

**Tourism Attractions and Employment Opportunities Creation in Tanzania
A Case of Marangu East Ward in Moshi District**

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Tourism is one of the world's largest and rapidly growing industries. Tourism has experienced continued growth and diversification to-become one of the largest and fastest growing economic sectors in the world over the past six decades. The main objective of the study was to assess contribution of tourism attractions and employment opportunities creation in the study area. The specific objectives were to; describe types of tourism attractions, determine benefits contributed in tourism attractions, examine challenges faced by indigenous in accessing employment opportunities in the study area, and to examine means of strengthening tourism attractions activities towards creating employment opportunities. The study adopted a cross-sectional research design whereby 384 respondents from Marangu East Ward in Moshi District were involved. Data collection techniques were survey, key informant interviews and documentary review. Data were analyzed through descriptive statistics where index scale was used to analyse tourist benefits, tourist demographic and non demographic challenges. The findings of the study showed that mountain trekking, visiting waterfalls, visiting cultural sites and safari tours were the tourism activities found in the study area, the study also found out challenges which posed difficulties in tourism to influence employment opportunities which were grouped into demographic and non-demographic factors that include of security, accommodation, poor infrastructure and also social service in the tourist attraction sites. From the findings the study concluded that tourism is a key driver of economic recovery, growth and development through which employment opportunities are created.