



Impact of Zanzibar tourism policy of 2017 in creating employment opportunities to the youth of Zanzibar

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Abstract

The study focused on the impact of Zanzibar tourism policy of 2017 in creating employment opportunities to the youth. A descriptive research design was used. A population of 500 and a sample of 222 respondents, the sample was given questionnaire in order to collect data. The findings showed the investigating statements on effects of Zanzibar tourism policy of 2017 on promotion of tourism investment activities to enhance creation of youth employment opportunities had low means scores of 1.61, 2.31 and 2.33. The investigative statement on impact of Zanzibar tourism policy of 2017 increasing youth awareness of opportunities in the tourism sector had low means score of 2.21, 2.34 and 2.10 while the statements on effects of Zanzibar tourism policy of 2017 on increasing youth skills development in tourism sector employment opportunities had low means scores of 1.55, 1.72 and 1.67. The regression analysis found that promotion of tourism investment activities due to the Zanzibar tourism policy of 2017 would affect youth employment creation by 68.2%, increasing youth awareness of opportunities in the tourism sector due to Zanzibar tourism policy would affect youth employment creation by 70.1% and increasing youth skills development in tourism sector due to Zanzibar tourism policy of 2017 would affect youth employment creation by 59.9%. The study concluded promotion of tourism investment activities, increasing youth awareness of opportunities in the tourism sector increasing youth skills development in tourism sector had effect on creation of youth employment. The study recommended the government re-focus the Zanzibar tourism policy of 2017 on promotion of tourism investment, increasing youth awareness and increasing youth skills development in tourism sector.

Keywords: tourism policy, employment, impact

Introduction

The study investigated the Impact of Zanzibar Tourism policy of 2017 in creating employment opportunities to the youth of Zanzibar. The Zanzibar North Region was used as the case study. According to Kibas and Nelson (2019), youth employment is categorized into two: the developed world and the developing countries. In the developed world youth employment is almost at a sustainable levels because the countries development policies are applied towards empowering the youth (Skopje, 2015). In the developing world this is not the case, development policies are in place but still youths are found less empowered in terms of employment. In Africa youth employment is still an issue, the population of youth is increasing day by day however, and the indicators of employed youth remain dismal. Zanzibar in its current policies, there is a lot of advocating empowering the youth through employment.

The policies have been designed with integral parts on youth empowerment such as job creation, participation in decision making, inclusion on leadership and putting the youth in positions of self employment by providing entrepreneurship assistance to the youth such as dictating in the development policies to establish incubation centers to nature the youth such they can be empowered through business startups (Mulema 2018) ^[17]. There is growing evidence, that economic and social development effort has not benefited youth (Enon, 2020). Youth Economic Empowerment (YEE) targets opportunities for the youth such as employment positions and how they can start income generating activities to uplift their economic status (Garikipati, 2012). It is pertinent to note that the publication of Ester Boserup's book *Youth's Role in Economic Development* in 1970 triggered off the youth economic empowerment debate "when youth in aid agencies argued that development programmes ignored and excluded youth" (Desai & Potter, 2017).

Youth empowerment debates, assume that the neglect of youth could be remedied by integrating them into the economy by way of development policies (Karl, 2015). By so doing, it is expected that youth's employment situation would improve. The debate emphasized the reduction of income inequities between older ages and youth. It is for this reason that youth in Zanzibar have for quite a long time have been encouraged to undertake income generating projects and programs in all the sectors of the economy.

Historically, youth throughout the world have had the brand of struggling to improve their economic status (Makombe, 2016) ^[14]. However, in Zanzibar the government has been pushing for youth economic empowerment through policies such as the Zanzibar tourism policy of 2017. Despite, the various steps taken by ensuring that full youth employment and thus economic empowerment still there is an existing gap between youth and older ages which is huge. Mulema (2018) argues that, even in countries which have economically empowered their youth through employment still youth faced certain degree of hardships while trying to grab economic opportunities available in those countries. Youth employment process has been recognized not only as an issue of human rights and social justice, but also as a crucial contribution to solve the pressing needs of many excluded segments of our society. Youth employment generates benefits that affect not only youth and their community but the whole society (Garikipati, 2018) ^[17].

Youth employment is imperative to the development of a country (Gianni and Rossignotti, 2008) ^[18]. Over the years Zanzibar has been on campaign to increase youth employment, Laws have been made to avoid youth segregation in all section of the economic development and to have equal opportunities for all giving youth many opportunities to participate in nation building. It is hoped that by opening up employment opportunities for youth and empowering them the economy would grow by double digit and propel the country into a middle income corner. Zanzibar implemented the Impact of Zanzibar Tourism policy of 2017 which has tenets of improving youth employment opportunities. The policy was designed to set the country in creating youth employment in the tourism sector. However, survey done by Revolutionary Government of Zanzibar (RGoZ), (2020) found out that only 28% of youth in North Region are have income generating activities with the rest 72% idling in the region with no economic activities. Thus, the researcher assessed the Impact of Zanzibar Tourism policy of 2017 in creating employment opportunities to the youth of Zanzibar.

1. Statement of the Problem

The Zanzibar population comprises over 54% youths who are the key fuel to economic developments especially as labor force (Census 2012). In the World over, there has been a push to empower youth through employment with most governments announcing measures to promote youth employment (Olemi 2012) ^[19]. Furthermore, the Integrated Labor Force Survey in Zanzibar (2020) indicates low representation of youth compared to older ages in paid employment in the non-agricultural sector despite the implementation of Zanzibar tourism policy of 2017. Of the total number of people in paid employment related to tourism, 17% are youth and 83% are older ages, the contribution of youth to the country's economy has remained dismal (RGoZ 2020). Other countries such as Kenya, have introduced youth affirmative action on employment positions (33% of employment positions should go to youth) and this has risen the economic empowerment of youths (Mulema, 2016) ^[17]. In Zanzibar, the government has been pushing for youth employment through policies especially through the Zanzibar tourism policy of 2017. However, the condition of youth employment has remained generally poor as can be evidenced by many youths idling and engaging in non economic activities such as criminal activities and drug abuse. This brings the question "Does Zanzibar Tourism policy of 2017 help generating youth employment opportunities in Zanzibar" Thus, the study was designed to assess the of Impact of Zanzibar Tourism policy of 2017 in creating employment opportunities to the youth of Zanzibar.

2. Specific Objectives

1. To analyze the effects of the Zanzibar Tourism Policy of 2017 on promotion of tourism investment activities to enhance creation of youth employment opportunities
2. To determine the impact of the Zanzibar Tourism policy of 2017 on increasing youth awareness of opportunities in the tourism sector
3. To establish the effects of the Zanzibar Tourism policy of 2017 on increasing youth skills development in tourism sector employment opportunities.

Literature Review

The study was based on two theories, the intuitive theory and the Classical Modernization Theory

1. Intuitive Theory

Fox and Meyer (1995) developed the intuitive theory which states that moral and practical dilemmas can be solved by the means of intuitions or the basic truths which tend to be intuitively known. The intuitive theory was developed in reaction to the theory of rationalism.

According to intuitionism, one does not need to go through any kind of logical or experiential processes to discover what is right or what is wrong since everyone has been born with the certain basic understanding of ethical truths. According to this philosophy, one's native intuition is capable of informing him immediately when something is wrong as the result of being transparent to our natural moral laws that are influenced by outside factors such as good environment, good political institutions, good economic situation, adequate education and religious belief as the fruits of one's intuitive inner powers. A good implementation of policies may be of a great importance in promoting or geared towards developing opens for economic activities.

Therefore, a policy document is significantly beneficial as enabling organizational officials to understand it benefits to stakeholders (Bauer, 1997). The theory enabled the researcher to understand how officials are supposed to act when implementing the Zanzibar tourism policy of 2017 to ensure maximum benefits to the

youth that contribute to the social and economic development of the nation. Thus, if the policy was implemented properly then the objectives of the policy would be achieved as per the presumption of this theory.

2. Classical Modernization Theory

Classical modernization perspective considers increases in democracy and human choice as a direct outcome of economic development (Rostow, 1960). In relation to inclusion, this approach holds that economic development is central to increasing the pool of youth eligible for positions of social power. These, scholars establish that increased economic development associates with a more broad based distribution of educational and occupational resources. Greater access to educational and occupational resources increases youth's chances of economic development, professional development, creating a larger pool of youth to participate in nation building.

Others note that higher status of economic development bring more social services to societies. Through their alleviation of the costs in labor and time of everyday responsibilities associated with engaging in non useful activities, increases in these services free up time for social pursuits in youth's lives. Several studies confirm these hypotheses, demonstrating that developmental measures such as countries' status of non-agricultural development, per capita gross domestic product, youth in the workforce and youth college graduates positively influence the percentage of youth in their parliaments (Welch and Studlar 1996). This theory was important to the study because it advocates for democracy which build inclusion of all, including youth employment.

Methodology

1. Introduction

2. Research Design

According to Kothari (2004) research design is the arrangement of conditions of collection and analyzing of data a manner that aims to the research purpose with economy in procedure. The study used descriptive design involving quantitative so as to come up with clear answers to the research questions. Descriptive research describes and interprets situations as they are. The quantitative approach was used in order to determine the effects of the Zanzibar Tourism Policy of 2017 on promotion of tourism investment activities, increasing youth awareness of opportunities in the tourism sector increasing youth skills development in tourism sector on the creation of youth employment. This is in line with Mugenda and Mugenda, (2003) ^[16] who stated that quantitative studies are more suited to determine the effects of independent variable on dependent variable. The population was 500 which included; Ministry Labour, Empowerment, Elders, Women and Children, NGO's concerned with Youth and Zanzibar North region administration officials, The Youth Living in Zanzibar North Region, staff of Ministry Labour, Empowerment, Elders, Women and Children were, NGOs concerned with Youth operating in Zanzibar North Region was and officials of Zanzibar North Region Administration. The sample size was 222 calculated using Slovin's formula (Slovin, 1960). The study used random sampling as advocated by Kothari (2004) that it can be used in descriptive studies. Therefore, random sampling technique was used to select respondents for from each category. Data was collected using a questionnaire while data was analysed using Mean, standard deviation, and regression analysis. The response rate of for those who questionnaires were returned was 94.8%. Overall the total sample who participated in the study was 210 respondents representing 94.6%. This percentage was adequate for analyzing and reporting research based on Mugenda and Mugenda (2003) ^[16] assertion that a 50% response rate is adequate.

Findings

1. Demographic Characteristics

The section aims at discussing the respondents' profile to enable the study establish whether each characteristic of the respondents interplay with understanding of Zanzibar tourism policy of 2017 on creation of youth employment opportunities. Therefore, age, gender and level of education are discussed.

Gender

Gender was analyzed to make sure there was no bias in gender and that to ascertain if the Zanzibar tourism policy of 2017 was known to both gender.

Table 1: Gender of Respondents

Sex	Frequency	Percentage (%)
Male	120	57.1
Female	90	42.9
Total	210	100

Source: Researcher (2022)

The results in Table 1.1 shows that, the respondents of this study were both male and female, where the male comprised of 57.1% and females were 42.9%. This was interesting to the researcher because it was found that the male were more due to believe that unemployed males are seen frequently loitering than unemployed

females. This was a good distribution which depicts a fair balance of gender. This gender distribution will help to accommodate the opinions and views from both sides of the gender divide.

Age of Respondents

The researcher investigated age of the respondents. The results are displayed in Table 1.3.

Table 2: Age of respondents

Age in Years	Frequency	Percentage (%)
18-30	145	69
31-40	20	9.5
41-50	25	11.9
51 -60	15	7.2
61 and above	5	2.4
Total	210	100

Source: Researcher (2022)

The results in Table 1.2 show that, the respondents were of different age brackets. It was important for the researcher to know the age of respondents in order to understand if the respondents were in a position to understand the topic under investigation as Mugenda and Mugenda, (2003) ^[16] observes that age may affect the understanding of issues. Due to this the study wanted to ensure that the respondents were of different ages such the results could be generalized. This was believed to bring views from all ages as different age may have different views (Kothari 2004).

Level of Education

The researcher also analyzed the level of the education of the respondents. The results are shown in Table 1.3.

Table 3: Level of education

Education Level	Frequency	Percentage (%)
Secondary "O" Level	80	38.1
Secondary "A" Level	50	23.8
Diploma Level	40	19.0
University Degree	30	14.3
Post Graduate	10	4.8
Total	210	100

Source: Researcher, (2022)

The results in Table 1.3 shows that, the educational level of the respondents varied over a wide spectrum, ranging from secondary education level to postgraduate level of education 80 respondents equivalent to 38.1% of the respondents had secondary education "O" level, 50 respondents equivalent to 23.8% had secondary "A" level education, 40 respondents equivalent to 19.0% had diploma education level, 30 respondents equivalent to 14.3% had University degree education while 10 respondents equivalent to 4.8% had postgraduate level of education. Therefore, these results imply that, the respondents had education to fill correctly the questionnaires.

4.2 Effects of the Zanzibar Tourism policy of 2017 on promotion of tourism investment activities to enhance creation of youth employment opportunities

This was the first objective of the study and the respondents were given statements depicting effects of the Zanzibar tourism policy of 2017 on promotion of tourism investment activities to enhance creation of youth employment opportunities. They were informed to indicate how they agreed with the statements. The response scale was: 1- Strongly Agree, 2- Agree, 3-Disagree, 4- Strongly Disagree. The results are displayed on Table 1.4.

Table 4: Effects of the Zanzibar Tourism policy of 2017 on promotion of tourism investment activities to enhance creation of youth employment opportunities

Statement	N	Mean	Standard Deviation
Zanzibar tourism policy of 2017 has encouraged diversification of tourism activities.	210	1.61	0.81
Zanzibar tourism policy of 2017 has led to promotion of tourist sites and tourist activities.	210	2.31	0.71
Zanzibar tourism policy of 2017 has led tourism investments creating more employment opportunities for the youth.	210	2.33	0.54

N= number of returned questionnaire.

Source: Researcher (2022)

The result in Table 1.4 shows that the statements: Zanzibar tourism policy of 2017 has encouraged diversification of tourism activities had a mean score of 1.61 which meant the policy encouraged diversification of tourism activities in a very low manner, Zanzibar tourism policy of 2017 has led to promotion of tourist sites and tourist activities had a mean score of 2.31 which meant the policy promotion of tourist sites and tourist activities was low and Zanzibar tourism policy of 2017 has led to more tourism investments creating more employment opportunities for the youth had a mean score of 2.33 which meant the policy led to few tourism investing creating few employment opportunities for the youth.

Simplice and Nicholas (2019) said that diversification of tourism activities is key to creation of more investments and creating many investment opportunities. It also means that when diversification of tourism activities is done more activities in the tourism sector will be established and hence growth of the economy which in turn creates more jobs. Sawaya & Bhero, (2018) ^[21] observed that growth of the economy shape how much people earn as well as how stable their income and jobs are. In this objective the study found that the statements that were given by the researcher depicting the depicting effects of the Zanzibar tourism policy of 2017 on promotion of tourism investment activities to enhance creation of youth employment opportunities had low means i.e. Zanzibar tourism policy of 2017 has encouraged diversification of tourism activities, Zanzibar tourism policy of 2017 has led to promotion of tourist sites and tourist activities, Zanzibar tourism policy of 2017 has led tourism investments creating more employment opportunities for the youth had mean scores of 1.61, 2.31 and 2.33 respectively. This means that the Zanzibar tourism policy of 2017 despite its implementation had either very low or low affect on promotion of tourism investment activities to enhance creation of youth employment opportunities

These results of mean and standard deviation were similar to the findings of Malleo & Mtengwa (2018) ^[15] who on their study of role of Tourism in Tanzania in creating employment opportunities found that tourism policy contributed very little towards promoting tourism activities for the generation of youth employment opportunities. Malleo & Mtengwa (2018) ^[15] gave reason for this as poor implementation of the tourism policies were the key outcomes of the policies are not monitored. The authors also indicated that the drafters of the policies in tourism do not elaborate on how the youth employment opportunities are to be created during implementation of such policies.

4.3 Impact of the Zanzibar Tourism policy of 2017 on increasing youth awareness of opportunities in the tourism sector

This was the second objective of the research and the respondents were given statements the impact of Zanzibar tourism policy of 2017 on increasing youth awareness of opportunities in the tourism sector. They were to state how agreed or disagreed with the statements. The response scale was: 1- Strongly Agree, 2- Agree, 3-Disagree, 4- Strongly Disagree. The results are displayed on Table 1.5.

Table 5: Impact of the Zanzibar Tourism policy of 2017 on increasing youth awareness of opportunities in the tourism sector

Statement	N	Mean	Standard Deviation
Zanzibar tourism policy of 2017 has led to youth to take up tourism related employments opportunities.	210	2.21	0.61
Zanzibar tourism policy of 2017 has led to advertisement of youth employment opportunities in tourism.	210	2.34	0.56
Zanzibar tourism policy of 2017 has led to youth education on available employment opportunities in the tourism sector.	210	2.10	0.18

N= number of returned questionnaire.

Source: Researcher (2022)

The results in Table 1.5 indicate that the statements: Zanzibar tourism policy of 2017 has led to youth to take up tourism related employments opportunities had a mean score of 2.21 which meant the policy led to low youth to take up tourism related employments opportunities, Zanzibar tourism policy of 2017 has led to advertisement of youth employment opportunities in tourism had a mean score of 2.34 which meant the policy has led to low advertisement of youth employment opportunities in tourism and Zanzibar tourism policy of 2017 has led to youth education on available employment opportunities in the tourism sector had a mean score of 2.10 which meant that the policy led to low youth education on available employment opportunities in the tourism sector.

Increasing youth awareness of opportunities in the tourism sector means the more youths will be able to exploit the opportunities available in the tourism sector. On this objective the study found that the statement depicting the impact of Zanzibar tourism policy on increasing youth awareness of opportunities in the tourism sector had low means i.e. Zanzibar tourism policy of 2017 has led to youth to take up tourism related employments opportunities, Zanzibar tourism policy of 2017 has led to advertisement of youth employment opportunities in tourism and Zanzibar tourism policy of 2017 has led to youth education on available employment opportunities in the tourism sector had a mean score of 2.21, 2.34 and 2.10. This meant that the impact of Zanzibar tourism policy of 2017 had little impact on increasing youth awareness on employment opportunities in the tourism sector. This is confirmed by the many youths seen idling in "maskanis" in North region. The results were

different the findings of Hui, (2021) ^[12] in the UK who found that the tourism policies increased youth awareness on employment opportunities in the tourism sector. This difference was associated with clear drafted tourism policy in the UK with how youth employment was to be created and proper implementation process. Goodluck (2019) ^[9] supported the argument that proper implementation of tourism policy increase youth awareness on the opportunities existing in the sector.

4.4 Effects of the Zanzibar Tourism policy of 2017 on increasing youth skills development in tourism sector employment opportunities.

In the third objective the researcher gave statements depicting the effects of Zanzibar tourism policy of 2017 on increasing youth skills development in tourism sector employment opportunities.

The participants were advised to state how they agreed or disagreed with the statements. The response scale was: 1- Strongly Agree, 2- Agree, 3-Disagree, 4- Strongly Disagree. The results are displayed on Table 1.6

Table 6: Effects of the Zanzibar Tourism policy of 2017 on increasing youth skills development in tourism sector employment opportunities

Statement	N	Mean	Standard Deviation
Zanzibar tourism policy of 2017 has led to youth training on skills on tourist related employment opportunities	210	1.55	0.44
Zanzibar tourism policy of 2017 has led to youth training centers/platforms on tourism related employment opportunities.	210	1.72	0.44
Zanzibar tourism policy of 2017 has led to strategies on enhancing skills of the youth on tourism related employment opportunities.	210	1.67	0.18

N= number of returned questionnaire.

Source: Researcher (2022)

The results in Table 1.6 shows that the statements: Zanzibar tourism policy of 2017 has led to youth training on skills on tourist related employment opportunities had a mean score of 1.55 which meant the policy led to very low youth training on skills on tourist related employment opportunities, Zanzibar tourism policy of 2017 has led to youth training centers/platforms on tourism related employment opportunities had a mean score of 1.72 which meant that policy had led to very low youth training centers/platforms on tourism related employment opportunities and Zanzibar tourism policy of 2017 has led to strategies on enhancing skills of the youth on tourism related employment opportunities had a mean score of 1.67 which meant that the policy led to very low strategies on enhancing skills of the youth on tourism related employment opportunities.

Elena (2014) ^[4] observed that increasing youth skills development in tourism sector employment opportunities means increasing the probability of the youth to get absorbed in the tourism sector opportunities. The results in the statements depicting effects of Zanzibar tourism policy of 2017 on increasing youth skills development in tourism sector employment opportunities had low means. The means were: Zanzibar tourism policy of 2017 has led to youth training on skills on tourist related employment opportunities, Zanzibar tourism policy of 2017 has led to youth training centers/platforms on tourism related employment opportunities. Zanzibar tourism policy of 2017 has led to strategies on enhancing skills of the youth on tourism related employment opportunities, Zanzibar tourism policy of 2017 has led to promote youth business development had a mean of 1.55, 1.72 and 1.67 respectively. This clearly showed that the effect of the Zanzibar tourism policy of 2017 had minimal effects on increasing youth skills development in tourism sector employment opportunities. The results seem similar to the results of Dieke (2003) who found that tourism policies in Africa had little effects on having youth in Africa increase youth skills development in tourism sector employment opportunities. The researcher attributed this to that fact that the policies in African countries lack the clear terms on how increasing youth skills development in tourism sector employment opportunities will be achieved as the policies are implemented.

Regression Analysis

Regression analysis was run between the creation of youth employment opportunities and the three predictive variables.

Table 7: Regression coefficients

Model	Unstandardized Coefficient		Standardized Coefficient	t	S.g	
	B	Std. error	Beta			
1	(Constant)	1.053	0.217	2.889	5.31E-03	
	PTIA	0.682	0.149	0.613	5.309	1.58 E-06
	IYAOTS	0.701	0.181	0.149	3.210	2.10 E-03
	IYSDTSEO	0.599	0.196	0.234	4.255	7.9 E-05

Key

PTIA =Promote tourism investment activities

IYAOTS= Increase youth awareness of opportunities in the tourism sector

IYSDTSEO = Increase youth skills development in tourism sector employment opportunities

Source: Researcher (2022)

The regression equation was: $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$

Therefore, $Y = 1.053 + 0.682X_1 + 0.701X_2 + 0.599X_3$

This means that basing on the regression equation, all factors remaining constant (Promotion tourism investment activities (PTIA), Increase youth awareness of opportunities in the tourism sector (IYAOTS) and Increase youth skills development in tourism sector employment opportunities (IYSDTSEO) constant at zero Creation of Youth employment Opportunities was 1.053. The results from the regression analysis indicate that taking all other independent variables at zero, a unit increase in Promote tourism investment activities due to Zanzibar tourism policy of 2017 would lead to a 0.682 increase in the values of youth employment opportunity creation. The results concur with the results of Kaose, (2014) who found that promotion tourism investment activities due to tourism policies in Kenya would affect youth employment creation by 53%. The difference In the findings the researcher attributed it to the fact that Zanzibar has more tourism attractions than Kenya and the fact that Zanzibar is an Island is best suited for influx of tourist.

A unit increase in Increase youth awareness of opportunities in the tourism sector due to Zanzibar tourism policy of 2017 would lead to a 0.701 increase in the values of youth employment opportunity creation. The results were similar to the results of Hafidh and Zulekha (2021) ^[11] who found that tourism development using tourism policies If implemented properly should raise Increase youth awareness of opportunities in the tourism sector. This position was supported by Goodluck, (2019) ^[9] who argued that for tourism development to occur in a country then the policies should be towards increasing youth awareness of opportunities in the tourism sector.

The regression indicate, a unit increase on youth skills development in tourism sector employment opportunities due Zanzibar tourism policy of 2017 would lead to 0.599 increase in the values of youth employment opportunities creation. The results concur with the findings of Anderson and Juma (2020) who found that tourism policies increased youth access Increased youth skills development if implementation is done well. This means that once the policies are implemented well youth skills development increases and hence higher probability to be absorbed in the tourism related job opportunities.

In summary of the findings:-

1. Promotion of tourism investment activities due to the Zanzibar tourism policy of 2017 would affect youth employment creation by 68.2%. Thus, the study found that there are effects of the Zanzibar tourism policy of 2017 on promotion of tourism investment activities to enhance creation of youth employment opportunities.
2. Increase youth awareness of opportunities in the tourism sector due to Zanzibar tourism policy would affect youth employment creation by 70.1%. Thus the study found that there is impact of Zanzibar tourism policy of 2017 on increasing youth awareness of opportunities in the tourism sector
3. Increase youth skills development in tourism sector employment opportunities due to Zanzibar tourism policy of 2017 would affect youth employment creation by 59.9%. Thus, the study confirmed that there are effects of Zanzibar tourism policy of 2017 on increasing youth skills development in tourism sector employment opportunities.

Conclusion

The study concluded promotion of tourism investment activities, increasing youth awareness of opportunities in the tourism sector and increasing youth skills development in tourism sector employment opportunities had effects on creation of youth employment opportunities. However, the study concluded that the Zanzibar tourism policy of 2017 had little effect on these factors i.e. promotion of tourism investment activities, increasing youth awareness of opportunities in the tourism sector and increasing youth skills development in tourism sector. The study, further concluded that the Zanzibar tourism policy of 2017 had little effects on the said factors above due to lack of clear structure of the policy on how youth employment opportunities would be created during implementation of the policy and the poor implementation process of the Zanzibar tourism policy of 2017 which does not put clear monitoring of creation of youth employment opportunities. The conclusion were similar to conclusion of Briassoulis, (2002) ^[2] and Goodluck (2019) ^[9] who found that tourism policies did poorly in advocating for creation of youth employment opportunities due to lack of clear structure of the youth employment agenda and unclear implementation process which does not monitor how youth employment opportunities should be created by the policies.

Recommendations

The study had the following recommendations:

1. The government should rethink on how the Zanzibar tourism policy of 2017 should be implemented in order to focus on promotion of tourism investment activities to create youth employment opportunities in Zanzibar.
2. The implementers of the policy should review on how the policy can be used to increasing youth awareness of opportunities in the tourism sector, this would increase youths taking up jobs in tourism sector while other youths start tourism related enterprises.

3. The government and the implementers of the Zanzibar Tourism policy of 2017 should reintegrate the and increasing youth skills development in tourism sector employment opportunities by the youth training on tourism related employment opportunities.
4. The government of Zanzibar should rethink to incorporate a clear structure in the policy concerning how youth employment opportunities should be created as the policy continues to be on use. generated job opportunities and the policy effects on the training of youths to take up tourism related jobs in Zanzibar.

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