

**The role of tourism development on economic, social –cultural and environmental
Conservation in Zanzibar
Nuru, Christopher Maceci
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This study assessed the role tourism development on economic, social cultural and environmental conservation in Zanzibar. The main objective of this study was to examine the contribution of tourism development on economic social - cultural protection and environmental conservation in Zanzibar. The specific objectives were to find out the contribution of tourism development on economic growth of the local people, to examine the role of tourism development on socio-cultural protection and to evaluate the influence of tourism development on environmental conservation. The three variables of economic growth socio-cultural protection and environmental conservation was constructed from the Social exchange theory. The study used quantitative research approaches. A total sample of 200 respondents was involved at Zanzibar area. The primary data were collected using likert scale questionnaire for quantitative data analysis was made using SPSS version 16 and was arranged according to the themes as they emerged which formed the basis for discussion. The results of this study found that there are a number of barriers which hinder local community participation in tourism development. Such barriers include; include lack of financial resources, poor involvement of local community in decision making and lack of local community empowerment by the government. The study concluded that in order to attain sustainable tourism development to Zanzibar then should make sure that there is involvement of local community in decision making plan, social cultural protection and environmental conservation activities. Also the local community must be empowered social and economically so as to be able to engage in tourism activities.