Figure 2).

In terms of the age of the respondents, 53 respondents equivalent to 50.5% were aged between 26-40 years, 29 (27.6%) were aged between 41-55 years, 16 (15.2%) were aged between 19-25 years while three and four respondents comparable to 2.9% and 3.8% were aged between 1-18 and 56-100 years respectively. This implies that the sample for this study was not biased to age; almost all age groups were represented in the study. These results are summarized in Table 1 and Figure 2 below.

Table 1: Demographic Characteristics of the Respondents (N=105, P=100%)

Variables	Frequency	Percent %
Gender		
Male	54	51.4
Female	51	48.6
Continent		
Africa	16	15.2
Europe	67	63.8
Asia	7	6.7
North America	6	5.7
South America	1	1

Australia	6	5.7
Caribbean	2	1.9
Age Group		
1-18	3	2.9
19-25	16	15.2
26-40	53	50.5
41-55	29	27.6
56-100	4	3.8

Source: Field Data

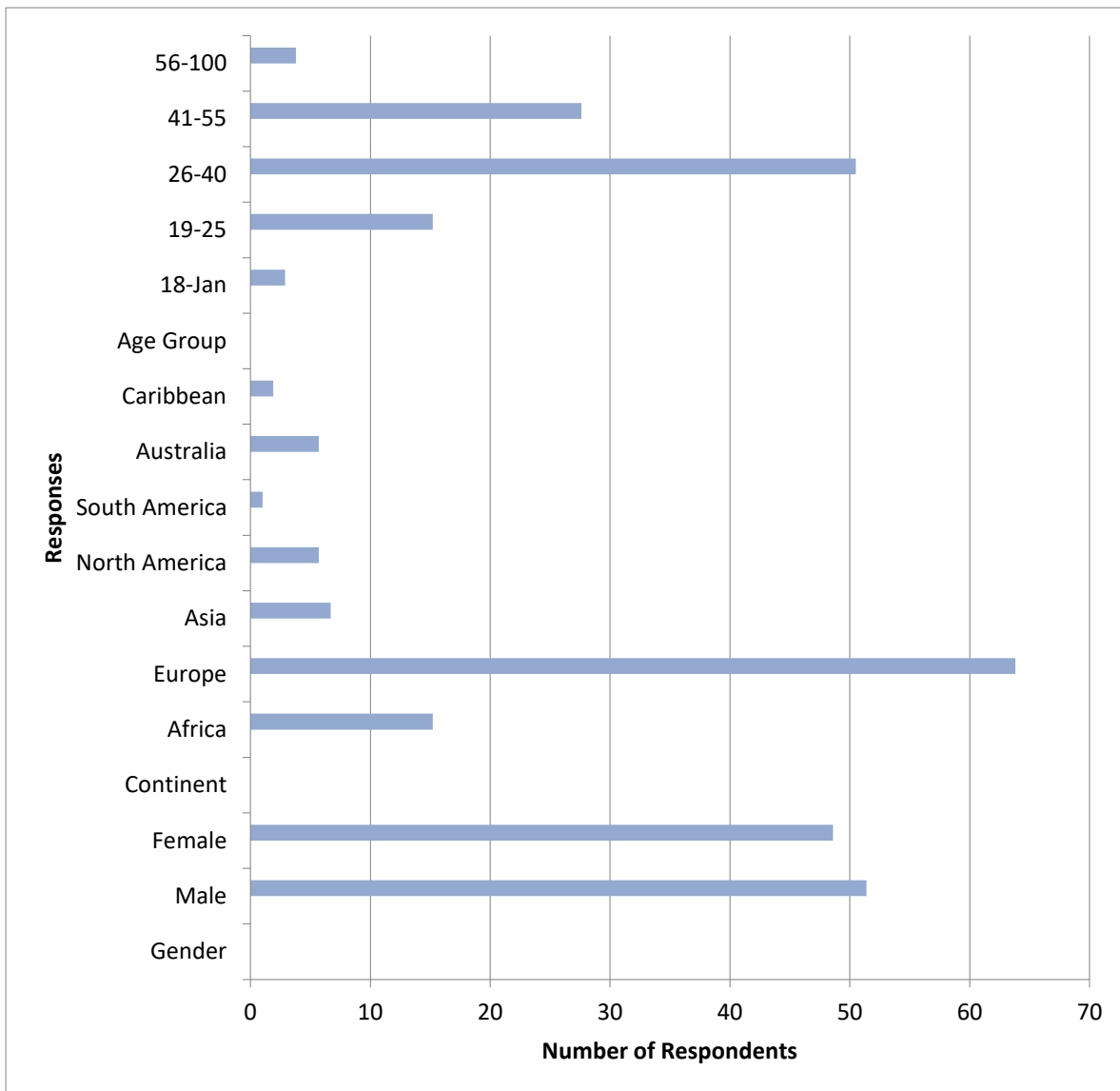


Figure 2: Demographic Characteristics of the Respondents (N=105, P=100%)

Source: Field Data

Tourist Loyalty with Zanzibar Stone Town

The study investigated tourist loyalty with Zanzibar Stone Town in terms of (1) whether or not tourists will continue to visit Zanzibar Stone Town and (2) if they recommend Zanzibar Stone Town to their friends, relatives and to the other people.

1. Tourist to Continue Visiting Zanzibar Stone Town

Results in Table 2 show that 49 respondents equivalent to 46% agreed that will continue visiting Zanzibar Stone Town, 29 (28%) strongly agreed that will continue visiting the site, 24 (23%) were undecided on whether or not they will continue visiting Zanzibar Stone Town and three (3%) disagreed that they will continue visiting the site. These results are summarized in Table 2 and Figure 3. In general, these results revealed that 78 (74%) respondents would continue visiting Zanzibar Stone Town, which indicates that tourists had loyalty with Zanzibar Stone Town.

Table 2: Respondents Continue Visiting Zanzibar Stone Town (N=105, P=100%)

Responses	Frequency	Percent %
Strongly Agreed	29	28
Agreed	49	46
Undecided	24	23
Disagreed	3	3
Total	105	100

Source: Field Data

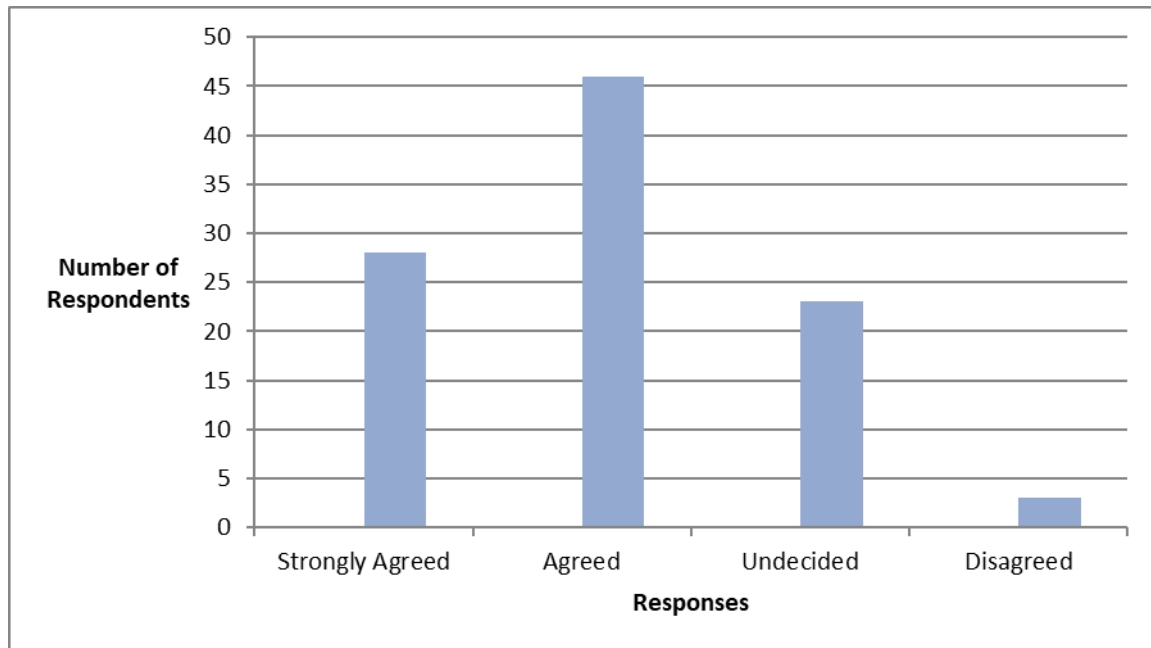


Figure 3: Respondents Continue Visiting Zanzibar Stone Town (N=105, P=100%)
 Source: Field Data

2. Tourists to Recommend Zanzibar Stone Town to Other People

Figure 4 and Table 3 below show that out of 105 respondents, 48 respondents equivalent to 45.7% strongly agreed that they would recommend Zanzibar Stone Town to other people, friends and relatives. Also, 43 (41%) agreed that they would recommend the site to their friends and relatives, but two (1.9%) disagreed that they will recommend the site to other people, friends and relatives. Furthermore, 12 (11.4%) respondents were undecided on whether or not they will recommend the site to their friends, relatives and other people. These results are summarized in Table 3 and Figure 4. These results suggest that 91 (86.7%) respondents had loyalty since they can recommend Zanzibar Stone Town to other people, friends and relatives.

Table 3: Respondents Recommend Zanzibar Stone Town to Other People (N=105, P=100%)

Responses	Frequency	Percent
Strongly Agree	48	45.7
Agree	43	41.0
Undecided	12	11.4
Disagree	2	1.9
Total	105	100.0

Source: Field Data

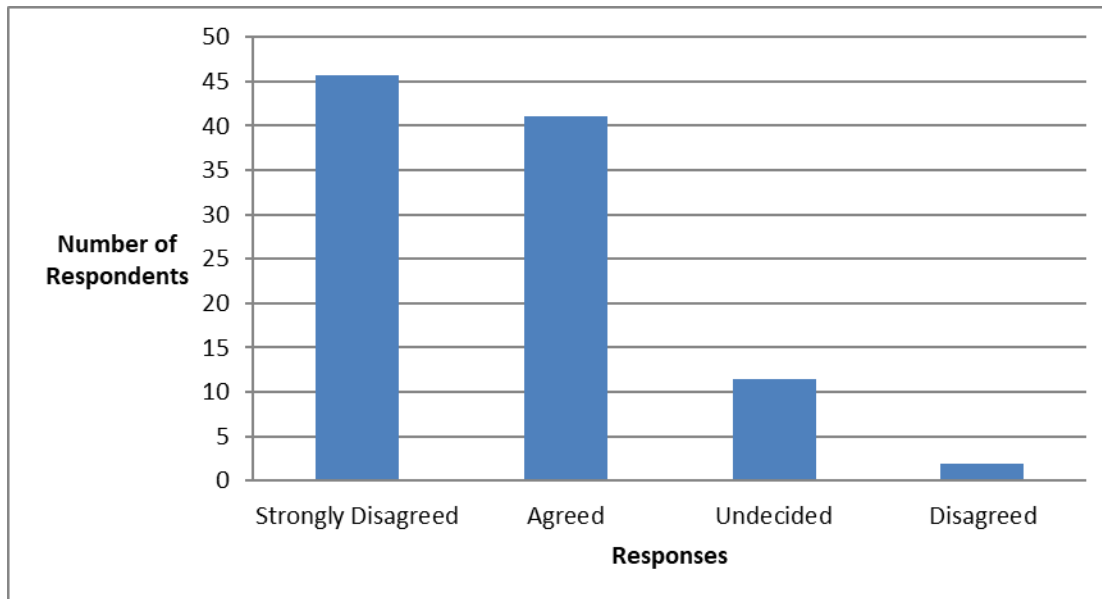


Figure 4: Respondents Recommend Zanzibar Stone Town to Other People (N=105, P=100%)

Source: Field Data

Discussion

On the aspect of whether or not tourists will continue to visit Zanzibar Stone Town, the results showed that about 74% of the respondents revealed that they would continue coming to Zanzibar Stone Town. On the aspect of whether tourists would recommend Zanzibar Stone Town to their friends, relatives and to the other people, it has been learnt that about 86.7% of the respondents suggested that they would recommend the site to their friends and relatives. Based on these findings, tourist touching loyalty with Zanzibar Stone Town is at a higher level. These findings support some previous studies (Valle *et al.* 2006; Hu *et al.* 2011), which have found out comparable results. For example, Valle *et al.* (2006:33) found out that about 61.6% of tourists had loyalty with Arade, in Portugal and suggested that tourist satisfaction is a contributing factor to destination Loyalty intention. Although tourists' loyalty can be attributed to the satisfaction, it is noteworthy that sometimes tourist or customer loyalty is independent of satisfaction (Hu *et al.*, 2011).

Other researchers have found out similar findings that tourist loyalty with the site could be found in three outcomes that are behaviour outcomes, attitudinal outcome and cognitive outcome as supported by cognitive-dissonance theory (Rai and Srivastava 2012). Cognitive-dissonance theory provides an explanation that the tourist (customer) made a purchase of products and services, then they developed and assessed mental state of two (action and belief) which were caused by consistency or inconsistency of products and services which later had a big influence on tourist (customer) behavior on whether or not to continue using the product and services (willingness to revisit) and on whether or not to recommend the products to other people, friends

or relatives (Festinger 1957). There were some respondents who disagreed or not sure if they will come back or recommend the site to their friends or relatives. Their response might be due to personal reasons or unnecessary cost which had to pay in Zanzibar Stone Town.

The presence of higher level of tourists touching loyalty with Zanzibar Stone Town perhaps reflects a high level of satisfaction with the site. If the loyalty was low, I could argue that there was no good services and hospitality to the tourists in Zanzibar Stone Town. In addition, I can further argue that good security, different attributes, destination image and service quality within the Zanzibar Stone Town could have a positive impact to the tourist touching loyalty with the site (See also Alsaqre, 2011; Haque and Khan, 2013). For example, the study of Alsaqre (2011: 104) shows that tangible factors in the hotel industry have their effects on both customers' perceptions and loyalty. Nevertheless, the question of whether there is a relationship between tourists' loyalty and gender in Zanzibar Stone Town has not been investigated in this study, but whatever the reasons could be provided, tourist touching loyalty in Zanzibar Stone Town appears to be influenced by different attributes, attractions or services quality which obtained in this World Heritage Site. This perhaps suggests that there is a need to put into consideration other supportive attributes such as assurance, security, transport system and social services within the site so as to ensure better tourist touching loyalty with Zanzibar Stone Town for the future. This will make even much better and make the tourists to recommend the site to their relatives who are trying to find the best destination for their holidays.

Conclusion and Recommendations

Based on the discussion above, this study concludes that the tourists who came to Zanzibar Stone Town will be able to come back and recommend the site to other people and relatives. This greatly shows that their touching loyalty in Zanzibar Stone Town appears to be influenced by different attributes, attractions or services quality found within the place. This conclusion can be further supported by the result whereby 70% of respondents suggested to be loyal to the site. There were few respondents who were not sure on their loyalty with the site, but whatever reason one could provide it is sufficient to say that tourists who came to Zanzibar Stone Town were highly satisfied with their trip and will recommend the site to the other people.

In terms of general recommendations, the study recommends that in order to improve tourist loyalty with Zanzibar Stone Town, Sanitation and hygiene should be improved in site. Stone Town Conservation Development Authority (STCDA) should ensure that Stone Town streets are sanitary and hygienic especially the Central Market that is one of the most exciting sites in Zanzibar Stone Town. This will help to improve the quality of the Zanzibar Stone Town and a high level of tourist satisfaction within site. Lastly, the study recommends provision of bonus and reduction of unnecessary tourist costs. The government, Tourism Marketers, Planners, Agents and Tour Companies should set strategy that will motivate tourist touching loyalty with Zanzibar Stone Town after one to five years like providing a bonus or reducing tour costs so that tourists could have more touching loyalty with Zanzibar Stone Town.

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