



RESEARCH ARTICLE

TOURISM CULTURAL CAPITAL DIMENSIONS AS AN ANTECEDENT OF DESTINATION
IMAGE WITH REFERENCE TO ZANZIBAR'S TOURIST TRADE

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ABSTRACT

The dimensions of tourism cultural capital have become a key component in creating the image of destinations. Despite their importance to tourism, the amount of research that has been conducted on conceptualizing tourism cultural capital dimensions and their relationship with destination image does not reflect their importance. It is unlikely therefore that such dimensions feature in the image of most tourist destinations to attract tourists. This study explored the relationship between seven dimensions of tourism cultural capital and destination image. Structural equation modelling revealed that four underlying dimensions: historical objects, cultural behaviour, "food and culinary experiences" and handicrafts have a significant relationship with destination image and three were rejected; cultural events, "traditional medicine and spiritual practices" and "traditional aqua activities". This study produced a broader conceptualization of how the dimensions of tourism cultural capital could be utilized and how these components contribute to the production of destination image so that appropriate management strategies for each may be formulated and implemented for improving the cultural destination to attract potential tourists.

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INTRODUCTION

Destination image has become an important issue in the global tourism market, as it plays a vital role and had become focal point of debate by a number of researchers. This is due to the increasing importance of international tourism that has motivated several countries to focus on the image of their tourist destinations to enable them to compete more effectively in the tourism business (Bove-Sans and Laguado-Ramirez 2013; Lee, Rodrigues and Sar, 2012). Destination image plays a significant role in the commercialization of cultural resources and is one of the most essential driving forces that motivate tourists to visit a destination, to repeat the visit and to recommend others to do the same. However, although destination image is important in terms of the competitiveness of tourist destinations, few efforts have been made to develop this through the utilization of destination endowments (Bandrian, Hosagrahar and Albernaz, 2011; Lopes, 2011; OECD, 2009), especially cultural resources. There are cultural resources in abundance in Africa but they do not feature in the image of destinations at a convincingly high standard in the

global tourism literature (Akama, 2000; Osei and Gbadamosi, 2011; OECD, 2009). They are often in the form of tangible and intangible attractions. For example, the ancient ruins of a certain site are often linked to a famous or infamous historical event or person. The people of a certain tribe or nation can attract visitors through their exotic traditional dances or music. Such cultural attractions are often used to enhance the destination's image and are therefore instrumental in influencing the flow of potential visitors. In other words, cultural resource can be commoditized as tourist products (OECD 2009; Macbeth, Carson and North cote, 2004), which is why they are referred to as tourism cultural capital (TCC), due to their economic value in generating revenue. Any form of capital is an asset and how it is utilized will subsequently determine the extent of the benefits to be derived. How it is managed will also determine whether it will continue to provide benefits and whether they will accrue or diminish. For example, if the ancient ruins of Zanzibar are potential visitor attractions because of their strong ties to the infamous slave trade, then the tangible and intangible aspects of these cultural resources need to be appropriately managed, which includes preserving and enhancing them. Another example could be the dhow festivals that are held annually. The organizers of the festivals may belong to an older generation that will at some

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point be unable to participate effectively. If they do not pass on the skills to the younger generation, the festivals may diminish in value or go out of existence. The limited academic exploration of TCC to explain destination image may be attributed to the lack of vision to commercialize cultural resources or because little effort has been made to utilize these resources, especially through including them in promoting destinations, so as they can be easily seen by potential tourists. Also, TCC is multifaceted because it is composed of different attributes that are spread over the urban and rural areas of a destination and their features and characteristics vary. Different scholars have suggested the need to group them in dimensions so that the role of each of dimension in the tourism sector can be established (Macbeth *et al.*, 2004; Mwaipopo and Salim, 2012). Hence the idea of clustering attributes and putting the dimensions into categories was supported by Kluckhohn and Strodtbeck (1961), Hofstede (1980), Hall (1976) and Tsang (2011). All these scholars developed models that describe the effects of a society's culture on ethnic and service attitudes. The models emphasized the relationship between cultural values and human behavior but did not give much attention to the cultural tourism perspective. They also fail to mention other cultural aspects, such as historical objects, cultural events, historical legacy and works of art that are abundant in Africa, which means that developing countries have little understanding of the dimensions of TCC and how such knowledge can be applied. Filling this gap, Mwaipopo and Salim (2012) sought to look at TCC from three perspectives, namely cultural behaviour, historical objects and the artistic dimension. Although their study considered the holistic perspective of national cultural values, particularly with regard to Zanzibar Island, it lacks empirical evidence. This prompted Salim and Mwaipopo (2015) to go deeper into this neglected area of study and they ended up with seven empirically distinct dimensions of TCC, consisting of 31 attributes. These seven dimensions are historical objects, cultural behaviour, cultural events, "food and culinary experiences", "traditional medicine and spiritual practices", handcrafts and "traditional aqua activities". However, the study did not analyse how those TCC dimensions can be of relevance and how they can be used to make the destination more appealing to tourists, thereby benefiting the destination. Because most destination marketers are eager to create a positive image, this study sought to examine an antecedent of destination image through proper utilization of each TCC dimension, and applying it to the hospitality industry in Zanzibar's tourism circuit by getting primary data from tourists departing from Zanzibar's international airport lounge.

Conceptual model and research hypotheses

In today's world, culture is recognized as one of the main capital assets by a number of tourism authorities. It is key to the effective management of different tourist destinations. These assets are also important for attracting potential tourists and thus are valuable for shaping a cultural destination to be a viable choice for tourists. The literature recognizes the importance of clustering these assets into dimensions that were empirically found to be multi-dimensional in nature (Macbeth *et al.*, 2004; Mwaipopo and Salim, 2012; Salim and Mwaipopo, 2015), because these various cultural elements play a vital role at destinations as they are distinctive. A

number of scholars have viewed TCC in different ways. However, recently Salim and Mwaipopo (2015) came up with seven dimensions, namely, historical objects, cultural behaviour, cultural events, food and culinary experiences, traditional medicine and spiritual practices, handcrafts and traditional aqua activities. This study did not go further to analysis how these dimensions are important for developing the image of a destination. Figure 1 presents the conceptual framework of this study where the seven relationships hypothesized are clearly shown.

The hypothesized relationships are:

- H1: There is a significant relationship between the historical objects dimension and destination image.
- H2: There is a significant relationship between the cultural events dimension and destination image.
- H3: There is a significant relationship between the cultural behaviour dimension and destination image.
- H4: There is a significant relationship between the traditional medicine and spiritual practices dimension and destination image.
- H5: There is a significant relationship between the traditional aquatic activities dimension and destination image.
- H6: There is a significant relationship between the food and culinary experiences dimension and destination image.
- H7: There is a significant relationship between the handcrafts dimension and destination image.

MATERIALS AND METHODS

The purpose of this study was to investigate the relationship between seven underlying dimensions of TCC and destination image. It was conducted in the natural environment with maximum interaction with tourists departing from Zanzibar airport departure lounge. A highly structured questionnaire was used to obtain tourists' opinions and impression of the cultural attractions that drew them to Zanzibar. The tourists were approached as soon as they had finished immigration formalities. Purposive and convenience sampling was used to select the appropriate respondents and their consent to take part was sought. The questionnaire was developed and consisted of three major sections and 7-point Likert scale was used. The first 36 questions were used to examine the tourists' perception and impression of the importance of cultural attractions/TCC during their visit (see Table 1). The second part covered eight aspects (see Table 2) that measured the image of Zanzibar in terms of its cultural endowments: 1) Uniqueness of Zanzibar, 2) Availability and variety of cultural attractions, 3) Perception of the destination before their visit, 4) Attractiveness of the scenery, 5) Whether their experience exceeded expectations, 6) Whether they intend to come again, 7) Whether they will recommend it to others, and 8) The level of cultural attractiveness. The third part of the questionnaire was about the demographic characteristics of the respondents, namely, gender, age, nationality, employment status and annual household income. The survey was distributed once a group of tourism experts had checked it for validity, and its reliability was attained by the pre-tested questionnaire. The items in the first part of the questionnaires the Cronbach Alpha Coefficient was $\alpha = 0.998$ and second part $\alpha = 0.887$.

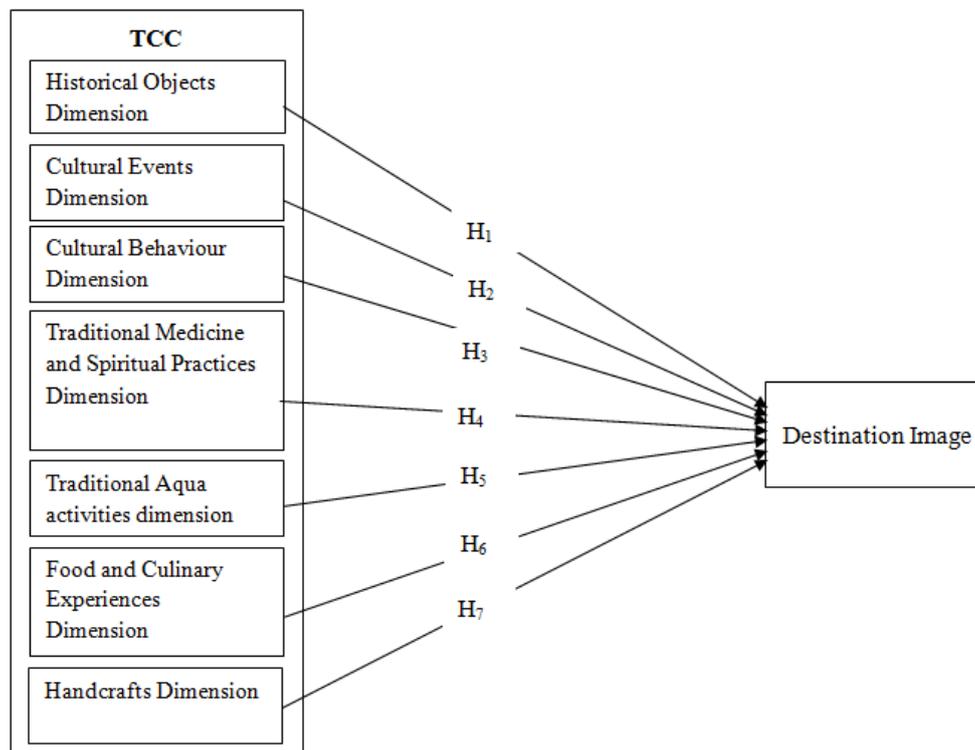


Figure 1. Conceptual Model

Table 1. Tourists' Perception and Impression of Zanzibar's Tourism Cultural Capital

Code	Activities
HO1	Zanzibar has a wonderful diversity of historical buildings
HO2	The general architecture in Zanzibar is very impressive
HO3	Walking through the narrow streets of stone town is interesting
HO4	There are wonderful and interesting historic monuments
HO5	The museums and galleries in Zanzibar are open to the public
HO6	The historic places reflect Zanzibar's culture and heritage
HO7	Zanzibar's doors and chests have unique carvings
HO8	The ruins reflect Zanzibar's culture and heritage
HO9	Archeological artifacts in museums impressed me
HO10	The iconic buildings in Zanzibar reflect the characteristics of its culture
CB1	Learning about native languages was a fascinating experience
CB2	The people of Zanzibar live in harmony with their customs and norms
CB3	People in Zanzibar dress according to their culture
CB4	In Zanzibar people interact with visitors in a very respectful manner
CB5	I was fascinated by the attitudes and norms of people in this destination
FCE1	Zanzibar is a place where you can enjoy local food and beverages
CB6	Zanzibar is a place where you find friendly and kind people
FCE2	I found unique culinary practices in Zanzibar
FCE3	Zanzibar is a place where you find a variety of spices
CE1	Cultural festivals and shows taught me new things
CE2	When I watched local dances and listened to music, I gained a lot of new knowledge and enjoyed the experience
CE3	When I went to the theater, I felt it was worth every penny.
CE4	Watching local drama performances, I felt relaxed and they exceeded expectations
CE5	Watching indoor social activities at this tourist destination was a valuable new experience for me
CE6	Participating in tribal events gave me a good opportunity to compare them with my culture back home
CE7	Participating in local sports and games gave me the opportunity to make new friends
TAQA1	Sailing in local dhows made me feel like a new dawn had come
TAQA2	I felt excited when engaging in water sports using local dhows (dolphin safari, diving, fishing, etc.)
TAQA3	Watching the sunset or sunrise from local dhows was very pleasurable
TAQA4	Experiencing underwater historical treasures is the best experience I have ever had
TMSPP1	Traditional healing and superstition was fun and interesting
TMSPP2	I felt disconnected from the world when I heard about witch doctors and witchcraft practices
TMSPP3	Herbal medicine was a believable and wonderful new experience
HCRT1	Buying souvenirs will make me remember this destination for ever
HCRT2	I had a wonderful experience of watching the weaving of hats, local mats and other handcrafts
HCRT3	I found that Zanzibar has a variety of exotic handcrafts

Table 2. Measuring Destination Image

Code	Activities
DS1	The uniqueness of Zanzibar is seen in the attractiveness of her cultural endowments
DS2	Zanzibar offers various cultural attractions for tourists
DS3	My impression after this visit is that Zanzibar is one of the best cultural tourist destinations
DS4	It was pleasant visiting this cultural tourist destination
DS5	My visit to this destination exceeded my expectations
DS6	I would like to repeat my visit to this cultural tourist destination
DS7	I will highly recommend that my friends and colleagues visit this cultural tourist destination
DS8	According to your experience gained from this trip, how would you rate overall the cultural attractiveness of Zanzibar?

Table 3. Summary of Standard Requirements for Indices

Goodness-of-fit indices	CMIN/DF	RMR	GFI	AGFI	NFI	RFI	IFI	TLI	CFI	RMSEA
Standard Requirements	< 4	<0.05	>0.90	>0.90	>0.90	>0.90	>0.90	>0.90	>0.90	< 0.07

Source: Hair et al. (2014).

Both variables, TCCDs and destination image, exceeded the minimum Cronbach Alpha Coefficient ($\alpha = 0.7$). Other judgments used were the Kaiser-Meyer-Okin test of the adequacy of the sample (KMO = 0.910 was greater than 0.5), and Bartlett's test of Sphericity score was also significant at one percent level ($p = 0.000$). In addition, missing values were handled using an expectation-maximization algorithm and no outliers were found. After data cleaning, SPSS via AMOS version 21 was applied and confirmatory factor analysis (CFA) was used to determine the goodness-of-fit of the hypothesized structural model. The decision to accept the model fit was made as per Hair, Black, Babin and Anderson (2014) as displayed in Table 3.

Sample characteristics and results

Response Rate and Demographic Profile

Out of the 539 tourists aged over 18 that were approached in Zanzibar airport departure lounge to provide answers to the questionnaire, only 410 questionnaires were usable by this study. The reasons for non-response questionnaires were attributed to language and time constraints as well as to approaching ineligible respondents. The demographic characteristics, namely, gender, age, nationality, employment status and annual household income, are also documented in this study. 56.3% of the respondents were male ($n = 231$) and 43.7% were female ($n = 179$). Most of the travellers were aged 30-49 (36.6%, $n = 150$) and 18-29 (31.2%, $n = 128$). As regards geographical location 63.4% ($n = 260$) were from Europe, 7.8% ($n = 32$) from North America, 6.1% ($n = 25$) from South America, 15% ($n = 63$) from Australia and New Zealand, 6.3% ($n = 26$) from Asia and 1% ($n = 4$) from Africa. In terms of employment status the majority were employed (66.1%, $n = 271$) followed by self-employed (18%, $n = 74$) and those with an income of \$20,000-\$49,999 (38.8%, $n = 159$) followed by those with \$50,000-\$99,999 (23.7%, $n = 97$).

Hypotheses Testing

A structural model (figure 2) was used to empirically test the relationships among the seven dimensions of TCC and destination image (DS). Using CFA the model was tested and six terms (HO1, HO3, HO4, CE7, CB1 and DS5) were dropped because of overlapping with other items.

After dropping of those six attributes the model's fit indices show that the model is acceptable for representing the hypothesized constructs (TLI = 0.903, CFI = 0.912, CMIN/DF = 1.962 and RMSEA = 0.049). Based on the results, the four paths proposed in the structural model were significant and of the expected positive direction ($CR > 1.96$, $p < 0.05$) and three were rejected ($CR < 1.96$, $p > 0.05$). Thus four hypotheses, H1, H3, H6 and H7, were supported and three hypotheses, H2, H4 and H5, were not. Tables 4 and 5 display the summary of the hypotheses testing results.

Discussion of the findings

Hypotheses 1

The results from the first hypothesis concerning the significant relationship between the historical objects dimension and destination image reveal that the two constructs are significantly related, with $p = 0.00$ and $CR = 6.786$, due to the fact that $p < 0.05$ and $CR > 1.96$. This means that H1 is supported and hence the findings of the study match the underlying theory. This theory agrees with the findings of various previous studies. For example, in India, the Taj-Mahal is a renowned historical building which attracts a lot of tourists and shapes the image of Mumbai region. Even the Arabian Gulf States, especially UAE and Qatar that were not known for their architectural heritage, have joined the bandwagon and have built the tallest iconic buildings so as to yield the same benefits as India gets from the Taj-Mahal. In Dubai, the Burj Khalifa, formerly called Burj Dubai (Acuto, 2012), is the tallest building in the world. This has helped to create national pride and cultural identity by attracting many architectural tourists from across the world (Mahgoub and Abbara, 2012). Other supporting evidence is provided by Addo (2011), who confirmed that folklore, castles and beach resorts have been utilized to make Ghana an appealing tourist destination. The Tate Gallery in London makes a great contribution to creating the image of London (Bandarin *et al.*, 2011). Malaysia also has benefited, where by the Longhouse in Sarawak (Borneo) is one of the historical buildings that play a crucial role in building its image (Voon and Lee, 2009). In contrast, although the historical objects dimension was seen to have a highly significant role in building the image of Zanzibar as a tourist destination, some of the interviewees observed that some of Zanzibar's historical objects, particularly in Stone Town, were decaying.

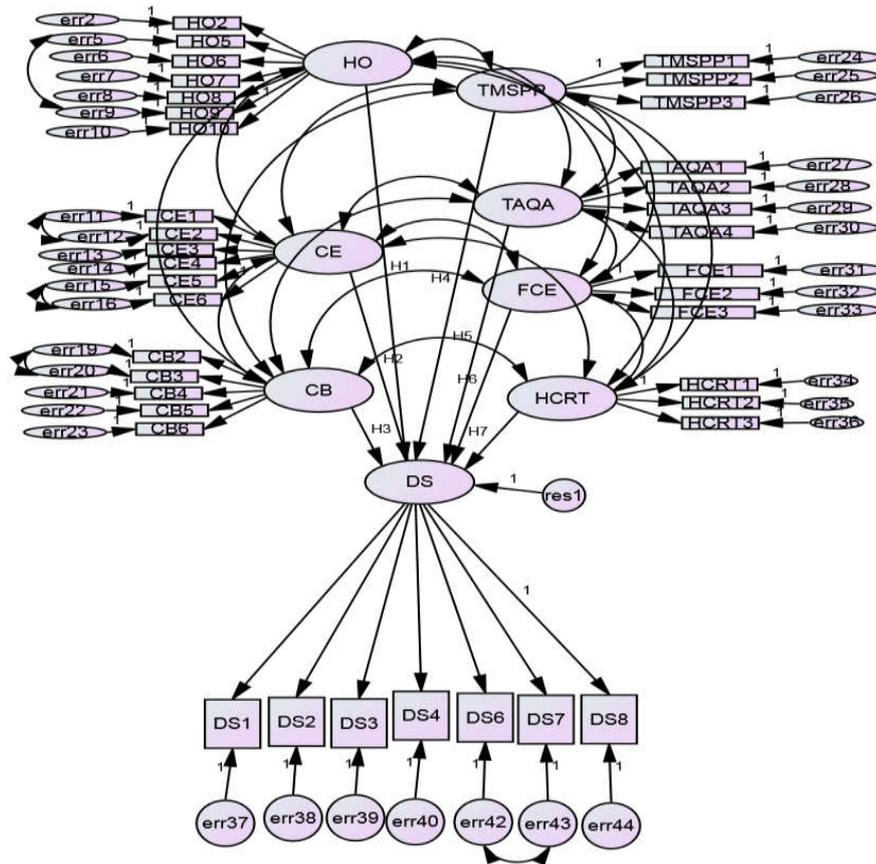


Figure 2. Relationship between TCCDs and Destination image

Table 4. Statistical Results of Hypothesis Testing

			C.R.	P	Label
DS	<---	HO	6.786	***	H1
DS	<---	CE	.199	.842	H2
DS	<---	CB	3.672	***	H3
DS	<---	HCRT	3.381	***	H7
DS	<---	FCE	3.130	.002	H6
DS	<---	TAQA	1.791	.073	H5
DS	<---	TMSPP	.086	.932	H4

Table 5. Summary of Hypotheses Testing

Hypotheses	CR	P	Results
H1: There is a significant relationship between the historical objects dimension and destination image	6.786	0.000	Supported
H2: There is a significant relationship between the cultural events dimension and destination image	0.199	0.842	Not Supported
H3: There is a significant relationship between the cultural behaviour dimension and destination image	3.672	0.000	Supported
H4: There is a significant relationship between the traditional medicine and spiritual practices dimension and destination image	0.086	0.932	Not Supported
H5: There is a significant relationship between the traditional aqua activities dimension and destination image	1.791	0.073	Not Supported
H6: There is a significant relationship between the food and culinary experiences dimension and destination image	3.310	0.002	Supported
H7: There is a significant relationship between the handcrafts dimension and destination image	3.381	0.000	Supported

A major concern was that the opening hours of historic buildings such museum were inconsistent as sometimes they were closed during the day. In addition, most historic buildings exist in Stone Town where the stone work is now in danger because of poor management and maintenance. In addition, the level of cleanliness has become a major issue and the town is overcrowded due to Mapapasi (street vendors) and drug and marijuana users. Therefore, government institutions responsible for tourism activities in Zanzibar should be aware that Stone Town is one of the most important tourist attractions.

Its deterioration will increase the level of tourists' dissatisfaction and hence the image of Zanzibar will be in danger, resulting in a decline in the economic development of the Island.

Hypothesis 2

The results from the second hypothesis regarding the significant relationship between the cultural events dimension and destination image revealed that the relationship is not significant with $p=0.842$ and $CR=0.199$, due to the fact that

$p > 0.05$ and $CR < 1.96$. Hence H2 is not supported. Previous studies indicate that cultural events have brought about massive changes in tourist destinations, such as the Samba and Carnival in Brazil (Barke, Escasany and O'Hare, 2001) and the Spancirfest and Trka na prstenac in Croatia (Trosit, Klaric, and Ruzic, 2012). The authors found that the development of cultural events was strategic in attracting tourists and reinforcing the brand image of destinations. Cultural events have been regarded as a tool that can be used by many countries to compete with other countries that engage in 'sun and beach' as their major tourist attractions. This caused the government of Portugal to diversify its tourist industry and so it launched the Algarve cultural events programme in 2007, intending to reposition its image (Valle, Mendes and Guerreiro, 2012). Cultural events were emphasized by many scholars because they have great influence on improving destination image (Valle *et al.*, 2012). The authors stressed that cultural events, particularly musical events, had a positive and significant impact on Portugal's image (92.2%) as well as sports events (79.4%) and jazz (65.7%). Statistics also show that 66% of the Algarve cultural events programme was effectual in differentiating the region from competing destinations (Valle *et al.*, 2012). It is therefore surprising that the current study found that the relationship was not significant, which might be because the visitors did not get the chance to experience of a variety of cultural events in Zanzibar. This might be because they take place in rural areas or the tourists did not get time to visit them. It was also observed by the researcher that the most popular cultural events, such as Mwaka Kogwa, the international film festival and the dhow festival, are performed once a year. In addition, the *Taarab* have changed their traditional rhymes into westernized couplets, which means that tourists experience something different from what they expected. Moreover, some cultural events such as drama, dance and music are against the teachings of Islam and hence some hotels owned by Muslims do not allow them. Another possible reason for the insignificant relationship is that most cultural events are performed away from hotels or resorts, while most tourists visiting Zanzibar were on package holidays, and so they are confined to their respective hotels or resorts (Anderson, 2013). This needs to be realized by tourism authorities so that they start to cooperate with hotel managements and the organizers of popular events to encourage tourists to participate in them. One possible option would be to ensure cultural authenticity so that tourists will have good perception of the destination and will therefore recommend it others, which will improve the image of Zanzibar.

Hypothesis 3

The results of this hypothesis concerning the significant relationship between the cultural behaviour dimension and destination image show a significant relationship, with $p = 0.000$ and $CR = 3.672$, due to the fact that $p < 0.05$ and $CR > 1.96$. Therefore H3 is supported and hence the findings of the study match the underlying theory as well as the findings of previous studies. For instance, according to ZTSS (2011), Zanzibar is known to be friendly people who welcome visitors, especially those who respect their beliefs and values. Cultural behaviour makes tourists feel secure when they travel

to a Zanzibar. As well as tropical sandy beaches, crystal clear unpolluted water, sun and a variety of spices, the people of Zanzibar are unique in many ways. The Island is home to people of many different origins, such as Bantu settlers from South and West Africa, Arabs from Shiraz in Persia and the Oman, and has been influenced by the coming of the Portuguese, Germans, British and Indians. This has created a unique cosmopolitan culture that cannot be seen anywhere else in the world. Research also reports that meeting and having fun with different local people has a significant impact on destination image (McCartney and Osti, 2007). This is supported by Hudson, Wang and Gil (2010), who found that the lifestyle and customs of local people, who are friendly and hospitable, influence visitors' choice of destination. Also, according to the study by Chen and Funk (2010) conducted in Gothenburg in Sweden, the friendliness of the local people gave the region a positive image. Moreover, Naidoo and Munhurrin (2012) suggested that the "hospitality of local people" can attract tourists and reshape the destination so that it is seen by potential visitors to be a great place for their vacation.

Hypothesis 4

The results from hypothesis 4 concerning the significant relationship between the traditional medicine and spiritual practices dimension and destination image show that $p = 0.932$ ($p > 0.05$) and $CR = 0.086$ ($CR < 1.96$). Hence H4 is not supported. This result is unexpected as traditional medicine has gained importance in the tourist industry. Travelling in search of alternative health remedies has become common practice in many communities (Nolan and Schneider, 2011), who established that traditional medicine promotes the image of a location, particularly in rural areas. During the interview one of the respondents said that traditional medicine is attracting more medical tourists to visit countries such as South Korea, India, and China, although only India is reported by WHO (2002) in this respect, which indicates that 90% of the population in Ethiopia opts for traditional medicine, followed by India (70%), Rwanda (70%), Uganda (60%) and Tanzania (60%). One reason why medical tourism does not take place in Zanzibar may be because visitors do not have the time to experience its traditional medicine and spiritual practices. The insignificant relationship could also stem from the fact that witchcraft and witchdoctors' practices have been banned by the Government, although, according to one respondent, they are still operating under cover. There is strong evidence that in the last decades children accused of being a witch were killed or maimed or chased out of their communities. These attacks have been now extended to new groups, targeting people with albinism, which is now a very serious issue in Tanzania.

Another possible reason for the insignificant relationship is that spiritual practices are associated with "demonic" beliefs while the majority of visitors come from places where there is little interest in spiritual practices. In addition, most of the hotels and resorts are owned and managed by foreigners (Anderson, 2013), and so it would be difficult for their managers to introduce traditional medicine and spiritual practices, which are banned by the Government. However, herbal medicines and traditional healing are openly practised, although any negative association has not been documented

(Hankard, 2013). This was supported by a male respondent who remarked that not many tourists are aware that herbal medicine is safe and, according to Hankard (2013), is good for mental, physical and spiritual health.

Hypothesis 5

The results of this hypothesis concerning a significant relationship between the traditional aqua activities dimension and destination image show that there is no significant relationship with $p > 0.05$ ($p = 0.073$) and $CR < 1.96$ ($CR = 1.791$). Hence, surprisingly, H5 is not supported, particularly as the literature indicates that water sports have become a major global industry. In Iran, water sports have become the main tourist attraction, particularly in its two famous islands in the Persian Gulf (Kish and Qeshm) (Koozehchian, Ehsani and Firouzjah, 2011). However, social and religious factors do not yield the same benefits as Portugal, whose pride and identity are mainly due to water activities (Valle *et al.*, 2012). Diving in the Maldives attracts about 15% of all visitors and it offers three main tourist experiences, leisure, honeymoon and water sports, which are all designed to retain the uniqueness and brand image of the Maldives (Kundur, 2012). Likewise, the brand image of Tenerife in the Canary Islands is maintained by water sports (Eduardo, Rosa and Angel, 2010). The negative result of this hypothesis might be due to the fact that the visitors to Zanzibar did not have enough time for traditional aqua activities or did not think them important. However, a male respondent from Denmark commented that, unfortunately, water sports in Zanzibar are limited and expensive, and there is a lack of competent staff and equipment. Another respondent stressed that the tourism authorities and investors have not given marine activities priority as a major tourist attraction because the few diving centres and fishing excursions are very expensive. However, a respondent from New Zealand enjoyed the experience of dhow sailing. The literature shows that aqua culture has a significant impact on destination image in countries such as South African (Merwe, Slabbert and Saayaman, 2010) and the Canary Islands (Perez, Telfer and Ross, 2013). Therefore, if appropriate measures were taken, aqua culture could make a great contribution to improving Zanzibar's image. However, water sports have been given very limited attention as an important tourist attraction by the government and tourism decision makers, in contrast to Iran, where water sports have been given a lot of attention, but the expected benefits did not materialize due to cultural, managerial and infrastructural problems (Koozehchian *et al.*, 2011).

Hypothesis 6

The results from this hypothesis concerning a relationship between the food and culinary experiences dimension and destination image showed that the relationship was significant, with $p = 0.002$ and $CR = 3.130$ due to the fact that $p < 0.05$ and $CR > 1.96$. Therefore, H6 is supported by the findings and agrees with the findings of previous studies. Cuisine and culinary practices are key components that can influence tourists' decision to plan for a visit to a destination (Shenoy, 2005; Boniface, 2003; ZTSS, 2011; Lertputtarat, 2012; Song and Hsu, 2013; Tavitiyaman and Qu, 2013; Yin, 2014).

Lertputtarat (2012) also indicates that people regard food as very important in terms of a repeat visit and adding value to the destination. For example, food has brought about a massive improvement in Thailand's image (Tavitiyaman and Qu, 2013) as well as Taiwan's (Song and Hsu, 2013). ZTSS (2011) also reported that the culinary offerings in Zanzibar have met tourists' expectations. In Portugal gastronomy (food and wine) was recognized as having boosted its image (Mendes Mendes, Valle and Guerreiro, 2011) and Boniface (2003) also declared that it was the major reason for travellers deciding to visit a particular destination. It is also believed that food is a fundamental component of a destination's attributes, adding to the range of attractions and tourists' overall experience of it (Symons, 1999 cited by Shenoy, 2005). In fact this study revealed that most respondents were delighted with the open food market in Forodhani gardens, with its delicious local dishes and variety of sea food. An Australian was on his third visit because of the main attractions - Stone Town, the scenery and delicious food.

Hypothesis 7

The results of this hypothesis concerning a significant relationship between the handcrafts dimension and destination image revealed that the two variables are significant, $p = 0.00$ and $CR = 3.381$, due to the fact that $p < 0.05$ and $CR > 1.96$. Therefore, H7 is supported by the findings and agrees with the findings of previous studies. For example, Scott (2012) argues that entrepreneurs produce handcrafts to earn a living, and meeting the demands of visitors is a key factor (Mustafa, 2011). The author argues that handcrafts not only create jobs and provide an income for thousands of families, but they also help maintain the culture, pride and identity of a nation. Naidoo and Munhurrin (2012) agreed that hand crafts in Mauritius are a cultural attribute that tourists perceive positively. Hence, it can be deduced that handcrafts influence tourists' intentions and enhance destination image (Naidoo and Munhurrin, 2012), which implies that handcrafts can be used to promote tourists' loyalty to it. The importance of handcrafts is supported by the interviewees, who maintained that, among other things, tourists tend to buy handcrafts as a souvenir of their holiday and as gifts for friends and family back home. However, one of the respondent commented that the government seems to be unaware that the handcrafts market has been invaded by small entrepreneurs from Tanzania mainland and Kenya, for example "TingaTinga", which has meant that the handcrafts do not reflect Zanzibar's culture. The introduction of cultural products that do not originate from Zanzibar will not only undermine Zanzibar's culture but will also mislead tourists, giving them a false impression.

Conclusion and implications

The study contributes to the cultural tourism literature by presenting contextual evidence on the antecedents of destination image. The results indicate a statistically significant relationship between some of the established tourism cultural capital dimensions and destination image. Among the seven dimensions, four were found to have a significant relationship with the development of Zanzibar's image and three were not. The four positive dimensions are historical objects, cultural

behaviour, “food and culinary experience” and handcrafts. This shows that these cultural attractions were important for tourists visiting Zanzibar, and the government or tourism decision makers have put in a lot of effort to promote and become them to attract many potential visitors. The three dimensions, cultural events, “traditional medicine and spiritual practices” and “traditional aqua activities” played no part in creating Zanzibar’s image, because they were considered unimportant by tourists or they had not been properly marketed. Destination image is a complex issue, and so tourism planners and developers need to devise strategies for attracting more tourists to a destination. This study filled the knowledge gap concerning the relationship between the TCC dimensions and destination image and its empirical evidence has implications for tourism marketers, because it has provided them with useful information about which TCC dimensions are important for creating destination image and which will help practitioners to ascertain which dimensions are more appealing to tourists. For example, the research revealed that historical objects, cultural behaviour, “food and culinary experiences” and handcrafts were the most important for creating Zanzibar’s image, although Zanzibar is generally perceived to be a less popular destination in terms of cultural events, “traditional medicine and spiritual practices” and “traditional aqua activities”. As a result, tour operators and tour guides will be aware of which attributes will attract more tourists to Zanzibar and which will not. From the policy point of view, authorized tourism institutions will realize which attributes should be maintained and preserved because of the benefits to be derived from them.

How they are managed will determine whether they will continue to provide benefits, and so good management of the dimensions will ensure that the destination will continue to be appealing to tourists so that they keep coming. These findings will also help tourism planners and developers to get a clear picture of where resources should be allocated to maintain the effectiveness of the dimensions. As regards the less attractive dimensions, tourism practitioners should find ways of boosting them so as to promote the image of the destination. For example, in terms of cultural events, destination managers should provide more information to tourists about local festivals, as the lack of it at present does not help in creating the image of Zanzibar. This information should be disseminated by travel agents who will in turn promote the destination to current and potential tourists. The observation that most of the top managers in hotels and resorts are foreigners (Anderson, 2013) should be addressed by advising them to collaborate with the authorities to ensure that the locations of festivals are safe and conducive. Despite the paramount importance of this study for both academicians and practitioners, and the findings will be useful for marketing cultural destinations, particularly in Sub-Saharan Africa, it has its limitations. The main one is that it is difficult to generalize the results because they may not be applicable to a destination with different cultural attractions, and due to the absence of longitudinal characteristics and the difficulty in obtaining a purely probabilistic sample. Consequently, future research should take into account the abovementioned limitation. Also a similar study should be replicated to see if destination promotional efforts affect the relationship between the two

variables, TCCDs and destination image, and similar or different results are obtained.

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