

Rural Tourism Entrepreneurship Skills and Knowledge as Strategy for Poverty Reduction: A Case of Bagamoyo District, Tanzania

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Abstract

Entrepreneurship is a process and art of managing business which needs an entrepreneur to have relevant sets of entrepreneurial skills and knowledge. These sets are considered as an alternative tool to minimize socio economic problems especially problem of high unemployment, environmental pollution, and poverty. The paper established entrepreneurship skills and knowledge as strategy for poverty reduction in Tanzania. The specific objectives of this study were to understand the local community's perception regarding the effects of entrepreneurial skills and knowledge, examined what are the key driving forces that make rural areas relevant to rural tourism, and to examine the destination-controlled challenges that militates its sustainability. The methods used included structured questionnaires, stakeholder's key informant interviews, and reviews of relevant literature. A likert scale range from 1 to 7 was used to measure the level of ranking and acceptance of variables from the sample of 100 respondents. SPSS software version 20 was used in all methods to analyze multivariate analysis. Findings revealed that entrepreneurial skills and knowledge is the most important dimension to explain rural tourism performance as opportunities for poverty reduction in local communities. Thus, it was recommended that there was a need to institute entrepreneurial training and tourism programmes that would ultimately provide chance for rural communities to be employed in high cadres with high pay, all tourism stakeholders have to provide enabling environment conducive for the smooth operation of both indigenous entrepreneurs and foreign investors. Further, there should be sound national tourism economic policy with respect to Small Medium Enterprises (SMEs) to make sure that rural tourism is promoted effectively and the community to integrate its marketing and products strategies. Areas for further research are also suggested.

Keywords: *Entrepreneurial Skills, Rural Tourism, Poverty Reduction, Tanzania*

INTRODUCTION

Rural tourism is recognized as an industry, involving the movement of people from one place to another (Mujanah *et al.*, 2015). This movement necessitates transport infrastructure, and the shift to a new location which requires accommodations for customers leading to the provision of food and drinks. Staying in a place facilitates interaction with the local community, generating job opportunities and economic activities. This interaction is associated with the blending of cultures from different origins (Nduna & Zyl (2017). The consumption patterns of tourists differ from those of local people, presenting challenges in waste generation and disposal. Rural tourism, reliant on the natural and cultural resources of an area, is unique, with the local community serving as the primary driving force. Key tourism destinations in developing countries often include national parks, wilderness areas, mountains, lakes, and cultural sites, many of which are rural (Lwoga, 2019).

Tourism is a significant sector in Africa, contributing nearly 9% to the GDP and holding immense potential for further growth (Carvache-Franco *et al.*, 2019). Given this potential, tourism businesses in the Bagamoyo district must adopt sustainable development principles to ensure enduring benefits for both current and future generations. Sustainable rural tourism development requires the inclusion of all stakeholders' perceptions and involvement in planning and development (Lundberg, 2017). Residents, through their prolonged exposure to tourism effects, are well-positioned to assess the impacts on economic, socio-cultural, and environmental dimensions of sustainable tourism development (Andersson, Armbrecht, & Lundberg, 2016).

Approximately 75% of the world's poor, including Tanzania, reside in rural areas, with over one-third in arid and semiarid regions (URT, 2019). Rural tourism is identified as a tool for rural revitalization, posing the question of whether more can be done to develop it within these areas to disperse the benefits of tourism and increase its poverty impact (Kareem, 2015). Promoting rural tourism aims to enhance net benefits for rural people, increasing their participation in managing the tourism product. Developing tourism in rural areas, particularly with high local participation, can enhance poverty impacts. The nature of rural tourism products, often involving small-scale and culturally or farm-based operations, encourages broad participation and brings various benefits to rural areas, such as infrastructural development and spin-off enterprise opportunities, despite facing challenges (Kaptan *et al.*, 2020).

In Tanzania, the tourism sector has the potential to contribute significantly to socio-economic growth, accounting for approximately 17.5% of the GDP and 25% of foreign currency in 2019/20. The country's competitive strength in tourism lies in, abundant and diverse wildlife, spectacular landscapes, a clean environment, friendly people, and support from other economic sectors. However, rural tourism and the cultural heritage industry require diversification and commercialization. Thus, there is a need to increase the participation of locally owned enterprises in the top-notch rural tourism market. Current research proposes ways to optimize these opportunities. Successful tourism development, whether rural or not, hinges on commercial, economic, and logistical issues. Challenges faced by rural areas, including political and institutional obstacles, necessitate effective strategies to address them (UNWTO, 2021).

Rural tourism, as defined by UNWTO (2021), involves a visitor's experience linked to nature-based activities, agriculture, rural lifestyle/culture, angling, and sightseeing. Rural tourism encompasses various activities such as; farm-based holidays, special-interest nature holidays, ecotourism, walking, climbing, riding, adventure holidays, hunting, sports activities, and health and ethnic tourism (Lane & Kastenholz, 2015).

Motivation, a critical aspect of tourism, is the driving force behind goal-oriented behaviors. Lee's (1966) Push and pull theory propagates that, intrinsic and extrinsic factors influence individuals to participate in tourism activities. The push factor suggests that individuals engage in tourism to satisfy a need, such as correcting cultural and socio-psychological disequilibrium. In contrast, the pull factor posits that individuals participate in tourism because they are attracted by the destination's natural and cultural attractions and activities (Park & Yoon, 2009). This theory reflects the demand and supplies inherent in tourism, representing the needs and desires of tourists and the attractions that tourism operators offer (Lwoga, 2019).

The United Nations World Tourism Organization (UNWTO) designated 2020 as the Year of Tourism and Rural Development, emphasizing the potential of rural tourism to create jobs and opportunities. Rural tourism can revitalize and diversify rural economies, conserve local heritage, and revitalize traditional villages affected by urbanization and modernization (Anderson, 2015; Gao & Wu, 2017). In Tanzania, the development of rural tourism in villages began in 1995 with the Cultural Tourism Programme (CTP), expanding to 76 registered CTPs and 116 emerging Cultural Tourism Initiatives (TTB, 2019). Entrepreneurial skills and knowledge play a crucial role in identifying viable business opportunities, obtaining and managing

resources, and fostering innovation. Entrepreneurship is viewed as a catalyst for economic growth, job creation, and reducing dependence on imported products (Kareem, 2015; Brida *et al.*, 2010). Entrepreneurship development involves enhancing skills and knowledge through structured training and institutional building programs, aiming to enlarge the base of entrepreneurs, accelerate venture creation, and promote economic growth (Mwatsika, 2015).

Poverty, a significant challenge in developing countries like Tanzania, results from high unemployment rates. Poverty alleviation aims at improving living conditions through sustained development relying on the strength and resources of the society concerned (Adofu and Ocheja, 2013). Poverty, as defined by JRF (2013), encompasses pronounced deprivation in well-being, including low incomes, inadequate access to basic goods and services, poor health, education, and limited opportunities for betterment. Poverty reduction is closely linked to development; it involves increased productivity, equitable distribution of social products, and the emergence of indigenous institutions (Adofu and Ocheja, 2013). Rural tourism businesses in Tanzania require key factors from the local community for success. It includes financial planning skills, entrepreneurship management, environmental conservation awareness, and customer service excellence (Alsos and Clausen, 2014; Mujanah, 2015).

LITERATURE REVIEW

This section examines the relevant rural tourism entrepreneurship skills and knowledge as strategy for poverty reduction to ensure that they equip local communities with relevant and up-to-date skills, because relevant skills are a pathway to rural tourism business and its sustainability. High quality and relevant higher financial management, administrative management, environmental conservation, customer care, communication, and good planning skills are able to provide local community with the knowledge, skills and core transferable competences they need to succeed in their tourism projects (Eusebio *et al.*, 2017).

Basic Skills of Local Community on Rural Tourism

There are many specific skills required in the different sectors of the tourism industry. However, the basic skills that will help local community carry out their tasks effectively includes; financial management, administrative management, environmental conservation, customer care, communication, and good planning skills. Therefore, this section reviews the literature on the required rural tourism entrepreneurial skills and knowledge as strategy for poverty reduction in Tanzania. It is estimated that 3% of all international tourists travel for rural tourism purposes and rural tourism is estimated to be growing at an annual rate of around 6%, well above the growth rate for all

tourism (Eusebio *et al.*, 2017). The term skill refers typically to the use of methods or instruments in a particular setting and in relation to defined tasks (European Commission, 2014). In this study, skills are studied within the tourism industry and in the context of international tourism business development. Thus, skills refer to professional skills: the stakeholders' ability to apply knowledge, know-how and methods when working in the tourism industry to meet the challenges and tasks of their profession.

According to the European Commission (2016), higher education institutions need to ensure that they equip individuals with relevant and up-to-date tourism skills, because relevant skills are a pathway to employability and prosperity. High quality and relevant higher education are able to provide stakeholders with the knowledge, skills and core transferable competences they need to succeed in order to be able to supervise and manage the tourism business.

Tanzania is endowed with the existence of the necessary tourist attractions such as natural, the tranquility, cultural, historical and archaeological sites in high demand in international tourism markets. However, there are limited tourism linkages to other subsectors such as agriculture, transport, industry and services. The challenges in this sector include unpredictable business environment; inadequate regional and international tourist linkages, inadequate land for tourism investment outside protected areas leading to uncontrolled tourism development, unskilled personnel, limited budgetary allocations for tourism development and promotional activities, technical capabilities and coordination among various stakeholders involved in tourism development. The current study encouraging the application of science and technology for tourism marketing and entrepreneurial skills information, tourism socio-culture and environment, domestic tourism development, product development and diversification, and quality service delivery in enhancing the tourism industry (URT, 2021).

The importance of understanding residents' perception of tourism impacts for developing a sustainable rural tourism in a destination has motivated many researchers to embark on researching the antecedents and consequences of residents' perception of rural tourism effects (Lundberg, 2017; Ribeiro *et al.*, 2013; Sharpley, 2014). Residents' perceptions of rural tourism effect are categorized into economical, socio-cultural, and environmental dimensions reflecting the poverty reduction theory of sustainable rural tourism (Andersson *et al.*, 2016; Lundberg, 2017).

One of the major challenges facing developing and underdeveloped countries of the world including Tanzania is poverty. It has been so endemic as a result

of the high rate of unemployment that has become the major characteristic of the developing and underdeveloped countries of the world (Adofu and Ocheja 2013). The Millennium Development Goals (MDGs) advocate economic development to reduce extreme poverty by tackling the problem of capability deprivation through better access to education, health, and better opportunities for all (UNWTO 2005).

MATERIALS AND METHODS

Study Area

This study was conducted in Bagamoyo District in the eastern circuit Tanzania between August 2019 and September 2021. Geographically, Bagamoyo is situated at 6°26'S 38°54'E, encompassing two ecological zones the coastal strip, mainly savannah and bushy, and the upper country, covered with dense forest. The Coastal strip receives more precipitation than the upcountry, with rainfall ranging between 800 – 1200 mm per annum and temperatures between 13°C to 30°C. Short rain seasons occur from July to October, and long rain seasons are from February to June. Agro-Economic Zones: The district possesses 1,607,620 hectares of arable land, but only 250,000 hectares are utilized for agricultural activities, representing 16% of potential arable land.

There are two major agro-economic zones: The Coastal strip (lowland), characterized by sandy loamy soil where maize, rice, bananas, and cane crops are grown. The upcountry land, characterized by red soils, supports maize, cotton, and sorghum crops. Bagamoyo, known for its historic, cultural, and spiritual values, is a crucial tourist and investment destination in Tanzania. It is part of the seven districts forming the Coast region, with district headquarters located 65 kilometers north of Dar es Salaam. It shares borders with Morogoro district (west), Mvomero, Kilindi, and Handeni districts (north), Pangani district (northeast), the Indian Ocean (east), Kinondoni district (southeast), and Kibaha district (south) (URT 2012). Bagamoyo is divided into two councils, namely, Bagamoyo District Council and Chalinze District Council, each having its district executive director (DED). Saadani National Park (SANAPA) is the only national park on the East African coast situated in Bagamoyo. The large Ruvu and Wami rivers cover 9,847 km² of the district. According to 2012 population census, the district has 97,660 people and 23,066 households, with an average household size of 4.23 people and an annual population growth of 2.2% (National Bureau of Statistics 2012). Due to increasing industrial and economic activities, Bagamoyo was declared a planning area according to the Urban Planning Act of 2007 which led to new developments and the utilization of grazing areas for port infrastructure. Further, the study interviewed NLUPC staff on 25 June 2020;

they said that, resettlement plans were underway for people who were displaced from port areas.

Data Collection Methods

Research design is the plan, structure and strategy of investigation concerned so as to obtain answers to research question. The plan is to overall scheme or program of research (Gao, 2017). The study adopted a descriptive research design using both qualitative and quantitative approaches for data collection and analysis. Purposive sampling method was adopted to identify key respondents. This method was used because a researcher wanted to get the technical information on rural tourism skills and policies. The other groups of respondents were selected through simple randomly sampling techniques in order to avoid the biasness. The target population comprised one hundred respondents aged 18 and above, forming a study sample size of 100. They ranged from 13 heads of departments (key informants), 45 local community members, 8 experts from higher learning institutions and 34 tourism entrepreneurs (tour agents, taxi drivers, curio managers, tour guides, and scuba divers).

The study used three research methods that includes; questionnaires which was designed based on an extensive review of the literature, interviews and field survey methods. Therefore, questionnaires were used in the collection of data which consisted of the general information while the interviews were used for the key informants to get the specific information on the influence of entrepreneurial skills, knowledge, and policies on rural tourism dynamics for poverty reduction (Table 1).

The study organized and administered interviews with 13 key informants (heads of departments) in Bagamoyo district council. They were selected by purposive sampling technique on the basis of their leadership experience and exposure to various aspects of tourism issues. In this case, the study sought their perceptions and opinions on the influence of entrepreneurial skills and knowledge of the local community on rural tourism dynamics. Also, the study convened a workshop forum with heads of tourism business entrepreneurs to discuss the role of entrepreneurial skills and knowledge on rural tourism business dynamics. Additionally, field surveys technique was conducted in different planned locations intended to capture various potential rural tourism information on facilities, traditional procedures, challenges, and opportunities in developing rural tourism.

Table 1: Sample Study of Respondents who participated in the Interview

Respondents	Category	Sample (n)
Local Government Employee 13 Heads of Department (key informants)	Policy makers and supervisors	13
Tourism Entrepreneurs	Leaders of tourism business practitioners (Tour- agencies, guides, managers, curio shops, Tax drivers,)	34
Local community/residents	Leaders of business groups, farmers, women groups	45
Representatives from Institutes of higher learning	Professionals and consultants	8
TOTAL (N)		100

Source: Field survey data (2021).

Data Analysis

The Statistical Package for the Social Science (SPSS) software version 20 was utilized to analyze the data that was collected. The research data analysis included frequencies, percentages, correlations and regression analysis.

RESULTS AND DISCUSSION

A total of 100 questionnaires were administered to the respondents in Bagamoyo district of whom 13 local Government employee and heads of departments, 34 tourism entrepreneurs, 45 local community/residents, and 8 Representatives from Institutes of higher learning Table 1. Questionnaires, interview, and field survey was used to collect the primary data desired; the results are presented in the following sub-section.

Effects of Entrepreneurial Skills and Knowledge on Rural Tourism

On the upside effect of rural tourism skills and knowledge on the local community is the development and promotion of tourism in Bagamoyo district Tanzania. Knowledge refers to factual or theoretical information that a stakeholder possesses in a particular content area. Knowledge is generally regarded as the first determining factor in the execution of a task. Knowing how to complete a task is a pre-requisite for developing a skill in a particular area. It has an objective to develop rural tourism in a manner that contributes to the improvement of the quality of tourism business of rural areas in Tanzania (Abuhay, 2015).

The specific skills and knowledge intended in this study were; financial skills, managerial skills, conservation skills, customer care skills, communication and good planning skills. Therefore, this study explores the

relevance of local community entrepreneurial skills and knowledge, focusing on their perception of the impacts of rural tourism in Tanzania, specifically in Bagamoyo district within the Coast Region. The study established that these aspects were the opportunities and facilities towards poverty reduction making rural areas relevant to sustainable rural tourism dynamics. In other words, they are concerned with human capital development which is necessary for socio-economic transformation backed by access to quality education, health, water, sanitation, food security, nutrition, human settlement, land management, and demographics. To achieve this, there is great need to have equitable access to services, well-informed policies and strategies. These essential tools needed in transforming the growing population into skilled human capital for an entrepreneurial-based economy centered on rural tourism dynamics. Similar views are shared with other studies that; entrepreneurial skills and knowledge on rural tourism improve local communities' business management, conservation, financial management, managerial skills, communication, customer service, analytical and problem-solving skills, critical thinking, strategic planning, technical skills, time management, organization skills, branding, marketing, and networking (Indeed Editorial Team, 2021).

However, the study was informed by different informants by 53% who strongly agreed that; acquisition of entrepreneurial skills and knowledge on rural tourism per se is not effective unless it is coupled with financial skills which not only play a pivotal role in sustaining rural tourism but also contribute to the formulation of sustainable strategies, aiding the initiation and growth of tourism businesses (Table 2). Further, Financial skills stimulate entrepreneurial activities for the recovery of rural tourism potential, village traditions, local employment growth, and improved living standards. It can be inferred that; Entrepreneurs' training in financial management is an integral part of rural tourism initiatives, as financial knowledge significantly shapes and propels tourism business activities (Indeed Editorial Team, 2021). The fact that, one of the objectives of rural tourism (RT) in Tanzania is to improve the livelihoods of rural communities by offering them opportunities to organize tours showcasing their culture and lifestyle to visitors. Thus, RT is expected to provide tangible and intangible benefits, including direct tour fees, job opportunities, markets for local products, and knowledge exchange through interactions with tourists (Table 2).

Table 2: The Effect of Local Community's Entrepreneurial Skills and Knowledge % on Poverty Reduction

Statements	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
Rural Tourism Skills and Knowledge Required on Poverty Reduction							
Financial Skills and Knowledge are Helpful when I encounter Difficulties in my Business	1%	1%	2%	5%	10%	28%	53%
Customer-care and services positively affect my job experience	0%	1%	3%	9%	7%	29%	51%
Managerial Skills and Knowledge are Useful to Improve the Level of Decision Making	2%	2%	3%	5%	9%	22%	57%
Conservation Skills and Knowledge are helpful in Rural Tourism	1%	2%	3%	7%	5%	16%	66%
Customer care and services Skills Halt the Drift of Young to Cities	0%	0%	2%	10%	7%	19%	62%
Communication skills are helpful to Identify and Manage Rural Tourism Resources	0%	0%	3%	4%	6%	19%	67%
Financial Skills and Knowledge are helpful to Increase the Vacancy of Tourism Products	0%	1%	5%	8%	5%	18%	61%
Financial Skills Supports the Development of Rural Tourism Industry	1%	2%	2%	5%	5%	20%	62%
Financial Skills and Knowledge are helpful to Influence Tax Drivers and Tour Operators	0%	0%	2%	1%	7%	18%	72%
Managerial Skills and Knowledge helps to sensitize the awareness in Fighting Poverty	2%	5%	1%	17%	18%	20%	70%
Communication and good planning Skills and Knowledge help to Change Unused Farm building into Business Units	1%	2%	4%	5%	9%	32%	47%

Source: Researchers, 2021

Key Driving Forces Relevant to Rural Tourism

The study examined six aspects central to community participation in rural tourism dynamics. They included, developing a business model, basic

financial management, critical thinking and problem solving, local community participation, benefits to rural areas; and the lack of viable options. These perspectives enable the assessment of responses, providing insights into respondents' understanding and relevant responses (Table 3).

Developing an Entrepreneurial Business Model

Table 3 shows that in the study area about 53% overwhelming responses from different informants strongly agreed and held the view that local communities and entrepreneurs have to collectively plan a business model as a high-level strategy for operating a tourism business profitably in a specific market. Such a model can be employed to analyses various product or service descriptions, targeted customers, marketing strategies, competition analysis, and projected costs and revenues. Developing a business model could serve as a business roadmap, regardless whether it is outsourced from professionals; it would have enhanced understanding of the respective business by its owner.

Shayo and Uiso (2021), from The Open University of Tanzania in their study, investigated the relationship between entrepreneurial orientation and tourism firm performance in selected regions in Tanzania mainland and Zanzibar. Structural equation modeling using AMOS was used in data analysis they argued that employee autonomy is the most important dimension to explain tourism firm performance, and reactivity followed by innovativeness skills. The study calls for tourism firms to promote employee autonomy, and become more innovative and proactive in overcoming the future challenges of tourism.

Sokko (2015) did a study on the “Roles of Entrepreneurs to the Development of Tourism Sector in Arumeru District, Arusha Region”. The main objective of this study was to explore the role of entrepreneurs to the development of tourism in Arumeru district. The study used case study research design. The purposive sampling technique and Simple randomly technique was used. The collection instruments were questionnaires and interview. Data were analyzed by Statistics Packages for Social Science (SPSS version 16.0) and explained in descriptive statistics. The findings revealed that unqualified entrepreneurs, high running costs, shortage of skilled workers, and high taxes were reasons for tourism industry fail to fulfill the needs of tourists. Furthermore, training for entrepreneurs is the best solution for the entrepreneurs to benefit from tourism industry. This study recommended for quality assurance for accommodation, entertainment, food and beverage, internet in hotels and restaurants, curio shops to meet the needs of tourists.

The current study concurred with these studies mentioned above due to the methodological approach.

Basic Financial Management

The informants emphasized the growth of international tourism and the increasing diversity of international tourists. As a result, important skills included marketing skills in international tourism. Therefore, it is vital to strengthen the skills in identifying and reaching various international target groups. The results of the study revealed also that in the study area recording revenues, monitoring spending, and managing costs are essential driving force for profitability and positive cash flow of the local community. The financial plan, a significant part of any business plan, aims to achieve financial growth through effective cash flow and equity management. Pricing packages should be agreeable to both the Tour Company and customers (Table 3).

Critical Thinking and Problem Solving

This study as depicted in Table 3 showed that 57% of respondents noted that there was a fundamental link between tourism skills and knowledge and problems solving in rural tourism businesses, ranging from logical thinking for effective solutions. Stakeholders must learn to think through problems logically, ensuring solutions enhance customer satisfaction and comfort. This factor demonstrated the local community's confidence in the ability of tourism development to bring people together, and to revive local customs and traditions.

Marinakou & Giousmpasoglou (2015) suggested that the most important aspect of the development of educational programmes in tourism is the relevance of the curriculum to the needs of the tourism industry. The stakeholder groups can influence thinking, or are affected by, tourism curricula decisions, and their interests with respect to tourism development should be taken into account when developing curricula. Therefore, to ensure that education for a tourism career is relevant to the employers within the industry, better communication between tourism education providers and the tourism industry is needed. Involving employers and labour market institutions in the design and delivery of decision making can help attune individuals to think better and emerging labour market needs and foster employability and entrepreneurship (Luka, 2015).

Local Community Participation

As shown in Table 3, the results showed that about 66% of the respondents agreed with the statement that rural tourism offers an opportunity to involve

more poor people in both urban and rural areas and community participation has become a common element in many development initiatives. Developing tourism enterprises where people live can positively impact economic growth, diversification, employment creation, and income generation. Rural tourism typically involves a range of enterprises, from small and informal to well-established or multinational, providing opportunities for local ownership. Therefore, local communities need to be empowered to decide what forms of tourism facilities programmes they would like to have developed in their respective communities, and to choose how tourism costs and benefits are to be shared among different stakeholder. It is similarly to (Anderson *et. al.*, 2016; Lundberg, 2017) argue that it is important to develop tourism in rural areas in order to increase participation of the poor in the development of tourism and to bring wider benefits to rural areas.

Entrepreneurial Benefits to Rural Areas

Discussion with key informants asserted that rural areas often suffer from high poverty levels, low non-farm economic activity, infrastructural deficiencies, and inadequate access to essential services (Eusebio *et al.*, 2017). Rural tourism can address these challenges by fostering economic growth, diversification, employment creation, and income generation and 62% of respondents strongly agreed and 0% disagreed with the statement. It also contributes to population stability, improvement of public services, infrastructural development, preservation of local crafts, customs, and cultural identities, increased social contact, and environmental conservation and this statement was also supported by Nduna & Zyl (2017).

Lack of Viable Options

The study findings showed that lack of viable options in the study area raises many questions unanswered (Table 3) whereby about 67% of respondents strongly agreed with the statement while there was no informant who strongly disagreed which is equivalent to 0%. Similarly, rural areas may lack comparative advantages to attract economic activities other than agriculture or resource-based industries (Sango, 2014). Rural tourism becomes a suitable sector due to its compatibility with remote or non-urban areas, provided sufficient tourist access is available. The value of rural tourism in Bagamoyo is particularly high due to limited alternative options.

Table 3: The Result of Key Driving Forces in Percent that Make a Destination Relevant

Statements Rural Tourism Driving Forces	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor disagree	Slightly Agree	Agree	Strongly Agree
Developing a Business Model	1%	1%	2%	5%	10%	28%	53%
Basic Financial Management	0%	2%	3%	6%	10%	29%	51%
Critical Thinking and Problem Solving	2%	2%	3%	3%	12%	22%	57%
Local Community Participation	2%	2%	1.9%	1.9%	1.2%	66%	16%
Entrepreneurial Benefits to Rural Areas	0%	0%	2%	11%	6%	19%	62%
Lack of Viable Option	0%	2%	2%	2%	8%	19%	67%
Environmental pollution and poverty	0%	0%	1%	0%	11	18	70

Source: Researchers, 2021

The Destination Challenges

Results as depicted in Table 4 showed that the informants' skills and experiences identify current challenges hindering sustainable rural tourism dynamics and how should they have handled. These challenges include; high unemployment, environmental pollution, poverty, deficient financial management skills, infrastructural facilities, lack of technological since the national economic development is driven by the invention, adoption, adaptation, and innovation of appropriate technologies, issues related to administration of conservation laws and regulations (Nduna & Zyl, 2017).

Other challenges involved irregular power supply during the working hours, high production costs of tourist commodities, tourism policy inconsistencies, difficult access to funding (for example loans from government financial institutions), poor tourism policy implementation, tourism market restrictions, lack of tourism skills and experiences in the issues of tourism business management and record-keeping (Lundberg, 2017).

Discussions with key informants indicated that about 97% of the community living in this study area was willing to participate in rural tourism business venture. Given the necessary training in basic skill and knowledge through empowerment programmes and financial assistance, there is possible hope that this rural community can augment their living conditions through rural tourism. To overcome these challenges, stakeholders at all levels must maintain the mentioned aspects for effective rural tourism business implementation.

Table 4: Challenges that Militate Against Sustainable Rural Tourism in Bagamoyo

Statements	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor	Slightly Agree	Agree	Strongly Agree
Inadequate capital (unemployment) due to low level of tourism skills and knowledge	0%	1%	2%	5%	10%	31%	49%
Lack of requisite skill and experiences	0%	1%	3%	9%	7%	29%	51%
Inappropriate technology	2%	2%	3%	5%	9%	22%	57%
Inadequate market research	1%	2%	3%	7%	5%	16%	66%
Lack of proper records or lack of any rural tourism business records	0%	0%	2%	10%	7%	19%	62%
Restrictive effects of customs and market imperfections,	0%	0%	3%	4%	6%	19%	67%
Irregular power supply and other infrastructural inadequacies (water, roads),	0%	1%	5%	8%	5%	18%	61%
Uneasy access to funding (e.g. loan from banks),	1%	%	2%	5%	8%	20%	62%
Lack of business strategy (tourism planning)	0%	0%	2%	1%	7%	18%	72%
Fuel crises or shortages,	2%	5%	1%	7%	8%	20%	60%
Different perceptions on cultural issues among stakeholders	1%	2%	4%	5%	9%	32%	47%

Source: Researchers, 2021

CONCLUSION AND RECOMMENDATIONS

The findings of the study lead to the conclusion that, the creation of employment and the improvement of the living standards of the local community through their tourism skills and knowledge are important dimensions of rural tourism business as a strategy for poverty reduction both at national and international levels. The study provides substantial evidence supporting the influence of entrepreneurial skills and knowledge on rural tourism dynamics and poverty reduction in Bagamoyo district. Entrepreneurial skills development is a crucial tool for poverty reduction, stimulating employment and economic growth in developing countries. These skills enhance educational attainment and contribute to economic growth through financial management, customer care, and environmental conservation skills. The study underscores the role of entrepreneurial skills and knowledge in Tanzania's economic and social development, emphasizing their significance for sustainable wealth creation. Attention to the growth of tourism entrepreneurial skills and knowledge from the household level it seems to be essential for Tanzania to overcome challenges such as poverty and unemployment.

The findings also revealed that local community do not have tourism information “points” in the region through entrepreneurial education and training. Both central and local governments should provide an enabling

environment for the smooth operation of indigenous entrepreneurs and foreign investors to boost the economy, reduce unemployment, and reduce poverty in Tanzania. Government, NGOs, and private sectors and all stakeholders has to influence and should create awareness of the benefits and role of entrepreneurial skills and knowledge development as a poverty reduction strategy. Establish a local rural tourism association in this destination to serve as a central mediation point for government, businesses, and the community, as well as to collaborate with tourism associations at other levels.

RECOMMENDATIONS

Entrepreneurial skills and knowledge development should be inculcated into the academic institution's curriculum to promote human empowerment and development through entrepreneurial education and training. Both central and local government and all tourism stakeholders have to provide enabling environment conducive for the smooth operation of both indigenous entrepreneurs and foreign investors in order to boost the economy, reduced unemployment and ravaging level of poverty in Tanzania. Government, NGOs, private sectors should create awareness on the benefits and role of entrepreneurial skills development of rural tourism to individual towards poverty reduction, economic growth and development. There should be sound national tourism economic policy with respect to Small Medium Enterprises (SMEs) to make sure that rural tourism is promoted effectively including recognition of the vital contribution of entrepreneurial skills and knowledge to accumulate more customers in and out Tanzania.

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