IOSR Journal Of Humanities And Social Science (IOSR-JHSS)
Volume 21, Issue 4, Ver. 05 (Apr. 2016) PP 42-52
e-ISSN: 2279-0837, p-ISSN: 2279-0845.
www.iosrjournals.org

Development of Measurement Model of Tourism Cultural Capital Dimensions in Zanzibar Tourism Circuit: A Confirmatory Factor Analysis Approach

Dr. Issa Seif Salim* and Dr. Lufumbi Mwaipopo**
CEO Zanzibar Overseas Services* and University of Dar es Salaam Business School**

Abstract: *Tourism cultural capital has become of significant importance in attracting potential tourists to a destination. This kind of capital is multifaceted in nature, although its dimensionality of scale has not been agreed on in the academic arena. This study confirms the dimensionality of scale by developing a measurement model of cultural capital in the context of Zanzibar's tourism by getting primary data from 410 international tourists in Zanzibar airport's departure lounge. Confirmatory factor analysis was used to retain the underlying dimensions that constitute this construct. The seven dimensions identified consisted of 31 latent variables that appear to be the distinct cultural attractions that motivate tourists to visit the island. The dimensions are: "historical objects", "cultural events", "cultural behavior", "traditional medicine and spiritual practices", "traditional aqua activities", "food and culinary experiences", and "handcrafts". Apart from the theoretical implications, the findings of this study will give destination management organizations insights into what strategies need to be developed to show the advantages of destinations.*

Key terms: *Tourism, cultural capital, dimensions and Confirmatory Factor Analysis*

I. INTRODUCTION

Most destination management organizations nowadays place emphasis on cultural resources as a factor that can attract potential visitors to a destination. Previous research has referred to cultural resources as tourism cultural capital (TCC) because of its economic value and how it generates revenue by attracting potential tourists to a destination (Salim and Mwaipopo, 2015). The tourist industry has lagged behind in utilizing this capital in order to make destinations more appealing to tourists. In a highly competitive market, destination marketers are always eager to make their cultural capital and services stand out from those of others. One way to achieve this is to know how tourists can be made effectively aware of the benefits of TCC. Because of the increased importance of TCC, research has shown that having an understanding of its nature and diversification in a tourist destination is needed.

Understanding the nature of TCC will determine the extent of the benefits to be derived. How it is managed will also determine whether or not it will continue to provide benefits. Due to the need for a comprehensive understanding of TCC, different scholars have proposed that it should be looked at from different dimensions so that the importance of each dimension for the tourism sector can be seen (Macbeth, Carson and Northcote, 2004; Salim and Mwaipopo, 2012). Scholars who sought to look at the different dimensions of cultural resources are Kluckhohn and Strodtbeck (1961) on the Value-Orientation Model, Hall (1976) on Low versus High Context Cultural Dimensions Model and Hofstede's Value Survey Model (1980). These studies have put less emphasis on the robustness and comprehensive representation of complex national culture. They describe the effects of a society's culture on ethnic and service attitudes and put more emphasis on the relationship between cultural values and human behavior, but have not given much attention to the cultural tourism perspective. In this regard, Mwaipopo and Salim (2012) sought to look at TCC from three perspectives, namely cultural behavior, historical objects and the artistic dimension. The authors provided greater insight into these perspectives on tourism by considering the holistic perspective of cultural values, particularly with regard to Zanzibar Island. However, the study lacks empirical evidence. To fill this gap Salim and Mwaipopo (2015) ended up with seven empirically distinct dimensions of TCC, consisting of 36 attributes. These seven dimensions are historical objects, cultural behavior, cultural events, food and culinary experiences, traditional medicine and spiritual practices, handcrafts and traditional aqua activities. However, the study lacked a tested measurement model using an appropriate method involving a series of fundamental decisions that directly affect the results from an interpretation of exploratory factor analysis (EFA). Therefore, an analytical method is needed to produce a model for reducing the numerous variables to a few more reliable latent variables that can truly represent the measurement model of TCC dimensions, which is not driven by a priori theory developed after interpretation of

EFA. It should be acknowledged that the findings from EFA are tentative and so further research is needed to confirm them by comparing the model's fit indexes, which would enhance the validity of this study.

This study thus intended to establish the model of TCC dimensions using confirmatory factor analysis (CFA) to confirm the hypothesized dimensions determined by EFA so that the retained dimensions will truly represent the measurement model of TCC and identify the exact number of cultural attributes and attractions that Zanzibar possesses by getting primary data from international tourists in Zanzibar airport's departure lounge.

II. LITERATURE REVIEW

2.1 Dimensionality

Numerous variables can be combined according to their attributes so that they can be easily accessed for utilization in a particular activity or situation. For example, tourism products are made up of many interrelated components, which need to be put into separate groups to show the specific aspects that give tourists satisfaction (Macbeth, Carson and Northcote, 2004). Numerous variables are strongly associated with each other and represent a single concept (Hair, Black, Babin and Anderson, 2014). This is supported by Voon and Lee (2009), who identified 600 incidents that give tourists satisfaction with longhouses in Sarawak, Malaysia, which were put into thirteen groups. The group of such items is called a dimension, factor or unit.

The process of having a large number of attributes and categorizing them into dimension(s) is called dimensionality (Hair et al., 2014), which evaluates the belongingness of variables (Voon and Lee, 2009). According to the literature, dimensionality guides in creating common elements that underlie a set of measures (Hair et al., 2014; Voon and Lee, 2009). The items that comprise a dimension can be said to be dimensionally sound, if and only if those items belong to a specific dimension and not any other one (Voon and Lee, 2009).

A dimension is always composed of a number of variables, which can be explored qualitatively through the opinion of numerous knowledgeable respondents. The same can be done for identifying dimensions if the variables are known (Voon and Lee, 2009). Despite the qualitative nature of identifying dimension structure, multivariate statistical methods are the ones most commonly used (Voon and Lee, 2009; Hair et al., 2014), namely, EFA and CFA. These methods are expounded below.

2.2 Exploratory Factor Analysis

Exploratory factor analysis is used for analyzing data and it uncovers the underlying structure of a relatively large set of variables and represents a smaller number of factors (Tang, 2010). EFA provides information on how many variables belong to a particular dimension. Thus EFA identifies the dimensions when the researcher is uncertain about the existing number of dimensions and their related variables.

In EFA, all the measured variables are associated with a particular factor structure by comparing the factor loading estimates. They can be examined using the statistical software SPSS, whereby variables with loading estimates of less than 0.4 can be retained so as to make the composition of a dimension (Hair et al., 2014 and Byrne, 2010). Hair et al. (2014) explain further that the dimension structure of a particular concept is derived from the data and not from established theory. Although the data is the major prerequisite for establishing the underlying dimensions, different measures should be taken before the researcher decides to use EFA.

Theoretically, to ensure the appropriateness of EFA, numerous assumptions should be made to justify its application, such as, sample adequacy (Kaiser-Meyer-Oklin) should be greater than or equal to 0.5, data matrix should have a correlation greater than 0.3, the Eigen value should be greater than or equal to 1, the percentage of variance should be greater than or equal to 60%, and the significance of factor loading should be greater than 0.4 when the sample size is 250 or above. The rotation factor should be either varimax/orthogonal or oblique. Varimax/orthogonal attempts to maximize the dispersion of the loading to ensure that the factors remain uncorrelated. The application of oblique is limited in EFA because it is more applicable when the factors are correlated (Field, 2009).

2.3 Confirmatory Factory Analysis and Model Fit Indices

Despite the usefulness of EFA for establishing the number of factors, their related items and interpretation, it is recommended that CFA is used to confirm how well the measured variables represent a smaller number of factors (Voon and Lee, 2009). This is strongly supported by Hair et al. (2014), who argue that every research technique has its limitations the same as EFA. Hence to overcome the inherent limitations of EFA, CFA is broadly recommended to validate how well the underlying dimension matches the actual data.

To validate the dimensions established beforehand (hypothesized model or restricted model) many goodness-of-fit measures are used to evaluate the model fit, which can be revealed through combining the operational procedure of CFA with Analysis of Moment Structures (AMOS). The main objective of model fit is

to find out if established theory matches reality/data (observed variables). The model can be accepted if the theory and the data are the same, otherwise it can be rejected (Hair et al., 2014).

The literature recommends numerous goodness-of-fit indices that can be used to assess model fit (Voon and Lee, 2009); Bryne, 2010 and Hair et al., 2014), which can be put into three major categories, namely overall fit (absolute fit), comparative fit or relative fit (incremental fit) and parsimony.

Absolute fit is a function of goodness-of-fit index (GFI), root mean square residual (RMSR), square error of approximation (RMSEA) and chi-square ratio ($\chi 2$). Although the chi-square ratio ($\chi 2$) is the most fundamental measure of overall fit (Bryne, 2010), it is too sensitive to sample size and is not recommended for assessing a single model but for comparing two nested models. Therefore, the ratio of chi-square per degree of freedom (CMIN/DF) is the goodness-of-fit most recommended (Hair et al., 2014).

Incremental fit indexes include adjusted goodness-of-fit index (AGFI), normed fit index (NFI), Tucker-Lewis index (TLI), comparative fit index (CFI) and incremental fit index (IFI)

Parsimony fit includes parsimony normed fit index (PNFI) and parsimony goodness-of-fit index (PGFI). Table 2.1 shows the most commonly used fit indices and their standard requirement values.

Table 2. 1: The most commonly used goodness-of-fit indices and their value range

Type of goodness-of-fit	Description	Index	Value Range
Absolute fit	Determines how well the hypothesized model (theory) fits the sample data (reality) and demonstrates which proposed model has the most superior fit. This measure provides the most fundamental indication of how well the proposed theory fits the data.	CMIN/DF	< 4
		GFI	>0.90
		RMSR	<0.05
		RMSEA	< 0.07
Incremental fit	Compares how well the proposed model fits an alternative baseline model (null model). In most cases, the null model is a single-construct model with all indicators perfectly measuring the construct.	AGFI	>0.90
		NFI	>0.90
		IFI	>0.90
		CFI	>0.90
Parsimonious fit	Evaluates the model fit of competing models by comparing the degree of model complexity, and either improves it to become a better fit or produces a simpler model.	PNFI,	>0.90
		PGFI	>0.90

Source: Hair et al., (2014)

The table above displays some of the goodness-of-fit statistics and their value range that are commonly used to assess the perfection of the restricted models, but only some can be used to fulfil the purpose (Bryne, 2010 and Hair et al., 2014). Hair et al., (2014) further argue that one absolute fit index (RMSEA) and one incremental fit index (CFI) are sufficient to identify the adequacy of any model fit. That is not all the statistical indices can be employed for identifying the factors and model acceptance.

2.4 Tourism Cultural Capital Dimensions in Zanzibar.

In Zanzibar, the development of tourism cultural resources has been directed at emphasizing values, cultural awareness and promotion of community participation in the effort to improve the country as a competitive destination. The Zanzibar Tourism Sector Survey conducted in 2010 (ZTSS, 2011) identified a myriad of tangible and intangible cultural resources that are the most prevalent attractions on the islands. Such cultural attractions include Stone Town (the historical part of Zanzibar town with stone architecture), spices (cloves, cinnamon, lemon grass, etc.) and historical sites (Museums, House of Wonder, Old Fort, Maruhubi Ruins, and Prison Island). Others are the customs (language and dressing style), festivals (Zanzibar Films Festival, *Sauti za Busara* Festival, the Dhows Place Festival, *Mwaka Kogwa*- the *Makunduchi* tribal annual event, and the like). Still others include artistic work such as antique carpentry works (Zanzibar doors and chests), local music like *Taarab* and other tribal dances like *Msewe, Dhikiri* and *Unyago*. This study therefore sought to determine empirically how many and what kinds of dimensions of tourism cultural capital exist based on the attributes discussed above.

Recent study documents seven distinctive tourism cultural capital dimensions (TCCDs) that influence tourists in making decision in choosing Zanzibar as a preferable destination for their vacations (Salim, 2015). These dimensions with their details composition of the belonging attributes are as displayed in the Table 2.2.

Table 2.2: Tourism Cultural Capital Dimensions in Zanzibar

Dimensions of TCC	Variable Code	Description of the Variables
F1: Historical objects (HO)	HO1	Historical buildings
	HO2	Local and historical architecture
	HO3	Narrow streets in Stone Town
	HO4	Historic monuments
	HO5	Museums and galleries
	HO6	Historical places
	HO7	Cultural objects like doors and chests
	HO8	Ruins
	HO9	Archeological artifacts
	HO10	Iconic buildings
F2: Cultural events (CE)	CE1	Cultural festivals and shows
	CE2	Local music and dance
	CE3	Theaters
	CE4	Local drama and performances
	CE5	Indoor social activities
	CE6	Tribal events
	CE7	Local sports and games
F3: Cultural behavior (CB)	CB1	Native languages
	CB2	Customs and a way of life
	CB3	Dressing style and fashions
	CB4	Social interaction with visitors
	CB5	Unique attitudes and norms
	CB6	Friendly and kindness of the people
F4: Traditional Medicine and Spiritual Practices (TMSPP)	TMSPP1	Traditional healing and superstition
	TMSPP2	Witch doctors and witchcraft practices
	TMSPP3	Herbal medicine
F5: Traditional Aqua Activities (TAQA)	TAQA1	Sailing using local dhows
	TAQA2	Engaging in water sports using local dhows
	TAQA3	Watching sunset and sunrise using local dhows cruising
	TAQA4	Experiencing under water historical treasures
F6: Food and Culinary Experiences (FCE)	FCE1	Food and beverages
	FCE2	Culinary practices
	FCE3	Variety of spices
F7: Handcraft(HCRT)	HCRT1	Souvenirs
	HCRT2	Exotic handcrafts
	HCRT3	Weaving of hats, local mats and other craft artwork

2.4.1 Cultural Behavior Dimension

Cultural behavior refers to how people behave, their language, how they communicate with locals and outsiders and their mode of dressing. Zanzibar has a unique cultural behavior which has raised tourists' expectations (ZTSS, 2011). These islands are known to have friendly people who welcome visitors, especially those who respect their beliefs and values. They are steeped in the Swahili culture which has a strong Arabic heritage. Their mainstay is fishing and trading goods, especially with the main cities in East Africa, which are transported by the famous "dhows." These are unique activities to watch at the beaches and commodity markets.

2.4.2 Historical Objects Dimension

Zanzibar is well endowed with historical buildings and ruins. These historical structures are the physical cultural assets inherited from the country's political, social, colonial, slavery and military history. Since history is intangible but presents events that happened in the past, tourists do not come to see history but to visit objects that link them with the past. If these objects did not exist then no economic benefits could be extracted from tourism. For example, ZTSS (2011) reports that historical sites and city tours are the most preferred tourism products in Zanzibar. This can be attributed to the availability of more cultural sites such as Stone Town, Old Fort and House of Wonders. The historical heritage of Zanzibar depends on these sites together with the history of the slave trade, which spans most of East and Central Africa.

2.4.3 Cultural events

The cultural events dimension includes activities such as local music, dance and performance, festivals and many other related tribal activities. Tourists want to see exciting, intriguing and wonderful events peculiar to the destination. They want to be entertained by cultural music and traditional dances, and/or attend exotic traditional festivals unique to that destination. Cultural events have become the most popular cultural attractions that generate the image of a particular place. Amour (2013) reports among the major cultural events in Zanzibar are Zanzibar Film Festival (the festival of the dhow countries), Zanzibar's Music Carnival (Sauti za Busara) and Mwaka-Kogwa (traditional Zoroastrian). These festival are becoming very popular and attract a lot of international tourists. International Film Festival features artists from all over Africa and is known as "the friendliest festival of the planet". Sauti za Busara (sound of wisdom) actually performed during the first week of February in every year. It focuses on showcasing a diversity performance rooted in Swahili tradition. This festival features modern and traditional styles, religious and traditional dancing. Next is Mwaka-Kogwa, which is staged four consecutive days of every year, at Northern part of Unguja (Makunduchi). This is to celebrate the Zoroastrian new-year. The celebration involves fighting between men and is believed to clear outstanding grievances as the year rolls on.

2.4.4 Food and Culinary Experiences

Consumption is an integral aspect of the tourist experience because it is not just about the sights, but also taste in the form of the tranquility of a place (Shenoy, 2005). Food is one of the necessities of human beings. While travelling, people first think about where to stay and what to eat. Food comprises a variety of attributes including exotic cooking methods, the attractiveness of restaurants, local ingredients, such as spices, fruits and herbs, and tastiness. In terms of restaurants, this includes a variety of attractive restaurant types, unique serving styles of restaurant staff, learning about local eating habits and table manners, the environment, unique style of decoration and reasonable price/value for money (Lertputtarat, 2012). In Zanzibar the open food market at *Forodhani* Park has gain popularity and attracts a lot of cultural tourists.

2.4.5 Handcrafts

Handcrafts are inextricably connected with the mutual advantage of building and promoting one sector in support of another in a country. The fundamental connection between handcrafts and tourism is seen particularly when promoting a tourist destination and its cultural identity (Shushman, 2012). Traditional handcrafts are associated with the lifestyle and conservative habits of indigenous people using certain items each day (Kirovska, 2014). However, tourism changed the habit of using handcrafts for their practical use to making souvenirs as a way of remembering the place visited. Today, handcrafts have become an integral part of the tourist's experience, as they represent the culture of the host country, and are a valuable asset, bringing about change in society and the country as a whole (Mustafa, 2011; Scott, 2012; Shushman, 2012). Mustafa (2011) argues that besides their role in contributing to the economic growth of the country, handcrafts create jobs and income for thousands of families, and also help transmit and maintain the cultural roots, pride and identity of the nation.

2.4.6 Traditional Medicine and Spiritual Practices

This dimension includes activities such as traditional healing and superstitions, herbal medicine and witchdoctors and witchcraft. Witchcraft and witchdoctors' practices are greatly restricted by the Zanzibar government and Muslim cultural barriers, as Muslims constitute the majority of people on the island. Despite those barriers, they still operate under cover. There is strong evidence that in the last decade children accused of being witches were killed or maimed or chased out of the community. These attacks have now been extended to new groups, targeting people with albinism. Currently, the way albinos are treated in Tanzania is a very serious national issue (Salim, 2015).

2.4.7 Traditional aqua activities

Water sports have rapidly changed into a big independent industry in the world. This dimension includes water sports activities using local dhows, Watching sunset and sunrise using local dhows cruising and experiencing under water historical treasures.

III. METHODOLOGY

This study was conducted using an exit survey. The questionnaire aimed to investigate international tourists' opinion and impression of possible cultural attractions that drew them to a tourist destination like Zanzibar. The tourists were approached as soon as they had finished immigration formalities. They were selected based on their willingness to participate. Thus, purposive and convenience sampling methods were used to select respondents. The survey was distributed on the basis that the necessary assumptions had been met, such as validity checkup, whereby the judgment of a group of tourism experts was applied and reliability was monitored by the pre-tested questionnaire that exceeded the minimum Cronbach Alpha Coefficient (α= 0.6) as recommended by Tabachnick and Field (2001) for any exploratory study. Other assumptions include the Kaiser-Meyer-Oklin test of the adequacy of the sample (KMO 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 was found in either survey. The estimation of parameters was based on the maximum likelihood method.

After exploration, confirmatory factor analysis (CFA) via AMOS version 21 was applied to confirm whether the items belong to the dimension for which they are theoretically designed. CFA is a structural equation modelling technique used to determine the goodness–of-fit of a hypothesized model. To evaluate the model numerous goodness-of-fit indices were used to assess the model fit (Byrne, 2010; Hair et al., 2014). The table below displays the recommended fit indices that were used in this study to test the fit of the measurement model of TCCDs.

Table 3.1: Summary of Standard Requirements for Indices

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

Source: Hair et al. (2014).

IV. RESULTS AND DISCUSSIONS

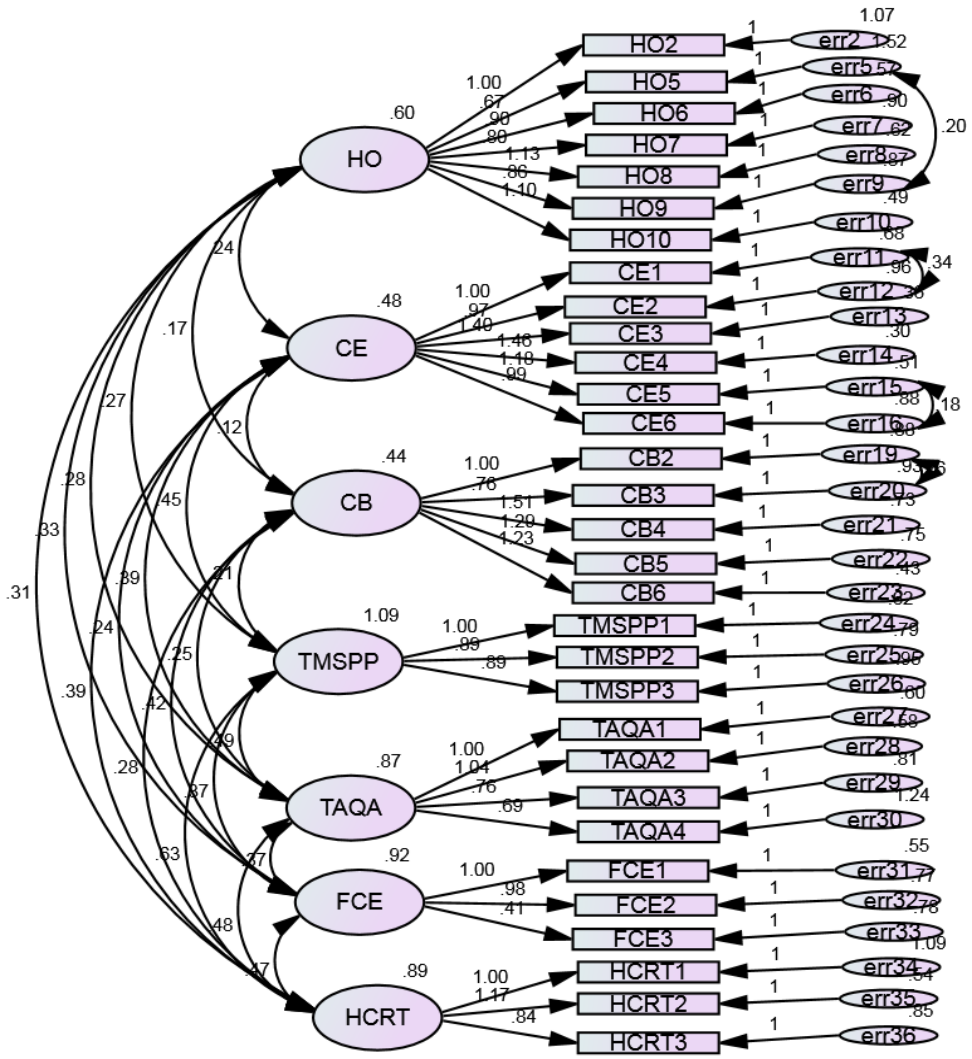
4.1 Response Rate and Demographic Profile

Out of 539 international tourists aged over 18 that were approached in Zanzibar airport departure lounge only 410 questionnaires were usable in this study. The non-response questionnaires were attributed to language and time constraints as well as through 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 travelers were of age between 30-49 year old (36.6%) and between 18-29 years old (31.2%). Geographical location indicates that 63.4 % (n=260) of the tourists 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%(4) from Africa. In terms of the employment status majority were employed (66.1%, n= 271) followed by self –employed (18%, n=74) and for their related household, those who have income ranging $20,000-$49,999 were the leading (38.8 %, n= 159) followed by $50,000-$99,999 (23.7%, n=97).

4.2 Confirmatory factor analysis.

After running the CFA all the hypothesized models of the seven TCCDs revealed a model of better fit, except HO, CE and CB dimensions. HO fitted very well after dropping the three items "historical buildings, narrow streets of Stone Town and historical monuments" (HO1, HO3 and HO4) and in CE one item was dropped (CE7= local sports and games). These items were dropped because of cross-loading with other items. In the case of the CB dimension one item "native language" (CB1) was dropped because it did not match the criterion of having a factor loading greater than 0.4. After that all seven validated models of the TCCDs were combined to form an overall measurement model for further confirmation. This was to recheck whether there was any possibility of the existence of complex structures among the constructs and to make sure that the retained constructs were accurate and appropriate for representing the overall model for TCCDs.

Figure 4.1: CFA – TCCDs Model



This final model is a reasonable representation of the data because all the factor loadings were greater than 0.4 and were significant at one percent level (p=0.000) for goodness-of–fit indices to fall within the acceptable range (Byrne, 2010; Hair et al., 2014). The reported fit indices are TLI (0.906), CFI (0.905), CMIN/DF (2.189) and RMSEA (0.054), which support the acceptable fit of the TCCDs measurement model. This was also supported by Hair et al. (2014) who stressed that the absolute fit index (RMSEA) and one incremental fit index (CFI) are sufficient to identify the adequacy of any model fit. Further, the internal consistency of the seven–factor model of TCCDs was checked by calculating the reliability of the coefficient. The results are shown in Table 4.3.

Table 4.3: Summary of Tourism Cultural Capital Dimensions and their Constructs

Dimensions	Number of attrivbutes	Constructs	Alpha
F1: Historical objects	7	"Local and historical Architecture", museums/galleries, historical places, "curving object like of doors and chest", ruins, archeological artifacts and iconic buildings	0.850
F2: Cultural events	6	Festivals/shows, music / dances, theaters, drama/performances, indoor social activities and tribal events,	0.870
F3: Cultural behavior	5	"Costums and ay of life", "dressing style and fashions", people interactions, with visitors, unique atitudes normms , and "friendliness and kindness of the people "	0.781
F4:Traditional medicine and spiritual practices	3	"Tradition healing, and superstition" , "witch doctors and witch crafts, and herbal medicine	0.778
F5: Traditional aqua activities	4	"Local dhow saling," "water sports using local dhows" , sunset and sunrise cruising using local dhows" and under water historical treasures	0.759
F6: Food and culinary experiences	3	"Food and bevarage", "culinary practices "and spices	0.658
F7:Handcrafts	3	Souvenirs, craft works and local made materials	0.758

Therefore, the measurement model was accepted and the seven dimensions are truly represent the model of TCCDs. The measurement model of TCCDs consists of seven factors with 31 latent variables as displayed in figure 4.1 or Table 4.3 . The value of Crobanch's alpha ranged from 0.658 to 0.870 which is acceptable compared to the suggested level of 0.6 for an exploratory study (Tabachnick and Field, 2001). Therofore, the measurement model was accepted and the seven dimensions truly represent the dimensions of TCC, hence further analysis can be done using this model..

V. DISCUSSION OF THE FINDINGS

CFA was carried out with a sample of 410 international tourists to confirm the seven–factor model and to provide further evidence of reliability. This analytical evidence indicated that all pattern coefficients were high, indicating a significant contribution of each item to the corresponding factor. The CFA results also indicated that the seven–factor model showed a good fit with high fit indices. These findings provide evidence of the construct validity of the TCC dimensions scores with this sample of international tourists. All seven factors also showed high internal consistency, ranging from 0.658 to 0.870, which is acceptable compared to the suggested level of 0.6 for an exploratory study (Tabachnick and Field, 2001). Overall, it can be concluded that the dimensions of TCC constituted a multidimensional construct consisting of seven dimensions or factors. These dimensions are as follows.

The first dimension is historical objects. This dimension represents parts of political, military, cultural or social history that have been preserved due to their cultural heritage value. They are usually protected by law, and many have been given the status of official national historic site. They are usually maintained so that members of the public as well as guests from a far can visit them. Historical objects may be any building, landscape, site, ruins or structure that are of local, regional or national significance. The most common monuments in Zanzibar are ruins (Maruhubi ruins, Bihole ruins, Mbweni runs, Kizimbani Persian ruins, etc.), the Museum, Old fort, Prison Island and Beit el Ajab (House of Wonders). These monuments are the greatest attraction to tourists visiting Zanzibar (Salim and Mwaipopo, 2015). Similarly, other countries have also benefited from historical buildings such as the Taj Mahal in India and Burj Khalifa in Dubai. 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). Others are the Longhouse in Malysia (Voon and Lee, 2009) and Rideau Canal in Canada (Donohoe, 2012). The historical object dimension always exposes tourists to learning about and experiencing spectacular monuments, as they provide a clear insight into the past and help visitors to learn about the history of the people of a particular place. In Zanzibar, these monuments visited by tourists reflect the history of slavery and the colonial period. It also gives them a clear picture of how Zanzibar's ancient Swahili culture has been mixed with other cultures, such as those of Arabs, Indians, Germans and the British. The beautiful architecture of these monuments with intricate designs produced with such skill show that the historians who declared that people in Africa were primitive were badly mistaken.

This dimension as a potential asset for a country provides several stretegic advantages, including its contribution to revenue (Salim and Mwaipopo, 2015). Because of its economic importance, tourism decision

makers need to apply different strategies for maintaining, preserving and managing these monuments, The way in which they are mantained and managed will determine whether or not benefits can gained from them. In other words, destination managers need to realise the potential of these monuments, and focus on the kind of customer to be targeted, what promotion mix to select and what strategies to put in place to ensure that the destination benefits economically and socially.

Cultural events is the next prominent tourism cultural dimension whose items include festivals/shows, theatrical performances, indoor social activities, tribal events, indoor cultural events and music/dance. This dimension reflects the entire social life of Zanzibaris, and how they respect their culture and norms. Cultural events have become the most popular attractions that portray the image of a particular place. For example, the Samba and Carnival have been recognized as the most distinctive and popular cultural dances that reflect massive changes in Brazilian society (Barke, Escasany and O'Hare, 2001). In Zanzibar, the most popular cultural events are festivals (Zanzibar Films Festival, Sauti za Busara Festival, the Dhows Place Festival, Mwaka Kogwa - the annual Makunduchi tribal event, and the like). Still others include local music like Taarab and tribal dances like Msewe, Dhikiri and Unyago. Tourists are always attracted by this dimension because they see something different from what they experience back home. Therefore, tourism decision makers need to understand the importance of these events because of their economic contribution as well as their ambience. This means that the older generation needs to pass on their skills to the younger generation so that these events do not diminish in value or go out of existence. They should be considered valuable cultural assets. Destination managers should oversee and coordinate different programmes for these cultural attractions to ensure that they continue to meet tourists' needs and expectations. Efforts should be made to determine what kind of events are more attractive to tourists and where they should be performed so that tourists feel confortable and safe at a destination. Also research should be conducted to find out what types of promotion for particular events are more appealing to tourists, which will encourage them to visit a destination.

Cultural behaviour is the third dimension that covers how Zanzibaris live and the way their respect each other as well as foreigners. This dimension includes language, beliefs, hospitality, types of dress and their social lives. Zanzibar is a cosmopolitan society, which has emerged from a mixture of different people from various parts of the world, mainly Bantu, Middle Eastern and Far East Asian people, thereby creating a unique cultural melting pot probably not found anywhere else in the world (Salim and Mwaipopo, 2015). Therefore, this might be a unique and an appealing destination of choice for tourists. This highlights the need to maintain and preserve the characteristics of the cultural behaviour of Zanzibaris to sustain the cultural heritage. The good behaviour of local people has a major influence on convincing tourists that they will be safe at the destination, because of the high degree of security that is ensured by the behaviour of Zanzibaris.

Traditional medicine and spiritual practices is another dimension that consists of witchdoctors and witchcraft, which are frowned on by the Government (they are considered illicit) and by many of the locals, particularly Muslims, who comprise the majority of the population in Zanzibar. Despite the government's restriction and Muslim cultural barriers, witchcraft and witchdoctors' practices still operate under cover. There is strong evidence that in the last decades children accused of being witches were killed, maimed or chased out of their communities. New groups of people are now being attacked like this, and people with albinism are being targeted, which has become a very serious issue in Tanzania (Salim, 2015).

Good attributes of this dimension are herbal medicine and traditional healing that are practised in the open. Travelling in search of alternative health remedies has become common practice in many communities (Nolan and Schneider, 2011). This dimension is linked to Zanzibar's murky past that brought together continental voodoo and Middle Eastern spiritual practices, resulting in a peculiar genre of mystic healers (Salim and Mwaipopo, 2015). This is a unique characteristic of Zanzibar that increases its attractiveness in the eyes of many potential visitors. Despite the importance of this dimension there is still no full information on it on the island. Hence destination management organizations should raise awareness of the need for more research to be able to exploit the potential of this dimension, as it is a negleted area of study, and it will make a good contribution to the literature on this subject.

The cultural traditional aspects of aqua activities emerged as one of the dimensions. Evidence shows that most visitors have been attracted by the exciting experience of local dhow sailing. In Zanzibar, the use of local dhow sailing to view the sunset and sunrise, as well as underwater historical treasures, reflects its unique identity, of which it can be proud (Salim, 2015). Some of the respondents declared that water sports were everything in their holiday. Zanzibar is fascinating, explosive and exciting, the beaches are marvellous and the sea is clear blue and unpolluted. The nature of the beaches and the sea most likely gave visitors images of times past when merchants of old used to visit these islands when engaging in traditional commercial activities. This means that aqua culture could make a major contribution to influencing the image of a destination if handled appropriately.

The next factor is food and culinary experiences. Historically, Zanzibar was branded "The Spice Island", with a monoculture economy based on cloves. In the last few decades, cloves were the largest export commodity,

which were the main source of foreign exchange earnings, income and employment for the majority of the population, particularly in Pemba Island (Salim, 2015). Therefore, it is not surprising that Zanzibar is famous for its spices and variety of dishes inherited from its cosmopolitan culture. Food is an integral part of the tourist experience because it is not just about the sights, but also taste in the form of the tranquility of a place (Shenoy, 2005). Food is one of the necessities of human beings. While travelling, people first think about where to stay and second what to eat.

The last dimension is handcrafts. In Zanzibar, handcrafts are associated with the Swahili culture, although some respondents raised questions about their origin. They suggested that the authorities should be aware that some handcrafts come from Tanzania mainland and neighbouring countries such as Kenya. For example "Tinga Tinga" is the most common cultural product coming from outside Zanzibar. The introduction of new cultural products that do not originate from Zanzibar will spoil Zanzibar's culture and mislead tourists by giving them false information about where handcrafts come from. This study, therefore, shows the government that it needs to be serious about ensuring that handcrafts are produced in Zanzibar so as to keep up the flow of potential tourists that will generate revenue for the destination.

The findings of this research shed light on the meaning of the construct TCC dimensions, extend previous research and provide a new perspective on the underlying structure of this construct. The latent structure of TCC dimensions seems better represented by seven dimensions with 31 latent variables. These dimensions and their attributes are essential for the success of TCC and have been suggested in previous studies, such as Salim and Mwaipopo (2015). However, in comparing previous research, we found some similarities as well as differences. In terms of factors, both exploratory and confirmatory factor analysis show the exact number of dimensions, but different in items of the observed variables. This means that CFA validated the model and some items were dropped because they overlapped other variables or because they did not show any importance in this framework. Therefore, the TCC model consists of seven factors with 31 observed variables.

VI. CONCLUSIONS AND IMPLICATIONS FOR FURTHER RESEARCH

This study developed the measurement model of the cultural capital of a tourist destination through CFA. Zanzibar was used as the case study. CFA, based on a slightly different theoretical framework and methodology, confirmed and validated the measurement model of TCC dimensions. Its goal was to reduce the numerous measured variables to a small reliable number of the latent/observed variables. This means it tested a theory when the analyst has good reason to do so concerning the structure of the data, which is not generally driven by a priori theory. This is an appropriate method involving a series of fundamental decisions that directly affect the results and interpretation of EFA (Voon and Lee, 2009). With respect to the usage of this factor analysis, it should be acknowledged that these findings are tentative and seven dimension and 31 latent variables were identified and documented. It seems clear that these findings shed light on the components and structural scales of TCC. The TCC dimensions scale in the whole schema of cultural tourism will serve as a promising tool for both the tourist industry and policy makers in order to have an appropriate marketing strategy, which essentially has regard for the endowed cultural resources that can be used for economic exploitation. However, this means that the authorities need to put in place an appropriate strategy for managing and preserving them.

The findings of this study have some limitations, the major one being its generalizability. This is because most of the tourists interviewed were from Europe and the sample was selected using non-probabilistic sampling. Hence the results would apply to Zanzibar which has unique cultural endowments, meaning that other destinations may have their own dimensions of cultural capital. It is recommended that other destinations be used as a case study to determine whether these factor structures vary from one country to another. Also there is a need to replicate this study using probabilistic sampling to find out whether it would provide a new perspective on the underlying structure of TCC dimensions.

VII. REFERENCES

[1]. Acuto, M. (2010). High-rise Dubai urban entrepreneurialism and the technology of symbolic power. Cities, vol. 27, pp. 272–284.

[2]. Amour,AS (2013). Zanzibar Cultural Heritage Tourism. Opportunities in canal Mozambique concept. The third seminar of Mozambique Channel Concept. M'tsang Beach, Mayotta, 2nd September, 2013.

[3]. Barke, M., Escasany, T. and O'Hare, G. (2001). Samba. A Metaphor for Rio's Favelas? Cities, vol. 18, no. 4, pp. 259–270.

[4]. Bryrne, B. (2010). Structure equation modeling with AMOS: Basic concepts applications and programs, 2nd Ed. Routledge Taylor and Francis Group, New York

[5]. Donohoe, H. M. (2012). Sustainable heritage tourism marketing and Canada's Rideau Canal world heritage site. *Journal of Sustainable Tourism,* vol. 20, no. 1, pp.121–142

[6]. Field, C. (2009). Discovering statistics using SPSS, 3rd Ed. SAGE publications, London
[7]. Hair, J. F., Black, W.C., Babin, B.J. and Anderson, R.E. (2014). Multivariate Data Analysis, 7rd Ed, Pearson, England.
[8]. Hall, E. (1976). Beyond culture. Doubleday, Anchor Press, New York.
[9]. Hofstede,G. (1980). Culture Consequences: International Difference in Work-Related Values. Sage Publications, Inc., California.
[10]. Kirovska, Z. (2014). Sustainability of handcrafts in service of rural economic development. Journal of sustainable development, vol. 5, no.8/9, pp.134-143
[11]. Kluckhohn, F. R. and Strodtbeck, F. L. (1961). Variations in Value Orientations. Row, Peterson, New York.
[12]. Lertputtarak,S. (2012).The Relationship between Destination Image, Food Image, and Revisiting Pattaya, Thailand. *International journal of Business and Management*, vol. 7, no. 5, pp. 111-122
[13]. Macbeth, J., Carson, D. &Northcote, J. (2004).Social capital, tourism and regional development: SPCC as a basis for innovation and sustainability. *Current Issues in Tourism*, 7(6), pp.502- 522.
[14]. Mustafa, M. (2011). Potential of sustaining handcraft as tourism product in Jordan. International Journal of Business and Social Science, vol. 2, no. 2, pp. 145- 152.
[15]. Mwaipopo, L. J. and Salim, I. S. (2012).*Exploring destination branding through utilizing the capital inherent in a culture: The case of Zanzibar*". Challenges in tourism development and sustainability. International Conference Zanzibar. Tanzania
[16]. Nolan, J.M. and Schneider, M.J. (2011). Comparative perspective symposium: Gender and medical Tourism. Journal of Women in Culture and Society, vol. 36, no. 2, pp. 1-9.
[17]. Salim (2015). An exploration of the relationship between tourism cultural capital dimensions and destination image: A case study of Zanzibar. PhD thesis, University of Dar es Salaam, Tanzania.
[18]. Salim. IS and Mwaipopo, L.J (2015). Exploring cultural capital dimensions in tourism: The case of Zanzibar. Global Advanced research journal of management and business studies, vol. 4, no. 10, pp. 390-397
[19]. Scott, M. (2012).Cultural entrepreneurs, cultural entrepreneurship: Music producers mobilizing and converting Bourdieu's alternative capitals. Poetics, vol.40, no. 3, pp. 237-255.
[20]. Shenoy, S. (2005). *Food Tourism and the Culinary Tourist,* PhD Thesis, Clemson University.
[21]. Shushman, H. (2012). Tourism and Handcraft - exploring the linkages. Journal of Multidisciplinary Research, vol. 1, no. 6, pp. 31-40.
[22]. Tabachnick, B.G, Fidel, L.S. (2001). Using Multivariate Statistics, 4th Ed. New York: Allan and Bacon.
[23]. Voon, B.H, and Lee, M. (2009). Identifying dimensions of tourist satisfaction for a cultural destination: The case of long house on Sarawak (Borneo). *International journal of business and society*, vol. 10, no. 1, pp. 65-82.
[24]. Zanzibar tourism sector survey (2011).The 2010 international visitors' exit survey report. Zanzibar, Tanzania.