



Impact of Cultural Heritage Site Attributes to the Tourist Satisfaction in Zanzibar Stone Town, UNESCO World Heritage Site, Tanzania

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Abstract

The paper focuses on the assessment of the impact of cultural heritage site attributes to the satisfaction of tourists in cultural heritage destinations using the case study of Zanzibar's Stone Town, UNESCO's World Heritage site in Tanzania. It involved giving credits to each of the attributes found in the site and tourists had to select the most impressive attributes they encountered. The need for this study is based on the fact that many studies on cultural heritage resources in Tanzania have until recently concentrated on the archaeology, management and conservation of the heritage, thus leaving out issues of tourist satisfaction in general. Data was collected through questionnaires and the sample size included 105 tourists who visited Zanzibar's Stone Town. The findings show that tourists can be satisfied more by one site attribute than the others due to some issues including inter alia, site maintenance, hygiene and sanitation. The article recommends that the hygiene and sanitation of the town should be improved. It also argues that there should be a rapid maintenance for example, of some attributes in the House of Wonders Museum, in order to increase satisfaction levels of the tourists visiting this unique UNESCO World Heritage site.

Keywords: Attribute, Satisfaction, Cultural Heritage, Tourist, Zanzibar Stone Town

Introduction

Zanzibar's Stone Town is one of the best attractions (destination) for tourists and is the most important East African coastal Swahili Town along the Indian Ocean in Tanzania (Chami, 2018a; Rashid and Shateh, 2012). The history of Zanzibar's Stone Town goes back to the 12th Century when it started off as a fishing village before becoming a typical Swahili settlement within a state run by local empires (Chami, 2018b; Rashid and Shateh, 2012). From the 16th Century, the local empire came under the domination of the Portuguese who were soon deposed and conquered by the Sultan of Oman who took over control of the Island of Zanzibar. Under the rule of the Sultan of Oman, the town developed and grew significantly and became a bustling town by the last quarter of the 19th century. However, in the 1890s the British took control of the town and the island as they ousted the Omanis, and the town remained as a British colony until the revolution of 1964 (Chami, 2018b; Rashid and Shateh, 2012).

In 2000, Zanzibar's Stone Town was declared as World Heritage Site by UNESCO under the criteria (*Outstanding Universal Value, i.e. OUV*) number II, III and VI. *Criterion number II* states that the Stone Town of Zanzibar is an outstanding material manifestation of cultural fusion and harmonization while *criteria number III* explains that for many centuries there was intense seaborne trading activity between Asia and Africa, and this is illustrated in an exceptional manner by the architecture and urban structure of Stone Town (UNESCO, 2018). Lastly, *criteria number VI* also states that Zanzibar has great symbolic importance in the suppression of slavery since it

was one of the main slave-trading ports in East Africa and also the base from which its opponents, such as David Livingstone, conducted their campaign (UNESCO, 2018). The majority of Zanzibar Stone Town architectural buildings 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 Livingstone in abolishing the slave trade in East Africa (UNESCO, 2018). Other attractions include the Slave Market, the Royal Cemetery and Persian Baths. The site has large mansions facing the seafront and open spaces from which an excellent urban settlement that reflects the trading activity between the East African and the Far East is reflected (UNESCO, 2018). Finally, it is well known that Zanzibar Stone Town is the place which marked the abolition of slave-trading activities.

In this article, the focus is on assessing the impact of cultural heritage site attributes on tourist satisfaction levels in the Zanzibar's Stone Town. While seeking to discuss how different site attributes can have impact on the satisfaction of tourists in cultural heritage destinations, it should be stated that many research activities in Tanzania and Zanzibar Island have concentrated more on the management and conservation of built heritage, for future generations, and tourism development (Juma, *et al.* 2005; Chami and Lyaya, 2015; Chami, 2018b; Lwoga, 2017) and for archaeological excavations (Chami, 2009; Juma, 2004). This emphasis has, unfortunately, affected how tourism activities and the industry in Tanzania are managed by government bodies which focus on tourism promotion and development. Finally, it can be argued that there is indeed a need for the tourism bodies in Tanzania to find ways to ensure that there are best-practices of tourism activities in cultural heritage sites. This will help to ensure a positive impact on the satisfaction of the tourists who visit different attributes at the site. The best thing that can be done is to strive to understand the weaknesses or problems facing different desired attributes in cultural heritage sites and to try to solve them in order to ensure the satisfaction of the tourists. It can be further argued that there is a dire need for all tourism stakeholders to find a good way to ensure quality services are offered, and performance levels of employees at sites are excellent in Zanzibar's Stone Town, so as to improve the levels of satisfaction of the tourists and exceed their needs and wants. Such a drive is needed in all the cultural heritage sites in Tanzania.

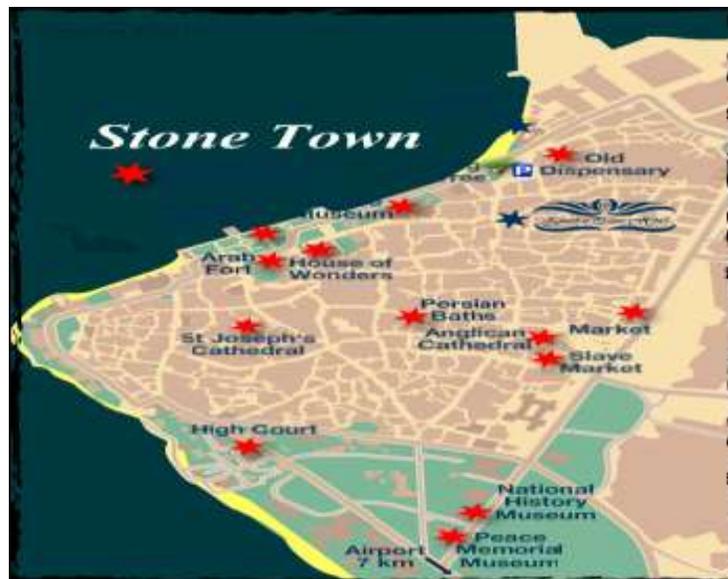


Figure 1: Map of Zanzibar Stone Town showing some attributes found on the site(Source: <http://www.zanzibarpalacehotel.com/howtofindus.html>)



Some Previous Studies on Tourism Satisfaction with Attributes

Chaudhary and Aggarwal (2012) measured the expectations and experiences of tourists in five parts, namely, attractions, accommodation, accessibility, amenities and activities. Each one of these attributes was analyzed by examining its importance versus its experience by the tourists and satisfaction or dissatisfaction were worked out by paired t-tests. Results suggested that tourists were highly satisfied with exciting shopping and ancient monuments available (archaeological ruins only), while accommodation places significantly dissatisfied the tourists at large. A similar study was conducted at the Virginia Historic Triangle site by Huh (2002) assessed tourist satisfaction with attributes at the site. After using questionnaires to collect data and MANOVA (Multivariate Analysis of Variance) and ANOVA (Analysis of Variance) in data analysis Huh found that some of the tourists were satisfied with 15 attributes such as monuments, food, shopping centers, etc., and some were dissatisfied with three attributes, while other tourists were neither satisfied nor dissatisfied with seven attributes at the site.

Na (2010) attempted to identify the quality attributes of the hotel services and measure service quality and customer satisfaction in the hotel industry and suggested that there was an overall satisfaction concerning the customers with the hotel attributes in Milan, Italy. Other researchers such as (Karim *et al.*, 2010) went further to assess tourist's satisfaction with food attributes in tourism destinations in Malaysia. After using questionnaires and regression analysis in data collection and analysis respectively, they argued that food images and food attributes satisfaction were significantly able to predict tourists' overall satisfaction. Meanwhile, Song and Cheung (2010) in China, investigated how attributes are affecting the level of tourist satisfaction towards theatrical performance using a qualitative study. Their findings revealed that there was an overall satisfaction of attributes by the tourists visiting theatres in China.

In Africa, different researchers have been able to identify tourist satisfaction with attributes such as those proposed by Mhlanga *et al.* (2014) who examined the effect of restaurant attributes on customers' expectations and experiences in formal full-service restaurants. They argued that good food is an essential component of customers' experiences and satisfaction in many restaurants in Africa. Furthermore, a similar study has been conducted in South Africa, but this time at the Port Elizabeth Museum by Hou (2009) who investigated tourist satisfaction with attributes in a Museum. The aim of the study was to identify how much tourists were satisfied with the museum's attributes. Hou (2009) used the same method as Mhlanga *et al.* (2014) in data collection, but he differed in data analysis and found that many attributes in Museums exceed expectations, hence this factor led to the overall satisfaction of tourists.

Mensah (2013) at the Asogli Yam festival in Ghana examined the residents' evaluation of attributes of the festival as well as the socio-demographic influence on residents' satisfaction with the festival. Mensah found that 79.7% of respondents were satisfied, while 9.4% were dissatisfied with festival attributes. In Tanzania, Kaltenborn *et al.* (2011) researched the attitude of tourists towards the environmental, social and managerial attributes of Serengeti National Park in Tanzania. Kaltenborn *et al.* (2011) found that a mean score ranged from satisfied to very satisfied with the attributes in Serengeti National Park. Also, overall, the tourists reported a high degree of satisfaction with most aspects of their trip based on different attributes. Although the researchers did a great work to identify the level of tourist satisfaction with attributes in Serengeti National Park (natural heritage), we have yet to assess the level of tourist satisfaction with attributes at cultural heritage sites. There is a great need to know the status or impact of cultural heritage site attributes impact on tourist satisfaction in Tanzania, thus using the case of Zanzibar's Stone Town on Zanzibar Island is an important area.



Methodology

The study employed a quantitative research approach in data collection. It involved closed-ended questionnaires which were designed and distributed to 120 respondents (tourists), but only 105 questionnaires were returned. Respondents were requested to give a score to each question in questionnaires using a five-point Likert scale that is ranging from 1. *Very Satisfied* 2. *Satisfied* 3. *Moderate* 4. *Dissatisfied* 5. *Very Dissatisfied*. Here, the respondents provided a score to each attribute which is found in Zanzibar's Stone Town on the level of satisfaction on each attribute. Also, in this study used a probability sampling (random) technique in selecting the respondents. According to Kothari (2004), probability sampling which is also known as 'random sampling' or 'chance sampling' is a sampling design in which every item of the universe has an equal chance of inclusion in the sample. Therefore, cultural heritage tourists were selected randomly on the site without considering their age, sex, colour and nationality. This procedure was used because each of the respondents had an equal chance to express their opinions, views and feelings on a satisfaction issue in Zanzibar's Stone Town. Finally, data analyzed using SPSS (Statistical Package for Social Scientists) and excel programs.

Results

Personal Information of the Respondents

The study revealed that out of 105 respondents, 54 (51.4%) respondents were male, while 51 (48.6%) were female. In terms of continents which respondents came from 67 (63.8%) of the respondents reported came from Europe. Others: 16 (15.2%) were from Africa, 7 (6.7%) were from Asia, 6 (5.7%) were from Australia and North America respectively. Also, 2 and 1 respondents respectively, 1.9% and 1%, were from the Caribbean and South America. These results show that the majority of the tourists were coming from European countries. In terms of the age of the respondents, 53 (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 3 and 4 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 based on age since almost all age groups were represented in the study.

Tourist Satisfaction with Zanzibar Stone Town Attributes

The main aim of this study was to assess the tourist satisfaction levels with Zanzibar's Stone Town attributes. The respondents were asked to give credit to each of the attributes found in Zanzibar Stone Town and to select the one most impressive attribute as summarized below in Tables 1, 2, 3 and 4. Table 1 shows that with the House of Wonders Museum, 38 respondents equivalent to 36.2% and 18 (17.1%) were both dissatisfied and very dissatisfied with the attributes. The study also found that 2 (1.9%) respondents did not visit the Museum at all. However, 15 (14.3%) and six (5.7%) were satisfied and very satisfied with the attributes sighted respectively, but 26 (24.8%) felt that they were moderately satisfied with the House of Wonders Museum and its offerings. The results indicate that 56 respondents were not satisfied while 21 respondents were satisfied with the House of Wonders Museum. At the Old Fort, 56 (53.3%) were satisfied while 10 (9.5%) were very satisfied with the attributes. In addition, 37 (35.2%) were satisfied moderately and 2 (1.9%) were dissatisfied with the Old Fort. The results indicate that 66 respondents were satisfied while 2 respondents only were not satisfied with Old Fort. In general, more than a half of the respondents were satisfied with this attribute. In the Palace Museum, out of 105 respondents, 66 (63%) were satisfied with the attributes. Also, 30 (28%) were very satisfied, yet 7 (7%) felt that they were moderately satisfied with the attributes. Nevertheless, 2



respondents same to 1% were dissatisfied and very dissatisfied with the Palace Museum respectively. The results suggest that 96 respondents were satisfied while 1 respondent only was not satisfied. This shows that respondents were generally satisfied with the Palace Museum. At the Natural History Museum, the study found that 51 respondents, equivalent to 48.6% did not visit the Natural History Museum which led to failure in assessing their satisfaction in this attribute. But, there were other few respondents who visited the attribute and provided their opinion on the attribute whereby 34 (32.4%) were satisfied with the attribute. Also, five (4.8%) were very satisfied, and 14 (13.3%) were moderately satisfied with the attribute. However, 1 respondent equivalent to 1%, was dissatisfied with the attribute. These results suggest that 51 respondents did not visit the site hence difficult in assessing their satisfaction level while 39 respondents were satisfied with the attribute.

Table 1: Respondents Satisfaction with Zanzibar Stone Town Attributes (N=105, P=100%)

Variables	Frequency	Percent %
House of Wonders Museum		
Very Satisfied	6	5.7
Satisfied	15	14.3
Moderate	26	24.8
Dissatisfied	38	36.2
Very Dissatisfied	18	17.1
Not Visited	2	1.9
Old Fort		
Very Satisfied	10	9.5
Satisfied	56	53.3
Moderate	37	35.2
Dissatisfied	2	1.9
Palace Museum		
Very Satisfied	30	28
Satisfied	66	63
Moderate	7	7
Dissatisfied	1	1
Very Dissatisfied	1	1
Natural History Museum		
Very Satisfied	5	4.8
Satisfied	34	32.4
Moderate	14	13.3
Dissatisfied	1	1
Not Visited	51	48.6

Source: Field Data

The study also examined other tourist attributes in Zanzibar's Stone Town. These attributes included the Central Market, Hamamni Baths, Slave Market and Handcrafts or Art galleries. Table



2 below presents the continuation of the results of the other attributes. In the Central Market 22 respondents equivalent to 21% were very satisfied with the place, 35 (33.3%) satisfied and 26 (24.8%) were moderately satisfied. Also, 20 (19%) respondents were dissatisfied with the site, 1 (1%) was very dissatisfied, and one (1%) did not visit the attribute. The results suggest that 57 respondents were satisfied while 21 respondents were not satisfied. This implies that majority of respondents were satisfied with this attribute. In Hamamni Baths, out of 105 respondents, only 10 respondents equivalent to 9.5% were very satisfied, 29 (27.6%) were satisfied, 49 (46.7%) were moderately satisfied, while 17 (16.2%) were dissatisfied with their visit in this attribute. The results suggest that 49 respondents satisfied moderately while 17 respondents were not satisfied. Generally, respondents were satisfied moderately with this attribute. In the Slave Market, 44 respondents equivalent to 41.9% were very satisfied with their visit to the site, and 48 (45.7%) were satisfied with the same attribute. Only 5 (4.8%) were dissatisfied, and 8 (7.6%) were moderately satisfied. The results suggest that 92 respondents were satisfied while 5 respondents were not satisfied. This shows that the majority of respondents were satisfied with this attribute. Moreover, in Handcraft/ Arts Galleries, 19 respondents equal to 18.1% were very satisfied and 46 (43.8%) were satisfied. Also, 34 (32.4%) respondents were satisfied moderately, yet 6 (5.7%) were dissatisfied with this attribute in Zanzibar's Stone Town. The results suggest that 65 respondents were satisfied while 5 respondents were not satisfied. This revealed that more than a half of the respondents were satisfied with this attribute.

Table 2: Respondents Satisfaction with Zanzibar Stone Town Attributes (N=105, P=100%) (Continued)

Variables	Frequency	Percent
Central Market		
Very Satisfied	22	21
Satisfied	35	33.3
Moderate	26	24.8
Dissatisfied	20	19
Very Dissatisfied	1	1
Not Visited	1	1
Hamamni Baths		
Very Satisfied	10	9.5
Satisfied	29	27.6
Moderate	49	46.7
Dissatisfied	17	16.2
Slave Market		
Very Satisfied	44	41.9
Satisfied	48	45.7
Moderate	8	7.6
Dissatisfied	5	4.8
Handcrafts/ Arts Galleries		
Very Satisfied	19	18.1
Satisfied	46	43.8
Moderate	34	32.4
Dissatisfied	6	5.7

Source: Field Data



There are supportive attributes that in one way or another have been there to ensure that the tourists are being satisfied during their visit to this UNESCO World Heritage Site. These supportive attributes were accommodation, food, tour guide, weather and people of Zanzibar. Due to this, the tourists were also asked to provide different ratings on these supportive attributes. Out of 105 respondents, 51 equal to 49% were satisfied with Accommodation, while 34 (32%) were very satisfied. Also, 17 (16%) were moderately satisfied with the attribute. Nevertheless, 3 (3%) respondents were dissatisfied with Accommodation in within Zanzibar Stone Town. The results suggest that 85 respondents were satisfied while 3 respondents were not satisfied. The results show that majority of respondents were satisfied with Accommodation as an attribute in Zanzibar's Stone Town.

On Food attributes, 51 respondents comparable to 49% were satisfied with the Food and 40 (38%) were very satisfied. Three (3%) revealed that were dissatisfied by the Food whereas 11 (10%) were satisfied moderately by Food attribute. The results suggest that 91 respondents were satisfied while 3 respondents were not satisfied. The results indicate that majority of respondents were satisfied with Food attribute in Zanzibar Stone Town. Furthermore, on tour guides, 39 of the respondents similar to 37% felt that were very satisfied with tour guides, and 36 (34%) were satisfied with the tour guides. Also, 23 (22%) were moderately satisfied. On the other hand, 7 (7%) were dissatisfied with the tour guides in Zanzibar Stone Town.

The results suggest that 91 respondents were satisfied while 3 respondents were not satisfied. These results indicate that majority of respondents were satisfied with tour guides attribute in Zanzibar Stone Town. On the weather attribute in Zanzibar's Stone Town, more than a half of respondents 55 same to 52.4% were satisfied with the weather of Zanzibar Stone Town whereby 37 (35.2%) were very satisfied. 10 (9.5%) and 3 (2.9%) were moderately satisfied and dissatisfied with the weather respectively. The results suggest that 75 respondents were satisfied while seven respondents were not satisfied. Furthermore, the results indicate that majority of respondents were satisfied with weather attribute in Zanzibar Stone Town.

Lastly, the study found out that 51 respondents equivalent to 49%, were very satisfied with the People of Zanzibar whereas 50 (47%) were satisfied with the People of Zanzibar. On the other hand, three (3%) were moderately satisfied by the People of Zanzibar, and only one (1%) was dissatisfied. The results suggest that 92 respondents were satisfied while 3 respondents were not satisfied. In general, the results indicate that the majority of respondents were satisfied with the People of Zanzibar.

Generally, the results demonstrate that most of the tourists in Zanzibar's Stone Town were very satisfied with the various attributes, mostly with Slave Market, Palace Museum, Tour Guides, People of Zanzibar, Food and Accommodation while House of Wonders Museum did not satisfy many tourists. The Natural History Museum was not visited by many tourists, yet Hamamni Baths satisfied tourists moderately. The results on tourist satisfaction with supportive attributes are summarized in Table 3 below.



Table 3: Respondents Satisfaction with Zanzibar Stone Town Attributes (N=105, P=100%) (Continued)

Variables	Frequency	Percent %
Accommodation		
Very Satisfied	34	32
Satisfied	51	49
Moderate	17	16
Dissatisfied	3	3
Food		
Very Satisfied	40	38
Satisfied	51	49
Moderate	11	10
Dissatisfied	3	3
Tour Guide		
Very Satisfied	39	37
Satisfied	36	34
Moderate	23	22
Dissatisfied	7	7
Weather		
Very Satisfied	37	35.2
Satisfied	55	52.4
Moderate	10	9.5
Dissatisfied	3	2.9
People of Zanzibar		
Very Satisfied	51	49
Satisfied	50	47
Moderate	3	3
Dissatisfied	1	1

Source: Field Data

Most Impressive Site in Zanzibar Stone Town

Zanzibar Stone Town has got many different attributes found within this UNESCO World Heritage Site. The tourists were asked to mention which one attribute impressed them the most in Zanzibar Stone Town. The Slave Market was the site that impressed tourists most with 35 respondents equivalent to 33.2%. The second site was the Palace Museum which had 23 (21.9%) followed by the Central Market which had 22 (21%). Moreover, 7 respondents equivalent to 6.7% were impressed with Handcrafts/Art galleries, while 6 (5.7%) and four (3.8%) were impressed with the Old Fort and House of Wonders respectively. Another five (4.8%) were also impressed with the Natural History Museum while Hamamni Baths came last with only three (2.9%) (See Figure 2). These results imply that 35 respondents were impressed by the Slave Market site while Hamamni Baths impressed only 3 respondents. There needs to be a far greater a stress on strategies which are needed to help attributes impress tourists, as is the case at the Slave Market.

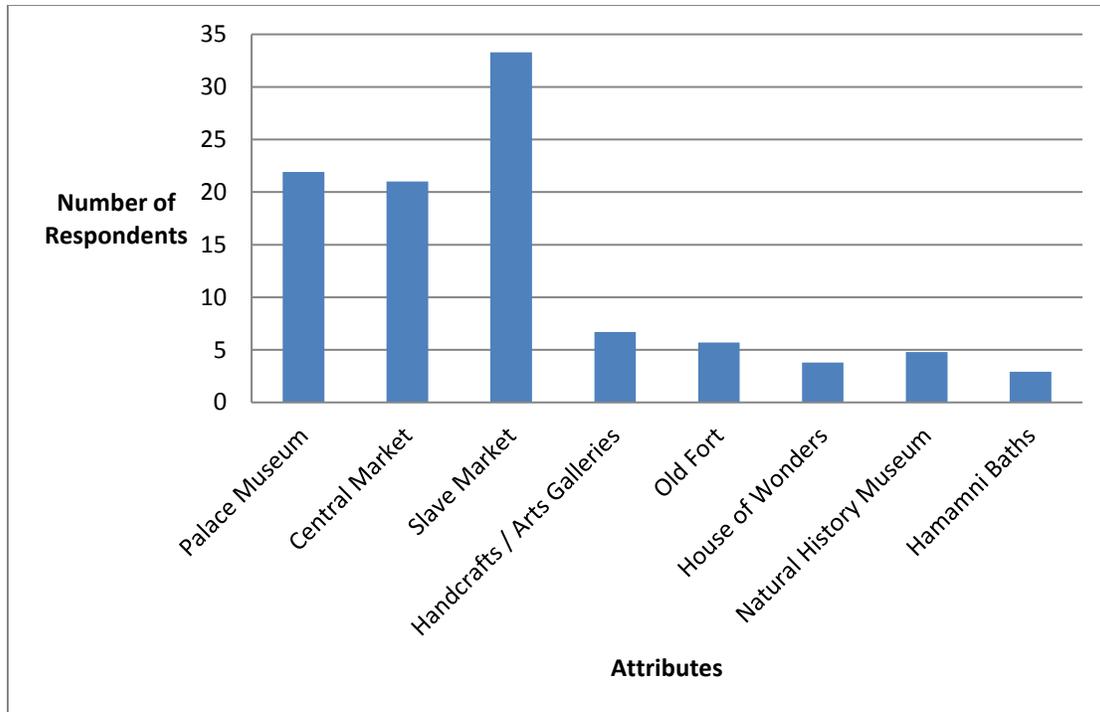


Figure 2: Most Impressive Site in Zanzibar Stone Town (N=105)

Sources: Field Data

Discussion

In regard to the impact of cultural heritage site attributes to the tourist satisfaction in Zanzibar's Stone Town, more than 61% of the respondents were satisfied at least with some attributes. These are Handcrafts by 61.9%, Old Fort by 62.8%, Tour Guide by 71%, Accommodation by 81%, Food by 87%, Slave Market by 87.6%, Weather by 87.6%, Palace Museum by 91%, and People of Zanzibar by 96%. Other attributes such as Hamamni Baths and Central Market satisfied tourists moderately. However, about 53.3% of the respondents were dissatisfied with the House of Wonders while 48.6% of the respondents did not visit the Natural History Museum at all. These results perfectly accord with previous studies (Chaudhary and Aggarwal, 2012; Huh, 2002; Na, 2010; Hou, 2009; Mhlanga *et al.*, 2014; Mensah, 2013) which found similar results in the variations in attribute satisfaction elsewhere. For example, Chaudhary and Aggarwal (2012: 60) found variations in attribute satisfaction in Amritsar and argued that places of residence, religion, age, education and distance covered in the site, in one or other way influenced variations in satisfaction levels in many sites.

These findings further suggest that, in Zanzibar's Stone Town, the variation in attributes satisfaction appeared to be influenced mainly by the process of maintenance. Also, the failure to repaint, repair and clean (sanitation) some attributes such as an Old Fort, Central Market, Hamamni Baths and Palace Museum causes attributes to lose their authenticity and integrity. Due to this, there is a huge variation in attributes satisfaction in Zanzibar's Stone Town. In order of scale of preference to the attributes, the Slave Market was the first, the Central Market was second and the Palace Museum third, while Hamamni Baths were the last and the Natural History Museum was not visited by a high number of tourists. The preference of many of tourists to visit there three attributes more than the others might possibly be due to the influence of the historical background of these attributes. Furthermore, the good organization and aesthetic attractiveness



of these three attributes have been one of the fundamental things which have influenced tourists to visit these attributes more than the others that are available.

The presence of a high number of tourists who did not visit the Natural History Museum, perhaps suggests that this attribute is located far away in terms of distance from other attributes in Zanzibar's Stone Town. This might influence many tourists not to visit this attribute especially the older tourists. However, failure to promote the museum effectively, especially at the tourist information centres in Zanzibar Island has led the attribute receiving a mere hand-full of visitors. Sometimes tourists' dissatisfaction with a single attribute or with some attributes, can have a negative impact on the overall satisfaction of the tourists to all the sites in general. Therefore, there is a need for the Revolutionary Government of Zanzibar to repair the closed House of Wonders Museum as one of the big attraction in Zanzibar Island as soon as possible in order to provide satisfaction to the tourists who are coming to Zanzibar Island.

With supportive attributes being able to provide overall satisfaction to the tourist, a single measure of overall satisfaction with each attribute indicates that tourists were satisfied in their evaluation of the Zanzibar's Stone Town. Perhaps the observed variation in supportive attributes satisfaction level is based mainly on the performance of employees and hospitality (Mensah, 2013; Azman and Gomiscek, 2012). Also, it can be further argued that the variation in tourist satisfaction with the attributes in Zanzibar's Stone Town might be caused by the difference in attribute level of performance, historical background and its authenticity and integrity. This is supported by Mensah (2013: 694) who, at the Asogli festivals in Ghana, found that variation in attribute satisfaction is usually caused by an attribute level of performance and overall satisfaction. As a result, whatever reason one should provide, it is sufficient to say that the impact of cultural heritage site attributes on the tourist satisfaction in Zanzibar's Stone Town experienced variation because of the presence of maintenance or not of some attributes, and the distance of the attributes. The difference in the level of performance and failure in sanitation, repair and repainting of some attributes has caused variations in satisfaction levels within the attributes within this UNESCO World Heritage Site. It is imperative that regular maintenance be in place to preserve what is on offer for tourism consumption and satisfaction.

Conclusion and Recommendations

Based on the discussion above, it can be concluded that the impact of cultural heritage site attributes on the tourist satisfaction levels in visiting in Zanzibar's Stone Town have experienced variation because of the presence of maintenance of some attributes such as House of Wonders and distance of the attributes away from the site like Natural History Museum, while those not maintained drive tourists away. Also, the difference in the level of performance and failure in sanitation of some attributes (Central Market), the disrepair and repainting of some attributes has caused variation in satisfaction levels within the attributes in the site. All of these issues might have a big negative impact on the satisfaction of the tourists in Zanzibar's Stone Town as UNESCO World Heritage Site and require urgent attention.

In terms of general recommendations, the study recommends that in order to improve tourist satisfaction levels with Zanzibar's Stone Town attributes, sanitation and hygiene should be greatly improved. The Department of Antiquities and Museum (DAM) of Zanzibar and Stone Town Conservation Development Authority (STCDA) should ensure that Stone Town streets are sanitary and hygienic, especially the Central Market area that is one of the most exciting attributes on Zanzibar Island. This will help to improve the quality of the Zanzibar's Stone Town and high levels of attribute satisfaction at the site.



Secondly, the study suggests immediate maintenance of some attributes to ensure better tourist satisfaction with attributes. For example, the study revealed that about 53.3% of respondents were not satisfied with the House of Wonders Museum. In past years, the museum has been one of the best attributes to visit in Zanzibar's Stone Town, but since it was closed in December 2012 for maintenance, it has led to inconvenience to the tourists who many of them end up looking at the building and move away without being satisfied. Thus, the Revolutionary Government and Department of Antiquities and Museum (DAM) of Zanzibar should work together to make sure that the House of Wonders Museum maintenance is accomplished as soon as possible and it should be open to the public to safeguard tourist satisfaction levels.

Thirdly, other attributes such as the Hamamni Baths, the Old Fort and Handcrafts area satisfied tourists moderately. For example, at the Palace Museum, while tourists were satisfied with the attribute there remains a huge need to improve and maintenance of the museum is vital. This could be for example by painting the walls and stopping the roof of the museum from leaking during the rainy season. This will prevent the artefacts from being damaged by moisture. Therefore, the study recommends that marketers, the Department of Antiquities and Museum (DAM) of Zanzibar and Stone Town Conservation Development Authority (STCDA) should maintain and enhance their strengths and improve on their weaknesses so as to ensure that these attributes satisfy tourists at a higher levels as is the case at the erstwhile Slave Market.

Lastly, the study pinpointed that about 48.6% of respondents did not visit the Natural History Museum. This led to the problem in assessing tourist satisfaction level with this attribute. The study recommends that Tourism Marketers, Planners, Tour Guides and Tour Companies should maximize their packages for the tourists so as they can visit many other attributes within Zanzibar's Stone Town. In addition, it is clear that the Natural History Museum has not been well marketed to the tourists who are coming to Zanzibar's Stone Town which leads to the site not being visited often by tourists. The study also suggests that stakeholders (Government, Tour Company, Tour Guides) should market the site far more efficiently and effectively to get more tourists to visit.

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